

experienceguildford™

Newsletter

October 2018

Indie Spot of the month!

Casino

Casino Nightclub is the only venue in town to have a dedicated first aid and paramedic team with a fully functional medical and panic room. Casino's approach to maintaining the wellbeing of customers and staff is taking one step further as its staff will be undergoing mental health first aid along with ensuring staff have up to date first aid training. This ties in nicely with Guildford having just been awarded a Purple Flag accreditation again!



October is Purple Flag month!

We have been awarded a Purple Flag accreditation for our safe and vibrant night time economy by the Association of Town Centre Management for the fifth year in a row! A big thank you to everyone involved, it is a great achievement for the town and serves as a kite mark for us. If you've not heard of it, it is similar to Blue Flag for Beaches and Green Flags for parks (of which we have 8).

Here are some highlights from the assessors report:

Specific Policies and Actions that are Excellent or Outstanding, and Especially Worthy of Note:

- Car Parks were excellent, well lit, monitored and well used.
- Pubwatch welcome packs and information packs were excellent.
- New communications plan a welcome addition to address the issues identified within the perception study.
- Excellent use of purple flags with many civic buildings flying flags, there were also many buildings lit up purple during our visit.
- Promotional toolkit an excellent idea that could be developed and replicated nationally by ATCM

And Guildford's Purple Flag has even made it to Amazon thanks to Di Roberts Guildford's Marketing and Tourism Development Manager. Please say to your Alexa 'Play my flash briefings' 'What's on in Guildford' and you should hear BBC presenter Peter Stewart giving an update.

If you are a night time economy business doing anything purple we will promote it for you! This could be a purple themed pub quiz, creating a custom 'Purple Flag' cocktail or even lighting up your venue purple. Email olivia@experienceguildford.com with the details.



Guildford Innovation Awards 2018

Are you an innovative, forward thinking business?

Do you aim to inspire others with your products or technologies? Then the Guildford Innovation Awards have been designed to recognise you!

Now well under way, the 2nd Guildford Innovation Awards are designed to celebrate inspirational innovation across a spectrum of sectors in the borough - building upon the theme of supporting Science, Technology, Engineering, Arts and Maths subjects. They are open to individuals, social enterprises, organisations and businesses located in Guildford Borough with eight categories open for entries and the ninth, a special award for 'Most outstanding innovation' whose winner will be drawn from all the category entries. Taking place at the historic Guildhall on Guildford high street on the evening of the 3rd December, the awards evening promises to deliver a unique celebration of local innovation.

The deadline for submissions is noon on the **31st October 2018** so to find out further information or to enter now visit www.guildford.gov.uk/innovationawardsonlinesubmission



www.experienceguildford.com

Greener Guildford

Have you heard about Marks & Spencer's Plan A, Acting on Plastic which was launched in 2007? Worth a read! This September our local Marks & Spencers swapped plastic cutlery for sustainable wooden cutlery, along with plastic crockery being swapped for paper bowls. Just a few examples and they have many more...watch this space!

This is the sort of initiative that helps build a [#greenerguildford](#).



Great British High Street

We are delighted to announce that Guildford High Street has been shortlisted for the Great British High Street Awards. We need your support to try and secure a win!

Encourage your team to help our High Street win by posting on Twitter, Facebook or Instagram using [#MYHIGHSTREET](#) and [#GBHSGuildford](#) (MUST USE BOTH)

Voting ends 23.59 on **31 October 2018**.



Do you receive our weekly e-newsletter every Thursday?

It's full of informative town centre news and events along with the Town Ranger's contact details and who's on duty when so you know who to contact should you need them for anything.

If it's footfall you're interested in, then that's in there too!

If you aren't receiving the e-newsletter please make sure we have your correct email address by letting sasha@experienceguildford.com know!

A Boards! Well done everyone!

We have had some great feedback from a Guildford resident regarding the improvement in the number and positioning of A boards so we wanted to say a big THANK YOU for being so considerate with your boards!

Fancy a pub quiz?

Get your weekly fill here!

Monday

– The Kings Head, Quarry Street

Tuesday

– The Royal Oak, Trinity Churchyard

Thursday

– The Three Pigeons

New Openings

- Neom – High Street **coming soon**
- Typo – The Friary



Christmas Lights Switch On!

Let us know if you have any activity planned on 15 November when the annual light switch on is happening! This is a great opportunity to attract the thousands of visitors to the town to your business.

Dates for the Diary

- 2 – Guildford Farmers' Market, High Street
- 2 – Student Lock In, The Friary
- 7-14 – Guildford Book Festival, town wide
- 9 – Town Centre Forum, Council Chambers GBC
- 13-3 – November Guildford Shakespeare Company presents Alice In Wonderland, starting at St Mary's Church, Quarry Street
- 16 – Experience Guildford AGM, The Guildford
- Harbour Hotel
- 17 – David Walliams' Awful Auntie, G Live
- 19-20 – Oktoberfest, Stoke Park (north side)
- 26-27 – Tunsgate Quarter Event, Tunsgate
- 27 – Guildford Record Fair, The Guildhall
- 29 – Wordsmith: Creative Writing Course, The Boilerroom

