

BUSINESS E-BLAST

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Dine Around in Banbury



With 13 different recognised cuisines available in Banbury from our fantastic selection of restaurants the Banbury BID are inviting these businesses to sign up for a unique marketing experience, known as “**Dine Around in Banbury**”, the aim is to get customers out into the town. After talking to hospitality venues we have identified Wednesdays and Thursdays of each week to be the preferred days.

The Aim

Increase footfall to Banbury businesses, particularly our restaurant, café, and pub hybrid outlets during the less busy periods of the week.

The Concept

Each participating restaurant will create a small dine around menu consisting of a minimum of 3 starters, 3 main courses and 3 desserts with a fixed value of £5 each. Diners can then drop by and choose to eat one or more courses at the restaurant or better still 3 different courses at three different venues. The promotion will feature this dine around type of experience, rather than staying in one establishment.

The Banbury BID Commitment

The BID will market the concept on behalf of the outlets that sign up, we will advertise the concept, promote it in the local hard copy and electronic media and provide A Frame boards for premises to display showing that they are participating in the scheme. The BID will also provide window stickers, and promotional material branded “**Dine Around in Banbury**” Additional materials such as children’s colouring sheets and crayons featuring the history of Banbury will be available free to participating outlets.

We need your support and if you feel this is something you would be willing to be part of let us know. We need you to sign up in principle no later than the 11th of August, as minimum numbers of participants are required. After this date we can see what interest we have and consider suitable launch dates. info@banburybid.com be sure to add Subject: Dine Around Banbury



We are delighted to announce that The Banbury BID and Stagecoach are in discussions to introduce a '**Night Rider Bus Ticket**' offering passengers a special price to travel into the Town and which includes unlimited travel. This compliments the Dine Around in Banbury promotion and will encourage engagement with the town’s night time economy. More details to follow.

*Issued by the Banbury BID to all contacts on our database as of 05 August 2021
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Should anyone have any questions on the above, please feel free to contact me.

All the best,

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