

BUSINESS E-BLAST

Issued: 14th December 2021



Winter Newsletter 2021



FORWARD FROM OUR CHAIRPERSON

I'm sure you will agree that 2021 will be regarded as one of the most challenging years in recent history.

We commenced the year in lockdown and as we come into the Christmas season, the spectre of a new Covid-19 variant looms large over all of us, raising the prospect of further restrictions. However, we are a resilient and industrious town and so as I'm writing this in early December, The Banbury BID winter campaign is in full swing. Hopefully you will have seen our delightful evening light projection on the Cornmarket entrance to Castle Quay, as well as smaller projections subtly dotted around in first-floor locations, delighting scores of people who visit the town.

You may have taken part in our successful festive lantern parade, organised in conjunction with Banbury Town Council and Castle Quay, with support from our local sponsor Hook Norton Brewery?

This event saw literally hundreds of people come into town, many of whom dispersed afterwards into our pubs, restaurants and other evening food outlets. We also hope that your families have enjoyed meeting our live reindeer and taken a group selfie in our Banbury 'snow globe'!



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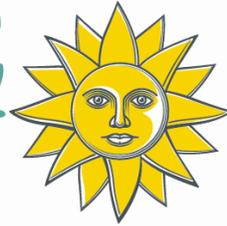
Our Experience Banbury brand is gathering momentum and in addition to the localised promotion of the website experiencebanbury.co.uk across social media channels, we have over £20,000 worth of 'out of town' advertising on billboards, backs of buses and other prominent locations, all promoting Experience Banbury in other towns across Oxfordshire and Warwickshire. All of this marketing aims to bring more visitors to the website, which is working to promote your business, and all of the attractions that our town has to offer.

I'd like to take this opportunity to wish you and your families a very Happy Christmas and a prosperous New Year.

Best wishes,

Stuart Moore – Banbury BID Chair

EXPERIENCE BANBURY

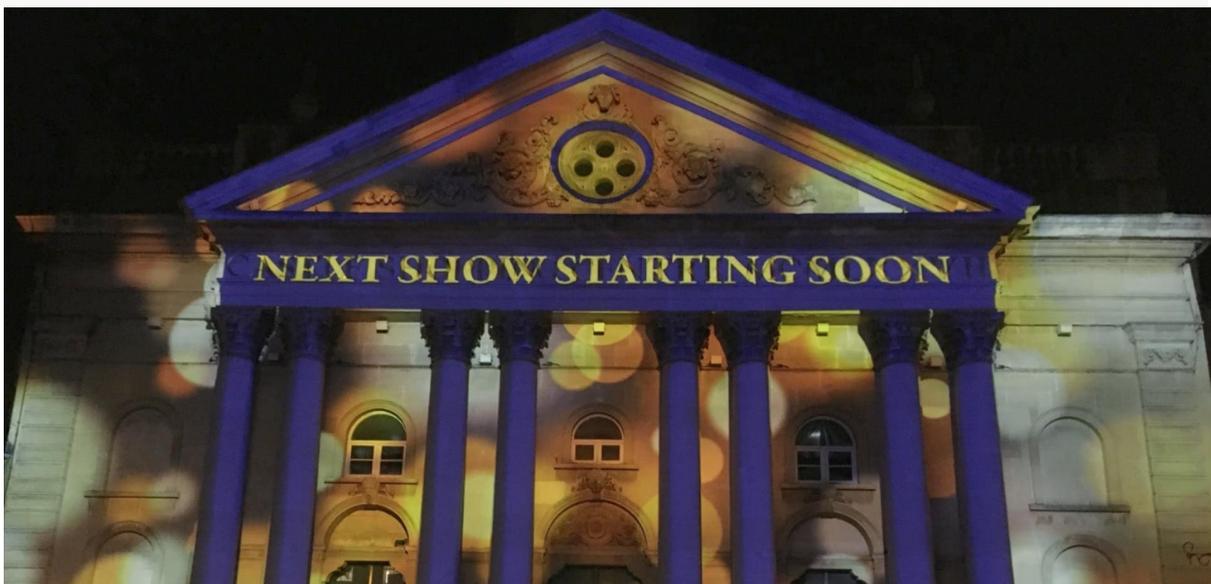


YOUR CHRISTMAS AND NEW YEAR'S EVE ACTIVITIES AND EVENTS

In the run up to Christmas and beyond we will continue to promote events, activities and offers that you, the BID businesses have planned throughout December and January on the Experience Banbury website and social media.

If you have anything planned, whether it's a festive menu, Christmas or New Year offers and promotions, or a spectacular New Year's Eve Party we would love to hear from you.

Simply send the details to marie@banburybid.com with an image that you would like us to use by Wednesday 23rd December.



NEWSLETTERS

Over the past few months, we have been notified by a number of Levy Payers, informing us that they have not been receiving our email newsletters. It is possible that the email address we have on file may not be correct, or you may have previously unsubscribed from our mailing list in the past and are no longer receiving them.

If you have already checked your junk/spam folders and cannot find any BID emails, please let us know and we will re-add your email address to our mailing list. Simply contact Marie Gilham on marie@banburybid.com to re-subscribe.

If you have missed out, you can now view all of the 2021 newsletters on the Banbury BID website under the news / newsletters section.

MEET THE BANBURY BID TEAM

As we approach the end of our fourth year and look towards 2022/23, we would like to invite all Levy-paying Business Owners & Managers, to come and meet the Banbury BID team at a special after-hours meeting in January. We appreciate that the last couple of years have been extremely difficult for everyone and we would like to give you the opportunity to review what Banbury BID has achieved since its inception in 2018, as well as preview some of the projects that we have planned for the year ahead.

We would also love to hear your ideas and to gain a better understanding of what's important to you and your business. In addition, we are actively seeking to add to our team of volunteer Directors. If you care about creating a better environment for business in Banbury and would like to find out more about the prospect of joining the Banbury BID board, then we would be more than happy to speak with you either at the event, or beforehand. Please feel free to contact our Chair (Stuart Moore) directly on: stuart@banburybid.com

As always, Banbury BID's mission is to deliver on our five pillars; Better Promoted, More Vibrant, Better for Businesses, Better for Visitors, Working for You.

We will be holding our 'Meet the Team' event on Thursday 20th January from 6.00pm Banbury Town Hall. As we will be working to Covid-safety policies, please RSVP to info@banburybid.com, so that we know how many people wish to attend in advance.

Merry Christmas and a Happy New Year, from everyone at Banbury BID



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