



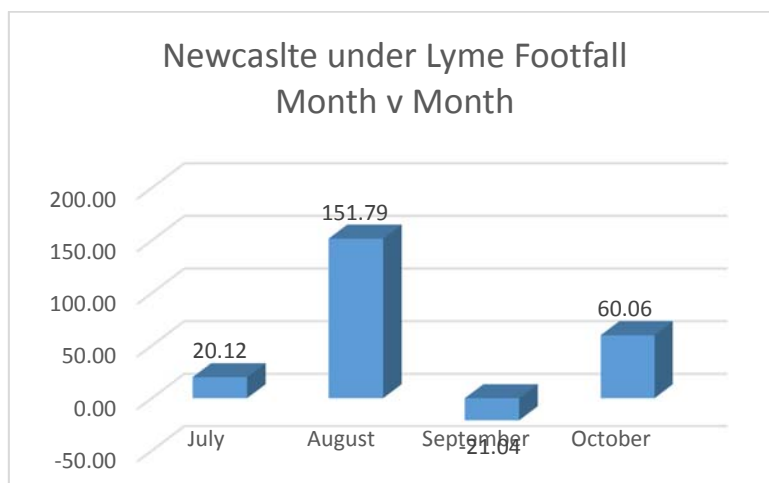
Chairs Report

2014

Quarter 3

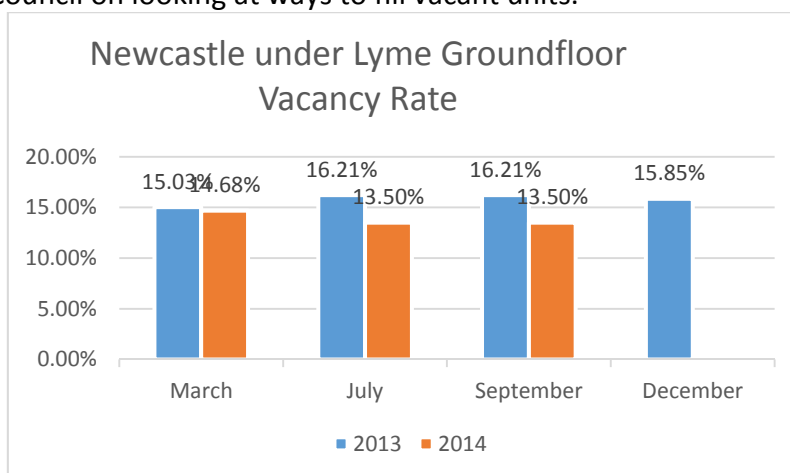
Footfall Monitoring

Newcastle under Lyme Town Centre Partnership footfall counters were fitted in Quarter 2, on the corner of the Iron Market and Castle Walk as this is the first year therefor figures are compared to the previous month.



Property Vacancy Rate

Newcastle under Lyme Town Centre Partnership works closely with landlords, estate agents and Newcastle under Lyme Borough Council on looking at ways to fill vacant units.



The towns' property vacancy rate has seen figures drop by 2.71% in Quarter 3 compared to the same quarter in 2013.

Dragons Den



Image Courtesy of Sentinel

Natalie Davie, of Newcastle, was given the chance to start her own business after winning Enterprize, a Dragon's Den-style competition run by Newcastle Town Centre Partnership.

Despite various setbacks, the entrepreneur hopes The Grind – an artistic cafe in York Place - has opened in Quarter 4 along with a number of “Pop-up” Stores.

Business Engagement

Town Centre Businesses are kept up to date of all the Newcastle under Lyme Town Centre Partnerships activities via the Talk of The Town Newsletter. This assists businesses in knowing what is coming up and allowing them the opportunity to capitalise on the events as well as getting involved.



Retail Index Scheme

Town centre businesses are encouraged to partake in the retail index scheme allowing them to benchmark themselves against other town centre businesses as well as the national average. This quarter has seen an increase in the number of businesses participating in the scheme.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
CENTRE AVERAGE	91.76	91.29	91.09	91.23	91.85	91.42	90.62	90.56	90.28
NATIONAL AVERAGE	102	100	100	102	101	100	101	102	100

CATEGORY	Jan - Sep Cumulative
CARD RETAIL	98.54
TELEPHONE / ELECTRICAL	100.65
FASHION / CLOTHING	100.05
JEWELLERY	100.56
STATIONERY STORES	100.28
TRAVEL	100.00
FOOD / BAKERY	99.59
HEALTH / TOILETRIES	99.89
SPECIALIST STORES	100.97
MAJOR STORES	101.84
TOWN CENTRE AVERAGE	91.12
NATIONAL AVERAGE	100.88

Newcastle under Lyme Town Centre Partnership Initiatives

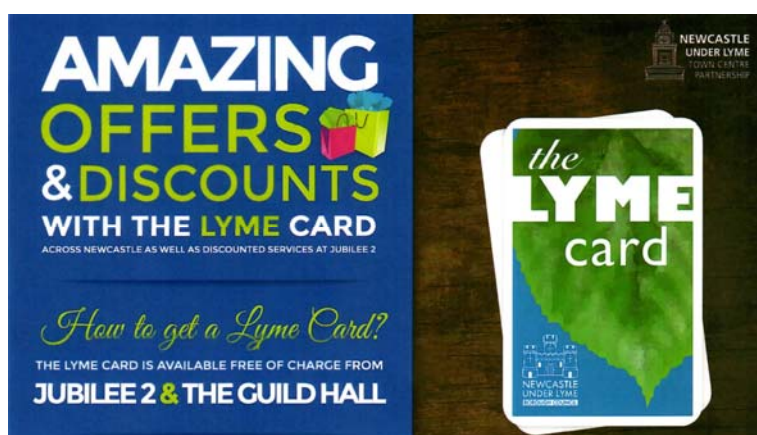
Bottlecap Film Festival

The Town Centre Partnership repeated this popular event with the addition of workshops on film and animation which was attended by four high schools and Newcastle College, a “Hush Hush Cinema” event which saw an attendance of 80 and a sold out awards evening with over 100 people.



Lymecard

The town centre partnership has worked closely with Newcastle Borough Council team in developing and expanding the already existing Lyme Card into a town centre loyalty card. The loyalty card scheme was launched with 22 businesses, and received positive media coverage in Sentinel and Radio Stoke. It is expected to see some additional promotion of the scheme in December.



Newcastle under Lyme Christmas Spectacular

The town centre partnership secured some additional sponsorship from local businesses to deliver what has been perceived by businesses as the best Christmas Event yet. The free parking all weekend strapline saw car parks across the town filled with assistance being provided by Sainsbury's in taking the overflow. Town Centre businesses who opened on the Sunday reported that sales figures exceeded last year's event. The atmosphere created from the event has generated an incredible amount of positive feedback from businesses and visitors to the town centre.

The launch of the Winter Wonderland on the Ryecroft developments opening coincided with the town centre switch on event. The feedback from the event was that it generated a flow for things to do across the whole town. The winter wonderland team reported that they were still busy when the fireworks were launched.

