



NEWCASTLE UNDER LYME TOWN CENTRE PARTNERSHIP

Newcastle Town Centre Partnership Report to Scrutiny July 2015

Business Improvement District

The TCP has been focussed on delivering the Business Improvement District Ballot, this included the launch of the BID Business Plan on 19th May at the Newcastle Performing Arts Centre. Through engagement with local businesses a business plan was developed to take into account the needs and aspirations of business owners.

The three key themes are:

- 1) Promote Newcastle-under-Lyme
- 2) Develop the distinctive Newcastle Experience
- 3) Growth, Development and Investment



The BID ballot commenced in June with a closing date for votes of 16th July. The TCP BID Steering Group comprising nine local business representatives are now promoting the Business Plan to ensure that business rate payers are aware of the proposals and return their ballot paper with a yes vote.

Recent Events

WE PRESENT
AT THE JUNCTION OF THE HIGH STREET & BERNHARDT

MUSIC & CREATIVE ARTS

NEWCASTLE UNDER LYME TOWN CENTRE PARTNERSHIP

IN ASSOCIATION WITH
Who Nifty Nitty
Shake Company

FREE PARKING ALL WEEKEND (ON ALL TICKETS, PARKING PACKETS)

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LYME LIGHT FESTIVAL 2015

MAYDAY BANK HOLIDAY
1ST - 4TH MAY 2015

FRI 7-11PM | SAT, SUN 11AM-11PM | MON 11AM-6PM

2 STAGES (LIVE MUSIC OVER 3 DAYS) | ARTISAN MARKET | FAIRGROUND
INTERACTIVE YOGA DEMOS | GEEKBOX GAMES TOURNAMENT (ROEBUCK CENTRE)
FOOD COURT | DOUGIE MAC QUEEN'S GARDENS TAKE-OVER
REAL-ALE BAR BY LYMESTONE BREWERY
BUBBLEDOGS & COCKTAILS BY BAR SOCIAL

FIND US ON

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LYMELIGHT BOULEVARD
NEXT TO VUE CINEMA

BAR Social @
@BarSocial1

Unfortunately this year's Lymelight Festival was dampened by the weather, however the event was successfully managed with many visitors enjoying the wide range of music and entertainment offered over the Bank Holiday. It was well received by the media and as the weather improved through the weekend, the numbers attending increased as did the benefit to the town's businesses.



The Jazz and Blues Festival has grown to provide entertainment at 20 venues with 63 bands performing in many sessions. With reducing Council funding for the event the Partnership has worked hard to expand the sponsorship and support for this increasingly popular event. This year saw the addition of more outdoor events including live music in the

Guild Hall square, as well as a record fair on the Sunday, and bands from as far afield as Holland playing at the festival. Aspirations are to continue to expand this event in this manner. Signal broadcast from the event, the annual charity and plant market, and family fun activities took place to bring the outdoor market in the festival.

Planned Events



Circus is coming home to its roots again this June, thanks to the Town Centre Partnership, and funding from the Arts Council England.

The spectacular Homecoming 2015 will take place in the town centre in honour of Newcastle-born Philip Astley, acknowledged as the 'father of the modern circus'. Acrobats, dancers and actors will take over Newcastle on June 27 with a full day of free performances from some of the country's most exciting new circus companies. This includes wire-working acrobats, creative dance displays, a female strong-man act, interactive shows and much more.

As well as the main event - which will take place on Saturday 27th June - there will be the opportunity to 'become a circus great' yourself! As part of the interactive 'Great Spavalδος' you will don goggles and headphones and be part of a fantastic experience that will take you away from the high street and into the world of the circus performer. Not for the feint hearted, but an experience to be sampled by even those with a bit of adventurousness. This will be available from June 25th-27th in the town centre between 10am-1.30pm and 3pm-6.30pm.

The rest of the performances are free to watch and will take place in various locations throughout the town centre from 10am to 4pm on Saturday 27th June. Locations include the Ironmarket, The Stones Market, High Street and Castle Walk.



Thanks to a grant from Awards for All, there will be a procession through town with music, costumes and artistic creations with a theme dubbed Midsummer Wakes. This is in response to public demand since the renowned Newcastle Carnival was pulled ten years ago, following problems with health and safety and policing issues. But now there is an appetite to bring a procession back to the town, which will take place on July 4 alongside the existing Global Groove music and dance performance event.

Residents and visitors will be able to get involved by going along to free workshops on June 27 at which the whole family can engage in creating artistic materials and costumes for the parade, ahead of being in the procession themselves.

The free craft workshops will take place at the former Stoke City shop at the Roebuck Shopping Centre on High Street, next to Lloyds Bank between 11am-4pm

Visitor Survey

The TCP are keen to ensure that town centre users whether people working here, local shoppers or leisure visitors enjoy their experience to ensure that people continue to use the town centre and that local businesses continue to have customers. The attached survey outlines the findings of the Visitor Survey and will be used to develop projects for the town centre.