

Join us at a Car Sharing Event at Electronic Arts (EA), Guildford on Monday 11 April 2011

The event will take place at 6pm at the EA offices, Onslow Street, Guildford. As an employee of an organisation in Guildford, you are most probably aware of the problems that employers and employees face due to congestion in and around the town centre. To address some of these problems, EA, Motion Transport Planning, Surrey County Council, Guildford Borough Council and Surrey Chambers of Commerce have got together to promote car sharing. If you would like to attend, please RSVP to business@guildford.gov.uk

Local businesses going for gold at the London 2012 games

Businesses across Guildford, Woking and Waverley turned out in force to learn more about how they could make the most of the London 2012 games. Around 200 businesses attended an event provided by Surrey County Council and hosted by the borough councils of Guildford, Woking and Waverley on 17 March at the Holiday Inn Woking. Similar events were also held in Sandown and Dorking.

Businesses were able to learn more about contracts still left to be won, plus how they could capitalise on increased tourism to



Presenters from the event

the area. Further details were also given of events taking place in Surrey, including the Olympic cycle race.

Anna Tomkins from the Visit Surrey Partnership comments; "It was great to see such a range of businesses attend the event and demonstrated how we all need to work together as a county to maximise Surrey's opportunities for London 2012."

For more information on how the 2012 games will affect Surrey and how your business could benefit visit www.surrey2012.info

Flippin' good fun!

Congratulations to 96.4 Eagle Radio and the Charlottesville Jubilee Trust for another cracking pancake race in Guildford High Street. Schools, businesses, councils and local individuals all braced the cobbles in an attempt to 'out flip' their opponents, with winners' prizes donated from a range of local businesses and stores.



Guildford Borough Council Team

Local heroes included; Foxhills and Waterstones in the group relay races, Henry Trundle in the individual adult race, Ella Mathews in the Housewives race and Guildford Heat's Scorcher in the Mascots race. Congratulations also go to pupils of Sandown and Holy Trinity Schools for their fantastic performances.

For those not racing, tasty pancakes were on offer with all proceeds going to the Charlottesville Jubilee Trust.

Oakleaf Enterprise driving disability awareness within business

Oakleaf Enterprise, a Guildford based mental health charity, aims to empower people with mental health needs and other disabilities by aiding their return to employment. The charity works with a number of businesses in the borough, including Guildford Borough Council, providing mental health training days and workshops to increase knowledge of mental illness in the workplace and how to deal with it.

To find out how your business could benefit from their training contact Oakleaf on 01483 303649 or visit www.oakleaf-enterprise.org



Town Centre Masterplan for Guildford



Public consultation 23 June

Mayor's Charity Ball raises over £10,000 for Combat Stress

Thanks to everyone who turned up in support of Mayor of Guildford, Cllr Marsha Moseley's dinner in aid of Combat Stress at the Tithe Barn, Loseley Park on Friday 1 April. The evening was the biggest fund raising event of her Mayoral year, and included dinner, dancing to music from The Aquarian Roadshow Disco and a superb auction and raffle. Over £10,000 was raised for this well deserving charity which cares for British Veterans who have been profoundly traumatised by harrowing experiences during their service career.

For more information about Combat Stress and the 'Enemy Within Appeal' visit www.combatstress.org.uk

The Council is currently working on a Town Centre Masterplan for Guildford; a strategy that will shape how our town centre will look, function, perform and prosper in the future. Parking and public transport, improvements to the urban environment, key development opportunities, area regeneration, improved signage, and enhancement of the riverside are some of the important topics for debate during the consultation phase of the plan. Make sure you have your say on the future of Guildford town centre - and the issues important to you and your business. Look out for the latest information on the Masterplan including future consultations at www.guildford.gov.uk/towncentremasterplan



Guildford Summer Festival is back!

Enjoy plenty of new events, alongside regular festival favourites, during this year's celebrations. We have a fun packed programme to keep you busy between 18 June and 7 August.

Guildford Town Centre Cycle Races, Guildford Festival Craft Fair and Guildford Farmers' Markets all return to the High Street. There will also be plenty to keep you entertained at the Electric Theatre and Yvonne Arnaud Theatre, including the Guildford School of Acting showcase of 'Fiddler on the Roof' and the Summer Film Festival.

On Saturday 2 July brace yourselves for the Guildford Festival Boat Gathering and Guildford Lions Raft Race which will bring colour and chaos to the river Wey. Step

out and enjoy daily walks from the town centre guides, or explore further into the surrounding countryside with Walkfest in July.

There will also be theatre, classical music, GuilFest, morris dancing, Yvonne Arnaud art, live music at The Mandolay, a summer solstice celebration, jazz, salsa, community events, golf, sport and a whole lot more! The full programme will be available from Guildford Tourist Information Centre from May or online at www.guildfordsummerfestival.co.uk

To keep up to date with all the latest festival news visit www.facebook.com/guildfordsummerfestival



Summer Festival Boat Gathering

Guildford Summer Festival... bring on the summer fun!

Get involved - Guildford Means Business - 18 May



Last year's event held at Guildford Spectrum

The new and re-branded Guildford Means Business exhibition comes to Guildford Spectrum on Wednesday 18 May. Featuring over eighty exhibitors and offering a range of free seminars and 1-2-1 clinics from The Chartered Institute of Marketing - it's the event to help you show your customers that your company means business.

Guildford Borough Council along with The Surrey Advertiser, Eagle Radio and The Best of Guildford are all sponsoring this year's event.

Come and visit the Council's stand and find out more about what we are doing to help business in the borough. Plus learn more about the Guildford Business Forum - a great way to work with your local

Come and visit Guildford's new Tourist Information Centre

The Tourist Information Centre has moved to the top of the High Street where it can now be found within Guildford House Gallery at number 155. The historic 17th century town house provides an enviable high street location for the Tourist Information Centre, which was previously located in Tunsgate.

Housed in the front of the building, visitors to the Tourist Information Centre can also access the gallery and enjoy freshly made hot and cold food, teas, coffees and cakes in the tranquil setting of the café located in the quiet, rear courtyard. The craft shop is now located across the courtyard, in the newly refurbished Brew House.

authority and the Surrey Chambers of Commerce, to help build the success of the local economy and your business.

If you'd like to visit or exhibit at the exhibition please go to www.guildfordmeansbusiness.co.uk or contact Paul or James Webster on 0118 973 1976 or email info@websterpartnership.co.uk



New Tourist Information Centre on the High Street

The Tourist Information Centre is not just for tourists, but also provides a useful event booking service, information on entertainment, attractions and transport in the area and sells a range of gifts. Admission to the gallery is free, which features a range of exhibitions and events throughout the year.

Nicola Price, Manager at the Tourist Information Centre adds; "We are so pleased to now be based 'slap bang' on the high street. It makes us far more accessible to both visitors and residents, and an active member of Guildford town centre. Come and visit us to find out more about all the new services we now offer, plus what's happening in your town." For further information on the Tourist Information Centre, please telephone 01483 444333, email tic@guildford.gov.uk or visit www.guildford.gov.uk/visitguildford



Contacts David Bott: Town Centre Officer, Town Centre Management Group: david.bott@guildford.gov.uk
Kevin Lorimer: Chairman Town Centre Management Group: 01483 575370 guildfordtcmg@googlemail.com

Sponsors Sponsors of the Town Centre Management Group:
Guildford Borough Council, Legal & General, Sainsbury's, Tuns gate Square and White Lion Walk.



Guildford Grand Designs!



Iguzzini 2009 winners of the new building design (commercial) category

Have you been involved with or know of a project that has benefited the heritage, architecture or sustainability of the borough or its environment? Do you work in a restored or new building or one which features public art or creative lighting?

If your company has been involved in a recent architectural, refurbishment or environmental project then why not enter Guildford Borough Council's Design Awards. Businesses can enter a variety of categories such as new building design, environmental enhancements, refurbishment and conservation and environmental sustainability.

Closing date for entries is Friday 10 June. All projects must be within the borough and be completed between June 2009 and 10 June 2011. For full details of the award categories, call 01483 444548 or visit www.guildford.gov.uk/gda

A warm welcome...



All Bar One on North Street who opened their doors at the beginning of February.



Donna Ida the one-stop-shop for all things designer and denim - which opened in Swan Lane in January.



The Model Store who opened at the top of North Street in October.



Whibley's the Jewellers a new entrant in Friary Street from the middle of December.



Marta Jonsson designer shoes and accessories store, which opened in Tunsgate Square Shopping Centre at the end January.

News in brief...

New Chair for Guildford Business Forum

A warm welcome to Keith Churchouse - the newly appointed chair of the Guildford Business Forum (GBF) - and farewell and thanks to Dr Malcolm Parry who has recently retired from the role.

Keith joins the GBF in exciting times - with a new economic strategy for the borough just completed and involvement in the regions newly established Local Enterprise Partnership confirmed.

Keith adds; "As we move through and out of recession the importance of the borough's businesses working together has never been more important. I think we all agree that the current economic situation requires a different type of approach and I look forward to facilitating the group."

Further information on the Guildford Business Forum is available at www.guildford.gov.uk/businessforum

Congratulations to 96.4 Eagle Radio and parent company UKRD for being judged the Sunday Times best company to work for in the UK, 2011.

They topped the ranking tables for 'managers who listen', 'staff who are least bored at work', 'the most stimulating place to work' and for 'staff that love working for the company'. Commenting on the accreditation, Managing Director Paul Marcus said, "This is an immense achievement for Eagle Radio and also for Surrey and North-Hampshire. Thanks to the dedication of our staff we have come out above well established household names such as Office Angels, Beaverbrooks and Virgin Money."

Just Walk!

Get your boots on and help raise money for Guildford Town Centre Chaplaincy and Guildford Street Angels. Everyone can get involved, with walks ranging from 10km to 60km. Just Walk sponsored walks are organised by Join the Divide and start from Goodwood Racecourse, near Chichester on Saturday 7 May. For more information visit www.gtcc.org.uk or email julian.lomas@gtcc.org.uk

Open Energy Surrey

Find out how sustainable energy makes total business sense. Join us at the Surrey County Council Open Energy Conference on 17 May at the Yvonne Arnaud Theatre, plus see energy efficiency and renewable energy in action, with site tours across Surrey on the 18 and 19 May. Visit www.surrey.gov.uk/openenergy for more information.



Handover chairman Malcolm Parry to Keith Churchouse



Paul Marcus, Managing Director at 96.4 Eagle Radio

Calendar of Events 2011

Month	Date	Event
April	5	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	11	Car Sharing Event at Electronic Arts (EA), Onslow House, Onslow Street. 6pm
	15 - 17	Spring Garden Show at Loseley Park, 10am - 5pm. Contact events@loseleypark.co.uk
	22	Good Friday
May	2	Bank Holiday
	3	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	6	Guildford Cathedral Golden Jubilee Ball (50th anniversary event) - 7pm Tickets £75 from boxoffice@guildford-cathedral.org . Visit www.guildford-cathedral.org for further details of Golden Jubilee celebrations throughout the month
	11	Guildford Borough Council Annual Meeting and election of new Mayor, Guildhall
	15	Civic Service with procession from Guildhall to Holy Trinity Church, from 11.30am
June	18	Guildford Means Business Exhibition, Guildford Spectrum. Contact info@websterpartnership.co.uk
	24 - 2 Jul	Guildford Festival Craft Fair, Guildford High Street. www.ruralcraftsassociation.co.uk
	25	Celebrating 400 years, Open Day at Abbots Hospital. Visit www.abbotshospital.org for more information on all celebratory events
	30	Guildford Roll of Honour awards dinner, Guildhall
	7	Guildford Strawberry Farmers' Market, High Street. 10.30am to 3.30pm
July	2	Guildford Festival Boat Gathering
	2	Guildford Lions Charity Raft Race
	5	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	6	Guildford Town Centre Cycle Races
	15 - 17	GuilFest 2011, Stoke Park
August	2	Guildford Farmers' Market, High Street - with live farm animals. 10.30am to 3.30pm
	28 - 29	Wings & Wheels at Dunsfold Park. Tickets from Guildford Tourist Information Centre Tel: 01483 444334
	6	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	8 - 11	Heritage Open Days
	17 - 25	Surrey Farm and Food Week
September	6	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	13 - 22	Surrey County Ploughing Match and Country Fair at Loseley Park
	4	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	7	Service for the Judiciary, 10.30am - with procession from the Guildhall to Holy Trinity Church
	13 - 22	Guildford Book Festival
October	1	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	13	Remembrance Sunday Service and Procession, 11am
	24	Guildford Christmas Lights switch on - plus start of late night shopping
	6	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	11	Mayor's Christmas Carol Service
November	1	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	13	Remembrance Sunday Service and Procession, 11am
	24	Guildford Christmas Lights switch on - plus start of late night shopping
	6	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	11	Mayor's Christmas Carol Service
December	6	Guildford Farmers' Market, High Street. 10.30am to 3.30pm
	15 - 17	GuilFest 2011, Stoke Park
	15 - 16	Guildford Beer Festival at Guildford Cricket. Adults £7.00
	20 - 24	Guildford Cricket Festival, Woodbridge Road
	30	Guildford Summer Festival Saturday Farmers' Market, High Street - with live farm animals. 10.30am to 3.30pm

Guildford Business Improvement District (BID)

What it can mean to you and your business

What is a BID?

A BID is an arrangement under which local businesses plan how to improve their own trading environment. Individual projects or services are identified, and businesses agree on the level of funds which they are willing to pay to make it happen.

How is a BID funded?

BIDs are funded through a levy. Once a BID area has been identified, usually encompassing the town centre, businesses within that area contribute a small percentage of their rateable value, normally around 1% to 1.5%. The levy amount is determined by the types of projects that the BID area wants to achieve, and how much they cost to deliver. A BID lasts for a maximum of 5 years.

Why does Guildford want to develop a BID?

Neighbouring towns have already benefited from the additional investment that a BID can bring. Kingston reported a 2 million increase in customers per year through extra marketing investment; whilst Reading has increased their spend on cleansing and safety, making the town more attractive, clean and secure.

A Guildford BID would help the town identify and tackle its unique challenges, maintaining its position as a key commercial centre within such a competitive marketplace.

Who will develop the BID?

Guildford Town Centre Management has been given funding by Guildford Borough Council to investigate the feasibility of Guildford becoming a BID. We are currently recruiting a steering committee, comprised of local business groups within the selected BID area. All businesses within the BID area will be consulted on their wishes to adopt a BID, plus workshops and business presentations will be organised to help businesses understand what a BID could mean to their success.

How does an area become a BID?

Following consultation with local businesses, the BID steering group will develop a detailed business plan to set out the main projects it aims to deliver over the total BID term. This will include project costs, delivery guarantees, performance indicators and proposed management structures. Businesses will then have the chance to vote via a postal ballot on whether to pay the levy and become a BID. To become a BID a majority of those that vote must be in favour both by number and rateable value.

Does this mean the local authority will stop delivering services?

BID money can only be used to carry out projects/services that are additional to those already provided by public services. Prior to the BID Business Plan

being produced the current services being delivered by all public agencies, including local authorities and the police will be baselined. The BID company will only agree to provide additional resources above and beyond these baseline agreements.

What happens next

Look out for a questionnaire coming to your business soon - Don't miss out on the chance to have your say - your opinion counts

For more information on Guildford's Business Improvement District please contact Kevin Lorimer, Chairman, Town Centre Management Group on 01483 575370 or email guildfordtcmg@googlemail.com

