

Under Your Umbrella

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DISCOVER DRIFFIELD



Welcome



Jill Baldwin, Town Centre Officer

This is the first edition of the Driffield Business Times – produced by Driffield Town Centre Officer Jill Baldwin. It will be emailed to all businesses in the town every month and can be used to promote and share any events or promotions you are involved in.

Jill has been employed by Driffield Town Council to work alongside local businesses to encourage more customers to our shops and visitors to the town.

And it is hoped that the Driffield Business Times will be a key communication tool for us all.

If you would prefer to receive a paper copy of the newsletter or have any news item please contact us before 12noon Friday 24 September on: tco@driffieldtowncouncil.gov.uk

Driffield residents and visitors are enjoying the town's newest attraction - the Umbrella Plaza, in Market Place.

Dozens of brightly coloured umbrellas have been hung above the Market Place as part of the Town Council's efforts to develop a food plaza in the centre of

Driffield, working with the Town Centre Steering Group, made up of local independent business people.

Driffield Town Council have financed the project with additional assistance being received from the East Riding Council through the Do It For East Yorkshire Community Grant, and it is understood that Driffield is the first market town in the Yorkshire region to install such an attraction.

New picnic benches, paid for by the ERYC Welcome Back Fund, have been installed and hopes are high that the area will be a popular site for people to meet and socialise and enjoy a

coffee or a takeaway meal from the many lovely pubs, restaurants, cafes and deli's there are in the town.

A map of Driffield and the Wolds, highlighting attractions and walks in the area, has also been installed – providing a real flavour of all that Driffield and the surrounding area has to offer, as

well as the Wold Ranger Map and benches that mark the start and finish points of the recently launched Wold Rangers Way.

Please use the Umbrella Plaza to promote your business. It looks great as a back drop to photos of your products or events

Let us know what you think of Umbrella and for further information please contact:

tco@driffieldtowncouncil.gov.uk



Hanging Baskets and planters



We have had loads of positive feedback on our town's hanging baskets and planters – all provided and maintained by Driffield Town Council's Tidy Team.

And the clever lads have handmade plenty of benches throughout the town. If you would like to take part in the scheme next year please contact townclerk@driffieldtowncouncil.gov.uk

Musical Boost for Driffield

Local musician and businessman Phil Parker has added his support to plans to boost Driffield.

Phil is recruiting fellow musicians to take part in a variety of musical events – organised by Driffield Town Council to encourage more shoppers to the town.

Hopes are high that buskers will fill the town with the sound of music at the Thursday market and at special events in the future.

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“Im really looking forward to working with Driffield Town Council in supporting musicians in their efforts to add a bit of musical input to the high street, “ said Phil.

Anyone interested in taking part should contact Jill Baldwin, Driffield Town Centre Officer – tco@driffieldtowncouncil.gov.uk

Christmas in Driffield 2021



The Christmas Festival will take place on Friday November 26th 2021 with the road closure in place from 12 noon. The Christmas Lights will be switched on and we are hoping that businesses will embrace the event and remain open until 8pm. We have a Christmas Market trading from 5pm to 8pm.

Two new events for 2021 are the Driffield Christmas Sundays on November 28th and December 5th. A road closure will be in place from 6am to 6pm with a Christmas Market trading from 10am to 4pm, as well as other Christmas attractions.

If you would like to have a stall on any of the Christmas Markets to promote your business and sell your goods, please ring 07850060685 or email: townclerk@driffieldtowncouncil.gov.uk. As part of our continuing commitment to support you we are subsidizing the stalls and can offer them to you at £10 each. Please let us know by Friday September 17th.

Second Winner Announced for Discover Driffield Loyalty Scheme

The second winner of the Discover Driffield Loyalty Scheme has been drawn.

The winning number is 8883 and the lucky card holder is being urged to contact the Driffield Town Council to claim their fabulous prizes.

58 Driffield high street businesses have backed the scheme and more than 1100 shoppers are using the loyalty card already.

“We are absolutely delighted with the support that has been given to the Loyalty scheme – both by shoppers and by local businesses,” said Amanda Ludlam, Chair of the Driffield Town Centre Steering Group.

“Today's lucky winner will receive some amazing prizes and I would like to send a huge thankyou to everyone who has taken part in the scheme.”

The Discover Driffield Loyalty

Scheme was launched last month with 1117 people already using the card in local shops.

Details of how to use the card and take part in the prizewinning draw have been published on the Driffield Town Council website at www.driffieldtowncouncil.gov.uk

For further information and guidance please email:

tco@driffieldtowncouncil.gov.uk