

A Proper Driffield Welcome

Driffield businesses are being urged to add their support to plans to give new residents a proper Driffield welcome.



As part of Driffield Town Council's efforts to promote the town and celebrate all Driffield has to offer a Welcome Pack is being produced for all new and prospective residents to the town – highlighting all the town has to offer and giving vital information about living in the Driffield area.

“The Welcome Pack is part of an ongoing effort to encourage more people into our amazing town to use all the great facilities there are on offer,” said Matt Rogers, Mayor of Driffield.

“It will include an updated map of businesses on our high street, key information about local services, details of the Driffield Loyalty Scheme and a general promotion of all we have to offer people who live

and want to live here.

And as an extra incentive for new residents to shop local Driffield businesses are being invited to add discount vouchers, promotional literature and website details to encourage them to make Driffield their first port of call.

“We will be working with local estate agents to promote the Welcome Pack and try and make sure that people

who are new to the area see Driffield as their main retail and hospitality centre,” said Jill Baldwin, Driffield Town Centre Officer.

“The Welcome Pack will be a great way of showing what we do so very well in this town and I urge businesses to add their support.”



Loyalty Card Boost

In this issue:

- Loyalty Scheme needs you
- A proper Driffield welcome
- Christmas comes to Driffield
- Love Your High Street Grants still on offer

DISCOVER DRIFFIELD

The Driffield Loyalty Card and prize draw are continuing to be popular in the town but usage has appears to have considerably decreased over the past month.

In a bid to get more customers involved and using their card again in our wonderful Driffield shops I would appreciate your help.

Businesses including The Bike Cave, Molly and Jeans and Robertos have given shop space to promoting the scheme and are actively encouraging their customers to use it as these photos show.

If you need any help or advice please contact me and I will pop to see you and look at ways we can work together promoting the scheme.



Love Your High Street

Love Your High Street is an initiative offering grant funding to a maximum of £10,000 per applicant.

The objective is to support ideas from local businesses, town/parish councils, organisations/community groups with projects that will help revive our high streets and help them to flourish for the future. Supporting the Council's priorities and vision for Growing the Economy and Valuing the Environment.

Whether it's tidying up a high street shopfront, diversifying a business,

launching a business, bringing back an empty high street unit/first floor space into practical use, a social enterprise or community group embarking on a high street venture or an event to attract more visitors - we want to hear from you.

<https://loveyourhighstreet.co.uk/>

But funds are getting low and Driffield businesses need to act quickly to see if they are eligible

Check out the Love Your High Street website to see if you are eligible and for help and guidance contact trevor.douglas@eastriding.gov.uk.



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.

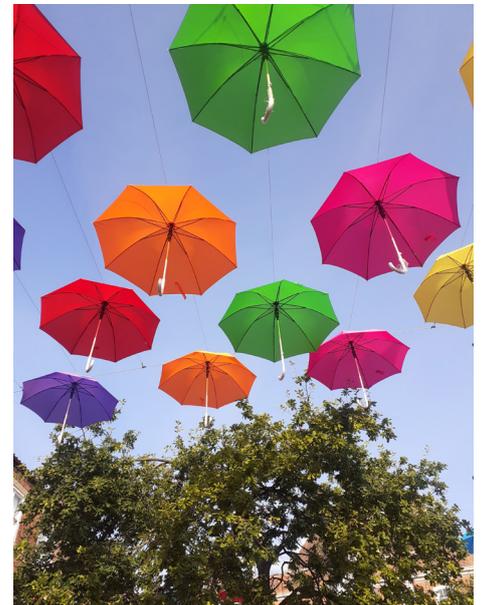
Two new events for 2021 are the Driffield Christmas Sundays on November 28th and December 5th.

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 ASAP.

Umbrella Plaza Update



Umbrella Plaza is continuing to be a popular attraction for the town.

The colourful umbrellas have attracted a huge amount of interest as well as providing a perfect backdrop for many successful live music and family entertainment – supported by Driffield Town Council.

However as the weather changes plans are in the pipeline for the umbrellas to be removed – ready for a more festive look for everyone to enjoy.

“We will be taking the umbrellas down during October,” said Claire Binnington, Clerk of Driffield Town Council.

“But while they are still up and attracting so much interest please make use of the plaza to promote your business and encourage more customers to visit.”