

Driffield's Countdown to Christmas

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DISCOVER DRIFFIELD



Shop local at Christmas



Gift Voucher

Christmas is Coming

With Christmas just round the corner we are all thinking about the perfect gift to suit all tastes.

And what better gift to give than a Driffield Gift Voucher.

The voucher can be used at a huge range of our Driffield shops and businesses and provide the perfect present to friends and family – and they are great gifts for employees.

Discover Driffield Gift Vouchers

If you have any Gift Vouchers to redeem please email townclerk@driffieldtowncouncil.gov.uk and we will arrange to come and redeem them for the cash.

It's Christmas!

Preparations for this year's spectacular Driffield Christmas events are already well on the way - and Driffield looks set to shine.

The Christmas Festival – which will take place on FRIDAY 26 NOVEMBER – will mean road closures in town from 12noon. Christmas Lights switch on will take place on the Market Place and all town centre businesses are being invited to stay open until 8pm. A Christmas Market will run from 5pm to 8pm.

And the Driffield Christmas Sundays (28 November and 5 December 10am to 4pm) are already attracting lots of fab stalls and support from town centre shops and hospitality venues. Road closures will be in place from 6am to 6pm.

Christmas Road Closures

Friday November 26th from 12 noon to 10.00pm

Market Place from Cranwell Road

Mill Street to Westgate junction

George Street from Union Street junction

Middle Street South to King Street junction

Exchange Street from Eastgate North & South junction

Street junction

George Street from Union Street junction

Sunday November 28th & Sunday December 5th from 6am to 6pm

Market Place from Exchange St junction

Middle Street South from The Buck to King Street junction

George Street from Union Street junction

Please bear these road closures will mean very limited if no access to delivery lorries/also staff parking behind your premises

Call 07850060685 if you have any concerns.

Free training for Driffield businesses

Driffield businesses look set to benefit from a series of free workshops to develop skills – organised by a partnership effort by Driffield Town Council and East Riding of Yorkshire Council.

Several representatives from town centre businesses have already attended a free window dressing workshop and plans are in the pipeline for a social media workshop to be held soon.

Simon Field, owner of Molly and Jeans, attended the course and said : “ I found the course focused me on the basic principles of showcasing your business visually to achieve maximum impact to your audiences .”

Details of future courses will be published on the Driffield Town Council website and emailed to anyone by contacting tco@driffieldtowncouncil.gov.uk

Plaza of Light

Driffield Town Council, following on from the phenomenal success of the installation of Umbrella Plaza this summer, are delighted to present the Plaza of Light, a spectacular light display on Market Place Driffield.

Mayor of Driffield, Cllr Matt Rogers said ‘the umbrellas and the seating temporarily installed over the last few weeks have firmly established the Market Place as a destination in its own right. We decided to continue to promote the area as a place to attract both residents and visitors alike, with the installation of the light display’.

Town Clerk, Claire Binnington said ‘they would provide a lovely boost to the town centre during the dismal winter months and a beacon of light for the future especially after the challenging times we have found ourselves in over the last 18 months’.

Chair of the Town Centre Steering Group, Amanda Ludlam said ‘We are really pleased that the council have decided to continue to promote the Market Place with these spectacular lights, and give people another reason to visit the town centre and see all there is on offer’.

For more information contact Claire Binnington on 07850060685 townclerk@driffieldtowncouncil.gov.uk

UMBRELLA PLAZA SURVEY

Many Driffield businesses have benefitted from the efforts of Driffield Town Council in developing Umbrella Plaza – according to a recent survey.

The survey – of more than 300 users of the Plaza – has highlighted that 100% of Umbrella Plaza users have visited Driffield shops and made purchases in town.

And 100% of those surveyed loved the Plaza and the entertainment provided and said they would return again.

“Top of the reasons for coming to Umbrella Plaza was to see the entertainment, with somewhere to meet a close second, “ said Jill Baldwin Driffield Town Centre Officer.

“Around 60% of visitors were Driffield residents with the remaining 40% from out of town – encouraged to visit by the range of Driffield shops and hospitality.

“Takeaway food and drink was consumed by 80% of Plaza users and everyone asked said they would return.”

The Umbrellas have now been removed and have been replaced by a curtain of lights as the town prepares for the festive season.

Many of the musicians who have performed on Umbrella Plaza have relocated during the winter months to the Butchers Dog which is independently hosting until April and is encouraging visitors to bring in their own refreshments whilst watching the musicians.

Full details of the survey will be published on the Driffield Town Council website and will be used to plan future events.

“Many people surveyed have asked for different types of entertainment including bingo, dance and face painting, “ added Jill.

“All the information will form the basis for future plans and I would like to thank everyone who took part – your support and input has been vital.”