

## BOOST FOR LOYALTY SCHEME

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### Loyalty Card and Gift Voucher Update

DISCOVER DRIFFIELD

A series of promotion events have been planned for the Discover Driffield Loyalty Card and Gift Voucher schemes.

In the run up to Christmas Driffield Town Councillors and Officers will be on Driffield Thursday Market and on Umbrella Plaza to promote both schemes.

This will start on THURSDAY 27 OCTOBER when representatives will be on the market from 10am to approximately 12noon.

If you are running any loyalty card offers please contact [tco@driffieldtowncouncil.gov.uk](mailto:tco@driffieldtowncouncil.gov.uk) and we will promote you at these events.

### Businesses add to support to loyalty scheme



Driffield businesses are already adding their support to boost users of the Discover Driffield Loyalty Card Scheme and Gift Voucher.

The schemes - created by Driffield Town Council, the East Riding of Yorkshire Council and the Driffield Town Centre Steering Group - is now over a year old and work is ongoing to ensure that the aims of encouraging more people to shop local and remain loyal to Driffield businesses are met.

"A huge thankyou to all the businesses who have given feedback on both the Loyalty Card and the Gift Voucher Schemes," said Jill Baldwin, Driffield Town Centre Officer.

"We are now considering a variety of options to maximise promotion of both schemes and ensure that local people continue to add their support.

- ❖ Local estate agent Woolley and Parks will now be including a £10 gift voucher and a loyalty card in every welcome pack they give to new home owners.
- ❖ And Driffield Leisure Centre has agreed to carry on sponsoring the loyalty card draw for another year with a host of great classes being offered every month.

# Market Boost



Research from the East Riding of Yorkshire Council has highlighted that Thursday continues to be the busiest day for visitors.

The footfall counters installed on the main street in July are showing that market day attracts most people into town.

The footfall counter has also highlighted that the Yorkshire Day Event boosted the usual Sunday visitors by 30% and the Traction Engine Rally run through the town centre brought an extra 40% of visitors into Driffield.

“These figures highlight that the extra events being organised really are encouraging more people into Driffield,” said Jill Baldwin, Driffield Town Centre Officer.

“ Growing on the successes of recent events we are developing even more events for next year and will do all we can to ensure that local businesses are involved in them all.”

# Boditrax

Driffield Thursday Market goers were amongst the first in East Yorkshire to take part in the healthier scans (Boditrax) scheme.

Run by the East Riding of Yorkshire Council the scheme is aimed at helping residents to understand their health and wellbeing.

It measures weight, BMI, hydration, muscle, fat, metabolic rate, and metabolic age.

The scheme is now available at all leisure centres and as part of the Healthier Workplace packages by contacting [healthierscan@eastriding.gov.uk](mailto:healthierscan@eastriding.gov.uk)



## Thank you for supporting Driffield and Wolds Create Community

A huge THANK YOU to all the Driffield businesses who have offered to support future events organised by the DWCC.

This month Elcocks sponsored 2 successful pyrography sessions in Cass Hall – attracting people of all ages.

It's a real team effort and in these hard times it makes a huge difference to so many

THANK YOU

### **Town Centre Steering Group**

**Members of the Driffield Town Centre Steering Group meet via zoom at 7pm on the first Wednesday in every month**

**If you would like to be part of group please contact**

**[tco@driffieldtowncouncil.gov.uk](mailto:tco@driffieldtowncouncil.gov.uk)**

### **Parklet to be installed in Middle Street South**

During the week commencing 3 October, residents of Driffield will see the delivery of a new seating area in Middle Street South as part of an 18 month trial.

The seating, called a parklet, is an attractive temporary wooden platform and includes fixed seating, including wheelchair access and space for planting. The platform will take two parking spaces situated between Wilko and Lockwood Street, to provide further much desired dwell and amenity space.

The parklet will be funded by the UK Shared Prosperity Fund (UKSPF) which is part of the government's Levelling Up Agenda to boost 'pride in place'. Installation was originally planned for July prior to the Yorkshire Day weekend but has had to be delayed due to issues in the supply chain with both manufacture and delivery.

The parklet scheme, which is the first in the East Riding, will be implemented as a trial using an 18-month experimental Traffic Regulation Order with a full public consultation to be undertaken whilst the parklet is in place. As part of this work and in response to feedback from residents, parking restrictions in Middle Street North will be increased from 1 to 2 hours to support businesses in this area of town.

Councillor Jane Evison, portfolio holder for economic investment, growth and tourism at East Riding of Yorkshire Council, said: "This scheme has been put in place to attract visitors to Driffield and keep them in the town for longer. A lot of engagement has already taken place to gather residents' views on this proposal with over 400 responses.

"Commonplace has proved to be a really valuable platform for the residents in Driffield to engage with us on the issues which matter most to them in the town. Resident feedback suggested a preference for an 'Al Fresco' style seating option and we hope that this 18-month trial is another success for the town."

# TRACTION ENGINE RALLY SURVEY

A summary of the results from the Driffield Steam Fair Rally survey has been produced after the conclusion of a two-week engagement to evaluate the impact of the return of the Town Road Run through the town centre on the evening of Saturday 13th August. In total, 152 residents participated in the evaluation, which ran from 19th August until 2nd September. Business responses were collated separately.

Organised by Custom Shows, the Driffield Steam Fair event management company, working alongside local enthusiast volunteers and supported by the East Riding of Yorkshire Council (ERYC) Local Growth team, the event saw more exhibitors than ever before taking part in the procession through the town.

Data showed that footfall in the town centre on Saturday 13th August was up by almost 40% compared with other Saturdays over the summer holiday period.

90% of residents and businesses showed a positive reaction to the return of the Driffield Steam Fair rally through the town centre.

Of those that attended, 83% made a purchase whilst in the town, with takeaway food and drink being the most popular.

80% of businesses that responded stated though they would not normally be open at that time, it had been a successful event for their business.

Regarding suggestions for improvement, most considered it a very well organised welcome return and a positive experience for those attending. Common safety suggestions were provided regarding the management of parking in the lead up to the Town Road Run, emergency vehicle access being maintained and increased marshalling of vehicles and pedestrians to ensure safety throughout. These have been passed on to the road run organiser committee.

Other popular comments were additional seating and music provision throughout the event and requests for more businesses to open, particularly those providing opportunities for food and drink purchases.

Feedback on what other town centre events residents and businesses would like to see included food and drink festivals throughout the day and early evening, an expansion of different markets – both artisan and continental, music and arts, similar transport shows linked to the town centre and family events, such as street fairs  
Thankyou to those that contributed to the engagement



### Training Boost for Driffield Businesses

A series of free videos to help local businesses has been produced by East Riding of Yorkshire Council. Plans are already in the pipeline for further free training courses to be held in Driffield in the near future. For further information please contact Lucy Abbott, ERYC Business Support Project Manager, [lucy.abbott@eastriding.gov.uk](mailto:lucy.abbott@eastriding.gov.uk)

Keeping your customers coming back for more

<https://vimeo.com/736885291>

Windows

<https://vimeo.com/736484791>

Slowing customers down

<https://vimeo.com/736886673>

Extending your reach

<https://vimeo.com/736885254>

Converting browsers into buyers

<https://vimeo.com/736885224>

### Dates for your diary:

Christmas Festival and late night shopping :

**Friday 2 December**

Christmas Market (run by Little Bird Artisan Markets) :

**Sunday 4 December**

If you would like a stall please complete a trader application form at

[www.littlebirdmade.com](http://www.littlebirdmade.com)