

LOYALTY CARD SURVEY

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Yorkshire Weekend



Driffield's first Yorkshire Weekend has been a big success.

Despite poor weather hundreds of people visited the town over the weekend to enjoy the celebrations - organised by Driffield Town Council, Driffield Navigation Trust and the East Riding Dialect Society.

"The idea of having a Yorkshire Day weekend has worked really well and I think the Town Council has done a really good job," said Cllr Mark Blakeston, Mayor of Driffield.

Support for the weekend came from businesses throughout the town and hopes are high that a similar event can be held in the future.

We need your views



The Discover Driffield Loyalty Card

The Discover Driffield Loyalty Card has just celebrated its first anniversary and Driffield Town Council needs your views on ways to develop the scheme.

Although the scheme is very popular, usage of the card has fallen in several businesses over recent months and we need your feedback on what works and doesn't work for the card in your business.

"Support for the scheme continues to grow with more businesses signing up for it but our figures show that some businesses are not getting as many people using the card," said Jill Baldwin, Driffield Town Centre Officer.

"During September we will be consulting with businesses who have seen a significant fall in usage and following this consultation the Town Centre Steering Group will be drawing up proposals on the way forward for the scheme.

If you would like to add your views please contact tco@driffieldtowncouncil.gov.uk

East Riding of Yorkshire Council Business Update

Recovery Loan Scheme Extended

The government has announced that the Recovery Loan Scheme is to be extended allowing small businesses to apply for government-backed loans for a further two years. The scheme was originally launched in April 2021 to help businesses recovering the Covid 19 pandemic and so far has helped more than 19000 businesses

<https://www.gov.uk/government/news/further-support-for-small-businesses-feeling-the-squeeze-as-45-billion-recovery-loan-scheme-extended>

Alcohol off sales easement extended

The alcohol off-sales easement introduced in the pandemic will end in September 2023. The easement allows businesses to sell alcohol as part of takeaway services, deliveries and in outdoor seating areas.

<https://www.bighospitality.co.uk/Article/2022/07/19/alcohol-off-sales-easement-extended-by-another-year-to-september-2023>

For ongoing business support contact:

Business.support@eastriding.gov.uk Tel: 01482 391622
<https://www.investeastriding.co.uk>

DRIFFIELD THURSDAY MARKET



Driffield Thursday Market is continuing to grow as new stalls attend each week.

Local government research has shown that for every £1 spent on the market a further £1.75 is spent in the towns shops and eateries.

The Driffield Thursday Market is run by Driffield Town Council with its Tidy Team providing support for traders and the Town Centre Officer promoting all that happens on the dedicated Facebook page - Driffield Thursday Market.

Plans are already in the pipeline for the Christmas Market on **SUNDAY 4 DECEMBER** which will be run by Little Bird Market - the company which ran the Artisan Market on the Sunday at Yorkshire Day Weekend.

Some of the Thursday Market traders took part in the Yorkshire Market and more are signing up for the Christmas event.

If you would like a stall on the Driffield Christmas Market please check out

<https://www.littlebirdmade.com>

And find out how you can be part of the Yorkshire Choice Independent Business of the Year 2022 nominated Little Bird Artisan Markets.

"We had great feedback from the Driffield event," said Jackie Crozier, Managing Director of Little Bird Made.

"Working with the town centre businesses is part of our mission and it was great to see how well shops, eateries and the market traders can work together to boost business for the whole town."

Market Boost



Driffield businesses are raising their profile by having stalls on Driffield Thursday Market.

Businesses including the Bike Cave have had a market stall to give an extra platform to promote themselves.

“Having a stall on the Driffield Thursday Market does offer the opportunity to attract new customers,” said Jill Baldwin, Driffield Town Centre Officer.

“We are working hard to develop the market with new signage, new stalls, and partnership working.

“If any Driffield business would like a stall please contact me.”

tco@driffieldtowncouncil.gov.uk

Summer Under the Umbrellas

Hundreds of youngsters from throughout the Driffield area have added their support to a summer of activities on Umbrella Plaza.

Run by Creation Station and supported by Driffield Town Council and East Riding of Yorkshire free activities have included frisbee decorating, flower pot painting and monster making.

“It has proved to be a really popular series of activity sessions,” said Kirsty Hickson, of Creation Station.

“Every week there have been lots of new faces with many then going out for tea in town.”

The events were organised to provide entertainment for younger residents and to encourage more families to visit eateries in town on a Friday teatime.

“For the few businesses did offer a teatime deal it appears to have been worthwhile,” said Jill Baldwin, Driffield Town Centre Officer.

“If we can attract funding for this again in the future I would urge cafes and pubs to offer a teatime deal and promote it on the Plaza.



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. Driffield Wolds Weekly, Marco Polos, Delicious, and Stuarts Fish and Chips are just some of the sponsors that have supported recent events and now Café Leon, Molly and Jeans, and Elcocks are backing new events. It's a real team effort and in these hard times it makes a huge difference to so many

THANK YOU

SAVE THE DATE CHRISTMAS IN DRIFFIELD

**Friday December 2 :
Christmas Lights Switch On**

**Sunday December 4 :
Christmas Market**



healthier
SCAN

in partnership with
boditrax

HELPING YOU UNDERSTAND YOUR HEALTH AND WELLBEING

COMING TO DRIFFIELD MARKET DAY

Thursday 8 September 2022

11am - 2pm

FREE - Body health scans

FAST RIDING

Umbrella Plaza

If you would like to be promoted on Umbrella Plaza or hold an event there please contact tco@driffieldtowncouncil.gov.uk

