

Together Let's Make Lerwick Town Centre Better



Business Improvement District
Lerwick, Shetland



Photo by John Coutts

Living Lerwick Ltd update - First Six Months

Winter Festival - First major project provides a good platform to build on



Crowds attending the event (Photo by Ben Mullay)

Organising the winter festival in such a short timeframe was a challenge for the new BID. Quite a few unexpected problems were encountered along the way but somehow we (with a lot of help from businesses) managed to pull it off. The Christmas light switch on event was attended by a huge number of people. The Shetland Times, Radio Shetland, SIBC, the Shetland News and ii magazine all reported it to be a resounding success.

The directors on the events sub-group intend to make this year's festival bigger and better. This year, there are the advantages of experience, having time to plan it in advance and having all the ideas for improvement we received by email and on our Facebook page.

Businesses put a lot of effort into decorating their trees and advert boxes. This all helped to create a very Christmassy town centre. There seemed to be a real feeling of community as everyone pulled together to make it into something special.

We held a competition on our Facebook page to decide which business had the best decorated advert calendar box. Our Facebook fans voted for Westside Pine in first place, Ninian, North Rock Gallery and M & Co. were joint second and Fine Peerie Cakes came third. Living Lerwick would like to thank all the businesses who got into the spirit of things and those who decorated their trees and advert boxes.



New Christmas lights and Christmas trees (Photo by Ben Mullay)



Westside Pine



North Rock Gallery



Ninian



M & Co.



Fine Peerie Cakes



Customer care course

A course devised by Train Shetland in collaboration with SIC and Living Lerwick Ltd was attended by twelve directors or their representatives in October.

The aim of the course was to prepare the participants to become trainers themselves. Those who have a flair for passing on knowledge and feel comfortable doing so, will ultimately provide free first class customer service training courses to businesses involved in the BID. Living Lerwick Ltd intends to refine the course and hold first class customer services courses in the near future.

Cynthia Adamson, Manager of M & Co said: *"I think this is the first big step. When shoppers come to the town centre, they are looking for the feel-good factor that they can't get online. This is our unique selling point so we need to be really good at it. Living Lerwick is encouraging shop owners to invest time in their staff training by providing it free of charge."*

Tegan wins spot the lemon

During the October school holidays we ran a 'spot the lemon' competition for children where they had to find the 24 lemons displayed in businesses within the town centre. Feedback from customers on the We had a great response to it and lots of children took up the challenge. Harry Jamieson picked six year old Tegan Hendren out of the hat from the correct answers we received. The Peerie Shop, Westside Pine, Ninian, North Rock Gallery, The Stage Door, Thulecraft, JG Rae, Harry's, Sweet Memories, Fine Peerie Cakes and Universal Stores donated prizes.

Tegans granny, Caroline Mackenzie took her lemon spotting. She said "We met plenty of other families doing the same thing, so it ended up being a bit of a social thing". Tegan said: "It made us go to places we'd never been before".



Tegan Hendren and Inga Scott Photo by Ben Mullay

Projects in development

The directors are busy defining the rest of the projects from the business plan. The majority of these will be dependent on external funding applications. This means a lot of preparatory work for projects you will see in the future is being done now.

We are working on: a town centre business directory, town centre visitor map, cruise liner initiative, promotion of the existing parking system, themed window displays, da street day, shopping week, street markets, winter festival, improving access, improving the parking system, business property improvements, improved quality of public spaces, interactive trail and summer scheme, customer care courses, window display courses and reduced business costs.

Management of Living Lerwick Ltd

The BID Management contract went out to tender in September. The contract was won by CU Marketing Ltd. Christena Irvine of CU Marketing Ltd latterly managed the BID development process, so she has a good working knowledge of what we are trying to achieve.

Christena works three days per week for Living Lerwick Ltd. She is always available in the office on Tuesdays from 10am to 1pm if you want to speak to her. You can also contact her by email any time on info@livinglerwick.co.uk.

Vacancy on Board of Directors

There is now a vacancy on the board of directors. Barry Callieu of SYIS has resigned.

Business managers in the area have been asked to nominate themselves (or someone else) to take up the directorship.

Potential directors should be keen to have an input into how we make Lerwick town centre better and be able to commit around 2 hours per week. Further information is available from the office.

Living Lerwick Ltd

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Office opening hours

Tuesday - 10.00am to 1.00pm