

## Are You Saving?

Business Advisory Support could help you to save money! They aim to reduce your costs on various utilities from credit card machines to electricity!

Ken Rae contacted BAS and was able to make big savings by

switching his credit card provider.



*"This will save us at least 50% on our charges - more than enough to cover our Living Lerwick levy". - Ken Rae of J.G. Rae Ltd*

Information on all our money saving schemes open to BID members can be found at [www.livinglerwick.co.uk](http://www.livinglerwick.co.uk)

## Let's barge right in!



The barge in Lerwick town centre has raised concern amongst businesses and the public.

However, let's turn it to our advantage: **Increased footfall means increased business!**

# Service to be proud of!

Cynthia Adamson, Director of Living Lerwick and manager at M & Co, is running the first Living Lerwick customer care course in July.

The course will teach good customer service and will be free to all staff of BID

member businesses. If you would like to put your staff through this short course, please get in touch.



## Winter Festival

We are expanding on the success of our winter festival from last year. Plans include more Christmas characters, improvements to Santa's Grotto and much more. We will also be extending the festival to include Up Helly Aa and Valentine's day. **It's all winter after all!**

## Street Markets

Launch date for the street market in Harrison Square is 4th August. This project will deliver the top two things businesses and customers want - a wider variety of products and services available and more shops. We aim to encourage new business and products into

the area, whilst continually changing traders to keep it fresh. This will mean a sustained increase in footfall. Research shows that customers spend 1.5 to 2 times what they spend in the street market in surrounding businesses.

# What's the Latest

## Fair Isle Festival 4th - 10th August

The Fair Isle Festival will run from 4/8/13 – 10/8/13 alongside the Nordic International Textile Festival, the Viking Conference and Fiddle Frenzy. It will kick off on Sunday 4th August with a Fair Isle Family Cycling Parade which will start on King Harald Street and end on Victoria Pier. Everyone is invited to wear Fair Isle, get on their bike and join in!

This will be followed by performances from Papa Stour Sword Dance and Da Shanty Yellmen. During the festival, there will be the street market, a charity dunk at Boots and an Oxjam Buskathon week. We want to encourage as many shops as possible to take part by having special offers, opening 12 - 4 on Sunday 4th and late throughout the Festival to take advantage of the extra footfall.

## Working With Other Events

We have been working closely with Shetland Arts and Shetland Amenity Trust whilst developing our Fair Isle Festival. This was to make sure members could take full advantage of the additional footfall their Viking Congress, Nordic International Textile Festival and Fiddle Frenzy events will generate.

Recently, there have been a few other events taking place in the BID area that Living Lerwick hadn't been informed of. They caused issues for members, so Christena Irvine and Harry Jamieson met with SIC Councilors and relevant managers to discuss co-operation and communication on events that affect our area.

SIC agreed that from now on, they would inform Living Lerwick of any requests and applications for events within the area. This will help us inform you and do our best to turn it to our advantage.

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Together Let's Make Lerwick  
Town Centre Better!

1. Small Town, Big Heart
2. Park and Ride
3. Improve What We Have
4. Give a Little - Gain a Lot
5. Let's Keep It Safe

## BID Management Team

CU Marketing Ltd delivers the BID Management Contract. Christena Irvine is the BID Manager and recently CU Marketing Ltd hired Leigh-Ann McGinty to take on administration responsibilities in the Living Lerwick office.

Leigh-Ann will be in the office responding to your queries, updating the website, organizing meetings and helping to progress the projects. This will allow Christena more time to plan the projects and communicate with BID members face-to-face.



*Christena Irvine  
BID Manager*



*Leigh-Ann McGinty  
Admin Officer*

Together Let's Make Lerwick Town Centre Better