



HELLO



**LET'S TOAST TO 2023!
NEW YEAR, NEW
RESOLUTIONS!**

We are preparing an exciting marketing plan full of events. We are just finalising some details and we will be sharing our plans with you in the next month or so.

This month we have our Cost of Living event. This is the BID's way to give back to our community the support they need during this cost-of-living crisis. Hope you can come and give us your support at the Elsmleigh Shopping Centre on the 13th and 14th January

Next month we are hosting two events: our Valentine's Selfie and an interactive trail. More details are on page 3 of this newsletter on how your business can get involved.

See you soon!

Joana

If your business has an offer for employees within Staines-upon-Thames that you would like to feature in our next Newsletter please contact joana@visitstaines.co.uk

Top 5 tips to promote your business during the sales season

1. Make sure your best deals are at the front of your shop to attract customers
2. Share customer reviews on social media
3. Promote a deal every day to keep the momentum
4. Train your staff so they are aware about what promotions/discounts are going on
5. Share your campaigns with the Visit Staines BID team so we can share on our social media channels



Get
2 Months
Free*



Love
This
Club

*Terms & conditions apply

JOIN US TODAY

Achieve your New Year's goals at Staines' premier health & wellness club

www.thethamesclub.co.uk

Spelthorne Borough Council launches business survey

Spelthorne Borough Council wants feedback from businesses about the support packages offered to them over the last two years as well as what assistance they may need in the future. The Council aims to provide the best possible service to businesses and the answers provided to our survey will help shape forward plans and priorities.

Businesses can respond to the survey by visiting:

www.spelthorne.inconsult.uk/BusinessSurvey2022

Over the past two years, the Council's Economic Development team has focused on supporting businesses through the Coronavirus pandemic and helping them recover in the background of a cost-of-living crisis. There has been a wide range of schemes the Council has offered to Spelthorne businesses, including:

- equipment purchase grant - providing up to 90% of the cost of new equipment, helping businesses become more resilient
- shopfront grant --covering up to 90% of the costs if any retail business could demonstrate they needed an upgrade
- ARG5 grant - for those businesses who had not received grant funding
- Omicron grant - supporting the hospitality and leisure industry

Business Survey
We want to hear feedback from local businesses
Wednesday 14 December 2022 to
Sunday 29 January 2023

www.spelthorne.inconsult.uk/BusinessSurvey2022

[@spelthorbec](https://www.facebook.com/spelthorbec) [@spelthorbec](https://www.instagram.com/spelthorbec) [@spelthorneboroughcouncil](https://www.linkedin.com/company/spelthorne-borough-council) [Spelthorne Borough Council](https://www.spelthorne.gov.uk)

THE SURVEY CLOSING
MIDNIGHT SUNDAY 29 JANUARY

Spelthorne also offered several support initiatives, including business skills workshops, 121 business coaching, Federation of Small Businesses memberships, digital media training and free website provision.

Please contact the Economic Development team on e.development@spelthorne.gov.uk for further information.

WhatsApp Group

We have just created a WhatsApp group for BID levy members. If you want to know the latest news about the town centre please join us.



This group QR code is private. If it is shared with someone, they can scan it with their WhatsApp camera to join this group.

Opportunities to your businesses to get involved:

HIGH STREET SAFARI

We are trialling a new way of doing trails along the town centre. We partnered with High Street Safari and we will be using AR technology. Families start by simply scanning the first story point (QR code) and playing for free. Then a character will show up on their phone and they can then engage with them by seeing them come to life in augmented reality and taking hilarious selfies with them. Along the route, players choose how the story evolves, creating a unique path for themselves. Younger children will delight in spotting the cute and colourful designs in windows and older (and grown-up children) will engage by reading the story and seeing the characters in AR.

Businesses can get involved by being one of the points of the trail or getting exclusive discounts/prizes to the participants.

SALES

Please continue to let us know your sale promotions so we can share with our database, website and social media channels

VALENTINE'S DAY

For our Valentine's Selfie competition we are looking for some prize donations. If you would like to donate a prize please contact andy@visitstaines.co.uk.

If you have gift suggestions for Valentine's day please email us so we can share it on our channels

BID BOARD

Our BID board meets monthly in the town centre. The next meetings will be on 17th January, 14th February and 21st March. If you wish to join us as an observer, a board member or even as a director of the BID drop us an email to joana@visitstaines.co.uk.

New events

We have some exciting events coming to our town centre in the new year! We're pleased to be providing help, support and advice at our Cost of living support event.

Don't forget to strike a pose for a chance to win some amazing prizes for our Valentine's Selfie event. For more details, visit our website: www.visitstaines.co.uk



COST OF LIVING SUPPORT EVENT

13 - 14 JANUARY 2023
ELMSLEIGH CENTRE
STAINES-UPON-THAMES
11AM - 4PM

The poster features a dark blue background with a lightbulb icon, a pink piggy bank, and a blue upward-pointing arrow.



VALENTINE'S Selfie

11 - 14 FEBRUARY 2023

Take a picture on our heart bench, upload to your social media using the hashtag **#loveinstaines**

The poster features a pink and purple background with a large heart-shaped bench, a couple taking a selfie, and a sign that says #LOVEINSTAINES.

Visit Staines, in partnership with SeedL.com, now provide all participating businesses and your employees access to over 200 live virtual courses.

Courses Include:

SALES

CUSTOMER SERVICE

OFFICE 365

LEADERSHIP

MENTAL WELLNESS

COMMUNICATION

RETAIL

HOSPITALITY

AND MANY MORE

60 minute
interactive
modules and
20 minute
sessions

FREE
access to
unlimited live
interactive
learning

“ *Very helpful. Pace was perfect and very informative. Thank you so much.* ”



To register / upload your employees, please scan the QR code or click this link: seedl.com/o/visitstaines/register



in partnership with



FREE courses available through Seedl next weeks:

Mentoring

Jan 5, 2023 - 8.30am
Feb 28, 2023 - 3.30pm

Understanding How To Manage and Prevent Burnout

Jan 5, 2023 - 5pm
Feb 23, 2023 - 12.30pm

Global Leadership Podcast

Jan 6, 2023 - 3.30pm
Jan 18, 2023 - 11am
Feb 1, 2023 - 11am

Pivot Tables From Scratch

Jan 10, 2023 - 11am
Jan 18, 2023 - 3.30pm

GDPR

Jan 10, 2023 - 2pm
Mar 7, 2023 - 9.30am

Guided Relaxation - Stress Reduction

Jan 16, 2023 - 11am
Jan 19, 2023 - 3.30pm

Overcoming Fear and Anxiety

Jan 16, 2023 - 3.30pm
Mar 6, 2023 - 8am

Create a PowerPoint presentation from next to nothing

Jan 17, 2023 - 11am

Delivering an Exceptional Customer Service for Internal Stakeholders

Jan 20, 2023 - 2pm
Mar 9, 2023 - 9.30am

Virtual Leadership – Hints & Tips

Jan 23, 2023 - 3.30pm
Jan 25, 2023 - 12.30pm
Jan 26, 2023 - 9.30am

Stakeholder Management

Jan 24, 2023 - 8am
Mar 21, 2023 - 3.30pm

Negotiation Techniques

Jan 25, 2023 - 8am

FOLLOW VISIT STAINES

[VISITSTAINES.CO.UK](https://visitstaines.co.uk)

