

Eastleigh Lights up for the Countdown to Christmas



On Saturday 18th November, Eastleigh saw the annual Christmas event of switching the lights on and family fun day. We saw High Street and Market Street filled with over 50 businesses and charity stalls, promotion of the performances at The Point, a chocolate tombola with Sophie's Appeal – who raised over £400.00, Honey Pot Play bus and their Bee mascot entertained the little ones and raised over £100, Millers Ark Mobile Farm brought in the crowds, Nandos handing out their chicken wings and Harvester tempting event goers with pigs in blankets and so much more! The event was a huge success.

In the evening, we had our traditional light parade, led by Father Christmas and the event finale was a spectacular fireworks display – the streets were full and we hope we helped with sales throughout the whole day for you all.

Please let us know how it affected you on the event day, did you make more sales? Did you have more people popping in to see what your business does? Or did you serve many more customers coffee and cake? Let us know! Email me on: emily@eastleighbid.co.uk – we would love to hear your thoughts.

Feedback from some of the stalls:

- 'Lots of stalls selling various items...great attendance and a real community feel to it all' – M&S
- 'The planning was very well done and the information was clear and easy. Friendly staff as well which is always nice' – Nandos National Events Team
- 'Overall lay out was good, well managed by event staff' – MHA & F-CON
- 'The amount of stalls was really good' – Sailors Society
- 'A good atmosphere in the town generally and good to be able to be given the opportunity, as a small local charity, to be seen by Eastleigh residents' – Friends of in Touch
- 'Marketing and organisation worked really well' – Frankies and Bennys
- 'The organisation on the day was excellent and those who were around to help were friendly and approachable. The whole event was a success and a fab day was had by all' – CPYT Drama

Santa's post box has returned to The Swan Centre! If you know if any little ones who wish to send a letter to Lapland – please put them in the direction of Eastleigh BID's Post box!



Christmas Shop Window Competition WINNER:

Congratulations to Titanium Hair for winning this year's Christmas Shop Window competition. Deputy Mayor, Chris Thomas, went round all the entries and was impressed with yours the most! Enjoy your £50 cash prize, drinks on Eastleigh BID for your staff Christmas party! Thanks for everyone else who took part this year – they all looked great.



Lock up Your Vans and Don't Leave Tools Inside!

This is the message after tools were stolen from vans in Eastleigh, Hedge End, Bursledon, Netley Abbey, Bishopstoke and Horton Heath in the last week.

Some of the vehicles were insecure and owners are urged to take simple crime prevention measures.

If you have any information about thefts from vans in these areas, please call 101 quoting 44170457555.



FREE EVENT

Asian Welfare and Cultural Association
Christmas
Community Meal

You are invited to come along and share a meal from 12 noon - 2.30 pm on Friday 15th December 2017 at Eastleigh Market Place, Leigh Road Precinct

With thanks to: International Foods, Marks and Spencer, Sainsbury's, Bookers Cash and Carry, Covers and Linings

Do you have any Christmas events that you need promoting? Drop me an email and we will pop it on our website and social media! emily@eastleighbid.co.uk

