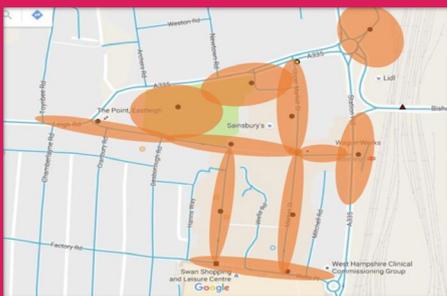


WERE YOU AWARE THAT EASTLEIGH OFFERS FREE WIFI CONNECTION TO VISITORS?

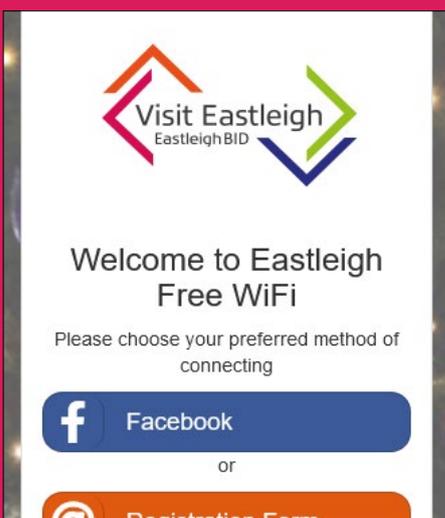
The Eastleigh Free WiFi is extremely popular and in May had over 16,000 connections. The top 3 location zones are the train station, M&S car park and Market Street.

Is your business located in the connection zone area and would your customers benefit / visit more / stay longer at your premises if they could access the FREE WiFi? Please utilise this FREE to BID members facility and publicise the WiFi connection. Any questions, please don't hesitate to contact the Eastleigh BID office: info@eastleighbid.co.uk

The connection available zones are:



The login page is:



THE URBAN BEACH EASTLEIGH - OPEN FROM 27TH JUNE!

We are very pleased to announce that The Eastleigh Urban Beach will be opening at 10am on Tuesday 27th July. Open every day from 10am - 4pm until Saturday 31st August.

Eastleigh BID are looking for stall holders on a Friday throughout August. In previous years, 'Friday Friday' at The Eastleigh Urban Beach has been very successful for businesses and of course hugely enjoyable for visitors. There will be additional entertainment activities on a Friday. Further details to be announced.

Being a FREE to attend event has helped make The Eastleigh Urban Beach an extremely popular venue when held in previous years.



For further details please contact Teresa Swann, BID Manager - teresa@eastleighbid.co.uk regarding having a stall on a Friday or throughout The Beach opening dates.

Hopefully the sun will shine!

LOYALFREE MOBILE APP NEARLY READY TO LAUNCH

Visit Eastleigh are very excited about a new mobile application that will be launched to the public very soon. It is a National app and has been proven to increase footfall and spend in other BID areas.

As well as local loyalty offers, the app includes local information, fun trails, events, competitions and a lot more!

We already have over 15 special offers supplied from BID businesses to include on the app but would like to have a few more before launching it to local residents and visitors to download. Does your business have a loyalty or fixed offer that will encourage people to use your services, buy your products and increase turnover?

Successful offers include:

- 6th coffee free - cafe's
- % off our standard selling fee - estate agents
- Free gift with purchase (e.g. waterproof protector spray with every pair of boots)- retail
- Visit 7 times and get £5 off - hair & beauty
- Buy a coffee and get a breakfast item for £1 - sandwich shop, bakery

To have your business set-up on the app is very easy and Loyal Free will do this for you. Please contact info@loyalfree.co.uk and Sophie or Heather will be very happy to assist you.

Please download the app yourselves to see how user friendly and informative it is. This is what it looks like in the app store:



WOULD YOUR BUSINESS BENEFIT FROM A £1,000 BID BUSINESS GRANT TOWARDS MARKETING?

Then you can apply for an Eastleigh BID Business Grant.

What is a BID Business Grant?

This grant is awarded by Eastleigh BID to assist towards the cost of a new project.

If your business is planning on delivering a new service, product or updating an existing service or product then Eastleigh BID could help with the cost associated with this.



For example, are you looking at having a new website designed? Planning marketing activities to help increase business? Purchasing new equipment? Or employing additional staff? The grant can also be used for business premises improvements that will enhance the BID area.

How much can I apply for?

The grant will fund 50% of the cost of the project. The maximum funding towards the project is £1,000. Projects can cost more than £2,000 (which would mean a £1,000 BID grant if successful) but the maximum funding of £1,000 will remain the same. The grants are allocated on a first come first serve basis.

Who can apply?

Any levy paying business in the BID area.

For further details email:

Teresa@eastleighBID.co.uk

2021 MELA DATE ANNOUNCED - AUGUST 29TH

We are very pleased to announce that a date has been set for the extremely popular MELA to take place in August. The Eastleigh Asian Welfare and Cultural Association will once again organise and host this wonderful festival.

"Mela" is the Sanskrit word meaning 'meeting', 'fair' or 'gathering' and denotes 'celebrations' of all kinds.

This festival will include a showcase of music, dance and food from a variety of cultures.

The Eastleigh Asian Welfare and Cultural Association believe that community ownership is important as it is an opportunity to celebrate the similarities and respect for each other.



Local businesses and organisation will be given the opportunity to have stalls. Contact info@awca-eastleigh.org.uk to book. Further details will be published soon.

WELCOME WAYNE - NEW RANGER

A very warm welcome to Wayne Sellwood the latest edition to our band of merry Rangers. Wayne is a great edition to the team and joins Rachel and Claire. His background in customer care, driving, (great for the Tuk-tuk Cardboard collection!) his can-do attitude and friendly nature are perfect attributes for this challenging role. With such a wide variety of activities undertaken by the Rangers including enhancing security, direction to ensure the town centre is clean and welcoming and of course making sure that our levy paying businesses are supported and excel - having an extra pair of hands and legs is a great asset, especially as footfall increases and the road to recovery is underway.

Welcome Wayne!

CARDBOARD COLLECTION DAY CHANGE

Cardboard collection will take place by one of our friendly Rangers every Monday, Wednesday and Friday morning. This is to ensure that all businesses that have requested to have their cardboard collected can receive the service.

Any cardboard for collection should be left outside your premises by 9am on collection day or in a dry storage area if it's wet.

If you don't currently use the free cardboard collection service, are a levy paying business and would like to arrange to have your cardboard collected on a regular basis please don't hesitate to contact one of our rangers on 023 8061 1100 or email: info@eastleighbid.co.uk and they will be very happy to help.