

# LATEST NEWS FROM

**LOVE**  
Loughborough



## January 2019

### New Love Loughborough Ambassador



We are pleased to welcome our new Love Loughborough Ambassador, Celine Patel.

Celine studied Sports & Exercise Science at Leeds and has returned to Loughborough to further her career. Local to Loughborough and previously the Supervisor at Subway, Celine joined Love Loughborough on 1<sup>st</sup> May.

Keen to help and assist Loughborough businesses, focussing on preventing crime through the use of retail radio and Pub Watch schemes, help report issues affecting the town and general assisting customers and businesses to ensure Loughborough is a great place to work and visit.

Contact Celine on 07944 694871

[Ambassador@loveloughborough.co.uk](mailto:Ambassador@loveloughborough.co.uk)

## **Bid Ambassador Duties**

**BID Business Engagement;** The Ambassadors visit all businesses within the BID Area, both on a scheduled basis and an adhoc basis to introduce themselves, provide information about their role and how the BID can help them, with the assistance of the Love Loughborough Business Welcome Pack. The team are a vital link between businesses and organisations within the BID Area and Love Loughborough BID, to ensure that

businesses are getting the best out of the BID services, benefits & projects. The role will include regular distribution of promotional information and delivery of the extremely popular recycling bags.

**Reporting;** The Ambassadors are the eyes and ears of the BID and report various environmental and physical issues in the Town Centre, so that collectively we can ensure that Loughborough is the best it can be for businesses, residents and visitors of the Town Centre. They record what they see and report the issues to the relevant authority. It also enables us to produce data about what is happening in the town and how we work to resolve the issues. Includes a monthly vacant unit count to assess the health of the town centre and also ensure that we are the first point of call for new businesses.

**Partnerships;** The Ambassadors work with the local authorities, businesses and services (Charnwood Borough Council, Leicestershire County Council, CCTV, Leicestershire Police etc.) to highlight any issues that may cause concern for businesses to try to resolve the issues such as graffiti, litter, weeds, illegal street trading, faulty street lights, broken pavements and anti-social behaviour. They will attend regular meetings such as Pub Watch and the Loughborough Central Delivery Group which both tackle the town centre's crime and safety issues and BID Meetings to report to the board on the current issues effecting the town centre. They will make partnerships of their own through our own Fighting Against Crime Together (FACT) Membership Scheme, creating forums and developing the scheme through the town's radio link.

**Events & Welcoming Visitors;** Our BID Ambassadors provide an information and a welcoming service for visitors, workers and residents. They help to promote the town centre's events, activities, tourist attractions, shopping areas and places of interest in order to make every visit to Loughborough a pleasant, enjoyable and memorable experience.

BID Ambassadors are responsible for communicating and supporting over 600 businesses. They will be the eyes and ears of Loughborough Town Centre.

## **A Average Ambassador Day**

### **9.00am**

A quick morning briefing, in which we discuss our duties for the day, any events that are happening, and other information to be aware of. Sign into the retail radio, change into uniform and quickly check the Ambassador email and telephone messages. Lastly, a quick check on social media to see if there's any material for us to promote, post ourselves or respond to.

### **9.30am**

First task of the day **environmental reporting**. It gives the Ambassadors the opportunity to report any problems that have arisen from the night before including broken glass, on-street waste, graffiti, vomit, and other pleasant things! By reporting these problems as early as possible, it means that there's a better chance they'll be addressed by the time most people have arrived in town centre.

Then a trip back to the office to record all issues onto the computer, ensuring details such a description of the problem, the exact location, a photograph, and the level of severity (high, medium, low) is included and of course where the issue was reported to and the outcome.

### **11am**

Aim to **visit all of the businesses** in our BID area at least once every two months. Ensuring that we are meeting their expected requirements and responding to any issues which they may encounter. Promote BID's benefits and services, ensuring they are taking advantage of everything we have on offer. Try to increase the membership of the FACT scheme to ensure more retailers and businesses are using the radio and understand the advantages of the scheme in preventing and reporting crime.

### **Lunch & Catch Up**

Back to the office for check in and lunch and to update the Master Business database on any changes. Communicate potential new sign ups to the relevant BID officers in the team.

### **2pm**

Time for meetings, training, report writing and communicating. Time to check in with all the Pub Watch and FACT members ensuring they have signed into the radio (if not why not) and also checking whether they are up to date with paying the Membership Fees. Obviously, some meetings will be in the morning so the day schedule is swapped around.

At the end of the day ensure all ends are tied up, any information for each other is communicated. Sign out of the radio.

## Crime Update

### **Leicestershire Police Priority for Loughborough Central:**

Loughborough Central has seen an increase in violent crime from viewing crime figures since October 2017.

**During October we had 67 reports.**

**During November we had 74 reports.**

**During December we had 67 reports.**

**During January we had 65 reports.**

The object of this problem-solving plan is to reduce the total amount of violent crimes across Loughborough central (Which includes the University and Ashby Road Estate), so that the monthly total is consistently within the range of 30 to 50 recorded offences per month. We intend to do this over the next 6 months.

### **Operation Lionheart**

More than 90 people from across the country have been arrested or charged for the supply of illegal drugs.

Under Operation Lionheart, officers and staff have been working around the clock to target those believed to be involved in moving drugs in and out of Leicestershire and there has been a strong focus on Loughborough.

The enforcement phase of the operation began four weeks ago (on Tuesday 9 April) and to date there has been:

- Total warrants = 132
- Total arrests = 94
- Total people charged = 82

For further information and updates follow:

We will be looking closely at licensing inspections, working with partner agencies including Pub Watch and CCTV.

<https://www.leics.police.uk/news/news-search/?ct=Op+Lionheart>

### **Anti-Social Behaviour – Youth**

Loughborough saw a spike in ASB from offending youths over the Easter period. The group had been identified and issued with dispersal orders, warning letters and also referrals to the Youth Offending Team at Leicestershire County Council.

The Police are working closely with the Youth Support Team to tackle ASB to encourage referrals rather than dispersal orders.

Does your business suffer from ASB from young offenders?

Love Loughborough will be hosting a FREE workshop from the Leicestershire Youth Service on how to tackle ASB and young offenders.

The workshop will be held week commencing 8<sup>th</sup> July and will be available to any BID business free of charge. If you are interested in attending the event please contact

### **Anti-Social Behaviour – Begging, Violence & Drugs**

Charnwood Borough Council has been able to successfully renew the Town Centre Injunction which gives them the right to ban individuals from engaging or threatening to engage in conduct which could cause harassment, alarm or distress in the town centre and other areas.

This includes begging, littering, engaging in drug use or dealing and sleeping in public areas.

In order to demonstrate that the injunction is retained there needs to be evidence of the scale of the problems and therefore complaints are vital.

We are urging businesses to REPORT any incidents of anti-social behaviour to [community.safety@charnwood.gov.uk](mailto:community.safety@charnwood.gov.uk) as well as the usual reporting through 101.

Celine at  
[ambassador@loveloughborough.co.uk](mailto:ambassador@loveloughborough.co.uk).

For any assistance in reporting please call Celine.

## Statistics

### March 2019

322 Crimes were reported in Loughborough Central  
122 crimes were in Loughborough Town Centre. All actual crime details can be found at <https://www.police.uk/leicestershire/NL62/crime/>

## Reporting Crime: Is it an emergency?

If a crime is happening, please **call 999 now**.

If it isn't an emergency please **call 101** or report it online.

You can Report the following crimes online:

[a crime](https://report.police.uk/) : <https://report.police.uk/>

[a road traffic incident](https://www.leics.police.uk/ro/report/rti/report-a-road-traffic-incident/) : <https://www.leics.police.uk/ro/report/rti/report-a-road-traffic-incident/>

[an abandoned vehicle](https://www.gov.uk/report-abandoned-vehicle) : <https://www.gov.uk/report-abandoned-vehicle>

[fraud](https://www.actionfraud.police.uk/) : <https://www.actionfraud.police.uk/>

[hate crime](https://www.met.police.uk/true-vision-report-hate-crime/) : <https://www.met.police.uk/true-vision-report-hate-crime/>

Please follow your local police on twitter at [@charnwoodPolice](https://twitter.com/charnwoodPolice) [@LeicsPolice](https://twitter.com/LeicsPolice) and [@LboroPolice](https://twitter.com/LboroPolice). or on facebook at [@loughboroughpolice](https://www.facebook.com/loughboroughpolice)

## Pub Watch

Love Loughborough has taken over the Pub Watch scheme with John McGarthy from the Griffith as Chair, and Andy Rhodes from McDonald's serving as Vice Chair.

Our new Love Loughborough Ambassador Celine will be looking after the administration as well as circulating relevant documents.

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## Town Trails

### Love Loughborough First to Trial Town Trails!



Love Loughborough have been working with LoyalFree to launch our very own Town Trails, which will encourage app users to visit different establishments within the BID area in order to complete a trail!

There are currently 6 live trails, consisting of:

- Dog Friendly Loughborough
- Gluten Free in Loughborough
- Loughborough Cocktail Trail
- Coffee & Cake Trail
- Loughborough's Independents
- Vegan Eats in Loughborough

The idea is to highlight places to the public and encourage footfall.

If you would like to be involved in a trail or have an idea for one, please [contact Kelly](#) and let us know.

### To be launched: Attraction and Leisure

LoyalFree are working hard to release their next feature for Loughborough which will showcase Loughborough's best days out! The listing will include places such as Archery

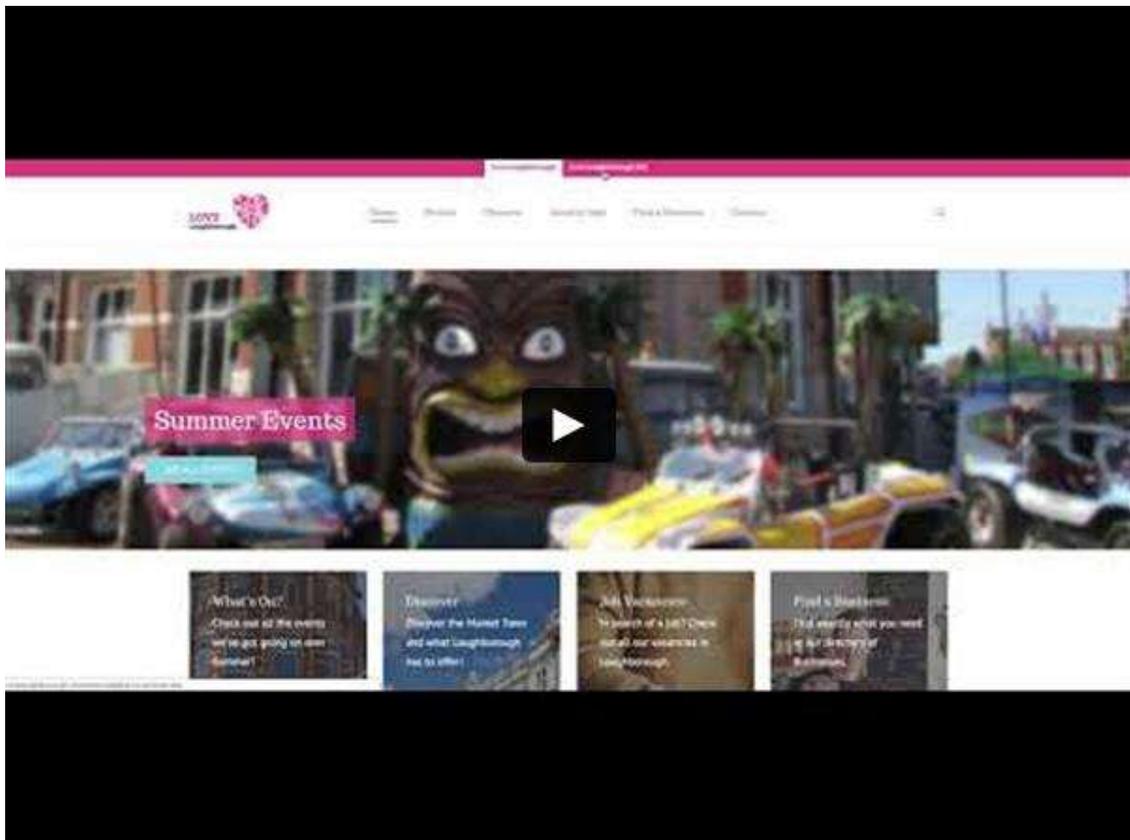
Legends, Outwood's, The Climbing Station, Leisure Centre, Average Joes and much more.

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## New Website

**Take a look at a quick preview of our new website!**

We are expecting the launch to be at the end of June...so watch this space!



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## Loughborough In Bloom

Loughborough will soon be in bloom, with 220 flower baskets to look forward to and 27 planters, all matching the new Market branding colours! Don't forget to enter the best floral shop front and best floral pub, applications will be published on the website... keep an eye out.

Good luck to The Griffin who has been put forward for the Britain in Bloom Best Pub!

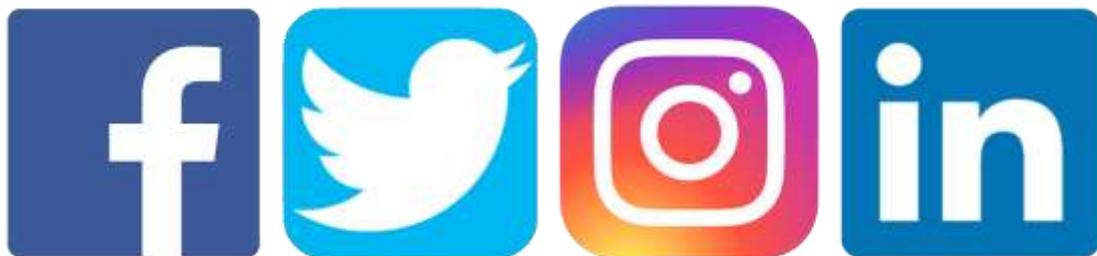


## Business Support

**5 Businesses have taken advantage of our digital engagement advisers' knowledge to keep their online presence up-to-date and engaging!**

Do you think you could benefit from a little update on social trends? Or even a whole new strategy to attract a new target audience?

Get in contact with [charlotte@loveloughborough.co.uk](mailto:charlotte@loveloughborough.co.uk) for more information.



# Social Media Stats

## Facebook

Last 28 days

+156 likes

+157 followers

+1468 pageviews

13,439 pageviews

## Facebook

Last 28 days

Tweets: 52

Tweet Impressions: 31.9k

Profile visits: 616

Mentions: 60

Followers: +28

## Instagram

Last 7 days

80 profile visits

983 accounts reached

10,092 impressions

Top Content

Outwoods Sculpture Trail

Weather Forecsast over warm bank holiday

Bluebells

New bunting to match Market Branding

New play area at Outwoods

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# Event Update

### Bunny Trail

The Bunny trail ran for only 2 weeks with a massive 100 participants entering! Prizes were given by 13 businesses which included vouchers and gifts - thank you to all who donated.

### Upcoming Events

**Bike and Trike Show** - 19th May

**Car Show** - 16th June

**Loughborough by Sea** - 18th - 21st August

**TOP FACTS ABOUT THE BID**  
£270,000 BID LEVY IS COLLECTED PER ANNUM IN RETURN FOR

**Events**  
Increase footfall:  
Bike and Trike Show: 17,300  
Car Show: 17,700  
Loughborough by the Sea: 95,300  
Dog Show: 18,200  
Christmas Light Switch On: 23,500

**£200,000**  
**FREE Recycling**  
250 businesses receiving recycling services worth £400 per year

**48,593**  
users to date

- Average age (18-24)
- Gain intelligence from Wi-Fi use
- Encourage new digital age consumers into Town Centre

**In Bloom Gold Standard**  
40 Flower baskets keeping the town centre looking attractive

**LOVE FREE WI-FI**

**LOVE Loughborough**

**We hope you have found this update useful!**

**From the Love Loughborough Team**

# LOVE Loughborough



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