

# LATEST NEWS FROM

**LOVE**  
Loughborough



## October Update

### Ward's End High Street Boost Scheme

Love Loughborough BID, working alongside Charnwood Borough Council, launched a brand-new scheme last week, Ward's End Quarter High Street Boost, to encourage shoppers to visit the businesses within this area. The area is currently being regenerated under the Bedford Square Gateway Project, and due to the ongoing construction, businesses saw a decrease in footfall.

As part of the Ward's End Quarter High Street Boost scheme, a variety of businesses are offering their customers a £5 gift voucher to spend in Loughborough Town Centre, for every £10 spent in stores signed up to the scheme.

The scheme so far, has proved to be a success, with multiple businesses selling out of the vouchers. The vouchers from the Ward's End Quarter businesses can be redeemed in over 55 businesses throughout the town who accept Love Loughborough Vouchers.

More information about the scheme can be found [here](#).

**WARDS END  
QUARTER LE11**

**TOWN OF LOUGHBOROUGH**



**HIGH STREET  
BOOST**

**EVERY £10 YOU SPEND IN WARDS END  
QUARTER, RECEIVE £5 IN GIFT VOUCHERS**



**SEE PARTICIPATING BUSINESSES AT  
[WWW.WARDS-END-QUARTER.COM](http://WWW.WARDS-END-QUARTER.COM)**

## **Fresher's Fair**

Love Loughborough alongside Charnwood Borough Council attended Loughborough University's Freshers Fair on Sunday (3rd October) to promote all things Loughborough!

Students were handed Love Loughborough branded bags with leaflets promoting:

- LoyalFree App offers
- Town Centre Trails
- Free Town Centre Wi-Fi

- Loughborough's Online Shop
- Markets

Lots of students attended, and it was a great opportunity to meet other key stake holders at the event.



## BID Ballot

The Team have been working hard over the last couple of weeks to deliver new BID Renewal Business Plan to you. You should now have also received your notice of Ballot.

You should have also received your ballot voting papers by 30<sup>th</sup> September. You will then have until 28<sup>th</sup> October to vote on whether you want to renew Love Loughborough BID for a new 5 year term.

If you haven't received your business plan please let us know so we can pop another copy down to you or you can view and download the plan

at: <https://loveloughborough.co.uk/love-bid/bid-renewal-ballot/>

Please note that the person responsible for paying the BID levy within your organisation would have been sent the Notice of Ballot and the Voting Papers, so if you haven't received them they may go directly to head office or the relevant department.

Thank you for supporting Love Loughborough BID and please remember to vote as soon as you receive the papers.

For more information on the Love Loughborough BID Renewal, please visit <https://loveloughborough.co.uk/love-bid/bid-renewal-ballot/>



## Ambassador

DISC is now up and running, a secure and data compliant information sharing platform for the purpose of reducing crime and anti-social behaviour. Management and staff from 27 night time economy businesses in the BID area are using the smart phone app to communicate in addition to the consistently effective retail radio link. Plans hope to see in BID term 3 the enrolment of day time economy retail businesses on DISC to make use of this diverse resource provided by Love Loughborough.

Our Ambassador Ioni has taken a position on the Community Safety Partnership (CSP) and is positive to take on responsibilities on behalf of BID businesses in a joint venture to make the community safer and reduce anti-social behaviour.

Ioni attended East Midlands in Bloom Award in which Loughborough were pleased to win Gold in the small city category award particularly during a challenging 18 months during the pandemic.

PC Alex Beirne and PC Ian Thompson are the new Police officers covering the town centre beat and are visible on foot patrols during their shifts. Ioni continues to work with the police to address crime hotspot areas in the town and encourages businesses to be in contact for crime support and advice.

## Trails and Offers



We are increasing our LoyalFree Trails all the time, with the latest trails to be added being the Ward's End Quarter Spooky Window Trail and Ward's End Quarter Pumpkin Trail.

We currently have 20 live trails on the App that include Gluten Free, Dog Friendly, Independents, Activity and Fun, Gift Voucher Redemption and many more.

If you would like more information on the LoyalFree app you can go to [www.loyalfree.co.uk/download](http://www.loyalfree.co.uk/download) or contact Kelly at [Manager@loveloughborough.co.uk](mailto:Manager@loveloughborough.co.uk) Additionally if you would like to go on any of the trails just let Kelly know.

In regards to offers for the app, you are allowed two offers at any one time on the LoyalFree app, again if you would like to add an offer or change an existing offer please

inform Kelly who can get this sorted for you. It is quick and easy to be added we just need your offer, any terms and conditions and an expiry date.

## Social Media

We can promote your businesses, any offers, any events for you on all of our social platforms. We try and promote and share posts across all of our businesses but if you have something specific you would like putting out there, please let us know! Just contact Kelly at [manager@loveloughborough.co.uk](mailto:manager@loveloughborough.co.uk) You can always send any information through Facebook messenger too if you prefer.

Events:

If you have an event that is set up on Facebook please send us the Facebook event link so we can add it to our page too. Additionally you can now add your own events to our website by submitting it here: <https://loveloughborough.co.uk/love-loughborough/events/> we can then make it live on the website!

## Elf on a Shelf



Those cheeky little elves will be making another appearance this December, hiding in shops across the town centre.

We will be launching the Elf Trail throughout December so members of the public can visit businesses to find the Elf names. A prize of Love Loughborough Gift Vouchers will be awarded to a winner on a weekly basis.

If you would like to take part, please email Kelly at [manager@loveloughborough.co.uk](mailto:manager@loveloughborough.co.uk)

## Upcoming Events

### Loughborough Fair

Weds 10<sup>th</sup> Nov to Saturday 13<sup>th</sup> Nov  
Official opening 6pm Weds 10<sup>th</sup> Timings  
here can be found  
at [https://www.charnwood.gov.uk/pages/  
fairs](https://www.charnwood.gov.uk/pages/fairs)

### Santa Fun Run

Sunday 6<sup>th</sup> December  
for more information please visit  
<https://santa-fun-run.co.uk/>

### Christmas Light Switch

Sunday 21<sup>st</sup> November with s  
market and entertainment 11a  
the Switch-On itself at 5p

### Loughborough Town Hall Panto

20<sup>th</sup> Nov – 2<sup>nd</sup> Jan  
[https://www.loughboroughtownhall.co.uk/events/  
2021/11/20/aladdin](https://www.loughboroughtownhall.co.uk/events/2021/11/20/aladdin)

### Christmas Market

Sock christmas market Sunday 21<sup>st</sup>  
November 2021

### Loughborough Remembrance Parade and Service

Sunday 14<sup>th</sup> Nov in Queen's Park



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