

## Happy Birthday to the Guild

The Barney Guild is just one year old and we are proud of our achievements so far and much more is planned for the years ahead. We hope you will continue to be part of the guild or join us now and get involved.

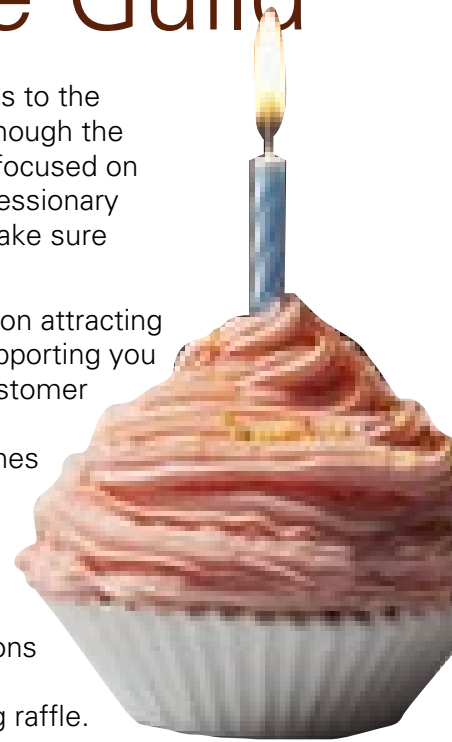
The guild is funded by Barnard Castle Vision and is run and co-ordinated by the Enterprise Agency for Wear Valley and Teesdale and Vision Project Manager Annalisa Ward. The guild was developed after recommendations made by the "2007 Retail Distinctiveness Study" which identified the town lacked a forum where businesses could network, have their voice heard by local government and work together to strengthen the town's shopping offer.

Over the past year we have worked hard

to promote the town's businesses to the local community and visitors. Although the majority of our work has to date focused on the local community in these recessionary times it has been important to make sure people SHOP LOCAL.

In the future we will be focusing on attracting more visitors to the town and supporting you with ways to increase current customer spend, marketing initiatives and business development programmes that will increase your income.

Over 40+ businesses have become members of the guild and more have been involved in different initiatives from promotions for Valentines Day, shop local campaigns and a loyalty spending raffle.



## Christmas Festival 2008

One of our first projects was to work with key organisations in the town to create a festival weekend. A "White Christmas" theme was chosen and this was reflected in the window dressing competition and in the sale of white snowflake lights that appeared in over 25 local businesses. The weekend began with a day of street entertainment including stilt walker, local musicians and fire-artists. The late night opening was combined with a Saturday-night light switch-on. Local schools were involved with a wooden-spoon decorating competition that created a trail around the shops in town.

## Key Facts and our achievements

Over 40 businesses are members of the guild and we have worked with over 50 on our promotional campaigns

We have forged strong local partnerships with the town

council, local churches, visitor attractions and the county council.

Over £14,500 press coverage in the local newspapers alone in the last four months.

£1500 generated by the Barney Bag project to invest in further projects

Coverage on the BBC politics show – shop local programme.



## Shop Local

In collaboration with The Teesdale Mercury and sponsored by One North East the guild has supported the principal of "Shop Local". We have been providing good news stories to be featured on the Shop Local pages in the Mercury and run promotions. The Easter Bunny promotion

gave people spending over £5 in participating stores the opportunity to have a free raffle ticket. The winning ticket was from a visitor to the town, the second prize went to The Stables who regular buy their bread from the Crusty Loaf and third prize to a regular Barney visitor from West Auckland.

We were approached by the BBC Politics Show to talk about the

importance of shopping local. Guild member Fiona Brookes was featured in the programme talking about the benefit of the Shop Local campaign.

Plans are being formed to further develop the campaign with the possible introduction of a loyalty card scheme. Enabling businesses to make regular special offers to card holders both locals and visitors.



## Barney in Bloom

Working to support the Town Council's floral displays the guild have sourced a cost effective hanging basket and bracket to improve the floral displays in the town. Over 45 businesses have participated and the project has been subsidised from funds generated by selling the Barney Bag.



# Get Acquainted campaign

We have plans to promote the town by asking people to "Get acquainted" with shopping in Barnard Castle. In 2010 this will include the wide distribution of leaflets to tourist information centres across Cumbria, Yorkshire, Durham and Northumberland.

A Barnard Castle website will be developed to support the campaign and will include video

profiles of local shopkeepers and a directory of all businesses. Leaflets will be distributed via the Bowes Museum and Raby Castle to ensure that visitors to these attractions consider a shopping trip as part of their day or return at a later date to further explore the town.

We plan to work with the Tourist Information Centre to develop

the town leaflet to include more information about shopping and to ensure that it is also distributed across the network of tourist information centres and other information points such as other local attractions etc.

We have started this campaign by trailing an advert in North East Life and will monitor visits to websites to see if it generates interest.

## Barney Bag

A small working group was established in Summer 2008 to take forward the development of a re-usable shopping bag for the town. The group worked with Nadia Wetherell from the then district council and Annalisa Ward from Barnard Castle Vision. A bag type, design and promotional material were all developed with input from the local shops. Over 40 shops signed up to promote the principal of re-usable bags and 21 shops sell the bags. To date over 2000 have been sold and plans are in hand to produce a larger shopping bag.



## Our website – [www.barneyguild.co.uk](http://www.barneyguild.co.uk)

This is the networks own website and in the future will be a place for members to get information including meeting dates; minutes and find out about latest marketing campaigns and promotions. This website will be kept within the network and shoppers and visitors will be directed to [www.barnardcastle.co.uk](http://www.barnardcastle.co.uk).

## New website – [www.barnardcastle.co.uk](http://www.barnardcastle.co.uk)

We hope to be able to launch a new website which will be focused towards visitors to the town to promote a shopping trip to Barnard Castle. This website would link to [www.exploreteesdale.co.uk](http://www.exploreteesdale.co.uk) where the photographic "Street Sensations" guide will be held along with other tourism information. This website will support the "Get Acquainted Campaign".

# Shop Front improvements

The Barnard Castle Vision has funding for shops to improve their frontage with grants of up to 75%. The scheme is ideal for those wanting to return a more modern frontage to something more traditional, alternatively it can be used to support the replacement of architectural features or for a craft/art designed signage. For more information contact Annalisa Ward on 01833 696263.



## Our PR Person

Linda Britton from Prink Media is the guilds marketing officer and is responsible for the development of campaigns and generating coverage in the local, regional and national media. If you have got good news stories or new products and services to shout about then email Linda on [prinkmedia@aol.com](mailto:prinkmedia@aol.com)

## Business Development Support

We are currently researching the potential of running a programme of business support workshops to help you develop your business. This may include merchandising and improving your product displays, marketing, internet sales and customer feedback via a mystery shopper.

## Funding the Guild's Work

We are still planning to apply to LEADER for funds to support the delivery of the Guild's campaigns and to provide business development workshops. Our expression of interest was approved and a full application needs to be submitted.

# Toilets and Parking

We are continuing to try to make improvements in these areas and we are supporting the Vision's plans to open an entrance to the Hole in the Wall car park from Newgate making it more visible to visitors. We added our voice to the local complaints regarding the excessive charges and were pleased with the reduction made in November 2008.

We have been talking to the County Council about the piloting of a community toilet scheme where local businesses are paid an annual fee to open their toilets to the public. We need some additional funding to be able to do this

# "Put your money where your mouth is"

The guilds art and antiques quarter has worked with David Harper in the making of a new series of the antiques show "Put your money where your mouth is". The town was involved in several days of filming, an auction event was held at The Bowes and several local businesses will be featured as they bought antiques or sold items to David for the auction. We hope to make a show reel of footage of the town that can be included on our new website.

In the future we hope to do further campaigns that focus on a business sector in town e.g Fashion, Food, Kids, Beauty etc.



Barnard Castle  
**VISION**

enterprise  
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Wear Valley Teesdale

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