

NORTH LAINE BRIGHTON

Welcome to North Laine - The Soul Of The City! - www.northlaine.co.uk



David Sewell
Chair



Peter Allinson
Vice-Chair

February 2012

Latest news...

Firstly, a belated "Happy New Year" to all our fellow traders in the North Laine.

We hope that you had a busy Christmas and are looking forward to 2012. We thought that this would be a good time to update everyone on our latest activities and help you to get involved. It is also time to renew memberships and invite more people to join us.

For those of you who are new to the North Laine, or perhaps haven't worked with us for a while – a quick summary! North Laine Traders' Association (NLTA) has been operating for 22 years now, helping traders work together to make us all successful. We are a membership organisation, with over 100 traders from this fantastic part of Brighton. We have four "open" meetings a year so we can catch up socially, meet our neighbours and plan future activities. We have street reps in each main road. These are currently:

New Road: David, Pavilion Garden Café (Chair)
Bond Street: Pat, Animal House & Peter, Jabayard
Church Street: David, Marks & Co. (Treasurer)
Gardner Street: Peter, Temptation (Vice Chair), Amanda, Capers & Colin, Komedia
North Road: Gill, Painting Pottery Café & Steve, Leo Frames
Kensington Gardens: currently vacant
Gloucester Road: Alys, Nanodobbie
Sydney Street: currently vacant
Trafalgar Street: Melissa, City College, Miranda, Chilli Pepper Pete, Stefan, Amsterdammers

If you would like to become a street rep, let us know.

Last year, we set out ambitions for our organisation and made excellent progress against our goals. Here is a brief summary of what we are doing.

Current activities:

Promoting the North Laine

Our website (www.northlaine.co.uk) has been a key focus. We are transforming this into a vehicle to attract new visitors to the area and bring them to our businesses. This involves re-vamping the branding, reorganising the site's information and creating much needed new content.

Huge thanks go out to many traders who generously donated extra funds for us to undertake a branding exercise with a local web agency. The results of this will be implemented early this year, aiming to launch the new website later in 2012.

Members will be able to present and update their business profiles and link to and from the site to drive custom to us all. As soon as the site is ready, your street reps will be talking to you about how you can get your information included. Very exciting!

We have liaised with the council to identify new ways of signposting the North Laine and this will be a key focus this year. We are now better connected with tourism organisation, Visit Brighton, and have once again secured discounted rates to our members.

We have an excellent story to tell in Brighton and Hove and will continue to do so!

Negotiating great deals for members

With so many of us, there is huge potential to act collectively and use our numbers to benefit individuals. We have made excellent progress this year!

NLTA members can now get much lower preferential rates with First Data for card handling services – potentially a significant annual saving that can impact directly on your bottom line.

We have also negotiated discounted parking rates with NCP which provides traders with substantial savings compared to normal daily tariffs. More ideas are in the pipeline!

Working together, sharing information

This is one of the key reasons for being a member. This year we have shared all manner of things – from the price of milk, latest developments in council planning and sharing of information to inform and challenge rent reviews.

We have actively engaged with the council's meetings and working parties, gathering information on behalf of other members. We have also set up the NLTA Forum at www.northlainetraders.co.uk to help all members to communicate, engage and continue to discuss the future. All members will be receiving a unique login shortly.

Renewing your membership:

Ensuring adequate funding for our activities, including development of the website and promotion of the North Laine is essential. After consultation with our members, we have made the decision to raise the membership fee to the equivalent of £5 per month (£60 per annum).

Renewing your membership or joining us couldn't be easier. On the back of this newsletter is a membership form – just fill this in, return it to us and we'll do the rest.

Many members have requested to set up an annual standing order. If you wish to do this, just fill in a bank mandate form, and return it to us for processing.

Next meeting:

Our next general meeting is at **Komedia on Tuesday 7th February at 6.00 for 6.30** and we would love to see you there.

Once again, best wishes for 2012 and we hope to see you soon. **David and Peter**

