

TO: BID LEVY CUSTOMERS

FROM: Slough BID

DATE: December 2021



Season's Greetings and best wishes for a happy and healthy New Year

For Business Support:



British Business Bank is a government-owned business development bank dedicated to making finance markets work better for smaller businesses. Whether you're looking for finance to start a business, grow to the next level, or stay ahead of the competition, they are delivering greater volume and choice of finance.

The British Business Bank has also produced a guide to help businesses through survival and onto recovery, helping them stabilise and move forward to growth and future success. The guide has been designed to provide impartial information to help businesses focusing on the following areas: Understanding debt finance; Managing debt; Improving cash flow.

Please visit <https://www.british-business-bank.co.uk/> for more information.

For the Community:



Once Upon A Time in Slough... is a series of workshops and performances where we share people's stories about what makes the town a place of intrigue, imagination and importance. Currently, HOME Slough is working on two elements of Once Upon A Time In Slough – Story Boxes and CAMPFIRES.

For more details, visit <https://www.homeslough.org.uk/once-upon-a-time-in-slough/>

Business Engagement Board (BEB) offers a space for the business community to meet HOME Slough and work together to develop Slough's creative future. As a Creative People and Places programme, making partnerships and engaging the community is what we do. Working together we can get more people involved in brilliant art experiences and make our town a better place to work, live and play. Interested in getting involved? Visit <https://www.homeslough.org.uk/business-engagement-board/>

LOVE Slough Commissions Call Out: HOME Slough is looking to fund artists, organisations or groups who have a creative idea that can fit within the LOVE Slough programme in March 2022. Submit your proposed ideas by finishing the application form on the HOME Slough website or recording a video responding to the questions. Pop over to <https://www.homeslough.org.uk/.../love-slough-commission.../> for all the details.



For High Street Safety and Security:

Another productive STAC (Slough Town Against Crime) meeting on the 17th November 2021. Slough BID has purchased the crime management platform DISC which will be accessible to all high street retailers and upgrading the Town Link Radios has met with positive feedback with roll out for January 2022.

Please attend our next STAC meeting at 9.30am Tuesday 11th January 2022 location TBC

What's Been Happening:

Slough Christmas S'elfie Displays

In addition to the vibrant Christmas Lights from SBC, Slough BID hope that you have had a chance to find the various illuminations along the High Street [@christmastrail @slough_bid](https://twitter.com/christmastrail) for all pictures taken:



Santa Needs You!

Remember to find the 10 festive animals located along the High Street and within the Queensmere Observatory Shopping Centre. Visit each of the 10 locations to scan the QR codes and collect your digital stamps. When you've found them all, download your free e-book to learn who wins and the conclusion of the story...



Animal	Image	Venue
Hedge Hog		Krispy Kreme Tesco Extra
Robin		Stows Cycles 72 High Street
Rabbit		Humira's Beauty Bar 107 High Street
Sloth		Sports Direct Queensmere Observatory Shopping Centre
Polar Bear		Rolladome Queensmere Observatory Shopping Centre
Fox		Kayani Camp Queensmere Observatory Shopping Centre
Penguin		Empire Cinema Queensmere Observatory Shopping Centre
Croc		Primark Queensmere Observatory Shopping Centre
Otter		Clarks 221 High Street
Unicorn		Cake Box 292 High Street

RETAILER SUPPORT:

Please welcome to our High Street:
RKM Café - Open on Xmas Day serving Halal Desi meals and Full English Breakfasts



Teddy's Playtown - SANTA'S GROTTO & DISCO 18th Dec
Go to www.teddysplaytown.co.uk and book to meet Santa and Mrs Claus (£25.00 child ticket £2 adult ticket)



KID'S CLUB CHRISTMAS CRAFTS
Christmas Stockings
Saturday 18th Dec 11am – 4pm
Meet our Kids Club Mascot Harmony the Heart & join Kids Club on the day!
Plus FREE Face painting.



Betty Twinkle
Sunday 19th December
Acts will appear between 11am – 4pm

AND FANTASTIC NEWS FOR OUR LOCAL RADIO STATION:



Asian Star Radio are proud to announce that Ofcom the UK radio communications regulator has renewed Asian Star Radio's broadcasting license for a 4th term. The radio station will be 15 years old on 12th March 2022 and will enjoy another 5 years on air from March 2022 onward.

Asian Star Radio is now looking to create further relationships and collaborations with new charities and businesses if anyone is interested, they should get in touch with the station.

For more information call 01753 362362 or info@asianstar1016.co.uk

Thank you to the business who made contact on wishing to be part of our newsletters.

Please continue to contact us with any upcoming promotions you would like to go on the BID's social media account. We have a dedicated email address to send content to: socialmedia@sloughbid.co.uk or send it directly to me, details below.

Season's Greetings and wishing everyone a safe and happy New Year,

Slough BID Team

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