

# Business

*This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may directly affect them (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, advertising in The Beeston Express supports it.*

## Trent College gears up for World Book day

TRENT College in Long Eaton always makes a real effort for World Book Day and this year will be no exception. In preparation for the day on Thursday, March 4, pupils at Trent College's Junior School, The Elms, have enjoyed a visit from a local children's author, who inspired them to get reading.

On Tuesday of this week (February 9) children from The Elms Nursery, Reception and Year 1 classes had an exciting morning with a visit from Nottingham-based picture book author and paper engineer Jonathan Emmett.

Mr Emmett, who is well known for his colourful, captivating pop up books, shared a selection of his books with the children, including *Emergency Rescue* and *Tom's Clockwork Dragon*.

After reading his stories to a captivated audience, where it was compulsory for the children to join in at the appropriate moment with animal sounds, Mr Emmett signed the story books bought by the children.

Both the children and their teachers had the opportunity to learn more about Mr Emmett's job as a 'paper engineer' with a demonstration of how to create pop-up frogs – not as easy as it seems.

Still to come this term, the Elms are looking forward to a visit from Andy Cope, another established, talented author, best known for his 'Spy Dog' books for children between 6 and 10 years old. Years 2-5 will have the opportunity to take part in some creative writing with him.

Talking about the visit and the importance of reading at both schools, Annike Dase, Head of Library Services, said: 'At The Elms, we know how important reading for pleasure is for happiness and success in life. Every pupil in the school will meet an author during every academic year. The libraries at The Elms and Trent College work together to encourage all of our students to read for pleasure and enjoy literature from the very first picture book up to Booker Prize winners.

"It has now become traditional for pupils from both schools to join together to celebrate reading on World Book Day, and we're looking forward to another fun day full of book related activities."

## BID News



### Get Set to Go

BEESTON BID Manager Matthew Robinson was pleased with the turnout at the 'Get Set to Go' meeting, which filled the room at the Town Hall in Beeston on Wednesday, February 3.

The presentation about plans for the Beeston Business Improvement District (BID) were well received and the feeling in the audience was positive.

The main concern for local businesses that have been experiencing a tough time of late is whether they can afford the extra levy of two percent of their existing business rates that the BID will cost.

Matt Robinson said: "I made a point of talking to all those people who expressed concerns."

June Copley, from Scents of Harmony on Chilwell Road, is one of the retailers with reservations about paying out more when times are tough. "I would need to know that the BID would definitely help my business and that Chilwell Road was not going to be forgotten," June said.

Matt explained: "The BID is designed directly to help this kind of business struggling to cope with dropping footfall. We will

be able to carry out some focused marketing and PR to shine the spotlight on June's business."

From The Guitar Spot, also on Chilwell Road, Derek Wigginton was very positive about the BID proposal. He said: "The timing is perfect for something like this. It will unite the business community, drive trade forward and bring investment into the town, especially to the far end of Chilwell Road where my business is based. Many people don't even realise that there are more shops down there."

Hilary Cook of the Flying Goose Café had supplied a delicious buffet for the meeting, which was welcomed by all attending but particularly by those arriving in time for the 6pm start straight from work.

### When will the vote take place?

Centrally based business affected by the BID plans will be asked to vote on the proposals in June. Matt Robinson explained the wait. "We don't want our campaign to get mixed up with the General Election that will take place in

spring," he said.

"People will be sick and tired of hearing that they have to VOTE so we decided to put off the BID voting until June."

The big question asked from the audience was, after the BID is voted in, how quickly will all the initiatives be visible?

Matt replied: "It will take about six to eight weeks to get the five Touch Screen information maps, for example, in situ and working. This is mainly due to the amount of ground works need to run electricity and internet cables to each unit."

In the meantime, Matt will be chasing everyone for their business advertisements to be branded up and put into the right format for the Touch Screen program.

However, one of the initiatives that will be visible much sooner is the Trent FM sponsorship of the Weekend Show.

"This will give Beeston high visibility from the outset," said Matt.

"I will keep everyone informed about when and how to vote nearer the time. Until then, people can contact me at any time with their questions or concerns."

**To support Friends of Bramcote Old Church Tower**

**60's Party Night**

**4 & A BIT**

**Saturday February 27th 2010**

**YOUTH AND COMMUNITY CENTRE**  
**West End BEESTON**

**Start 7.00pm**  
**Doors open 6.30pm**

**£12**  
**£10 FRIENDS**

**Pie, Peas and a Sweet**  
**included in the price**

**BAR Raffle**

Further information  
0115 9226782 or 0115 9252104

## Footfall on Beeston High Road

FIGURES from the footfall counter on Beeston's High Road show a drop in numbers when compared to the same weeks last year, but this may well be more to do with the harsh weather conditions in the first weeks of January rather than the recession!

Note the increase in weeks four and five when the snow and ice had passed.

	2009	2010
<b>Week 2</b>	98869	73342
<b>Week 3</b>	89967	86517
<b>Week 4</b>	85413	94595
<b>Week 5</b>	100174	93710