

LIGHT NIGHT AND HALF TERM MEETING NOTES
TUESDAY 14TH NOVEMBER, 11AM – 12PM
NOTTINGHAM BID OFFICES, CUMBERLAND HOUSE, 35 PARK ROW, NOTTINGHAM, NG1 6EE

Attendees:

- Lucy – Trespass
- Kenia - Sweaty Betty
- Luke - Element/Two Seasons
- Jodie – The Treat Kitchen
- Jasmin– Homemade
- Olivia – National Videogame Arcade
- Nicola Tidy – NCT and BID Director
- Geoff Williams – The Tokenhouse and BID Director
- Dianne Allen – Gemini PR and Marketing & Nottingham BID PR Representative
- Kelly Holgate – Nottingham BID
- Annie Garnham – Nottingham BID

Feedback on Previous Light Night Events:

- The previous events have varied in quality, some were amazing and some not great and had little impact.
- The poorer years were the ones that were fragmented as there was no impact as things were spread too thinly.
- Food markets in Old Market Square meant less money spent in businesses and footfall not moving around the city.
- There are issue around the public understanding what Light Night is about and increasing awareness.

Thoughts on the Light Night Installation:

- Businesses would prefer that whatever we do has major impact on the Light Night day and doesn't necessarily need to spread around the city.
- Changing the colour of the lamp post lights is very important as this can really help make a trail and encourage people to walk around the whole city.

Thoughts on Business Involvement and Promotional Items:

- Businesses want a competition for the best light display in shop windows, as voted for by the public via uploading and tagging a photo on social media.
- Businesses want to know what is happening earlier, aim to get information confirmed and communicated by the end of January.
- Businesses want a good printed map showing all the activities taking place and trails around the city. These will be printed and given out to businesses in advance as well as distributed by the TIC and our Street Ambassadors.

Actions:

- Arrange a meeting with the Council to better understand what voluntary organisations in the city are doing to integrate these into our plan.
- Encourage other organisation to take part in the event by funding other large scale quality installations.
- Lobby the Council to have a craft fair on Old Market Square rather than a food market to minimise impact on businesses.
- Get costs from the Council to change the colours of the street lights and include these in the map/trail.
- Get a letter and email sent to all businesses with opportunities and information in the next week, but follow this up again in the New Year when businesses are more likely to have time to respond.