



HUNDREDS OF SHOPS
BUZZING BARS & PUBS
TASTY RESTAURANTS
COOL CAFE CULTURE
TEMPTING TAKEAWAYS
CHIPS & GRAVY
NIGHTS TO REMEMBER
FABULOUS HAIR & BEAUTY
BARBERS LOOKING SHARP
CO-OPS & CO-OPERATION
PROFESSIONAL EXPERTISE
FRIENDLY PEOPLE
ART ON THE STREETS
LOYAL CUSTOMERS
GREAT SERVICE
A VILLAGE VIBE

INDEPENDENT • UNIQUE • CHOOSE CHORLTON

A call to action!

Dear Chorlton Trader

We all know that we still have loads to cheer about here in Chorlton.

It's been a tough few years: roadworks, the loss of the precinct, the impact of covid, changing shopping habits and the cost of living mean that business is more challenging than ever.

So let's do something.

It's time to challenge the negativity. It's easy to be cynical about what we can do, but if we do nothing, then nothing gets done.

We need to work together to bring more people into our businesses. We have support from the council (our thanks to them) to work at this. Your thoughts and ideas are welcome.

No-one will fix this for us - we need to work together to help ourselves and each other. This is about co-operation. The only cost to you is a little time and solidarity.

We're Chorlton. This isn't about bosses and suits - it's about you and all your team.

We work together.

You in?



Sign up for free updates
<http://eepurl.com/g3a4-9>

Who are we?

We are Chorlton Traders - we're your neighbours, friends and fellow businesspeople. We care about Chorlton and its future.

We're free to join between now and Christmas. Scan the QR code below to sign up for our email list or go to chorltontraders.co.uk

We are a friendly non-profit group with a community focus. We represent all sorts of traders: from retail chains to small independents. We are shops, bars, cafés, services, tradespeople and community groups. What unites us is that we all love living and/or trading in Chorlton and we want to see it prosper.

We work together. We're not staffed, work is mostly done by volunteers. We believe in self-help and we're only as strong as our membership.

Meetings are a great opportunity to find out what's going on, but it's OK if you can't make it - we'll send you notes, so you don't miss out.

- We talk to councillors, police and others. We know what's happening and share issues, concerns, news and opportunities.
- We act as a collective voice for Chorlton's business community.
- We share warnings about crime or anti-social behaviour through our free **Pub & Shop Watch** group.
- We run promotions for Chorlton (including this booklet) and **Chorlton Gift Vouchers**. We did the TAG loyalty card scheme and made the Chorlton Map in 2019.
- We support arts, cultural and community projects, which make Chorlton more attractive and help increase footfall.

We welcome your ideas. Now we have resources to expand our work, we can get more done - especially with you on our side. If you care about Chorlton, join us.

Look out for campaigns and activity in the run-up to Christmas. We'll keep you informed through our mailing list. If you're not in, you won't know.

Sign up for free updates
<http://eepurl.com/g3a4-9>





If you've seen flowers or art, heard music, had fun or felt festive in this town, it's likely that members and associate members of Chorlton Traders were involved.

We've worked with the council to install **planters, benches, bins and bike racks** and clean up grot spots.

We apply for funding for **clean-ups** and **Christmas lights**.

We place planters, plant flowers and want to launch a **Chorlton in Bloom** group - can you help?

We worked with partners to install a **footfall counter**, so we can tell exactly how many people are coming into Chorlton. We share that information with our members.

We operate a **Chorlton Gift Voucher scheme** - there are hundreds of vouchers in circulation and members are welcome to join in. We're expanding the scheme in the run-up to Christmas - accept them in-store or gift them to staff and clients.

See chorltontraders.co.uk/ vouchers for details.



chorltontraders.co.uk

Let's Sparkle

A good Christmas is an essential part of any good trading year. Let's do all we can to make Chorlton look and feel as festive as possible. We want to encourage people to linger, to shop, eat, drink and party!

Go extra-festive this year: decorate and keep frontages neat and clean. Light those lights! This is all about creating an impact - if enough of us do it, we get the street done. We'll support your efforts with collective promotions.

Share fellow traders' social posts and help spread the word about all the good stuff that's on offer in Chorlton this Christmas. We'll spread the word too - tag us and we'll share as much as we can.

Did you know that there's an annual trophy awarded by the Civic Society for the best Christmas shop window? No need to enter - if you look festive, you're in. Join our mailing list for judging info.

Chorlton's Christmas Lights Switch On

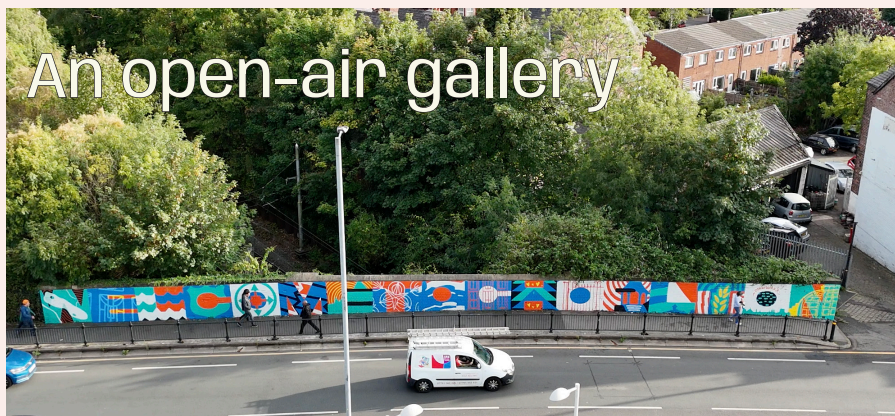
Saturday 30 November, from 3-6pm (lights on at 5pm).

Redeemer Church and the Royal Oak team will be lighting up the Four Banks junction with carols, kids' crafts, stalls, Santa and more. Make sure your premises are Christmas-ready and join the party. Could you turn your lights on at the same time? Have a special offer on the day? Make the most of that extra footfall and help build a bigger event. Got questions, ideas or help? Greg Wilson: greg@redeermcr.com.

Pictures: Aamir Sabzwari



An open-air gallery



We've worked with Chorlton Civic Society to commission art for our streets. The most recent was the amazing **Welcome to Chorlton** (above) by Oskar with a K. This wonderful mural greets tram passengers coming into Chorlton from town. Every aspect of Oskar's design references a detail he's spotted in Chorlton. Learn more at our website.

There's a fantastic range of art and artists in Manchester. Take a look at our new website - chorltonstreetart.co.uk. You'll find a directory of artists whose work can be seen in Chorlton, and a few more elsewhere. If your shutters or walls have been tagged or vandalised, art is a great way not only to cover it, but to deter repeat attacks. Art tends not to get tagged by vandals.

We're happy to advise on finding and commissioning an artist - the site is full of tips and there's even a sample contract you're free to use.

We've also worked with developers to make sure that site hoardings will carry an attractive 'Chorlton is Open for Business' type message, featuring individual local independent traders. They'll go up soon and mask off the old precinct.

If we can make Chorlton look more vibrant, distinctive and less neglected, it will help bring in visitors and make our town a nicer place to shop, eat, drink and linger. Please do your bit if you can.



chorltonstreetart.co.uk

Help wanted?

You can give your business a boost by joining Chorlton Traders and being part of our community. You can also access lots of free help and information from Manchester City Council and its partners. However long you've been trading, there's always something new to learn or opportunities that you might be missing. Read more at chorltontraders.co.uk/business-advice

Build A Business

builddbuisnessgm.org

Tailored free support to help small businesses, entrepreneurs and anyone thinking of starting their own business.

Business Compliance Support

gmbcs.co.uk

BCS makes compliance and regulation easier for Greater Manchester businesses. The team works alongside Trading Standards, Environmental Health officers and Licensing teams to help you to get compliance right first time, saving you time and money.

BIPC (Business & Intellectual Property Centre)

bipcgm.org

Free access to business and IP databases and publications, including market research, company data, business news and IP information.

Make informed decisions, save time and money. Prepare your business plan, find new markets, analyse competitors, check trademarks and much more.

Business Growth hub

businessgrowthhub.com

A fully-funded business advice service from experienced business advisers. They offer support that's tailored to your needs, including help with planning, cashflow, marketing, coaching, training, development and 1:1 support.

Wenta

wenta.co.uk

Wenta (formerly known as Mi Ventures) offers general business start-up and business advice as well as a zero-carbon service. Speak to qualified business advisors, plus webinars and loads of online resources.

Work and Skills Team

manchester.gov.uk/business

Manchester City Council's Work & Skills team works with a range of partner organisations across the city to support businesses.



chorltontraders.co.uk/business-advice

So what now?



Sign up
Get our traders
email updates and
never miss a thing -
campaigns, events,
opportunities.



Light up Chorlton
Let's add some
sparkle this
Christmas - ask your
neighbours to do
the same



Tell your story
Let's share content:
offers, bargains and
more. We need to
promote Chorlton,
not just ourselves.



Join in
Chorlton bags, gift
Vouchers, street
music, events and
more - details to
follow



We are community
Challenge the trolls.
Share your ideas.
Roll your sleeves up.
Help each other.
Try something new.



Love your patch
Keep things neat,
report problems.
Want art?
We can help

Join us.

chorltontraders.co.uk

X - @chorltontraders

Facebook: Chorlton Traders Keep It Chorlton

chorltontraders@gmail.com

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