

NORTH LAINE BRIGHTON

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



North Laine Traders Meeting – Tuesday 18th October 6pm Komedia Upstairs Bar, Gardner Street

ALL traders in the North Laine are invited to our next meeting. The agenda will cover:

- Presentation and Q&A session with NCP.
- The results of the first shared information cost saving exercise on credit card charges.
- A discussion on the geographic boundary of the North Laine.
- The launch of our own online trader's forum.
- Progress on developing new North Laine branding and website.

The last item will be the main focus. As this represents a major investment for us all, we are keen to ensure that we have as many views represented as possible. Please take some time to review the attached questions before the meeting.

If you are unable to make the meeting, then please either email the form back or discuss it with your street rep by Monday 17th Oct (contact details attached).

Please come along, meet your neighbours and get involved.

David Sewell, Pavilion Gardens Café, NLTA Chair



WEBSITE PROJECT AND BRANDING QUESTIONNAIRE

Name	(Optional)	Business	(Optional)
Phone	(Optional)	Email	(Optional)

One of our key projects is the redevelopment of the www.northlaine.co.uk website and associated branding. Through this we want to ensure that the North Laine is seen as a unique destination in its own right, reflecting the cultural diversity and independent nature of the area. A good example of a similar destination website is <http://www.sevendials.co.uk>. Please have a look and give us your views.

Are you a member of North Laine Traders' Association?	Yes		No		Don't Know
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North Laine Branding					
Are you aware of the current branding for the North Laine?	Yes		No		
How do you rate the current branding?	Poor	Below Average	Average	Above Average	Very Good
Comments/explanation					
In three words, sum up what you want the North Laine brand to represent					
How important do you think street signage is?	Not at all important	Fairly important	Neutral	Important	Very important

North Laine Website					
How important are the following for the new website? (<i>tick as appropriate</i>)	Not at all important	Fairly important	Neutral	Important	Very important
<i>Personalised business directory</i>					
<i>Maps</i>					
<i>Reviews</i>					
<i>Itinerary planner</i>					
<i>Gallery</i>					
<i>Special offers</i>					
<i>Events diary</i>					
<i>Social media (e.g. Twitter, Facebook) integration</i>					
<i>Other (please specify)</i>					

Other Areas to Develop					
How important are the following for the NLTA to focus on? (<i>tick as appropriate</i>)	Not at all important	Fairly important	Neutral	Important	Very important
<i>Professional PR marketing</i>					
<i>Arranging street events</i>					
<i>Area leaflets (e.g. themed walking trails, historical etc)</i>					
<i>North Laine tourist information map</i>					
<i>“North Laine” branded promotional goods (e.g. bags, T-shirts etc) for re-sale</i>					

Membership fees					
How much would you be willing to pay to be a member of North Laine Traders’ Association in order for us to pursue the above activities?	£2.50/month	£5/month	£10/month	£20/month	£50/month
If we were to require a one off payment to get the rebrand and website up and running, how much would you be prepared to pay?	£50	£100	Other (please specify):		

Thank you.

Please email to david.sewell@paviliongardenscafe.co.uk or drop into a street rep:

Bond Street – Peter at Jaba Yard, Pat at Animal House or Alex at Laste
 Gardner Street – Peter at Temptation Café or Amanda at Capers
 North Road – Steve at Leo Frames or Gill at the Painting Pottery Café
 Kensington Gardens – Fiona at Get Cutie
 Sydney Street – Sharon at Offbeat Café