



BUILDING A BETTER FUTURE

## PRESS RELEASE

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For immediate use

### FREE TOWN WI-FI READY TO GO LIVE!

Visitors to town centres across the Bassetlaw area will soon be able to access free Wi-Fi thanks to a new initiative by North Notts Business Improvement District (BID).

The free Wi-Fi will initially go live in Worksop at the beginning of July, with Retford and Harworth to follow by the end of the summer.

Visitors will be able to use the network to keep up-to-date on special offers, promotions, local events and relevant information regarding their visit.

Free Wi-Fi was identified as a key priority for the town centres during a feasibility study and consultation carried out by North Notts BID and as a result is being rolled out by Elephant Wi-Fi, the company that has already installed successful town centre Wi-Fi projects in Stratford-upon-Avon, Royal Leamington Spa and Loughborough.

Sally Gillborn, North Notts BID Chief Executive, said the free Wi-Fi enabled visitors to get the most from their time in the area's towns.

"From the feedback we've been receiving, free Wi-Fi in our towns is something that people want to see.

"Visitors will be able to receive information at any time about the things that really matter to them, such as what's going on in the town, how to find specific retailers and what special offers are available.

“Getting this up and running as soon as possible really was a big priority for us and we’re sure visitors to the towns across the district will benefit hugely from accessing this great, free Wi-Fi facility.”

Free Wi-Fi is the latest initiative by the BID as it looks to further enhance the area for businesses and visitors spending time across North Notts. Visitors to Worksop recently will have noticed the flower displays popping up at businesses and shops across the town.

The displays are part of North Notts In Bloom, a scheme launched by the BID to ensure the area remains clean and welcoming and a continues to be a nice place to work, live or visit.

The pilot scheme has already been running in Retford in partnership with Retford Business Forum and Retford Civic Society and with sponsorship from Icon Aerospace Technology and Traffic Labour Supplies Ltd.

BID Chief Executive Sally Gillborn added: “We will continue to work with local businesses across the area and are looking to launch further exciting initiatives - including CCTV and rural broadband - in our industrial and rural areas over the coming months.”

## **ENDS**

### **Notes to Editors:**

There are over 300 Business Improvement Districts (BIDs) in the UK and these are generally towns, cities or industrial areas. The North Notts BID is the first place-shaping, area-wide BID in the country.

The BID will receive £3.2m in funding over a five-year period, which is being introduced through a capped levy on businesses in the area.

Visit [www.northnottsbid.co.uk](http://www.northnottsbid.co.uk) for more details. Follow North Notts BID on Twitter [@NorthNottsBID](https://twitter.com/NorthNottsBID)

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