



WWII Celebration



Earth Day



Street Fest



Letchworth Festival



Christmas Lights

Alive with Events

2010 saw over 30 events held in Letchworth Garden City



Hot Rod Hijack



Food Festival



Face of Letchworth



French Market



Clip Off

Car Show • French Market • Ridgemoor Festival • Hot Rods Street Fest • Food Festival • Christmas Lights • Letchworth Festival Farmers' Market • Clip Off • Earth Day • David's Music Live Face of Letchworth • Fun Fairs



Letchworth Garden City Town Centre Partnership



www.shopleetchworth.com

Shop Letchworth World's First Garden City

Brought to you by Letchworth Garden City Town Centre Partnership.

Support Us to Support You

- Regular events keeping Letchworth at the forefront of the public's mind
- Weekly column in The Comet newspaper reaching 27,000 homes
- Advertising in Morrison, with reach of 35,000 weekly shoppers
- Over 2,500 website visits per month searching Letchworth shops
- Trading Up providing business to business information
- Email and Twitter database of followers reaching a new and younger audience

Finance

Income

| | |
|----------------------------|--------------|
| Partnership | 62700 |
| LGCHF, NHDC, GSSC, Archant | |
| Membership | 3000 |
| Grants | 16700 |
| FM | 3600 |
| Earned Income | 4000 |
| Total Income | 90000 |

Expenditure

| | |
|-----------------------------|--------------|
| Head Office Management Team | 43000 |
| Rent/Rates/Overheads | 7000 |
| Christmas Lights | 10000 |
| Street Fest | 8000 |
| Publicity & Marketing | 18800 |
| Ad hoc events | 4000 |
| FM | 5200 |
| Radiolink | 900 |
| Total Expenditure | 96900 |

*Budgeted deficit of £7000 to reduce reserves

A-Z of additional services offered by The Town Centre Partnership

Business Breakfast

The TCP held monthly Business Breakfasts. Guest speakers on hand to discuss town matters or business opportunities.

Consultation

We provide the main conduit for consultation on matters affecting the town centre including planning, economic, environmental and highway issues.

Entertainment Area

We manage the town centre performance area promoting its use for both entertainment and commercial purposes.

Events and Displays

As well as organising our own successful events, we provide a contact for other organisations to hold events in the town centre.

Football Monitoring

We work with our partner, Garden Square Shopping Centre, to monitor footfall all year round.

Funding Grants

We regularly identify opportunities to apply for grants to improve the town centre and/or assist its resident businesses. In 2010 we raised over £15,000 in additional income.

Guidance and Information

We have a comprehensive database of contacts for all matters relating to the town centre, so if we don't have an answer for you, we know where to find it.

Highways Act Licensing

We administer the licensing of all activities taking place within the pedestrian area of the town centre on behalf of North Herts District Council.

Information sharing

We provide a conduit through many of our working groups for information to be shared both locally and nationally.

Joint Action Group

The TCP are represented on the group that priorities and tackles crime issues for the town.

Leafletting

We offer information and advice to all businesses and organisations wanting to promote their services in the town centre.

Licensing

We act as the registered premises licence holder for the town centre.

Pedlars and Buskers

We are monitoring these and ensure that they adhere to the rules and regulations which are in place.

Property Database

We maintain a thorough database containing information on all vacant and occupied properties

Publicity Support

We maintain a database of local press and media contacts; these

can be requested for use by all BID members.

Radiolink

We provide the radio link used by businesses and late night premises, CCTV, town centre wardens and Police to promote a safer town centre.

Retail Forum

Members have regular opportunities to meet with their peers to discuss opportunities to work together to plan events and marketing programmes.

Tourism Liaison

We work closely with the tourism team on marketing and events to attract more people to Letchworth Garden City and its town centre.

Town Centre Management

We employ the Town Centre Manager for Letchworth Garden City and are an active member of the Association of Town Centre Management.