



Letchworth Garden City

Street Fest

Festival Fever hit Letchworth Garden City on Saturday with the 2010 Street Fest. Over 50 acts and well over 100 artistes performed on The Comet, Concept and HSBC stages as well as various other venues around the Town Centre.

There were magicians, jugglers, classical music from The Goldman Ensemble, Bang on with their lively drumming and the Letchworth City Chorus Choir with angelic singing. The Hitchin Thespians took to the stage and many more bands and acts entertained us too.

There was something for everyone to enjoy and plenty to keep the children entertained such as face-painting, story-telling, temporary tattoos, drama workshops, The Music Train which provided different way to explore the world of music, children also enjoyed decorating their own cupcake at the Tumble Tent; other stalls from Local Traders included Aspidastra, Emporium and CJ's clothing.

Titan the eight foot Robot – as featured on C4's Big Brother made a dramatic entrance wowing the crowd with his particular style of robotic antics.

The weather was fantastic and many children cooled down in the Leys fountains. The newly transformed town centre was the perfect setting and the event had a real party atmosphere.

The Town Centre Manager, Lee Boswell said, "It's great to see so many people supporting this event and having such a great time."



For the latests news, updates and offers follow us on twitter.
www.twitter.com/ShopLetchworth



Festival Fun



The last few weekends have seen a remarkable transformation in the town. With the Streetscene officially open and the fountains turned on, the town centre has become a hive of activity.

On the first weekend of the festival, for example, we had singing next to Morrisons, Classic Bikes on the Broadwalk, A town crier full of voice, a 'win-a-mini' competition, complete with Mini, in Eastcheap, stalls in Garden Square shopping centre and a full day of dance in Leys Square. Combine all that up with dozens of

kids having fun in the fountains (and the lovely weather) and Letchworth must have been THE place to be in North Herts. A stunning turnaround from this last year.

Let us all keep these energies going long through the summer and ensure that we make the most of this glorious summer.



Letchworth Garden City
Town Centre Partnership

Meet our NEW members

Wild Roses

Wild Roses Lingerie

is a beautiful boutique situated in Norton Way North. We offer a great selection of exquisitely designed Lingerie, Swimwear, Hosiery and Nightwear in a friendly atmosphere. We aim to provide all our customers with free fitting in-store to ensure that your purchase feels as good as it looks. Why not come and visit our store today and receive a warm welcome and enjoy a luxurious shopping experience.



Tel: 01462 674956

Cartridge World

Fancy saving up to 60% off the cost of your new ink and laser printer cartridges? **Cartridge World**, run by local franchisee Richard Watson, will be opening its doors on Station Road in July, 2 doors up from the Post Office. Look out for opening offers.

www.cartridgeworld.co.uk



Town Centre Map

The new town centre map will be printed at the end of July and this is your last chance to ensure you're on it!

The map is funded by members of the Town Centre Partnership and will involve a print run of 20,000. So if you would like to 'put yourself on the map' then please get in touch with Lee Boswell or Di Adkins at the TCP on 01462 486999. You can also check out the website for ways to join. Membership starts from as little as £5 a month with every penny being used to help promote the town through events and marketing.



There are a number of advertising opportunities in the town centre map – so if you would like to take advantage of this unique way to promote your business get in touch.

If you would like to get involved with the Partnership then please call Lee on 01462 486999

Retailers moving in

It is sad to see that a couple of shops have closed in the last few months in Letchworth. One of Letchworth's unique points is its range of small, independent, businesses and to see any of these close its doors permanently is a real shame. Yet

there seems to be many more entrepreneurs willing to take up the mantle and no sooner has one door closed but another opened.

Within the next few weeks Kaos hair salon would have opened in Leys Square, Cartridge World on Station Road and Mon Enfant in the Arcade. In the meantime we have already seen The Gifted One open in the Arcade, CJ clothing on Station Road and Subway in Eastcheap.

The road will not be easy but there are positive signs. Footfall in Garden Square has been up on last year since March, and in May, Garden Square Shopping Centre saw an 11% increase in footfall compared to the national benchmark of less than 1%. Every day of the week has seen growth, with Mondays up 31%, Saturdays over 12% and Sundays up by over 65%.



Radio Link

The Letchworth Town Centre partnership has recently reached an agreement with DCRS to facilitate the Radio Link system within Letchworth.

The radios provide a direct link with CCTV control, based in Stevenage, the town centre wardens, town centre security, Garden Square security and either the PCSOs or the Police. Equipment can be hired or bought and a trial radio is available if people would like to try out the service.

Lee Boswell, town centre manager, said "Letchworth has an enviable record with regard to crime and the radios really are an invaluable tool in ensuring the town keeps crime and anti-social behaviour down to a minimum"

If you would like to talk to someone about Radio Link please call 01462 486999.

What does the budget mean to you?



The emergency budget contained a raft of measures designed to help businesses increase competitiveness and take full advantage of the economic recovery.

Chancellor of the Exchequer, George Osborne, delivered his budget statement on 22nd June 2010, introducing the following measures that will impact on your business:

- Cutting National Insurance Contributions for employers by raising the threshold to £21 per week from April 2011
- An increase in VAT from 17.5% to 20% from 4th January 2011; the flat rate scheme will be adjusted accordingly
- A reduction in the main rate of corporation tax to 24% over four years
- A reduction in the small profits rate of corporation tax to 20% from April 2011
- An increase in the personal allowance for basic rate taxpayers under 65 of £1,000 from April 2011
- An increase in the Enterprise Finance Guarantee (EFG) fund for small businesses finding it difficult to access finance from conventional sources
- Reductions in capital allowances, although the Chancellor said that manufacturers should pay less tax overall
- An increase in capital gains tax to 28% for higher rate taxpayers, with a rise in the Entrepreneurs' Relief lifetime limit from £2m to £5m.

In addition, forthcoming measures include:

- A review of small business taxation
- Temporary legislation to extend small business rate relief from October 2010

If you would like to join the Town Centre Partnership then please call 01462 486999 or email: manager@shopletchworth.com

**Member
News**



Letchworth Garden City
Town Centre Partnership

Meet MORE new members

Bloom!



Bloom! is located at 3 Leys Avenue. We create designs for all occasions from our beautiful hand tied and bouquets to arrangements, tributes and gifts. Manisha, our award winning florist and her team provide a friendly, reliable service delivering your orders through our Interflora network. You can even shop online 24 hours a day at our website. For flowers that leave a lasting impression, pop in and see what's new and blooming....

Tel: 01462 683309
www.bloom-florist.co.uk

R&E Butchers

Come on down to R&E Family Butchers, we have the highest quality meats at the best possible prices. Why not try our sizzling BBQ packs, local game or our home-made sausages. Nothing is too much trouble and you're guaranteed service with a smile.

Tel: 01462 681 221



Member services

We have now opened up the members section of the Shop Letchworth website.

Members of the partnership can now go to www.shopletchworth.com/memberservices to make any changes to their website entry, send us their news for inclusion in Trading Up, the Shop Letchworth newsletter or website and The Comet page, or send us the 'Tweets' for Twitter. They can also access a page detailing member to member discounts.

Are you prepared to offer a discount to other members of the Partnership? Please let us know.



Membership
Join us today!

Please contact Lee Boswell if you wish to become a member of the Partnership.
Outstanding subscriptions: if you've received a renewal form, please settle payment with us!

Partnership member?

Got a news item that you want to share? Contact the town centre manager now!

Town Centre Alive with Events!

July 17th
Earth Day in Letchworth

Leys Square
Environment and sustainability

July 17th
Farmers' Market

Leys Square, 9am - 3pm

July 24th
Lions' Fun Day

Howard Gardens

August 14th
Classic Car Show

Leys Square

August 21st
Farmers' Market

Leys Square, 9am - 1pm

August 28th
Letchworth GC

'Clip Off'
Leys Square
Hairdressing event

August 28th-30th
The Comet New Car Show

Leys Square

September 3rd-4th
Face of Letchworth

Could you be the face of Letchworth for 2010/11?

September 4th
Youth Music

Leys Square
Live music from local young bands

September 10th-12th
French Market

Leys Square, 9am - 1pm

September 25th
Ridgemoor Festival

Leys Square



www.shopletchworth.com

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