



Letchworth Food Festival

May is going to be an important month to put in your diaries.



Letchworth Food Festival

www.letchworthfoodfestival.co.uk

A feast of fun in the heart of the world's first Garden City



Not only will it see the completion of the Street Scene along Leys Avenue, which will be a real positive step forward for local businesses, but will also feature the inaugural Letchworth Food Festival. The event is being organised by the Letchworth Garden City Heritage Foundation with support from the Town Centre Partnership, and will see up to 50 local food traders in the town, along with a demonstration kitchen and possibly even a

celebrity chef! There will be tastings and demonstrations from professional chefs along with the opportunity to talk to the traders and activities for children.

The Festival runs from the 22nd to the 23rd May.

There are still some opportunities available if you or someone you know would like to be involved. Please contact the TCM for further information.



For the latests news, updates and offers follow us on [twitter. \[www.twitter.com/ShopLetchworth\]\(https://twitter.com/ShopLetchworth\)](https://twitter.com/ShopLetchworth)

LDC Report

Letchworth had its fair share of media interest in February when a report by The Local Data Company put the town near the top of a shop vacancy report.

The report was picked up by the press and regional and national news stations descended on the town looking for a story. Town Centre Manager, Lee

Boswell, met with Garden Square Shopping Centre manager, Colin Bell, and representatives from the



Heritage Foundation to understand the current vacancy rate and was well positioned when he was later interviewed by the media.

Lee Boswell said:

"The LDC report was put together in the later part of 2009 and did not take into account any of the

regeneration and refurbishment currently taking place in the town. When the media saw all the work taking place in Leys Avenue it was clear that there is a bigger story in the town than just empty shops. The actual number of properties available to let in the town is 20 which represents just 9% of units."



Letchworth Garden City
Town Centre Partnership

Meet our NEW members

YourITstudio

YourITstudio is a new independent computer studio facility situated on Arena Parade. The studio offers everything from computer repairs, upgrades and sale of quality accessories to Internet café, video gaming and workshop facilities. Custom-build your computer to ensure top-end performance, upgradeability, customisation and licence ownership. Many repairs are performed in the shop area and customers are encouraged to follow the process, or to perform installations and repairs themselves, with guidance.

9 Arena Parade

Tel: 01462 684552

www.youritstudio.co.uk

Base Camp One

Base Camp One is an independently owned business. We opened in 1997 in Letchworth Garden City and from small beginnings selling a bit of outdoor clothing and army surplus we have grown and evolved as a town centre retail outlet and now have an out of town showroom and offices serving our customers directly and online

30 Leys Avenue

01462 486794

Radical Ink

Radical Ink printed clothing in Letchworth - for all your printed, personalised or customised clothing needs. We can take your idea and design a garment for work or pleasure. Any amount, from one, upwards. Why not personalise a T-shirt with a cool design or put you, or your child's, art on a mug or mousemat? Design a Hoodie for a special occasion, Stag, or Hen party at Radical Ink? The only limit is your imagination!

www.radical-ink.co.uk

01462 681650

Letchworth – A day of the Arts

The Town Centre Partnership was recently awarded £1,000 by North Herts District Council Local Area Committee for its proposed 'Day of the Arts'.

The event, scheduled for July 10th, would see six primary sites in the town being used for a variety of performances, with the centrepiece a main stage in Leys Square. Secondary sites would showcase arts and music in a range of venues, and professional street entertainers would be on hand to keep the crowds amused throughout the day.

We can reckon on over 20,000 people coming through Letchworth on the day and it is a unique opportunity for businesses to take advantage of what, hopefully, will be an annual event in the town.



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

High Street Index



The UK High street index was down 5.5% for Jan 2010 compared to Jan 2009. Despite the news that the country is officially out of recession, for a lot of businesses it certainly does not feel like it. Trading Up has learnt of a Government backed scheme to support you through difficult times. 'Real help now' provides information and news about the support that's available and where to go for help you need.

Go to www.realhelpnow.gov.uk for more details.

Farmers' Market



Back to the subject of Food - the traders of the monthly Farmers' Market benefited from a new location in February. Colin Bell, of Garden Square Shopping Centres, very kindly supported the traders by clearing the seating in the square to allow the market to be located in the heart of the town.

With the snow taking a break for a day and the sun actually finding a way past the clouds it was a pleasant morning for both consumers and traders alike. The Farmers' Market will remain in Garden Square until May whilst the Street Scene works are completed and then move back to Leys Square.

New Member Benefit

Letchworth Town Centre Partnership has negotiated an opportunity with Archant newspapers whereby 'Shop Letchworth' will have a full page in the Letchworth & Baldock edition of 'The Comet' on a weekly basis. Lee Boswell, Town Centre Manager, will have a weekly column on the page and also be working closely with the editorial team at The Comet to include relevant editorial to accompany the page. Advertising is also available, at a reduced rate to members, directly on the Shop Letchworth page. This is a unique chance for members of the partnership to get their message out to thousands of potential clients every week either via the Town Centre column, the editorial or the advertising. Please contact the Town Centre Partnership on 01462 486999 for more details.



Member
News



Letchworth Garden City
Town Centre Partnership

Latest news from some of our current members

Rose & Dylan

This March is Rose & Dylan's 2nd birthday and to celebrate they are planning a one day sale with EVERYTHING reduced by 25%. This is on Saturday March 27th. Look out for their re-launched website around the same time.

www.roseanddylan.co.uk
01462 680040

Letchworth Living

Letchworth Living is the new name for Community Times, Letchworth Garden City. As well as the name change this monthly glossy magazine has been revamped with a stylish new look to compliment it's new moniker.

If you would like to stock the magazine call 07595 701582 now.



Arena Stationers

Arena Stationers, in Arena Parade, has extended its price offer on Stabilo "S Move" pens and pencils for another month to celebrate the launch of the new retractable ball-pen in the same range. There's a dazzling array of colours and all three products are £4.99. Local businesses are also being offered special discounts on all office supplies and extended payment terms to help budget through the recession.

01462 480223



Morrisons

The Town Centre Partnership also has another opportunity for businesses to help drive awareness of their products and services. A prime area within Morrisons has been made available to local businesses who would like to demonstrate their products or talk about their services. With an average footfall of over 35,000 every week the demonstration space is available to rent directly from the Town Centre Partnership. If you would like more details and an opportunity to book the space please call the Town Centre Partnership on 01462 486999

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

Prom Season's coming...



May and June is Prom season, when millions of students get to put on their best dinner jackets, or dresses and enjoy the reverie.

What has been an American tradition for years is catching on rapidly here in the UK and the Town Centre Partnership is supporting Paul Winterton Photography in creating a Proms event in the town centre.

We're looking for local businesses that would like to get involved in an event to draw attention to this new and exciting season through cross promotion work.

We're looking for hairdressers, jewellery, make up and nails, flowers, dresses and limo hire.
If you would like to take advantage of this opportunity then give the Town Centre Partnership a call on 01462 486999

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 Dates for your Diary

20th March Farmers' Market

Garden Square Shopping Centre. 09:00 - 13:00
Call TCM on 01462 486999 for more details

Friday 26th March Letchworth Arts Centre The Shakespeare Ladies Club

Mary Cowper De Grey recounts the true story of a group of Ladies of Quality who were determined to make Shakespeare fashionable.
Tickets £11
Doors open 7.30pm
01462 670788

6th April Business Breakfast

7:30am at the Broadway Hotel. Networking and trading review.
This month Beverley Jones, Director of Employee response provision from Goldsmith Centre of Business will do a short presentation on the response to redundancy.
£6 payable on the day.

17th April Farmer's Market

Garden Square Shopping Centre. 09:00 - 13:00
Call TCM on 01462 486999 for more details

17th April Astronomy Session

Garden Square Shopping Centre. Letchworth &

District Astronomical Society will be giving members of the public the chance to see Solar flares, the Moon and maybe more (weather dependant).

29th April Fashion Show

Broadway Hotel 7:30pm
Fashion, Evening & Bridlewear show with proceeds going to Keech Children's Hospice
Contact 07803 968284 for more details.

1st May Morris Dancing

Letchworth Morris Men will be in the town to brighten up Saturday morning with traditional Morris dancing in Leys Square 09:30 - 10:30

15th May Farmers' Market

Garden Square Shopping Centre. 09:00 - 13:00
Call TCM on 01462 486999 for more details

20th May Netlinked Seminar

Goldsmith Centre for Business on Thursday 20th May. Guest speaker, Steve Windsor, founder of netLinked, will be delivering a seminar on the power of LinkedIn. Contact 01462 650250 for details.

22nd - 23rd May Food Festival

(see details on page 1)
Leys Square
Contact Vicky on 01462 476018

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