



## Streetscene works start in Eastcheap

Work finally got under way on the creation of a whole new streetscape for the town's main shopping streets earlier this month.

Skanska Utilities Ltd, Letchworth Garden City Heritage Foundation's contractor, put up the protective barriers at the southern end of Eastcheap to begin work on an £8m package that will take until spring 2010 to complete.

With a break for the all-important Christmas trading period – negotiated on businesses' behalf by the town centre partnership – the overall duration is programmed to be a total of 58 weeks.



As Trading Up went to press, the town centre manager was due to meet with Skanska's project manager, Rod Watson, to discuss detailed arrangements around access, availability of event space (e.g., Leys Square) and other matters likely to be of concern to our members.

The Skanska site office at 30 Leys Avenue (the former Oxfam shop) is open to the public between 8.00am and 4.00pm Monday to Friday, and the dedicated public liaison officer, Claire Goodship, is already fielding enquiries about the scheme.

Left: Rod and Claire

## Shop!

Our new quarterly publication delivered to more than 100,000 letterboxes with an "SG" postcode was launched in March. With features about the town's shops and events, and some space for advertising by partnership members, this new venture is aimed to showcase the town to

a wider audience and enhance business life in the town through the first stages of the revitalisation.

We are grateful to Letchworth Garden City

Heritage Foundation for their financial support for this and our events programme.

If any members would like to advertise in Issue 2 of Shop!, due to be delivered w/c 29 June, they should contact the town centre manager as soon as possible.



# Hitchin BID gets thumbs-up from businesses

In a ballot on 7 April, Hitchin town centre businesses gave their seal of approval to the town becoming the UK's 91st Business Improvement District (BID). What this means is that businesses within a defined geographical area of the town will pay a levy to purchase additional or improved services within the area.

The BID movement has been growing since Kingston Upon Thames became the country's first BID back in 2005. Typically, businesses in British BID schemes pay a levy of between 1 and 3 per cent of rateable values; the money, although collected by the local authority, is passed directly to the BID company to be spent by them on their agreed projects.

Many BIDs have been developed by existing town centre management companies, and the Letchworth town centre partnership will be keen to explore this route when conditions in the town are judged to be right. For more information about BIDs, contact the town centre manager or visit [www.ukbids.org](http://www.ukbids.org)

## Eggstraordinary donation from town centre

A local children's charity has received some eggstraordinary support from the town centre partnership. The Building Blocks Campaign run by Enhance Herts was the lucky recipient of over 400 chocolate Easter novelties which were surplus to requirements following the partnership's highly successful Easter Egg Hunt for youngsters. They were handed over to the charity last month by town centre manager, Martin Fletcher

Martin said: "We can't think of a more deserving cause than the Building Blocks Campaign which aims to raise at least £100,000 annually for children in our region."



Left: Martin Fletcher hands over the eggs to Susanne Royon

# Spring events in the town centre

From Morris Men to robots, and from new cars to bouncing bunnies, Letchworth town centre has had a lot going on! The photographs on this page just give a glimpse of some of the things that livened up spring.....





## Membership Join us today!

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

# Letchworth Festival 25 July to 2 August 2009

Letchworth will be in festive mood in the summer, with a week-long series of events and happenings, key of which will be:

**Saturday 25 July**  
Broadway Gardens  
**Letchworth Garden City & Baldock Lions' Fun Day**

**Saturday & Sunday 1-2 August**  
Broadway Gardens  
**Letchworth Arts Centre's Festival of Industrial Heritage**

Letchworth Arts and Leisure Group, Rap-Aid and others are working together to

create additional events large and small throughout the week to sustain the festival atmosphere, and there are two ways in which shops can get involved:

**"Something Strange"** – add an out-of-place object to your window display as part of a competition trail for children to complete and enter for a prize. A silk cravat in the delicatessen, maybe. Or a pair of shoes in the bakers. The town centre manager will be co-ordinating this – if you would like to take part, contact him on 01462 486999.

**Festival Discount Days** – David's Bookshops will be offering customers special discounts on Saturday 1 and Sunday 2 of August. If you want to do something similar, contact the tcm on the above number by Friday 12 June.

## Partnership member?

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

## Town Centre Dates for your Diary

**June 2**  
**Business Breakfast**  
Broadway Hotel 7.30 a.m.  
£6 payable on the day.  
To book a place, telephone 01462 650266

**June 20**  
**Farmers' Market**  
Leys Square 9.00 a.m. to 1.00 p.m. This month, the market celebrates its 5th birthday! For details telephone 01462 486999

**July 7**  
**Business Breakfast**  
Broadway Hotel 7.30 a.m.  
£6 payable on the day.  
The last breakfast meeting before the summer break. To book a place, telephone 01462 650266

**July 22**  
**Evening Networking Event**  
6.00pm  
Letchworth Arts Centre, 2 The Arcade. The latest of our free networking meetings. To book a place, contact the town centre manager on 01462 486999

[www.shoplechworth.com](http://www.shoplechworth.com)

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