



## Events Special

**Welcome to this very special edition of Trading Up. This month we are focusing on letting you know about all the events taking place this year. We have an incredibly full programme and it's vital that you know what is going on and when so that you can make the most of the activity.**



In the next two weeks we are distributing 130,000 copies of 'Shop Letchworth' to your potential customers welcoming them back to the town now that the Street Scene improvements are almost at an end. The magazine is also focussed on the events over the next few months which will help attract and retain people who like to shop in the town. We also want to give them plenty

of reasons to stay longer and return more frequently.

Many of the events coming up have been organised by local groups or businesses. It's a great way to get some exposure for your business. So why not sit down and work out how you can get involved, either through actual participation or through a relevant promotion. There are loads of opportunities.



Letchworth Garden City  
Town Centre Partnership



**For the latest news, updates and offers follow us on**  
**twitter.**[www.twitter.com/ShopLetchworth](http://www.twitter.com/ShopLetchworth)

## Letchworth Food Festival



**The BIG ONE!! May 22nd and 23rd will be the first chance to see what the new town centre can handle.**

Fifty stallholders, a demonstration kitchen and a packed programme of demos and displays. The town will be busy, on both days, so you should really consider opening on Sunday if at all possible.

You can get all the details of the days from the event website which has been set up at:

[www.lechworthfoodfestival.co.uk](http://www.lechworthfoodfestival.co.uk)  
You can also follow the news on Twitter @lgc\_food\_fest

Retailers have a chance to get involved with the introduction of a 'Retail Trail' whereby customer participants who collect 6 'stamps' will receive a free Food Festival Jute Bag.



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## Twilight seminar

On the **20th May** Goldsmith Centre for Business are hosting a 'twilight' seminar by Steve Windsor, founder of netLinked, on **Unleashing the power of LinkedIn**. From 4.30-6.30pm, cost is just £15.

People can book online at [www.gc4b.com](http://www.gc4b.com) or call **01462 650246** to book by phone.

## Meet our NEW members

### The Groom Room

The Groom Room at 36 Leys Avenue relocated from The Wynd with a fantastic new shop fit. Gents barbers with over 60 years experience combining traditional barbering with modern men's styling. Relaxed atmosphere with a great sense of humour.

Tel **01462 635566**



### Tuck Inn

Tuck Inn Sandwich Bar opened its doors to the public on the 1st March. You will find Tuck Inn at, 5 The Arcade, Letchworth, which was formally known as Moon's Sandwich Bar.

Tuck Inn Sandwich Bar provides you with good quality, home cooked food with a warm and friendly atmosphere. So if you are in need of a bite to eat then come and experience our delicious food.

# Skanska

It is sometimes easy to question why the work on Leys Avenue has taken so long and I sympathise with the frustrations felt by traders along that stretch. Spend some time with the contractors however, and you soon realise that there is an awful lot more to these street improvements than laying a whole new area of paving stones.

A new water pipe has been laid in Leys Avenue, for example, giving traders and residential homes a decent water pressure for the first time. These things were planned, but there is always the unexpected as everyone who has worked on a project will know! Collapsed sewers are a fragrant example of this scheme and not the best start to anyone's day and certainly something the contractors would have preferred to avoid!

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

**LETCHWORTH FESTIVAL**



The Letchworth Festival promises great entertainment for our townfolk and will be a strong magnet. This year it runs from June 26th until July 11th and has a packed programme of events for all ages.

It kicks off with a Town Crier competition and a Day of Dance in Leys Square. There is even the chance to win a Mini!

Throughout the first breathtaking week

there's so much on. There are chances to visit open gardens, try your hand at Archaeology, trace your family tree, go to book readings and enjoy music, among a varied range of activities. With the WW2 celebrations across the middle weekend you can then enjoy strolls, Country Dancing, Cycle rides and food demonstrations.

The final weekend will see the Street Theatre day and the Proms in the Park.

**There is always something new to try out with a welcoming group – so make sure you get involved.**

# Welcome to our Town Centre Wardens

Letchworth has two new town centre wardens. Stephen Brewer and Gail Thompson have been employed to patrol the streets to ensure the town is a place that people feel safe and comfortable to visit. Their wide ranging duties include highlighting issues with the street scene, observing and reporting incidents to the PCSOs or to CCTV and supporting businesses with intelligence on any problems. They have also found that they have become a source of general information across the town for consumers and businesses alike.



Connected to ShopWatch Stephen, 53, has worked as a customer services manager for multinational companies and prides himself on his level of customer service. He has lived in Norton for over 20 years and counts in-line skating as a hobby.



Gail, who lives in Letchworth, used to work for Irvine GB, the old parachute company and has also worked with Europarks patrolling the car parks of the town. She is extremely proud of her garden and relishes the spring time when she can start weeding again.

**Make sure you take the time to say hello to these new familiar faces in the town.**

## Hanging Baskets

The Town Centre Partnership have managed to get a fantastic deal for retailers of Letchworth by enlisting the support of our two major bodies within the town. The Letchworth Garden City Heritage Foundation and North Herts District Council have both agreed to sponsor hanging baskets in the town. It means that we are in a position to offer baskets, brackets and waterers absolutely FREE to town centre businesses. Lee Boswell, Town Centre Manager, said "It will be wonderful to see over 150 baskets across the town demonstrating our 'green' credentials. It will really highlight the wonderful new street scene and remind us why we are a Garden City"



**If you would like to join the Town Centre Partnership then please call 01462 486999 or email: [manager@shopleetchworth.com](mailto:manager@shopleetchworth.com)**

**Member  
News**



Letchworth Garden City  
Town Centre Partnership

### Meet MORE new members

#### The Letchworth Clinic

We are a Multi-Disciplinary practice, able to offer, Podiatry, Chiropody, Physiotherapy, Osteopathy, Remedial massage and Life Counselling. All our Practitioners are Health Professions Council registered.

As well as our Professional approach we aim to have a relaxed and fun atmosphere within the clinic. Feel Free to come in and see us!

**17 Station Road**  
**Tel: 01462 670900**  
**[www.theleetchworthclinic.co.uk](http://www.theleetchworthclinic.co.uk)**

#### Esquires

Esquires is situated in the recently renovated Leys Square and is a very popular Coffee House. Here you can enjoy espressos, lattes, cappuccinos, teas, cold drinks and even frozen frappes. Sandwiches, paninins, salads, cakes and pastries are also available.

You can always sit outside and enjoy viewing the newly transformed town centre.

**27 Leys Avenue**  
**Tel: 01462 675755**  
**[www.esquirescoffee.co.uk/](http://www.esquirescoffee.co.uk/)**

#### Plaits & Braids

Plaits & Braids was created by Purlyn Jean-Jacques in September 2009. It is located at Dorchester House in Letchworth Garden City next to the railway station, and opens 7 days a week.

Purlyn offers a wide range of services, including plaits, weaves, twists, locks, and cornrows. She also offers hair extensions and beauty products to order and hosts "Fun Braidz" Beading, Braiding & Jewellery making parties for children age 6 years +.

**Tel: 01462 478962**

# Member benefit

**The Letchworth Town Centre Partnership has teamed up with local Insurance firm NPA to offer members up to 5% off their premium.**



NPA offer a full range of tailored insurance services from property damage to legal expenses, employee liability to motor fleet and can be contacted on 01462 440088. Being a local firm they can also offer that personal touch which can really make a difference.



**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!

### **May 15th** **Farmers' Market**

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

### **May 22nd & 23rd** **Food Festival**

See front page for details

### **May 29th** **Settlement Open Day**

The Settlement will be in Leys Square to demonstrate their range of adult courses

### **June 4th-6th** **New Car Show**

A range of new cars will be on display in Leys Square and Garden Square from a number of Showrooms in Letchworth

### **June 12th** **Family Fun Fair**

Harris Fairs will be in Leys Square and Garden Square from 10am-5pm with rides, stalls and candy floss!

### **June 19th** **Farmers' Market**

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

### **June 26th** **Letchworth Festival**

Day of Dance – Leys Square  
12 dance groups will be in the square demonstrating their skills

### **July 3rd and 4th** **WW2 Celebrations**

Organised by Letchworth Arts Centre this will see celebrations on Broadway Gardens and Leys Square

### **July 10th** **Letchworth Festival**

Street Theatre. A full day of Music, Dance, Theatre and Art across the whole town.

### **July 17th** **Earth Day**

In conjunction with an exhibition at the Arts Centre from Stevenage Underwater Photographic Society this day will raise awareness of sustainability and environmental issues. A stage with local bands will be on hand to entertain the shoppers.

### **July 17th** **Farmers' Market**

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

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