



## New member: **Rose & Dylan**



Opened in 2008 by Katrina Norris, this fascinating gift shop at 13 Eastcheap is named after her two children. Katrina said: "We wanted to create a gift shop where you can truly find something for everybody. With this in mind, we attend various exhibitions each year throughout the UK and Europe to keep Rose and Dylan up to date with all the latest trends, and we also stock a fantastic

range of handmade goodies, created by our highly creative network of local craftspeople."

Katrina and her team enthusiastically got involved with the Eastcheap fun day a few weeks back (see story and pictures on page 4), and are now dealing with the Halloween trade; after that they will be in full swing for Christmas.

**Coming soon:** look out for details of our best-dressed Christmas window competition with online voting to choose the **winner!**

## New member: **TÉSAK express**



Latest to sign up for membership of the town centre partnership is TESA K express at 10 Central Approach in Garden Square Shopping Centre. A full story about this convenience store, which opened for business in 2008, will appear in the next issue of Trading Up.

**Broadway Hotel** proprietor is new partnership chairman – full story on **page 3**



Letchworth Garden City  
Town Centre Partnership



## Member news: David's bookshop's Christmas Fair

David's Book and Music shop will kick start the Christmas season with its first ever Christmas Market. Artists and artisans from the area will be showing their unique products, ranging from bags to jewellery and

ceramics to sculpture – none of which is available in any shop. Willian's Food Barn will be selling a range of locally-sourced gourmet food as well as wine & beer. Music will add to the festive atmosphere. All the usual David's range will of course be on sale – at 20% discount if you purchase from our stallholders.  
**Thursday 19th November from 4 to 9pm**

## Reminder: Christmas lights switch-on Friday 20 November

Watch out for coverage in the local press and on the website about this annual extravaganza, which will take place in Leys Square/Avenue again this year. The roadworks in Leys Avenue will have been suspended for the festive season the previous weekend, and the street re-opened to traffic (although it will be closed between 12.00 noon and 10.00pm for the switch-on).

## Cash back parking rebate scheme

A new scheme designed to encourage shoppers to spend more time and money in Letchworth kicks off soon. For traders prepared to offer a refund of the price of two hours parking for a spend of £10 or more, there is a potential to increase turnover through this simple scheme.

The procedure for shoppers and other visitors couldn't be easier:

1. Park as usual, buy ticket and display on windscreen
2. Keep the ticket until the next time you visit Letchworth
3. Within seven days, take the ticket to a participating business (see window sticker)
4. Receive discount to the value of two hours' parking on a spend of £10 or more

Already around a dozen shops and other businesses have signed up, and the town centre manager will be contacting all businesses in the town centre to try and get more on board in the run-up to Christmas. If you would like to take part, contact him today on 01462 486999.

When the scheme launches, it will be advertised in the town centre car parks, in the local press and on our website, [www.shopleetchworth.com](http://www.shopleetchworth.com)



# NEW Chairman for town centre partnership...



The Town Centre Partnership has a new chairman – Chris Gerard of Broadway Hotel & Carvery – who was elected by the board of directors, meeting for the first time after the 2009 AGM.

In a letter informing members of his appointment, Chris wrote: “I am a relative newcomer to Letchworth, having acquired the lease from Bass for the Broadway Hotel in 2003. But, for all that, I promise that I have my skin in Letchworth. Having recently bought the 50 year head lease of the Broadway, I am ever more determined to help lift Letchworth; I have bet my home on Letchworth and am personally determined to see the town prosper.

“I consider that the Partnership exists to a) pull all our businesses and stakeholders together for mutual gain, and b) to reflect the views and interests of its members. Fundamentally, I believe that Letchworth is stronger together than Letchworth divided.

“The present number of the members of the partnership are inadequate and I will be asking

Speaking to Trading Up, Chris Gerard said: “For many people, for many years, Hugh has been the face of the town centre and of the partnership. He has battled on businesses’ behalf over issues like car parking charges and fought tirelessly to support the many independents that give Letchworth Garden City its special appeal. His will be a hard act to follow, but I offer energy and enthusiasm and have the support of a dedicated board of directors, elected from our membership. I believe that Letchworth Garden City can rise to an ambition to be World Class, I will do my best to support that ambition.”

our new Town Centre Manager to focus on increasing representation by building member numbers in the New Year.”

The board wished outgoing chairman, Hugh Harper, well and thanked him for his years of service to the town’s business community.



## 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!

# Eastcheap Fun Day

The new-look Eastcheap was celebrated on Saturday 26 September. A street party hosted by the shops themselves, and co-ordinated by the town centre partnership, saw big crowds enjoy free food and live music on a beautiful late autumn day. With children's fairground rides, street entertainers and balloons, there was a real party atmosphere.

Town centre manager, Martin Fletcher, said: "This was a one-off opportunity to make full use of the fantastic new streetscape before the road reopens to traffic, and the shops grabbed it with both hands."

The photographs give a glimpse of some of the day's happenings. View the online gallery at [www.shoplethworth.com](http://www.shoplethworth.com)



## Partnership member?

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

## Town Centre Dates for your Diary

**November 3**

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

**November 21**

**Farmers' Market**  
Leys Square  
9.00 a.m. to 1.00 p.m.  
For details telephone  
01462 486999

**December 1**

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

**December 19**

**Farmers Market**  
Leys square  
9.00a.m. to 1.00 p.m.

**November 20**

**Christmas lights  
switch-on**  
See page 2

Please note that the networking luncheon planned for Thursday 5th November has been cancelled.

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



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