



The Newsletter of the Letchworth Garden City Town Centre Partnership



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New member: National retailer Dreams signs up!

Paul Marmont, manager of the Dreams store in Leys Avenue, sums up his attitude to living and shopping in Letchworth

I have worked for Dreams for the past five years. When the opportunity to manage the Letchworth branch of the company arose, I was pleased to take up the challenge and to work in the town where I have lived since 1968.

As a local retailer and district councillor, I am fully aware of the problems this town faces with increasing internet shopping and competition from other nearby towns. However,

as a national retailer Dreams is committed to the challenge, and in our case by selling a wide variety of beds to give customers a good night's sleep!

The next few years are going to see major changes to retail in the first garden city, and Dreams looks forward to being part of the next chapter in its development; and most importantly making Letchworth the first stop for people's shopping needs.



New member: Partnership welcomes Jewellery Box!

Latest new member is silver jewellery specialist, Jewellery Box, opened in Letchworth at the end of June 2005 by Miles and Susan Singleton. The first shop was opened in Biggleswade in 2003 and was run by Susan while Miles continued his daily commute to a Potters Bar electronics factory. Miles takes up the story of how they chose their Arcade premises:

"By early 2005, I took the decision to leave the safety net of employment and to become a full time shopkeeper. After searching many towns and viewing many units, we kept coming back to Letchworth – mainly because of its unique mix of good quality independent retailers as well as the usual high street names.

"As the Letchworth shop has evolved over the last 3 years, we hope the mix of branded jewellery from Kit Heath,

White Ice, Hot Diamonds and Nomination as well as watches from STORM, added to our own unique collection of silver jewellery sourced from as far afield as Mexico, Indonesia and Asia, will appeal to all tastes and budgets.

"Looking to the future, while 2009 will present new challenges with the dreaded credit crunch added to the redevelopment of the town centre, we are sure that Letchworth will emerge stronger and an even more appealing place to shop."



If you would like your business to become a member of the town centre partnership, contact the town centre manager now!



David's Bookshop:
"worked hard to be
innovative"

Member news: David's Bookshop highly commended in national award

In the presence of more than 500 industry figures and authors, Letchworth's David's Bookshop was pronounced joint runner-up in the Independent Bookseller of the Year category at the 2008 Bookseller Retail Awards. One of the judges summed up the secret of David's success: "They have worked really, really hard to be innovative," she commented.

The prestigious annual dinner took place at the Natural History Museum in London on Thursday 18th September and David's proprietor, William Armitage, was there with representatives of his staff. Speaking after the event, he said: "I am delighted that the hard work of our team in both our shops has been recognised in this way. Thanks are due, too, to our loyal

customers, many of whom have shopped with us for years."

The Town Centre Partnership congratulates William and his staff on the achievement, which reflects well on his business and the town centre as a whole.

Partnership news: first AGM

At our first AGM, held at Broadway Hotel on 23 September, three new directors were appointed to bring the board up to full strength of 12. As required by our Memorandum & Articles of Association, two of the existing directors stood down for re-election. The full list of directors for the coming year is:

- **Tina Apostoli (Moon's Sandwich Bar)**
- **William Armitage (David's Bookshops)**
- **Malcolm Barnes (Letchworth Garden City Council)**

- * **Colin Bell (Garden Square Shopping Centre)**
- **Kathy Birch (The Comet)**
- **Taz Campbell (Campbell & Toft Delicatessen)**
- **Linda Carson (Letchworth Arts Centre)**
- **Chris Gerard (Broadway Hotel & Carvery)**
- **Hugh Harper, Chairman**
- **Alan Howard (Letchworth Garden City Heritage Foundation)**
- **David Levett (North Herts District Council)**
- **Mike Newman (Arena Stationers)**

Directors fulfil the normal function under company law and direct the activities of the Partnership – a not-for-profit company limited by guarantee. They are unpaid, as is our secretary, David Williams.

The chairman gave a brief report on what the company had done since its creation in April 2007, and the town centre manager outlined proposals for a major marketing and events programme, starting with the Christmas lights switch-on in November (see opposite).

Christmas lights switch-on: Santa's huskies back by public demand!



Santa and his huskies, popular attractions at last year's lights switch-on, are set to put in another appearance in Letchworth on Friday 21 November when our lights are switched on at 5.30 p.m.

In a break with tradition, the switch-on will take place on a temporary stage in Leys Square (next to W H Smith) in order to accommodate a much bigger festive crowd at this year's event, and Leys Avenue will be closed in the afternoon so that we can bring in some fairground rides to create a real street party atmosphere.

We have booked popular local band, Pink Champagne, to appear on the stage and provide us with musical

entertainment for the evening, and before and after he does the honours with the big switch, Father Christmas will have a grotto outside Woolworths.

On the Saturday, the fun continues with street entertainers around the town centre, and more live music in the square, and all in all it should be a fantastic launch to the Christmas trading period.

Best window competition

Calling all shop window display experts! For Christmas 2008, we will be holding a best-dressed window competition with the theme "White Christmas". Get your thinking cap on now and work out how to win! Full details soon.

Town Trail winner announced



Tao Haskins-Coulter receives her prize certificate outside the museum

This year's Town Trail competition winner was 14 year old Tao Haskins-Coulter of Letchworth Garden City. Run in conjunction with the Letchworth Museum & Art Gallery and Garden Square Shopping Centre, the Trail is now in its second year.

We would like to thank all those shops and businesses that participated in the trail, and signed up for the discount vouchers that were given out to people who handed in completed entries at the museum. We are particularly grateful to Broadway Hotel & Carvery, who donated the prize for the winning entry – a carvery meal for four people.

Tao, shown receiving the winner's certificate from museum curator Jenny Oxley, says she's looking forward to treating her parents to the meal in the near future. Also pictured are Garden Square Shopping Centre manager, Colin Bell, and Martin Fletcher, town centre manager.

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!



contact us on 01462 486999 or email: martin_fletcher@btconnect.com

Member news: The City Glow discount deals for members

Esther Simon is the latest member to offer a discount to fellow Partnership members: a 10% reduction on all standard treatment prices in her unisex beauty salon.

Esther has moved from her previous location and is now trading from premises of her own in The Rendezvous, 50 Leys Avenue.

The new telephone number is 01462 686109.

Italian Market to revisit in December

Francesco's popular Italian Market will be making a welcome return for one day only on Friday 5 December. The market, which will be located in Leys Square, sells a wide range of Italian products from an array of colourful stalls with their distinctive green, white and red awnings.

Products on sale are likely to include olive oil, breads, pastries, cheeses, olives, olive oil, balsamic vinegar, fresh pasta, pizza, wine, cured meats, dried fruit, spices and nuts and hot sausages.

For more information, contact Martin Fletcher on 01462 486999

Farmers' Market news

Our popular Farmers' Market is back up to full strength this autumn with the following new stalls:

- **Weston Park Farm** – locally produced beef
- **Daisy Roots** – perennial plants from Jenningsbury
- **Noos & Soos** – Eastern Mediterranean Cuisine

The market is held in Leys Square on the third Saturday of every month. There is currently a waiting list for stalls, but we hope to expand the market when the new street scene works have been completed to bring an even wider range of products to our customers old and new.

Town Centre Dates for your diary

October 7 Business Breakfast

Broadway Hotel 7.30 a.m. Our speaker will be Chief Inspector Geoff Camp of Hertfordshire Constabulary, whose topic will be town centre policing. £6 payable on the day. To book a place, telephone 01462 650266

October 18 Farmers' Market

Leys Square 9.00 a.m. to 1.00 p.m. For details telephone 01462 486999

November 4 Business Breakfast

Broadway Hotel 7.30 a.m. Speaker to be announced. £6 payable on the day.

To book a place, telephone 01462 650266

November 15 Farmers' Market

Leys Square 9.00 a.m. to 1.00 p.m. For details telephone 01462 486999

November 21-22 Christmas Party in the Street

Friday 21 November Christmas lights switch-on Leys Square; Saturday 22 November the fun continues with street entertainers, live music etc. For details telephone 01462 486999

December 2 Business Breakfast

Broadway Hotel 7.30 a.m. Speaker to be announced. £6 payable on the day. To book a place, telephone 01462 650266

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