



Loughborough Town Centre Partnership Newsletter

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Adrian McInnes
Chair of Loughborough Town Centre Partnership

Markets

- *Regular Markets Thursdays and Saturdays*
- *Farmers' Market second Wednesday of the month*
- *Flea Market, formerly known as Bric a Brac Market, every Friday*

Important dates for your diary

- *2 Apr – Mothers' Day Market*
- *23 Apr – St George's Day and Easter Market*
- *23 Apr – St George's Day Eggstravaganza in Queens Park*
- *24 & 25 April – English Fine Food Market*
- *8 May Ceramics in Charnwood – finest ceramic artists in the East Midlands*
- *15 May – Italian Market*
- *8 June – Fairtrade & Green Market*
- *26 & 27 June – English Fine Food Market*

Welcome!

Many of us start off the New Year committed to resolutions, with a desire to improve on last year's efforts; this newsletter is packed full of opportunities with improvement in mind. We invite businesses to work together because collectively great things can be achieved. So read on and get involved with the initiatives highlighted in this newsletter and help make Loughborough a better place to work, visit and shop.

Loughborough's Branding Project

With Spring just around the corner, we turn our thoughts to sprucing up the streets and making sure the Town is looking its best. As part of our Branding Project for Loughborough, we will be putting up new colourful street banners to promote the things we can be proud of in Loughborough - our rich heritage, the Great Central Railway, the Carillon, the Bell Foundry, Charnwood Museum, our award-winning University and Market - as well as encouraging customers to buy local. We also intend to launch a new scheme to reward good customer service in our quest to find the best employee and promote Loughborough as an excellent place to shop and visit. This scheme will be formally launched next month so make sure you take advantage of the promotion it will bring to your business.

Sock it to 'em! Look out for the new town centre e-bulletin sent directly to your inbox. Sock it to 'em! will keep you up to date with news, events and activities relating to the town centre. To ensure that you receive your e-bulletin, make sure we have your email details by emailing us on: info@loughboroughtowncentre.com

Adrian McInnes, Chair of Loughborough Town Centre Partnership

Your chance to help make Loughborough BLOOM



Loughborough Town Centre Partnership and Chamber of Trade and Commerce want your help to make Loughborough BLOOM.

For only £85 (including VAT and maintenance), you can sponsor the cost of a colourful hanging basket to adorn the façade of your building.

To book your basket or enter your business into one of the BLOOM competitions, call 01509 632533 or email rob.cockburn@charnwood.gov.uk

Adrian McInnes, Chair of Loughborough Town Centre Partnership, said: *“The TCP invites you to support Loughborough in BLOOM. The floral displays last year greatly enhanced the feel of the place and should be an incentive in helping to create a sense of health and wellbeing for the community and businesses alike”.*

Paul Fileman, President of Loughborough Chamber of Trade and Commerce, said: *“We recognise the value of Loughborough in BLOOM which makes Loughborough a better place to live, work and do business to benefit all concerned”.*

Help make Loughborough an accessible, friendly town

Disablement is not something the average shopper in Loughborough is aware of until they or someone close to them happens to be affected by it. New difficulties, obstacles and impediments are presented and everyday activities which were performed routinely now require careful planning to overcome.

Loughborough is a friendly market town with a mix of independent, regional and national stores which are largely accessible to most people. However, in a small number of cases, the accessibility is challenging, and might be improved immeasurably by taking some relatively minor low cost remedial actions. For the most part, the remedies are simple alterations to the layout of displays, and provision of a removable ramp if the entrance has a step, but above all the most important thing is a welcoming attitude, the kind of attitude which sees a disabled person as another human being, rather than simply a tiresome bundle of problems demanding to be accommodated.

To make life a little less frustrating for our disabled friends, Charnwood Disability Forum is working with the Town Centre Partnership to produce an *Access Guide* to Loughborough. This would detail how accessible each shop and service facility is for every person who has any kind of disability. The *Access Guide* would be incredibly helpful to any person who has been newly diagnosed with a disability – something that can come as a totally bewildering challenge - and also for disabled visitors to our increasingly popular town centre.

If you would like to make your business more accessible and contribute to the handy pocket guide, please contact ted@rose1614.wanadoo.co.uk

Loughborough's 'Green' Markets win National Award

LOUGHBOROUGH Market has been crowned the 'greenest' market in the Midlands. Judges from the National Market Traders' Federation 'How Green is Your Market' award heard how every scrap of waste produced by the town's market traders is recycled.

Tony Simons, Chair of the Market Traders Federation said: *"The success of the operation has involved the active engagement of market traders, refuse management and waste removal contractors."*



The Mayor of Charnwood, Cllr Jill Vincent, visiting stallholders following the presentation of the 'Greenest Market' award

Michael Bird, Markets and Fairs Officer said: *"Compostable material is taken to a local farm and the cardboard and plastics are taken to a recycling facility in Coalville. Approximately 250 tonnes of waste per year is now diverted from landfill sites and recycled locally. As well as being green, this saves the market a significant amount of money and helps keep our market sustainable".*

Help to keep Crime out of Loughborough (COOL) and become a COOL Radio Operator



Communication is one of the most important elements in a crime prevention scheme and the most tried, tested and successful method is a Radio Link network. COOL Retail Radio works alongside COOL and provides a vital link between other radio users, Community Support Officers, Police Officers and CCTV.

Last year COOL Retail Radio went digital. Mike Tyler, Chair of COOL says *"This new system has many more benefits to the user; it is lighter and easier to use with no additional cost"*.

COOL Retail Radio in Action

Intelligence sharing is the key to making COOL Retail Radio successful; it puts radio operators directly in touch with each other, CCTV operators and the Police on the ground.

In a recent incident, a male who was wanted by the Police for theft was recognised by a COOL radio operator who informed CCTV through the use of the radio and CCTV. The male was tracked by CCTV and the Police across town until he was successfully arrested on suspicion of theft by the Police.

To become a COOL Retail Radio operator, request an information pack today by contacting info@loughboroughtowncentre.com or telephone 01509 634746.

New food hygiene scheme - help Loughborough turn gold

The TCP and CBC are urging businesses in Charnwood to 'go for gold' by achieving the top level in a new food hygiene rating system. Four businesses in Loughborough have already achieved gold; they are: Tylers. Tarboush, Loughborough Endowed School and Imago Catering (Loughborough University).

The nationally-recognised Food Hygiene Rating Scheme (FHRS) is designed to give a better idea of food hygiene at restaurants, takeaways, pubs and shops and aims to raise customer standards throughout Loughborough and the Borough.

Sarah Appleby, Head of the FSA's Enforcement and Local Authority Division, said: *"The aim is to have the national Food Hygiene Rating Scheme in place in time for the Olympic and Paralympic Games in 2012. Charnwood is ahead of the game in helping local consumers and the influx of visiting competitors and spectators to the UK choose where they want to eat out or shop for food."*

Make sure your business is ready and help Loughborough 'go for gold'.

Corporate Games in Loughborough

The 2011 UK Corporate Games take place on 14th to 17th July, bringing 4,500 to 6,000 competitors into Loughborough. Why not take this opportunity to boost your sales by offering discounts or special offers and help promote Olympic-related events and activities. Members of Loughborough Town Centre Partnership can advertise their special offers or discounts on their own www.loughboroughtowncentre.com webpage.

Loughborough Town Centre Benchmarking compares well nationally

Loughborough's report provides details of Key Performance Indicators across 12 themed areas. Taken together, these indicators create a comprehensive portrait of the commercial life of the town, and are a valuable resource for economic development. The full report is available to download at www.loughboroughtowncentre.com. Go to the home page, hover over the Town Centre Partnership tab at the top of the page and click on 'downloads'.

Get involved with the TCP – tel 01509 634746 or email info@loughboroughtowncentre.com

Sponsors and Gold members of Loughborough Town Centre Partnership



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