



Town Centre
PARTNERSHIP

Loughborough Town Centre Partnership Newsletter

Issue 7
October 2010

Loughborough Town Centre Partnership, c/o Culture, Arts and Heritage, Charnwood Borough Council, Southfield Road, Loughborough, Leicestershire, LE11 2TX

w: www.loughboroughtowncentre.com

e: info@loughboroughtowncentre.com

t: 01509 634746



Welcome...

In this uncertain financial climate it is nice to be able to share with you a few good news stories based on people going beyond the call of duty or working together to make the impossible possible. These are the reasons I believe that partnership working can bring positive change even in extremely difficult times.

Let's start with BLOOM; Loughborough won a **Silver Gilt** as well as a whole string of additional awards achieved by positive contributions from individuals, businesses and communities. The award that stood out for me was the T & D Randall's Waste Systems Award for the **Least Littered Environment in the whole of the East Midlands** ...What a great advert to attract new business to Loughborough, and it reminds us all that we can make a difference keeping Loughborough clean and tidy.

The Town Centre Partnership, in partnership with the Police and Charnwood Borough Council, has created a new **Crime and Safety Award**. The first recipient is Mick Hoone, who has worked as a security officer at Sainsbury's in Loughborough since 2007. Mick said: *"I was very surprised to receive the award. It was very good to get it because it means that someone appreciates what you do – and you don't always get that recognition"*.

I am also delighted to inform you that "Radio Link", soon to be rebranded COOL Radio and used by Mick Hoone and others to fight crime in Loughborough, will be going digital in November at no extra cost to TCP Radio Link members. See page 2 for a true story of Radio Link in action catching offenders in the act.

Finally we have launched our Christmas programme awards - Charnwood's Got Christmas Talent is the most established; assisted by BBC Radio Leicester, our media partner, it helps us to discover a new star while providing excellent Christmas publicity. Happy Christmas!

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

- 1 November - Diwali
- 10-13 November – Loughborough Fair
- 14 November – Remembrance Day
- 28 November – Christmas Lights switch on and Charnwood's Got Christmas Talent singing final
- 5 December – Santa Fun Run
- 10 December – French & Flea market
- 12 December – Cultural Day, Craft Market, Mayor's Carol Concert and Charnwood's Got Christmas Talent Choir final
- 19 December – Cooking for Christmas
- 24 December – Christmas Eve market

COOL Radio launch

Loughborough Retail Radio Link will be re-launched in a few weeks time as **COOL Radio** when the system goes digital, with all new digitally encrypted handsets and base stations.

Current users of the hire radio system will have their radios replaced, free of charge. All users that have previously purchased radios will need to upgrade to the hire system to avoid being switched off and have been invited to do so.

Once the new digital system is installed and all radios delivered and old ones collected, the old analogue system will be switched off. Mike Tyler, Chair of COOL and instrumental in establishing the new digital radio system says *"This new system has many more benefits to the user; it is lighter and easier to use and there is no additional cost to the user"*.

For any questions, queries or for any people wishing to join the scheme please feel free to contact Mike Tyler or Phil Roberts on 01509 212560.

The successful partnership working of COOL, Police, CCTV and TCP members by PC Hannah Briggs



On Friday 3rd September PCSO Michelle Wright and I received a communication via Radio Link from an officer at T K Maxx; there was a male breaking security tags off items of clothing. We waited for him outside the store with a member of Security Staff from The Rushes complex.

Over the radio we had a clear description of the man who was now heading towards the exit wearing a jacket and carrying a pair of trainers, both of which he had not paid for. Meanwhile CCTV operators listening to Radio Link pointed all available cameras on our location.

I explained to the male that we believed he had unpaid items and I asked him to accompany me back into the store. The male began to get very angry and agitated and we requested back up.

In the meantime, we had been joined by various members of staff from other retail premises who had heard what was happening via retail radio and that we were potentially at risk. It was clear that the male needed placing in a controlled position as his behaviour was becoming dangerous towards us, the retail staff that were present, and the general public. The retail staff helped us to safely handcuff the male and CCTV kept their cameras on us throughout the duration of the incident. They placed the image onto the large screen in our force control room to enable control room staff to see exactly what was happening. The male was arrested and charged. This outcome was thanks to great partnership working.

Where now for the Great St Paul bell case?

The Great St Paul bell case was lifted out of the town centre on Tuesday 19th October and has now gone to be housed in a temporary location until after the Fair and Christmas. A poll was run in the Loughborough Echo asking the public about where they would like to see the bell case. So far it has been an overwhelming landslide for the town centre. Plans are underway to examine the various possible locations in the town centre for the bell case to go. If you would like to have your say please contact the Loughborough Echo.

Business Improvement District (BID)

Thanks to all of you who attended the Project Consultation meetings. You had some really great ideas about what could benefit businesses in Loughborough. If you would like to find out more about the BID or give your thoughts on the additional projects and services that could make a positive difference to your business then please call Jonathan White on 01509 634534 or email manager@bidloughborough.co.uk

BID Loughborough

**Good for Business.
Good for Loughborough.**

Loughborough - not just for essentials

The Loughborough Students Union Annual Survey 2010 resulted in 46.3% of students saying that they shop in Loughborough 'Just for essentials'. One may conclude from this survey that shops in the town centre are missing out on selling to 15,000 students who make up a large proportion of Loughborough's 70,000 population. Why not put on a student discount offer today by using the Town Centre Partnership website www.loughboroughtowncentre.com?

Loughborough Fair

Make sure you take advantage of the many thousands of people who will make their way from outside of Loughborough this year to visit the annual street fair; it is an ideal marketing opportunity.

The annual Loughborough Fair will be held Wednesday 10th to Saturday 13th November and will be opened by the Mayor on Wednesday at 6.00pm.

The Christmas Lights will be erected from 14th November, switched on 28th November at 5pm, turned off on 6th January and will start to come down from 7th January. If you have any concerns please contact the Markets and Fairs office on 01509 634624 or email market.fairs@charnwood.gov.uk

Loughborough Christmas markets



On Friday 10th December, the French and Flea market will come to life with the sound of Christmas music.

A craft market takes centre stage on Sunday 12th December, Cultural Day, along with the Christmas choir final. Due to Christmas Day and New Year's Day falling on Saturdays this year, the main retail market will be moved to Fridays on Christmas Eve and New Year's Eve and the Flea market will be combined with the retail market. The trading hours will be from 8am until 4pm on both days.

There is an additional special Christmas market being held on Sunday 19th December together with Cooking for Christmas, which will include a cooking demonstration using local products and local chefs.

Sunday Christmas Shopping is good for Loughborough!

71.5% of shops confirmed that they will be open on the 4 Sundays in the run up to Christmas. In response we have an events programme entitled '**Country Comes to Town**'; our partners include CBC and BBC Radio Leicester.

The Christmas Programme

20th Nov – Programme Launch

28th Nov – Christmas Lights Switch On - by Timmy from Timmy Time!

5th Dec – Santa Fun Run

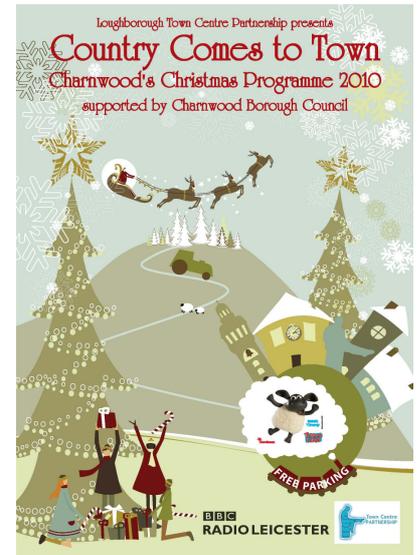
10th Dec – French, Fair Trade and Flea market

12th Dec - Cultural and Craft Day

19th Dec – Cooking for Christmas

24th Dec – Christmas Eve market

Free Christmas Car Parking



With the support of the Town Centre Partnership, Charnwood Borough Council will provide free car parking in CBC car parks on the 4 Sundays before Christmas. Also free Christmas car parking at the Carillion Court from 5.30pm on Wednesdays commencing 1st December and the 4 Sundays before Christmas.

Loughborough to host UK Corporate Games 2011



Corporate Games™

In July 2011, Loughborough will be recognised as the *Corporate Capital of Sport* as it hosts the 18th **UK Corporate Games** - a multisport festival dedicating 4 days to sport, business and tourism. Gemma Godfrey, Project Director commented: *"I've always known that Loughborough would be the perfect venue for the UK Corporate Games. It has unparalleled sports facilities, a vast amount of on-site accommodation and catering solutions and a great central location with good transport links for our travelling competitors"*.

This is your chance to take part in Europe's largest corporate multisport festival. Enter now and create your own team, tiny or tremendous, building confidence, fitness, team spirit and plenty of fun! Contact gemma@corporate-games.com or visit www.corporate-games.com for more details. For telephone enquiries contact 01733 380888.

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

Sponsors and Gold members of Loughborough Town Centre Partnership



www.loughboroughtowncentre.com