

A successful Christmas campaign

MELTON Borough Council offered FREE CAR PARKING in the three long - stay car parks, on the four Fridays leading up to Christmas, and Christmas Eve to launch our Christmas campaign 2008. The campaign aimed to attract more shoppers to the town centre and increase footfall. With valuable funding secured from The Welland,

corporate sponsorship from PERA & Mars, and Melton Borough Council, MTCP was able to distribute 25,000 Christmas cards across the Borough. NEARLY 40 businesses participated in the "Look for the Stars" campaign, which were promoted on the MTCP website, and via the 2 week Leicester

Sound radio advertising campaign.

STREET entertainment and music was provided on all 4 Fridays, and Christmas Eve to support the long-stay free car parking, and enhance the ambience of the town centre, which was promoted not only through local press, but also through East Midlands Media & Radio outlets.

Festive weekend



Fast becoming one of the town's most magical events, the St Mary's Christmas Tree Festival, extended its opening hours again this year, to welcome hundreds of visitors to St Mary's Church, beginning a festive weekend in Melton.

Christmas Eve Market

MELTON Town Centre Partnership and Melton Town Estate held their first Christmas Eve Market, supported by the free car parking, street entertainment & music. This was a hugely successful event, attended by hundreds of visitors, who enjoyed the truly festive atmosphere.

Fair attracts thousands

The weekend continued with thousands of visitors arriving by foot and on coach for one of the town's most popular events, the Victorian Christmas Fair. This year, organised by Ruth

Wakeling, the Fair was extended throughout the full length of the town, with the closure of Sherrard Street, as visitors enjoyed festive street entertainment, Farmers Markets and the traditional costumed stalls.



Gift wrapping in the bag!

The launch of the town's first ever Men's Shopping Experience was a great success, and attracted fantastic media coverage, from Central News, BBC News 24, East Midlands Today, in addition to local press coverage, and live radio coverage from 103 The Eye throughout the event.

Over 240 vouchers were exchanged for gift wrapping throughout the day, as men enjoyed a pint in the Cutting Room, Half Moon or George Hotel, and the elves wrapped! This year, the event will be amalgamated with the Sunday, Christmas Classic Car & Bike Meet.

Light switch on - bigger and better



8 hours of entertainment, with performances from local schools, choirs and artists, and a two day Continental market, launched this year's Switch on. Craft markets, food stalls and street entertainment created a fantastic atmosphere in the town centre throughout the day, which was hosted by Leicester Sound.

The Christmas Lights were switched on by local hero Paul Anderson, Nottingham Forest FC and the Mayor of Melton, Cllr Mal Sheldon, followed by a spectacular firework display to close this again, bigger and memorable event.

Funding success

The MTCP successfully secured over £40,000 in funding in 2008/09, with key contributions from the Welland Challenge Fund Bid, Pera, Mars, Leicestershire County Council, Melton Borough Council, Melton Mowbray Building Society and MTCP.

Funding Achievements to date:

- Successful Christmas campaign, with widespread media coverage and promotional material.



- Shopmobility scheme -Purchase of new scooter for the scheme. There are fantastic advertising opportunities available now for all businesses via the Shopmobility scheme - contact Glynnis Tipper for further details on 01664 480677.

- Sherrard Street - Enhancement Scheme update Phase One (Southside) has been completed - Burton Street to William Hill. Phase Two (Southside) started on 5 Jan and will be completed by mid-March (William Hill to British Legion). Phase Three (Northside) Will commence work mid-March and should be completed by mid-end May.

The Scheme will also include tree planting, new benches and lamppost banners.

Melton Bag

- The Melton Bag was successfully launched at the Christmas Light Switch On; funded by MARS / Welland Challenge Fund and designed by students at the Melton Learning Hub.



Bags can be bought from the following businesses:

- The Melton Cheeseboard
- Melton Mowbray Town Estate
- Bright Ideas
- Deli Italia
- The Melton Learning Hub

Smart Shop Improvement Grants

- 24 grants have been delivered to date to businesses, towards improved signage and frontage. A further 25 grants are still available before the beginning of March, when funding ends.