

# Melton Country Fair is back!



Melton Mowbray's ever popular Country Fair is returning to the Town Park on Sunday 28th June, when visitors will once again be able to enjoy a whole range of country arts and crafts, rural heritage, local foods, music, dance and entertainments.

This year's event is being organised by Leicestershire Food Links. The Fair will be held between 10.00am - 5.00pm, with a small admission charge of £2.50 for adults and free admission for children under 16.

For more information or to find out more about how your business can be involved please contact Sallie Hooper on 01509 881386



## CLA Game Fair stand promotes Melton

Melton Town Centre Partnership and Melton Promotions will be promoting the Melton Borough and town centre to over 60,000 potential visitors, at this year's CLA Game Fair, at Belvoir Castle on 24th, 25th and 26th of July. A stand will be held at the Fair, promoting the town and distributing the Melton Mowbray Town Centre Shopping Guides, Borough Guides and Event Guides.

## Action for Market Towns Rural Summit



Melton Mowbray will this year be hosting the Action for Market Towns Rural Summit. Held last year in Skipton, the Summit will be held on 13th and 14th October. The two day conference will host up to 350 delegates at Pera Innovation Park, with study tours throughout the town centre, a gala dinner for 350 at Scaford Hall and up to 180 room nights within the Borough. Further details to follow.

# New campaign to boost evening economy

Melton will be taking part in a new national campaign, to encourage more visitors to the town in the evening. Dine 09 will take place from 12th to 18th October, just after the East Midlands Food & Drink Festival. Restaurants and Eateries are asked to provide a lunch for £5.00 and 2 course dinner for £10.00, for the one week. The Melton Town Centre Partnership and Melton Promotions will be supporting the event, and will be subsidising the £99.00 entrance fee by meeting 50% of the costs. Watch this space for further details



# Market Place decked out



The seaside is coming to Melton town centre on Thursday 23rd and Friday 24th July. FREE face painting, flag-making, sandpits, deck chairs, donkey rides, Punch and Judy - all the fun of the seaside will be in the Market Place from 10.00am - 4.00pm. There will also be sandcastle and colouring competitions throughout the day. If your business would be able to kindly donate prizes, or wish to be part of the seaside trail around the town centre, please contact the TCM team

# Melton Charity Duck Race

Melton's first Charity Duck Race will be held in the Town Park on Monday 31st August from 10.00am - 4.00pm. There will be three races throughout the day; children, teenager and adult races and prizes will be awarded to the winning duck of each race.

The races will start at Waterfield Bridge, and finish at Lady Wilton Bridge. Also included throughout the day, in the Play Close will be family entertainment, stalls, fairground rides and much much more.

We are asking businesses to sell the tickets for the Duck Race for £1.00 each, which will be exchanged for a duck on the day of the race. If any businesses would be interested in selling tickets, on behalf of the event, please contact the TCM team. Proceeds will be donated to the Macmillan Cancer charity.



# Melton in Bloom 2009....



Melton in Bloom, supported by the MTCP, scooped two Silver Awards and a Judges Special Award in the East Midlands in Bloom competition

in 2008. This year we are going for Gold! This year the theme is Fire and Ice, themed in fire colours of red, orange and yellow, with alternate ice colours of blue, white and green. The three tiered baskets in the town centre will also be planted in similar colours.

Melton in Bloom now also has a dedicated group of volunteers from the church, helping to look after the church borders and fund raise towards the rest of the planting around the church. For further details contact the Melton in Bloom website [www.meltononline.co.uk](http://www.meltononline.co.uk).

# Funding for town centre schemes successful

Melton Town Centre Partnership, supported by Melton Borough Council has been successful in securing £30,000 funding from this year's LCC's Place Shaping Fund. The Melton Town Centre Enhancement Scheme, will deliver the following projects over the next 12 months:

### ■ Lighting Enhancement Scheme

The scheme will light up key historical aspects of the town centre, revealing and enhancing the architectural heritage, whilst also improving lighting and safety within the town centre, and boosting the evening economy

### ■ Key lighting features will be:

- King Street archway
- Butter Cross and Corn Cross (Market Place)
- "Argos Alleyway"
- Museum Gateway (Thorpe End) - Carnegie Museum & St John's RC Church

### ■ Signage Improvement Scheme

Phase 2 of improved signposting and finger posting, to provide clear and informative signage throughout the town centre for residents, employees & tourists.

## FREE websites

HELPING LOCAL BUSINESS



Under the scheme, Free business websites are available to all town centre businesses, until March 2010. Businesses can choose to have a 1 page or 5 page website for one year, as detailed below:

**1 page website** - Includes hosting and domain registration, and one e-mail address for one year

**5 page website** - Includes hosting and domain registration, and five e-mail addresses, for one year

There will also be a further 25% discount, for renewal after the year.

For further details, and registration on the scheme, please contact the TCM team.

# Improvement grants now £500



The former Shop Front Improvement Grants have now been extended to £500 per business. This can now include improvements to both the interior and exterior of your premises, signage etc and is available to all town centre businesses.

Funding is only available until March 2010. For further details, or to obtain an application form, please contact the TCM team

## Free business training

FREE training, supported by the MTCP and Melton Borough Council, will also be offered to all businesses under the scheme. This will include Customer Services, Selling, Marketing and Website development. Further details to follow.

## Free business surgeries

Free monthly Business surgeries and Networking events, with key representatives from Welland Enterprise Agency, Business Link etc. Dates to follow.

## New shopping guide

The Melton Town Centre Shopping Guide is currently being updated for 2009.

The guide can be viewed on the MTCP website, [meltonbusiness.co.uk](http://meltonbusiness.co.uk), or a copy can be obtained from the TCM office. Should any amendments need to be made to your business details in the guide, please contact the TCM team.

The Guide will be distributed to all local attractions and accommodation providers, and will be available at many outlets within the town centre. If you wish to advertise in the Town Centre Shopping Guide, please complete the enclosed booking form, or contact the TCM team to discuss. Discounts will be available for Melton Town Centre Partnership members.

# "Pies, pint and Stilton" tours tempt visitors

Melton Town Centre Partnership and Melton Promotions have been targeting group travel companies, with the offer of "Pies, Pint and Stilton" tours and other bespoke itineraries, to increase visitors to the town.



With the support of local businesses, Melton Mowbray has created an offer which has caught the full attention of both day

visitors and overnight stays, to the town. After two very successful Trade shows this year, in which Melton won "Best Stand" at both, over 200 quality leads have been generated. These organisers have now been sent the newly produced "Group Travel Guide", with individual itineraries to suit their interests. Visits to Melton are being put on the operators' 2010 itineraries, and over twelve coach tours have already visited the town, as a response from the Trade shows.

Melton Borough Council was given "Highly Commended" in the UK Coach Awards, for the "Most Coach Friendly Authority". Work is now commencing to continue this momentum, and ensure that groups continue to visit the town after 2010.

# Sherrard Street enhancement scheme update

Phase One and Two of Sherrard Street is now complete. A feature tree will soon be planted outside the British Legion, with two new benches. Three further trees will be planted on the Morrisons corner of Sage Cross Street, and a matching feature tree, with two benches outside United Carpets.

Works on the other side of Sherrard Street (Northside) Phase Three are scheduled to commence mid - June and are expected to take 6-8 weeks for completion. Businesses will receive written confirmation however, of the start date for works, when the date has been finalised.

The lamp column banners, which will be hung along Thorpe End, are nearing completion. This gateway will be further enhanced by the Museum gateway lighting strategy this year.

A launch event in Sherrard Street will be held at the end of August, once works are completed.

