

Altrincham Town Centre Partnership

Altrincham Update

TOWN CENTRE UPDATE ISSUE 7—SUMMER 2010

A busy start to the year for Altrincham

Altrincham has played host to a number of new events in the first quarter of this year and the Altrincham Town Centre Partnership has played a great part in co-ordinating and promoting these so that businesses in the town can benefit from increased visitor numbers, events included a Valentines themed market event, more than a 100 Morris dancers at a regional Morris dancing event, St Georges Day celebrations, some traditional May Day activities and a continental market in June along with Altrincham Festival in July. More are planned for the rest of the year.

If you have an idea for an event or you would like to get involved in our Christmas events, we would like to hear from you, Perhaps you would like to be involved in the event planning and other promotions of the Town Centre, if so why not join the Town Centre Partnership, see below for other benefits of joining the Partnership.



The Bollin Morris Dancers from Lymm perform on George Street

WHAT YOUR TOWN CENTRE PARTNERSHIP MEMBERSHIP GETS YOU!

Full listing and promotion on the Altrincham Town Centre Partnership website www.altrincham.org.uk (ca. 1,000 hits/month)

•
First refusal for local newspaper and Trafford Today competition features (93,000 residents)

•
The opportunity to have your offers and events on Partner websites

•
Involvement in creating events to bring customers to Altrincham

•
Promoting your offers and special activities

•
Direct contact with your Town Centre Management Team and advocates within the council

•
Being part of a group lobbying for its members

We welcome suggestions from members about what new benefits you'd like to see

Telephone—0161 929 6881 email—altrincham.partnership@trafford.gov.uk

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Summer events

There are a number of exciting events planned for the summer months, to keep up to date with events happening on the town centre visit www.altrincham.org.uk

Apollo Cinema— The Apollo Cinema have extended their programming to bring internationally acclaimed opera and . For information on special screening and live performance links visit www.apollocinemas.com/films-showing-altrincham.aspx

Making Markets Matter at Altrincham Market — Saturday, 21st August
A roadshow with cooking demonstrations, entertainment, games and much more. Further details will be on www.altrinchammarket.co.uk in due course.

Altrincham Bottle and Cask Festival at Altrincham Market — August Bank Holiday Weekend

Saturday 28th 7pm-11pm, Sunday 29th 12pm-10pm and Monday 30th 12pm-4pm –

This year the entire covered market will be used to provide space for more quality beers and an increased indoor seating area, add to that an extra day of festival fun and it promises to be a great weekend! There will be evening entertainment on the Saturday and Sunday, the organiser, Le Trappiste Bar on Shaws Road, will be raising funds for locally based Stockdales, the centre for adults and children with learning disabilities. For up to date information, visit, www.letrappiste.com/abcfestival.



Trafford's Taste Sensation—Sunday 26th September

Trafford Council's 4th Taste Sensation event at Altrincham Market, part of the Taste of Trafford festival, is moving dates. The main event is usually held on Battle of



Britain Sunday but this year it has been moved to Sunday 26th September. Some of the best food and drink establishments in Trafford will be cooking up an array of culinary delights and tastings from around the world. Any businesses who want to get involved should contact Laura King on 0161 912 4282 or by email:

Laura.King@trafford.gov.uk. With most of the event under cover, you can enjoy the day come rain or shine, but it's not just food and drink on the menu. Visitors will have the opportunity to join in with music and dance and for those who want to learn more about food and drink

there will be community information stalls with experts on hand to give advice. For the youngsters there will be activities throughout the day such as face-painting and dancing. To keep up with the latest announcements and details of this year's sizzling sensation visit www.atasteoftrafford.com.

Tips for Business Survival in 2010

Although we are now officially out of recession, there is still the need to think smart about business to set yourself apart from the rest.

Below are some tips from the national Association of Town Centre Management to get you thinking.....

- ★ Keep informed of what is happening in the town – levels of vacancies, footfall & spend
 - ★ Understand what is going on elsewhere in the borough and nationally
- ★ Think about what encourages people to come to your shop. Keep on top customer service and maintain an attractive shopping environment
- ★ Promote local shopping and what the town has to offer by working with your local media
 - ★ Get more people involved to help with projects and to promote the town
 - ★ Get involved with your local activities programme
 - ★ Spread the word and get others involved. Together you are stronger!

Car Parking News

Altrincham Town Centre Partnership undertook a survey of 43 Altrincham businesses from George Street, Regent Road, The Downs, Oxford Road, Railway Street, Lloyd Street and Greenwood Street during March 2010 regarding the free after 3pm parking scheme. The Partnership have made representation to the council regarding car parking charges and the Council is considering all the information provided by various stakeholders and it is hoped that a decision on the various options will be decided on shortly. The Partnership will keep everyone up to date.

GREENING UP THE TOWN

Altrincham Town Centre Partnership has managed to secure funding from Trafford Borough Council to the tune of £1,250 to green up a specific area of the Town Centre. Suggestions were sought from a variety of groups who have an interest in the Town. After much deliberation it was decided that Shaws Road would be the ideal place to add some greenery, the Partnership environment champion — Keith Somerville put forward a number of proposals for the area but a proposal for two planters containing a tree each, surrounded by a blanket of flowers was voted to be the best. The planters should be in place during the summer.



Development News

Trafford Metropolitan Council has received a planning application for the refurbishment of Stamford House, the building adjacent to the interchange and largely empty for a number of years, has caused some concern for businesses and residents of Altrincham. The Altrincham Town Centre Partnership, the Civic Society and Trafford Council have been working closely with owners Petros and were very pleased to receive an invitation to a consultation on the plans for the three storey building to be used for both residential and retail before they were sent to Trafford's Planning Department.



The Partnership was very disappointed to learn that the final decisions on the preferred developer for the proposed new hospital, has been delayed until September. This means that it is unlikely there will be any improvements to the properties on Railway Street, or progress on the Altair development site, as both sites are the two remaining contenders for the planned hospital.

The Partnership is working closely with Trafford Council to look at ways in which the various empty properties on the Town Centre could either be brought back into use even if only temporarily, or brightened up in some way. A number of suggestions have already been put forward to the Partnership and feasibility research is being undertaken for these.

Trafford Business Awards are Back!

The Messenger newspaper is once again organising the Trafford Business Awards, The awards, to be launched soon, are designed to acknowledge and celebrate the many business successes from across the borough during the last 12 months

If you are interested in sponsoring an award please contact Diane Mayhew on 908 3392 or if you want your business to be entered into the awards visit www.traffordBusinessawards.co.uk will be coming live very soon. Full details will be published in the Sale and Altrincham Messenger in the next few weeks.

**WEBSITE**

Please add a reciprocal link from your website to www.altrincham.org.uk

ATCP members remember to let Janet or Helen have details of any promotional offers, events, celebrations etc so that they can be included on the website or in the newsletter and other communication channels.

Business Survey 2010

The town centre partnerships in Trafford are currently reviewing their work to reflect business needs. To assist in this, a brief questionnaire has been distributed asking for views. The partnerships continually strive to make their aims and objectives as relevant as possible through an understanding of what businesses in the area require. Please make an effort to complete and return these by Friday 9th July

Altrincham Town Centre Partnership
www.altrincham.org.uk

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Find out more about how the Partnership can benefit your business!