



TOWN

Guildford Town Centre Management

Council parking offer beats expectations

Retailers, local businesses, shoppers and residents have all again shown their support for the range of free parking offers delivered by Guildford Borough Council on Saturday 2 May.

The town got into the May Day mood with entertainment from the Pilgrim Morris Men, a May Pole in the castle grounds, a cute and cuddly mobile farm, keeping the children (and adults!) entertained and a steel band.

This represents the second of the council's free parking offers, created as a means of passing back the VAT from metered car parking charges with the incentive of stimulating more shoppers to our streets. The promotion was again hailed as a success, giving a much needed boost to shops and cafes of the town.

The promotion is part of a larger 'Guildford, Make a day of it' campaign, with further dates planned throughout the year (subject to final confirmation by Guildford Borough Council)

Saturday 4 July
Saturday 3 October
Saturday 21 November

Chris Howard, Town Centre Manager for Guildford comments, 'These promotions create a great opportunity for Guildford retailers and local businesses. The response we have had so far has been amazing, and by forward planning future promotion dates we hope to work with all businesses involved with the success of the town to really show everything that Guildford has to offer.'



Pilgrim Morris Men



High Street Shoppers



Steel Band

The terrorist threat - Are you prepared?

Calling all business involved in the night time economy, including pubs, clubs, restaurants, cinemas and theatres! Surrey Police and the National Counter Terrorism Security Office (NaCTSO) are working with Guildford Borough Council to stage a free workshop to help you plan, prepare, prevent and recover from a possible terrorist attack. Called Project ARGUS, the event takes place on the 9 June at the Electric Theatre from 2pm to 5pm.

Project ARGUS is free to attend and a must for any managers or assistant managers of local late night businesses.

To book you FREE place email projectargus@guildford.gov.uk or call Louise Weatherly at Guildford Borough Council on 01483 444371.

If you want to report any suspicious activity contact the Anti-Terrorist Hotline on 0800 789 321.



A Warm Welcome to ...

Field of Fitness

who opened their personal training studios and injury clinic in Chapel Street on 5 January 2009.



The Hat Box. Diane Lear and Karen Wood who have recently taken over at Hats Etcetera in Angel Gate – now named the Hat Box.



Ador Flowers.

Florist Johnny Lucaci opened his new store in April adding a fresh burst of colour to Angel Gate.



Côte Bistro, Best Value Restaurant in Britain 2009 (Good Food Guide), who opened their doors on 27 April in Castle Street.



Blacks who opened their new store in Phoenix Court on 21 February.



Warning : A-Boards may cost you more than you think! Please think twice before ordering an A-board for your business; it is against Highway and Planning legislation and may result in a fine.

Guildford Borough Council Enforcement Officer, Sean Baldock explains “New businesses coming into town can be unaware of our policy of keeping the streets free of A-boards. I am keen that the few people who put out boards understand that they can be prosecuted at the first offence. Recently a town centre shop was fined over £700, including costs, for siting an A-board on the highway.” Chris Howard, Town Centre Manager adds “We are also now aware of several cases where companies have been sued by individuals who have fallen over illegal signs. A-boards create a cluttered town centre environment, restrict access and receive a lot of complaints”.

A-boards on private land such as Jeffries Passage do not come under the above legislation.

Brightening up our empty stores

Guildford Borough Council, in partnership with the Town Centre Management Group, has received funding from the council’s Credit Crunch fund to commence a pilot project to brighten up one of the town’s prominent vacant stores. Constitution Hall, previously occupied by retailer New Heights, is to be used as a showcase to other property owners of vacant stores. Brightly coloured stickers have been used to fill the windows of the store to demonstrate how such initiatives can help maintain the attractiveness and appeal of the town, thus contributing to the overall value of the area. Chris Howard, Town Centre Manager commented; “Empty properties have become a real concern for retailers and local businesses; they reinforce the feeling of recession and can make for a bleak outlook on the high street. This partnership initiative is a great way of demonstrating how we can all



Mock up of New Heights store

work together to help the prosperity of our local business environment and how the council has responded to the needs of our retail sector.” The artwork to appear in the store’s windows also serves the purpose of promoting this year’s ‘Guildford in Bloom’ campaign, featuring a brightly coloured floral design and information on how local businesses can get involved with this year’s competition.

If you are an owner of a vacant property and would like to find out more about this project, contact Chris Howard on 01484 444331.



Guildsafe Award

Guildsafe wins partnership excellence awards

Huge congratulations to the Guildsafe Partnership for winning the Partnership Innovation award at the British Retail Consortium Partnership Conference on 12 March. The Award was given in recognition of the ‘Lifted’ campaign, which featured a DVD on youth shoplifting. Guildsafe was also Highly Commended for their work on the ‘Making Guildford Even Safer for You’ campaign which focused on increasing the safety in the town for shoppers through training, joint patrols, the inception of a single radio frequency for retailers/pubwatch and other proactive campaigns. Joanna Hays, Guildsafe Business Crime Reduction Manager commented ‘The Guildsafe Partnership is relatively small and to have won awards against competition from schemes based in the big cities and retail parks is a wonderful achievement. Thank you to all the diverse members of the partnership who have contributed to this success.’

Events Calendar

MAY	25th	Surrey County Show at Stoke Park
JUNE	2nd	Guildford Farmers’ Market - Strawberry
	3rd	Guildsafe Training, 9am to 12pm, Guildford Borough Council Offices
	9th	Project Argus, Night Time Economy Training, Electric Theatre. 1.30-5pm
	12th - 27th	The Taming of the Shrew, Guildford Castle Ground, 7.30pm. Box Office 01483 304384 / 444333 www.guildford-shakespeare-company.co.uk
	19th – 1st Aug	Summer Festival Surrey Rural Craft Market, Guildford High Street
	21st	Guildford Fiesta
	24th	Guildsafe Members Meeting
JULY	1st	Guildsafe Training, 9am to 12pm, Guildford Borough Council Offices
	4th	Guildford Festival Boat Gathering and Charity Raft Race
	8th	Guildford Cycle Race
	9th – 18th	The Two Gentlemen of Verona, University of Surrey Lake, 7.30pm plus Saturday matinees at 2.30pm. Box Office 01483 304384 / 444333
	10th – 12th	Guilfest Music Festival at Stoke Park. Box Office 01483 444333
	15th – 19th	Guildford Cricket Festival
AUGUST	4th	Guildford Farmers’ Market
SEPTEMBER	1st	Guildford Farmers’ Market
	5th – 10th	British Science Festival
	11th – 13th	Heritage Open Days
	23rd	Guildsafe Members Meeting
OCTOBER	6th	Guildford Farmers’ Market
	15th – 24th	Guildford Book Festival
NOVEMBER	3rd	Guildford Farmers’ Market
	4th	Guildsafe Annual Awards Night, 7pm, location TBC
	5th	Lions Club Bonfire Night Procession, High Street to Stoke Park
	8th	Remembrance Sunday Service and Procession. Holy Trinity/Guildhall
	19th	Christmas Lights Switch On
	19th	Start of late night shopping on Thursdays until Christmas
DECEMBER	1st	Guildford Farmers’ Market

Contact Tourist Information Office for further details on 01483 444333

News in Brief

Well done to Guildford YMCA who raised £497 during their street collection on 31 January as part of the 'Sleep £asy' campaign. The money is to be used to change the lives of vulnerable and homeless young people in Guildford and adds to the whole campaign target of £17,500, all of which will go towards helping young people to build their futures.

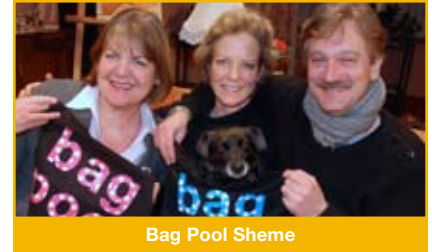
Bag Pool Plan gets celebrity backing in Guildford - As part of the Guildford Ban the Bag Campaign a new Bag Pool scheme has been introduced with celebrity support from actors Simon Shepherd and Jenny Seagrove. The campaign is currently targeting office workers, with town centre offices receiving a starter kit of four bags to start their own bag pool. If your business would like a Bag Pool starter kit please contact Nicky Ford on 01483 304890.

Guildford businesses honoured at the Surrey Business Awards 2008/09. Congratulations to all those local businesses that won or were commended at the recent Surrey Business Awards. Local hotelier Manny Sawhney from Asperion Hillside received the accolade of Surrey Business Person of the Year, having impressed the judges with his passion and dedication to his business. Guildford Spectrum went home with the Best Employer Award and local PR agency PNPR won the Marketing Award. Congratulations must also go to the Boilerroom who were runners up in the award for Creative Industries.

Congratulations to Naked Nutrition and all at Angel Gate for their successful 'Naked Night' late night shopping event which took place on Thursday 30 April.



YMCA Street Collection



Bag Pool Scheme



Surrey Business Awards

Welcome Host training receives great turn out



Guildford Town Centre Management in association with Tourism South East hosted a successful Welcome to Excellence customer training day for local retailers and attractions at the council offices on 18 March. With the visitor economy worth over £1.5 billion to Surrey businesses and shopping an important element of any visit to Guildford and the surrounding area, this high quality programme aimed to boost customer service and skills to make Guildford increasingly competitive, by encouraging repeat custom and delivering satisfaction to visitors and locals alike.

Businesses of all sizes took advantage of the subsidised course, from Heals and Loseley Park to small bed and breakfast owners.

For further information on future Welcome Host courses please contact Chris Howard on 01483 444331.



St George's Day Market

Beating the credit crunch – Council and local businesses join forces

Thanks to Guildford Borough Council, the Guildford Business Forum and the Surrey Chambers of Commerce for hosting a successful 'Beat the Credit Crunch seminar' on 31 March. The free event was attended by a wide range of local businesses all looking for information and practical advice on how best to survive the challenging economic times. Advice from key speakers included handling business rate increases, the importance of reducing overheads, HR issues and solving cash flow problems. This was then followed by the opportunity for attendees to receive more tailored advice in the form of free, one-to-one advice sessions.



Flags and bunting fly at St Georges Day Market

Visitors to Guildford enjoyed a colourful farmers' market on 23 April for St George's Day. There was a great range of stalls available, a fantastic turn out, street entertainment and a carnival style atmosphere.

If you would like to get involved with future farmers' markets or would like further information contact Sue Webber, Farmers' Market Coordinator on 01483 444401.

British Science Festival 5-10 September – get involved!



In support of the British Science Festival Guildford Town Centre will be getting into the spirit of all things 'Science' by hosting a number of science related events promising to offer a great day out for the family. For more information visit www.britishsciencefestival.org or contact Chris Howard if you want to get involved on 01483 444331.

2009 Guildford Summer Festival – Carnival procession hits the town

This year's Guildford Summer Festival promises to be the biggest yet! The Guildford Fiesta on Sunday 21 June gets the celebrations started in the Town



Centre with a carnival inspired procession running from the Castle Grounds from 12.30pm to Shalford Park. This year's theme is endangered species, featuring a range of colourful costumes, giant carnival figures and lively samba beats!



Festival Procession 2008



The Guildford Summer Festival runs from 19 June to 1 August 2009 and includes over 100 events covering sport, drama, music, art and shopping as well as fun events for the whole

family, many of which are FREE.

Professional open-air theatre company, the Guildford Shakespeare Company will be returning to this year's festival with performances of 'The Taming of the Shrew' at Guildford Castle and 'The Two Gentlemen of Verona' at the University of Surrey Lake.

Pick up your Guildford Summer Festival brochure from the Tourist Information Centre, and other information points around Guildford from the end of May or visit www.guilfordsummerfestival.co.uk.

Take a look at our revamped website!

The new and updated www.guilford.org.uk is now up and running. Hosted by the Guildford Town Centre Management Group the site offers loads of great opportunities for you to promote your business. These include free business listings plus a range of reasonably priced extra promotional tools, such as links to individual businesses, 360° virtual tours and access to private web pages. Having an online presence is seen by many independent retailers as a necessity, but also an expensive and time consuming project – a page on the guildford.org site could offer an easy and cost efficient



solution. This project is a joint venture with Sure Communications and VR2020 who create the virtual tours and hot spots.

If you have any enquiries or suggestions about the site please contact Chris Howard on 01483 444331, or visit www.guilford.org.uk.

Our Car Parks get safer

Security for the public in Guildford's car parks continues to increase, with three more of Guildford Borough Council's car parks receiving the Safer Car Parking Award – Bedford Road, Portsmouth Road and Merrow park and ride.

Kevin McKee, Parking Manager at Guildford Borough Council, says: "This is great news for residents, workers and shoppers in Guildford. We have some of the safest car parks in the country and these awards mean all our major car parks and two park and ride sites now have the quality mark".



Churchouse and Cycleworks save 2009 Guildford Cycle Race

Two local companies, Churchouse Financial Planning Limited and Cycleworks, have thankfully stepped forward to ensure that this year's Guildford Cycle Race will still take place on 8 July. Matt Legge from Charlottesville Cycling Club, and event organiser said 'We were uncertain that our 2009 race was going to go ahead. As a club, we have 100 years of history in Guildford and this event has been a regular feature of the Guildford festival. The Club is very pleased that this year's event will now go ahead and thanks go to our sponsors for their timely support'.

Visit www.charlottevillecc.org.uk for more information on the event.

inTOWN

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Sponsors

Sponsors of the Town Centre Management Group:
Alliance Boots, Barclays Bank, The Friary Shopping Centre, Guildford Borough Council, HSBC, Legal & General, Lloyds TSB, Your M&S, NatWest, PubWatch, Royal Bank of Scotland, Sainsbury's, Tunsgate Square and White Lion Walk.



If you would like to sponsor the next edition contact Kevin Lorimer or Chris Howard