



Welcome to the November update of Partnership activities, news & events.

If you've any questions or feedback, please ring us, call in (normal office opening hours are Tuesday-Thursday 9am-noon) or e-mail. Our contact details are at the end of this bulletin.

Membership

We're delighted to welcome:

- Ashbourne Accommodation Group
- Ashbourne Fair Trade Town Initiative
- Derbyshire Building Society
- Hillcrest House
- The Chocolate Box
- Jeffrey Phillips

as **new members** this month.

Details of membership can be found on our web-site. As a not-for-profit organisation, membership fees help fund our work and contribute to the improvement of Ashbourne. Becoming a member presents you with an opportunity to take an active part in determining Ashbourne's future and helping it improve.

Existing members – membership renewal 06/07 was due in August. We decided however to extend existing memberships free of charge until the end of this year. We did this to give the newly revived and staffed Partnership an opportunity to show it was back in business and working once more for Ashbourne. We will be sending renewal notes out mid December, ready for payment in January.

2007 is going to be an exciting and busy year for the Partnership. We hope you'll show your support for the work by renewing your membership, giving us your ideas & feedback and getting involved in activities when required.

Events

It's very important we promote events, big & small, in and around Ashbourne. But we can't do this if you don't tell us what's going on. Please keep us informed on what's happening. We will put details on the web-site and promote the events in other ways if possible.

In 2007 we'd like the events page to be as comprehensive as possible so everybody with internet access can readily see what's happening in Ashbourne and local villages.

Ashbourne Partnership Retail, Pub & Restaurant Group

This steering group is now up and running with an open meeting just arranged for 31 January 2007, 6pm at Ashbourne Town Hall. Full details & invites will follow.

The groups' main aims are to:

- work on areas of improvement identified in the action plan
- work on special projects (e.g. shop local campaign; Christmas)
- be a forum where issues & suggested solutions can be raised & forwarded to relevant organisations for review.
- be a networking and educational forum where identified

Steering group members are: Barbara Leyland – Wigleys Shoes; Neil Cochrane – Dimension Interiors; Emma – Chocolate Box; Vicky Brookes – Brookes Bridal; David Hidgcock – David Neil Mica; Richard Gregory – Ashdale Restoration and John Harrison (chair) –Acorn Country Stores.

Ashbourne Partnership Tourism Group

A number of people have volunteered to help set up this new group. They include:

Margaret Sutton (Hillcrest House and Ashbourne Partnership Board Member); Cath Hindle (representing "Visit Peak District" and the DMP); Ashbourne Accommodation Group representatives (Jane Boothroyd, Michelle Wrigley & Pat Walker) and Christine Sweetmore from University of Derby- Tourism Division.

The team will meet in December to agree activities for 2007.

We'll be working closely with the newly formed Peak District & Derbyshire Destination Management Partnership (DMP) to make sure "Ashbourne" tourism plans align with the overall Peak District strategy and to ensure maximum support.

Breakfast Business Club

A number of businesses have expressed interest in having a local club where they can meet; exchange ideas & good practices; listen to latest news etc. Guest speakers can also be arranged to update us on relevant business topics e.g. employment law; environmental impact; staff motivation and so on. The club would meet locally on a regular basis (quarterly) for breakfast meetings e.g. 8 – 9.30am. Let us know if you're interested ... if the overall approach is positive we'll look to get this going in Spring 2017.

Or if you're not an early bird, but still fancy the idea, let us know your preferred meeting times.

Christmas

Not far off now, and hopefully most of you will have seen the "experience Ashbourne at Christmas" leaflets (10,000 published and distributed to shops, local businesses and tourist information centres). Its main contents were:

Festive Fun Night and Late Night shopping on Friday 8th December:

- Children's Lantern parade (starts in Compton, assembling from 6pm ready for 6.30pm start)
- Carol singing
- Live entertainment
- Market & charity stalls
- Fun fair
- Most shops open till 9

(ATC have made a big contribution to this evening as have Ashbourne Arts and All Churches Together for the Lantern Parade and carol singing)

and

Christmas shopping in Ashbourne

As well as late night shopping on the 8th, many shops will be open on Sundays throughout December including Christmas Eve (24th)

As in previous years to support Christmas events and shopping, DDDC have agreed **FREE PARKING** throughout from 1-24th December after 2pm.

With support from DDDC we've also arranged for the Christmas road signs to be erected at key points.

Many town centre business premises are now decorated and with the recent switch on by the Town Council of the town Christmas lights we're now looking

much brighter. If you haven't yet put up your trees/lights/decorations please can you, so we look as festive and attractive as possible!

Improvement projects

Town signage is often mentioned as a key improvement area. We've now drawn up a project plan and will be working with various organisations to research and put forward recommendations for improvements. Obviously we need to take on board people's suggestions so over the next 2 months we'll be seeking your views in various ways.

The project will include: Welcome to Ashbourne signs; car parking directions; tourist information signs; town information boards and road direction signs into Ashbourne.

ii) Resident loyalty card

To encourage shop local we're starting research on a resident loyalty/discount cards. These have proved successful in other towns and we believe both residents and businesses will benefit.

Congratulations!

to the Dining Room, recent winners of Derbyshire Food & Drink Awards – Restaurant Category

Business Link

You may be interested in some of their events and courses. If you want to be included on their mailing list, call Deborah Oddy – Network Adviser on 01629 814881. Many of these events are free.

ANDREA CROSS
ASHBOURNE PARTNERSHIP MANAGER
November 2006