

Welcome to our March 2007 update on 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.

Ashbourne & villages - Tourism Event – Last chance to book!

Are you a "tourism" business? Do you have tourists as customers? Then don't miss this free event on:

Wednesday 7 March 2007 – 11.30am – 2pm at the Green Man Royal Hotel in Ashbourne.

As well as opportunities to speak to other "like minded" businesses & discuss ways forward, we will have guest speakers from the Derbyshire & Peak District Tourism team.

We can use this meeting to make sure "Ashbourne & village" tourism plans align with the overall Peak District & Derbyshire strategy. Light refreshments will also be provided.

For catering purposes, please contact the Partnership to confirm your booking.

Membership

Welcome to the following new members:

- Red Square Gallery
- Whitehouse & Severn Trent Engineering Ltd

Over 70% of you have renewed your membership for 2007- thank you for that. Members are listed on our web-site: please do look at this and let us know if you need to change any details (new members- up to 2 weeks for your info to appear)

For those who haven't yet renewed, we'll hope you will and continue to support our work.

Promoting events in and around Ashbourne

Many of this year's events are now listed on our web-site – but we're sure there are lots more happeningplease let us know if we've missed something off.

Two new events happening in Ashbourne centre this summer are:

FRENCH CONTINENTAL MARKET - Sunday 29 July (organised by Ashbourne Town Council) and

THEMED MARKET & entertainment – Sunday 5 August (organised by Ashbourne Heritage Society) to celebrate and mark the occasion of our 750th Market Charter anniversary.

We're sure both these events will appeal to residents and visitors alike! We hope lots of shops will open as well to add to the atmosphere on these occasions. More details will follow, particularly around the celebration events on the 5 August- we're sure lots of shops can come up with ideas to enhance the day.

Ashbourne Partnership, Town Council, Ashbourne Arts and the Heritage Society are also looking at other ways to celebrate the 750th Charter anniversary.

Ashbourne Business Breakfast Meetings

Next meeting Tuesday 13 March 2007 – Quality Inn Ashbourne

We're delighted the 1st meeting in February went well with over 30 business people attending. The next meeting will allow plenty of time for meeting new contacts and networking. There'll also be an opportunity for people to present their business to the group if they want!

Tim Polkinghorne, an Ashbourne resident and principal of local business Nirvana, helps organise these events. Contact Tim on 01335 348444 or e-mail tim@reachnirvana.co.uk for further details or to confirm attendance.

Future meeting dates are: 17 April; 15 May; 12 June
All meetings start at 7am for 7.30am – when breakfast will be served
Cost is £10 per event (includes breakfast) payable on the day.

Derbyshire Food & Drink Festival

A number of Ashbourne based organisations are taking part in this event to showcase our great food & drink suppliers; venues & retailers. Marketing literature provided by the Food Festival organisers will be available in the next few weeks. We'll also issue more detailed information on the activities taking place in Ashbourne itself.

These will include beer tasting; cheese & wine tasting; special menus and events. These will run from 18th May through to 27th May.

The 2 day fair takes place on 19th & 20th May at Bolsover Castle, followed by a week of culinary events taking place at over 40 venues, including those in Ashbourne, across the County.

Visit www.derbyshirefoodfestival.co.uk for further information.

Projects

i) **Town signage** : as previously mentioned, we've consulted with residents and business to see if the current slogan "Gateway to Dovedale" is still appropriate and reflects what Ashbourne is about. It's important the message is one which residents and

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local business can “own” and relate to. But it’s also important it conveys a meaning to potential visitors.

We can use the slogan in many ways. For example, on “Town Welcome signs”; on visitor information leaflets; on web-sites, on promotional material etc.

Following a lot of feedback, some in support of the existing slogan, the Partnership Board have short listed six (existing slogan also included) :

Georgian Ashbourne
Pride of the Peak
Town of tradition
Historic market town
Historic home of Royal Shrovetide football
Gateway to Dovedale (existing slogan)

We’d very much like your views on these. Please let us know what you think by 15 March. We will also be discussing the slogans with Ashbourne Town Council before progressing the final decision with DDDC and DCC.

It looks like we’ve managed to secure some sponsorship towards replacing the current “Welcome to Ashbourne” signs which are well past their “sell by date”. We are still seeking additional sponsors – if your business is interested please let us know. It will be a great opportunity to help the image of the town and to promote your organisation.

ii) Ashbourne Rewards Card : Shop Smart, Shop Local campaign.

Following a presentation at the Ashbourne Retail and Hospitality meeting, we’ve issued a detailed brief to town centre business. The supplier of the “chip and pin” reward cards will visit Ashbourne on Monday 12 March, Tuesday 13 March and Wednesday 14 March. They will demonstrate how the equipment works and answer relevant questions. We hope to call in on as many businesses as possible – to make sure you definitely get a visit, please let us know.

iii) Christmas 2007 – yes, we’ve only just finished Christmas 2006 and the Christmas planning group (representatives from ATC; Ashbourne Churches Together; Ashbourne Arts and the retail sector) have already held its first meeting. We’ve sent out a questionnaire to get feedback on various aspects such as Christmas trees; extra late night shopping nights; and Christmas lights switch on.

Please take time to complete and return these to us. Your views and contribution play an important part in making sure we get things right for Christmas.

Other events and information

i) WIRE – Women in Rural Enterprise Meeting

Next event on Wednesday 21 March, 7.30pm at Dove Farm

At this meeting, **Caroline Hemmings** from Ithaka Coaching will showcase her business, and present some of her techniques. The meeting is also an opportunity to offer ideas, information and advice to anyone who wishes to throw a business problem or question into the ring. Ring Jane Stretton at Dove Farm, 01335 324357 for information

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ii) Free Training Workshops for voluntary and community groups in the area. To reserve a place email enquiries@ddcv.s.org.uk, or phone 01629 812154.

Charities Bill – are there any changes?

The Charities Bill has now been given royal assent and has become an act. This workshop will provide an opportunity to find out what difference the new act will make to voluntary and community organisations, and what actions, if any, we will need to take to ensure that we are operating within the law.

Date/Time Wednesday 7th March. 10am-12.30pm

Venue Medway Centre, Bakewell

Web research - an introduction for beginners

A starting point for learning how to research using the internet. The course is aimed at total beginners.

Date/Time Wednesday March 21st 10am – 12.30pm

Venue DDCVS Office, 3 Bath Street, Bakewell

Free IT Courses

Take Control of your PC

This is a practical hands-on session which includes: organising files & creating folders; using Windows Explorer; saving files on to CDs

Date/Time Monday 26th March, 10am - 4pm

Venue Medway Centre, Bakewell

Microsoft Access for Beginners

Learn the basics of Access and how to create a simple database, create queries from your data and generate simple forms and reports from your database. Delegates should be confident in using windows and a mouse and at least one other Windows package (Word or Excel).

Date/Time Wednesday 18th April, 10am – 4pm

Venue DDCVS Office, 3 Bath Street, Bakewell

iii) Funding for Community Shops (England)

The Village Retail Services Association in partnership with Esmée Fairbairn Foundation and Co-operative and Community Finance have announced the launch of the Village Core programme which will provide £2 million of start up funding to new Community owned shops in rural areas of England. The funding which will be available over the next three years will provide up to £40,000 per shop. Eligible applicants will include community based organisations located in rural communities of not less than 200 residents. Applications for assistance can be submitted at any time up to and including the 30th July 2009. See www.virsa.org for further information.

ANDREA CROSS

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ASHBOURNE PARTNERSHIP MANAGER
5 March 2007