

## TOWN CENTRE HIGH STREET SCHEME COMPLETED

**Now the dust has settled, locals and visitors to Bridgwater can enjoy the benefits of the High Street improvements**

The sun has been shining on the revamped High Street and shoppers have been out enjoying the new look town centre. The wider pavements are making life easier for shoppers and many have taken advantage of the seats to take a break and watch the world go by. Soon the trees will break into leaf and provide a little shade from the summer sun. The trees are "Gledista" or Honey Locust which are native to North America. The variety we have used is called 'Sunburst' because the young leaves are bright yellow turning to dark green as they age. The foliage of these trees is particularly attractive and will provide a handsome feature on the High Street.

A safety audit of the completed scheme was an important recent task, carried out by an independent surveyor, the report showed that the scheme fared well. A number of minor points were recorded which are now being dealt with. The surveyor was particularly asked to look at the raised kerbs at the bus stops and the recommendations to make this safer are being considered. We are investigating issues raised by the new traffic orders.

It has always been accepted that a major project like this would take time to settle down and for any problems that arose to be resolved. Certainly the improved appearance and ease of movement in the town centre has made a big impact. It is hard to remember how poor the old pavements were, particularly on the South side of the High Street.

Yes, the scheme has had its problems and its critics - and some of the faults seemed to take a long time to get fixed, but in less than a year the whole image of the town centre has been transformed for the better. Work will now continue on some of our important historic buildings including our "Jewel in the Crown" the Cornhill. Architects are being appointed to draw up a scheme of improvements to make the Cornhill the star feature of the town centre.

Meanwhile, in the town centre we can look forward to a summer with various activities and events using the additional space created, the provision of floral displays, additional seats, and new signs. Discussions continue between the Council and their consultants and contractors for the scheme over the delays and quality of work including some remedial work required on the road surface.

Town Centre Manager Wendy White, said "Retailers have been very patient through the difficult period when works were under way. I know Sedgemoor District Council have been unhappy at the time it took but now it is complete we can all enjoy the benefits".

**Jon Blake, Corporate Director, Sedgemoor District Council  
01278 435758**



Spring 2001



April 2002



# Letter from the House

April has seen the Budget, which is probably one of the political highlights of the year for the simple reason that it affects every single person in this country for better or for worse. Normally where Governments are concerned, regardless of persuasion, it is for worse and I do not think that this Budget has been any different. I can quite agree that taxation has to rise to pay for services and I have no problem with that at all providing that there is reform within the public service sector to ensure that they are made efficient and effective.

Of course one of the powerhouses of taxation is business. If you do not have healthy business, you do not have the taxation to pay for all the other things that we need. One of the things that I have been pushing Government to do, as my predecessor did, is to listen to and help business as much as possible so that they can provide jobs, opportunities and the wealth of the country. Napoleon said that we were a nation of small shopkeepers and to an extent what he said is still right, as I am given to understand that we have the highest number of businesses per head of any other country in Europe. I would like to see Government give tax breaks, incentives and VAT relief on many more goods so that businesses themselves are either exempt or can claim it back.

I feel that the strength we have as a nation is our independence and the way that we trade and Bridgwater is a prime example of that as an industrial town. It is one of the few industrial towns this far west; it has a diversity which is very seen in other towns its size; and it competes directly with other towns far greater than it in size.

You may rest assured that I shall continue to keep up the pressure on Ministers within the House to ensure that we are listened to in the future.

*Ian Liddell-Grainger MP*

Tel: 01278 458383  
Fax 01278 433613  
Email [ianlg@parliament.uk](mailto:ianlg@parliament.uk)



# BRIDGWATER SHOP MOBILITY SCHEME

The High Street is beginning to look nice now that the trees are coming into bud and the seating has definitely been a benefit to those who need to rest awhile before continuing their shopping. The new installed dipped pavements at varied locations in the town are a very positive bonus for disabled access.

We continue to ask people to be a little thoughtful when they chain their bikes to railings and posts that block the path and at peak periods the bus queue in the High Street can be difficult to navigate for people with wheelchairs and walking aids.

We are also pleased to announce that we have a new web site and can be contacted at:

[www.communigate.co.uk/twc/bridgwatershopmobility](http://www.communigate.co.uk/twc/bridgwatershopmobility)

Visitors will be able to find details about Office hours, the services we provide and events we attend to raise funds or promote shop mobility.

Telephone 01278 434254 Fax 01278 421380



## TOWN CENTRE WHO'S WHO

- ▶ **Ian Harris** - Manager, Angel Place Shopping Centre  
Chairman of Bridgwater Town Centre Partnership  
01278 429191
- ▶ **Reg Winslow** - Sedgemoor District Council  
Town Centre Liaison Officer  
01278 435211
- ▶ **PS Paul White** - Town Centre Sergeant  
**PC Shaun Desmond**  
**PC Jasmine Graham**  
**PC Mandy Gornicki-Bond**  
Town Centre Beat Managers  
01823 363330 or  
Voice mail 01823 363287 Box No 70474
- ▶ **Jon Blake** - Corporate Director,  
Sedgemoor District Council  
01278 435758
- ▶ **Clive Lilley** - Chairman of Bridgwater Townscape  
Heritage Initiative 01278 444052
- ▶ **Wendy White** - Town Centre Manager  
01278 446859

# The Town Centre Beat



Now the one-way system in the Town Centre is in place, one of the most common complaints we receive is of cyclists either riding on the pavements, without lights or cycling the wrong way against the flow of traffic. Apart from causing danger to other road users and pedestrians, all of these offences carry a £30.00 fine. Please pass this message onto your staff for them to set a good example to others.

Bye-laws are now in force, covering a wide range of anti-social behaviour and nuisance. Skateboarding on highways and pavements to the annoyance of other users falls within one of these Byelaws. These Byelaws are normally dealt with by Sedgemoor District Council but the Police may prosecute when necessary. Copies of the Byelaws may be obtained from Sedgemoor District Council at Bridgwater House.

On a more positive note, the Police have seen a dramatic fall in calls to Blake Gardens. During May to September 2001 we were being called to the Gardens on average five times a week.

Over the last six months (October 2001 - March 2002) we have only been called six times. This is mainly due to working in partnership with Sedgemoor District Council who have reduced the size of various bushes and improved the overall appearance of the gardens. The Police also patrol on a regular basis.

Reported crime in the Town Centre has fallen, at one stage it accounted for over 50% of the Sector's total crime, it is now down to below 20%. Two types of crime are still too high; theft from motor vehicles and assaults. All efforts will be made to try and reduce these types of crime.

A recent survey showed that 30% of vehicles broken into were left insecure with property on view. Most assaults are drink related. In the near future a Bridgwater Pubwatch will be set up with some 24 licensed premises already signed up and others wanting to join. The end result will be people convicted of Assaults, Damage or Public Order offences being banned from all the Pubwatch premises for a certain length of time which can be from 3 months to a lifetime ban, depending on the gravity of the offence. Pubwatch will be invited to dovetail into a new crime partnership initiative that is being developed by the Town Centre Manager.

I am sure that continued partnership working will help to reduce crime and anti-social behaviour, making the Town Centre an even more attractive and friendly place to visit.

**Sgt. Paul White**  
**Tel: 01278 363330**  
**Voice Mail 01823 363287 Box No 70474**

*"Two types of crime are still too high; theft from motor vehicles and assaults. All efforts will be made to try and reduce these types of crime."*



Photograph courtesy The Bridgwater Mercury

## Townscape Scheme starts to make Impact

As widely reported, the new YMCA Foyer project at St Mary Street is underway and will be the recipient of the first large grant from the Bridgwater Townscape Heritage Initiative (THI) for a quality new building and architectural detail. This long-standing corner gap site will now be transformed into an important piece of townscape, which will contribute towards regeneration and promote investment confidence. The grant of £25,000 from the THI will be towards the cost of a natural slate roof, extensive lead work and natural stone detailing.

The Cornhill is identified as a Key building in the THI with particular potential for regeneration of the town centre. The District Council will soon be recommending the appointment of an architect to consider proposals for enhancement of the building including arrangements for public consultation. Progress will be reported as frequently as possible.

We are also working on material, which will be available shortly, to for inclusion on the website [www.bridgwater.net](http://www.bridgwater.net) this will be updated with news on the Cornhill and other THI projects as they evolve. If you would like to know more about the THI scheme or get involved please contact either:

**Helen Tasker 01278 435490 or Mark Alcock 01278 435495**  
**or by email**  
**[thi@sedgemoor.gov.uk](mailto:thi@sedgemoor.gov.uk)**





## Business Training

We have some **FREE** places available on the retail Service Training Course starting on 8th May 2002. The Course runs for six weeks and will be held at the Angel Place Shopping Centre between 9.00am and 10.30am (a slightly later start may be possible subject to demand). The Helping the Disabled Customer session is held at Bridgwater Shopmobility.

### Course Topics

- Dealing with abusive behaviour and the challenging customer.
- Giving the first impression/body language.
- What is good service?
- Who are your customers/ What is your product?
- Helping the Disabled Customer.
- Listening and Learning Skills.

The training is aimed at any one working in the service sector in Bridgwater. Each course is limited to twelve delegates. Larger businesses can also send staff on this course but there is a modest fee of £60 for the entire six week course, including printed handouts.

Jeanette Sealey is a professional trainer who has delivered previous training to twenty five staff from seventeen businesses in Bridgwater, as well as to staff at Cribbs Causeway and many other retail and service organisations.

For a booking form or further information please contact:  
**Wendy White 01278 446859 or Fax 01278 452538**

## ... Technology Training ...

Project Web is a European Social Fund Project that has been set up to assist local small businesses (250 employees or less) to improve their competitiveness through the development of their employees Information Technology skills. The project has so far provided **FREE** training for 88 local businesses in various subjects, ranging from basic web design and email use to desktop publishing and word processing. The project has received very positive feedback from the Local Government Office for its achievements so far.

The previous Newsletter included a Survey form about Project Web and how it could help your business. We have received 22 responses to date. If you would like to find out more about this opportunity please contact:  
**Wendy White 01278 446859 or Fax 01278 452538**

## Bridgwater in Bloom

Last chance to order hanging baskets for summer 2002. Last order date is

**Monday 13th May 2002**

**Please telephone Wendy White 01278 446859**

The Valuation Office Agency (VOA) is an executive agency of the Inland Revenue (IR) with 85 offices. The main functions of the VOA are to:-

- Compile and maintain Business Rating and Council Tax valuation lists for England and Wales.
- Value property in England, Wales and Scotland for the purposes of taxes administered by the Inland Revenue.
- Provide other statutory and non-statutory property valuation services in England and Scotland
- Give policy advice to Ministers on property valuation matters.

The South West Group of the Valuation Office Agency values 1.36 million properties for local taxation ie Council Tax and Business Rates and additionally through the District Valuer provides valuation services for many public sector clients. Working in partnership with 30 local Councils (1,218 precepting Parishes) across Somerset, Dorset, Devon Cornwall and the Isles of Scilly, we operate over more than 6,300 square miles of some of England's most beautiful land and seascapes.

## NEWS FROM SOMERSET BUSINESS RATES FORUM

The Agency's web site at [www.voa.gov.uk](http://www.voa.gov.uk) contains a variety of up to date information about our activities and every entry from both the 1995 and 2000 Valuation Lists is available for you to view. Should you wish to appeal against your rateable value, the circumstances under which you may do so, and how to appeal electronically are on screen.

Access to the Valuation Office Agency's Operational Practice (guidance) notes are found by entering the web site [www.voa.gov.uk](http://www.voa.gov.uk) under "Publications" then "our operational instructions". Amongst these are its Rating Manual in five volumes

Volume 1 Maintaining Rating

Volume 2 General Rating Procedures

Volume 3 Rating Case Control Procedures

Volume 4 General Principals of Rating Valuation

Volume 5 Rating Valuation Practice - All classes of hereditament (divided into sections numbered 1 - 1,130).

The South West Group holds Investor in People status and was awarded its Charter Mark for service excellence in 1999. The Somerset Area Office that works in partnership with Sedgemoor District Council and four other local authorities, is based in Taunton.

**The Valuation Office  
Quantock House  
Paul Street  
TAUNTON  
Somerset  
TA1 3PB**

If anyone has any query about the calculation of the Business Rate charge they should contact Business Rates at Sedgemoor District Council on 01278 435481.

## New Street Furniture

Reg Winslow, our Town Centre Liaison Officer at Sedgemoor District Council, is pleased to advise that new bins are on order for the High Street and Cornhill, and replacement seats and bins are to be installed in Fore Street in order to complement the existing High Street improvements.

The bins are of stainless steel construction with a black finish to include the 'Sedgemoor' logo. The seats are of metal construction with a black finish, which should provide for a long life span and easier maintenance. Where practicable, bins and benches that have been replaced will be utilised at other locations. The Town Centre Partnership have contributed to the cost of these new items, which will further enhance the Town Centre Improvement Scheme.

Thanks to the Police for the feedback on night-time littering problems around fast food outlets, an extra bin will be installed close to the Galleries to help manage the problem.

**Reg Winslow, Town Centre Liaison Officer 01278 435211**

### NEW SIGNS

A contractor has now been approved to install the new signs for secondary retailers. There are three signs and they will be located at York Buildings, Cornhill and Fore Street/King Street. We are awaiting a report from the utilities about underground pipes and cabling. Once received an installation date will be agreed during May or early June. Other businesses interested in improving signage should contact me directly to discuss requirements. I would like to apologise for the delay of this project.

**Wendy White 01278 446859**

## BRIDGWATER FARMERS MARKET

You can continue to buy delicious, high-quality, local produce from local farmers on one Friday each month between 9.00 am and 2.00 pm.

**10 May,  
14 June,  
12 July,  
9 August,  
13 September**

## WI MARKET

The Bridgwater Womans Institute Market is held in the town hall every Friday between 8.00 am and 11.30 am. The ladies sell homemade cakes, preserves, locally-made crafts and plants. Orders and parcel service available with one weeks notice.

## Breaking the Surface Bridgwater Docks

**Friday 3rd,  
Saturday 4th,  
Sunday 5th May between  
8.00 - 11.00pm**

**Sound Installation at  
9.30pm each night**

The River Parrett Trail, Sedgemoor District Council, Bridgwater Town Centre Partnership and Somerset County Council have appointed an artist, Michael Pinsky, to work at Bridgwater Docks to create a permanent artwork for the docks in the autumn. Michael Pinsky tailors his work for specific locations so they draw people's attention to unique aspects of the place such as its history, architecture and the people who live and work there.

In Bridgwater he is researching and developing the art works with people in the area in the hope of creating something really special. It is hoped that the artwork will attract people to the Docks and provide a boost to regenerate the area. Grants for this work have come from South West Arts, the Regional Arts Lottery Programme and Barclays Bank.

## SOMERFEST 2002

Plans are well in hand to ensure this year's Somerfest builds on last years success. There will be a wide-ranging choice of entertainment for all tastes and ages. All this will be staged throughout the town over the weekend of 5th - 7th July.

The debut festival was held in July 2001 and more than 55 different shows with 89 separate performances were staged on the streets and at various venues across the town during the three day run. A craft fair is being planned for Saturday 6th July. Enquiries for stalls should be made to the Town Centre Manager as soon as possible. Events like these encourage an increase in footfall to businesses, and attracts people into the town from outside and keeps them here longer.

We are actively seeking sponsors for this years programme and a town centre venue for the official launch on the 14th June. If you can offer support or want further information please contact:

**Wendy White 01278 446859 or  
Charlie Dearden 01278 422700**

## Youth Extravaganza

**Events and opportunities throughout Sedgemoor for young people  
between eleven and twenty five years.**

**Contact Di Monaghan 01278 435241 or Phil Heath 01278 422511**

**Bank Holiday Weekend 3rd - 6th May**

www.bridgwater.net

It has been quite a busy time for the Town Web with new content being provided by some of the schools (Brymore, Westover Green and Bridgwater College), churches (Bridgwater Methodist, Bridgwater Catholic) and carnival clubs of Bridgwater. This information and links to their sites can be found in the relevant areas of www.bridgwater.net The Bridgwater on-line quarterly newsletter (that you are reading now) can also be found at the site by following the links.

New sections are being planned. We will be developing the Town Centre Managers section and after a recent successful meeting with the Town Heritage Initiative, we will be providing the site with detailed information about this project. Following the Christmas period the number of hits to the site is increasing with 75,985 hits to the site since 1st Feb (that's an average of 1,085 a day!). The main areas of interest to visitors are;

- 1 **Contents**
- 2 **Business Index**
- 3 **Town History**
- 4 **Carnival Pages**
- 5 **What's On section**

The most popular advert in this period has been The Old Vicarage Hotel & Restaurant.

A fairly large proportion of visits to the site are through people using search engines (*Yahoo, Altavista, Lycos and Google*) to find information. Also due to the few reciprocal links in place on other sites in the area we have started to get some local visitors to the site, thanks must be extended to Andys Taxis, Taunton Rock & Roll Club and Woolavington. On-line. Reciprocal links (*a link from one website to another and a link on the other site back to the original*) do work and benefit both parties. If any businesses or clubs have a site that they would like bridgwater.net to link to then please contact me [webmaster@bridgwater.net](mailto:webmaster@bridgwater.net) and we can set the links in place.

Getting people to use the website can help to promote other features of the town and also make them aware of local businesses and facilities, both shopping and otherwise, that are available in the Town Centre.

How you can support and help to promote your Town;

- 1 **Visit the Town Website [www.bridgwater.net](http://www.bridgwater.net)**
- 2 **Let us know your comments about the site, what you would like to see changed and what you would like added.**
- 3 **If you have a website, place a link to the Bridgwater Town Web and we will provide a reciprocal one.**
- 4 **If you would like to contribute to the site by adding content, eg The History section provided by Roger Evans, then please let us know.**

Outside of local interest, most of the visitors to the site are from America and the rest of the UK but we have had visitors from Sweden, France, Netherlands, Germany and even China and Iceland. To all of the people that have contributed to the site and have helped to make it what it is I would like to say a big thank you.

**Pip Martin - webmaster for bridgwater.net**  
**Telephone 07887 658035**

**SIG is a self-funding, non-profit making organisation with over two hundred members who receive:**



- Free Business Advice
- Regular Newsletter
- Regular Workshops
- Discounted County Trade Show cards
- Networking opportunities
- Social Events

**- SIG Dates for your Diary -**

**15 May - 'Engaging the Media'**  
supported by Business Link  
*Guest Speaker - Richard Storey*

**12 June - 'Trading Online'**  
supported by UK Online  
*Guest Speaker - Robert Heap-Hammond*

Competitive trade space available at the following Trade Shows:

<b>Devon County</b>	<b>Dunster Country Fair</b>
<b>Honiton</b>	<b>Mid-Somerset</b>
<b>Royal Bath &amp; West</b>	<b>Mid-Devon</b>
<b>Dunster</b>	<b>Gillingham &amp; Shaftesbury</b>

**May through to August**



## Competition Winners

**'VALENTINES' COMPETITION**

Mr & Mrs Pratt, Chapel Road, Puriton.

A meal for two courtesy of the Old Vicarage Restaurant,  
Luxury transport provided by Angel Place Shopping Centre.

**'DECORATE THE EGG' COMPETITION**

Bethany Mason - £70 Bicycle Voucher.

Zoe Gillard-Stamp - £100 Bicycle Voucher.

Victoria Modley - £150 Bicycle Voucher.

Competition sponsored by Angel Place Shopping Centre and supported by the Bicycle Chain, Salmon Parade.

**'HUNT THE EGG' POSTER**

Mrs Greta Cresswell - £75 Shopping Voucher.

Mrs Maxine Holt - Basket of flowers.

Competition sponsored by The Somerset Skills Support Project.

**'PAINT YOUR MUM' COMPETITION**

Winning School - North Newton Community School.  
The winning Mum was Sandra Adams who received flowers & chocolates courtesy of Flowers International, Competition sponsored by Angel Place Shopping Centre and supported by Bridgwater Arts Centre.

Wendy White, Town Centre Manager would like to thank all sponsors of these competitions, the judges, participating businesses and other organisations who gave their time.



# The Bridgwater Chamber of Trade & Commerce

In the years before and during the Second World War, Bridgwater had a Trader's Association. In 1946 the association decided to change its name, raise its status and become part of a nationally recognised movement and so Bridgwater Chamber of Trade was born. The town also had a separate Chamber of Commerce and the two ran in parallel, being mutually supportive, for many years. By the early nineties however, the Chamber of Commerce had become defunct and the Chamber of Trade had several members of a commercial nature, as opposed to pure traders. As a result the decision was made in 1995, to add the words "and Commerce" to the Chamber's title to better reflect the nature of membership.

That's how we got here, what do we do? The Bridgwater Chamber of Trade and Commerce is an organisation that represents the town's traders and commercial firms.

As well as providing opportunities for the membership to network and make business-to-business contact, we lobby local, regional and national government in an attempt to make changes that we think are necessary for the well-being of Bridgwater. Examples of successful ideas, that started to take shape in Chamber meetings include; a five-year campaign by the Chamber to introduce CCTV cameras in the town centre. A year later we played a major part of the introduction of the Radio Link, an idea we pinched from Cardiff. Both initiatives have resulted in a fall in crime and violence in the town centre and made it a more pleasant place to shop. The fact that you can turn right from Broadway into St. Mary Street is also the result of a Chamber campaign, strongly supported by Sedgemoor District Council and Tom King MP at the time. Somerset County Council, the Highway Authority, did not want to have such a turn in place when the roundabout at the Taunton Road junction was changed to traffic light control as part of the Safeway development.

We believe that, usually, what is good for our members is also good for the town as a whole and we will get involved in many activities and campaigns that are not, strictly, trade or commercial in nature. The Chamber's weight was thrown behind a successful campaign to stop a town centre brook being

concreted over, for example, so saving a wildlife habitat.

Recent innovations have seen the Chamber become a member of the Somerset Chamber of Commerce Chambers Council. This is part of an initiative designed to improve communication between town and county chambers in the South West and gives the Bridgwater Chamber a voice within the County Chamber and the Somerset Business Forum which is part of the recently formed Somerset Strategic Partnership. Eventually this line of communication will go to the South West Regional Assembly.

Politics aside, our primary function is to provide our members with a forum to air their grievances and publicise their ideas. These are passed on at regular meetings with the Chairman, Leader of Sedgemoor District Council, their senior officers and Town Centre Partners.

We always welcome new members and for information please contact our Secretary;

**Mrs Joan Lefort,**  
**The Old Vicarage,**  
**Fore Street, North Petherton TA6 6QA**

**Telephone 01278 662713**

## Blake Gardens - 100th Anniversary August 2002

Thank you to all the businesses who responded to the survey questions on Blake Gardens. The top priority for improvements was increased cleaning and general maintenance. The good news is that this is to be built into the 2002 maintenance programme at Sedgemoor District Council. The beech hedge and shrubs have been cut down, and this has resulted in a reduction of calls to the police. We hope that over time these, and other improvements will help raise the profile, increase the usage and improve the image of the Gardens.

Towards this end, there is a programme of events in the Gardens. The first of these is a Concert by Burtle Silver Band on Sunday 2 June at 3.00pm. The highlight the year will be a two day event for the 100th Anniversary on Friday 9th and Saturday 10th August 2002. Avon & Somerset Police, Somerset County Libraries, Town Centre Partnership and Sedgemoor District Council have already pledged support for this event.

If any businesses would like to become involved or help with sponsorship, please contact:

**Events Officer - Linda Krause-Davies 01278 435765**  
**Wendy White 01278 446859**



Photo courtesy Blake Museum

# Location is no Object All roads lead to Business Link Somerset



While the location of Business Link Somerset may have changed from Bridgwater to Taunton, doing business with them has in fact become easier.

The organisation carried out research amongst a sample of its clients to gauge perception of its services and the method of delivery. Topline survey results revealed that a major requirement from Somerset's SME's was for ease of access and speed of response. With this in mind, Business Link Somerset introduced a host of new services in April. As a first step, the Business LinkUP was designed to give Somerset's businesses easier and faster access to the services offered by Business Link.



Business LinkUP provides businesses with a dedicated account manager who looks after every aspect of a client's relationship with Business Link Somerset - from handling their enquiries to introducing them to the support and expertise their business requires - to holding monthly business surgeries. This approach will make it easier for businesses to receive the services they need when they need them, making the most of the vast pool of knowledge and experience that all Business Link Somerset's internal and external teams possess.



Many benefits come with this service, including a free initial business review and one free targeted grant search (with 20% discount for any subsequent searches) a year.

The second suite of new services is the Business Development Services. These services are the natural progression from Business LinkUP going one step further by opening up all the combined skills and experience of a vast, Somerset-wide team of Business Link personnel and expert partners who can deliver tailored advice, support and professional services to cover the full raft of business disciplines. The means of contacting Business Link Somerset hasn't changed, despite the move:

**Telephone** 08457 211 112  
**Email** enquiry@somerset.businesslink.co.uk  
**www** www.somerset.businesslink.co.uk

And location is no object to the delivery of the services. All roads lead to Business Link Somerset and business advice and support is available to businesses countywide.

## CHRISTMAS 2002 Sponsors and Support

It is never too early to start planning for Christmas. Can you offer sponsorship or support for Christmas marketing and events? The switch on of the lights will be Friday 22nd November 2002. We are planning entertainment in the town for that night as last year. More shops stayed open late and most reported excellent trading. We hope that more businesses will follow suit in 2002.

Thank you to all businesses who responded to the 2001 Christmas Survey. The results summary will be included with this Newsletter to all businesses who responded. Also reported to Bridgwater Business Initiative and Town Centre Partnership Steering Group.

## Business Flyers

**Why not distribute your flyer with Bridgwater Online?  
Direct to potential customers,  
only £60 for 400 A4 sheets.  
(Brochures by arrangement)**

**Telephone  
Wendy White 01278 446859**



## Hunt the Crown Competition

Posters of the Jubilee Crown with the Sponsors Logo will be displayed in shops. Entries which correctly identify the locations of ten stores will be entered into a lucky dip.

Prizes for the competition are sponsored by Somerset Skills Support Project

## Jubilee Window Competition

The Bridgwater Mercury is supporting this competition with editorial and pictures to give our entrants maximum free publicity. As well as the prize for the winning windows, we are continuing the readers choice feature which has been especially popular as it encourages readers to visit all the entries listed by the Mercury. All businesses that enter help to encourage footfall into the town, enjoy some friendly rivalry, receive some free publicity and possibly win a prize! If you wish to enter the "Jubilee" competition and join in the fun please fill in the coupon and return it to me by 31st May 2002.

Sponsors of prizes for the Window Dressing Competitions this year are, Sainsburys, Iceland, Wilkinsons, Boots and Angel Place.

### I wish to enter the "Jubilee" Bridgwater Window Display Competition

Name of Business .....

Contact .....

Business Address .....

Telephone .....

Signature .....

Please return this form to the Town Centre Manager,  
Royal Clarence House, York Buildings, High Street, Bridgwater. TA6 3AT