

Bridgwater

Centre View



Prosperity in Partnership



Our Town, Your Business, Our Future

The Newsletter from Bridgwater Town Centre Partnership

Summer 2003

Bridgwater Business Profiles



Boots in Bridgwater is going to have a new look. Boots is

confident that now is the time to invest in the town and is pleased to announce that the Bridgwater store will undergo a major refurbishment in August. Store Manager Sue McMillan says "This is a really exciting time for the store, we will have a new style dispensary in a new location in store and better ranges of key products. I feel confident that our customers will love it too!"



LANE- Hammett Stationers have under various guises, been in Bridgwater for 170 years. More recently other outlets in Glastonbury, Taunton and Weston-super-Mare have been opened.

Owner Andrew Bradbury says: "My family acquired the business over 17 years and continue to enjoy doing business in Bridgwater. The commercial and retail parts of the business are both growing steadily. We have a loyal customer base and a wide range of products. On the Arts & Crafts side customers enjoy the opportunity for hands-on workshops, most recently demonstrated as part of the Bridgwater Somerfest Arts Festival. We believe that a good range of products at competitive prices, an on-going marketing campaign, backed up by good service, ensures we receive a consistent level of business and growth in customers.

The Town Centre Partnership encourages retailers to get involved with activities outside of the business that will be of

benefit to the town. We would encourage all businesses to make a positive contribution to their surrounding area.

Hanging baskets, Christmas trees and lighting, Town Guide, Bridgwater Business Security Group (BBSG), Customer Care Training, Marketing Clinics, are a few examples of schemes that help the business and the town. Working together, we can help increase footfall and promote Bridgwater's unique selling points".



Mama Mia opened a year ago to provide something special for the "new arrival". This business provides the opportunity for parents to collect and save during the nine months of pregnancy. Sue Jenkins says "We have met so many lovely people of all ages

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Councillor Ann Bown
Chairman
Sedgemoor District Council

Partnership Working

Sedgemoor District Council, along with Boots, Sainsbury's, Angel Place and Bridgwater Retail Park, are pleased to be a Core Sponsor of the Town Centre Partnership.

I am encouraged to see many more businesses getting involved in particular projects with this partnership. Recent successes include the Bridgwater Business Security Group achieving the Home Office Safer Shopping Award. The third Somerfest Community Arts Festival, Marketing clinics, Customer Care and Safety Training Courses, and new Bridgwater Town Guide. Future projects include Heritage Open Day in September, and there is a Christmas Committee who

are drafting a range of activities to support this key trading period for the Town. Sedgemoor Commercial Services have been working with the partnership on the Christmas lighting and I hope you will all enjoy the resulting display.

I am very proud as Chairman of Sedgemoor District Council to represent Bridgwater as part of Sedgemoor. I would like to take this opportunity to thank the Business Community for choosing to do Business in Bridgwater and encourage you all to join the Town Centre Partnership and support projects that help improve the promotion of Bridgwater as a good place to work, rest and play.



The Town Centre Beat

Within the team there have been a few changes, PC Simon Bawler has now been promoted to Weston-super-Mare and his replacement is eagerly awaited. Simon managed to kick-start the Business Watch Scheme back into life and I am grateful for his efforts and hope that his successor can move it forward. PC Elaine Linham is with us until the end of the summer when she takes up a post in the HQ Crime Reduction Unit, she has already had an impact on the criminals in the town. PC Jasmine Graham is returning to duty after her minor operation. PC Jon Bartlett is remaining in his role as Team Support Officer, he is not designated to any beat and I utilise Jon to address crime issues, keeping him free from the partnership side of things.

Party Plans!

Despite the changes and resource issues, the team has worked very hard over the last few months with a high number of arrests. We have executed drug and theft warrants, have been responsible for the recovery of drugs and stolen DVD's, mobile phones and clothing. Following a recent burglary where spirits were stolen we caught the culprits loading the booty into a car, recovering it all and spoiling the thieves party plans! You may have read in the local press about recent drug warrants and the high number of arrests in the area. This was as a direct result of PC Jon Bartlett stopping a well-known drug dealer in the town, searching him and recovering a quantity of drugs and leading to further investigations.

Officers on the Street

However with every arrest there is the inevitable paperwork to be done and so if you have not seen as many officers out on the street as we would all wish perhaps the above account goes some way to explaining the reasons why. Unlike our colleagues at 'Sunhill Police Station', it takes longer than thirty minutes and one commercial break to complete the job!

Crime Surgery

We recently held a successful Crime Surgery at Sainsbury's involving the security marking of car audio systems and placing stickers in the windows sending out the message "Don't Bother". The stickers were produced locally and the funding came from the Bridgwater Business Security Group (BBSG) and the police, such was their impact that Cheddar police requested some stickers and information to help tackle theft from cars in their area. In the near future we will be running surgeries to help prevent mobile phone and car audio system theft.

FingerPrint Scheme

You should also see the "Thumbprint" Scheme start to kick in as we hopefully get everyone on board. The scheme tackles the high level of fraudulent cheque transactions that take place in shops and if we get everyone on board we will make a difference. It is down to you from store manager to shop assistant to help make it work. Please contact the team for further information on this scheme. I hope you all have a sunny and profitable summer.

PS Andy Smith

Tel: 01823 363330

Box Number 72270

Bridgwater Business Profiles

who support the business.

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The cosy couch for baby feeding and the changing facilities have been particularly successful and encourage longer town centre visits which is good for us and other businesses. We provide a warm welcome and it is a privilege to be involved in the excitement from the initial scan photo to the birth and onwards to birthdays. Our customer base is strong in the local catchment area and we attract customers from as far away as Bristol, Devon, Minehead and West Somerset areas. We have been very lucky to acquire to the top franchise of Emmaljunga and Jané. Recently Silver Cross has come back into production and the traditional carriage pram will again be available from a local supplier. Week by week, retail sales targets continue to be exceeded which has resulted in an earlier than expected registration for VAT. We enjoy taking part in Town Centre Partnership events, in particular the Window Dressing competition, which promotes the town in the local media and encourages some friendly rivalry with the other retailers'.

F & A HOOK Ltd.

Hooks, who celebrate their 75th Anniversary this year, are enjoying a successful year in common with most other businesses in Bridgwater. By working hard to bring names such as French Connection, Levi, Dockers, Ben Sherman and Pierre Cardin whilst maintaining the usual collection of classic clothing, Bridgwater shoppers have no need to go outside the town for this seasons fashions.

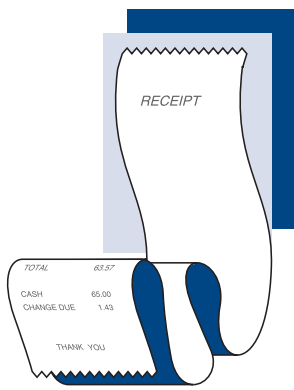
Ralph Winsbrow says, "the support that Hooks has always enjoyed from Bridgwater people means that we will continue to develop our service offering, for example, school shoes. I can only reiterate the statement I made at the Bridgwater Business Security Group award ceremony when the town achieved the Safer Shopping Award, that Bridgwater is a great place to live, shop and run a business'.

WILKINS JEWELLERS

This year **Wilkins Jewellers** will be celebrating 36 years of successful trading in Bridgwater. During this time we have witnessed many changes in consumer trends and demands. We continue to adapt to meet these challenges, especially in customer service. Our policy has, and always will be, to provide a friendly and personal customer service. The Town Centre Partnership Customer Service training provision has proved invaluable.

Whilst we draw many customers from wider areas we as all local businesses do, rely on local shoppers and trade. We endeavour to attract these customers and encourage them to return in future. During the last year we have noticed an increase in local people returning to Bridgwater to shop.

With Christmas just around the corner, our minds are beginning to formulate plans and hopes for Christmas trade. We are looking forward to a busy trading period with local people supporting their Town Centre. In an effort to try to encourage and promote Bridgwater for shopping, Helen Wilkins says, "I have joined the Bridgwater Christmas Committee. We have room for more members on the Committee, who share an interest in the well being and success that Bridgwater deserves. If anyone feels that they have something to offer and wishes to join they would be very welcome".



Sales Legislation

The Sale and Supply of Goods to Consumers Regulations 2002 came into force on 31 March 2003. These regulations enact European directives designed to standardise selling legislation across the EC. The new law amends several earlier ones. This is a brief guide and you are advised to seek expert advice for particular issues which concern you.

THE NEW REGULATIONS

The Sale and Supply of Goods to Consumers Regulations 2002 amends part of the Sale of Goods Act 1979 (and amendments), the Supply of Goods and Services Act 1982, Supply of Goods (Implied Terms) Act 1973 and the Unfair Contract Terms Act 1977.

The regulations deal mainly with consumer remedies for faulty goods and with consumer guarantees. They apply to goods sold, hired, transferred or subject to hire purchase. The regulations stipulate requirements that most retailers already observe so change may not be needed. These stipulations are:

- ◆ The customer is not responsible for the goods until (s)he has actually received them, so the retailer can't pass the risk to the buyer by using a delivery company.
- ◆ Buyers receiving goods which are faulty on delivery can make the seller repair or replace the goods. The buyer can insist that this is done within a reasonable time and without significant inconvenience to themselves. The definition of 'reasonable time' and 'significant inconvenience' will depend upon the nature of the goods and the purpose for which they were bought.
- ◆ The buyer can insist on a reduction or can cancel the contract if the above conditions are not met or if the goods cannot be repaired or replaced.

However the regulations do consider what is reasonable to expect a retailer to do. For example, the retailer doesn't have to offer a remedy which is disproportionate to the purchase price. If the customer chooses to cancel the contract then the retailer may reduce the amount of the refund to take into account of the use the customer has had from the goods.

Consumers may be able to take action under the regulations when they believe that claims made about a product are untrue. It is therefore important that retailers ensure that any advertising, including labelling, is accurate and that statements made about goods by employees are true.

hot tips

- ◆ If in doubt about the accuracy of a product label or description seek specialist advice.
- ◆ Ensure staff understand the importance of accurate descriptions.
- ◆ Take care before selling a product for a purpose other than the one it was designed for.
- ◆ Check that price indications are clear and unambiguous.
- ◆ To help your defence in case of prosecution ensure that you have appropriate policies in place and that staff follow them.

The regulations also lay down specific requirements for guarantees. These are:

- ◆ Guarantees should take effect when the goods are delivered
- ◆ They should be written in plain language and when they apply in the UK this should be in English
- ◆ The contents of the guarantee should be clearly set out
- ◆ They should show detail how claims are made
- ◆ The length of the guarantee should be clear
- ◆ The 'territorial scope' of the guarantee should be stated ie in which countries it will apply, or which should be excluded
- ◆ Upon request the consumer is entitled to a durable copy of the guarantee eg in writing

Article supplied by Skillsmart

*Retail Ltd, The Retail Sector Skills Council, 21 Dartmouth Street,
LONDON SW1H 9BP*

Tel: 020 7854 8900

www.skillsmart.com



New !!

Bridgwater Town Guide

Working with the Bridgwater Times and Sedgemoor Tourism Department, the Town Centre Partnership has contributed to the production of a **FREE** Town Guide. The Guide includes an A-Z of shopping and a local map. Several thousand copies have been distributed to Tourist Information Centres and locally copies are available from the Bridgwater Times Offices, Sedgemoor District Council reception and the Town Centre Manager. If you would like to advertise in next years Guide please contact the Bridgwater Times to register your interest.

Tel: 01749 823345

BRIDGWATER BUSINESS SECURITY GROUP

There have been success stories for both the Retail Watch and Pub Watch schemes, which have helped to combat crime in Bridgwater Town Centre. By working together with the Police and CCTV, a vandal, a shoplifter and drink driver have all been arrested and charged.



RADIO LINK SNARES THREE!

A vandal smashed a window of a town centre shop and then ran off. But staff from a nearby pub used their radio link to alert the Angel Place security guards who then followed the man. They in turn kept the police informed of his movements; he was then subsequently arrested and has since appeared before the local magistrates.

In another incident, police were alerted by pub staff, who were concerned that a man who had left the premises would be driving over the limit. The police followed the vehicle briefly, until the driver crashed. The man was found to be in possession of a quantity of heroin and over the drink drive limit, he has since appeared before local magistrates.

Security guards from Safeway's gave chase to a male shoplifter, who got into a car and was then driven off at high speed by an accomplice. The store detective then used his radio to link up with CCTV operatives at Sedgemoor District Council who in turn tracked the vehicle using the town's cameras. The offenders drove towards the police station in Northgate unaware that the police were waiting for them, the vehicle was stopped and stolen property was recovered which led to the arrest of the two offenders. The shoplifter was charged with theft and both were detained for offences committed in other parts of the country.

DON'T GET BANNED!

The **Retail Watch** Scheme has issued an all member exclusion and is collating intelligence on other shoplifters who will be told they are not welcome in Bridgwater. The **Pub Watch** scheme has processed bans for 20 individuals from entering all member premises. Recently local Magistrates supported the Pubwatch ban and issued a formal Court Exclusion. The chairman of Pub Watch says, "We are united in our efforts in achieving a safe and secure drinking environment in licenced premises and to help change behaviour around drink related crime"

BBSG welcomes the following new members: Atmosphere, Big Fellas menswear, Flower Box, Drinks Cabin, Lime Kiln, Bridgwater Sports and Social Club, Malt Shovel Inn, Blake Arms and the Volunteer Arms.

SCHEME MEMBERSHIP

Both schemes combine CCTV, Radio Links, Photographic/Intelligence sharing and Exclusion Order Schemes, the BBSG work with key organisations that have a stake in the success of the local business community. We hold monthly meetings for networking and information sharing, we invite active participation of all members and manage the schemes and information contained within them in to Home Office and Avon & Somerset Police protocols.

The benefits of using radio link and being part of a partnership are evident, as they in turn are helping to reduce crime in the town centre.

For more information about joining the schemes please contact:

Retail Watch

Secretary Sue McMillan 01278 422011
Chairman Ralph Winsbrow 01278 423329

Pub Watch

Secretary Chris Llewlyn 01278 452628
Chairman Tony Jeff 01278 422515



BBSG Mission Statement

"To create a clean, safe and secure environment for businesses, residents and visitors, thus encouraging regular and longer town centre visits. Enhancing the reputation of the town and making it a totally safe place to work rest and play 24/7"



SOMERfest

2003



Festival Objectives

The aims of the Festival are to raise the profile of Bridgwater through the arts and the profile of the arts to the Bridgwater community and visitors. Encourage tourism and footfall into Bridgwater businesses and to continue to broaden the programme to encourage life-long learning and education through the arts. This was the third year of the festival and we hope the businesses along with members of the community enjoyed the mixture of music, dance, drama and visual arts, on the lead up and during the Somersetfest weekend. Each year more partnerships are being established to broaden the events appeal.

The financial sponsors are a key part of the success and we would like to take the opportunity to thank all of them. In particular Sedgemoor District Council, the local media, Gerber Foods, Crescent Galleries, The Town Centre Partnership which includes Boots, Saisburys, Angel Place and Bridgwater Retail Park. Thanks go to all the participants and those who gave in time, or supply of venue. This type of event is very positive for Bridgwater and we would welcome your feedback on the programme and invite you to consider participation in the 2004 event.

For further details contact:

Arts Officer Chris Sidaway - Telephone 01278 435275

Town Centre Manager Wendy White - Telephone 01278 446859



Staff from Stokes who supplied the produce for the Rangoli

Photographs: Ian Beech



Somersetfest Organisers

The Town Centre Partnership who chaired the 2003 event is pleased to report a successful Festival. This event is organised by a dedicated Steering Group which comprises of Charlie Dearden (Arts Centre Director), Chris Sidaway (Arts Office, SDC), Linda Krause Davies (Events Officer, SDC), Wendy White (Town Centre Manager), David Seeborn (Blake Museum), Matt Bartlett (Sedgemoor Contemporary Music Group). Other committee members include Arts Centre volunteers and Church representatives.



Display by Sedgemoor Embroidery & Textile Group at Number One, Cornhill



ACTS, Angel Place



Samba Band, Fore Street



Swervy World, International Cabaret



LANE-Hammet Stationers, Craft Workshop

DRAFT CHRISTMAS PROGRAMME

FUNDING

Financial sponsorship of Christmas activities in Bridgwater will dictate what the Committee can achieve. All traders in the town are invited to contribute £25 and a raffle prize towards fund raising. We need to generate funding or the Christmas programme will be limited, please get in touch if you can help in any way.

As last year all activities and entertainment in the programme are being done for the benefit of Bridgwater businesses. Christmas is a key trading period and it is to everyone's advantage if we can encourage footfall into Bridgwater. The Christmas Committee (new members are welcome) are working hard towards this end.

Several promotions are being organised for local businesses to help with advertising in the media and local radio station. The results of the "Big Spender" will be announced as part of the Switch On Day. Winners have to respond within 5 minutes to claim their prize which, should generate a good crowd. Further information on this promotion can be obtained directly from 107.4BCRfm: Darren Horne Tel: 01278 727701.



The Christmas Marketing Group is putting together an excellent draft programme which subject to funding, includes the switch on, a multi-cultural Christmas performance, Street Entertainers, Victorian Craft Market, possibly a return of the synthetic ice-rink, Window Dressing Competitions, Media marketing opportunities and of course, Father Christmas.

We will as last year produce Christmas posters and flyers which will help promote the Christmas campaign. It would be useful to co-ordinate opening times and especially Sunday Openings to help advertising.

Please remember that without your contribution we cannot promote Bridgwater this Christmas and risk losing customers who will look elsewhere for their seasonal good cheer. To pledge your support, please complete the enclosed form and return to:

The Christmas Marketing Committee,
Royal Clarence House, York Buildings,
High Street,
BRIDGWATER
TA6 3AT



"All businesses are welcome to get involved. Together we can promote Bridgwater and help make Christmas shopping a pleasure for both locals and visitors."

MINI CHRISTMAS TREE CAMPAIGN



There are many wall brackets on business premises that can be used to support this scheme. For a cost of just £40 you can buy a tree with lights (or wired on tinsel if no power supply). This cost is reduced to £30 if you have retained last years lights for re-use.

This year we would like to see an increase in these trees and would like to see more areas of the town decorated. Brackets can be supplied at additional cost.

CHRISTMAS LIGHTING

New Christmas lighting has been purchased by Sedgemoor District Council which will include the replacement of some features where maintenance problems occurred in 2002. We are planning that the lights will be switched on Saturday 22 November 2003.

If you are interested in helping to sponsor additional lighting please contact:
Wendy White. Tel: 01278 446859

Since the beginning of March this year the Bridgwater Town Web has had 475,000 hits, that's just under half a million visitors to the site in five months. The top 5 sections of the site that visitors have looked at, are Business Search, Town Maps, Places to Visit, Places to Stay and What's On.

Web Success Story

ST Models of Eastover started out their web presence by advertising on the Town Web and now have their own website advertising and selling their models.

Stuart Turner, the proprietor says, "since advertising and using the web to help promote the company I now have orders coming in from several other countries in Europe, something that would not have happened without a web presence".

STModels website can be reached on <http://www.stmodels.com> or by clicking on their advert on the Town Web.

How you can be part of the Town Web success

Advertising

To advertise on the Town Web all you need to do is either:

- Contact Webmaster with descriptive information, your logo and details and/or photographs to fill an A5 sheet. Your advert is constructed and agreed with before being added to the site; or
- Design an advert that fills an A5 sheet and either send or email it to the address below.

All adverts added to the site are registered with the major search engines and all businesses advertising with the Town Web will receive priority listing in any business searches that match your criteria. All this for an initial fee of £50 to cover your advert for one year. That's visibility of your advert 24 hours a day 7 days a week to, at current rates, 1.2 million visitors a year. Excellent value, well, it gets better. To advertise for a second year only costs £30.

Web Links

If your company has a web site, link it to Bridgwater Town Web and we will provide you with a reciprocal link, thereby benefiting both sites. The address to link is <http://www.bridgwater.net> Don't forget to let us know that you have linked.

Contact

Pip Martin
2 Peace Close, Bridgwater TA6 4LB
Telephone 01278 458862
webmaster@bridgwater.net

Successful Marketing Clinics

"It was very interesting to talk about your business to reinforce the business decisions around promotion and marketing, I will be using some of the practical advice offered".

*Heidi Johns
Crescent Galleries*

The Town Centre Partnership has run its second **Free Marketing Clinic** for SME's. Via the partnership links with Advantage SouthWest, Ivana Cooke of Artistic Licence was invited to offer workshops to local businesses. Ivana has over 21 years experience and is building a good reputation in this area. Matt Cunningham of Bigfellas Menswear said "Ivana was very helpful and professional in her approach, I personally got a lot out of her session and have carried forward some of her suggestions", whilst Chris Wright of Atmosphere thought it "a useful session from a lady who knows her trade". Subject to demand further clinics of this kind can be arranged.

Please contact Ivana Cooke at Artistic Licence on 01275 855224 to register your interest.



TOWN CENTRE PARTNERSHIP CONTACTS

Ian Harris - Manager, Angel Place Shopping Centre
Chairman of Bridgwater Town Centre Partnership
Tel 01278 429191

Reg Winslow - Town Centre Liaison Officer
Sedgemoor District Council Tel 01278 435211

PS Andy Smith - Town Centre Sergeant
Tel 01823 363287 Box Number 72270

Jon Blake - Corporate Director,
Sedgemoor District Council Tel 01278 435758

Clive Lilley - Chairman of Bridgwater Townscape
Heritage Initiative Tel 01278 459725 / 01278 434507

Wendy White - Town Centre Manager
Lynda Puk - Clerical Assistant
Tel 01278 446859

Judi Fisher - Advantage SouthWest
Tel/Fax 01278 424456 email judi@advantage-sw-biz

Cllr John Lang - Leader, Sedgemoor District Council
Tel 01278 435396

BRIDGWATER
HERITAGE OPEN DAYS

Bridgwater will again be taking part in this National Civic Trust Event. In September 2003 Bridgwater will be showing off its Heritage to visitors and locals. In addition, the new Town Trails publication will be launched this month. Are you a business on the town trail, would you like to get involved with a promotional activity around this Heritage Open Day?

If so please contact Wendy White on 01278 446859

Friday 12th and Saturday 13th SEPTEMBER 2003
HERITAGE OPEN DAYS

WI MARKET

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

The WI are always looking for new helpers. If you are interested please ring the Chairman, Pat Carr on 01278 423822

BRIDGWATER FARMERS MARKET

The Farmers Market is delighted to be associated with Bridgwater, traditionally a market town. On Friday 11 July 2003 celebrations were in order for their third birthday and reaching full accreditation with the National Association of Farmers Markets. This means the market has been independently certified to the high standards, including Health & Safety, set by NAFM.

The market is located around Blake statue in Fore Street on the second Friday of the month between 9.00am and 2.00pm. It continues to grow in popularity and currently has 22 stallholders. The majority of these being founder members of the market, who are looking forward to a thriving future in Bridgwater.

You can continue to buy delicious, high-quality, local produce from local farmers on:

8 August - 12 Sept - 10 Oct - 14 Nov - 12 Dec 2003

BRIDGWATER AND ALBION

Rugby Football Club

FOUNDED 1875

Is now regarded as having some of the finest facilities in the South West.

The ideal venue for conferences, seminars, training days & meetings.

The Clubhouse is extremely impressive with a choice of 4 different suites capable of entertaining from 10 to 300 guests. We offer full catering facilities and have a wide range of presentation aids available.

Call Now to Book Your Function

Tel: 01278 423900

"Say it with Flowers!"

Sedgemoor District Council are looking for sponsorship for the Cannon Roundabout and many others throughout the Sedgemoor District. It is a cost-effective means of promoting your business by putting your name in the form of a sign in front of thousands of people every day of the year. You will also be seen to be making a real contribution to the local environment and community.

Sedgemoor District Council would be pleased to offer further advice and assistance on sponsorship projects to meet your individual requirements. If you would like an informal discussion then please contact the Parks & Open Spaces Officer 01278 435389 or email parks@sedgemoor.gov.uk

