



newsletter

www.eastleightc.co.uk

eastleigh town centre partnership

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Promoting Eastleigh town centre

The Town Centre Partnership is continuing to run promotions to attract people into Eastleigh. To date we have organised the following:

■ Voucher booklets: 15000 voucher booklets, which offered discounts and other offers, were distributed in the Eastleigh area. They proved to be very popular with customers and demand exceeded supply.

■ Promotions for Halloween and Valentines Day: These included a family competition and street entertainment.

Retailers reported encouraging trading for both events.

■ Mothers Day advertising promotion: 15000 full colour advertising leaflets distributed in the Eastleigh area promoting Mothers Day gifts and entertainment.

More promotions are planned which will include advertising to attract specific customers into the town centre during lunch-time and early evening.

Other Partnership benefits include information on customer surveys, training,



1 to-1 business support, Shopwatch security and a parking scheme. To find out more about membership, please contact Dennis Chandler on 023 8068 8216.

More businesses are joining the Eastleigh Town Centre Partnership. See the membership list on the back page.

For under £3 a week, plus VAT, you can receive all the benefits of being a member of the Partnership.

For more information, contact Dennis Chandler on 023 8068 8216

Eastleigh Town Centre Website

Eastleigh Town Centre Web site- free to enter competition to win two pairs of tickets to the Vue Cinema in the Swan Centre Eastleigh

To celebrate the first anniversary of Eastleigh town centre's own website, www.eastleightc.co.uk a competition is launched on 6th March. On one of the web pages there will be a picture of the railwayman statue and to enter the prize-draw for the competition is easy. Just visit the web site, find which page the

railwayman statue appears and complete the entry form and e-mail it to the address shown by 4th April. Two sets of two cinema tickets will be awarded to the first two names drawn from the prize-draw. The tickets should be used before 31st May.

The web-site provides useful links to other sites, like; The Point, Vue Cinema or the Swan Centre and most shops and restaurants which have their own web-site. You can even look up train and bus times and find

out about the next Eastleigh Football Club game.

www.eastleightc.co.uk is the official website for the town centre and includes details of where to shop and eat, community news and what's on in the town. If you are in business in the town or thinking of opening a new business, there is information on town centre future developments, statistical information as well as the latest news from the Eastleigh Town Centre Partnership

Power cuts in Market Street

The Eastleigh Town Centre Partnership led demands for action to stop the power cuts in Market Street.

Dee Buffone, Partnership Chair, together with Chris Huhne MP and Town Centre Manager, Dennis Chandler, approached Scottish and Southern Electricity for immediate action.

“No electricity means no customers for a retailer” said Partnership Chair, Dee Buffone. “Scottish and Southern Electricity was aware of the problem but appeared unable to solve it. This was totally unacceptable for Market Street businesses.” Scottish and Southern Electricity have apologised to Market Street retailers for the power

cuts. Contractors investigated the problem which they believe has now been solved.

Dee Buffone added that the Partnership would not hesitate to raise further issues that affected town centre businesses. “The Eastleigh Town Centre Partnership’s main role is to promote businesses in the town, but we will also not hesitate to raise problems that affect our members.”

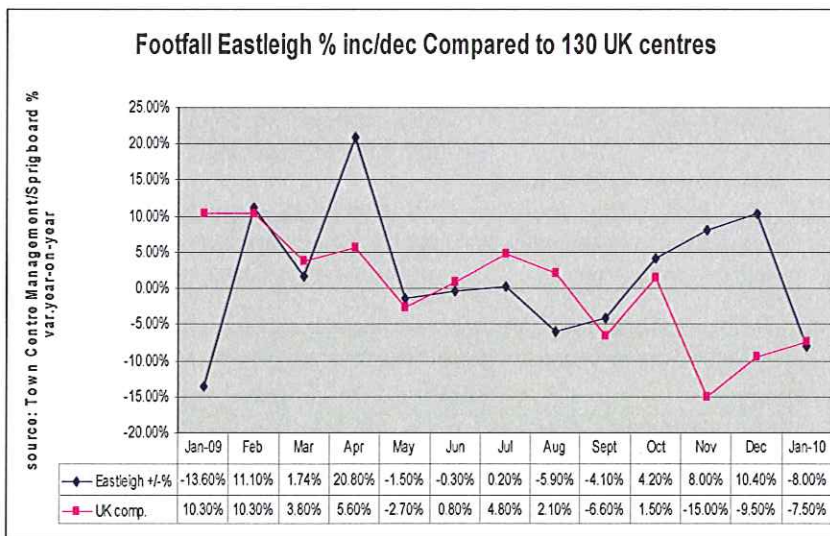
Town Centre footfall

The recent bad weather meant that February was a quiet month for the town centre, showing a 4% decrease in footfall. On a year-on-year comparison. Figures from 130 UK towns from ATCM-Sprinboard Ltd reveal a decrease of 5.5% on February 2009.

Comparing Eastleigh’s footfall to 130 other UK centres over the last 3

months gives a broader picture on how the town compares to 130 UK towns: Between November 2009 and January 2010, Eastleigh’s total footfall was, on average, 1.9% higher than Nov-Feb 2008.

Comparison to 130 UK centres shows a 12.6% decrease for the same period. Eastleigh appears to be holding its own



Holiday Inn Fundraising

Over the last 2 years, Partnership member Holiday Inn has raised over £2000 for the local children’s charity Sophie’s Appeal. The charity was created in 2005 in memory of Sophie Barringer and raises funds for sick children and their families.

Holiday Inn’s fundraising events have included Quiz Nights, “Bake a Cake” sales, a sponsored weight loss campaign

and a Spirit Health Club 100 mile charity fitness challenge. The hotel also runs a “Think of the Planet” programme. They have recycled over 100kg of plastic milk bottle tops which reduces landfill and raises funds for Sophie’s Appeal. Holiday Inn General Manager, Lara Beechey spoke of her hotel team’s commitment to supporting Sophie’s Appeal. “It’s great to be able to give something back to our local community and we look forward to raising more funds for the appeal in 2010.”

Eastleigh Business Directory

The Council is updating The Eastleigh Business Directory and wants to include all businesses based in the Borough of Eastleigh. The directory is free and 3000 copies have been sent out in the last 2 years.

If you would like to be included in the next edition **free of charge** please contact: Theresa Read
Tel: 023 80688045 Email: theresa.read@eastleigh.gov.uk

Members of the Eastleigh Town Centre Partnership

The following businesses have joined the Eastleigh Town Centre Partnership:

- Swan Centre
- Vue Cinema
- Holiday Inn
- Boswells
- Specsavers
- AMF Bowling
- Costa Coffee
- Knight Polson Solicitors
- Kingfisher
- China & Glass
- Eastleigh Sewing Centre
- Bluestar Bus
- Ink World
- Guzel Bistro
- Kip McGrath Education

- Wells Place Centre
- Fleming Park Leisure Centre
- The Flower Shop
- Mobility Plus
- NEW MEMBERS**
- Leightons Opticians
- Bath Travel
- Skoolkit