

**NEXT PARTNERSHIP MEETING — TUESDAY 20TH JULY 2010**

at the Oca Restaurant, Waterside Plaza

**AGENDA:** Police update, Networking event, Christmas events programme...  
 .....and anything you want to talk about!

**Get your business noticed!**

As members of Sale Town Partnership there are lots of ways in which you can get your business noticed....

➔ There is a members only rate for advertising in the monthly Sale Focus pages of the Sale & Altrincham Messenger. The deal gives you an extremely competitive rate within a Sale focussed feature and adds on a bonus editorial. Call Ben Hagon on 0161 908 3373 for more details and the terms and conditions.

➔ Each member has a listing on our website [www.saletowncentre.co.uk](http://www.saletowncentre.co.uk). Take a look and see if your listing can be improved.

➔ A new page for your events and offers has been added to the website. Let Hazel know your information and it can be posted up.

➔ There is a new monthly newspaper available to local residents. Call Paul Mirage of the Hale, Altrincham & Sale Independent on 0161 969 8632 for a rate card.

**Partnership website facts**

- ★ Around 550 people look at the website every month.
- ★ The most popular pages are the lists of shops, services and restaurants.
- ★ 9% of traffic to the website comes from other sites. Help out your fellow members by putting our web address on your website.

**Message from your new Chairperson**

Dear Members,

Last year was a good year for our partnership. We hosted two great events in the summer and winter of 2009 and also increased our membership and involvement from local businesses. Already this year we have hosted another successful event, Summertime Sounds, which was blessed with great crowds and sunshine. (See overleaf for pictures)

However, we shouldn't rest on our laurels. It is essential that we become much more vocal about the issues that concern us as a group. Without your opinions we cannot argue for your causes and find solutions. The easiest ways to do this are to come along to the partnership meetings or to speak to either myself or Hazel Kimmitt.

It is also up to us to take action where we can. Each Christmas we hear lots of complaints about the lack of Christmas lights on School Road and smaller streets in the town centre. In the current climate of cuts, it is unrealistic for us to lobby for the £10,000 to create a great display. Therefore, we need to find a more creative solution ourselves. We will be launching a shop window lights scheme for the Christmas period. We recognise that some firms' have restrictions from HQ on what you can place in windows and will be writing to them to encourage involvement. Get involved in your town and your town will support you!

**Chris Stout, Chairman.**

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**A Taste of Trafford**

Restaurants are being invited to showcase their venue at the hugely successful Taste of Trafford event, (now in its fourth year).  
 26th September  
 11am - 4pm  
 Altrincham Market



Each restaurant has to supply their own equipment and provide a sample menu of around 4 dishes that can be reheated at the event. Restaurants offering Thai/Indian/Spanish and British pub food have already signed up.

Contact Laura King for more information on 0161 912 4282 or at [laura.king@trafford.gov.uk](mailto:laura.king@trafford.gov.uk)

**Business Awards 2010**

The Trafford Business Awards 2010 are open for entries. The awards dinner will be held at Old Trafford football ground on September 17th 2010.

Categories include:

- ★ Business of the Year
- ★ Retailer of the Year
- ★ Pub/Restaurant of the Year
- ★ Start up of the Year
- ★ Established Business Award
- ★ Training & Development Award
- ★ Business Person of the Year
- ★ Environmental Contribution Award
- ★ Customer Care Award

The deadline for entries is August 6th. Find out more from Diane Mayhew on 07801 661784

**Business Survey**

Don't forget to return your business survey!

The Council understands that many businesses feel they get surveyed too much, but want to reassure businesses that this survey will be worth your while. The survey results will be presented to the Sale Town Partnership and will show what town centre business current concerns are. The Partnership can then work to deal with the concerns raised.

If you've mislaid your survey, Hazel Kimmitt can provide another.

**New Members**

We are delighted to welcome the following new members and would also like to thank them for getting involved with the partnership so quickly!

**Oca Restaurant**

Waterside Plaza  
 Juan Eslava 0161 962 6666  
[www.oca-restaurants.com](http://www.oca-restaurants.com)

A gourmet pizzeria, delivering high standards of food and service in desirable, contemporary surroundings with affordable customer value in mind.

**Sale Card Co Ltd / Hallmark Cards**

17 Market Walk  
 Atul Sheth 0161 962 2291  
 Greeting cards, gifts & balloon display retailer.

**RE Jones**

17 Ashton Lane  
 Greg Hankinson 0161 973 1536  
 Funeral directors serving the community for over 150 years.

**Love Viva Ltd**

2 Hereford Street  
 Autin & Samantha Barclay 0161 973 7213  
[www.loveviva.com](http://www.loveviva.com)

Family orientated coffee & juice bar also offering smoothies and milkshakes. With free internet access & baby changing facilities available.

**The Best of Sale**

Maria Regan 07584 059 053  
[www.thebestof.co.uk/sale](http://www.thebestof.co.uk/sale)  
 Promotional marketing for recommended businesses in the Sale area.

Feel free to recommend the partnership to your neighbours. All the information about benefits and how to get involved are on the website.

# Summertime Sounds

12th June 2010

*By Maria Regan of The Best of Sale.*



Shoppers in Sale town centre were treated to a spectacular day of musical entertainment on Saturday 12th June. A magnificent line-up of performers kept residents and visitors enthralled and the hot weather drew huge crowds to enjoy the Summertime Sounds!

The best of young talent from our local dance, theatre and gymnastic schools thrilled the crowds all day long, Cadman's Dancers, James Goodwin's Musical Theatre, Stalder Academy of Dance, Prime Dance Works, JanNik Dance, and the Manchester Lightning Cheerleaders all participated. They included performers of all ages and abilities ranging from the very littlest who charmed the crowd to the sophisticated stars who received loud cheers and rapturous applause.

The Sandstorm dancers with colourful costumes and skilful gyrations gave a display of Belly dancing and there was live music from local bands Plain Truth, Sky, Nascent & M.C. Booth.

Smaller children were kept happy too, the talented Funfair Faces face painting was a huge hit; tiger faces, butterflies and St George's Cross were the big favourites! Childrens' arts and crafts activities were provided courtesy of Waterside Arts Centre.



Constable Cub the police panda, delighted the little ones, dancing and "hi-fiving". Also Circus Frank (Frank Kearns) on his unicycle kept everyone smiling.

At lunchtime the Sale Cruising Club canal boat Parade; the boats started from Dane Rd and sailed to Timperley Bridge and back.

And of course TheBestofSale was out in force - we had our team collecting recommendations for local business gems - those businesses that Sale residents know and love!



Well deserved thanks go to the Square Shopping Centre for sponsoring, to the Sale Town Partnership and Sale Festival for organising and to Trafford Council for facilitating such an enjoyable event.

Read Maria's blog at [www.thebestof.co.uk/local/sale/blog](http://www.thebestof.co.uk/local/sale/blog)



# Summertime Sounds

12th June 2010

*What did you think?*

Let us know what you thought about the summer event and also what needs changing ahead of the Christmas Lights Switch On event.

The organisers tried to broaden the event's activities out along School Road and into Waterside Plaza. Did you see a difference?

Some retailers have let us know their takings increased on 12th June. It would be interesting to hear if this is true for other shops too.



## World Cup Flag Hunt Competition

We received over 120 entries for our World Cup Competition which is great as it was the most challenging competition to date with 33 firms displaying flags for the children to find. The prizes were presented to the winners at Waterside Arts Centre on 28th June.

Even though this was the day after England crashed out of the competition, the children seemed to deal with it well! Thank you to all the businesses who contributed prizes - Oca, Waterside Arts Centre, Hashem Media, Angle, Cooper Sports, The Best of Sale, Specsavers & Heart to Heart.

## It's time to start thinking about Christmas... ...yes, really it is!

The **Christmas Light's Switch On** event will take place on **Saturday 27th November**. An event group will be formed to plan the event. Please get involved and influence how this important day can benefit your business.

**Operation Christmas Sparkle** (*working title!*) As mentioned overleaf, the Partnership want to help businesses create a scheme with which we can make School Road etc. look more Christmassy and vibrant. Current ideas involve a shop window competition and/or a scheme to assist retailers put fairy lights in their shop windows. How to make this happen will be discussed at the next Partnership meeting.

Any other ideas or help in putting this into practice are most welcome!

