

# **Brightlingsea Business Association Chairman's Report**

## **October 2011**

GOOD EVENING EVERYONE,

AS PREVIOUSLY STATED, OUR POLICY AS A BUSINESS ASSOCIATION IS TO ALWAYS WORK FOR BUSINESSES IN THE COMMUNITY. WE HAVE OVER THE YEARS LOOKED AT ALL ASPECTS OF THE TOWN AND WATERSIDE TO DECIDE HOW WE CAN MAKE A SUSTAINABLE CONTRIBUTION.

OVER THE YEARS WE HAVE BROUGHT IN NEW INITIATIVES AND LOOKED AT SCHEMES WE ALREADY HAVE IN PLACE TO SEE IF THEY CAN BE IMPROVED TO HELP SHOPKEEPERS AND OTHER BUSINESSES IN OUR LOCAL COMMUNITY.

ONE OF OUR MAIN AIMS IS TO INCREASE FOOTFALL IN THE TOWN BY MAKING TOURISM OUR MAIN PRIORITY, ALSO ENCOURAGE LOCAL PEOPLE TO USE THE FACILITIES THAT THE TOWN OFFERS, THIS OBVIOUSLY HELPS TO MAINTAIN A VIBRANT TOWN CENTRE AND WATERFRONT THUS MAINTAINING THE LOCAL ECONOMY AND SUSTAINING THE COMMUNITY AS A WHOLE.

CONTINUING WITH OUR INWARD INVESTMENT PROGRAMME 'BRIGHTLINGSEA OPEN FOR BUSINESS' REVITALISING OUR TOWN CENTRE. NEW LEAFLETS HAVE BEEN PRODUCED, THE LATEST BEING A MAP WITH ALL THE BUSINESSES THAT WE KNOW OF BEING ADVERTISED. THIS FREE LEAFLET IS AVAILABLE AROUND THE TOWN AS WELL AS TIC'S AND HOLIDAY PARKS ETC IN THE AREA. EACH PRINT RUN OF 2,000 CAN BE SPONSORED BY A BUSINESS WITH THEIR NAME IN A PROMINENT POSITION ON THE FRONT. THIS LEAFLET HAS PROVED VERY POPULAR AND WILL CONTINUE DURING THE COMING YEAR.

LATE NIGHT SHOPPING IS ONCE AGAIN ON 2<sup>ND</sup> DECEMBER IN THE TOWN CENTRE AND THE LIGHT UP A LIFE SERVICE IN ST JAMES CHURCH. WE ARE LUCKY TO HAVE SECURED SPONSORSHIP FOR THIS EVENT FROM 'TALK TALK' AND 'THE X FACTOR' WHICH HAS BEEN VERY WELCOME CONSIDERING OUR CURRENT FINANCES.

I WOULD LIKE AT THIS POINT TO THANK OUR COMMITTEE  
ESPECIALLY BOB SHOTTON, DAVID NEWMAN, BRIAN HOUSE AND  
JEAN FOR ALL THE HARD WORK THAT THEY HAVE GIVEN THIS  
YEAR TO OUR ORGANISATION.

**Des Rowson** chairman