



Maidstone Town Mail

...another initiative from Town Centre Management



Jazz Festival

This year's Ronald White Town Centre Jazz Festival was a huge success.

For two weekends in June and July the sweet sounds of jazz filled the streets as residents and visitors alike enjoyed free live performances at venues throughout the County Town.

This year Town Centre Management (TCM) was delighted to add additional venues for the performances. Our special thanks go to Pudding Lane photographic specialist Ronald White, and to the Golden Boot, who provided the music in Gabriel's Hill. Thanks also to Maidstone Borough Council for their continuing support, and to Jupiter Workshops. You'll be pleased to know that plans are already underway for next year's festival.



Maidstone is Going Green again!..

Town Centre Management (TCM) is holding its second green week, **Make it Maidstone - Make it Green**, from Monday, August 24 to Saturday, August 29, as part of its ongoing commitment to make the County Town the most environmentally aware in Kent and beyond.

The event, which has been organised in association with Countrystyle Waste Management and Kent County Council (KCC), aims to highlight the need for us all to adopt a greener lifestyle.

Week-long exhibitions are being held in the Mall Chequers, Fremlin Walk and the Royal Star Arcade where visitors will learn more about ways in which they can change their lifestyle to help slow down climate change.

Among the exhibitors will be KCC, MBC and Countrystyle Waste Management who will be reinforcing the reduce, reuse and recycle message.

There will also be information about sustainable transport initiatives such as the Maidstone Car Club run by KCC in partnership with Streetcar, to cut traffic congestion.

The week culminates in the second



In Town Without My Car Day on Friday, August 28, when everyone will be encouraged to do just that and leave their cars at home.

TCM has already demonstrated that environmental issues are high on its agenda through a number of initiatives, including its high-profile Bin the Bag campaign which has radically reduced the number of plastic bags being used in the County Town.

Town centre manager Bill Moss said "We are encouraging people and businesses to work together to make Maidstone as environmentally friendly as possible and in so doing to make our town a better place to live and work in.

"We hope to get the message across that going green can be very easy and fun and can save you money. It's surprising what a difference just a few changes to your lifestyle can make."

Belfast

Town centre manager Bill Moss raised the national profile of Maidstone even higher when he addressed the Association of Town Centre Management's summer school in Belfast at the end of June.

As we reported in the June newsletter, Bill's invitation to speak at the event came after TCM was shortlisted for the ATCM national award.

He gave a presentation on fund-raising and business planning, which gave him the chance to bring Maidstone TCM's achievements to a nationwide audience.

The summer school is attended by representatives of town centre managements throughout the country.



Tel. 01622 690 395
www.royalstararcade.co.uk

One unique shopping centre,
as individual as you are.

Where to find us:
Entrances on the
High Street &
Market Buildings

Opening Hours:
Mon - Sat 9am - 5.30pm

Our pioneering community bus, Urban Blue, is already making its mark.

The bus, which was launched by Town Centre Management (TCM) in April, has quickly proved itself to be a valuable addition to the bustling night-time economy.

One recent example of its value came when a potentially life threatening incident arose at a town centre club. The club was evacuated while Urban Blue staff worked on the patient before the ambulance arrived. Ambulance staff congratulated the Urban Blue volunteers for their speed and professionalism.

On another occasion, a fire started in an ATM at Barclays Bank in the High Street in the early hours. Urban Blue staff called out the emergency services and used a fire extinguisher from the bus to put out the blaze. They then put up a security cordon round the machine until Fire and Rescue and Police arrived. Barclays Bank bosses were so pleased with the Urban Blue response that they have presented TCM with a cheque for £500 to support the project. Urban Blue is yet another first for TCM, working in

partnership with the Primary Care Trust, Borough Council and Maidstone Police.

The bus is parked in a high profile position outside HSBC bank in the High Street every Saturday night. Fully-trained first aid staff are on hand to provide health advice and first aid, saving valuable NHS time and even cutting A&E waiting times at Maidstone Hospital through early intervention. Volunteers on the bus also provide a friendly face to people who feel the need for a bit of support – perhaps they have got separated from friends in the town centre, or have just run out of steam.

All the staff are volunteers who give their spare time to make Maidstone a safer, friendlier place. The bus itself was provided free of charge by Arriva.



Town Centre Management (TCM) has been mentoring local student Simon Woods, who is studying furniture design at university.

Having read about the exciting development plans for the town's High Street, Simon contacted TCM asking if he could become involved in the project and suggested he would like to design some innovative public realm seating.

Town centre manager Bill Moss advised Simon that the town had been built on three industries: brewing, papermaking and ragstone quarrying. He suggested that the design might reflect this heritage.



Simon's finished design shows informal seating using locally sourced ragstone and has received praise and support from TCM.

The design has been forwarded to MBC cabinet member Malcolm Greer for consideration of inclusion in the High street development.



New Show Home now open

We should have come here years ago.

Audley is creating a marvellous retirement village tucked away amidst the secluded splendour of Mote Park near Maidstone with its own restaurant, health and well-being centre, and help around the house should you need it.

Our new phase, Gatehouse Lodge, offers a choice of spacious 2 bedroom apartments and individual 3 bedroom lodge houses. Guide price from £299,000. The Show Home is open daily from 10am to 5pm. Come and have a look. The entrance is via Willington Street.



Mote House

A retirement village for the not so retiring

Call 01622 737279

www.audleyretirement.co.uk



There's an Audley near you

Modbury, Devon • Harrogate, North Yorkshire • Royal Tunbridge Wells, Kent • Darley Dale, Derbyshire • Mote Park, Kent
Kintbury, Berkshire • Ilkley, West Yorkshire • Royal Leamington Spa, Warwickshire
Mote House: Mote Park, Maidstone, Kent, ME15 8NQ

Make it Maidstone. Make it Independent.

That was the name of the hugely successful month-long TCM campaign to make sure everyone knows about the wide range of independent stores in the County Town.



The campaign, which has just drawn to an end, came about after TCM's independent retailers' sub-group highlighted their wish to raise the profile of the very strong independent retail sector in Maidstone.

There are about 300 independent retailers in all, accounting for half of the town's businesses. TCM worked with the Kent Messenger, which is a member of the TCM, and with Maidstone Borough Council to run the campaign.

The coverage included advertising as well as editorial features on individual independent traders and other aspects of shopping in Maidstone. There was also a competition to win a £250 shopping voucher at one of the participating stores.

TCM gave away 10,000 specially produced brown paper shopping bags to highlight the campaign. We also produced special window stickers for independent traders.

Town centre manager Bill Moss was delighted with the way the campaign went which has already drawn the attention of other members of the Association of Town Centre Management. He said:

"It's done so much to make people aware of the independent retail offer in Maidstone.

"It has also been a wonderful example of the way we can work together for the good of the whole town centre.

"I'd like to say a huge thank you to our business partners, the KM and the borough council, local bag manufacture Dempson Crooke and to all the independent traders who have supported us,

because without them Maidstone would not be such a vibrant shopping centre. They help to give the town its unique quality."

Town centre managers in both Camberley, Surrey, and Coalville, Leicestershire, have contacted TCM to find out more, with a view to running similar campaigns in their area.

A warm welcome Signs & Imaging as a new member of the town centre

MD Dean Johnson started the business in a small way four years ago by setting up a website supplying printed banners.

Customers include Dickens World at Chatham Maritime, where Signs & Imaging printed and installed graphics for the clock directly over the entrance to the £62million visitor complex, strips of laminated vinyl to clad the 80 metre wide building and a huge 50m by 5m tension banner.

Well done to the six young clients of Trinity Foyer who competed in the raft race at this year's River Festival.

You may remember that TCM has chosen Trinity Foyer as its charity of the year so we were delighted to see some of the young people who live there joining in one of the town's community events – and making a real go of it.

They trailed in last position for most of the race, but boosted by huge cheers from the whole of Trinity Foyer's clients and staff team, they put on a final spurt and came in third from last.

Sue Moore, interim services manager, said: "The young people who live at Trinity Foyer have not had the best start in life and face issues and problems such as homelessness and social exclusion so this has been a wonderful way to make them feel part of the community in Maidstone. They are already planning on entering next year's race. Once again, well done to them all.

Working together with the community

www.newlinelearning.com

Telephone 01622 742892

New Line Learning Academy & Cornwallis Academy

Tomorrow's Future Today

Your town needs you... ...to leave your car at home!

That is the message for **Friday, August 28**,
TCM's second **In Town Without My Car Day**.

The Great Danes Ramada
Jarvis Hotel hosted the
July meeting of the TCM's
marketing group. Many thanks
to them for providing the
venue and refreshments.



It's the simplest of ideas but one that can have far-reaching environmental effects. TCM wants everyone coming into Maidstone on 28 August to avoid using their car and find a greener way to travel.

It is urging you to walk, cycle, take the bus or the train or even skateboard.

If you really can't ditch your car, then use the Park& Ride or try car-sharing.

The day is the culmination of TCM's second green week, Make it Maidstone – Make it Green.

The idea is to cut pollution and congestion and make people think again about the impact their cars have on the environment.

Both Arriva and Nu-Venture bus

companies are backing the initiative by offering fantastic deals to encourage people to travel to town by public transport.

Money off vouchers will be available in the Kent Messenger, Downs Mail and Your Maidstone.

And what's in it for you, if you do leave your car at home on Friday, August 28?

Well, if you turn up at the Town Hall you'll be treated to a free mini breakfast of fruit juice, apple and a croissant.

Last year's In Town Without My Car Day was a huge success, cutting congestion by 4.34 per cent, according to figures produced by the Urban Traffic Management System.

Let's see if we can do even better this year.

National policy-makers want to find out more about the way TCM is tackling retail crime in Maidstone.

Earlier this year town centre manager Bill Moss was invited to Parliament to talk to members of the Conservative Party's Retail Crime Commission, which has been developing the party's policy on combating shoplifting and other retail crime.

The Association of Town Centre Management had pointed the MPs in Bill's direction because of Maidstone's acknowledged success in the field.

Now Bill has been asked to give more detailed written information to the commission, particularly on the costs of crime-busting initiatives.

He said: "They are drawing on our experiences and successes to help them draw up their policies ahead of the general election."

Maidstone's crime reduction partnership includes a full time intelligence manager, a radio network for retailers and extensive partnership work with police, council and other organisations.

The town was the first in the South East to receive a Safer Shopping Award and the first nationally to receive a Safer Socialising Award.

Make it Maidstone. Make it Music.

Town Centre Management is delighted to present the cream of Kent's young talent at the six-hour musical extravaganza, **Jam in the Park** on Saturday, August 8.



Eleven top local youth acts will be appearing at the hugely popular event, which is yet another example of TCM working to make the County Town a popular venue for residents and visitors of all ages.

The acts who will be performing live at Maidstone's premier youth festival in Brenchley Gardens, were selected by five student judges from Cornwallis Academy and The Vibe magazine at auditions earlier this year.

Town centre manager Bill Moss said: "Jam in the Park is always a fabulous, fun event. There are so many fantastic young musicians around Maidstone and we are delighted to give them a chance to show off their talents."

Here's the full line up for Jam in the Park...

- 1.00pm** kmfm breakfast DJ Andy Walker
- 1.15pm** KI
- 1.45pm** Dead Reckonin
- 2.15pm** Fred Clark
- 2.45pm** As Worlds Collide
- 3.15pm** Luke Jackson
- 3.45pm** It's Alive
- 4.15pm** 22 Threats
- 4.45pm** Poppy Wilson
- 5.15pm** Harrison Davies and the After Party
- 5.45pm** The Afterstate
- 6.15pm** Andy Walker from kmfm
- 6.20pm** The Soundcasters