

# LOVE FRODSHAM<sup>800</sup>

## NEWS RELEASE

### “Love Frodsham” Launch Ball

“Love Frodsham”, a new promotional campaign, was launched in style with an inaugural ball at the town’s Forest Hills Hotel on Saturday, 4 April.

More than 130 representatives from the town’s business community came together and raised nearly £2,000 to help fund an action campaign to secure Frodsham’s future as a thriving market town.

As Frodsham celebrates its 800<sup>th</sup> birthday this year, leading traders have joined forces to focus on improving the town’s attractiveness as a leisure and shopping destination.

Dozens of businesses donated their time or goods for free. The ball was organised by Jane Blair, of Exclusive Event Management; H.E.Cowards, who are celebrating 80 years of business in Frodsham, provided sirloin beef for the main course and The Cheese Shop, a selection of cheeses.

Guests were able to drink to the town’s success with a unique pink beer, brewed specially for the occasion by the chairman, Barrie Davidson, who owns the Stationhouse Brewery. Invitations were printed by Kestrel Image Makers, stage lighting provided by Visulight, flowers by the Flower Shop and the stunning centre piece, a black two-tiered cake cooked up by Devonshire Bakery.

And focusing on the 800<sup>th</sup> birthday were the Frodsham and District History Society, Eddisbury Artists and the Frodsham and District Photographic Society who had a stall to promote their new commemorative anniversary poster.

“Love Frodsham” Chairman Barrie Davidson was delighted by the success of the event. “The ball was a fantastic way to launch our promotional campaign. The enthusiasm and support of local businesses has been amazing. So many people have donated their goods or products and there seems a real will in the town to make a difference,” he said.

“We were particularly pleased to welcome the new Cheshire West and Chester Council Leader, Cllr Mike Jones, and Executive Member for Regeneration, Cllr Herbert Manley, who only took office three days before. We hope the new council will be a key partner in driving the “Love Frodsham” promotion forwards.”

Any business person from Frodsham and the surrounding area, who would like to join the campaign and network with other local traders, is warmly welcome to join the group. "Love Frodsham" will next meet on Thursday 30 April at the Castle Park Arts Centre at 6pm.

### **About Love Frodsham**

Working in conjunction with Visit Chester & Cheshire and Frodsham Forward, Love Frodsham aims to focus on the private sector business agenda by improving the town's attractiveness as a leisure and shopping destination. It is also planning a major promotional campaign to actively publicise the town to the wider world and will be liaising closely with the new Cheshire West and Chester Council and Weaver Valley initiative.

The aim is to make Frodsham the UK's most visitor-friendly market town by 2012. Already Frodsham has been ranked fifth in a 2005 national survey of 103 town centres for its "individual character and distinctive shops and services". It is the starting point for both the Sandstone Trail and Weaver Valley and the town is always a leading player in "Britain in Bloom".

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### **Photo Captions – Launch Ball for "Love Frodsham" Campaign**

1. Main photo - (left to right) : Roger Maher; ('Love Frodsham' Vice Chair), Event organiser, Jane Blair (Exclusive Event Management), Barrie Davidson ('Love Frodsham' Chairman), Frodsham Mayor Cllr Pammi Taylor and Cllr Mike Jones, Leader of the new Cheshire West and Chester Council.
2. Many Frodsham businesses freely donated their goods and services. These included: (left to right): Carolyn Harris (Les Harris Jewellers), Liz Langton and Samantha Bayliss (Kestrel Image Makers), Jan Hayes (The Flower Shop), Les Harris and Niki Harris (Les Harris Jewellers).
3. A two-tiered black 'Love Frodsham' birthday cake provided a stunning centrepiece for the evening, donated by Devonshire Bakery. Other delicious delicacies were provided by (left to right): John Bunting (Millmark), Rob Crowther (Devonshire Bakery), Sue Coward (H.E.Coward, Butchers), Gordon Meek (The Cheese Shop).

4. To celebrate Frodsham's 800<sup>th</sup> anniversary this year, a special commemorative poster has been produced by the Frodsham and District History Society, Eddisbury Artists, and Frodsham and District Photographic Society. Pictured here after manning a stall at the ball are (left to right): John Hughes, Norma Duncan, Kath Hewitt, Richard Hewitt. The posters cost £5 or £3 and are available from the Castle Park Arts Centre in Frodsham and other outlets around the town.