

LOVE FRODSHAM⁸⁰⁰

NEWS RELEASE

“Love Frodsham” Campaign Launched by Frodsham Businesses

A new campaigning group “Love Frodsham” has been launched by the Cheshire market town’s business community.

As Frodsham celebrates its 800th birthday this year, more than 60 local businesses have put their weight behind an action campaign to secure Frodsham’s future as a thriving market town.

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.

Chairman Barrie Davidson, who runs the Stationhouse Brewery, based at Lady Heyes Craft Centre, explained:

“We passionately believe Frodsham is a great place to be. We want to remind people how attractive it is and really put the town back on the map again. We will be launching a major awareness campaign and hand-in-hand, working hard behind the scenes to improve the quality of the visitor experience by enhancing the Thursday market and other events and initiatives.

“Our aim is to make Frodsham the UK’s most visitor-friendly market town by 2012. This is not pie in the sky but a real, measurable quality standard, that we have every expectation of meeting.”

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”, bursting with colourful flowers in the summer.

“We know we have a fantastic town. We just need to tell other people, so they come and find out for themselves,” he added.

More...

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" currently meets fortnightly on a Thursday at 5.30pm in the Castle Arts Centre in Frodsham. For more information, check out the website on www.lovefrodsham.co.uk.

For more information contact:

"Love Frodsham" Chairman, Barrie Davidson, on 01928 787917.

Photo Caption: "Love Frodsham" Chairman Barrie Davidson, (front centre) joins with other Frodsham traders to celebrate the town's 800th birthday by launching a major promotional campaign.

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