



THE HIGH WYCOMBE SOCIETY

MERRY
CHRISTMAS



newsletter

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CHRISTMAS



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A Time of Cheer

WE HAVE been focusing in our recent front page editorials on the urgent need to revive our High Street and the rest of the old town centre. It is the matter which our members raise with us more than any other. How encouraging, therefore, to be able to report that this year's grand Christmas Light Big Switch-On on 19 November went with such gusto. The whole area from Frogmoor to High Street was heaving with Wycombe's citizens, in a way not seen in recent years. The lights and decorations themselves seem more attractive than before, too.

You only get a good turnout of local people for an event like this if you have effective information and advertising. This was all done under the watchful eye of the High Wycombe Town Centre Partnership, ably assisted by the District Council's Town Centre Manager, Melanie Williams. "Partnerships" are a new feature of the public scene. Some work better than others, and HWTCP seems to be one of the better ones. It brings together local government and other "stakeholders" – businesses ranging from the large to the small. Recent new members include the National Trust, Isaac Lord's, ASDA and Noodle Nation. Their current activities include marketing and promotion of the town centre, updating pedestrian signs, improving the look of the town with hanging baskets and "dressing" vacant shop units.

We congratulate the Partnership on a job well done on the 19th of November, and encourage them in their work. There is so much more to do.

Chris Woodman



...caring about our town: past, present and future

Registered Charity No. 257897

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