



Newsletter June 2010

Volume 1, Issue 1

Forthcoming Events

Henley Womens Regatta

18 to 20 June

THP Members Party

24 June 2010 6pm-8pm

The New Orleans

New Website Launch

24 June

Henley Royal Regatta

30 June to 4 July

The Henley Festival

7 to 11 July **Fringe Festival**

17 to 24 July

Partnership Patrons Group Dinner

26 July 8pm

Literary Festival

29 Sept to 3 Oct

PARTNERSHIP DELIGHTED WITH SUCCESSFUL MEMBERSHIP DRIVE

The Henley Partnership has gone through a period of significant change in the last year, resulting in the appointment of a new Partnership Chair and two new Chairs to oversee the Commercial and Tourism Groups.

New dynamic relationships have been developed with the three public sector bodies: the County Council, the Town Council and the District Council as well as commercial landlords in town and their agents, tourism organisations across the South East and other private organisations.

There have been many opportunities to take advantage of reduced-cost membership and, as a result to these and other initiatives, membership of the Partnership has increased to 160.

We hope to consolidate this support and to build upon it over the next few years to make The Henley Partnership one of the most dynamic in the County.

NEW TOWN CENTRE COORDINATOR

We are delighted with the District Council's appointment of a Market Town Coordinator for Henley. It followed a long period of consultation and requests by the Partnership for increased resources to support our work in the town.

Oliver O'Dell was appointed in March to work part-time and is already supporting many of the Partnership's action plans. These dovetail with the action plans of Town and District Councils (page 2) because all concerned have worked hard to make sure they do.

Oliver has worked extensively with town and city partnerships, delivering projects with benefits for businesses, residents and visitors alike. His previous post was as Chief Executive of Oxford City Centre Management Company. He now runs his own business providing support to partnerships and organisation in improving their towns through innovative project ideas, alternative funding and business plans.

Oliver can be contacted on 07826 874269 or oliver.o'dell@southoxon.gov.uk

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PARTNERSHIP DELIVERS A SUCCESSFUL YEAR

Although we haven't been terribly good at telling everyone (and here's an opportunity to say "thank you" to the Henley Standard for making good our deficiencies in the PR area), the Directors of The Henley Partnership have been very busy supporting and representing the Town. We've organised several activities, a few of which are shown here:-



Business networking evenings to help local businesses learn what support there is on offer and to make new contacts to build their marketing databases. One was run jointly with thebestofhenley and their national chief executive, Nigel Botterill. These have resulted in new members joining Henley Partnership;

THP has worked closely and effectively with Henley Town Council on the Henley Christmas Festival Late-night Shopping event in December 2009. We attracted new sponsors for the event and undertook, for the first time, the co-ordination and provision of decorative Christmas trees for residents and businesses in the Town centre, providing nearly 200 in total;



THP responded to retailer feedback and organised a 'Henley Xmas Sunday Shopping Day' on Sunday 13 December 2010. Posters and banners advertised the event and THP organised entertainment in the town centre. This event was successful in getting 85% of shops to open.

Concierges from London's top hotels visited Henley on 20th May to take a look at what the town has to offer their guests wanting an interesting day out. The day was organised jointly by the Tourism Group and the Commercial Group to show the nineteen Concierges who came just how good the leisure, shopping, historical and accommodation options were in Henley. The event was supported by the Mayor Jeni Wood, and Henley Festival's Artistic Director Stewart Collins. It was a wonderful day, everyone was absolutely delighted at what Henley has to offer and we can expect many more international visitors to Henley on Thames as a result, whether for the day or for an extended stay.



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THP has a tradition of supporting new events and continued this tradition by supporting the launch of The Henley International Film Festival which took place between 25 and 29th May 2010. THP contributed £500 to the prizes fund and worked closely with its founder Richard Truter to attract commercial sponsors and establish 'partners' for the Festival.



Arts Group of Henley Unite Evening

THP Arts Group hosted a networking evening on 26th May at Hotel du Vin where over 40 people attended representing over 20 different groups based in and around Henley. Their interests were wide-ranging, including artists, the Henley Choral Society, dance groups, operatic and play groups, the Henley Symphony orchestra, the Henley Festival and providers of venues for performance and rehearsal.

The purposes of the evening were to:

- Network and to exchange views on ways to promote your group's activities;
- Promote membership;
- Launch an Arts Group Contact List leaflet and web-based information;
- Promote and gauge interest in a Community Arts Centre for Henley.

During the reception, there were presentations from Stewart Collins, Artistic Director of the Henley Festival, and Paul Di Moldenberg, Managing Director of the public relations firm appointed by the new owners of Fawley Court.

'In addition I can say we had a very good night at the Hotel Du Vin on the 26 May. We were able to recruit new groups to the Partnership membership list. There was a great interest in groups wanting to be part of the proposed Arts Contact leaflet (and subsequent web site entries).'

Barrie Scott (Chair of Arts & Culture Group)

The Arts Group has been working on a new Arts Contact List leaflet for some time. The intention is to list all those events and venues that exist and take place in Henley. This will not include the specific dates or content for any year but will give contact details and general information likely to be of interest to anyone visiting Henley or needing to book space for an event or rehearsals in town.

The Arts Contact List will appear on the new Partnership website which will be launched at the Members Party on 24th June on The New Orleans: www.thehenleypartnership.org.uk

PARTNERSHIP ASPIRATIONS FOR 2010/2011

The three main committees of the Henley Partnership Ltd have put forward basic action plans for 2010/2011 and have worked with the Town Council to agree these as a Town Action Plan. Some of the projects will also support the work and aspirations of the District Council, who are funding the Market Town Co-ordinator post for two years.

Commercial and Retail Group

- Hold Business networking and other membership events
- Create a comprehensive parking strategy for the whole of Henley
- Investigate partnership potential for shop window activities;
- Access private sector funding .
- Promote shopping in Henley
- Offer opportunities to edge of town shops.

Tourism Group

- Launch Henley Hospitality Awards;
- Funding for ongoing management and development of HPL website and portal;
- Ongoing administrative support for Henley 2012 Olympic Partnership;
- Support for new events and festivals;
- Improve town signage;
- Update exhibition graphics.

Arts & Culture Group

- To promote membership & reinvigorate the Arts Group.
- Launch a contact leaflet and website by producing leaflet and web site inclusion.
- To promote an gauge interest in a Community Arts Centre by exploring every opportunity to identify land and development situations for major projects in and around Henley.
- Update, gauge interest and potential usage of Community Arts Centre

The NEW Partnership Logo



The new partnership logo will be launched on 24th June 2010 at our Members Evening and the aim is to rebrand The Henley Partnership.

Many Thanks to Hannah Whitbread for creating such a wonderful logo and which will mark a new chapter in the Partnership's progress.

It's worth remembering that a logo isn't the whole story around any brand, it's just part of it. The work of the organisation builds the brand into something special.

PARTNERSHIP NEEDS YOUR INPUT AND YOUR EXPERTISE

The **Henley Partnership** is always keen to hear from new businesses and new individuals who would like to get involved in the work that we do. We are staffed by dynamic volunteers and are working hard to build a strong and well-resourced partnership that can deliver real improvements to our Town.

If you would like to become a member, have a project idea or would like to get involved in some of the work mentioned above then we would love to hear from you.

Contact details



Jonathan Hobbs
Chair of The Henley Partnership

jonathan@hobbsofhenley.co.uk



Barrie Scott
Chair of Arts & Culture Group

barriescott@btinternet.com



Barbara Richardson
Chair of Commercial/ Retail Group

Barbara.richardson@alchemy.me.uk

David Clenshaw
Chair of Environment Group

davidclenshaw@tiscali.co.uk

Paul Mains
Chair of Tourism Group

Paul.Mains@rrm.co.uk