



*Promoting Trade in the
Westgate Quarter & Gloucester*

Membership Pack





WESTGATE QUARTER

Promoting trade in the Westgate Quarter and Gloucester City Centre Agenda

The Westgate Association is a combination of businesses that have joined together to promote Westgate Street and the surrounding area, and to develop future business.

Welcome

Westgate Association would like to welcome you as a member of the Westgate Quarter. Enclosed in this information pack are details about meetings, membership, events, publicity and other general information. With your help we aim to make the Westgate Quarter an enjoyable experience for all concerned.

What is the Westgate Quarter?

The Westgate Association is a combination of small independent businesses and residents that have come together to promote Westgate Street and the surrounding area. These include Gloucester Cathedral, Beatrix Potter Museum 'The Tailor of House of Gloucester' and the Folk Museum. Over the past three years the membership has grown from a few small businesses to over 60, and is still growing. The formation of Westgate Association has given this area of Gloucester a voice and a greater presence with the City Council when tackling various issues. Street improvements, cleaning and introducing free coach parking for coach excursions has helped increase footfall, renewed vibrancy & confidence and an area more aesthetically pleasing to visit, shop and walk round. With the increase of funding to the Gloucester Quays, the Westgate Quarter is a major link resulting in greater numbers of visitors to the area.

Use of Membership Fee

Publicity of Businesses

Westgate Quarter Membership sticker: This is a promotional sticker for your business and to help visitors recognise you as a member. The website address will provide visitors with further information.

Westgate Quarter Brochure and website: The members have produced a brochure and website to promote the Westgate Quarter area. They show where car/coach parks are located, tourist sites, public toilets, public houses, restaurants plus many of the shops and businesses that are located throughout the street. The Westgate Quarter website members' details can be accessed via a link to either their own website or webpage. Links to prominent sites such as Gloucester Cathedral, Beatrix Potter Museum and the Gloucester Folk Museum all encourage traffic to the website.

The brochures are distributed via businesses within the Quarter, the tourist information and other points of distribution such as the Car park at the bottom of Westgate Street. We aim to produce brochures on an annual basis to advertise the Quarter. If you would like more brochures please contact Josh at Jomasi, College Street. Tel: 01452 330079.

Advertising: We aim to increase advertising in local/national papers and tourist guides; create promotional banners to distinguish the Westgate Quarter area; use the information boards located outside McDonalds and develop places of interest like the Beatrix Potter's Museum and Shop - 'The House of the Tailor of Gloucester'





www.westgatequarter.co.uk

This year saw the introduction of the Westgate Quarter website. This has helped increase awareness of what the Westgate Quarter can offer and help promote events throughout the year like the Medieval Fayre. The more members that join the bigger the awareness, which in turn will increase footfall and trade.

To link your own business website to the Westgate Quarter website a charge of £10 (+VAT) is incurred. For those who haven't yet have a website a single page can be built for you at a charge of £25 (+VAT).

We are introducing an offers page to help businesses with promotions. The main section will be split into 4 and will be charged at £25 (+VAT) per slot with a maximum of 3 months. The side section will be split in 10 and will be charged at £5 (+VAT) per slot with also a maximum of 3 months (this is lineage only!). A booking system will be introduced to help with businesses promotion. We are also introducing an event section to help showcase events you are running (no charge).

Any queries please contact me by e-mail: chris.hedleys@virgin.net

Events

Westgate Quarter - Medieval Fayre & Cathedral Grounds Tournament on June 9th 2007

Following on from last year's success we will be putting on the 2007 Medieval Fayre. The Westgate Association will run the day in partnership with major sponsors and Gloucester Round Table who will hold the licence for the day.

The event will entail full-page adverts being placed in the local press promoting the day together with adverts for the businesses in the street as well as the stallholders coming to the Fayre. These Stalls will be sold to selected outside traders from which the money raised will significantly help in further funding of the association advertising and future events. This year we aim to attract a major sponsor for the day who we hope can bring their well known name to the day. This sponsorship will enable us to produce a medieval looking wrap around newspaper advert in the local press, to promote the day. We would like to get as many local companies to advertise in this publication and we will ask for a £20 advert cost to place your company advert in this publication.

Westgate Quarter - Christmas Shopping

The Westgate Association is developing ideas to help promote the area for Christmas.

Westgate Quarter - Other Events

If you are or wishing to run an event such as a fashion show, pub quiz etc, then let us know and we will try to help set it up for you. See www.westgatequarter.co.uk section.

Meetings

Meetings for the Westgate Quarter are held on the first Monday of every month either 9.30 am - 10.30am or 6pm - 7pm at the Haus, Westgate St. Details are posted on the Website.

Final Note

With all the development and regeneration, including Gloucester Quays, proposed in Gloucester over the next few years it is important for the Westgate Quarter to have voice within the city to help benefit Westgate Traders and promote tourism to the area.

If you have any concerns please don't hesitate to contact Chris Brookes on 01452 310100.





Membership Application form.

This year's fee is £35.00 + VAT

Business name

Contact name

Address

Post code

Telephone number

E-Mail Address.

Website Link

(£10 +VAT charge) Website Page

(£25 +VAT charge)

If you require a receipt then please tick this box

Regards

Chris Brookes

Please fill in the above details and return with your payment to:

Westgate Association Co-ordinator
64 Westgate Street, Gloucester, GL1 2NZ





www.westgatequarter.co.uk