

## Calling Fleet town centre businesses! Get involved in the new Town Centre Forum!

**First forum workshop: Thursday 16 April, 5.45-7.15pm.  
Hart District Council offices, Harlington Way.**

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Fleet Future and Hart for Business are working together to create an exciting **new town centre business forum**. With our support, the business forum will be entirely led by businesses who we hope will envision and run practical footfall boosting projects and events. Come along and find out more!

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We're looking for positive business people who **love their town** and are keen to get involved in practical projects that have the potential to attract hundreds of new visitors and shoppers to Fleet – and indeed their own businesses! We are encouraging businesses to come together in a forum and to lead on these fantastic footfall enhancing activities.

We're keen to meet businesses with a willingness to 'muck in' and make Fleet an even more fantastic place to do business. What can YOU contribute?

### **We've listened to what you want in the town, now we need you to get involved in:**



- Promoting Fleet and all it has to offer through marketing activities and PR.
- Putting on and getting involved in events to increase footfall.
- Learning more about your customers through 'benchmarking'.
- Increasing visitors to the town and into your business through innovative projects.
- Getting involved in the Fleet Future Open Day to promote Fleet businesses to local residents.
- Working and thinking collaboratively to promote not only your own business, but the town as a whole 'experience' for the customer.

### **What are these ideas?**

We want to hear your project and event ideas and how you think they can be achieved with limited resources and with your help. The first step is to get all of the progressive local businesses together to discuss potential and realistic projects, how you would like to be involved and how the group might operate going forward.

Over the last 2 years, Fleet Future has been working with Hart for Business to bring energising new initiatives and events to Fleet such as Fleet Fashion Week, Fleet Food Festival, Digital High Streets training and business events. New projects are in the pipeline too – find out what at the forum! Grab this opportunity to get involved in the future and success of your high street!

If you would like to come along and start the conversation, please let us know in advance by email to:  
[jennifer.atherton@hart.gov.uk](mailto:jennifer.atherton@hart.gov.uk) by Wed 8 April.