

Welcome to  
**Yeovil**  
 town team  
*Working together for Yeovil*



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# Yeovil Town Team has been very busy

- We organised a brilliant Christmas Lights switch-on, centred on the super star attraction of crowd-pulling Robert Pattinson look-a-like. The Quedam was delighted to report a 14% growth in footfall on the night! Take a look at the video clips.

<http://www.youtube.com/user/YeovilTownTeam>

- We successfully attracted over £10,000 of funding from the Mary Portas High Street initiative to be used on exciting projects like the Food and Fashion Festivals and town centre loyalty card.

- We are launching a Yeovil Town App

- We staged Take a Break Tuesday for the third time, an exciting, money-saving initiative to tempt people into the town centres at lunch-time. It just gets better and better!

- 'Christmas Crackers' followed hot on the heels of Take a Break Tuesday in the Western Gazette offering money off vouchers as well as free parking at critical times in the festive trading calendar.



# So what's coming up for our partnership in 2013?

- **March** – We are launching a loyalty card to tempt people into our town centre and help traders during tough economic times when high street retailers face tough competition from out of town parks and online shopping.
- **June** – Fashion Fest will showcase all that Yeovil has to offer in fashion, style, accessories and beauty.
- **September** – Food Fest, an exciting addition to the already hugely popular Yeovil Flower & Gardeners' Market. We will attract local food suppliers, restaurants, chefs, stage demonstrations and workshops, showcasing what we have to offer.
- **September** – Love to Shop Awards, recognising the very best in service, ambiance, window displays and much more.
- **November** – another amazing Christmas lights switch-on, this year with a 'One Direction' theme.
- **We** would like to take this opportunity to thank all our sponsors and supporters.
- **We** are looking forward to a successful year of trading and maintaining a vibrant, attractive, prosperous, safe and clean town for our shoppers, workers and visitors.
- **If** you would like to talk to anyone at the Yeovil Town Team contact Leisa at [yeoviltownteam@gmail.com](mailto:yeoviltownteam@gmail.com)

