

HENLEY PARTNERSHIP LTD

ANNUAL REPORT TO TOWN MEETING

The last 12 months have been an extremely busy time for HPL following the appointment of a new chairman and three new directors. With relationships to rebuild with Town, District and County Councils as well as local businesses, it has been hard but rewarding work for our organisation that is now entirely run by volunteers.

Much of the initial work has been strategic however we have many achievements to report:

- Increased membership from 24 to 160 members.
- Co-hosted a series of networking evenings with the Mayor of Henley – Elizabeth Hodgkin to show unity and co-operation between Henley Town Council and Henley Partnership, which has resulted in new members joining Henley Partnership.
- HPL has been heavily involved in the Miller Distinctiveness Survey commissioned by South Oxfordshire District Council to develop a new branding for Henley.

Representatives of HPL attended all workshops and the Henley Partnership chairman represented Henley at the launch event in Thame, after a long period of consultation Henley Partnership will be involved in the implementation of the results of survey.

- The four working groups have issued their 2010/2011 action plans. These have been weaved into Henley Town Action Plan and agreed as Town Action Plan.
- HPL have succeeded in becoming a proper Town Partnership with Oxfordshire County Council joining along with South Oxfordshire and Henley Town Council.
- HPL achieved match funding for a new District Council Henley shopping map to go on display on green information boards around town.
- HPL worked closely and effectively with Henley Town Council on the Henley Xmas Festival/Late night shopping event in December 2009. HPL were successful in attracting new sponsors for the event and undertook for the first time the co-ordination and provision of decorative Xmas Trees for residents and businesses in the Town centre.
HPL was successful in providing nearly 200 trees and the town centre looked fantastic.

- HPL responded to retailer feedback and organised a ‘Henley Xmas Sunday Shopping Day’ on Sunday 13 December 2010. Posters and banners advertised the event and HPL organised live music in the Town centre as well as a ‘Jester of the Globe’ entertaining shoppers. This event was successful in getting 85% of shops to open. (Usually only 50%) and the event inspired a ‘Queen St xmas street party’ promoting home businesses in this street.
- HPL have supported and sponsored the latest new Festival ‘HIFF’, The Henley International Film Festival which takes place 25-29th May 2010. HPL have worked closely with its founder Richard Truter to attract sponsors and establish ‘partners’ of the festival.
- The HPL Arts Group has been working on a new Arts Contact list brochure and will be hosting a networking evening on 26th May at Hotel du Vin.
- HPL Environment Group sponsored the school science prizes again and has represented HP on the Henley Litter Initiative, organised by HTC.
- HPL Tourism Group has:

Hosted a Tourism South East Tourism Exhibition at The River & Rowing Museum in March.

Working on Henley Hosting a stage of the ‘World Challenge’ Triathlon series in 2011.

The Group has worked hard at improving visitor marketing and access to visitor information.

The Group has worked closely with SODC on how to exploit opportunities on their new visitor website.

- HPL lobbied hard and successfully for a new Town Centre Manager and worked with HTC on the new Henley visitor information centre.

And finally,

A HPL Members evening is being held on:

“THE NEW ORLEANS” THURS 24TH JUNE 2010 6 – 8PM

