

Dear Residents, Traders and Organisers,

It's been a tough few weeks with the closure of the Mill Road Bridge to cars, the disruption from the gas works and the devastating fire at H Gees.

Notwithstanding this we are cheered by the way our Mill Road community is rallying. We are optimistic and excited by ideas and contributions received from individuals, traders and local groups to make Mill Road more vibrant than ever over the coming weeks.

As many of you may know, Govia Thameslink (who are working on the bridge) allocated each side of the bridge (Romsey and Petersfield) £15,000 to support community events and activities – this will be used to attract people to Mill Road and over the bridge (in both directions) during the disruption. Mill Road Summer is established to enable events and meets once a week to allocate funds.

We now have more than 40 events on the Mill Road website covering a whole range of original ideas for music, art, performance and food events. Every one of these are aimed at attracting people to Mill Road to boost local trade and provide entertainment.

Now we're underway, we want to update you on what has been done so far; how we have allocated the budget and what is 'left in the pot'. It all needs to be spent by the end of the project, so we continue to encourage you as local traders and community groups to propose ideas for events, promotions, and activities that you would like to host or deliver.

The committee discusses and approves applications at our weekly meetings on Thursday evenings. To pitch your idea and apply for funding, please complete our online form at www.millroadsummer.org We will then encourage you to come along and present your idea in person.

Mill Road Summer is an initiative purely about providing community support to encourage footfall on Mill Road and as a consequence create more trade for our shops and businesses. We are really keen to have more traders participating in the group and Thursday meetings.

There is still time to ask for support and contribute to a fun-packed and busy time for Mill Road to remember!

What can you do?

Special promotions – Traders, why not arrange a special dish, a discounted product, a buy-one-get-one-free? We'll promote it to help drive people to your business.

Create content – We're looking for videos, photos and anything else we can easily share online to generate interest in Mill Road. Please email us or tag us with @MillRoadSummer

Help us organise – Come to our weekly meetings on Thursday evenings at 6pm (Email for address of next meeting) or join our Facebook group for organisers. Details online)

Host entertainment – Can you arrange a band, a face painter, a comedy night, a craft session?

Traders, do you want to arrange an event at/outside your business? Mill Road Summer may be able to sponsor it and provide media support to encourage people to visit your business.

We have lots of people volunteering their skills who need venues so let us know if you would like an introduction. This doesn't just have to be cafes, why not have something unexpected in a hair salon or a homewares store?

Thank you for your support and patience at this challenging time.

Cllr Dave Baigent

on behalf of the Romsey Committee of "Over Mill Road Bridge" and "Mill Road Summer"



What are we doing?

“Over Mill Road Bridge” is the official committee for Romsey. “Mill Road Summer” is the shared promotional brand for activities on all of Mill Road and is solely run by the Romsey committee; residents and traders from both sides of the bridge serve on this committee.

Romsey has been allocated up to £15,000 to support the community throughout the closure. Our committee have decided to use this to hold events for the community that will increase footfall on Mill Road that will in turn help local traders.

There is still £6,000 available for traders and community groups to apply for. There is a form at www.millroadsummer.org to ask for our support for activities, events and equipment.

Here's what we've done so far (with little time and challenging circumstances):

Activity	Details	Budget
Printing	<ul style="list-style-type: none"> Posters and leaflets for the Mill Road Summer in general and for individual events, being distributed widely. 	£1,500
Advertising	<ul style="list-style-type: none"> Advertising on Cambridge 105 Radio and targeted social media. We may increase this to do more print ads as well. 	£500 (So far)
Marketing and comms	<ul style="list-style-type: none"> Setting up, maintaining and updating the Mill Road Summer website for Romsey and Petersfield. Mill Road Stories videos, interviewing and promoting traders. Managing and creating other content for social media accounts (Facebook, Instagram, Twitter, YouTube). Generating and coordinating press coverage to promote Mill Road events (Print, Radio, TV). Branding and design work for social media, posters, leaflets. Coordination of printing and distribution. 	£3,000 (Total)
General coordination support	<ul style="list-style-type: none"> Providing support for funding applications, budgeting and general administration, and liaison with the railway. Coordinating volunteers to save their time. 	
Events and equipment	<ul style="list-style-type: none"> Hula Hooping workshops which attracted new people to Mill Road and were reported by the BBC (providing further promotion of Mill Road) Live music on Mill Road Orchestras and music performances Poetry and story telling Wellbeing and yoga events Quizzes <p>And plenty more to come...</p> <p>(We're covering venue hire, materials, performer fees, travel costs etc. required to make these events possible)</p>	£1,000 (So far)
Parklet	<ul style="list-style-type: none"> Prepare applications including traffic management plans, traffic counts, design work Source materials and signage Build parklet <p>(Thank you to the many local organisations who have donated time and expertise to support the parklet project)</p>	£1,000
Insurance and admin	<ul style="list-style-type: none"> Various costs required to ensure the events can run safely and that we meet legal responsibilities. 	£2,000

