

AN ENDANGERED SPECIES

LOCAL SHOPS EVERYWHERE ARE UNDER THREAT – BUT YOU CAN HELP

It's an all too familiar scene - high streets in small towns and villages, once full of thriving independent local shops have changed almost beyond recognition. In place of the local butcher, baker and grocer are national retailers and fast food outlets. An increasing number of estate agents offices and charity shops seem to open each week and the sad sight of shuttered, derelict small premises – once housing thriving independent traders – is commonplace.

Competition from the large out-of-town supermarkets and sprawling shopping malls, offering huge choice and cost savings, have taken the heart out of local retailing communities. It's now happening everywhere, and Charlbury is certainly no exception.

WHAT CAN LOCAL RETAILERS OFFER THAT THE LARGE MULTIPLES CAN'T?

Local residents need to encourage and support those local shopkeepers that we have left, and create a thriving environment that will encourage new small independent retailers back into the town. And, with the major multiples gearing up to open downsized, town centre supermarkets in every market town in the country, we must fight against the threat of another in Charlbury.

Ask anyone what they value most from their local shop and they will tell you it's personal service, a sense of belonging, courtesy, being recognised and called by name, familiarity, high quality local produce (not just food and drink) and convenience – it's just a short trip or a nice walk into town. Do you get this from the superstore? It's highly unlikely.

MAKE A POSITIVE DIFFERENCE – TELL US WHAT YOU WANT

There is no simple solution to the problems that face independent retailers, but local residents can make a positive difference to their future. If local businesses were to fail, everyone in Charlbury would be affected, by a lack of local amenities, reduction in house prices and a complete change of character for our lovely Cotswold town.

Please, tell us what you want from us, what will keep you shopping with us, what we should offer that would make you decide to shop in Charlbury rather than going elsewhere. Don't assume we know – we probably don't – and we value your opinion. We want to survive and thrive and we welcome your interest, feedback and support. We're here to serve you – please make sure we continue to be able to do just that!



Charlbury

INDEPENDENT RETAILERS

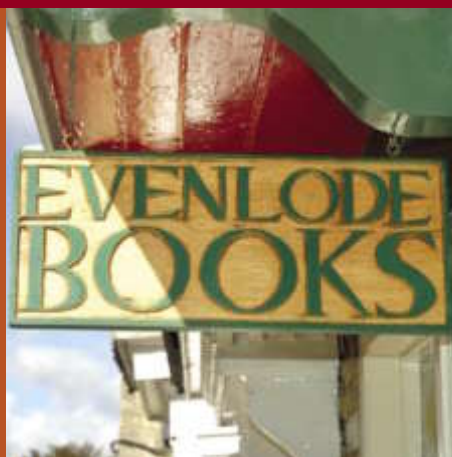
NEWSLETTER
Spring 2006

INSIDE: local special offers for over the Spring period





There's no need to travel further afield. Charlbury has plenty to offer right on your doorstep. Here, we present a selection of your retailers, many with special offers for the coming season.



LIFE IS SWEET

tel 01608 810260

Home-made honey can be good for you and Charlbury has its own brand.

According to Geoff Burroughs of **HALCYON HONEY** the right kind of honey can help tackle allergies, and with the allergy season fast approaching, now's a perfect time to buy your stocks of Charlbury's very own honey. Geoff's latest batch of springtime honey is now on sale, and you can find it in the Good Food Shop, John Brain Butchers and the Pharmacy. It's well worth trying since it possesses a heady fragrance and a subtle taste that large-scale supermarket honeys simply don't have. Created by local bees from local flowers, heathers and blossoms, Halcyon Honey should be on every Charlbury kitchen shelf.

DRESSED TO THRILL

tel 01608 810252

If you want to look your dazzling best, MILLIE BENJAMIN will have just what you're looking for.

Why trail into Oxford or Banbury when looking for that elusive perfect outfit when you can find it here in Charlbury? Millie Benjamin has a wonderful choice of lovely dresses and gowns to choose from. The shop is already ordering dresses for special events such as Ascot, spring weddings and summer balls - they can even dye shoes and bags to match your outfit. They're about to introduce Diamond-I bridal accessories, including (strictly tasteful) hen-night t-shirts, plus personalised lingerie and swimwear for the newlywed bride. Mother-of-the-bride wear from famous names like Condici and Frank Usher is also available, and right now there's **10%** discount and a **free** dress bag with all orders.

WOW THEM WITH FLOWERS

tel 01608 811919

POT ET FLEUR has blooms for everyone and every occasion.

Step into Pot et Fleur on Sheep Street and you'll be met by a fresh fragrance that's the essence of spring, plus you'll be surrounded by fresh blooms from which owner and expert florist Julia Liepman will create a simple bunch, a cascading presentation, or an entire roomful of blooms for weddings and special occasions. Soon to launch a special Loyalty Card for customers, Pot et Fleur is ideal for Easter floral gifts, and it's no surprise to discover that Pot et Fleur has secured an entry in this year's prestigious Flower Council of Holland competition.

PERFECT PAMPERING, REVITALISING RELAXATION

tel 01608 819222

KARIZMA BEAUTY SALON, creating the feel-good factor for ladies and gentlemen.

Whether you're stressed out or already laid-back, Karizma of Sheep Street is a transport of delight that will waft you into a world of total relaxation, thanks to its expertise in offering a range of beauty treatments designed to refresh and revitalise body and soul and with spring upon us, there are some attractive special seasonal offers, including facials, manicures and pedicures. Gentlemen and ladies are both equally welcome at Karizma, and owner Margaret Goodgame creates a very special atmosphere of peace and calm that's entirely beguiling, utterly seductive and totally relaxing.

THE GOOD LIFE FOR BON VIVEURS

tel 01608 811157

THE GOOD FOOD SHOP specialises in top quality produce for discerning foodies.

Whatever kind of food you love, you'll find it at the Good Food Shop at 39 Sheep Street. Offering fresh, local, organic fruit and veg, speciality deli products and specialist dietary foods, the Good Food Shop has an abundance of choice and a level of personal service that supermarkets simply can't hope to match. An Aladdin's Cave of delicious discoveries (it's like the Tardis, bigger on the inside than the outside) the Good Food Shop also caters for weddings, parties and office lunches, and its special occasion French desserts are to die for!

READ, RELAX AND REFRESH YOURSELF

tel 01608 810228

NEWS AND THINGS has a great café where you can relax, read the paper, and enjoy home-cooked pastries.

What a brilliant idea, a newspaper shop with its own café. Simply pop in to News and Things, pick up a paper and settle down for a good read with a fresh cappuccino and a delicious fresh-baked Danish pastry. And when you spend £10 or more on Easter confectionery, you'll get a **free** pot of coffee and a cake - or if you spend £15 or more, get a **free** box of 125g Duc D'Or chocolates and tea or coffee and cakes for two. Check out the great choice of quality greetings cards as well, plus all the confectionery, chocolates and sweets you could wish for - in fact everything you need for total indulgent happiness.

THAI TO DIE FOR

Discover delicious, delicate, mouth-watering Oriental food at the **BANGKOK THAI RESTAURANT**.

There's no doubt about it, Thai food is one of the world's most subtle and delicate cuisines, and we're lucky enough to have our own superb Thai restaurant here in the heart of Charlbury. The Bangkok Thai Restaurant is situated at the Three Horseshoes, and serves deliciously fragrant dishes based on subtle blends of fresh herbs, spices and delicacies such as galanga, chilli shrimp paste, lime leaves and lemon grass. You can enjoy special restaurant dining offers Tuesday to Thursday, with a starter, main course and rice for just £10.95 per person.

HIGH QUALITY - LOW, LOW PRICES

EVENLODE BOOKS is taking on the big booksellers - and winning.

It's enough of a delight to walk into Evenlode Books and discover the huge stock of over two thousand books, plus DVDs and CDs. But when you realise that Jon Carpenter is selling at prices that you'll frequently find hard to beat in even the biggest high street bookshop, then Evenlode Books becomes absolutely irresistible. Not only that, Evenlode can order (usually via overnight delivery) virtually any book in print, including technical manuals, novels, textbooks and maps, as well as CDs and DVDs. They also stock delightful greetings cards by local artists.

INDEPENDENT AND PROUD OF IT

LONDIS, a locally-owned shop dedicated to your needs.

When it's your own shop and your own livelihood, then you work hard to make it a success - and that's what you'll find at Londis, where Duran, John and their team work hard to provide Charlbury shoppers with the goods they need when they need them. Open seven days a week, Londis has an excellent choice of groceries, newspapers and magazines and are Charlbury's only National Lottery Agent. Londis currently have some great special offers, such as Easter eggs at three for £5, three bottles of red wine for £10, two packs of Londis fresh orange juice for £1.50, three packets of müller yoghurt for £1.09 and Adams pies and pasties at £2 for two.



THE BEST MEDICINE

VINCENT PHARMACY'S warm welcome will do you a power of good.

There's nothing better than a smile and a kind word to make you feel good, and at Vincent Pharmacy, the way they look after you will always put a spring in your step. Dispensing advice and medicine with equal professionalism, there's always a highly trained professional pharmacist on hand to look after your needs - and with a fully stocked shop of prescription and non-prescription medicines, health supplements, make-up and toiletries, everything you need from a pharmacy or chemist is right here on Market Street.

THE GENUINE ARTICLE

PETER'S HAIRDRESSERS is that most treasured of enterprises, a proper barber.

Real hairdressing, the kind that demands old-fashioned skills with comb, scissors and razor, is an increasingly rare and precious thing. It's a delight that Peter's Hairdressers is still going strong, providing professional haircuts, excellent courteous service and a warm welcome that's a pleasure to experience. Peter's Hairdressers offers reduced rates, with Senior Citizens' Days on Thursdays and Boys' Haircuts on Tuesdays, and there are reduced rates for all customers every Monday. Wednesday is Appointments Day, so book yours today.

tel 077717 120195

tel 01608 819117

tel 01608 810660

tel 01608 810315

tel 01608 810630



OPEN ALL HOURS

tel 01608 810689 **Longer opening hours and a brilliant new chef herald exciting times at THE BULL.**

Such is The Bull's popularity these days that they're extending their opening hours to include spring Monday evenings (for the bar and food), all day Saturday and they'll be open Easter Monday lunchtime and evening. But perhaps it's no surprise that The Bull's so popular, given their excellent choice of well kept beers and superb wine list - plus a new chef, Mark Skidmore who's joining existing chef/owner Ged Ludden to create some brilliant menu ideas in the kitchen. The atmosphere is always welcoming - especially when there's a fire burning, and you won't find friendlier bar staff and waitresses.

ALL THE BEST

tel 01608 811554 **Find the best and freshest produce at CHARLBURY FARMERS MARKET.**

Famed for its wonderful choice of good food from the locality and beyond, Charlbury Farmers Market is making a welcome return to Playing Close (by kind permission of Thomas Gifford's Charity) on Saturdays from 9am to 1pm on 10th June, 9th September and 9th December. There's always a superb choice of fresh fruit and veg, dairy produce, meats, bakery products - and lots more goodies, so come along and meet the people who actually make the food! For more details contact Roger Watts. E-mail rogerw@bfocus.co.uk

A HELPING HAND FOR BUSINESS

tel 01608 811559 Dedicated to helping businesses, with a range of services to assist the smooth running of front and back office administration, from answering the phone to desktop publishing, **BUSINESS FOCUS** can help you focus on your core business enabling you to maximise efficiency and improve profit.

BODY AND SOUL IN HARMONY

tel 01608 811999 **CHARLBURY OSTEOPATHS offer a range of treatments that look after physical and spiritual well-being.**

It's reassuring to know that you can find sympathetic and professional treatment for mind and body right here in Charlbury, with Charlbury Osteopaths offering a range of services that include osteopathy and audiology, sports and therapeutic massage, podiatry and chiroprody - as well as reiki, aromatherapy and Indian head massage. Designed to offer a holistic mind-and-body approach to healing, Charlbury Osteopaths specialises in working closely with patients to ensure the best results, with personal, caring one-to-one treatments tailored to individual requirements.

RESOUNDING SUCCESS

tel 01608 810278 **Looking for a good time plus great food and drink? THE BELL sounds like a sure-fire winner.**

Well cared-for beer, a judicious wine list, excellent food and a relaxed, easy-going, yet lively environment, The Bell has got the lot! Currently, The Bell is establishing itself as one of the premier venues in the locality for live music - and over the next few months there's an impressive line-up of acoustic sets on 27th April, 26th May and 29th June. The Bell also has excellent accommodation, in fact it's the perfect centrally-located place for friends or business colleagues when they're staying in town.

LADIES - LEADING STYLISTS ON YOUR DOORSTEP

tel 01608 810262 From traditional to modern hairstyling, Rachel and her leading stylists offer only the best to the ladies of Charlbury and surrounding areas. So if you are in need of a quality coiffure, then **CHARLBURY LADIES' HAIRDRESSERS** should be your first port of call.

Design and Photography by Adrian Lancini, CMAS.

Supported by Charlbury Chamber of Trade and Commerce (chamber@charlbury.info) and Charlbury Town Council, in celebration of Charlbury's 750th anniversary as a market town.

