

Chesterton Road and Mitcham's Corner Coordinator



Dear Friend of Mitcham's Corner Member,

I would like to introduce myself. My name is Polly Plouviez. I have been living and working in Cambridge for the last twelve years. Over the past five years I have been a retailer running an independent shop, the Urban Larder on Mill Road, specialising in locally sourced food, products and suppliers, I consider myself a strong supporter and advocate for both Independent shops and the survival of the 'High Street'. I am, sadly, only days away from passing my business on to a new owner who will look to inject new vigour and energy into the shop. This change has given me the space and time to pursue a new role and challenge, one which lies close to my heart.

I am excited to have been recently appointed, by the City Council, to fulfil a new position of Chesterton Road and Mitcham's Corner Coordinator. The focus of this role is to act as a champion and facilitator in promoting the vitality and vibrancy of the area. I will form a Partnership to give local businesses, groups and organisations the opportunity to work together. We will be looking at imaginative solutions to tackle the issue of empty shops, make environmental improvements, as well as looking for external funding to support these projects.

In the next few weeks I will be walking the pavements and talking to as many people as possible. My aim is first to build a clear picture of which key issues you would best like me to highlight, and then coordinate a strategy with yourselves to resolve some of them. This may come in the form of better signage to the area, traffic issues, Christmas lights, greater publicity, more art projects, a local food market, or more pop-up events.

Following this period of consultation, I plan to hold a meeting where we can discuss all these concerns and start to form a forum and timeline to best approach them. I hope to offer up some new ideas and will be working with the Cambridge BID, Visit Cambridge, the Council and other local groups to best highlight and market our plans.

In the next few weeks I will be setting up Facebook and Twitter accounts as well as email and phone contact points. This role is a three-day-a-week post – from February I plan to be working Tuesday through to Thursday. At least one of those days will be based 'in the field' where I will 'hot desk' in either a local office or café. I hope you will feel free to contact me so I can either come to you or vice versa, to hear your views.

I look forward to working with you and pushing forward some great new ideas as well as building on existing ones.

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** Please copy in my personal email during January until I get set up with the above – pollyplouviez@hotmail.com. Thanks.