

Henley Living Advent Calendar Success in National Award

Henley's Living Advent Calendar made it to the Final Three Shortlist in the prestigious Awards run annually by the Association of Town and City Management this week. At its Presentation Dinner for over 250 in Lincoln on July 4th, Julie Perigo, Chair of the Henley Partnership and of the Henley Living Advent Calendar was presented with a special Certificate by the ATCM's CEO for the category 'Most Attractive Town Initiative'.

"This is a very important achievement for Henley", says Ms Perigo. "Major cities like Dublin & Birmingham, and Business Improvement Districts from cities including London and Manchester go in for these Awards. They have much larger budgets and resources for their initiatives. And as this was Henley's first nomination for one of these type of national Awards, I'm extremely proud that we ended up in the Top Three. We hope to be displaying our Award in the Visitors Information Centre in the Town Hall."

Henley's Mayor, Cllr Stefan Gawrysiak was thrilled with the performance too. "Henley Town Council is delighted to be part of the success of the Living Advent Calendar. Its something which we've always known is good for attracting visitors *and* for local businesses and the local community. One of the best ways to tell if you've got something right is how many places copy you – and this year Wokingham, Twyford and Windsor have all said they want to put on a Living Advent Calendar themselves too! Several other towns and cities at the ATCM Awards expressed interest in taking it up too."

"Of course we'll be running another Living Advent Calendar this December, "added Ms Perigo. "This year there will be a couple of new surprises too, which The Henley Standard has promised to support. Look out for more news about that in September!"