

Business  
LIFE

BOURNE

BOURNE EAU, WHICH RUNS  
ALONGSIDE SOUTH STREET

# Bourne to succeed

*If you have a tendency to drive through the centre of this historic market town on your way elsewhere, it's time you applied the brakes, took advantage of its parking plusses and went exploring.*

Words: Glynis Fox Photographs: Mick Fox and Pilbeam Racing Design

**B**ourne is one of those places which has hidden depths, including a wealth of history, strong links to the world of motorsport, niche shops tucked down quaint precincts and significant industries.

But you will have to do much more than simply scratch the surface to find them all!

This popular South Lincolnshire town is home to a growing population and, with many larger centres being located several miles away, it is in a great position to provide a good mix of shops and essential services for locals, visitors and people living in the surrounding villages.

Business and civic leaders are upbeat for the future too, with more housing

expected to come on stream, and proposals for another supermarket – Tesco's proposals were being discussed by planners as we went to print. These two factors alone signal the arrival of more families and a potential jobs boost.



SECOND WORLD WAR PLAQUE ON THE TOWN HALL

Bourne is a town where you can easily get your bearings! At its centre you will find the convergence of North Street, South Street, West Street and Abbey Road - an area overlooked by the Town Hall, Angel Hotel and Burghley Arms (former Bull Hotel), all distinctive, landmark buildings.

Perhaps one of the most attractive features of the town is that, although it has a few national retailers, such as Boots and M & Co, Bourne boasts many family-run and owner-managed enterprises, such as Walker's Bookshop, hardware store Harrison & Dunn and the florist Stephanie's.

The privately-owned Burghley Shopping Centre, off North Street, features something for everyone, and



ANGEL PRECINCT AND CROWN WALK



CORN EXCHANGE PLAQUE

includes a photographic business, charity shops and a busy café. Similarly, Angel Precinct (alongside the Angel Hotel), which leads through to Crown Walk, is home to other interesting small shops and businesses.

Bourne's Corn Exchange car park is particularly bustling on Thursdays, when it hosts a traditional market offering everything from fresh meat and fish to household essentials. A smaller Saturday market mainly sells fruit and vegetables.

Town Clerk Nelly Jacobs and South Kesteven District Council partnership and project officer, economic development, Ivan Fuller, believe the town is riding out tough economic times as well as, if not better than many similarly-sized locations. They also think it has great future potential.

"Bourne has a population of about 13,000 people. A large housing development, Elsea Park is changing the profile of the town. It currently comprises 600 homes, but there are plans for about 2,000 in that area," said Mr Fuller.

"Bourne is on a main through route to Peterborough. What it is trying to achieve is to give people more choice locally and also to try and retain our shops. All of the car parks are free at the moment, although some only for limited periods.

"There are a minimal number of the major stores, but a lot of independent traders. We don't have too many empty units, less than in many other towns. Sainsbury's, in Exeter Street, has been here for ten years and that shop expanded by fifty per cent five years ago."

Now there are plans for a Tesco outlet on the Peterborough side of the town, which could create hundreds of new jobs.

People unfamiliar with Bourne may be surprised to know that it has some key employers who provide a wide variety of everyday essentials and services. Many of these are centred

to the east of the town centre, around the Cherry Holt Road area.

Mrs Jacobs said: "They include the frozen food business Pinguin Foods UK, Bakkavor, Bourne Textile Services – which provides linen services to hotels and restaurants –

Lincolnshire Herbs, and, in the field of motorsport, Pilbeam Racing Designs and Hall & Hall.

Bourne is also home to the printer and publisher Warners of Bourne, which is based on the west side of the town.

Another key player in the town is the Bourne Business Chamber, which has been created out of the amalgamation of the former Bourne Business Club and Bourne Chamber of Trade.

Mrs Jacobs said the Town Council is working in partnership with everyone from the district council to representatives from the business chamber to school and other organisations, in an effort to make Bourne more attractive and vibrant.

"The Bourne in Bloom project has seen us put up a range of flower baskets. Bourne United Charities, which owns The Red Hall, The Abbey Lawns area, The Wellhead Memorial Gardens and Baldock's Mill, has also provided planters."

Children from the town's Robert Manning and Westfield Primary Schools, local scouts and police cadets have got involved in planting initiatives and efforts to make Bourne look colourful and litter-free.

"In 2006, we won a silver award from East Midlands in Bloom for our planting. It was our first entry for many years. We have managed to raise the bar ever since, and we now have a silver gilt award, but we want to go for gold," said Mrs Jacobs.

In 2009, Bourne also scooped another East Midlands in Bloom accolade, the T&D Randalls Waste Systems Award, thanks to the town's lack of litter.



THE BURGHELEY CENTRE



BOURNE ABBEY CHURCH (THE PARISH CHURCH OF ST PETER & ST PAUL)

Bourne is a great place to enjoy a stroll, a spot of shopping and a coffee stop. You could also visit Baldock's Mill, a heritage centre run by Bourne Civic Society, which has displays reflecting the town's history and its famous motorsport links.

One part of the building, which sits alongside the Bourne Eau and which is more than two hundred years old, features an area dedicated to former Bourne racing legend Raymond Mays, where you can see his trophies and memorabilia and find out more about the story of ERA and BRM.

Other places to visit include the neighbouring Wellhead Gardens, which is home to St Peter's Pond, the Parish Church of St Peter and St Paul (better known locally as Bourne Abbey), or Bourne Woods – a four hundred-acre woodland paradise where you can enjoy the scenery, go jogging, enjoy a ramble or take time out for a picnic.

### BOURNE BUSINESS CHAMBER

Business owners and managers in Bourne are determined to work together to help ensure that the town makes the most of opportunities to grow commercially.

Bourne Business Chamber may be a relatively young organisation – firmly establishing itself in early 2009 – but it has been formed from an amalgamation of the town's former business club and its Chamber of Trade.

Its chairman is Kevin Hicks, who is manager of R J Scholes Funeral Services.

"The Chamber currently has about thirty members but it is actively moving forwards and keen to build on that number. The organisation wants to meet with all businesses locally to make them aware that we are now a single unity."

Members include accountants, printers, specialist cleaning firms and small shops and the Chamber is keen to help everyone to understand each other's needs, so that they can get to the point where they work with each other when possible, keeping trade local.

"I believe that Bourne is holding its own in relation to the rest of the country. Times are still tough, but we are well-placed, with assets which include small and larger stores," said Mr Hicks.

"Tesco is possibly coming to the town and that will enhance what we offer. It is also suggested that the supermarket will create up to three hundred jobs.

"I believe that Bourne is becoming more attractive, because of the growth of new housing. If you take the area from Folkingham to The Deepings, out towards Stamford, Bourne is the area where the most building can take place. That means there is the future potential for other resources to be based here."

Mr Hicks said the Chamber works closely with the Town Centre Partnership and both groups complement each other.

"We have a real mix of businesses here but people are not fully aware of them. The Chamber is identifying a more positive way of moving forward, where Bourne can meet the challenges ahead and draw more business into the town. We need to do that to work for the good of everyone."



BOURNE BUSINESS CHAMBER  
CHAIRMAN KEVIN HICKS