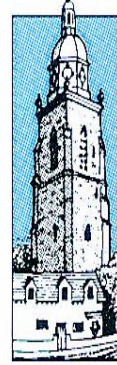


NEWS from:



UPTON
Upon
SEVERN
TOURISM & TRADE ASSOCIATION

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March, April 2010

The Easter Celebrations in Upton upon Severn.

This Easter Monday 5th April will see another fun day for all the family on The Playing Fields in Upton. Admission is absolutely free. There will be a range of Fair Ground rides. At 12.30 there will be an Easter Bonnet and Top Hat Parade and competition with prizes for the best in various age ranges. The results of The Scarecrow Competition and Easter Bonnet Competition will be announced with the best Scarecrows and Bonnets on view at 15.30. A stage will be provided for live dancing at 14.00 with Ida's Dance Troupe. There will be Ferret Racing a Bouncy Castle, a Trampoline, A Bucking- Bronco, and a variety of stalls comprising both charity and some featuring local shops and businesses. There will also be refreshment stands

For a small admission charge of only £3.00 children will be able to attend The Mad Hatter's Tea Party. The fun starts at 12 Noon and will go on throughout the Afternoon until about 6pm, weather permitting. There will be free parking on the field. Entrance for cars will be via the Old Road on Tunnel Hill.

For further information Call Peter Webb on 01684 594552

Visitor's Directory.

The 2010 Directory will be available early next week and copies will be distributed as usual. Any outstanding payments should be made immediately. The Tourist Information Centre will hold stocks if you need more copies.

Town Pride

At a recent meeting of The Town Partnership your representative on the Executive Committee stated that it was important that local residents should use the local shops. The Partnership agreed to look at ways to encourage visitors by offering a free parking scheme, but it was stressed that with the high price of fuel it is residents interests to use their local shops. Everyone who visits Upton agrees it is a picturesque town but empty shops will blight it. Keep pushing the "Buy Local Shop Local", theme. On the subject of pride in the town, unfortunately some people still allow their dogs to foul the pavements. If you spot any of them report them with a description to Gordon Morris Street Scene Manager at Malvern Hills. He now has the power to fine them on the spot!

Future Events

The Tourism and Trade Committee are planning, in cooperation with the Sports Club, a Party in The Park which will take place on 20th June.

A Food and Classics Festival has been suggested and is being investigated and for next year, a revival of the ancient festival of Oak Apple Day.

Boot Sale Dates

Boot Sale dates for 2010 are now confirmed as : May 16th June 20th July 18th (to be confirmed) August 8th and August 30th.

The sales will be held on The Playing Fields at Upton and refreshments will be available.