

## Love Cambridge Scoops National Award!

Love Cambridge have scooped an award at the Association of Town Centre Management (ATCM) annual awards ceremony held in Cambridge last week as part of the ATCM Summer School.

These awards seek to recognise excellence in town and city centre management from across the UK. The award has been given for the popular 'Family of Guides' project and won the top spot in the Marketing, Events & Promotions category.

The Family of Guides were developed to offer clear information to all users of the city and cover a number of subjects including Day & Night, Shopping, Markets and Transport. It pulls together information from all corners of the city and offers these in these unique guides.

Helen Hames, Partnership Manger at Love Cambridge says 'The project started over 2 years ago when we identified a clear need for literature to be provided that included all elements of the city. Individual businesses and organisations were producing their own great literature but there was a definite gap for something that gives users of the city a breakdown of all that is available in our beautiful city. The project really was a partnership approach and would not have got off the ground if we did not receive the support from local businesses who believed in the product.' She goes onto say 'I am delighted that the guides won. We were up against some stiff competition but I am very pleased Cambridge were able to walk away with the prize.'

The guides are available on a free pick-up in and around the city. They are available at entry points into the city including all of the Park & Ride sites, major shopping centres, hotels and conference centres to name but a few.

### Ends 262 words

### Notes to editors:

#### Love Cambridge

Love Cambridge is the trading name for the Cambridge City Centre Partnership, an organisation which brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

[www.love-cambridge.co.uk](http://www.love-cambridge.co.uk)