

## **BRADLEY STOKE MEDIA STATEMENT**

### **TESCO AND TOWN COUNCIL TO STAGE NAMING COMPETITION FOR NEW TOWN CENTRE**

Tesco and Bradley Stoke Town Council have agreed that consultation will start almost immediately on choosing the final name for the new town centre currently under construction.

The development is temporarily called The Brooks Centre for marketing purposes but, as always agreed with the Town Council, Tesco will now listen to the people of Bradley Stoke and let them have a choice in the name.

Felix Gummer, Tesco Corporate Affairs Manager: “The Centre has been named The Brooks Centre temporarily so that we can start the marketing phase. In addition, we had to ensure that we met a deadline last week for the signage planning applications as the lead-in time for manufacture of the signage gantries is over three months. This has now been achieved and we can proceed on target to open in the autumn. Failure to have met this deadline could have meant a severe delay with the centre not opening this year. This would have been a major disappointment to the people of Bradley Stoke and a massive blow to the operators scheduled to open on-site later this year.”

Councillor Julian Barge, Mayor of Bradley Stoke said: “Having approached Tesco, I am delighted they are keen to continue the positive working relationship we have enjoyed over the years. This is an exciting venture for the Town Council to involve residents and Tesco in working on a new name for the Town Centre. I urge the residents of Bradley Stoke to take part in the competition we are launching and come forward with a name that will become a historical part of the town’s future”.

Full details of the competition will be announced on Monday, 12 May.

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