

Ref	Aim	Project/ Idea	Why	How will we measure 'success'	Owner (involved)	Deadline for current Phase	Budget	Current Status	External Refs
In1	Infrastructure	Footpaths & Cycling	Improve walking/cycling access to the town centre to encourage more people to walk rather than drive to put less pressure on parking. Increase visibility of links to carparks from the town centre	Working alongside TPWG to ensure coordinated approach. Phase 1: Coop alley-way improved (Jun 17). Audit cycle stand provision in town centre. (Jun 17) Phase 2: Lea Park linkage project developed and implemented (2018).	21stCT; TPWG; Becky R.	Jun-17	tbd	Some work has already been done on requirements and solutions for signage for Lea Park by 21stCT. Waiting for Section 106 money to be released.	NP: GA1; GA2 VV:Fix:En VV:AV:ETCA VV:IN: EN MD:IF1:121
In2		Parking & Road Signage	Availability and ease of free parking across the town centre is seen as a problem, specifically on Market day. Improved directional signage will lead to a better experience of Thame and increased awareness of its offer	Phase 1: Action Plan created for improved boundary signs; signage to parking; replacement of Tourist information signage. Phase 2: Implementation of Action Plan. Including electronic parking sign in Upper High Street Car park.	TCWG; Becky R; Linda E	Feb-17	tbd	Parking surveys and provisional action plan created by Linda Emery. Needs to be reviewed and developed. Action taken to review signage around the border of the town. Initial report created.	VV:Fix:CE
In3		Town Square	There are no dedicated civic spaces in the town centre large enough to host events and other town centre activities.	Phase 1: Review user experience in Montesson Square: information case, seating, cycle stands, waste bins – relationship to CAB building and car park. Make proposal for suggested changes Phase 2: implement action.	Becky R	Apr-17	time only	No action taken yet	VV:Fix:En VV:AV:ETCA
C1	Communication	Town Awards	Explore high street awards beyond GBHS. Focus on awards that will bring more attention to Thame and what it has to offer	Achievement of one or more award over the next 2 years.	Becky R; 21st CT	Dec-18	tbd	Discussion needed about how to build on success of GBHS, and maintain momentum, with possibility of exploring different routes	MD:R1:107 BR
C2		Improved digital Communication	Improve on-line information about offer available in Thame. Drive positive town messages.	Phase 1: Develop and launch integrated website in partnership with relevant local groups. Implementation of TTC FaceBook. TTC for Business - presence online created. Phase 2: Review Thame App and consider implementation. <u>Shopping Guides on-line</u>	Becky R; 21stCT; Thame in Business	Feb-17	11000	Scoping work already undertaken for this by 21stCT and Pentangle. Review needed to see if still current in light of new websites in development, such as Thame Hub	M:AV:SC M:IN:SC SODC:15/16
C3		Improved On-street Communication	Provide better information to improve customer experience	Phase 1: Pedestrian signage improved. Information signage improved and developed. Increased use of promotional opportunities (feather flags etc) Phase2: potential of digital bus stop; presence at relevant Railway stations/airports	Becky R	#	tbd	No action taken	M:Fix:CE M:IN:CE SODC:15/16
C4		Communication with Residents	To make Thame town centre convenient and appealing, and continue to maintain and build relationships with current and future residents	Phase 1: Investigate potential of Welcome Pack for new residents. Create a 'A-Z of Small Business in Thame feature. Phase 2: Create Welcome Packs. Explore retail ambassadors (Belper Derbyshire). Delivery of community engagement arts project.	Becky R;	Mar-17	tbd	Arranging to go and visit developers to determine what they are doing already	MD:M3:135 Helen J

C5		Free town centre WiFi	To encourage longer dwell times in the town centre, resulting in greater visitor spending. To gather relevant information such as footfall.	Phase 1: Review if appropriate and create Action Plan. Phase 2: Implement Wifi. Integrate the new website as the wifi landing page to increase visibility of town wide events and business support. Use of analytical information to create a newsletter and encourage visitors to come back to the town	Becky R (SODC support)	Sep-17	tdb	A lot of work done with this already. However need to re-visit and learn from what has worked elsewhere.	VV:IN:CE SODC:15/16
BES1	Business Engagement & Support	Partnership working	To ensure coordination between TTC and activity of local volunteer business groups to maximise the impact for Thame Town Centre. To foster and build relationships with the town centre business community and associated ownership of support and activity.	Phase 1: Delivery of Town Centre Working Group. Improve communication lines. All groups linked through integrated website. Phase 2: Creation of Branding guidelines so they are used where appropriate. Improved Co-ordination of resources/ volunteers if possible. Development of a Town Team if applicable.	Becky R; Linda E; (TCWG)	Jun-17	Time only	TCWG Terms of Reference already created, and some thought been given to Town Team. Need to revisit. Need to arrange visit to Henley to see how their Town Team structure works - with sub groups - as may be a good option for Thame.	MD:M1:133 VV:Fix:SC SODC:15/16
BES2		Event engagement	Engage more businesses in existing events. Showcase larger businesses and employment opportunities in Thame	Increased engagement from retailers with town centre events. Delivery of Open Doors event. Small Business Saturday (or similar)	Becky R; 21stCT; Thame in Business	Jul-17	Time only	Small Business Saturday bus and main event completed for 2016. Some businesses engaged with events already. Will be consulting each business over next few months and have included question about event engagement	VV:AV:BES VV:IN:BES VV:IN:ETCA
BES3		Buy Local Scheme	Business engagement. To promote our independent businesses that are a key part of Thame's attraction	Phase 1: Scope and develop a buy local scheme. Phase 2: Implement a buy local event/promotion in line with national events. Create relevant branding and merchandise	Becky R	Sep-17	tdb	Thame Loyalty Card scheme previously established without success. Will investigate why and consult about an alternative. Need to find out what works elsewhere by working closely with other MTCOs	VV:AV:BES
BES4		Business Engagement Programme	To engage local businesses strategically in the town centre. To provide training to achieve this as necessary	Phase 1: Scope need for business engagement programme once website established. Phase 2: If needed/gaps then work in partnership to establish	Becky R	Jun-17	0	Questionnaire created. In process of booking meetings with all business owners	VV:AV:BES
BES5		Gaps in town centre offer	There are gaps in retail market and food offer; additional town centre activities to attract shoppers; and the night time economy that need to be addressed. Waste collection is also problematic and a gap that needs to be addressed.	Phase 1: Waste collection to be researched and action plan created. Development of street theatre, music and activity programme and action plan created to improve evening time offer. Monitor retail developments via planning applications and through communication with EconDev team at SODC. Phase 2: Implement Action Plans Phase 3: Achieve Purple flag status	Graeme M, SODC, Becky R	Feb-17	0	Research into Post Office site and potential development there being undertaken by Graeme M.	NP: WS3 - WS11 VV:Fix:ETCA

BES6	Retail survey	Annual reporting task to provide up-to-date retail statistics and high street trends.	Provision of up to date Retail Survey results (Vacancies) by SODC.	Dave Cookson; SODC	Jan-17	0	No action taken	NP: WS1
BES7	Customer Survey	Find out if work is having desired impact	Creation of customer survey process and evidence of increase in satisfaction levels. Explore Footfall count as one way to monitor progress	Becky R	Sep-17	0	No action taken	NP: CLW2 VV:AV:CE
T1	Midsomer Murders	Further supporting Thame's strong affiliation with the internationally renowned TV series to supports tourism	Phase 1: Support the development, installation and celebration of new plaques. Phase 2: Maximise Midsomer Murders Experience opportunity and embed it with business sector. Promotion of Midsomer Tours. Trail Map development (see T2) Phase 3: Provide quality coach-friendly infrastructure	Helen Johns; Becky R	tbc check with Helen Johns	0	Proposal submitted by Sarah Osborne. £1000 already given to 21st CT for Trail map development.	VV:AV:ETCA
T2	Thame Marketing	Develop thinking of 'Thame Marketing' so that it is consistent, strategic, and well integrated with the wider offer of Thame to maximise potential draw of visitors. Improve current information to ensure positive visitor experience. To identify new audiences who are interested in coming to visit Thame. See also Branding (BES1)	Phase 1: Updated Shopping guide. Action plan created to improve profile of Thame as 'market town to visit' Phase 2: Thame Trails better integrated into other offers within the Town centre. Improvements to Thame Information Centre. Consideration of App to incorporate Town Trails. Exploration of New Leads.	Becky R; 21st CT.	Apr-17	0	Guides to be updated after digital strategy confirmed as this may influence how they are created. Started to research U3A in West London as well as the potential of linking into Geocaching. Thame boundary signage as part of this (see In2)	VV:Fix:SC VV:Fix:BES VV:AV:CE VV:distinct
T3	Accommodation	Need to ensure that accommodation offer allows for all sorts of stay - especially those for people coming to visit relatives	Phase 1: Better promotion of current accommodation options in one place. Phase 2: Explore options such as Airbnb and how to increase these offers.	Becky R	Jan-18	0	No action taken	BR
T4	Events	Increase draw to Thame through a programme of events across the year, supporting development of new and extending current	Phase 1: Extended events calender on integrated Website, including list of fixtures in Thame Calender to encourage visitors. Improve cross-event advertising to maximise exposure of all events. Phase 2: Support development of new events that promote different aspects of Thame where linked to this Action Plan	Becky R; Lizzie Fuller	Jun-17	0	Support from TTC for Music Festival. Action needed to identify impact of Thame Food Festival moving on centre of town.	M:Fix:ETCA M:AV:ETCA M:IN:ETCA MD:A1:116
T5	Art projects, sculpture etc.	Increase cultural offering in the town centre	Increase cultural offering in the town to build Thame brand and support visitor economy. Subject to Section 106 monies being released	Becky R; SODC Arts	Dec-17	0	Significant section 106 monies defined	SODC:16/17

M1	Thame markets	Improved market facilities	Enhance the facilities currently available to the regular stall holders to adequately support their needs.	Phase 1: Installation of electric fittings to Thame market area and upgrade equipment for stall holders. Phase 2: Shop and Drop Scheme/ delivery service. Scope and implement.	Partnership: Thame Market Traders and Town Council	Mar-18	5000	5000 per year to support Market	NP: WS13 VV:IN:BES VV:IN: EN MD:R4:114 SODC:15/16
M2		Market entertainment	Maximise the impact of the Charter Market on the Town centre vibrancy & vitality.	Phase 1: Creation of entertainment calendar to increase footfall. Phase 2 :Implement calendar. Engagement with Love Your Local Market.	Chris Hurdamn; Becky R	Jan-17	0	Delivery of Christmas activities at Market in December.Plan for 7 events over course of 2017 established. Need to work out how to assess success of action taken.	VV:AV:ETCA
M3		Market Promotion	To encourage positive messages and support localism	Phase 1: Action plan for regular promotion of market created (digital and printed); Phase 2: Implement action plan, including systems to monitor impact of this. Phase 3: Showcasing around town hall on market days. Explore other promotion opportunities	Chris Hurdamn; Becky R	Jan-17	0	Explore feather flags to promote market that are regularly out to promote the market. Considering adding 'Royal Charter Market' to town boundary signs (see IN2). Need to work out how to assess success of action taken.	VV:Fix:CE VV:Fix:En VV:AV:ETCA VV:IN: EN
M4		New Markets	Develop new markets such as Saturday market/ youth market to support local producers and a platform for independent businesses to try out their product. Consideration about how new markets can fill gaps in offer in town centre.	Introduction of regular Saturday market/ other markets, at all times ensuring only a positive impact on the Charter Market	Cassie Pinnells (Becky R)	Apr-17	0	World Village booked to come in Apr 17. Existing Artisan Market provision in place through ad hoc commercial activities	VV:AV:ETCA SODC:16/17

Area Details

Updates

W1	Watching	Cattle market relocation/ redevelopment	The future redevelopment of the cattle market is a main priority for the future of the town centre. MTCO needs to be aware of plans.	School Community Action Day	NP: WS14; GA5; CLW1; VV:IN: TI
W2		Parking & Signage	Creation of a 'workers' car park. Electric car charging points? Resurface Upper High Street car park in line with the overall design scheme for the area.	0	VV:Fix:CE VV:AV:CE
W3		Town Square	Long Term: Town Square: either Montesson Square/ CAB Building or around town hall	If we can demonstrate demand we can look at trying to change the use of roads around town hall for this. Need to explain reasons we would need to change and why current set up is not ok.	VV:IN: EN MD:A3:119

KEY VV: Miller Vitality & Vibrancy 2016. NP: Neighbourhood Plan 2013. MD: Miller Distinctiveness Report (SODC - 2010). SODC: Carried forward from previous plan, as dated.