

Neighbourhood Plan Continuity Committee

Date:	16 May 2017
Title:	TCWG: Market Town Co-Ordinator Update
Contact Officer:	Becky Reid, Market Town Co-Ordinator

Purpose of Report

1. To provide an overview of work undertaken since last report 14 March 2017.

Update

2. Infrastructure

Footpaths & Cycle Stands

- Audit of cycle stands currently underway to determine if there is adequate capacity.*

Parking & Road Signage

- Parking signage proposal agreed. Waiting feedback from OCC to move forward.*
- Additional surveys to take place to determine needs on Tuesdays.*
- Town Gateway Signs: Meeting booked for 10 July 2017 to progress. Gathering information on costs at present.

3. Communication

Town Awards

- Local Legend Awards:
 - Digital Health Check: completed and published.
 - Noggin Workshop: meeting with 21stCT to determine who to involve in this.
 - Global Treasure Trail App: Clues currently being written.*
 - Revive & Thrive Place Magazine Special feature on Thame, date tbd.

Improved digital Communication

Website proposal: Feedback from 21stCT and Thame Business Forum both positive, and a clear appetite to be involved from local businesses. Delays from Connect, but in progress. Some work likely to be done in house to save costs, so that budget can go towards other add-ons that make the website even more engaging.

Improved on-street Communication

Procedure updated to publicise TTC promotion opportunities for Community groups.

4. Partnership Working

21st Century Thame:

- Achievements of Helen Johns and Sonja Francis, celebrated at Thame Town Awards
- Currently developing proposal for Art Crawl in Thame to engage local businesses and Artists in an event to boost night time economy.
- GBHS Stickers delivered around Town Centre Businesses

Thame Business Forum: Attended this to present website proposal. Positive feedback.

5. Business Engagement and Support

Town Centre Business Survey

Town Centre Business Survey created and launched. At time of writing we had received 10 responses. Will be working to increase this through visits to meet with shop managers.

Buy Local Scheme

Exploring options for this, with the potential of running an 'Independents Day' on July 4th.

Customer Survey

Customer Survey currently being drafted to gather information about why people come to shop in Thame, what is good, and what they would like to see improved. This will be launched in July.*

Window Dressing

Launching a programme to encourage shops to Dress their Windows to match the events being run throughout town to boost community engagement.

6. Increasing Business benefits from Tourism & Events

Midsomer Tours launched 10 May 2017. Webpage specific to this now live. Have been supporting 21stCT in their application to install Midsomer Plaques.

Thame Marketing

Currently working with 21stCT on how to improve the Shopping Guide displayed on notice boards around town.

7. Thame Markets

Market Events

- Delivery of Easter Egg Hunt: included a Market-specific egg hunt and wider egg hunt that extended engaged 16 town centre shops. 60 entries across the two activities. Positive feedback from shops, market traders and parents. One parent learnt about shops they didn't know existed and now plan to use more shops in Thame, instead of shopping on-line.
- Music in the Park tickets Competition run: people entered by 'liking' the Market FB page.
- The next event is Love Your Local Market 2017, in which we will be boosting the on-line presence of our Tuesday Charter Market and Farmers Market, so more people become aware of what is sold at these markets, to encourage additional footfall.

8. Town Centre Working Group: Met 27/4/17.

*: See throughout document: denotes action currently being undertaken by TCWG.

Currently exploring potential of Town Team structure being developed to re-place TCWG. This would have 3 different strands:

1. Business & Markets (Currently being consulted through survey);
2. Arts & Events (Art crawl being run as a way to determine interest for this strand);
3. Tourism & Marketing.

9. Working with SODC

- Town Clerk had a positive meeting with Economic Development Management team.
- Market Town Co-Ordinators Meeting took place to share learning.
- Higher than expected earmarked funding brought forward into 2017/18 financial year

Action Required

To note the report