Neighbourhood Plan Continuity Committee

Date:	**26 September 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 8 August 2017.

Update

2. Town Centre Working Group

Terms of reference for the new working groups that will sit below the TCWG are currently being drafted with plans to have all of these launched by the end of this year.

- Business Working Group: will be structured as a Town Centre Business Forum that echoes the current Thame Business Forum, but obviously focuses more on Town Centre businesses.
- Public Arts Working Group: Meeting with SODC Arts team took place and Terms of reference are now being created under their guidance. The first meeting of this group will take place in October date tbc.
- Visitor Economy and Marketing: Groups to invite to this are currently being identified.

3. Infrastructure

Footpaths & Cycling

- Map to show cycle stand provision to encourage more people to use their bikes to get into town in development.*

Parking & Road Signage

- OCC planning to come to walk signage route identified for initial action, date tbc. *
- Town Gateway Signs: meeting took place and sign designs agreed. 3 quotes currently being obtained for further meeting to decide provider. Final designs to come to Full Council for approval.

4. Communication

Town Awards

- Noggin 'Data' workshop booked for 21st November 2017. Relevant stakeholders to be invited.
- Global Treasure Trail App: currently being finalised for publication in October.*

Improved digital Communication

Website development: Specification now signed off and we expect final design work to be completed and testing phase to begin in the next few weeks. Currently creating final pieces of content for this, as the rest of the contact has been completed earlier this month.

5. Partnership Working

21st Century Thame:
Attended partnership meeting. Currently looking at:

- Improving the Shopping Guide
- Completing action for Town Awards

6. Business Engagement and Support

Thame Art Crawl
Extensive work undertaken to launch an 'Art Crawl' event as part of Thame Arts and Literature Festival. The aim is to encourage people to go into town centre shops that they may have never visited before through the use of pop-up art exhibitions. Local art shops are also being promoted as well as community art opportunities for residents to engage in.

Customer Survey
Customer Survey finalised and dates booked to complete this in November 2017.*

Window Dressing
'Dress to impress' competition being promoted for Thame Arts & Literature Festival to engage shops and promote the festival at the same time

Christmas
Starting work on a Christmas Advent Calendar for Thame that engages with local businesses. Have a number of businesses usually represented on our Tuesday Market signed up to host a stall at our Christmas light switch on. Positive feedback about being included in this from them. Also working to engage shops on the high street in the event.

7. Increasing Business benefits from Visitor Economy

Visit Midsomer: Currently working on updating this website and completing Leader funding bid to expand its reach in the future to attract more people to visit Thame.

8. Thame Markets

Market Events

- The most successful Community Day yet, according to press reports, was run at the market this year with my role being to promote it through social media. Starting work now on October half term and Christmas events.

Promotion

- Farmers Market banner created and being put out. Social media presence increasing.

9. Working with SODC

Attended MTCOs meeting at Wantage. Discussion around how to better engage businesses on the high street with good ideas obtained about how to successfully launch the Business Working Group successfully.

Action Required
No councillors have yet volunteered to represent TTC on any of the sub teams outlined above at point 1. Is anyone willing to commit 2 hours a month maximum to this – especially in its launch phase?