

## Market Town Co-ordinator Action Plan, 2018-2019

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### Objectives

#### 1. Town Centre vibrancy & vitality: Town Centre Working Group (TCWG) & MTCO work

##### Supporting Existing Businesses

- a) Communicating to businesses through the production of monthly newsletters, distributing relevant information to local businesses;
- b) Survey town centre to monitor footfall/ other measures of town centre vitality, including shop vacancy trends, Customer Survey, parking survey & Business Survey
- c) Launch Integrated Website to promote town centre – businesses, community, visit Thame and TTC, attractions March 18
- d) Creation and promotion of 2018 Event calendar, with engagement opportunities for businesses, such as the Dress to Impress Window Display Competition and more. Deliver this in coordination with the TCBF
- e) Monitor retail developments via planning applications and through communication with Economic Development team at SODC. Lobby to align any future investment to target specific gaps in the retail offer. Develop links with Landlords
- f) Create a food & drink guide to be handed out at Information Centre to visitors to Thame

##### Environment and Infrastructure

- g) To instigate with support from OCC/highways the installation of the new Town Gateway Signage & improved parking directional signage. September 2018
- h) Establish Town notice boards on each new development
- i) Explore potential of a dedicated electronic information board for town bus shelter: if approved, procure, commission and install. Monitor use and visitor experience, and resultant benefits for town centre businesses and organisations
- j) Review user experience in Montesson Square and implement changes if needed.
- k) Explore the potential of shutting the Buttermarket every Saturday in the summer to encourage outdoor seating/dining.

##### Working in Partnership with 21<sup>st</sup> Century Thame

- l) Establish partnership between 21stCT and Chiltern view to ensure annual updates of Town Centre Shopping Guide boards. Implement new boards February 18
- m) Deliver on Noggin Workshop (Local Legends Award)
- n) Establish Global Treasure Trail App & Historic Trails onto Trailtale
- o) Deliver Copy of Thame edition of Revive & Thrive

## 2. Town Centre Business Forum (TCBF)

- a) Administrate the delivery of this Forum
- b) Explore the relevance and suitability of potential initiatives aimed to improve footfall and trading in the Town Centre through this group and coordinate the implementation of any agreed in line with agreed timescales and budget. See Appendix 1 for current action plan
- c) To create a Digital Presence Strategy Action Plan in conjunction with the Town Centre Working Group defining areas to improve the online presence of the Town Centre - April 2019
- d) Promoting the evening economy and café culture with a view to extending the opening hours of the town;

## 3. Visitor Economy Working Group (VEWG)

- a) Administrate the delivery of this Working Group
- b) To draft a Tourism Strategy in conjunction with the Town Centre Working Group. June 2018

## 4. Public Arts Working Group (PAWG)

- a) Administrate and Coordinate the delivery of this Working Group to achieve their goals
- b) To map the current Public Art across the parish
- c) To create a Public Art Strategy to provide a framework for how Section 106 monies would be spent so that all projects are integrated into the development of the town as a whole.
- d) To develop this strategy through consultation with the local community and liaison with SODC Arts team, local developers, professional artists and other stakeholders to ensure a coherent and joined up approach to Public Art
- e) To explore funding opportunities to develop Arts Projects beyond the scope of the Section 106 funding,

## 5. Thame's Markets

- a) Explore the opportunity for an electronic parking sign in Upper High Street Car park to promote Market Day, and highlight restricted parking
- b) To support the Tuesday Market by engaging Community Groups to deliver events throughout the trading year. March 2018
- c) Deliver activity for Love your Local Market week
- d) Supporting Thame's Weekly Market and monthly Farmers Market by:
  - o developing their Social Media Presence,
  - o encouraging the take up of stalls to reinvigorate the Farmers market;
  - o Market Awards NAMBNA? <http://www.nalc.gov.uk/councilspotlight> also look at <http://www.nalc.gov.uk/our-work/improvement-and-development/local-council-award-scheme>. Love your local Market awards?