

Neighbourhood Plan Continuity Committee

Date:	13 March 2018
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 30 January 2018

Update

2. Town Centre Working Group

Latest Town Centre Working Group meeting took place Tuesday 27 February.

Supporting Existing Businesses

- 2.1. Businesses newsletter: first edition delayed until March, to allow time to encourage take up. Proposal for postcard to draw attention to this and Business Directory opportunity approved. These will be delivered over the next couple of weeks
- 2.2. Customer Survey further reviewed however more time is needed for this so it will carry forward to the following meeting. Action Agreed to date
 - Results to be shared with Mike/Chris from the market
 - Talk through Markets feedback with Cassie Pinnells to identify any action needed
 - Publish results through the Business Newsletter
 - Arrange meeting with Charity Shop Managers to help to meet gaps in need
- 2.3. Town Centre Events Calendar approved; to be distributed over the next couple of weeks.

Environment & Infrastructure

- 2.4. A Gateway signage meeting took place on 15 February. Agreed that further work was needed to find alternative locations at 3 sites, and research on brown sign options. Cllr Emery and MTCO subsequently met to determine alternative locations of signs on Monday 5 March. A further meeting to be arranged with the Gateway Signs working group for next steps.

Partnership work

- 2.5. Town Centre Shopping Guide: adoption approved by Town Clerk; funded from MTCO reserve. Design still in progress, due to be completed by end of March 18
- 2.6. Global Treasure App trails: These have been updated following feedback from a work experience student and are now finalised and to receive a final test by BR in the next couple of weeks. Trailtale contract currently being finalised before copy is sent to them.
- 2.7. Thame edition of Revive & Thrive: Copy completed. Edition to be published in March.
- 2.8. 'Taste of Thame': meeting to discuss this proposed event will take place on 15 March 6pm – 7pm in The Upper Chamber, Thame Town Hall, hosted by Deli at No 5.

3. Town Centre Business Forum

- 3.1. This working group met on Thursday 15 February with a focus of reviewing options for improving Thame's Digital presence. The meeting was not well attended, so, prior to the next event Cllr Emery & MTCO will go out and drum up interest and raise profile. New Business Newsletter will also help.

- 3.2. MTCO to take content about options for Digital high street to shop owners to get feedback from them directly, possibly including a short on-line survey. This will be fed back to TCWG for consideration and investment
- 3.3. Decision made to arrange a trip to Bicester to find out how they engage with their customers digitally.

4. Public Arts Working Group

- 4.1. Group met on Thursday 8 February to review possible themes and locations for new works of Public Art. Decisions made are being drafted into a Public Arts Strategy. The meeting was attended by Abigail Brown, a Public Arts Officer from SODC.
- 4.2. MTCO to meet with Abigail Brown from SODC to progress the development of this strategy.

5. Visitor Economy Working Group

- 5.1. Cllr Midwinter, Helen Johns and the MTCO attended the second VEWG meeting on Monday 19 February. An action plan created by the MTCO was reviewed and updated and is being used to direct next steps.
- 5.2. Action focusing on Midsomer Murders was identified.

6. Thame Markets

- 6.1. Registered for Love Your Local Market 2018 which runs during the month of May. Now working on activities proposal for this.

7. Next Steps for TCWG

- 7.1. Final review of Customer Survey and action needed: including engaging Charity Shops to meet gaps in market
- 7.2. Thoughts about how to start to pro-actively engage Landlords in the future development of Thame Town Centre.

8. Working with SODC

Meeting with MTCO equivalents from Henley to Wallingford and SODC arranged for Thursday 15 March to determine future working relationships now that funding from SODC is coming to an end, and to specifically discuss next steps with the Visit Midsomer brand.

Action Required

To note the report