

Neighbourhood Plan Continuity Committee

Date:	14 August 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 the current focus of work and action taken since 3 July 2018. (Report covers from 3 July – 26 July due to annual leave first 2 weeks of August).

Update

2. Town Centre Working Group

There has not been a Town Centre Working Group meeting since my last report.

Supporting Existing Businesses

- 2.1. Businesses newsletter: first edition delivered to 45 recipients. .
- 2.2. New parking surveys have been started in July and will be completed in August.
- 2.3. Footfall data: we are currently exploring costs of footfall counters with Pentangle.
- 2.4. Work is being done to complete the Town Centre listings in our Business Directory. Google analytics will be set up to monitor success of various elements of the Website. More publicity is needed to ensure that Businesses are aware of what the site offers them.
- 2.5. We currently have 2 vacancies within our Town centre – previously Pearsons Insurance (Swan Walk), and Jayar Car Parts (near BP garage).
- 2.6. This year's Business Survey is now live. Responses have been low so I will be spending time in August generating more responses by visiting businesses.

Environment & Infrastructure

- 2.7. Kingdom Signs will be submitting a new quote for the creation and installation of our new Gateway signs, as well as removing old infrastructure.
- 2.8. Planters to be progressed at a later date.

Partnership work

- 2.9. Town Centre Shopping Guide: a new designer has now been appointed and we are working towards a September/ October installation.
- 2.10. Thame edition of Revive & Thrive: Copy completed. This will be distributed to businesses in the Town centre during August
- 2.11. 'Taste of Thame': decision taken to focus this event back onto food and drink due to the low responses from business.
- 2.12. Thame Art Crawl is progressing with 11 venues committed so far.
- 2.13. 21stCT are needing to recruit a new Secretary. Their volunteer for the Equipment Bank has left, but a new one has been found.

3. Town Centre Business Forum

- 3.1. The Town Centre Businesses is currently being reviewed.

4. Public Arts Working Group

- 4.1. A first draft of the Public Arts Strategy will be reviewed by the TCWG in the first instance on 22 August 2018. This includes proposed briefs for Arts projects for Thame.

5. Visitor Economy Working Group

- 5.1.** Advertising in Experience Oxfordshire, CDC Coach Handbook and Visit Buckinghamshire Group bookings leaflet are all being progressed.
- 5.2.** Thame Players has submitted a funding bid to Oxfordshire Leader which will see them working in partnership with Thame Museum over a 12 month period to build their membership base, marketing, digital profile, and explore new avenues for generating income and visitors to both venues.
- 5.3.** Work has started to develop a 'Living Advent Calendar', similar to the event delivered throughout December in Henley. This will see pop-up performances each night of advent, ending with Carols round the tree on Christmas Eve.

6. Thame Markets

- 6.1.** Focus is now on the Community Day which will take place on 21 August. The market traders run this themselves, with support from TTC to promote it through Facebook.
- 6.2.** Work will be started to train traders to better promote themselves through Facebook from September.

7. Next Steps for TCWG

- 7.1.** Deciding how to engage 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. Other

We are developing an infographic to help residents better understand the different responsibilities in various layers of council. This will be used to signpost people on our website, as well as be used to raise awareness through Social Media.

Action Required: To note the report