

Neighbourhood Plan Continuity Committee

Date:	6 November 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 25 September 2018.

Update

2. Town Centre Working Group

The Town Centre working group has not met since last report. At next meeting a review of action this year, and a plan for next year will be agreed.

Supporting Existing Businesses

- 2.1. Monthly Businesses newsletter. Readership is now at 78 subscribers.
- 2.2. Business Directory listings delayed due to Art Crawl. Will be completed during November.
- 2.3. This year's Business Survey is now closed and results will be analysed and relevant action decided at the next TCWG meeting. Responses stayed at 17 responses
- 2.4. Thame Business Buzz networking launched at the start of the month with 68 attendees, one of their most successful launches yet.

Environment & Infrastructure

- 2.5. Trying to find a provider who can install Gateway signs is proving difficult. Various options are being explored, but as yet with no success.

Partnership work

- 2.6. Town Centre Shopping Guide: Chiltern View are currently working on filling advertising space which will cover the printing costs of the artwork.
- 2.7. 'Taste of Thame': a meeting to discuss how to take this forward will take place on Friday 2nd November. The current plan is to run this event in 2019 as a smaller venture than previously thought by Deli@No5, due to their capacity. 21st Century Thame will support the event.
- 2.8. Thame Art Crawl ran very successfully, with very positive feedback from many of the venues involved that it increased their footfall and brought people to their businesses who had never visited them before. It did not lead to an increase in sales on the day, but certainly helped to raise their profile which they were pleased about. Work is now being done to explore whether or not it is possible to run a similar event in partnership with Oxford Art Weeks. This will make the most of the 100,000 visitors this attracts each year.
- 2.9. 21stCT are working on re-branding and increasing their profile in order to attract more willing volunteers.

3. Public Arts Working Group

- 3.1. The group has started to implement the first priority for our Section 106 Public Arts Funding – a wayfinding project across the whole town, incorporating the needs of Lea Park. First steps are to recruit a Wayfinding company to create a report that details what the wayfinding needs are across the whole town.

4. Visitor Economy Working Group

- 4.1. Midsomer Murders tours continue to grow with numbers 50% up from last year. Deli at No 5 are the latest business to make the most of the increased number of fans visiting the town with the launch of their Barnaby Blue Cheese. A Gin will follow.
- 4.2. Thame Players and Thame Museum's joint survey closed with over 330 respondents. The information gathered will inform how they improve their marketing, to attract more visitors
- 4.3. Articles promoting the town have been sent to Vale Life and Thame Out to promote the activities and independent shops that make Thame such a special place to visit over the festive season

5. Thame Markets

- 5.1. Work is being started to train traders to better promote themselves through Facebook.

Action Required: To note the report