Neighbourhood Plan Continuity Committee

Date:	**17 Aug 2021**
Title:	**TCWG: Market Town Co-Ordinator Update**
Contact Officer:	**Becky Reid, Market Town Co-ordinator**

Purpose of Report

1. Due to annual leave of MTCO (23 Jul 2021 – 16 Aug 2021) there is little to report since the last NPCC meeting. Knowing this would be the case the TCWG have decided to present a different report that needs feedback on one piece of work, and commitment to help on another. These are outlined below.

2. Town Centre KPIs

2.1. The MTCO has developed the following KPIs that will be regularly updated to determine the health of our town. They aim to give an overall picture of use, customers, feeling towards the town etc. All which play a part in the continued health of the town. By gathering this data regularly we will be able to track trends and identify issues early on. These will be gathered at different times throughout the year and compared against previous years.

Area	Detail
People and footfall	
Footfall	Number of people walking up and down regardless of their reasons for doing so.
Geographical catchment	The places (postcodes in this case) that people have travelled from to visit the town centre
Access	The mode(s) of transport used by visitors and local residents to reach the town centre.
Car parking	The total car parking capacity (public and private) and use in an around the town centre
Community spirit	Attempts to capture local perception and experience of the strength of the bonds that keep the community together in and around the town centre.
Diversity and vitality of place	
Retail offer	The range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.
Culture and leisure offer	The variety of leisure related services offered in the town centre, including publicly supported services such as swimming pools and theatres.
Events	The number of events held in the town centre public realm, measured using TTCs knowledge of events run over a 12-month period and those held in town centre venues that have a significant impact on footfall.
Reported crime	The number of reported incidents of crimes in a range of categories in the town centre.
Consumer and business perceptions	
Business confidence	The changes in the level of business confidence among businesses operating in the town centre
Town centre visitor satisfaction with retail offer	Changes in visitors' satisfaction levels with their town centre retail and services offered, but not public services
Visitor experience satisfaction	Visitors' satisfaction with the town centre experience but not specifically with retail offer

Attractiveness	Visitors' perceptions of the town centre's overall level of place attractiveness taking a holistic view of the town centre as a place, which includes retail but is not limited to it.
Crime and safety perception	Changes in businesses' and visitors' perception of crime and safety in the town centre.
Economic characteristics	
Retail sales	Changes in retail sales in the town centre taking the sum of all the businesses willing to volunteer this data.
Partnership working	Evidence of a partnership approach to developing and managing the town centre at a number of levels that include the daytime, evening and night-time economies
Charity shops	Yearly changes in the number of charity shops in a town centre
Vacant retail units	Changes in a town centre's vacant retail units
Evening/night-time economy	Evidence of active management of the evening and night time economies in the town centre

3. Thame Leaflet Deliveries – Needs Councillor Support

3.1. Over 30 leaflet holders have been distributed around Thame and the surrounding areas, with additional leaflets going to venues with their own leaflet holders. These are proving a real success. Many have already had to be refilled. People are finding out what Thame has to offer and this should drive them to visit our gorgeous town and boost our local economy this summer, helping businesses to recover post-covid. Leaflet deliveries take a lot of time and so we would like to ask you if you regularly visit any of the locations listed below (grouped together if close to each other, but you would not need to do a whole group). If so, would you be willing to hold a small number of flyers and take responsibility for refilling our holders each time you go. We don't want this to be onerous on anyone, but every venue done by someone else who is there anyway, saves valuable time. Deliveries would only have to take place once every 2 months.

Haddenham:	Thame Parkway, Blooming Fruity, Haddenham Library
Gibraltar/ Dinton:	Bottle & Glass/ The Seven Stars
Butlers Cross/ Little Kimble:	Russell Arms/ The Swan
Meadle/ **Askett**	Orchard View Farm Camping & Glamping/ The Three Crowns
Princes Risborough/ Bledlow	Princes Risborough Library/ Lions of Bledlow
Stokenchurch/ Chrmas Common:	King's Arms Hotel/ Fox & Hounds
Henton:	The Peacock Country Inn, The Chiltern Lodges at Upper Farm
Chinnor:	The Red Lion, Chinnor & PR Railway Stn, The Wheatsheaf Pub
Emmington/Sydenham:	Inn at Emmington, The Crown
Towersey:	Three Horseshoes
Watlington:	location tbc
Lewknor/ Postcobe:	Ye Olde Leathern Bottle, Lambert Hotel, England's Rose
Stoke Talmage	St Mary Magdalen Church
Milton Common	LASSCO Three Pigeons, Oxfordshire Golf Club & Hotel
Gt Milton/Gt Haseley/Little Milton:	The Bull/ The Plough/ The Lamb
Waterperry/ Worminghall /:	Waterperry Gardens/ The Clifden Arms/
Shabbington/ **Ickford:**	The Old Fisherman Rising Sun at Ickford
Long Crendon:	Long Crendon Manor/ The Angel/ The Eight Bells/ Churchill Arms
Brill	The Pointer/ The Pheasant
Easington /Chearsley:	The Mole & Chicken/Post Office & Stores/ The Bell/
Cuddington:	The Crown

4. Other MTCO work completed since last report

4.1. 21stCT meeting to discuss Constitution

4.2. Completion of Blue Plaques flyer, ready to print on return from holiday

4.3. Liaison with schools and community members about Public Art Workshops due to launch in September 2021. Submitting Section 106 funding application for this
4.4. Thame Art Crawl launch on Social Media
4.5. Taste of Thame re-start planning for 2022, including funding bid to SODC Councillors Grant
4.6. Volunteer event: supporting Thame.net and 21stCT to establish monthly volunteering events to connect possible volunteers to opportunities. Due to launch in September. Including funding bid to OCC Councillors Grant
4.7. Starting to consult about Thame Business Awards, with support expressed for businesses so far
4.8. Plans for World Village Market in September underway
4.9. Design work and Social Media scheduling for TNP2 consultation

Action Required:
To feedback any comments and suggestions to improve the KPIs proposed
To volunteer to deliver re-fill flyers to any of the locations outlined.