

Appendix A Town Centre Action Plans  
Contribution required from Resource4Growth money allocation

<b>Project Title</b>	<b>Timeframe</b>	<b>Objectives</b>	<b>Project Success</b>	<b>Budget</b>	<b>Funds</b>	<b>Town</b>
<i>What is the project you intend to deliver?</i>	<i>When will the project be delivered?</i>	<i>What do you want the project to achieve? There may be several bullet points.</i>	<i>How will you determine if your project is successful? What KPIs will you use?</i>	<i>How much will the full project cost? (provide breakdown if needed) £</i>	<i>Fund contribution required from R4G money £</i>	<i>Which town is the project for</i>
Improve signage in and around the town centre	2016	To improve the information and accessibility in town and focusing on dementia friendly	Feedback from members of the public and retailers	2,300.00	2,300.00	Dereham
Purchase Town Flag	2016	To provide a sense of pride in the town with the town crest on the flag	Feedback from members of the public and retailers	250.00	250.00	Dereham
Refurbish Market Place map	2016	replace outdated town map in the market place	Feedback from members of the public and retailers	250.00	250.00	Dereham
Revitalise town centre flower planters	2016	Work with local artist and Dereham Sixth Form to produce panels to fix to existing planter	Feedback from members of the public and retailers	3,500.00	3,500.00	Dereham
<b>Total Spend</b>					<b>6,300.00</b>	<b>Dereham</b>
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Heritage Open Day	Sep-17	Showcase Thetfords Heritage as part of a national event within a brochure. to increase footfall	Continuation and success of projects. Feedback from participants and visitors, feedback from forum reference retail. Feedback form museums and booking office	650.00	650.00	Thetford
Christmas lights switch on and winter theatre & wonderland	30 Nov - 3 Dec 2017	community & celebratory events. Increase footfall and retail revenue, increase tourism	Continuation and success of projects. Feedback from participants and visitors, feedback from forum reference retail. Feedback form museums and booking office	In the future plans to extend lights coverage to the Riverside Development	1,000.00	Thetford

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Heritage Hanging Basket Post	Immediate Action	To replace a broken hanging basket post in King Street	To enhance ambience of the town centre to revitalise it and increase attractiveness. Tehrefore increase footfall and improve social perception of the town.	2,000.00	1,000.00	Thetford
Heritage Information Boards	Immediate Action - ongoing	To standardise current boards and to purchase new boards	To enhance ambience of the town centre to revitalise it and increase attractiveness. Tehrefore increase footfall and improve social perception of the town.	£2,500 per board - 10 boards in total being reviewed for sites in and around Thetford	2500 Welcome to Thetford board at bus station	Thetford
Greening of the Market Place and Kings Square	Immediate Action - ongoing	To plant trees and shrubs in the market place and around the memorial. Plant up performance area in Kings Street and the Clock Tower	Improves air quality and sense of well-being. To enhance ambience of the town centre to revitalise it and increase attractiveness. Tehrefore increase footfall and improve social perception of the town.	4000 - total of 3 projects	2,000.00	Thetford
Thetford Expo and Recruitment days	2017 starting February	Run a week long expo in carnegie/guildhall inviting local businesses to promote themselves over themed days. Provide venue hire for local businesses to run recruitment days	Highlight services available to businesses and offer facilities to businesses to recruit and sell promotions. Encourage local workforce to be recruited into appropriate jobs in our local businesses.	Ongoing costs - £750 for inaugural event - £250 jobs fair venue hire cost	1,000.00	Thetford
<b>Total Spend</b>					<b>5,650.00</b>	<b>Thetford</b>

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Town Centre Flags	2016	Provide a general feel that the town has something going on, offering encouragement that visitors passing through the town will stop. Creating a visual show of unity within the town which radiates a warm welcome	comparison spot checks on numbers through market days and non market days, both with and without. Feedback from residents, retailers and visitors	£4,000 - flags costing £40 each, calculated 85 needed plus set-up costs	1,000.00	Swaffham
Market Monthly entertainment	2016	a monthly entertainment programme to be established for the year to increase footfall and the offer on market days	comparison spot checks on numbers through market days and non market days, both with and without. Feedback from residents, retailers and visitors	1,800.00	500.00	Swaffham
Co-ordinated marketing strategy	2016/17	website, social media, targeted advertising, swaffham app	digital targets and monitoring	5,000.00	1,000.00	Swaffham
<b>Total Spend</b>					<b>2,500.00</b>	<b>Swaffham</b>
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Thursday Market relocation 6 month trial	Immediate Action	To trial a new market location to increase footfall and awareness	measure through footfall and success of trial period	250.00	250.00	Attleborough

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Boosting Traders Market trial subsidy	Immediate Action	to support new stallholders aged 18-40 to engage with experienced regulars. £10 per stall per day Promo card to be distributed	target minimum of 5 new traders. £50 subsidy after stalls running min. 10 out of 26 week (trial period). Administration for promotion and subsidy.	450.00	450.00	Attleborough
Artisan & Crafters indoor/outdoor market	Immediate Action	to support and integrate the 3rd crafts designer and maker stalls with the traditional market with the relocation trial	new market stalls (covered) for outdoor craft traders will enhance the diverse appeal of market day	750.00	750.00	Attleborough
Footfall and Trading trail performance	Immediate Action	to conduct half day monitoring of visitors and spend at the start and the end of the trail period	Market footfall benchmarks, survey and report.	£175 per survey 2 required	350.00	Attleborough
Publicity Campaign for market	2016/17	Printing costs for publicity campaign including: laminated signs/posters; promo cards	Signs/posters improve market awareness. Promotional cards to reach 3,000 homes and individuals	400.00	400.00	Attleborough
Market attraction and décor	Immediate Action	to encourage trader and public small cost suggestions (e.g. PVC bunting, floral displays, street entertainment etc)	Improving appearance of the market location will help to attract and retain visitor numbers	800.00	800.00	Attleborough
<b>Total Spend</b>					<b>3,000.00</b>	<b>Attleborough</b>

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Litter bin replacement	ASAP	Better visual perception of town	Resident and retailer feedback, Town Council to have a regular presence in the town on market days	refurb of bins £75 per day plus materials using community rehabilitation team	150.00	Watton
Replacement/refurbishment and possible further provision of flower tubs and hanging baskets	Spring 2017	Better visual perception of town	Resident and retailer feedback, Town Council to have a regular presence in the town on market days	Awaiting quotation	tbc	Watton
Publishing of adverts/articles to promote businesses - to include production of A5 flyer	2016	Increase in shopping locally, promotion of group within the town, awareness of Watton, better engagement with Council	Resident and retailer feedback, Town Council to have a regular presence in the town on market days. Visitor numbers to TIC and TC	10,000 A5 leaflets approx cost £200 and delivery by volunteers & TC	200.00	Watton
Provision of pop up stall/display stands to be used to promote town council and activities in Watton	ASAP	Promotion of groups & businesses, better engagement	Resident and retailer feedback, Town Council to have a regular presence in the town on market days. Visitor numbers to TIC and TC	1,000.00	1,000.00	Watton
<b>Total Spend</b>					<b>1,200.00</b>	<b>Watton</b>