

Swadlincote Market Town of the National Forest

Town Team Action Plan 2015 – First Draft

Themes:

1. Promotion
2. Events
3. Enterprise / Business Development
4. Safety
5. Environment

Theme	Action	WHO should be involved	LEAD (person / organisation)	Cost	Funding Source	Priority	Updates
1. Promotion	Shopping guide <ul style="list-style-type: none"> • Complete shopping guide for distribution. • Propose 20,000 hard copies • Online guide for visitors to print off • Promote through Facebook, Twitter, local business, organisation websites • Explore volunteer town guides • Encourage businesses in the town to become ambassadors and support business to business and give out guides 	Retailers / Traders Chaplaincy Chamber Local Orgs TIC SDDC	SDDC	Approx £2,000	Portas Grant (£2k)	H	Guide to be completed by end of June. Future updates, printing and distribution costs will need to seek future funds or support locally.
	Reusable Shopping Bag <ul style="list-style-type: none"> • Continue to seek sponsors for reusable shopping bags 	Chamber SDDC	SDDC		Portas Grant (£3k) Sponsorship	H	Agreed to match fund 5,000. 500 have been printed and distributed so far. Seeking further sponsorship. Interested email economic.development@south-derbys.gov.uk
	Signage <ul style="list-style-type: none"> • Develop design and incorporate map from shopping guide and utilise brand / logo • Explore suitable locations and consents required – including empty shops • Work with local college and their students • Obtain costings • Seek funding through grants, sponsorship etc. 	Retailers Local Orgs Chamber SDDC BSD College	SDDC		Portas Grant (£2k) Sponsorship GB High St Awards	H	Utilise empty shop windows to display Map of town. Work with Magic Attic to display visuals in empty windows.

	<p>Themed Marketing based on retail strengths</p> <ul style="list-style-type: none"> • E.g. Weddings (inc hair dresses, venues, photographers, florists etc) • Places to eat, drink and have fun in the evening (support the evening economy) • Business to business booklet (not all business have a website) 	Retailers Chamber			<p>Adverts Sponsorship Membership GB High St Awards</p>	To be discussed at the next Chamber meeting.
	<p>Raising the profile of Swadlincote Market Town of The National Forest</p> <ul style="list-style-type: none"> • Continue to push Swadlincote Town Team Facebook page, all local businesses and organisations to utilise to promote offers, events etc. • Utilise Twitter using tags where necessary to raise awareness with national organisations such as The Great British High Street • Incorporate Welcome to Swadlincote signs at key gateways <p>Website presence</p> <ul style="list-style-type: none"> • Explore a webpage for Swadlincote Market Town of The National Forest – brief overview with links to other webpages for more info, utilise Facebook, Twitter for news and events • Ensure all the relevant websites are linked 	All DCC	All	Time		<p>On-going</p> <p>All to like and share the Swadlincote Town Team Facebook page.</p> <p>Business, organisations and local volunteers to utilise Facebook page or include @Swadlincote Town Team in their posts to promote offers, events, activities etc. in the town.</p>

2. Events	<p>Themed events – suggestions included:</p> <ul style="list-style-type: none"> • Health Day • Wedding Fair – cat walk along the High St • Vintage Fair • Easter – trails, window dressing • Christmas / Lights Switch-on – trails, daytime offers, activities, improve Christmas lights / decorations, Christmas trees above shops • Build on / develop existing events / sessions already taking place e.g. Drumming in the Town Hall • Activities for young people toddlers through to teens e.g. climbing wall, soft play • Street performers • Outdoor exhibitions • Music and food evening events 	Retailers / Traders Local Orgs Chamber / TIC / SDDC (support with promotion, advice and guidance, links to relevant individuals)	STT Events Team			On-going	<p>Setting up an events team to include relevant officers from SDDC, Rotary Club, Tribal Vibes, Curly Magpie, RSPCA, People Express.</p> <p>Tasks include; Explore and develop complimentary activities on The Delph, Pipeworks, Rink Way, High Street, West Street (Sharpe’s) alongside existing events such as Saturday Markets, Christmas Lights. Activities / sessions could be things like Drumming, performers, get active (Active Nations) etc.</p> <p>Develop and deliver a Wedding Fair (Curly Magpie leading) along the bottom of the High Street as well as explore other themed events e.g. antiques fair, Chinese New Year procession,</p> <p>Explore the use of social media to raise awareness of existing events.</p>
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3. Enterprise / Business Development	<p>Business development / retail support</p> <ul style="list-style-type: none"> • Business to Business trading – Chamber website and a booklet • Business Breakfasts or evening event for networking, and specific discussion topics with guest speakers including marketing • Collate information e.g. business advice, where to access training etc. on Chamber website • Business training • Explore the development of a Swadlincote Business Hub (Social Enterprise to secure long term business support) • Explore idea of retail kiosk / Pop Up Shops – utilise empty shops 	Chamber Retailers / Traders SD Business Advice Service SDDC	Chamber			H	<p>To be discussed at the next Chamber meeting.</p> <p>Opportunity to work with Digital Derbyshire and DNL Chamber of Commerce to run a Social Media and broadband event early July.</p>
	Improve mix of shops						
	Free WiFi across the town						

4. Safety	<p>Safety in the town</p> <ul style="list-style-type: none"> • More visible police patrols • Removal of adults who make the area unsafe and encourage anti-social / criminal behaviour • Traffic calming measures e.g. community speed watch 	All	Swadlincote Business Watch / Safer Neighbourhoods Team			On-going	<p>Date of next Swadlincote Business Watch meeting to be confirmed, likely to take place in July.</p> <p>Also looking to sign up 50 business to Swadlincote Shop Watch for more info contact Phil Marriott at SDDC, 01283 595787 or email phil.marriott@south-derbys.gov.uk</p>
5. Environment	Tidy up window displays and frontages to shops	Retailers	Retailers				
	<p>Improve Town Centre Signage</p> <ul style="list-style-type: none"> • Better signage for short and long stay car parks – highlight these in the shopping guide • Better signage to direct both pedestrians, cyclists and drivers in and around town • Promote / highlight passage ways • Incorporate Welcome to Swadlincote signs at key gateways • Traditional shop front signage including hanging signs 	Town Team Businesses SDDC DCC	SDDC & DCC			H	<p>Awaiting completion of shopping guide.</p> <p>SDDC to liaise with DCC to discuss improved signage and potential support.</p>
	<p>Physical Improvements</p> <ul style="list-style-type: none"> • Improve footpaths, cycle ways and roads – paving in the town centre uneven and paths leading into the town, potholes (lots) • Cycle storage • Screen off / improve car park boundaries • Improve poor industrial frontages on the way into the town from Woodville, Cadley Hill, Albert Village • Renovate public toilets • Improve the bus park – dull, unattractive • Improve access to Eureka Park – highlight the short distance • Create better links across the town to areas • Improve parking in the town 	Town Team Businesses SDDC DCC	SDDC & DCC				<p>SDDC to liaise with DCC to discuss footpaths, cycle ways etc.</p> <p>Opportunity to work with The National Forest to plant more trees and greenery in the town.</p>
Promote sustainable methods of transport such as walking, cycling and public transport	All DCC	DCC			M	SDDC to liaise with Sustainable Travel Team at DCC to promote campaigns and develop awareness of schemes / support available.	

	<p>Cleaner, greener areas</p> <ul style="list-style-type: none"> • Organise volunteer litter picks • All year round planting utilising planters, hanging baskets, roundabouts – create attractive gateways into the town • More tree planting • Increase or improve bin locations • Understand SDDC cleaning schedules to see if these need adapting e.g. early morning cleans • Liaise with business such as McDonalds, Sainsbury's to encourage them to do more litter picks around their properties • Encourage businesses to take pride in their appearance – including public buildings, starting to look unkempt and unattractive • Maintain trees and existing areas 	All	Swadlincote Cultural Partnership?		<p>Sponsorship Community funds Donations Fund raising National Forest SDDC</p>	H	<p>Developing a Dreamscheme to be delivered in August – essentially planting and general tidying up of areas. SDDC exploring sites / locations. Opportunity to work with People Express and Environmental Education to develop Sculptures (willow) within the flower beds including low maintenance shrubs.</p> <p>Any sponsorship to support cost of plants, signage, equipment etc. or if you would like to volunteer to help out please contact economic.development@south-derbys.gov.uk</p> <p>STT work with Swadlincote Cultural Partnership to develop projects to complement the Heritage Townscapes Project.</p>
	<p>Create family friendly areas</p> <ul style="list-style-type: none"> • More seating areas in the town such as the Diana Memorial garden • Better promotion / linkages to Eureka Park 	SDDC DCC	Swadlincote Cultural Partnership		<p>HLF DCC SDDC The Great British High Street Awards</p>	M	<p>STT to work with Swadlincote Cultural Partnership to develop projects to complement the Heritage Townscapes Project.</p> <p>Invite / engage the Sir Nigel Gresley</p>