



Introduction to the **Town Team** Action Plan



# introduction



**This short presentation is an introduction to the Malmesbury Town Team Action Plan.**

Developed from the most extensive town centre focused process of research and stakeholder engagement ever completed in the town.

The research included a review of historic reports about the town, Shopper Surveys, Business Surveys, Resident Catchment Analysis, Consumer & Industry Trends Reviews and an on-line survey.

A wide variety of stakeholders were consulted including employers, leisure operators, businesses, community groups, business groups, event organisers and town centre operators.

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# historic



Rich in historic buildings,  
tourist attractions, ancient pubs,  
specialist shops and independent  
cafes and restaurants, visitors come  
from far and wide.

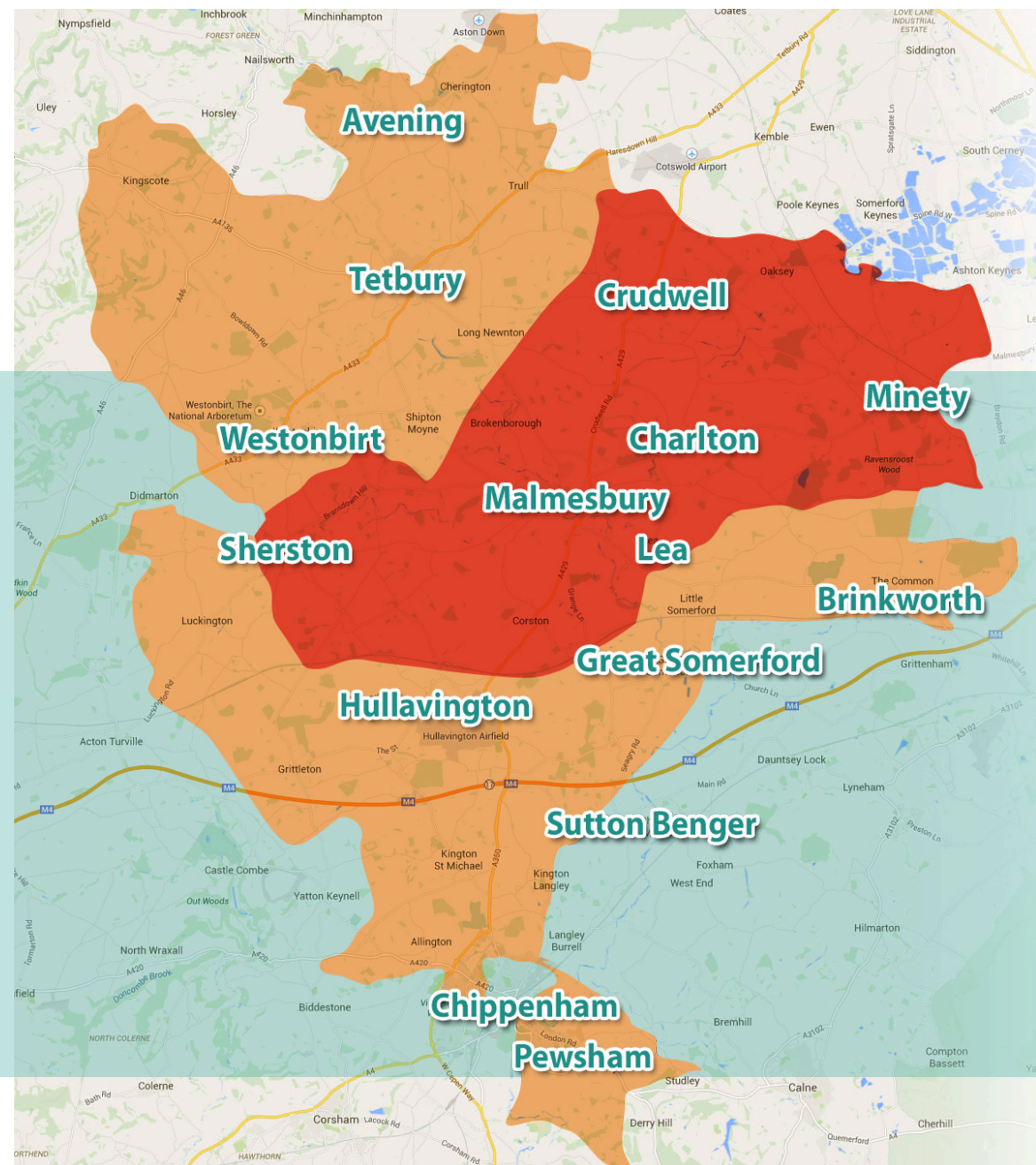


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# catchment area

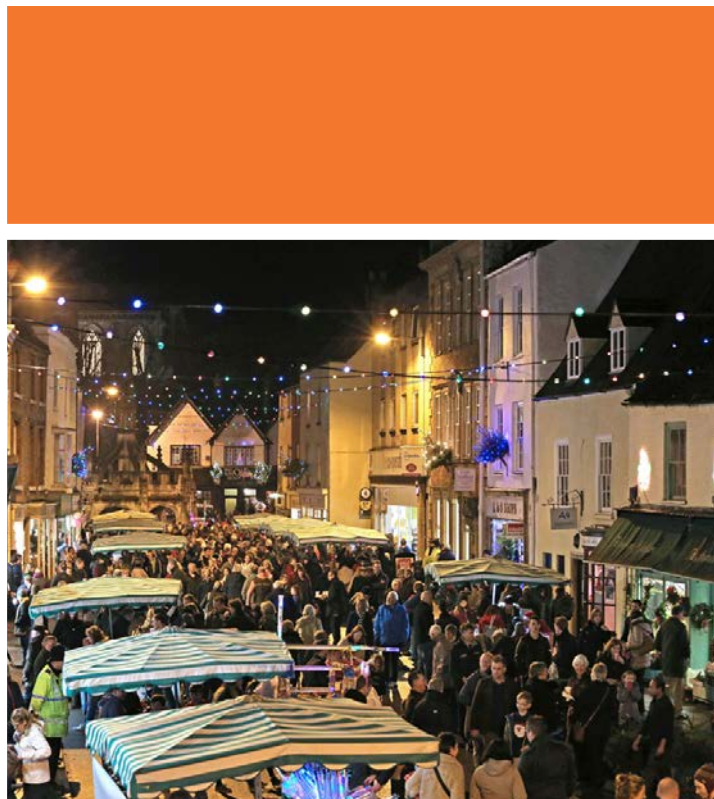
- 60% from the core area (**red**)
- 8% from the secondary area (**orange**)
- Visitors make up remaining 32%



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# thriving



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# action plan



The Town Team Action Plan was developed from research activities and surveys. A wide variety of town stakeholders were consulted including:

- **Retailers**
- **Leisure operators**
- **Businesses**
- **Community groups**
- **Business groups**
- **Event organisers and more...**

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# what we heard

**The research  
activities, surveys  
and analysis  
reached a number  
of conclusions**

- Malmesbury has lots of 'good news' stories
- There are specific aspects which are limiting 'performance'
- There are a wealth of opportunities to improve 'performance'
- The town can do more to appeal to its own residents
- The town can do more to appeal to the wider catchment area
- Existing town centre users could be encouraged to visit more often
- Existing strengths and 'assets' could be better promoted
- The town has opportunities to create more reasons to visit
- A clear plan and collaborative action is essential to future success

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# Town Team vision



Our vision is to help Malmesbury preserve its heritage and the quality of life which makes our town so appealing to live in and visit.

We will work with all stakeholders to help create a collaborative environment where businesses, tourism, art and music can thrive and develop new ways to strengthen the town's appeal.

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# headline activity 2014

Feb	Apr	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Initial Meetings Set Up and Preparatory Work	Terms of Reference and Objectives Agreed	Consultancy Briefed and Project Schedule Issued	Existing Research Review and Analysis  Postcode Shopper Survey	First Wave: Town Centre Operator Survey  Catchment Assessment & Profile Analysis  Future Trends Review	Second Wave: Town Centre Operator Survey  Competing Town Centre Reviews  Interim Findings Presentation  Stakeholder Discussions & Survey	Stakeholder Discussions & Survey  Online User Survey  Draft Action Plan Outline Presentation and Workshop	Web Site and Facebook Launched  Draft Town Centre Action Plan Refinements	Draft Town Centre Action Plan Refinements

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# what next in 2015

Jan	Feb	Mar	Ongoing
<p><b>Presentation of documents and Action Plan</b></p> <p><b>Press release and publication of Action Plan</b></p> <p><b>Video on loop at Town Hall and Waitrose</b></p> <p><b>Leaflet Distribution</b></p>	<p><b>Leaflet Distribution</b></p> <p><b>Commercial Support from experienced retail executive</b></p> <p><b>Presentations to interested groups:</b> Retailers Town Council Chamber of Commerce Public Meeting</p>	<p><b>Commercial Support from experienced retail executive</b></p>	<p><b>Campaign:</b> <b>Be part of the Town Team</b></p> <p><b>Links with Malmesbury groups</b></p> <p><b>Deliver Action Plan</b></p>

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# action areas



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# action areas

## Key Activities for **5 Priority Action Areas**

Timeline is dependent on local support and retailer engagement



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[www.malmesburytownteam.co.uk](http://www.malmesburytownteam.co.uk)

# Be part of the Town Team

Are you a local resident with specialist skills to share?

We're looking for supporters to give just a few hours a month.

Ideas you'd like to share? Please visit our feedback page.

[www.malmesburytownteam.co.uk/feedback](http://www.malmesburytownteam.co.uk/feedback)

or email us [info@malmesburytownteam.co.uk](mailto:info@malmesburytownteam.co.uk)

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