



1.0 Introduction

The following proposed actions are intended to support the aspirations and visions of the Councils corporate Strategy “Striving for Excellence”. Opinions from the PTCM Board AGM Business Planning consultation have also been considered in this proposal, along with the desires and vision of the Management Board.

The proposal are influenced by:

- The councils corporate strategy “Striving for Excellence” and it’s objectives of “Developing a Dynamic Economy”. The activities support the priority of “revitalising the Town Centre”. The actions also allow closer working and sharing of initiatives with other departments within the council and the other partnerships with an interest in the Town Centre.
- The Councils corporate objective of “Strengthening Our Communities” and desires to enhance programmes of Arts, Culture and Leisure activities as well as supporting the towns Heritage and minimising the negative impacts local residents.
- Sponsorship, membership fees and business relationships have influenced the proposed actions by seeking to add value to the sponsors for their valued contributions by assist them further especially during the current economic climate.
- Continued use of modern technologies to be as accessible as possible to those seeking information about the Town Centre yet also considering those retailers in the Town Centre who do not have Internet access.
- Prominence of targeted marketing and encouraging media exposure to maximise the number of shoppers/ visitors to Poole Town Centre as possible.

2.0 Project Action Programme

Marketing and Promotion

Retail Investment Campaign

- Further develop relationship with new and existing Town Centre businesses to encourage new Town Centre Management members and retain existing members.
- Continue to manage the Top of the Shops retail awards and award ceremony with support from the Dorset Retail Skills Shop and Economic Development. This project includes the shopping districts outside of the Town Centre.
- Produce 50,000 seasonal Town Centre visitor retailer guides/ maps. To encourage TCM membership with exposure on the map and maximise visitors experience of the Town Centre.

Town Centre Newsletter

- Continuation of this vital communication tool to inform retailers of the latest news and events taking place in the High Street.(most retailers do not have internet access).

General Marketing

- Continual maintenance and marketing of the pooletowncentre website. Seek new way to promote the website via the media and create banners for Core Partners logos. Investigate the website statistics and review the impact of the website and way in which to improve the information and the offer from the website. The website will also include retailer inward investment information to encourage new investment in the town.
- Continue to nurture links with local media to maximise and deliver a marketing campaign to raise the towns profile
- Continued marketing of Poole Town Centre in local media including the Coastal Calendar, the Daily Echo, Resort Magazine and others.
- Promotion of the Old Town as a distinctive shopping destination with cross street banners and media advertising.
- Support the Dolphin Shopping Centre with their TV advertising campaign.

Promotion and Events

- Fully utilize Falkland Square for events and marketing/ income opportunities including some infrastructure costs. Also utilize the display advertising banner posts in Falkland Square for events and sponsors exposure.
- Sunday Trading – investigate greater retailer participation in making Poole a 7 day a week shopping experience by providing relevant information to retailers who are not open on Sundays.
- Support the development of the “Creative Cabins” project to enhance the vitality of the High St by dressing vacant shop windows with student or artist’s creations.
- Continue to deliver Christmas in Poole Town Centre and investigate an alternative site for the Falkland Square Christmas Tree.
- Organise and deliver a fun Easter event for the Town Centre.
- Continue to support the Fun 4 kids Days in the middle High Street
- Organise events for the “Big Green Fortnight” and other environmental initiatives by including the Street Market in the project.

The High Street Environment and Strategic Progress

Enhancing the Town Centre Environment

Busking

- Develop a Busking / Street Entertainers Policy to control anti social busking. Production of a leaflet explaining the booking procedure, locations and the rules and regulation regarding busking as well as quality control. Also the production of licence for “approved” buskers.

Cleanliness

- Supporting the councils Environmental and Consumer Protection Unit to improve cleanliness in the High Street by reporting and dealing with enquiries from businesses. Also support the prevention of litter by users of the High Street by utilising the trade waste scheme.

Footfall Cameras

- Continue to monitor Town Centre footfall via on site cameras and investigate future footfall camera options with more reliable equipment and possible new locations.

Maximising Visitor/ Shopper Dwell

- Investigate the feasibility of Street Wardens or visitor hosts to help control the High St environment and provide visitor information and guidance. (Customer Safety, cleanliness, etc)
- Investigate a tactical pricing strategy with the Transportation Unit to encourage visitors to the town centre car during quieter business periods.
- Work with Association of Town Centre managers to devise a strategy to better manage ‘Chuggers’ on the High Street.

Street Scene

- Develop ideas for High Street improvements to the street scene, including street furniture and signage, litter bins, flora etc. By working with Urban Design Planning, Transportation Unit, ECPS and the Police.

Inward Investment

- Identify and promote opportunities to broaden and strengthen the Town Centre’s commercial base and retail mix by supporting local commercial agents and managing enquiries from inward investors.

Old Orchard and the Old Town

- Working with the Arts Development Unit, develop and promote the Old Orchard Plaza into event space for Arts, Culture and Specialist Markets. Including the purchase of new lights for the trees to enhance this unique space. Investigate webcams to provide live coverage of Old Orchard and the Old Town.

Future Development, The High Street Study

- Participate in the progress of all development schemes in the town centre including investigating the feasibility of the recommendations High St Study

Crime Reduction Initiatives

- Working with licences, retailers and the Police. Continue to reduce anti social behaviour and retail crime through the co-ordination of “Safe and Sound” and “Safer Business Scheme” projects. This includes investigating a new database system and expanding the schemes outside of the Town Centre.

Community Enrichment

- Further development of Falkland Square as an event space including the potential for a BBC sponsored large screen TV. These TV screens can be used to televise the 2012 Olympic Sailing events as well as Football and Rugby matches and Wimbledon etc.

The High Street and the Market

- Continue to manage the Street Traders and make improvements to the visual quality of the street market and the offer.
- Working with Urban Design Planners and Transportation Unit of the Councils share initiatives to improve the function and appearance of Town Centre Signage for visitors. Encourage more visitors by signposting the Street Market on the A35. Review Street and Gateway signage for the Town Centre with the Highways Unit and Planning Unit.

New Ideas

- Responsive yet sensitive to new project ideas for the Town Centre. Persist in finding new ways to improve the shoppers experience and encourage inward investment in the Town Centre.

The Poole Town Centre Management Proposed Business/ Action Plan 2009/10

Summary of activity for 2009/ 2010

Income

Private Sector	£38,360	
Market	£76,000	
Concessions	£35,000	
Commercial Activity	£17,000	
Sponsorship	£17,000	
Radio Link	£17,800	
SUB TOTAL		£201,160
Public Sector	£54,000	
TOTAL INCOME		£255,160

Expenditure		
Employees, employee support & office running costs	£98,560	
Premises (rent/rates)	£12,220	
Projects:		
Poole Town Centre Promotion/ Marketing	£18,500	
pooletowncentre.com	£2,500	
Visitor guides	£2,000	
Special events including Xmas/ Easter	£56,000	
Street Market Rates/ Salaries/ Equipment	£41,180	
Footfall counters	£3,840	
Falkland square infrastructure	£3,700	
Old Orchard Tree Lights	£2,000	
Safer Business Scheme / Radios/ Salaries	£21,350	
TOTAL		£261,850
Deficit		(6690)
08/09 carry forward Surplus		8299
		1609

All costs associated with Poole Town Centre Management are incorporated into above business plan including Council cross charges and corporate finance.

Gearing ratio of private sector: public sector funding = 79% / 21%