

## Caldicot Town Team Action Plan

### Caldicot Town Team Action Plan 2016/17

<u>Activity</u>	<u>Output</u>	<u>Outcome</u>	<u>Timescale</u>	<u>Resource/ funding</u>	<u>Monitoring</u>	<u>2016-17 S 106 Funding sought (Town Centre partnership)</u>	<u>2016-17 Alternative Funding</u>	<u>2016-17 Budget</u>
						£'000	£'000	£'000
<u>Visioning Caldicot - Securing a Vision Document and Development Plan for Caldicot Town Centre</u>	Deliver a visioning report and detailed plan, with artistic impressions of the future of Caldicot town centre, that is supported by the community and stimulates retail and developer interest.	A shared community vision and purpose that provides a framework for the regeneration of the town centre.	Apr 2015 - Feb 2016	s106 - already drawn down	Stakeholder and community endorsement of the Visioning Report and Development Plan		22.0	22.0
		Increased development activity and environmental improvements within the town centre	Apr 2017 - Apr 2018	Anticipated private sector funding/possible s106	<b>Yearly</b> - reduction in vacant premises. (CTT visual survey / MCC Dev Plans survey) <b>Yearly</b> - area of development (m2) - landlords/agents survey (CTT) <b>Yearly</b> - Value of town centre investment - landlords & agents survey (CTT)			-
<u>Caldicot Linkage Scheme - Creating an attractive and accessible link between the ASDA store and town centre</u>	The successful installation of a pedestrian friendly link between the ASDA store and town centre	Increase in linked trips between asda and town centre, specifically improving the link for out of area shoppers	Oct 2013 - Dec 2016	s106/private sector (Newport Road allocation)	<b>Yearly</b> - Footfall count undertaken by CTT volunteers using MTA template		30.0	30.0
		Improvements to the rear of shops and improved retail/leisure offer along the route	Apr 2017 -2018	Private Sector Funding	<b>Yearly</b> - Survey of affected owners/retailers along the route to measure intended projects, planned investment etc.			-
<u>Caldicot: Market Town - Regenerating the market offer within Caldicot town centre</u>		Improves variety of and interest in the market	April 2016 - Apr 2017	s106 - already drawn down	<b>Yearly</b> - Review of booking records per retail category, pre pilot and post pilot. Online shopper survey following pilot - CTT	8.1		8.1
		Increases footfall and linked trips to the town centre	April 2015 - Dec 2015		<b>After Event</b> - Footfall count undertaken by CTT volunteers using MTA template			
		Improved presentation of market stalls contributes to the uplifting/ attractiveness of town centre	Apr 2015 - Dec2015		<b>After Events &amp; Yearly</b> - Online shopper survey - CTT website			
		Encourages the entrepreneurship culture and development of micro businesses activity in Severnside	Apr 2015 - Dec 2015		<b>After Events &amp; Yearly</b> - Stall holder survey - MCC/CTT			
	Review pilot programme and implement permanent changes in market offer	Provides a clear framework for permanent changes to the market offer.	Jan 2016 - Dec 2016	tba	Stakeholder approval of CTT recommended changes following pilot			
		Improves variety of and interest in the market	Jan 2016 - Dec 2016		<b>Yearly</b> - Review of booking records per retail category. Online shopper survey following pilot - CTT			
		Increases footfall and linked trips to the town centre	Jan 2016 - Dec 2016		<b>After Event</b> - Footfall count undertaken by CTT volunteers using MTA template			
		Improved presentation of market stalls contributes to the uplifting/ attractiveness of town centre	Jan 2016 - Dec 2016		<b>After Events &amp; Yearly</b> - online shopper survey - CTT website			
		Encourages the entrepreneurship culture and development of micro businesses activity in Severnside	Jan 2016 - Dec 2016		<b>After Events &amp; Yearly</b> - Stall holder survey - MCC/CTT			

## Caldicot Town Team Action Plan

	Explore options around the community becoming more involved in the provision and delivery of the markets on a day to day basis	To provide a market that responds to local needs - encouraging new market stall holders	Jan 2016 - July 2016		<b>Yearly</b> - Review of booking records with breakdown of local use - CTT			
		To improve income potential for CTT to invest in market initiatives	Jan 2016 - July 2016		<b>Yearly</b> - Review of income resulting from new management arrangements			
<b>No Vacancies'</b> - Improving occupancy and presentation of vacant shops in the town centre	Secure agreement of landlords to temporary usage of empty units i.e. pop up shops	Increased opportunities for micro business activity and town promotion - broadening the retail offer in the town	April 2016- Apr 2017	S106 - already drawn down	<b>Yearly</b> - reduction in number of vacant units (CTT/Dev Plans) <b>Yearly</b> - day vacancy reductions (CTT sub lease records)	4.5	0	4.5
	Secure Agreement of landlord to improve presentation of vacant shop units	Reduced feeling of 'blight' and improved presentation and vibrancy of the CSA.	April 2016 - Apr 2017	Private Sector/S106	<b>Yearly</b> - online Survey of impact (CTT website)			
	Secure a vacant retail unit for use as an enterprising space for start up businesses (e.g. Creative Bubble)	A minimal cost, leased unit secured for a fixed period that host start up businesses promoting diversity of the town centre offer	April 2016 - April 2017	Private Sector/S106	<b>Yearly</b> - Full review of footfall, start up companies and successful business referrals to landlords. User surveys			
<b>Incredible Edibles</b> - Community Food growing in Caldicot.	Secure unused or green space 'plots' within the town centre and the wider Severnside area.	Plots of land around the town centre, ready for planting fresh fruit and vegetable plants	Sep 2014 - May 2015	Nil cost - landlord agreement/Grant applications	<b>Yearly</b> - Review of number of projects supported, plots cultivated and public opinions - CTT	-	1.5	1.5
<b>This is Caldicot</b> - Improvements to town centre signage	Implement town centre signage improvements that provide clear directions to and within the town centre. (including a directory map with the asda site)	Improved signage for 'out of town' visitors , encouraging improved dwell time, and linked spending and trips in the town centre	Jan 2016 - Dec 2016	S106 (Newport Road Allocation) /Asda Funding £5,000 donation	<b>Yearly</b> - CTT surveys of shoppers about ease of access within the town		12.0	12.0
	Implement town centre directional signage and promotional information at Caldicot Castle	Improvement of linked trips from events held at Caldicot Castle	Jan 2016 - Dec 2016	S106/Grant Funding	<b>Yearly</b> - CTT survey of visitors to identify linked trips from Castle as a result of improved Signage			
<b>Super-connected Caldicot</b> - Town centre WiFi and digital trails	Install free WiFi throughout the town centre	Provide public with free WiFi as part of the super connected cities program, increased time spent in town centre by visitors as well as retailer providing offers digitally within the town	Oct 2014 -Dec 2016	Welsh Government -Super connected cities funding/S106 (already drawn down)	<b>Yearly</b> - CTT survey of town centre users and uptake for free WiFi in town centre <b>Yearly</b> - CTT survey of retailers identifying number of offers listed and take-up and success of footfall increases	1.8	0	1.8
	Develop digital trails linking the town centre with Severnside tourism routes	Create Digital trails for Historical, tourist and other apps for use within Severnside resulting in increased linked tourism trips	Nov 2016 - December 2017	Welsh Government/S106/Grant Funding	<b>Quarterly</b> - Reports on app users, postal checks for visitors	25.0	-	25.0
	Establish a programme of training opportunities for town centre retailers - to improve understanding and access of electronic/digital marketing	Improve confidence of businesses in 'E-marketing methods'. To improve the sustainability of existing businesses in the town	Apr 2017 - Apr 2018	Grant Funding/CTT Revenue	<b>Yearly</b> - CTT records of training opportunities taken up by businesses in the town. Survey of business to identify of impact of training and changes in marketing methods adopted.	-	-	-
<b>Caldicot: Coming Alive</b> - Events and Attractions in the Town Centre	Develop a program of events and activities with partners in the town that builds upon the regeneration as a community focal point for events and activities	Following successes of the proclamation event, Fun Day, Christmas Lights etc. to increase community spirit and engagement. Increase exposure for businesses improving footfall and turnover and to diversify the reputation and use of the town centre as an activityevents hub for the Severnside area	June 2016- Dec 2017	S106/Grant Funding/CTT revenue	<b>Yearly</b> - CTT survey of numbers of event attendees, together with surveys that invite opinion on community spirit <b>Yearly</b> - CTT business survey on the impact of events on footfall and turnover	3.0	0.3	3.3

## Caldicot Town Team Action Plan

	Host an annual Family Fun Day	Within the program of events to host a new yearly event that will boost community spirit and improve footfall in the town centre	Aug 2015 - Aug 2016	\$106 / CTT revenue & income/donations from event	<b>Yearly</b> - Review of numbers attending, local businesses taking part and public response on social media	1.0		1.0
<b>Caldicot Town Team - Promotion, Income &amp; Sustainability</b>	Develop Severnside News to become a self-sustaining community newsletter	Severnside News - generate income from advertisements in magazine	Oct 2013 - Ongoing	\$106 / Income from advertisements	<b>Quarterly</b> - review of advertisement against production costs		2.0	2.0
	Provide a program of training for Caldicot Town Team Members & Directors	To provide members with skills needed to improve sustainability and professionalism of the company	Oct 15 - Oct 17	\$106		1.0		1.0
	Provide a cashflow to allow day to day operations of the town team to continue trading and working towards projects identified		Apr 2016 - Apr 2019	Donations / \$106 / Current Grant Funding ongoing	<b>Annually</b> - Full accounts review of expenditure	11.0		11.0
<b>TOTAL</b>						<b>55.4</b>	<b>67.8</b>	<b>123.2</b>
Seperately considered by Cabinet						14.4		
<b>Remaining NET SC106 FUNDING FOR CONSIDERATION 2016-17</b>						<b>41.0</b>		

<b>Glossary</b>
m2 - Square meters
CSA - Central shopping area
MTA - Market Towns Alive
CTT - Caldicot Town Team
MCC - Monmouthshire County Council