



TOWN CENTRE STRATEGY AND BUSINESS PLAN 2014-2015

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Introduction

What is NULTCP?

The Newcastle-under-Lyme Town Centre Partnership (NULTCP) is a Community Interest Company which was formed in January, 2013. It is a private-sector led initiative which sets about to improve the vibrancy and performance of Newcastle town centre.

The partnership's board is made up of key stakeholders from the town, as well as strategic partners in the Borough which can help us achieve our aims. But this is an organisation in its advent, and it is evolving continually. The only way it will achieve its mission is by partnership with the whole business community of Newcastle, who we hope will all join us in this quest.

This initiative has the support of Newcastle-under-Lyme Borough Council (NULBC), which has set the town centre as one of its priorities, and through their support and working hand-in-hand with Newcastle's business community we are ready to make positive steps to help revitalise our great market town.

OUR VISION

**To be the best market town in
Staffordshire**

Mission statement:

To offer a vibrant and thriving town centre to our residents and visitors based on our traditional market town values of quality and speciality, within an historic, beautiful, well maintained and safe environment.

Report from the Chairman

Did you come to the Christmas light switch on this year – School bands, live music, cricket stars, academy training, and lots of festivities.....thousands of people did.

Are you aware Newcastle has just been awarded the ‘most-safe’ status – and is now officially one of the safest Towns in the UK? Safe is very, very, important!

Did you know our Town will have a wonderful new outdoor market in April, with a Council investment of over £500k? Our Town has proudly had a Market for 800 years!

Did you know our Town is offering some free parking days during the year, about to provide new free nipper parking all year, and has implemented a parking redemption scheme - with certain retailers offering to refund the first hours parking charge?

Are you aware our Town has Crier? We had a Crier in the 1970s...he’s back!

Did you know we will be having another Lymelight festival this year – promoting local bands in a town centre concert weekend?

Are you aware our Town has had an Enterprize competition, Dragons Den style, and have given two new business start-ups premises FOC to trade from?

In the next 12 months our Town Centre will have some very positive developments.

Will you come along and help build on our success todate ?

Jonathan Mitchell

Report from the Town Centre Manager

The Town Centre Partnership has already embarked upon a diverse array of tasks and projects within the town centre and has ambitious plans for the future. It has already operated a 'Dragon's Den' style project which will result in the addition of two new and exciting independent businesses in the town, which will be housed in previously disused properties. It has originated three new festival events, and is supporting the business community with a project which offers free training and support in areas which businesses feel they need to improve to help them grow. These as well as many other plans are in motion to support the existing, and improve on the offer, and attract more people to Newcastle Town Centre, through working together with business partners in the town centre and strategic partners nearby, to deliver a package of services for the mutual benefit.

The Action Plan takes these plans to 2015 and is a document which is evolving as the TCP encounters new challenges and new opportunities, and encompasses all facets of the town, including its appearance and infrastructure, nightlife, safety, events, outdoor markets, how the town is marketed and business entrepreneurial and support projects.

We strive to deliver the best for Newcastle-under-Lyme and continue to reflect on the action plan and the effects of its implementation, in order to enhance the performance of our group, which is a Community Interest Company in the truest sense.

Over the following pages, we set out our goals over the next year, which we believe will help transform what is already an attractive market town into something which can survive the issues which threaten the high street in these modern times, and become something we can all be proud to be part of.

Matt Taylor

Town Centre Partnership Manager

Want to be involved and be aware of our activities?

In order to keep update of our activities and of what is happening and when, make sure your business is registered with the town centre website (www.visitcastle.co.uk or www.visitnewcastleunderlyme.co.uk) to receive regular bulletins and to also take advantage of this site to advertise your business, its deals and special events.

We also now circulate a quarterly newsletter which all town businesses will receive a hard copy of by hand.

Strategy and Business Plan Objectives 2014

Strategic Aim

- A vibrant and successful retail and leisure environment with increasing footfall year on year
- Home to the best outdoor market in Staffordshire
- The successful development and implementation of a Business Improvement District

We are only one partner in achieving this for NUL but through the work of TCP we will:

OBJECTIVE 1 - Develop strategic partnerships by:

- Embracing the public, private and community sectors to support and promote a common vision
- Promoting membership development and raising the profile of the TCP with businesses and stakeholders
- Ensuring value for money by attracting additional partnership investment to support TCP ambitions

OBJECTIVE 2 - Improve marketing, communication and promotions by:

- Co-ordinating the promotion and marketing of NULTC as a high quality destination
- Supporting and delivering a quality events programme distinguishing NULTC's uniqueness and brand
- Ensuring effective communication both externally to the public and businesses and internally to all members of the partnership and stakeholders

OBJECTIVE 3 – Improve safety and security by:

- With PABC and other stakeholders, supporting a reduction in crime and the fear of crime
- Working to create a more vibrant and safer evening and night-time economy

OBJECTIVE 4 – Improve economic viability and inward investment by:

- Fostering and developing the economic vitality and diversity of the town centre by supporting, encouraging and facilitating inward investment opportunities
- Delivering business support initiatives to enable existing businesses to thrive

OBJECTIVE 5 - Improve access and the environment by:

- Influencing policy and decisions that relate to transport and car parking
- Striving to influence decision making and investment in the street environment, including appearance, services and facilities
- Supporting the use of new technologies in delivering access and services

How will the NULTCP action the Objectives

The NULTCP has established a number of individual Theme Group to focus on the core areas and establish detailed action plans to achieve these objectives, these are summarised as follows :

Theme Groups and theme/project leads

Town centre management

Headed By:

Matt Taylor



Aim

Our aims are to: Manage and improve the services of the TCP to businesses and improve the retail arena

Marketing and events

Headed By:

Fiona Wallace



Aim

Our aims are to:

- Raise Newcastle Under Lyme’s profile as a destination for retail, leisure and business
- Develop and promote a consistent brand image based on the overall Town Centre Partnership vision
- Bring cohesion to town centre marketing messages
- Develop and promote a year-round programme of professional and community-led events

The Marketing and Events group is responsible for the strategic overview of marketing (including branding) and events, including allocation of resources.

It sees events in the town centre as a hugely important way of bringing vibrancy to Newcastle in a very visible way, bringing in footfall and raising the profile and positive word-of-mouth for the town.

Business & Enterprise –

Headed By:

Susan McCarthy



Aim

- To encourage and support the growth of businesses within the town centre
- To create a friendly business community environment to support the growth of all commercial and social enterprises.
- Encourage greater community involvement in the life of the town centre
- To support new businesses coming to the town centre
- To encourage businesses to move to / open in the town centre

Environment & infrastructure

Headed By:

Glenda Miller



Aim

Our aims are to: Strive to improve the environment of the town centre and bring on positive infrastructural projects to improve its vibrancy

Outdoor Markets

Headed By:

Terry Turner



Aim

The historic outdoor market is led by NULBC. However, as we see it as one of the town's key strengths, we intend to support and complement it through marketing, additional specialist markets and periodic entertainment.

The TCP will also assist by seeking to attract to new vendors, and raise the quality of current traders.

Evening economy & Safety

Headed By:

Doug Morris & Matt Taylor



Aim

To improve the safety and vibrancy of the night-time economy in Newcastle-under-Lyme and support cooperative working practices

Civic Society

Headed By:

Diana Bevan

Aim

To support the aims and priorities of the Civic Society where possible and attend their meetings periodically.

Items which the Civic Society have highlighted as of interest for this year include:

- To maintain and preserve historic and architectural features of town centre premises including those on upper storeys that give the town its unique character.
- To improve the approaches to the town centre particularly from the Midway car-park via the alleyway beside the HSBC.
- To enforce an "alcohol free zone" within the Grosvenor Roundabout gardens and subways.
- To encourage all property owners / tenants to display property numbers on premises in the town centre.
- To improve signage within the town centre including larger / clearer street name signs, additional finger posts (indicating Museum, Guildhall, library etc.) and additional town centre plan display boards (eg. at bus station and library).

Student Town

Headed By:

Val Tomlinson

&

Jenny Tucker



Aim

To build links between students, and student life with Newcastle

How:

Through engagement with and involvement in events on the town calendar

To promote 'Best of' Newcastle maps for students.

To work with students to engage them in projects and events/activities in the town centre to build connections with it

To promote the town loyalty card to students

To use students as a 'focus group' which can be utilised to decide policy

Links with Student Union

Develop a student friendly base in town

Vision for the future

Headed By:

Sara Williams



Aim

Objective – to identify new funding opportunities and develop Blue Sky ideas to bring Newcastle forward to become a successful town of the future

Project already established and ongoing: Bid for TSB (Technology Strategy Board) funds to turn Newcastle into a Smart Market Town (Smarket town) by using new technologies to identify and deliver products/processes which can help regenerate Newcastle.

Business Improvement District

Headed By:

Eddie Leligdowicz & Matt Taylor

Aim

To create a sustainable way of promoting and improving the town centre

Objective

To develop a cooperative attitude to the town centre through forming a Business Improvement District which will allow the TCP/BID group to work with businesses to make improvements to *Newcastle* they want and need.

The Welcoming Committee

Headed By:

Tina Cork

Aim

To identify and endeavour to attract desirable businesses to the town centre, demonstrating the benefits through figures and statistics/data and the formation of a welcoming committee to show companies and agents around.

Monitoring the Focus and Success of the Town Partnership

The following key performance indicators will be used to monitor the success of the NULTPC as a whole :

How Often ?	Monitoring Basis
Daily / Weekly	Continuously review the membership and respond to changing needs Maintain summary of new members Document opportunities to raise the profile of NUL and the TCP
Monthly	Hold Theme Group meeting , document actions of the meeting ensure promptly followed up Feedback on Trading Index Scheme, vacancy levels in NUL
Quarterly	Business E News letter Business focussed events to increase sales, footflow and networking opportunities Update NUL TCP information Packs Update on Bid Application
Annual	Business of the Year Award TCP annual report and accounts
2015	Introduction of a Successful Bid

Five-year plans

Business Improvement District (BID) – Eddie Leligdowicz & Matt Taylor

In order to secure a Business Improvement District for Newcastle and to help regenerate the town and continue to promote the retail arena in a sustainable way the plan is to develop a BID.

A BID is a vehicle through which projects would be delivered in the town centre to raise the profile of the town, stimulate footfall, attract new retailers, improve the environment, and many other things associated with regeneration of the town centre.

In the process, it will respond to the needs of businesses, who would choose the projects that would be delivered as per their needs and using their knowledge of the town as well as established expertise of what is working in other BID areas to build and deliver a five-year strategy to take Newcastle into a highly successful future.

The TCP board has agreed that it will seek the support of town centre businesses to develop a BID this year, so we will be looking for local businesses' opinions on this in the coming months.

In the process of communicating and engaging the business community during this exercise, we will be developing plans for what will be delivered for the coming five years. So it is extremely important that business owners and leaders get involved and help formulate plans, and respond to surveys.

BIDs are seen as a way forward and already have a track record in over a hundred towns and cities which have already embarked upon this journey with great success.

The Town Centre Partnership believes this project is key to Newcastle's future prosperity and will be working over the coming months to engage with and consult with businesses in Newcastle in the hope that we can foster this as a common vision upheld by the majority of members of the business community.

Appendix A – Detailed Theme Groups Action Plans

1. Town Centre Management

Detailed Action Plan

What	How	When	Resources
Manage TCP operations	Employ a Town Centre Manager	Ongoing	£31056.08
	TCP shared apprentice	April 14	£2000
Administer the TCP	Accountancy & book-keeping, expenses, phones, acc software	Ongoing	£4200, Baker Tilly, Kay Jackson
Create vibrancy	Manage a comprehensive event programme	Ongoing	NULBC, New Vic, B Arts, Churches, charities and any group interested
Improve communications with businesses	Sign-up 50 more businesses as TCP partners/web-site users	Throughout the year	TCM & Apprentice, board and members
	Newsletter, email bulletins, word-of-mouth and PR	Quarterly	PABC newsletter partnership, TCM, apprentice £500
Implement town centre usage monitoring system	Footfall measuring camera installation	End April 2014	TCP, NULBC to assist with location £2428
Improve comms with general public	Implement town centre PR and	Ongoing	TCM, NULBC, apprentice,

	communications plan		marketing group
Encourage other organisations to operate events		Ongoing	TCP members, NULBC, website, social media
Fill empty units in town	Connect/liaise with landlords and businesses, promote vacant units	Ongoing	TCP members, website, social media, env/infra group
Deliver TCP action plan projects	Manage/work with theme leaders on theme group projects	As per annual plan	TCP board members
Increase the town centre offer at busy trading periods	Organise street fairground rides and other entertainment at key times of year	Easter, Xmas, Summer and during events	Different equipment providers
Monitor town performance	Collate KPI data quarterly	Quarterly	TCM, Roebuck Centre and town centre businesses

Marketing & Events strategy

Budget £16,000

This includes:

- Leading the branding of the town centre
- Website development and content management
- Promotional activities
- Publicising events General publicity for the town centre
- Publicity for TCP ambitions and achievements
- Overseeing and monitoring town centre events programme
- Development of on-line marketing
- Budget setting for marketing and events

Strategy Outline

We will develop a marketing plan, built on strong research, in partnership with Keele University, Newcastle College and other stakeholders to consolidate Newcastle's position as a destination, regional market town. We will target new markets, including tourism and also seek to retain our existing market share.

We will promote the Town Centre as a destination for exciting events and new attractions as a method of driving footfall and generating additional retail spend in particular the day visitor and student market. In partnership, we will programme a year round diary of events, including some we will fund and others where we will seek to attract significant partnership funding.

Key Target Markets

- Families
- Students

Measurable Benefits

- Improved penetration into the catchment area driving retail sales amongst high value shoppers.
- Improved perceptions of the Town Centre generating new and more repeat visits from day visitors, families and students.
- Increased footfall particularly linked to the events programme, including Christmas and Festival events.

Detailed Action Plan :

Marketing	Budget: £4k		
What	How	When	Resources
Further develop online marketing activity	Manage content, make improvements to and promote the town centre website	April 2014 – additional website features, ongoing promotion and content change	£1000
	Circulate instructions on how to add your business via newsletter	May 2014	PABC
	Social networking, seek new outlets for free web advertising/editorial coverage	Ongoing	TCM/apprentice
	Add B2B section to website of interest to current/prospective businesses	August 2014	TCM, apprentice
Continue pro-active marketing of the town centre	See marketing strategy appendix	The whole financial year	Marketing group, TCM, apprentice, local media
Promote the town centre events programme	Printed and online materials to promote events on programme	All year	Marketing group, TCM, Apprentice, members. Cost built into events
Communicate with	Circulate a quarterly	Quarterly from	£500 (accounted

businesses	TCP newsletter to all businesses In partnership with PABC	Feb 14	for in Town Centre management)
	Business engagement meetings	Twice Annually	
Develop new technology to promote town centre	Implement a town centre app	July 2014	£600
Design & print hard copy promotional materials for the town centre	Through public survey and selection, develop maps of the 'best of Newcastle' town centre maps To include student, families, evening economy and markets	Staggered through the year. Priority is the 'best for markets' booklet	£2000
	Support 'fringe' areas – eg. develop leaflet for the 'indie' quarter		
Promote outdoor markets	Branded bags, Love your local market, banners, flyers	June/July 2014 (market relaunch)	£500 (in outdoor market budget)
Promote activity of other theme groups	Promote availability and usability of Lyme Card & double-ticketing scheme	July/August 2014	£400

Promote TCP ambitions and achievements	Business newsletter, PR strategy	Ongoing	TCM, apprentice
Seek external funding for events	Develop and submit funding bids to support development of the events programme		TCM, apprentice, board members, Blue sky group
Attend events to promote Newcastle	Programme and deliver student induction events linked to discount offers.	Sept 2014 (freshers fair)	TCM, apprentice, theme group. Keele Uni, NULC
Assist in long term sustainability strategy	Input into development of a communications strategy to support the BID campaign	April 2014	BID consultants, TCM, working group
	Create postcards of the town	August 2014	From past events, ACE Bid (pending success, Lymelight etc)
Review the ability to raise monies from website and business use	Meet with Digital Delight to consider potential	June 2014	

Events Strategy - £12k

See attached events programme

Develop and manage events programme	See appended events programme document. Work with partners to deliver town centre events throughout the year including 4 x 'festival' events	Ongoing	10k
Increase Cultural activity	ACE Bid, linked to Philip Astley, founder of modern circus	Delivery if successful end of June 2014	New Vic, NULBC, Keele Culture, Appetite £1k (match funding)
Create activity linked to town's heritage	HLF bid	June 2014	Letting in the light, NULBC property, museum £500 match
	HLF bid	July 2014	Andrew Dobrovic B Arts/ Museum/ Borderlines £500 match

2. Business & Enterprise Strategy

Budget allocated: £8k

Detailed Action Plan

What	How	When	Resources
Improve current business performance & Promote cooperative working practices	Hold monthly business coaching/ networking events	April, July, Oct, Jan/Feb	NULC, TCP members, Staffs Chambers, Sentinel, Keele all members £1000
Support Businesses through access to discount services and training, funding and promotion	Business Welcome Packs	Oct 2014	Staffordshire Chambers, BES, Recruitment/training partner, Signal, Sentinel £500
	Ensure businesses have best advice and access to any available resources through newsletter, email bulletins	Ongoing	Staffordshire Chambers, BES, Training providers, apprenticeship providers etc.
	Promote 'business of the week' on TCP web, social media	Weekly from April 2014	Apprentice
	'Best of' Newcastle accreditation, incorporating Business Boost award for best	June 2014 start	£1000

	business		
	Implement a loyalty card scheme (using existing council Lyme Card)	Launch by end May 2014	Existing infrastructure at J2 and implement at Guild Hall. NULC, Aspire £1000
	Promote existing Business Boost awards	July 2014	In association with NULBC
	Run 'Shop Newcastle week' in summer	July 2014	£500 Sentinel
Bring new business to Newcastle & demonstrate we are 'open for business'	Work with council and landlords to connect interested parties to empty units	Ongoing	TCM, apprentice, board and members
	Run a second Dragons Den event	Sept-Dec 2014	£4000 (promotional and prize contributions), Staffs Chambers, Prince's Trust
	Rates deals for six months? Tbc	Pending agreement	NULBC
	Young entrepreneurs contest – best	Nov 2014	NULC, Sentinel contest

	business ideas. Pop up shop prize		
	Facilitate the operation of pop-up shops	Ongoing	All partners
Tailor TCP activities to address the needs of businesses/consumers	Carry out surveys of the general public and businesses	Public – May 2014, Business - Summer 2014	TCP members, volunteers surveyors Some to be facilitated through BID project.
Increase opportunity to trade	Subject to interest via survey, promote Sunday Opening/Alive after 5. Look at possibilities and put on linked events	Summer 2014	Night-time economy, Vue, coffee shops, retailers

3. Environment & Infrastructure Strategy

Budget allocation - £8000

Detailed Action Plan

What	How	When	Resources
Improve accessibility and drive footfall through parking incentives	Operate & expand 'twin ticket' incentive scheme	Quarterly	TCM, apprentice, theme leader, NULBC. Printing £500
To achieve a competitive pricing strategy for the Town Centre in partnership with Newcastle Borough Council	<p>Understand existing car parking arrangements of Newcastle Town Centre and its competitors</p> <ul style="list-style-type: none"> • understand contribution to Borough's income <p>agree strategy with Newcastle Borough Council and timetable for implementation</p> <p>B</p> <p>Alongside:</p> <p>Survey Town Centre signing including parking signing</p> <p>& any other physical improvements to parking provision. Identify potential ways to fund improvements</p>	Feb 2015	TCM, theme group lead, NULBC officers.
Improve attractiveness of retail arena	Implement comprehensive vacant unit display scheme	Second round – Sept 2014	£3000

	Pressurise landlords to improve the appearance of vacant properties	Ongoing	Work with NULBC
	Promote businesses having 'street cafes' through Formulating & implementing guidelines	Ongoing – launch Easter 14	NULBC planning, promo through TCM, apprentice.
Implement town centre Wi-fi.	Receive options paper from Internet Central. Consider recommendations investigate funding	Implement Summer 2014– given this becomes a board priority and is desirable according to businesses and consumers	Different partners currently being considered
Introduce ways to advertise events and news to people in the town centre	Implement town centre screen/notice boards. Consider needs, options, pricing, costs.	Implement by Autumn 2014 as funding allows	£2500
Improve links with landlords and businesses/TCP	Establish town centre landlords' meetings – quarterly	July 2014 and quarterly	Venues, landlords/developers
Increase town centre footfall/footfall	Encourage town centre living/COU to residential on vacant units/upper floors in town	Ongoing	Local landlords, housing associations, developers

Bring forward/facilitate/ input into regeneration projects	Engage with business community & have input into Ryecroft Scheme to redevelop former Sainsbury's, ensuring their connection to and that they complement the town	April 2014 and ongoing thereafter	NULBC, NTCP board members
	Propose projects for the use of Section 106 monies which would impact positively on town centre	April 14 onwards	NULBC planning/regen
Aspirational infrastructural projects	Develop business start-up/small business centre, TCP base (pending funding)	Ongoing discussions	TCP, Keele Uni, Staffs Uni, local architects & NFP companies. £2k to form feasibility
	Develop community/cultural hub (pending funding & interested parties)	Partners needed to take forward	NULBC, local arts organisations.
Contribute to planning policy to develop a vision for the future	Being prepared to contribute to the formulation of the Local Plan in so far as it relates to the Town Centre. Set up a group of interested people to establish a vision for	Start April/May 2014	Members, business contacts, theme group lead. Sub group needed.

	<p>the Town Centre in planning terms so that we are in a good position when the time comes to participate in the consultation for the Local Plan</p> <p>OR...</p>		
	<p>Consideration of a Business Neighbourhood Plan.</p>	<p>Process start June 2014</p>	<p>Staffs Chambers, Staffs County Council, NULBC, business leaders.</p>
<p>Long-term visions</p>	<p>Develop an arts/sculpture trail</p>	<p>Following successful ACE bid – this would be a part of a later bid</p>	<p>ACE, NULBC, local arts organisations</p>

4. Outdoor Markets Strategy

Budget allocation £3k

Detailed Action Plan :

	How	When	Resources
Specialist markets	As part of events (eg. Christmas) and additional but not competing markets	Summer 2014	£1000
Improve existing specialist market	Add to farmers market to create 'Makers' Market' operating monthly	May 2014	TCP contacts from events £500 - promo
Attract new market traders	PR & comms, links to media, networking	From June 2014 ongoing	£500 – advertising/printing
Improve the existing offer	Offer training & advice to market traders	Summer 2014	£500 – contribution to NULBC
Promote the market	Design and supply branded degradable bags	Summer 2014	£500
	Social networking	Ongoing	TCM/apprentice
	Website advertising of market days & events	Ongoing	TCM/apprentice
Critical friend partner	Suggest improvements to the operation of the market through use of private	Ongoing – monthly suggestions to the outdoor market theme group	Board members / other business contacts, TCM

	sector business acumen		
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5. Evening economy & Safety

Budget allocation: £3,000 (plus £5,000 from BC for Jazz and Blues)

What	How	When	Resources
Contribute to events programme by operating evening-oriented events	Jazz and Blues Festival	Delivery May 2014	Night-time economy group, TCM, board members £5000
	Promote 'Alive after 5' campaign from ATCM Trial Evening markets	Summer 2014	£2000
Improve the safety of Newcastle town centre	Purple Flag project	Hope to attain status by Summer 14	TCP board, PABC, TCM and NULBC
	Work with Pubwatch/JOG groups to help report/resolve issues with night-time economy/safety	Ongoing	TCM, PABC, Pubwatch and licensees, JOG
	Promote the use of town radios to improve safety/reduce	April then Ongoing	Word of mouth – TCM, apprentice, PABC, board members

	crime		
	Support the CCTV Voluntary manning of CCTV project through expenses for volunteers		£500
Create more evening activity at peak times	Communicate with evening economy businesses to encourage activity around events	April onwards through events season	TCM, apprentice, Business support group
Create links between different trading sectors	Develop themed nights – eg. Theatre night – discount with a New Vic ticket, or Cinema Wednesdays – discount in selected places with a cinema ticket	August 2014	New Vic Theatre £500

Appendix B - Financing

The Town Centre Partnership is funded through a number of sources. The table below shows the current and confirmed sources of funding to support the TCP's activities. However, we are always seeking new ways to fund activities in the town centre, as operated by the TCP or otherwise.

	2014/15	2015/16
Newcastle Borough Council	£30k and £5k jazz	£22.5k + £5k Jazz
Funding from M&S s106	£30k £30K BID £5K b/f £10k annual fund	£40k
Potential funding tbc plus contributors	ACE and contributors to ACE bid £17k	£100k ACE £40k
TOTAL	£127k	£207.5k

Budgeted costs 14/15	£000
Town Centre management	40
Marketing	4
Events plus £3k support in kind from NUL	11
Business and Enterprise	8
Environment and Infrastructure	8
Outdoor Markets	3
Evening Economy and Safety	8
BID – printing and communications	3
BID – additional fees	25

ACE project	17
Total	127
These figures currently assume non-VAT registration, though the TCP is looking into the possibility of this now in order to reclaim VAT on costs which could be reclaimed.	

Appendix C: CORPORATE STRUCTURE

The Town Centre Partnership has a board which oversees the strategic decisions, corporate governance and a set of theme-groups, championed by board-members, which are tasked with improving specific aspects of the town.

We invite people from all organisations of the town centre to get involved and join these theme groups to add their own ideas and contribute to the work that is being done – together we are stronger!

Chairman – Susan McCarthy (Roebuck Centre Manager)

Vice-Chair – Doug Morris (Chairman, PABC)

Company Secretary – Kay Jackson undertakes these responsibilities

Treasurer – Anne Lakin

Board members:

Edward Leligdowicz (Franchise-owner, McDonalds)

Glenda Miller (Partner, Knights solicitors)

Fiona Wallace (Executive Director, New Vic Theatre)

Susan McCarthy (Manager, Roebuck Centre)

Douglas Morris (Chairman, Partnership against Business Crime)

Jenny Tucker (Director of Commercial & Business Engagement, Keele University)

Sara Williams (Chief Executive, North Staffordshire Chamber of Commerce)

Val Tomlinson (Assistant Principal - Curriculum and Corporate Developments,
Newcastle under Lyme College)

Tina Cork (Meridian Business Support, Ironmarket)

Andrew Pass (John Pass Jewellers, Ironmarket)

Cllr Terry Turner (Portfolio holder for town centre)

Anyone who is not currently involved that wants to be should contact the Town Centre
Manager employed by the TCP, Matt Taylor on matt.taylor@visitcastle.co.uk

Appendix D: KPIs

It is necessary for us to monitor the performance of Newcastle town centre to gauge the impact of the Town Centre Partnership's activities, and how the town is doing in general.

This will be done by reporting on a quarterly basis on the following:

Footfall monitoring (from April 2014).

A footfall monitoring camera is to be installed and we will then be able to monitor visitor levels and trends in Newcastle town centre.

Data is available for this for the West Midlands, so as well as comparing our trends to previous periods in Newcastle, it will be possible to make comparisons against the regional trend.

Property vacancy rate

These figures are collated by the council and are released every six months, with comparatives for the region as well as national statistics.

So we will twice a year be able to gauge how Newcastle is faring against its own previous performance, as well as how that compares to towns and cities across the West Midlands.

Trading figures

Trading figures for the town centre will be requested from town centre businesses and collated in an anonymous fashion in order to determine how footfall translates into spend in the businesses of the town centre (to be reported quarterly from July).