

## YEAR 1 ACTION PLAN

Priority	Tasks	Success criteria	Time frame	Resources		Responsibility
				In kind	Financial	
Priority 1: Marketing the area to raise awareness and increase footfall						
Priority 1a: Develop a website for the town centre (short term)	Identify potential suppliers, send brief and review submissions	Local business appointed (provided VFM requirements satisfied)	30 June 2014 (DONE)	Expertise from NBC		M&E group
	Appoint web designer				Up to £2000 (KTCCIC)	KTCCIC Board
	1 <sup>st</sup> draft of website approved by Board	Brief met	31 July 2014 (DONE)	Board member time		KTCCIC Board
	Website live	Website live	Mid Sept 2014 (Partial site ready for 30 Aug)	Volunteer user time testing website		M&E group
	Ongoing maintenance	No. unique hits	31 Dec 2014 (On target)	Time spent updating website	Y1 £300 (KTCCIC)	M&E group
Priority 1b: Develop an events programme (Medium term)	Identify relevant organisations and town centre or edge of town centre events	<ul style="list-style-type: none"> <li>List compiled</li> <li>Contact details obtained for organisations</li> </ul>	30 Apr 2014 (DONE)	Time input from M&E members		M&E group
	Compile list of proposed events to be organised by KTCCIC	<ul style="list-style-type: none"> <li>List compiled</li> <li>Circulated to TC businesses</li> </ul>	30 Apr 2014 (DONE)	Time input from M&E members		M&E group

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	Establish baseline footfall	No. users on regular Sat	Explored possibility of electronic counters but too expensive	Time input from volunteer counters		M&E group
	Artisan/vintage market	•Increased footfall	30 Aug 2014 (See note 1)	Time input from M&E members	£500 (KTCCIC)	M&E group
	Food market	•Increased footfall	31 Aug 2014 (See note 1)	Time input from M&E members	£500 (KTCCIC)	M&E group
	Heritage Open Days event	•Increased footfall	30 Sept 2014 (On target)	Time input Philip Lees	£500 (KTCCIC)	M&E group
	Paint the Town Pink	•Increased footfall •Money raised for BCC	31 Oct 2014 (On target)		£200 (KTCCIC)	M&E group
	Halloween event	•Increased footfall	02 Nov 2014 (On target)	•Time input from Philip Lees •Room donation by local business	£500 (KTCCIC)	M&E group
	Victorian Market	•Increased footfall	30 Nov 2014 (On target)	Time input from KTCCIC and local business	£500 (KTCCIC)	M&E group
Priority 1c: Brand development	Submit application to ATCM for branding support	•Application successful	Feb 2015 Meeting to discuss initial findings 19/8	Officer Time input		M&E group

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	Reinforce brand through social media and newsletter	•Raise brand awareness	Ongoing X FB and X Twitter followers	Time input from M&E members		M&E group
	Branding workshops	•No. attending	31 Dec 2014 (On target)	Time input from attendees	Value up to £3000 (ATCM)	M&E group
	Brand launch	•Brand awareness	31 Mar 2015 (On target)		Launch event £250 (KTCCIC)	KTCCIC Board (combine with AGM)
	Produce promotional material	•Brand awareness	31 Mar 2015 (On target)		Printing costs £500 (KTCCIC or sponsor)	M&E group
Priority 2: Increase engagement with the KTCCIC (short term)	Regular newsletter distribution	•75% of businesses receive hard or electronic copy	31 Mar 2015 (All Kidsgrove and most of Butt Lane businesses receiving hard copy)	Time input for hand distribution	Printing costs £200 (KTCCIC)	M&E group
	Facebook and Twitter followers	•500 Facebook friends, 200 Twitter followers	31 Mar 2015 (On target)	Time input for keeping both refreshed		M&E group
	More businesses involved with events	•At least 50% of retailers involved with at least one event	31 Mar 2015 (Currently around 25% businesses actively engaged)	Time input encouraging retailers to participate	Printing costs for 'event manuals' £200 (KTCCIC)	M&E group
Priority 3: Kidsgrove Waterfront Project (short, medium and long term)						

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Signposting boaters and other users to town centre facilities	Town centre map in canal noticeboard designed by local school	Map in place	31 Oct 2014	Time input students and staff	Winning design prize £200 (sponsor)	E&I group
	Explore options for signposting to/from town centre	Signs in place	30 Sep 2014 (Slipped due to other priorities)	Officer time	Cost of new signs £1000 (KTCCIC)	E&I group
Create a canal heritage centre for Kidsgrove	Secure agreement of A Potter Tea to house exhibits	'Contract' signed	31 July 2014 (Slipped due to other priorities)	Volunteer time setting up exhibition		E&I group
	Select and display exhibits	Exhibition launched	30 Sep 2014 (Slipped due to other priorities)	Volunteer time	Framing etc £500 (KTCCIC or sponsors)	E&I group
	Submit HLF bid to 'Sharing Heritage' fund for heritage display	Successful application	30 Sep 2014 (Slipped due to other priorities)	Time spent in compiling bid		E&I group
Extend CCTV coverage of tow path to include potential mooring areas	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Installation of mooring rings to allow overnight mooring and queuing for tunnel	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Extend wharf by provision of pontoon mooring and appropriate security fencing	Explore costs and work up plan (including drawings)	Costed plan produced	30 Sept 2014 (On target)	Time input preparing plan		E&I group
Create a heritage event	Event linked to Heritage Open Days including canal and town centre walks	No. participants	30 Sept 2014 (On target)	Volunteer time	Leaflet printing £100 (KTCCIC)	E&I group

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Managing anti-social behaviour along tow path and bridges; overcoming poor reputation as overnight stop	Police presence increased	<ul style="list-style-type: none"> <li>No. reported incidents reduced</li> <li>Perception of users improved</li> </ul>	31 Oct 2014 (On target)	Police patrol time		E&I group
Build on canal heritage as USP for town centre and to engage with visitors and local community.	Canal history included on Go Kidsgrove website	No. hits on website	31 Oct 2014 (On target)	Time spent inputting data		E&I group
	See also 'Heritage centre' priority					E&I group
Footpath improvements to and from tow path	Explore funding options for footpath work	Plan produced	31 Dec 2014 (On target)	Time spent researching		E&I group
Lighting along mooring area adjacent to tunnel	Bat survey undertaken	Survey completed	31 Mar 2015 (On target)		Cost of survey (tbc)	E&I group (liaison with Town Council)
Promote canal and local amenities to visitors and residents	Develop and produce offer booklet for visitors	Visitor take up of offers	30 Sept 2014 (On target)	Time input collecting offers	Develop and produce offer booklet for visitors £500 (sponsorship)	Visitor take up of offers
	Work with other canal attractions to develop single theme for stretch from Etruria to Kidsgrove	<ul style="list-style-type: none"> <li>Launch of single theme</li> <li>Improved perception</li> </ul>	31 Mar 2015 (Waiting on other participants)	Time input	Contribution toward promotional material £500 (KTCCIC)	E&I group
Develop a sculpture trail to emphasise heritage aspects and create interest for canal users and local community	Work with other canal attractions to develop single theme for stretch from Etruria to Kidsgrove	<ul style="list-style-type: none"> <li>Launch of single theme</li> <li>Improved perception</li> </ul>	31 Mar 2015 (Waiting on other participants)	Time input		E&I group
Priority 4: Enhancing the attractiveness and safety of the area (short/medium term)						

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Priority 4a: Floral displays and Hanging baskets	Newcastle in Bloom team seek sponsors	Take-up by Kidsgrove and Butt Lane businesses	31 May 2014 Problems with fixings- will carry over to next year		c.£50 per basket (Individual businesses)	E&I group
	Baskets in place	Take-up by Kidsgrove and Butt Lane businesses	30 Jun 2014 (As above)			E&I group
	Volunteers spring planting May 2014	No. volunteers involved	31 July 2014 (DONE)	Volunteer time	Sponsorship of bulbs tbc	E&I group
Priority 4b: Clean-ups	Borough-wide Community Day litter picks etc	No. Businesses taking part	30 Jun 2014 (Done)	Volunteer time		E&I group
	Areas for special attention by Highways clean up teams to be nominated by traders	<ul style="list-style-type: none"> <li>•No. businesses nominating areas.</li> <li>•Satisfaction with cleanliness</li> </ul>	31 Dec 2014 (On target)			E&I group
Priority 5: Development of a Transport hub (medium/long term)	Disabled access to far station platform	Disabled Access in place No. disabled users accessing station	31 Dec 2015 In progress		Tbc (Network Rail)	E&I group (liaison with steering group)
	Bus turning circle in place	No. buses No. users	31 Dec 2015 In progress		Tbc	E&I group (liaison with steering group)
Priority 6: Explore changes to Market Street traffic flow (medium/long term)	Canvass opinion from Market Street businesses	No. businesses responding	31 Aug 2014 (DONE)	Time spent by KTCCIC		E&I group
	Explore options with County Council	Feedback to businesses	31 Oct 2014 (On target)	Officer and KTCCIC time		E&I group

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Priority 7: Explore external funding opportunities (ongoing)	Identify sources of possible funding	Applications submitted	Ongoing (Kidsgrove Waterfront Projects submitted for ERDF/LGF funding)	Time spent in completing applications		KTCCIC Board
	Submit HLF bid to 'Sharing Heritage' fund for heritage display	Successful application	30 Sep 2014 (Slipped due to other priorities)	Time spent in compiling bid		E&I group
KTCCIC management	Prepare and circulate JDs for board members to encourage greater participation	More board members	31 Dec 2014 JDs done, 2 potential new members are considering joining.	Time spent on developing board members		KTCCIC Board
	Ensure financial probity	Regular reporting at board meetings	Ongoing DONE	Time spent by Board		KTCCIC Board
	Organise regular board and theme group meetings	Minutes of meetings	Ongoing DONE	Time spent by attendees	Room and refreshments £400 @ c. £35pm (KTCCIC)	KTCCIC Board

Note 1: Working with local businesses to arrange the artisan market and struggled to find an earlier date. Event held on 30 Aug 2014.

Note 2: Originally planned a food market to coincide with the Beer Festival but the organisers of Beer festival felt that the two events would not work together and requested a change of date. The plan is to hold this in Spring 2015 and apply for Round 2 Food and Health funding.