

Go Kidsgrove (Kidsgrove Town Centre CIC)



ACTION PLAN 2016

No	Project/Intervention	Theme	Description	Lead (partners)	Why are we doing this?	Expected Outcomes	Target Date	Resources required
1	Increase awareness and involvement with Go Kidsgrove.	Improve communication	Liaise with local businesses and groups to encourage involvement; flyers to be produced.	Board	Greater involvement will enhance the impact of Go Kidsgrove on the local economy.	More businesses involved and contributing.	Ongoing.	Financial: Promotional material; In kind: delivery
2	Continuous improvement of website and use of social media	Improve communication	Keep site up to date ; promote Events page to organisations; promote site to residents and visitors; increase social media coverage	Board	Greater involvement will enhance the impact of Go Kidsgrove on the local economy.	More events listed, increased no. users for website and social media sites	Ongoing.	Financial: Promotional material; In kind: social media/website upkeep
3	Brindley celebration	Footfall; Waterfront Project	Organise walk canal to St James' church; explore possibility of C&RT heritage boat for schools	E&I (Local History Group, U3A walking group)	Raise awareness of local heritage; encourage canal use	Increased awareness of local heritage by residents and visitors; increase footfall to town	30.11.2016	Financial: heritage boat; costume hire; In kind: leading and designing walk
4	Interactive map	Waterfront project; Footfall	Interactive map installed by tunnel entrance; other noticeboards installed elsewhere; local school engaged	E&I (C&RT, library, Kings School)	Promote local heritage and local services to canal users; drive traffic to website	Young people engaged in heritage; map installed; greater footfall to town centre	30.09.2016	Financial: HLF bid to fund design and installation; other signboards
5	Canal volunteer group	Waterfront project	Adoption of north & south portals by Go Kidsgrove; litter picking, painting, etc	E&I (C&RT, volunteer groups, LAP)	Improve appearance of canal to encourage greater usage and improve visitor opinions	Tidier towpaths, increased usage, drive footfall to town.	Ongoing.	In kind: promotion of group
6	Explore classic car show	Footfall	Organise at least one classic car event in town centre	Board (NBC, KTC, shops)	Increase footfall in town; develop capacity to organise events	Successful event; future events planned, increased footfall in town	30.09.2016	Financial: donation to club; road closure, etc; In Kind: time to organise
7	King street bed	Environment	Planting; growing Christmas tree;	E&I (NBC, KTC, shops)	Improve environment; provide christmas tree for years to come	Area looks attractive; people feel better about it	31.10.2016	Financial: purchase of tree; In Kind: volunteer time, NBC expertise
8	Christmas lights	Footfall	Planning for installation of lights for 2016; possible provision of lights for Market St; seek funding; tree for King St bed	E&I (NBC, KTC, businesses)	To improve the appearance of the town for residents and visitors; increase footfall during December	Residents, visitors and businesses feel more positive about the area; increase in footfall	08/01/2017	Financial: testing, installation, taking down, additional lights
9	Seek additional funding	Other	Explore sources of funding for Go Kidsgrove projects	Board	To ensure sustainability of Go Kidsgrove	Additional funding received	31/12/2016	In kind: researching options; writing bids