

Urmston Town Centre Projects and Activities

Name of Activity	Description	Timescales	Costs (£)	How it will be resourced?	Project Lead
Urmston Market					
Support to Urmston Market	Working with Urmston Market to potentially coordinate Market Events with Town Centre Events in Eden Square/Golden Hill Park/Queens Road. If the Market is sold or leased, there will be more potential to work with the new management	Ongoing	Cost / Outgoings: Publicity (events will be publicised on Urmston Partnership's publicity printed for town centre events). Some of this cost will need to be re-couped from stall fees on Urmston Market (to be negotiated with management). Staff Time	Liaison with Market being conducted by Strong Communities Officer as well as Ward Councillors and Urmston Partnership Committee	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Reinventing the High Street					
Landlords/ Retailers' Forums	Develop a relationship with landlords and lettings agents of vacant units in Urmston town centre. A forum could potentially be established to aid communication and quicken the take-up of vacant units by new businesses (otherwise a virtual stream of communication could be developed)	Ongoing	Cost / Outgoings: Possible room hire fees could be covered by Urmston Partnership but free venues would be sought Staff Time	Contacting landlords and lettings agents being led by Strong Communities Officer (West) and Growth & Business Development Manager. Support from Economic Growth Team.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Use of Vacant Units	Identify landlords/letting agents who hold vacant units which could potentially be used for a Traders Outlet, temporary pop up shops, window displays or arts events (involve local community groups and charities)	Ongoing	Costs / Outgoings: TBC (could include rent, business rates, refurbishment works)	Potential use of £20,000 allocated from the Town Centre Investment Fund (currently allocated to the development of a Trader's Outlet). Staff Time	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Independents and Business Support					
Business support package	A list of available business support for town centre businesses is currently kept by Economic Growth Team and will be continually updated. A support package could be developed for independent retailers	May 2014	Cost / Outgoings: Depends on what package is assembled. Could include consultancy times, training, printing and marketing and Staff Time.	Economic Growth to lead with support from Stronger Communities	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Small Business Rates Relief	Identify eligible businesses who have not already taken up the small business rates relief scheme (through the Business Rates section) and encouraging them to do so.	Ongoing	Cost / Outgoings: Staff time.	Economic Growth to lead	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Autumn Statement 2013	Promote new business rate schemes announced in the Autumn Statement.	Ongoing	Cost / Outgoings: Staff time.	Economic Growth to lead	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Urmston Town Centre Loan Scheme	The scheme has been amended and improved, to ensure the benefits of the scheme are maximised and the town centres receive maximum benefit from the available funding. A further evaluation will take place in 2014	Summer 2014	Cost / Outgoings: Staff time.	Economic Growth to lead	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Events					
Urmston Spring Fayre	Town Centre event based in Eden Square and on Golden Hill Park from 11am - 4pm. Entertainment, over 20 market stalls and children's activities on Eden Square. Fun fair on Golden Hill Park. Potential to organise an additional event on Urmston Market.	Event date: 26th April '14 Planning time: 1st February - 26th April '13	Estimated Cost / Outgoings: £400 (Printing, advertising, First Aid, TEN, hire of tables and gazebos) Estimated Incomings: £400 (Stall hire fees and donation from Fun Fair) Staff Time	Event managed and coordinated by Strong Communities Officer (Project Lead). Cost resourced by Urmston Partnership funding and income from the event. Event resourced on the day by Project Lead and volunteers from Urmston Partnership.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Urmston Food Festival	Town Centre event based in Eden Square 11am - 4pm. Over 15 producer stalls selling speciality food and 5 'live action' cooking stalls. Entertainment and promotional opportunities for town centre businesses; discounts in town centre businesses promoted on publicity. Potential to organise an additional event on Urmston Market.	Event date: 27th September '14 Planning time: 1st June - 27th Sept '13	Estimated Cost / Outgoings: £550 Estimated Incomings: £500 Staff Time	Event managed and coordinated by Strong Communities Officer (Project Lead). Cost resourced by Urmston Partnership funding and income from the event. Event resourced on the day by Project Lead and volunteers from Urmston Partnership.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Halloween Spectacular	Small Halloween event based in Eden Square 5-7pm and a spooky walk in Golden Hill Park 6-6.30pm. Children's activities, crafts and spooky story telling.	Event date: 31st October '13 Planning time: 1st - 31st October '13	Estimated Cost / Outgoings: £100 Staff Time	Event organised by four proactive Urmston Partnership members and overseen by Strong Communities Officer. Cost resourced by Urmston Partnership. Event resourced on the day by volunteers from Urmston Partnership and Strong Communities Officer.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Christmas Lights Switch On	Town Centre event based at the Christmas tree site on Queens Road 5.30-6.30pm and Eden Square 6.30-8.00pm. Entertainment and market stalls at both sites.	Event date: 21st November '14 Planning time: 19th Sept - 21st Nov '14	Estimated Cost / Outgoings: £1000 for event and Christmas tree lights Estimated Incomings: Sponsorship to be sought from local businesses (Costa have pledged £400) Staff Time	Event managed and coordinated by Strong Communities Officer (Project Lead). sponsorship from local businesses. Event resourced on the day by Project Lead and volunteers from Urmston Partnership.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Christmas Market	Town Centre event based in Eden Square 11am - 4pm. Entertainment and over 30 market stalls. Potential to organise an additional event on Urmston Market.	Event date: 29th November '14 Planning time: 29th Sept - 29th Nov '14	Estimated Cost / Outgoings: £400 Estimated Incomings: £500 Staff Time	Event managed and coordinated by Strong Communities Officer (Project Lead). Cost resourced by Urmston Partnership funding and income from the event. Event resourced on the day by Project Lead and volunteers from Urmston Partnership.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Artisan/Farmers' Markets	Town Centre Artisan/Farmers Market based on Higher Road to draw visitors to the periphery of the town centre. Working with Higher Road to traders to organise. May potentially become a quarterly event if successful.	Event date: Potentially March '14 Planning time: 6th Jan - March '14	Estimated Cost / Outgoings: £600/700 (requires a road closure) Estimated Incomings: approx. £500 Staff Time	Initial event coordinated by Strong Communities Officer (Project Lead) with an expectation of Higher Road traders organising future events. Cost resourced by Urmston Partnership funding and income from the event. Event resourced on the day by Project Lead and volunteers from Urmston Partnership.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881

Promotional Activities					
Retail Offers/Discounts	Discount leaflet to be developed for Armed Forces personnel, Veterans, Scouts and Brownies in 2014. Over 12 Urmston Partnership shops to be involved in offering discounts on the day. Discounts organised and coordinated by Strong Communities and promoted by Trafford Council's	Event date: TBC (2014) Planning Time: June '14	Estimated Cost / Outgoings: Printing (covered by Trafford Council's Communications & Marketing team) Staff Time - Strong Communities Officer	Discounts organised and coordinated by Strong Communities Officer (Project Lead). Leaflet created and discounts promoted by the Communications & Marketing team	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Town Centre Competitions	Two to Three town centre competitions per year: Easter Egg Hunt, Christmas Competition to encourage footfall in to the town centre involving school children, their parents and Urmston Partnership shops.	Easter Competition: March-April '14 Christmas Competition: Nov-Dec '14	Estimated Cost / Outgoings: £320 (Printing) Estimated Incomings: Donations of prizes from participating shops) Staff Time	Competitions coordinated by Strong Communities Officer (liaising with participating schools and shops and design of competition form). Printing costs to be resourced by Urmston Partnership funding and donations of prizes from participating shops.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Places for People					
Victoria Parade	Business support and guidance to Cheeky Cherubs to establish a Soft Play Centre in Victoria Parade which will contribute to the regeneration of the area. Town Centre Loan ring-fenced for the project and business case being developed to incorporate a pop up shop within the unit (with use of proportion of £20,000 Town Centre Investment Fund)	November '13 - ongoing	Estimated Cost / Outgoings: Staff Time	Guidance and support being provided by Strong Communities Officer, Growth & Business Development Manager and Urmston Partnership Committee	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Environmental Improvements	Proposed scheme of public realm works, to encourage dwell time in town centre, currently undergoing detailed design. In principle approval obtained from TC Partnership.	Subject to approval, works to be completed March 2014.	Cost / Outgoings: £110k.	Town Centre Improvement Fund and Section 106	Petula Neilson, 0161 912 2047, petula.neilson@trafford.gov.uk
Car Parking	Directional signage to be addressed through works funded by the Town Centres Investment Fund.	March '14	Costs / Outgoings: TBC	Town Centre Improvement Fund and Section 106	Petula Neilson, 0161 912 2047, petula.neilson@trafford.gov.uk
Cycling	Review of Town Centre cycling provision	July '14	Costs / Outgoings: Staff time	N/A	TBC
Marketing/Communications/Information					
Press	Identify opportunities for promotion via local newspapers e.g. Advertiser and Messenger	Ongoing	Cost / Outgoings: Staff Time	Strong Communities Officer and Urmston Partnership Committee Members responsible for liaison with newspapers. Loan Scheme publicity through Economic Growth Team.	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881. Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Websites	Developing a new town centre website to be live in Spring '14. Continued use of social media to promote the Urmston Partnership and town centre; Twitter, Facebook and Urmston Partnership Blog. Update Business Support listings on Council website	Spring '14 and ongoing	Cost / Outgoings: Staff Time	Strong Communities Officer involved in design of the new website and responsible for updating social media pages with support from Urmston Partnership members	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881 Melvyn Dawson, Regeneration and Funding Officer, Email: melvyn.dawson@trafford.gov.uk Tel: 0161 912 4137
Town Centre Profiles	Creation of Town Centre profiles to encourage business to locate in Trafford's town centres.	January 2014	Cost / Outgoings: Staff Time & Printing costs	Printing costs to be determined.	Melvyn Dawson, Regeneration and Funding Officer, Email: melvyn.dawson@trafford.gov.uk Tel: 0161 912 4137
Town Centre Dashboards	Quarterly monitoring of Town Centre Performance	Quarterly	Cost / Outgoings: Staff Time & Printing costs		Melvyn Dawson, Regeneration and Funding Officer, Email: melvyn.dawson@trafford.gov.uk Tel: 0161 912 4137
Funding					
Sponsorship	Build on sponsorship secured in 2013 for Christmas tree lights/decorations. £1,610 donations secured in '13 from town centre businesses and Electricity North West. Donations to be secured in '14 for Christmas Lights Switch On event and Christmas tree lights as well as town centre Christmas lights	January '14 - ongoing	Cost / Outgoings: Staff Time	Strong Communities Officer and Urmston Partnership Committee to seek to secure sponsorship for Christmas tree lights/Christmas Lights Switch On event Trafford Council officers to work together in seeking donations for town centre Christmas lights	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881
Monitor Funding Opportunities	Explore opportunities for income generation (including use of display space). Monitor other external funding sources (grants and loans).	Ongoing	Cost / Outgoings: Staff Time	Economic Growth to lead with support from Stronger Communities	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Business Funding	Advice to businesses about potential funding and business support opportunities	Ongoing	Cost / Outgoings: Staff Time	Economic Growth	Martin Ledson, Growth and Business Development Manager, Email: martin.ledson@trafford.gov.uk Tel: 0161 912 4137
Town Centre Partnerships					
Increase Active Membership	Seek to increase the number of Urmston Partnership members by developing benefits and encourage members to be proactive	Ongoing	Cost / Outgoings: Staff Time	Strong Communities Officer and Urmston Partnership Committee to seek new active members	Sarah Keen Strong Communities Officer (West) Email: sarah.keen@trafford.gov.uk Tel: 0161 912 3881