

## Town Centre Management Board – One Year Action Plan

### October 2004 – March 2005 Action Plan

#### Objective 1: The development of Darlington Town Centre

Action	Funding Required	Commence Date	Completion Timeframe	Lead Responsibility	Continuation to Year 2
Bondgate Physical Improvements	DBC / SRB / Lion Head Properties Ltd & Enterprise Inns	May 2004	October 2004	TCM	
Crown Street Car park	Investream	Summer 2004	Autumn 2005	Cornmill Management	✓
Indoor & Outdoor Market Review	✓	July 2004	March 2005	TCB	
Pedestrian Heart – Consultation process	One NorthEast; DBC; Department for Transport	May 2004	March 2005	Gillespies and consultant team on behalf of DBC	✓
Retail Mix Portfolio	✓	January 2005	December 2005	TCM	✓
Manage the ‘change’ during developments		Spring 2005	2007	TCB	✓

**Objective 2: To promote Darlington Town Centre**

Action	Funding Required	Commence Date	Completion Date	Lead Responsibility	Continuation to Year 2
Addressing public perceptions re safety at night and licencing/cultural issues	✓	October 2004	March 2005	TCB Darlington Partnership (Community safety Group)	
Addressing public perceptions re transport accessibility		October 2004	March 2005	DBC Transport Policy	
Engaging with businesses		May 2004	January 2005	TCM	✓
Marketing and promotion strategy incorporating a 'brand' which clarifies the Darlington offer	✓	July 2004	November 2004	TCB	
Sunday Trading Promotional Campaign	✓	March 2005	October 2005	TCM	✓

**Objective 3: A safe, clean, vibrant and welcoming environment**

<b>Action</b>	<b>Funding Required</b>	<b>Commence Date</b>	<b>Completion date</b>	<b>Lead Responsibility</b>	<b>Continuation to Year 2</b>
Visit a minimum of two town centres per year to examine examples of good practice		October 2004	March 2005	<b>TCM</b>	✓
Produce an Environmental Issues strategy for the Town Centre incorporating the findings of the Street Environment Best Value Review; cleanliness monitoring; public amenities & facilities; wildlife management and the Litter Initiative		October 2004	March 2005	DBC Environmental Services & Public Protection	

/continued

**Objective 3: A safe, clean, vibrant and welcoming environment (continued)**

<b>Action</b>	<b>Funding Required</b>	<b>Commence Date</b>	<b>Completion date</b>	<b>Lead Responsibility</b>	<b>Continuation to Year 2</b>
Produce a programme to increase the number and variety of Town Centre events/ attractions in the Market Square and other venues in the Town Centre	✓	October 2004	March 2005	DBC Leisure & Arts Tourism Markets TCM	✓
Review of town centre street furniture, signage and paving		May 2004	March 2005	Gillespies Pedestrian Heart Working Group	✓

### Objectives to be continued into Years 2 and 3

Action	Funding Required (✓)	Approx Commencement date	Approx completion date	Lead Responsibility	Objective
Commercial Street	St Martins Property Development	2005	2007	St Martins Property Corporation	Objective 1
Gateway Scheme (Railway bridges & Northgate arterial road lead-in)	✓ Single Programme	2005		DBC Planning	Objective 1
Pedestrian Heart Scheme	DBC; One NorthEast; Department for Transport	2005	2006	Pedestrian Heart Working Group	Objective 1
Manage the 'change' during developments		2005	2007	TCB	Objective 1
Development of an Evening Economy	✓	2005	2006	TCB	Objective 2
Maintenance of town centre environment		2007	Ongoing	DBC Environmental services & Pedestrian Heart Documentation	Objective 3
Programme of town centre events and attractions	✓	2005	2006	DBC Leisure & Arts Tourism Markets TCM	Objective 3

**Key**

**DBC**      **Darlington Borough Council**

**SRB**      **Single Regeneration Budget**

**TCB**      **Town Centre Board (the Board will specifically examine these issues during the course of the year)**

**TCM**      **Town Centre Management**

**✓**      **Funding Required: sponsorship /pledge opportunities**