

## Appendix 2

# Action Plan for Next Three Years

Action	Funding Needed	Lead Responsibility	08/09	09/10	10/11
<b>Marketing Darlington</b>					
1 Engage with businesses		Chief executive/ Leader/TCM	Y	Y	Y
2 Continual upkeep and marketing of town centre websites - Town Talk - Visit Darlington		TCM/Marketing Team	Y	Y	Y
3 Promote the 'Making Waste Work' Initiative		Public Protection			
4 Review signage in Clark's and Buckton's Yards	Y	TCB/TCM	Y		
5 Produce town centre brochures - Unique - Dine 2 - Summer / Winter Time magazines - Visit Darlington	Y	TCM	Y	Y	Y
6 Design colour coded banners to be located throughout the town centre	Y	TCM			
7 TV Advert – update the TV advert created in Summer 2007	Y	TCM	Y		
8 Town Crier – Hold a competition to find a Town Crier for Darlington	Y	TCM	Y		
9 Environmentally-friendly bags – develop a sustainable marketing project	Y	TCM	Y		
10 Sunday Trading – use research information to encourage greater participation in making Darlington a 7 day week shopping experience		TCB/TCM			
11 Produce a new Investors Information Pack - to include footfall statistics and relevant town centre information.	Y	TCB/TCM	Y		
12 Develop the 'Art in the Yards' Initiative	Y	TCB/TCM	Y		
13 Examine the options for further town centre features, eg street furniture, signage etc	Y	TCB/TCM	Y		

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<b>Developing Darlington</b>					
1 Improve accessibility to the town centre by public transport - Introduction of a new bus network - Continue Local Motion Initiative	Y	Arriva/Transport Policy Local Motion Team	Y	Y	
2 Participate and oversee the progress of all development schemes in accordance with DBC strategies - The 'Oval' - Feethams and Beaumont Street - Victorian Indoor Market - Town Centre Fringe Manage the 'change' during development	Y Y	Discovery/DBC F&M Working Group F&M Working Group TC Fringe Project Group TCB	Y Y	Y Y	Y Y
3 Continue to develop and expand the Independent Retail Group through: - Meetings - Create incentives (town crier, editorial in brochures, website input, retail therapy etc)		TCB/TCM	Y	Y	Y
4 Monitor relevant KPI's on an annual basis and the retail mix portfolio on a bi-annual basis		TCB/TCM	Y	Y	Y
<b>Promoting Darlington</b>					
5 Develop a new town centre marketing strategy		TCB	Y	Y	Y
6 Develop a medium term plan for the growth of the Markets - Encourage Continental Markets		TCB	Y		
7 Develop and continue to promote a new Town Centre Traders Association		TCB	Y	Y	Y
8 Develop best practice guidelines for evening economy		TCB	Y	Y	
9 Develop a programme of town centre events/activities for residents and visitors	Y	TCB	Y	Y	Y
10 Review plans for the maintenance of the town centre environment (street furniture, signage and paving)		Street Scene/TCM	Y	Y	Y
11 Develop café culture - increase and improve existing offer		Public Protection/TCM	Y	Y	Y