







**DARLINGTON TOWN  
CENTRE STRATEGY  
2019 - 2030**

**ACTION PLAN**

## A TOWN TO VISIT





Task/Action	Date	Officer Responsibility	Progress 				Comment by exception and update
			25%	50%	75%	100%	
To review branding used for the town centre and develop an appropriate brand as buy-in from partners.	October 2019	M Ogle/ M Crawshaw/ N Bowerbank					Brand identity developed - #Love Darlo Town Centre and Enjoy Darlington Tourism brand identity – Enjoy Darlington website in development stage and will be complete early June – ENJOY Darlington is the agreed brand and materials in production. Supported by TVCA. ED website to be live late May. ED marketing and promotional plan agreed & resourced for next year.
Develop a food and drink brochure for the town centre.	March 2019	M Ogle / M Crawshaw					Food and Drink Guide Complete, distribution to commence w/c 20th May.
To develop and implement a marketing plan for the town centre.	October 2019	M Crawshaw / N Bowerbank					Marketing Plan developed for Enjoy Darlington – Ongoing. #LoveDarlo (local residents) has been running for a year and will continue for another year. ENJOY Darlington (visitors) marketing plan is now complete and implementation stage underway.
Work with MAM and support a range of markets/specialist events throughout the year.	Ongoing	M Ogle					In 2019 DBC collaborated with MAM to deliver recent the May Food Festival successfully. Pease Pudding Markets to be

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							launched on 6 <sup>th</sup> June 2019 with other specialist Markets to follow.
Produce and deliver a programme of animation and public realm improvements along Skinnergate, Wynds and the Yards	November 2019	Mark Ladyman/Mike Crawshaw					
Complete the development of an action plan to deliver DBC's tourism proposal.	April 2020	M Crawshaw/I Thompson					Working closely with TVCA Tourism team around whole Enjoy Tees Valley action plan – particular focus on promotion of Events/Festivals in Darlington to wider audience.
Review access for disabled users of the town centre. Develop action plan and funding strategy.	December 2019	D Winstanley					Purple Flag process has highlighted this as real priority and has been prioritised within work programme.
Review bus shelter provision in within the town centre and develop proposals to improve.	April 2020	D Winstanley					
Improve traffic management within the town centre by providing variable messenger signage and improved parking signage.	January 2020	D Winstanley					
Work closely with the bus companies to develop offers/promotions that can attract additional footfall into the town centre.	June 2020	D Winstanley					
Review condition of DBC-owned car parks, identifying possible improvements and funding strategy.	November 2019	D Winstanley					
To review existing wayfinding, develop proposal to improve and funding strategy.	January 2020	M Crawshaw					



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Wi-Fi for town centre. Carry out review of existing arrangements and what is available on the market and potential to introduce within the town centre.	January 2020	M Crawshaw/ M Ogle					
To bring an Arts/Theatre to the town centre events programme, working closely with partners.	Ongoing	S Wiper/ M Ogle					Comprehensive Outdoor Events prog now been published for the Town centre Summer 2019 with lots of new Music, Dance and Arts led content.
Review possibilities of an Arts/Creative Industries Sector/Quarter within the town centre as part of master planning process.	March 2020	M Crawshaw/ S Wiper/ M Ladyman					
Work with businesses in Skinnergate to provide early evening entertainment/family offer on regular basis.	Ongoing						Summer entertainment programme includes Street Theatre and music scheduled for Skinnergate and Yards.
As part of 2025 aspirations, look for opportunities to include the town centre within the overall proposals and story of the birthplace of the modern railway.	Ongoing	M Crawshaw					

**A TOWN TO BE PROUD OF**


<b>Task</b>	<b>Date</b>	<b>Officer Responsibility</b>	<b>Progress →</b>	<b>Comment by exception</b>
To review the lighting strategy within the town centre and develop proposals for improvements.	March 2020	I Thompson		
Develop proposals for introducing more trees/greenery to the environment within the town centre.	September 2019	I Thompson		
As part of 2025 proposals, consider how heritage buildings within the town centre can be brought into the overall offer.	Ongoing	M Crawshaw		
Identify potential sites within the town centre to introduce young people's facilities and venues and development of more children's play spaces.	March 2020	I Thompson		
Work towards Purple Flag accreditation.	January 2020	G Hall	→	Project commenced 13/02/19. Submission of Snapshot information 12/04/19. Next scheduled meeting 08/05/19.
Maintain a high standard of cleanliness in the town centre.	Ongoing	B Graham	→	Monitoring ongoing
Increase floral displays within the town centre.	July 2019	B Graham	→	Plants orders. Troughs, growbags, etc. to be installed late July 2019
Develop a maintenance/painting programme for town centre furniture.	Ongoing	B Graham	→	

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Develop an Ambassadors scheme for the town centre/welcome host.	September 2019	M Ogle					
To review CCTV, its effectiveness and potential options for ongoing improvements.	March 2020	G Hall					Initial scoping completed
Develop and deliver a number of crime reduction campaigns and events within the town centre, working with local businesses.	Ongoing	G Hall/ A Allison					
Licensing, Trading Standards and Private Sector Housing to support and contribute to a safe and vibrant town centre through positive engagement with businesses and communities and appropriate enforcement where required.	Ongoing	G Hall					Implemented.

## A TOWN TO SHOP IN

Task	Date	Officer Responsibility	Progress 				Comment by exception
			25%	50%	75%	100%	
Working closely with MAM to deliver the develop proposals for restoration/refurbishment of the indoor market.	Proposals developed by 2019	MAM					
	Develop and deliver March 2020	MAM/ I Williams					
Work in partnership to deliver improved retail offer in the Queen Street area of the Town Centre.	October 2019						
Explore the options available for the development of a convenience retail store in the Town Centre.	September 2019						

**A TOWN TO DO BUSINESS IN**

<b>BUSINESSES</b>							
<b>Task Milestones</b>	<b>Date</b>	<b>Officer Responsibility</b>	<b>Progress</b> 				<b>Comment by exception</b>
			<b>25%</b>	<b>50%</b>	<b>75%</b>	<b>100%</b>	
To develop a positive working relationship with businesses across the town centre by providing advice and guidance.	Ongoing	M Ogle/ Mark Carrigan					
Actively promote the town centre to new start-up businesses.	Ongoing	Mark Carrigan					
Deliver the Feethams Office development.	June 2020	Ian Williams					
Introduce shop improvement grants for independent retailers in the town.	October 2019	Mark Ladyman					
Work with businesses to improve the night time offer across the town and within different sectors.	Ongoing	M Ogle/ M Crawshaw					
Work with MAM to provide evening markets to tie in with other events.	Ongoing	M Ogle					



**A TOWN TO LIVE IN**

<b>Task Milestones</b>	<b>Date</b>	<b>Officer Responsibility</b>	<b>Progress →</b>	<b>Comment by exception</b>
Introduce residential plans for development along Skinnergate	September 2019	Mark Ladyman		
Deliver residential development along Skinnergate	March 2021	Mark Ladyman		
Work with landowners and developers to develop plans for residential homes in Crown Street and East Street area.	October 2021	Mark Ladyman		
Work with Homes England and partners to deliver additional residential homes across the town centre, including above shops.	Ongoing	Mark Ladyman		