

Effective Models for Town Centre Management

There are a number of common factors that successful town centre partnerships exhibit.

These include: -

- The commitment of the Local Authority (both at senior officer and political level)
- A robust, inclusive partnership that represents a genuine cross-section of all the elements of town centre activity.
- Establishing a realistic, achievable vision for the centre and identifying the necessary steps required for its delivery
- Preparing a business plan and a programme of projects endorsed and funded by the partners
- Appointing a management structure with clear accountabilities to deliver the Business Plan and to monitor and evaluate progress
- Identifying adequate funding from a broad base of supporters/sponsors and other sources
- Delivering projects that address local requirements over a sustained period of time. These are likely to include issues as varied as access, car parking, cleansing, security, inward investment, business development, marketing and promotion
- Inclusive ongoing consultation across all sectors of the business community with consistent, up-beat communication
- Monitoring progress against defined and relevant Key Performance Indicators
- Using market research to identify trends and anticipate change

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