

 						
Wallingford Town Council Economic Action Plan 2017/18						
	AIMS AND OBJECTIVES	STATUS	Measurement	KEY DATES	Budget req'd - 12 months	
COMMUNICATIONS & COLLATERAL						
Website	<ul style="list-style-type: none"> Promote Wallingford as a place to visit, work and live Provide up to date information about news and events in the town Encourage business in the Town Encourage conversation in the community 	Phase 1: New website live June 2017 Phase 2: Continue SEO best practice and link building Phase 3: Community pages to be scoped and created	* Continual measurement of website metrics to understand no. of visitors, pages visited and referrals	Ongoing updates Phase 2 Ongoing Phase 3 Q4 '17	£ 250.00	
Social Media	<ul style="list-style-type: none"> Sharing of town news, activities and successes Engagement with residents and future visitors 	Ongoing: Regular content creation and distribution Planned: Review of Facebook with Communications Working Group	* Engagement levels	Ongoing updates	Time only	
Business newsletter A quarterly publication broadcast via email	<ul style="list-style-type: none"> Engagement with the business community Update on activities, projects and opportunities in Wallingford Encourage two way communication 	Current: Content being created for a Summer edition for an early July broadcast Planned: Convert to true HTML e-newsletter - improved user experience and measurement	* Current: no measurement as sent as a PDF and not measured * Planned: full metrics available once converted to html - opens, clicks, bounces and unsubscribes	* Next edition broadcast October 2017 * Conversion to HTML Q4 2017	£ 500.00	
Community e-news Email communication from the Town Council	<ul style="list-style-type: none"> Create and maintain a dialogue with residents Sharing of news, events and town initiatives 	Phase 1: Data collection for recipient list in progress Phase 2: Template production and content creation for launch edition in progress Phase 3: Set up the procedures to be managed by Comms Officer	* Measurement of email metrics - opens, clicks, bounces and unsubscribes plus activity on website	* Launched July '17	£ 250.00	
Tourist brochure	<ul style="list-style-type: none"> To showcase to visitors what Wallingford has to offer and increase visitor spend Provide an overview of the town supported by the website and other printed materials 	* New version printed and available June '17 * 6k copies produced and distribution in progress	* Word of mouth	Review again in December '17	£ 2,000.00	
New residents pack	<ul style="list-style-type: none"> To steer residents to the town for all their shopping, business and leisure needs 	Phase 1: Review existing pack and evaluate how it could be enhanced to best attract spend in the town Phase 2: Make recommendations Phase 3: Depending on above implement changes	* Word of mouth	Project to commence in Q3 '17	tbd	
Diary of events	<ul style="list-style-type: none"> To inform residents and visitors of forthcoming year's events 	* Stock of the 2017 edition is low. Consider an additional print run. * Scope and produce an Autumn/Winter edition to include October-March * Ongoing promotion via digital channels	* Word of mouth * Views/downloads from website	Winter edition being developed	£ 1,500.00	
Town map A3 in size and sheeted	<ul style="list-style-type: none"> Create an at a glance view of Wallingford and it's town centre businesses To be available in the TIC 	* Budget approved * In design and development phase	* Feedback from visitors and TIC staff	October delivery	£ 1,090.00	
Town videos To share and promote the town	<ul style="list-style-type: none"> Create a shop window for the town to attract visitors and increase visitor spend Produce snippets of video to showcase the businesses and retailers in the town 	Scenario 1: A 360 degree view of the town - professionally produced and polished for sharing online - budget to be approved Scenario 2: 'Spotlight' on retailers and businesses - short at a glance introductions to businesses - Cllr Beatty to share details of students available to undertake the project	* No. of views, shares and comments	On hold pending review of Cllr Beatty's video	£ 4,000.00	
BUSINESSES						
Business database	<ul style="list-style-type: none"> To create a robust database of all business contacts Maintain the database so it is always accurate 	* Ongoing data discovery to collect new records * Cleanse of duplicate and invalid email addresses * Cllr Holland, Cllr Cockman and Market Town Coordinator to arrange a time to visit businesses in out of town business parks	* Improved response rates to communications (once measured)	* Ongoing data collection * Data cleansing to be complete for launch of HTML business newsletter Q4	Time only	
Wallingford in Business support	<ul style="list-style-type: none"> To have a lively and engaged network of businesses in the town Collaborative approach to the promotion and economic development of the town 	Phase 1: Meeting with WIB Chair and committee to plan recruitment and re-engagement initiatives Phase 2: Revisit the positioning and messaging of the group Phase 3: Recruitment initiatives	* Number of active members * Support for town events and activities	Phase 1: Complete Phase 2: In progress 17 Phase 3: Meeting October '17	Time only	
Non-retail: First floor audit Discover who/what businesses occupy the first floor above retail units in the town centre	<ul style="list-style-type: none"> Learn who is trading in the town centre What space is available for small/start up businesses 	Phase 1: Undertake the audit (internally or externally using a 3rd party) Phase 2: Identify landlords and opportunities	* Empty units filled * Local business promoted	Phase 1: tbc Phase 2: tbc	tbd	
Retail: Empty shop programme	<ul style="list-style-type: none"> Manage a programme to minimise the empty units in the Town Encourage new businesses to the town 	Current: No programme in the town, although there are live enquiries Future: Potential opportunity with an empty unit in the town	* New businesses welcomed and successful in the town * Businesses grow from the 'pop up' environment to take on leases	* To be discussed with Tourism & Economic Development Committee	tbd	
Retail: Supporting Independents	<ul style="list-style-type: none"> Encourage people to use their local shops Develop independent shops promotion/campaign - possibly working with other South Oxfordshire towns tying in with Small Business Saturday 5th anniversary Encourage retailers to get involved in events and town activities Possibility of a 'Days out shopping event' programme across South Oxfordshire market towns 	Current: Ongoing social media monitoring and raising awareness Planned: Meetings with Market Town Coordinators June/July '17	* The town centre is vibrant and retailers report positive sales	* Ongoing promotion * Planning events and activities and securing budget Q4	tbd	
Retail: Coffee shop loyalty programme	<ul style="list-style-type: none"> Celebrate the number of coffee shops and tea rooms in the town by creating a trail and loyalty programme 	Phase 1: Discovery stage - is this viable? Phase 2: Development and launch	* Collaborative working between businesses * Increased numbers using the coffee shops/tea rooms in the town		tbd	

Retail: Markets	<ul style="list-style-type: none"> * Harmonise the existing markets to create vibrancy in the town * Encourage people to buy fresh and local * Attract new markets to the town whilst supporting existing 	Phase 1: Familiarisation of the existing Markets and market place policies Phase 2: Work with existing markets to improve relations and better promotion	<ul style="list-style-type: none"> * Increased footfall on regular market days * Vibrant town centre on guest market days 	Phase 1: In progress Phase 2: Q4	tbd
NEIGHBOURHOOD PLAN	<ul style="list-style-type: none"> * To help develop the economic development element of the WNP 	Current: Involvement as required Planned: 'Open for Business' event in the town centre		Ongoing	
EVENTS					
General	<ul style="list-style-type: none"> * To support promotion of events taking place in the town * Encourage organisers to work with businesses to maximise economic benefit * Implement town council's market policy to ensure the best use of the Market Place 	Ongoing promotion Tactical support as necessary Planned: A need to orchestrate a meeting with event organisers to encourage the sharing of ideas/support/cohesion etc	<ul style="list-style-type: none"> * Successful events * Increased attendance 	Ongoing Scope changes to the website to allow user generated content	Time only
Listings Online and printed listings of events	<ul style="list-style-type: none"> * To have a current 'Diary of Events' in circulation in the town and wider online * Identify free opportunities for sharing events online to expand the potential reach 	Discovery phase identifying listings	<ul style="list-style-type: none"> * Promotion of events that attracts a wider audience 	Ongoing	Time only
Ancestry/family history Is there an opportunity to leverage the trend of family trees in collaboration with the museum and library?	<ul style="list-style-type: none"> * To leverage the history of the town - in collaboration with the museum and the library 	Phase 1: Conversations with the library and museum	<ul style="list-style-type: none"> * People (from overseas?) visit Wallingford to explore their family history 		tbd
VISITOR ECONOMY					
Midsomer Murders	<ul style="list-style-type: none"> * Maximise opportunities presented in the town and look for new possibilities to leverage economic benefits to the town 	Phase 1: Meeting held to gauge level of interest amongst key individuals in the town Phase 2: Business case to be written to support the need for budget to create a compelling Midsomer Package for the town Phase 3: Implementation Phase 4: Promotion	<ul style="list-style-type: none"> * Visitor numbers increase * Revenue is generated for the town businesses 	Phase 1 complete Phase 2 In progress LEADER grant	tbd
Coach parking	<ul style="list-style-type: none"> * Promote the available parking at the Queens Head, Crowmarsh 	Phase 1: Collation of database of tour operators Phase 2: Draft marketing campaign Phase 3: Implementation	<ul style="list-style-type: none"> * An increased number of tour and coach operators visit Wallingford as parking is simple 	Phase 1 in progress Identified listings	tbd
Location based PR/Marketing	<ul style="list-style-type: none"> * Identify and engage with experts for proposals and budget estimates 	Current: Contract signed with Experience Oxfordshire	<ul style="list-style-type: none"> * Wallingford is marketed by PR and tourism experts and the visitor economy increases 	In progress	£ 999.00