

MARKET TOWNS SEMINAR

Engaging the Business Sector in the regeneration of our towns

Tuesday 29th March 2011

The Place Theatre, Oakengates, Telford, TF2 6ET

- 10.00 – 10.15 **Registration (Refreshments and Networking Opportunity)**
- 10.15 – 10.25 **Welcome, housekeeping and introductions:**
Debbie McGrath, Programme Manager, Action for Market Towns and
Stephanie Morley, Strategic Regeneration & Borough Towns Co-ordinator,
Telford & Wrekin Council
- 10.25 – 10.35 **A welcome from Telford & Wrekin Council:**
Councillor Eric Carter, Cabinet Member, Housing, Regeneration & Prosperity.
- 10.35 – 10.50 **Telford & Wrekin - Towns and Partnerships**
Stephanie Morley, Strategic Regeneration & Borough Towns Coordinator,
Telford & Wrekin Council.
- 10.50 – 11.20 **Marion Wells, Town Centre Coordinator, Woodbridge, Suffolk.**
As Town Centre Manager, Marion heads up a very active town centre
management organisation in Woodbridge. Marion will discuss how they
have successfully managed to engage with the private sector in Woodbridge
and the benefits this has had for the town.
- 11.20 – 11.30 **Refreshment Break**
- 11.30 – 12.00 **Jane Bowd, Town Centre Manager, St Ives, Cambridgeshire**
Jane is employed as Town Centre Manager by the St Ives Town Initiative,
whose Directors are drawn from across the business and resident
community. Jane will present one of their current projects, the SITI loyalty
card, which aims to both help drive business growth, as well as foster an
enhanced sense of community and loyalty towards St Ives.
- 12.00 – 12.30 **Keith Hoskins, Town Centre Manager & Hitchin BID, Hitchin, Hertfordshire**
With grant funding for town improvements diminishing, a growing number
of towns are setting up Business Improvement Districts (BIDs), where
businesses involved pay a small annual levy to fund projects and services in
the town, benefiting residents as well as the business community. BIDs work
best where there is good coordination with the Community and Town
Council. Keith will outline how they set up the Hitchin BID in 2009 and its
success to date.
- 12.30 – 13.25 **Lunch**

- 13.30 – 13.40 **Action for Market Towns:**
Debbie McGrath will provide a brief reminder of the support available from AMT to help you put your ideas into practice
- 13.40 – 14.30 **Workshop Session One** - The idea of the afternoon workshop sessions is for you to take the inspiration from the morning's presentations and work in small groups to consider how you could transfer such learning to your own town, to discuss problems you may face and get tips from the speakers on where to start based on their experience. The three workshops will be rotated to enable you to attend two.
- **Workshop 1: Marion Wells**
Setting up an active Town Centre Management Organisation.
 - **Workshop 2: Jane Bowd**
Engaging with the local businesses through projects such as town loyalty schemes.
 - **Workshop 3: Keith Hoskins**
Working with local businesses to establish a BID in your town.
- 14.30 - 14.40 **Refreshment Break**
- 14.40 – 15.30 **Workshop Session Two** – Rotation of above
- 15.30 – 15.40 **Final Q&A, Wrap Up, Evaluation and Close.**

This seminar is funded jointly by Telford & Wrekin Council and Action for Market Towns supported by the Big Lottery Fund.

For more information please contact: Debbie McGrath, Towns Alive Programme Manager, Action for Market Towns; Mobile: 07540 723305 Email: debbie.mcgrath@towns.org.uk