



### **Introduction**

Broxtowe Borough Council in conjunction with the Beeston Business Forum has devised the new Town Centre Action Plan for 2009-2011.

The actions in this plan have been identified as key areas that Beeston needs to make improvements as well as ongoing actions that have proved successful and invaluable for the town.

The Plan is divided into 5 sections; Marketing and Promotion, Environment and Appearance, Safety and Security, Business Development and the Beeston Business Forum.

The Beeston Business forum is committed to helping local businesses and ensuring that shoppers choose Beeston for their return visits.

**Something to shout about! Marketing and promotion**

**Aim:** To establish an annual events program, over and above existing seasonal events, aimed at increasing footfall and the profile of the town centre.

Theme	Actions	Timescale	Key Partners
Events/ Promotions	<ul style="list-style-type: none"> <li>Continuation of Halloween “Spooky Saturday”</li> </ul>	October annually	Broxtowe Borough Council
	<ul style="list-style-type: none"> <li>Continuation of support for the farmers market</li> </ul>	Ongoing	Farmers market
	<ul style="list-style-type: none"> <li>Expand and Improve Arts and craft fair</li> </ul>	4 Booked for 2009 (May, July, September, November)	Arts and Craft Fair, Broxtowe Borough Council
	<ul style="list-style-type: none"> <li>Participation in Beeston Carnival</li> </ul>		Carnival Committee
	<ul style="list-style-type: none"> <li>Continue to explore new ideas for events and look for best practice in other town centres</li> </ul>	Carnival Date Saturday July 19th	Broxtowe Borough Council
	<ul style="list-style-type: none"> <li>To conduct an annual “Events” survey aimed at businesses in the square.</li> </ul>	January annually	Broxtowe Borough Council
	<ul style="list-style-type: none"> <li>To support the Fairtrade Beeston group with their campaign to make Beeston a “Fairtrade Town”.</li> </ul>	Ongoing throughout 09/10	Fairtrade Beeston

Economic Development

	<ul style="list-style-type: none"> <li>• Creation of a “Honey Fest” celebrating local produce, Bees and Honey.</li> </ul>	May 09	Broxtowe Borough Council
Expansion of Christmas celebrations	<ul style="list-style-type: none"> <li>• Create a Christmas steering group to work with Broxtowe Borough Councils Arts and Events team to enhance lights switch on event</li> <li>• Christmas window display competition</li> <li>• An additional Christmas event on Broadgate Park</li> <li>• Work with Broxtowe Borough Council’s Street lighting department to expand and improve the existing range of Christmas lights.</li> </ul>	<p>September Annually</p> <p>December Annually</p> <p>December Annually</p> <p>September-November Annually</p>	<p>Broxtowe Borough Council</p> <p>Local Community Groups</p> <p>Broxtowe Borough Council</p>
Display Boards and maps	<ul style="list-style-type: none"> <li>• To provide an up to date map in new display boards to include places of interest in the town</li> <li>• To ensure all information within the display boards is kept relevant and up to date</li> </ul>	<p>May 09</p> <p>Monthly</p>	Broxtowe Borough Council
Footfall counter	<ul style="list-style-type: none"> <li>• Continue to monitor the current footfall trends and explore ways of making full use of the counter.</li> </ul>	Monthly	Broxtowe Borough Council
Website	<ul style="list-style-type: none"> <li>• Look at making more use of Beeston Business forum and actively encourage</li> </ul>	Monthly	Touchlight systems Broxtowe Borough Council

## Economic Development

	businesses to use it as a tool to seek information about town centre issues and activities		
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**Benefits for the town centre:** Additional activity within the town centre will attract additional footfall and create a better shopping environment.

### Environment and Appearance-A pleasant shopping experience

**Aim:** To create a pleasant shopping environment encouraging shoppers to choose Beeston as their primary shopping destination.

Theme	Actions	Timescale	Key Partners
Beeston high Road Improvements	<ul style="list-style-type: none"> <li>To support and offer ideas and suggestions to make the Beeston High Road Improvements as successful as possible.</li> </ul>	Ongoing throughout 09 Works Commencing April 09	Broxtowe Borough Council, Nottinghamshire County Council
Vacant Units	<ul style="list-style-type: none"> <li>Approach local landlords regarding brightening up vacant units.</li> </ul>	August 09	Local estate agents
New ideas	<ul style="list-style-type: none"> <li>To continually identify areas of the town centre that can be improved.</li> </ul>	Ongoing	N/A

**Benefits for the town centre:** A cleaner, brighter town centre will create a great atmosphere, attracting shoppers, trade and potential new businesses.

**Safety and Security-A safer place to live work and play**

**Aim:** To ensure Beeston is perceived as a safe place to visit both day and night.

Theme	Actions	Timescale	
Shop watch Scheme	<ul style="list-style-type: none"> <li>To re-launch the Shopwatch scheme</li> <li>Continued promotion of the scheme including press releases of success stories</li> </ul>	<p>June 2009</p> <p>Ongoing</p>	<p>Broxtowe Borough Council</p> <p>Police</p>
Partnership working	<ul style="list-style-type: none"> <li>Improve links with Police and explore ways of working together to reduce criminal activity in the area.</li> <li>Continue to invite Police to regularly attend the forum.</li> </ul>	<p>Monthly</p> <p>Monthly</p>	<p>Police</p>
CCTV	<ul style="list-style-type: none"> <li>Arrange for annual visit to CCTV control centre to ensure members are aware of how the system operates.</li> </ul>	<p>1x visit annually to be arranged with group</p>	<p>CCTV manager, Broxtowe Borough Council</p>
Crime Training	<ul style="list-style-type: none"> <li>Arrange crime training/seminars for local businesses.</li> </ul>	<p>1x event annually</p>	<p>Police</p>

**Benefits to the town centre:** A crime free town is a big plus for both visitors and potential investors. By working together to combat crime, the perception of safety will increase and more people will feel safe visiting Beeston both day and night.

**Beeston Business Forum –Your town, your business, your chance to have your say**

**Aim:** To provide a forum where local businesses and organisations can come together and have an input into the future of their town centre

<b>Theme</b>	<b>Actions</b>	<b>Timescale</b>	<b>Key Partners</b>
New members	<ul style="list-style-type: none"> <li>To actively encourage new members to become involved in the forum through both publicity and word of mouth</li> </ul>	Ongoing	Beeston Express, NG9
Terms of reference	<ul style="list-style-type: none"> <li>To establish terms of reference for the group.</li> <li>To elect the following on an annual basis                             <ul style="list-style-type: none"> <li>-A chair,</li> <li>-Vice chair</li> <li>-Secretary</li> </ul> </li> <li>For the group to agree on a terms of reference</li> </ul>	April Annually  April annually  April Annually	N/A
Group make up	<ul style="list-style-type: none"> <li>To regularly address the make up of the group looking at Business numbers in order to maintain the correct balance is maintained</li> </ul>	Quarterly	N/A
Frequency	<ul style="list-style-type: none"> <li>To decide times, dates and location of meetings on an annual basis. Currently every 2 months unless a specific task or event requires meetings to be more frequent</li> </ul>	Quarterly	N/A
Website	<ul style="list-style-type: none"> <li>Ensure the business forum website is</li> </ul>	Monthly	Touchlight Systems

## Economic Development

	regularly updated with minutes and agendas along with information about how to get involved with the forum		Broxtowe Borough Council
Town Centre Management	<ul style="list-style-type: none"> <li>To continue to support the town centre management function and to be involved in any events/promotions for the town</li> </ul>	Monthly	Broxtowe Borough Council
Lobbying	<ul style="list-style-type: none"> <li>To act as the voice for local businesses</li> </ul>	Monthly	N/A

**Benefits to the town centre:** Joined up working has a positive impact on both individual businesses and the town centre as a whole.

### **Business Development –Making the most of what we have**

**Aim:** To ensure Beeston is keeping up with its competitors and is attractive to potential investors.

<b>Theme</b>	<b>Actions</b>	<b>Timescales</b>	<b>Key Partners</b>
Monitoring	<ul style="list-style-type: none"> <li>Monitor and compare Beeston town centre with the local competitors in the area</li> </ul>	Quarterly	Broxtowe Borough Council. Association of Town Centre Management
Property database	<ul style="list-style-type: none"> <li>To keep a comprehensive database of units within the town centre as well as a record of vacancies in the area</li> </ul>	June annually	Broxtowe Borough Council
Encourage new businesses into the area	<ul style="list-style-type: none"> <li>Working closely with local agents, attract and encourage new businesses into empty units</li> </ul>	Ongoing	Local estate agents, Broxtowe Borough Council
Shop front Improvements	<ul style="list-style-type: none"> <li>Continue to provide grants to properties within the town centre that are looking at enhancing their frontage</li> </ul>	Until April 10	Broxtowe Borough Council

## Economic Development

Town Centre Survey	<ul style="list-style-type: none"><li>• Conduct an annual town centre “health check”</li></ul>	June annually	Broxtowe Borough Council
Business Improvement District (BID)	<ul style="list-style-type: none"><li>• To actively support the development of the Beeston Business Improvement District (BID)</li></ul>	Ongoing 09/10	Broxtowe Borough Council, Association of Town Centre Management

**Benefits to the town centre:** By making the most of what we have, Beeston will continue to develop and will help to attract new investment into the town.

### **About the Beeston Business Forum**

The Beeston Business Forum was established in 2003 and is primarily a forum for local businesses. However other members include representatives from the Borough and County Councils, Police, Beeston Civic Society and other interested organisations from the area.

The forum meets on a monthly basis at various locations within the town centre to discuss current and topical issues.

### **For more information.....**

Any business or organisation with an interest in the town centre is welcome to join the forum.

If you would like to receive more information, please visit [www.beeston-business.com](http://www.beeston-business.com)