Tiverton Town Centre enhancements

The guide aims to be a resource and a starting point for those wishing to improve their town centre and offers advice and information in the following areas:

Working Together

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Building partnerships	✓	✓	✓	✓	
Governance and structure					✓
Plan-do-review cycle	✓			✓	✓
Build a vision; make the right plans	✓	✓	✓	✓	✓
Partnership skills audit					✓
Building an evidence base	✓	✓		✓	✓
Engaging with landlords		✓		✓	✓
Forming a membership scheme		✓		✓	✓
Developing Business Improvement Districts	✓	✓	✓	✓	✓
Talking to your local partnership	✓	✓	✓	✓	✓
Attracting funding and sponsorship	✓			✓	✓
Being charitable					

Building Resilient, Balanced Town Centres

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Reviewing your business offer		✓		✓	✓
Generating footfall	✓	✓		✓	✓

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Tools for a balanced town centre					
Community rights					
Retaining local business	✓	✓		✓	✓
Branding your town centre		✓		✓	✓
Making great local markets					
Introducing new markets		✓		✓	✓
Talking to investors	✓	✓		✓	✓

[Enhancing your Town Centre](#)

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
First impressions	✓	✓	✓	✓	✓
Street audits	✓	✓	✓	✓	✓
Designing great places	✓		✓		
Removing clutter	✓		✓		✓
Public wi-fi					✓
Litter	✓		✓		
Creating an image	✓	✓	✓	✓	✓
Pedestrian signposting or wayfinding		✓	✓	✓	✓
Illuminating the public realm		✓	✓	✓	✓
Festive lighting		✓	✓	✓	✓
Public art		✓	✓	✓	✓
Planting and floral displays	✓		✓		✓

Branding, Marketing, PR & Events

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Know your audience		✓		✓	✓
Town centres and local people		✓	✓	✓	✓
Telling a story		✓		✓	✓
Guides and maps		✓	✓	✓	✓
Street parades, shows and events	✓	✓	✓	✓	✓
Entertaining young families		✓		✓	✓
Town trails	✓	✓	✓		✓
Developing a website		✓		✓	✓
Online shopping				✓	✓
Social media and mobile marketing		✓		✓	✓
Shouting about success		✓		✓	✓
Using 'gateway' opportunities		✓		✓	✓
Local loyalty and voucher schemes		✓		✓	✓
Marketing with neighbouring centres				✓	✓

Safe, Secure Streets

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Creating a crime reduction partnership	✓				
Radio link networks	✓		✓	✓	✓
Community alcohol partnerships	✓				✓
Online crime					✓

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
intelligence technology					
Community wardens			✓		
Exclusion schemes					✓
Child safe zones and lost children					✓
Penalty notices and fixed penalty notices	✓				

Managing Spaces & Street Operations

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Street entertainers		✓	✓	✓	✓
Outdoor tables and chairs				✓	✓
A-boards				✓	✓
Street trading and pedlars	✓				✓
Beggars, rough sleepers and the homeless	✓				
Big Issue vendors				✓	✓
Graffiti and graffiti removal	✓		✓		✓
Market researchers					✓
Face to face fundraisers, charity collections and boxes	✓			✓	✓
Distribution of free printed material				✓	✓
Pigeons, seagulls and other feathered friends	✓				✓
Trade waste	✓			✓	✓

[People, Access & Parking](#)

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Getting to and around town centres	✓	✓	✓	✓	✓
Unifying public transport	✓			✓	✓
Real time transport information					✓
Cycle routes and parking	✓	✓	✓	✓	✓
Parents and young families		✓		✓	✓
Shopmobility	✓		✓	✓	✓
Using private car parks		✓		✓	✓
Parking charges	✓				

[Using Vacant Spaces](#)

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Empty property schemes	✓	✓		✓	✓
Community ownership	✓	✓	✓		
Pop-up shops		✓		✓	✓
Community shops		✓		✓	✓
Business incubators	✓	✓		✓	✓
Creating temporary galleries		✓		✓	✓
Window dressing		✓		✓	✓
Introducing a crèche				✓	✓

The Evening and Night-time Economy

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Purple flag				✓	✓
Planning for the evening	✓	✓	✓	✓	✓
Managing the transition between day and night		✓		✓	✓
Alive after five		✓		✓	✓
Late night transport		✓		✓	✓
Evening economy ambassadors		✓		✓	✓
Light night		✓		✓	✓
Accreditation schemes for licensed premises	✓			✓	✓
Street pastors and safe havens	✓	✓		✓	

Training, Development & Accreditation

	MDDC	Town Team	Town Council	Town Centre Manager	Business Improvement District (BID)
Local business and industry award schemes				✓	✓
National skills academy for retail				✓	✓
Mentoring and buddy schemes				✓	✓
Learning and best practice				✓	✓
Professional accreditation				✓	✓