

ECONOMIC PDG
19TH JANUARY 2017

Strategy for Tiverton 2017/27

Cabinet Member: Cllr Richard Chesterton
Responsible Officer: Alan Ottey – Town Centre and Market Manager

Reason for Report: To establish a Tiverton Town Centre and Market Strategy and Action Plan for 2017 to 2027.

RECOMMENDATION: That the Economic PDG recommends that the Council adopt the strategy and action plan.

Relationship to Corporate Plan: Links to the following priorities, Economy, Community and Environmental. It deals with the 4 main focus subjects in Economy, the three main focus subjects in Community and to the three focus subjects in Environment.

Financial Implications: Capital finance has been allocated for Market and Town Centre Improvements. Other financial implications will be covered from within the revenue budget allocation to the Town Centres and Markets.

Legal Implications: None

Risk Assessment: If the Strategy is not adopted then there is a great chance the economy of the town centre will diminish and void properties become more apparent. The market would become totally unsustainable and gradually would become a financial burden to the council.

1.0 Introduction

- 1.1 The reason for the production of a town and market strategy for Tiverton is to enable the stake holders of Tiverton Town Centre, of which Mid Devon District Council is one, work towards a successful and sustainable town centre and market. Mid Devon D.C. will take a strong leadership role in co-ordinating the various themes of the strategy with the aim of improving the town and market's economic performance, thus making it a place where business can thrive and people will want to visit.
- 1.2 This should be a living document and should be reviewed regularly as it is designed to be flexible enough to respond quickly to changes in the economic condition of the town and changes in the community and their way of life. It also embraces changes that are happening especially in the social and digital media arena.
- 1.3 The decision was made to combine a market strategy with that of the town centre as they are complimentary to each other as well as being supportive to each other.

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Circulation of the Report: Cllr Richard Chesterton
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List of Background Papers: Strategy for Tiverton 2017-2027