

# Morecambe Town Team's Portas Pilot

## ACTION PLAN – May 2014 – March 2015

**Notes:**

- Available Budget to allocate £100,000 – funds to be allocated and spent by 31<sup>ST</sup> March, 2015
- The Plan will be managed by the Coordinating Committee

### 1) Monitoring and Evaluation

Action	Detail	By who?	Date	Achieved? Yes / No	Notes	Budget allocated	Budget spent
1.1 Springboard research workshop with Morecambe Town Team	Morecambe: It's performance and it's potential. Useful info about retail mix, catchment area, shopper profile, consumer expenditure, etc. Helps to identify retail weakness and inform future planning	JW/TC	28/02/2014		Completed – invoice awaited	<b>2,500.00</b>	<b>0</b>
1.2 Review of Morecambe business performance to ascertain if Portas projects were having any effect	To build relationships with Lancaster and District Chamber of Trade, Morecambe Chamber of Trade, and Lancaster University to gather information	Coordinating Committee	When required		Baseline Exercise – where are we now?  Need to link this to Springboard Findings	<b>0</b>	<b>0</b>
1.3 Development of a public "Thought Wall" in the town centre to receive feedback on projects and ideas from people who use the town centre and its businesses	To establish and install 2 Thought Walls in Arndale and Festival Market	Sue Byers	TBC		Any costs from within Marketing Budget	<b>0</b>	<b>0</b>

## 2) Communication and Marketing

Action	Detail	By who?	Date	Achieved ? Yes / No	Notes	Budget allocated	Budget spent
2.1 Website - (1) Creation of a dedicated Town team website (2) Creation of Town website	The town website will serve to publicise projects, progress and as an advertisement base for Morecambe businesses.  The TT website will serve to publicise the work of the Team	Town team Website – Thousand Pixels  Town Website – contract let to Bucket and Spade	(1) 30/06/ 2014 (2) TBC			Team Website <b>400.00</b> Town Website - <b>18,000.00</b>	<b>400.00</b>
2.2 Branding Morecambe for the purposes of future coordinated town wide marketing campaigns	The town has no “corporate” branding with which to bring all businesses together for the purposes of marketing campaigns	Tom Grattan	30/06/2014		Contract let	<b>4,800.00</b>	<b>2,400.00</b>
2.3 Sponsorship of Morecambe Sunshine Awards 2013	To help raise profile of the Team	John Watkins				<b>400.00</b>	<b>400.00</b>
2.4 Top Things to Do Campaign	Poster and Leaflets (containing a Visitor Map) for businesses to distribute to visitors	Marketing/ Events/Com munication Project Group	30/09/14		Budget to be determined by Coordinating Committee by 31/05/14		

### 3) Environment and Street Scene

Action	Detail	By who?	Date	Achieved? Yes / No	Notes	Budget allocated	Budget spent
3.1 Street Planting Schemes on Victoria Street	To liaise with the County Council/LCC re planting appropriate trees on Victoria Street	Coordinating Committee	31/03/2013		Funding apportioned to fund initial provision of a planting scheme.  Negotiations to take place with City Council re continued maintenance of the Planting provided with a view to securing this at no cost to the Team.	<b>1,500.00</b>	<b>1,515.00</b>
3.2 Street Pride Scheme – Operation “Clean-up”	Community initiative to create street champions	Coordinating Committee	31/03/2014		To be undertaken in partnership with Lancaster City Council	<b>0</b>	<b>0</b>
3.4 Street Art Project – Victoria Street	Use of Art to provide a unique marketable offer to the town involving local artists both professionally and community based.	Street Art Project Group	31/12/14			<b>20,000.00</b>	<b>0</b>
3.5 Thora Hird statue – Contribution towards Venus and Cupid Arts Trust for Commissioning of a Thora Hird Statue	Contribution towards a Thora Hird statue to be located in area around top of Victoria Street where MAAP works will take place.	Coordinating Committee	Ongoing			<b>500.00</b>	<b>0</b>

## 4) Events

Action	Detail	By who?	Date	Achieved? Yes / No	Notes	Budget allocated	Budget spent
<b>4.1 Street Market/Fair on Victoria Street –</b>  To organise four street markets on Victoria Street between December 2013 and the end of 2014 with the aim of attracting more visitors/shoppers to Morecambe with a view to marketing the daily offer through the markets	1. Easter Saturday 2013 Market  2. Christmas Market to take place over 2 days 30/11/2013 and 01/12/2013		30/03/2013  30/11/and 01/12/2013		Budget for Easter Market  Budget for 4 Markets  Inclusion of an Ice Rink as part of the Christmas Market 2013 project  <b>Future markets removed from Plan by Town Team on 20<sup>th</sup> January, 2014 – BUDGETS NETTED DOWN TO ACTUAL SPEND</b>	<b>3,800.00</b>  <b>47.00</b>  <b>7,035.00</b>	<b>3,800.00</b>  <b>Income £310</b> <b>Expenditure £357</b>  <b>Expenditure 9,273.00</b> <b>Income £2,238.00 –</b> <b>(Net spend = £7,035)</b>
<b>4.2 Community Groups Street Festival and Events Fund</b>	A fund to support the development of further street festivals/events within the town centre and particularly on Victoria Street	Coordinating Committee	Applications received and considered		3 applications approved by Coordinating Committee – consideration to be given as to how allocate remaining funds	<b>15,000.00</b>	<b>7,880.00</b>

<b>5) Strategic Issues</b>							
Action	Detail	By who?	Date	Achieved? Yes / No	Notes	Budget allocated	Budget spent
5.1 Heartstone Project	Work with Young people to build business skills and an additional outlet in the Centre	Morecambe Foyer	22/04/14	Implemented		<b>5,000.00</b>	<b>5,000.00</b>
5.2 Customer Service Training	To provide free training for Morecambe businesses to enhance customer service	Coordinating Committee	To be determined by Coordinating Committee		Coordinating Committee to determine budget/timescales and training provider by 31/05/14		

<b>6) Administration</b>							
Action	Detail	By who?	Date	Achieved? Yes / No	Notes	Budget allocated	Budget spent
6.1 General and incidental expenses for items that are not included elsewhere in the Action plan e.g. <ul style="list-style-type: none"> <li>• Travel costs</li> <li>• Attendance at Meetings and Conferences when agreed/required</li> <li>• Room Hire</li> <li>• Other incidental expenditure as agreed</li> </ul>	Any expenditure to be approved by Coordinating Committee		Ongoing		Reviewed at each Meeting	<b>4,000.00</b>	<b>700.00</b>
<b>6.2 Total Allocated Budget/Spend</b>						<b>82,982.00</b>	<b>29,177.00</b>

**To allocate - £17,018.00**

Final Version – Agreed by Town Team on 6<sup>th</sup> May, 2014