

Town Centre Management in Bassetlaw

What is Town Centre Management? Town Centre Management is a co-ordinated pro-active initiative designed to ensure that our town centres are desirable and attractive places. In nearly all instances the initiative is a partnership between the public and private sectors and brings together a wide-range of key interests.

There are three main aims that we hope to achieve these being:

- ▶ to enhance the economic vitality and vibrancy of Worksop and Retford Town Centres;
- ▶ to create an economic environment that will stimulate the regeneration of the town centres; and
- ▶ to ensure that the town centre is welcoming to all and somewhere that people can be proud of.



**Retford Continental Market,
September 2005**

The precise role of a Town Centre Manager varies greatly from town to town depending on the nature of the town, the challenges that it faces and the way in which the post is funded. In Bassetlaw the Town Centre Manager oversees a number of key services such as car parking and markets, as well as the marketing and promotion of each town, planning special events and contributing to the implementation of regeneration projects such as the Worksop Renaissance programme.



**Christmas Lights Switch
On, Worksop 2005**

There are a number of issues that are common to both towns such as the need to widen the retail offer and working to breathe new life into a number of long-term vacant properties. Other issues are more specific, such as the availability of car parking in Retford, and the need to improve the performance of the retail market and helping improve community safety in Worksop.

In the short term we will be looking to create a marketing plan for each town, using things such as shopping guides and directories, the internet, local media and working with key partners to promote each town to both local residents, visitor and potential investors. We will also be looking to host at least 2 special events each year, such as the Continental Markets held in Retford during September and in Worksop during November, which were successful in drawing hundreds of new faces into town and demonstrated the ability of each town to host such high profile events.

With the recent economic growth that the area has seen in recent years there is great opportunity for both Worksop and Retford to cement their position as important retail and service centres for years to come. In order to do this, there is some hard work to do (certainly more than one person can manage!). It will demonstrate the importance of working with existing partners and forming new partnerships with the local retail and business community all of whom have an interest in its success.