

Project Summary

2013



Mirabelle Mack

Contents

Contents	2
Introduction	3
Loyalty card scheme	4
Stats	4
Companies registered to the scheme	4
Aims.....	5
What I do to support the scheme.	5
<i>General support and maintenance is required to support the scheme:</i>	5
<i>On a monthly basis the following tasks are undertaken:</i>	5
Promoting Faringdon	6
Work undertaken to promote the town	6
<i>BBC Coverage</i>	6
Regular work undertaken to aid promotion of town:	6
Social Media Workshops for Local Businesses.....	7
Impact:	7
Floral displays	7
Hanging Baskets.....	7
<i>Project capital spend</i>	8
Faringdon Free Food Charity.....	8
Impact.....	8
The Old Theatre	8
Sourcing of funding.....	8
<i>Project Capital Spend</i>	9
Tourism Initiative	9
<i>Project Capital Spend</i>	9
Shop Front Grant	9
Two grants have been allocated so far	9
<i>Project Capital Spend</i>	9
Future development.....	10
Notice Boards	10
Landlords Register	10
<i>Project Capital Spend</i>	10
Market Project	11
Investigating ways to sustain the role over the next 3 + years	11
Appendix 1	13
Floral Displays – Faringdon Free Food Work.....	13
Notice boards / Tourism initiative:.....	14
<i>Southampton Street Car Park notice board</i>	14
<i>Gloucester Street Car Park</i>	17
Shop Front Grant Scheme.....	19

Introduction

The role of town team project manager was created mid January 2013. Since the beginning of the year 10 projects have been developing to improve the look and feel of the town and create a stronger sense of business community in the town.

Due to the role being a totally new post with no existing procedural structure or relationships to adopt. A large part of the job during 2013 has been to establish relationships with local businesses and councils. I am continuously working to gain the respect and loyalty of local business to get honest responses regarding the work that I am doing. This is a gradual process, but positive results are beginning to filter through and be commented on by businesses and local residents alike. Only a limited improvement can be achieved over a 12-month period.

In order to build on the work that has been done this year, see summary of results below, further investment is essential. Faringdon is currently experiencing a period of rapid change, with various developments around the town increasing the population to nearly double the figure in [insert date here].

By providing support to local business via schemes like the Faringdon Loyalty Card and improving the image of the town via tourist information notice boards, social media and floral displays. It is possible to make a genuine difference to the businesses in the town. Within the past 10 months the town team has been working with local charities and councils to make the town a cleaner and more inviting place to live.

Loyalty card scheme

Stats

No. of card holders - 669

No. of businesses - 48

Companies registered to the scheme

ABSM Driver Instruction

Active Plumbing Supplies

Baby Care Online

Bgi insurance

Costcutter

Davenports Media

Davenports Printers

Davenports Business Centre

Davenports Accountancy

Deacon & Son

Den Boer Wines

Faringdon Cobblers

Faringdon Motorist Centre

Faringdon Tourist information centre

Focus on Faringdon

Goddard & Son

Hare in the Woods

Heartfelt Harmonies

London Street Hair and Beauty

Mustard Seed

Ninos Spanish for children

Oxford IT Support

Pat Thomas Butchers

PciRepairs

Pet shop and reptile ranch

Portwell Angel

The Cellar Bar

Sadlers

Sandwich Phillers

Second 2 None

Segais

Soll leisure

Sudbury House Hotel

The Barbers shop

The Bobbin Bistro

The Faringdon Coffee House

The Faringdon Exchange
The Oxford Distribution Company
The Rookery
Techiman
The Nut Tree
The Old Crown Coaching Inn
The proof Fairy
Tranquility Tans
The Single Malt Whisky Shop
Mission Fitness UK
Blue Honey
The PA

Aims

In order for the scheme to work effectively it is essential that investment is maintained in the scheme. The work required to run the scheme is outlined below. In 2014 it is important to advertise the scheme more broadly to the outlying villages and new developments around Faringdon.

What I do to support the scheme.

General support and maintenance is required to support the scheme:

- Update the business map of the town on a 6 monthly basis.
- Do leaflet designs, printing and distribution on a 6 monthly basis.
- Provided window stickers and white board posters to all businesses to advertise their offers and which businesses are in the scheme.
- Ran a one off facebook advertising campaign for one month.

On a monthly basis the following tasks are undertaken:

- Making sure offers are not available to anyone other than loyalty cardholders.
- Collection of loyalty card forms & monies from card sales.
- Delivery of leaflets and promotional materials and cards to businesses.
- Update spreadsheet and website with new cardholders details.
- Run facebook and twitter feeds with a monthly prize draw to help promote the scheme.
- Recruit new businesses to join the scheme monthly.
- Remove businesses that have closed in the past month.
- Returning lost cards to owners.
- Deal with complaints or issue from businesses and customers.

- Keep the website up-to-date.
- Sending out e-newsletter after monthly updates added.
- Get new offers from businesses monthly.

Total cost to date: £1144.90 in printing, distribution and advertising costs.

Plus cost of the website maintenance to the proof fairy per month paid by the chamber of commerce. Plus the contribution of a prize from each business involved for the Follyfest and Facebook / Twitter prize draws. We need to do another print run before November 7th 2013 to put loyalty card leaflets in Tescos opening giveaway of hessian shopping bags.

Promoting Faringdon

Work undertaken to promote the town

BBC Coverage

Stories related to the Faringdon projects have been on the Oxford BBC Television news for the following reasons:

- The Faringdon Loyalty Card Scheme.
- Tesco's coming to the town and how local businesses feel about it.

On BBC Oxford radio for the following reasons:

- Faringdon having a town team co-ordinator and what the purpose of my role is.
- Free Parking in Faringdon and how this has positively affected local business.
- The Pump House Project Opening.

Regular work undertaken to aid promotion of town:

- Monthly updates in the Folly Newspaper.
- The Faringdon Loyalty Card scheme Twitter and Facebook pages.
- The Faringdon Town Project Manager Twitter and Facebook pages.
- Feeding Stories to the South Oxfordshire Website.

In addition Faringdon has achieved some National Press. Appearing in an article in the Independent and the Daily Mail on Monday 11th November 2013 following a report that showed Faringdon as 9th in a league of the best places in Britain to bring up a family. Also then appearing all over the internet and social media for the same reason.

<http://www.independent.co.uk/news/uk/this-britain/wheres--the-best-place-to-bring-up-a-family-its-bingham-8931594.html>

<http://www.familyinvestments.co.uk/assets/21503/27093/Hotspots-report-2013>

Social Media Workshops for Local Businesses

As a one off trial local businesses were offered a series of Social Media workshops. Workshops provided by Gail Gibson of 'True Expressions' and Mary Thomas of 'Concise Training'. Running the series of three one hour workshops cost £250.00 in total.

Impact:

It is hard to quantify the effect of positive media attention. However the number of positive stories about Faringdon has increased this year. Adding to the specific pieces aimed to promote the town directly, the BBC also did their tour of South Oxfordshire and reported on numerous feel good stories around the area. All of which had a beneficial effect on peoples perceptions of the town.

The Social media workshops have increased the number of local businesses online. By attending the workshops businesses became more aware of how to create an effective and strategic online presence. This has helped them connect to their customers and potential suppliers directly. Helping them understand their customers and improve their services to suit customers who are actively engaging with them.

Fifteen businesses attended the workshops, which has had a noticeable effect on the online presence of Faringdon since July.

Floral displays

Hanging Baskets

The project entailed asking all businesses with hanging basket brackets if they would be interested in having hanging baskets on their properties over the summer. 56 hanging baskets were purchased from a local company Severn Acres Nursery. These were installed and then maintained by the individual businesses. The HSIF paid for the first set of hanging baskets. A further 42 baskets were then installed for winter with winter appropriate plants in them. These were paid for directly by

the individual businesses.

Project capital spend

The total cost of this project was: £952.00

Faringdon Free Food Charity

In addition to the floral displays I have also become a trustee of the Faringdon Free Food charity and have been supporting the group to get the correct permissions to plant on council land. Finding funding, asking for support from local businesses and getting volunteers to help with plantings.

Impact

The results are immediately obvious in the market square. With many locals commenting on how much better the town centre is looking already. The aim is to show businesses the benefit of having floral displays, how it improves peoples perception of the business and the town. The hope is that businesses will continue annually renewing their own baskets, with their own style and business identity.

In addition to the hanging baskets the Free Food group have planted over 50 heritage variety fruit trees around the town, have planted the town centre raised beds and Portwell with herbs, fruit and flowers. Have improved some unsightly alleys with fruit bushes and have many more projects planned to add to that improvement.

There are no capital costs to this project directly from HSIF or Portas money. Capital funding has successfully been raised from various sources.

The Old Theatre

Sourcing of funding

Having successfully achieved £10,000 of funding for the group via the VWHDC capital fund application that was done for them by the town team and HSIF. Which allowed the initial building work to be carried out to open the centre to the public. The project has been allowed to develop as per the Pump House Project groups constitution. They are doing brilliantly without any interference. They have contacted me on a number of occasions for contacts or advice, which I have provided. The

project is flourishing due to the hard work and imagination of the Pump House Project team.

Project Capital Spend

Total capital cost: £5000.00

Tourism Initiative

An information / tourism notice board has been installed in the Southampton Street car park. An updated version of the town map is currently being printed to be installed in the Gloucester Street car park and an information / tourism notice board is at the printers for installation on the side of the old town hall within the next 2 weeks. In addition a final design has been approved to go up in the Tesco car park.

In addition to this an A3 folded to DL leaflet has been produced with the town map on one side and 'things to do in Faringdon' as per the Southampton Street notice board on the other. 10,000 leaflets are being printed. To be delivered to the Tourist Information Centre. I will then deliver leaflets to various hotels and tourist attractions in the surrounding area. In particular those that appear on the leaflet, who have in most cases already agreed to have some leaflets available for their visitors to pick up.

Project Capital Spend

Total cost: £2393.28

Shop Front Grant

Two grants have been allocated so far.

The Market Restaurant for £750.00 (paid)
Saddlers Catering for £500.00 (paid)

There is one more grant to be awarded on receipt of valid invoices. Completion of works. Expected before the new financial year.

The Bangkok Kitchen awarded £750 (awaiting invoices).

Project Capital Spend

Project spend: £1250.00 (awaiting final £750.00 to go out by April)

Total capital spend: £2000.00

Future development

If funding were available I think this would be a good project to develop into 2014. As I think it encourages businesses that would otherwise not even repaint their premise to think about how their business looks to their customers. With some one to one encouragement shops like the Pet shop could be greatly improved, by relatively little work.

This project has shown a definite effect, with only three businesses taking up the funding this year, but several others showing interest for future funding if it were made available and others choosing to get on with refurbishment works without asking for assistance.

Notice Boards

Due to the clear ownership of the existing noticeboards, this project was not possible. However it has been amalgamated with the tourism project to produce some tourism notice boards in public car parks around the town. Although it has been possible to update the town map in the Gloucester Street Car Park and introduce an information board to The Old Town Hall that was previously under utilized.

In addition December 2013 Business maps of Faringdon have been installed in the Corn Exchange and internal Tesco community notice boards.

Landlords Register

The landlords register has been collated and the final records requested from the land registry. If there are any gaps remaining in the register, they will be filled by chasing up tenants for their landlords information and / or trying different address options on the land registry.

Project Capital Spend

Estimated cost: £250.00 (awaiting invoice from land registry).

Market Project

A social media campaign has been commissioned to develop the existing three markets.

The Tuesday weekly market.

The monthly farmers market

The Friday country market.

Mary Thomas of Concise Training will be overseeing the development of a Faringdon markets facebook and twitter feed. With information about producers, hints and tips on the best use of produce and photographs from the three markets. The aim is to generate interest in the markets to increase footfall and encourage new producers to join the markets to develop the range of produce available.

Investigating ways to sustain the role over the next 3 + years.

Going to grant workshops to assess best sources of funding and types of projects to allow the continuation of the role.

Working with a number of local groups and charities to raise funds for projects that could be developed into 2014. A number of applications have gone in to the New homes bonus fund. Many of which could provide project funding for the town team role in 2014. For example large floral displays / hanging baskets attached to lamp-posts along Park road. Funding to allow the loyalty card scheme to continue. Planting of the town and swan parks.

In addition to this the development of an economic development strategy by the chamber of commerce and town council will provide the base data required to actively market the town to potential businesses that are considered appropriate to the development of the town.

Over the year potential businesses have contacted me directly to get information about the town and possible units to rent / buy. Having an impartial person with access to relevant documents and contacts to make the process of filling empty commercial properties a faster and more efficient process is pivotal to the town team role in the future. Utilizing the information gathered this year and relationships established to help broaden the range of offering in the town.

In addition to this I have been in discussion with the Folly Park View residents association to work out ways to integrate the new developments into the town. This is essential if further developments are to go ahead in the coming years. To create a model for how to integrate new developments into the existing community, including creating a welcome pack for all new residents of the town.

Work on a project to get the town signs moved to correctly represent the increased size of the town.

Support the Faringdon markets project. Develop the online presence of the market but building on the social media project started in early 2014. Create more human interest stories, by creating a 'meet the trader' regular blog and news article in the Folly Newspaper. Engage young people in the markets via the local schools.

Create a calendar of events for the town, including late night opening for the shops on special occasions. It will involve some planning with local retailers to make sure of commitment by all local businesses.

See the appendix 1 for photos to support changes that have occurred during the year 2013 / 2014.

Appendix 1

Images to illustrate the project development. Illustrative of the physical changes witnessed in the town of Faringdon due to Town Team Projects.

Floral Displays – Faringdon Free Food Work



Before



After

Notice boards / Tourism initiative:

Southampton Street Car Park notice board



Before

Things to do in Faringdon...

Visit the Market place

The 17th century market place is a sight to behold surrounded by Georgian houses. One and a half acres is a square market place. A refreshment. Eighteen market stalls, the market carrying them to the market place are. Regularly collection is made where you can buy seasonal gifts to your home. There is a range of stalls and shops, many different from other towns in the market place. It is a place to visit in the history, while retaining the feeling of the community.

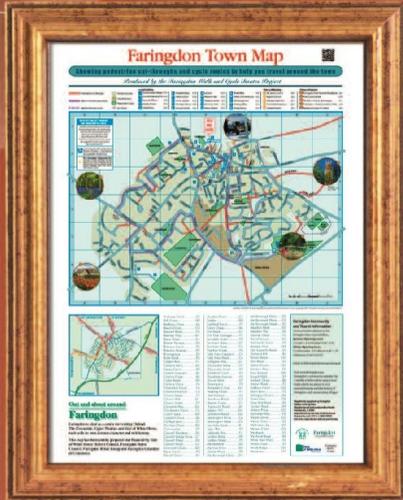
Shelter in one of the local hostilities

Faringdon's Inns have been welcoming visitors for centuries. In the 16th century Faringdon was a renowned coaching inn and popular for the area's good food and wine. Travellers rested and had a safe night's sleep away from the main coaching roads and the threat of highwaymen. Today the Inns, restaurants and coffee shops provide the same hospitality and comfort for locals, tourists and visitors.

Find the lost cannon ball

All the Cannon balls were found in the presence of a stone which is surrounded by four feet of earth. It is thought to have been shot away by lightning in the 17th century. Today a cannon ball can still be seen embedded in the wall. The stone dates back to the 13th century, although the name is Norman. There is a remarkable collection of Norman masonry and all masonry and masonry in Faringdon in the 'Masonry of England' series is one of the latest chapters of 'Architecture of Faringdon' being a relative newcomer to Oxfordshire.

www.allaboutfaringdon.org.uk



Faringdon Fun Frowdously Unnecessary Notices Trail
Lord Borey - described as 'The Last Great Explorer' by one of his biographers - lived in Faringdon House from 1618-1692. He set out with his wife Anne and passed his time in factal down in all the nooks of the town, he also rather enjoyed putting up notices that would be ignored. If you look carefully, you may be able to spot those that have stood the test of time.

www.purplepages.info

Visit the Faringdon market

When you go to the town in your car, drive in 10th for a walk to market, which continues to the day every Sunday in the market place with a farmers market on the first Sunday of every month and there is also a weekly market held in the centre on Thursdays in a busy morning.

Climb the fabulous Folly Towers

Faringdon Hill and the Folly Tower, situated on the market town. The tower 100ft high, built by Lord Borey in 1618, who was the last major Folly to be built in Oxfordshire. When surveying was over 3 counties, there is a walk to the top and every 100 ft tower and the tower. All this can be done just a few minutes' walk from Faringdon's historic market place.

See more faringdonholidays.com for information and more open days.

In addition, there are many places to visit within easy reach of Faringdon town. It is an ideal place to stay and explore The Vale of White Horse, Oxfordshire, The Cotswolds, Wiltshire and Gloucestershire. Must see locations within minutes of the town include:



Biscot Park
Biscot Park is the family home of Lord Faringdon, who lives on the property and the Faringdon Collection on behalf of the National Trust.



Manors Manor
A grade 1 listed farmhouse built around 1600, the summer house William Morris and the fine English garden James Gurney Russell from 1871. The house contains an outstanding collection of the possessions and works of Morris, his family and associates.



Bullseye Chapel
At the summit of Bulsey Hill on the Faringdon Road, within Faringdon. The site of an ancient Anglo Saxon church, established in May and with a summer festival in October. This is a wonderful place to visit and explore nature. It is also well known as an excellent site for research, birding and fishing, if you have the nerve.

The White Horse at Uffington

The highly stylized prehistoric hill figure of the White Horse can be seen from the Folly Tower. Formed from deep red sandstone (Flint) with rounded white chalk, an annual event of chalking the horse gets local families and tourists together to keep the horse looking pristine. See the national site website for details.

The Tithes Barn at Great Cowley

A large 13th-century barn on the northern edge of the village of Great Cowley. Built from Cotswold rubble stone, the barn is an impressive reminder of the skills of the Gothic carpenters and the wealth of the great monastic orders.



Faringdon Town Council can be contacted on 01235 242191 or email info@faringdonmcc.gov.uk

For more information on the town and its history, visit www.allaboutfaringdon.org.uk

Telephone 01235 242191 or email info@faringdonmcc.gov.uk



Artists impression of board in situ. Printing and installation yet to be completed

Gloucester Street Car Park



Due to the size of this board it is being updated with the new town map but without any further information to confuse the issue.

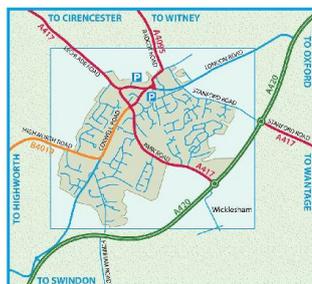
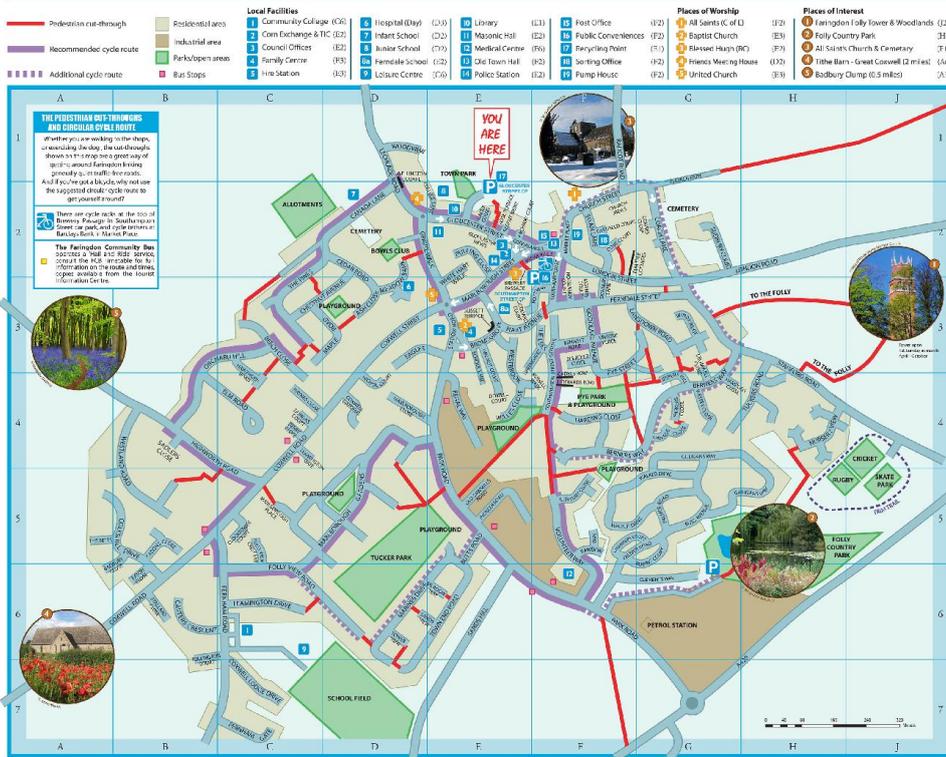
New version town map.

Faringdon Town Map



Showing pedestrian cut-throughs and cycle routes to help you travel around the town

Produced by the Faringdon Walk and Cycle Routes Project



Out and about around Faringdon

Faringdon is ideal as a centre for visiting Oxford, The Cotswolds, Upper Thames and Vale of White Horse, each with its own distinct character and rich history. This map has been jointly prepared and financed by Vale of White Horse District Council, Faringdon Town Council, Faringdon Retail Group and Faringdon Chamber of Commerce.

Archway Court.....	E2	Dundas Court.....	C4	Marlborough Gdns ...	D5
Ash Close.....	D3	Egles.....	D3	Marlborough Place....	C5
Baobury Close.....	A5	Esfield Court.....	F2	Marlborough Street....	E3
Beech Close.....	C3	Eaton Close.....	B6	Meadow Bank.....	D3
Bennet Road.....	F3	Elm Road.....	C4	Meadow Way.....	E6
Barnes Way.....	G4	Elm Tree Cottages.....	F2	Moynes Close.....	F3
Berry Close.....	C4	Ferndale Street.....	F3	Nichol Court.....	D4
Bisset Terrace.....	E3	Ferham Gate.....	C7	Normandy Court.....	F3
Brewery Court.....	F2	Ferham Road.....	C6	Nursery View.....	H4
Brewery Passage.....	E2	Fletcher Close.....	F3	Old Sowmill's Road....	C5
Bromsgrove.....	F3	Folly View Crescent....	C5	Orchard Hill.....	B3
Buns Road.....	E5	Folly View Road.....	C6	Palmer Road.....	G5
Cadells Row.....	F4	Gilligans Way.....	G4	Park Road.....	E4
Canada Lane.....	D2	Gloucester Mews.....	F2	Robins Court.....	C5
Canary Court.....	E2	Gloucester Street.....	E2	Rawdon Way.....	F5
Canons Crescent....	B6	Goodale Avenue.....	E3	Russ Avenue.....	G5
Canons Close.....	B5	Goodale Avenue.....	F3	Russell Walk.....	E4
Cedar Road.....	D2	Gravel Walk.....	E2	Stellard Close.....	B6
Century Close.....	F5	Greengates.....	F3	Stetton Road.....	F3
Chambers Court.....	F5	Hampden Close.....	G4	Sudbury Court.....	G2
Chestnut Avenue....	C3	Harling Close.....	F4	Swan Lane.....	F2
Coach Lane.....	G2	Hart Avenue.....	E3	Talington Court.....	B6
Coashill Drive.....	B5	Hawthorn Road.....	C3	Tower View.....	D6
College Lane.....	F2	Haynes Close.....	C4	Town End Road.....	E6
Combes Close.....	G2	Highwath Road.....	B4	Tuckers Road.....	H4
Commarket.....	E2	Jespers Hill.....	G4	Untons Place.....	G3
Coxwell Gardens.....	D4	Leasdown Road.....	G3	Yanmer Way.....	F5
Coxwell Lodge Drive..	C7	Leasdown Drive.....	C6	Walker Drive.....	C5
Coxwell Street.....	D3	Leasdown Gate.....	C3	Walnut Court.....	E3
Coxwell Road.....	C4	Lechlade Road.....	D1	Wellington Sq.....	D1
Crosswell Close.....	G3	Lees, The.....	F3	Wessex Close.....	G4
Dove Court.....	F2	Lidlards Row.....	F4	Westlake.....	E3
Dowell Court.....	E4	London Road.....	H2	Westlane Road.....	B4
		London Street.....	F2	White Hart Walk.....	E2
		Maple Road.....	D3	Willes Close.....	E4
		Marines Drive.....	D6	Windy Ridge.....	G3
		Market Place.....	F2	Woodview.....	D1
		Marlborough Close ...	D4		

Faringdon Community and Tourist Information
Centres situated adjacent to the Faringdon Town Council offices.

Summer Opening hours
(1st April - 31st October) 9.30 - 4.30

Winter Opening hours
(1st November - 31st March) 9.30 - 1.30
Telephone: 01367 242191

Email: tc@faringdowntowncouncil.org.uk

Visit www.faringdon.org. Faringdon's community website, for a wealth of information about local clubs, what's on, places to visit around the area and the history of Faringdon and surrounding villages.

Map kindly supplied by Faringdon Walkers and Cyclists. Map designed and produced by David Henderson, © 2006. Reproduced by the Vale of White Horse District Council, 2012. © 100019525. Not to be reproduced without permission.

[Insert before and after pictures of the old town hall notice board and Tesco's internal and external boards]

Shop Front Grant Scheme



Before



After



Before



After



Finished

[Insert before and after photos of saddlers]

[Insert photographs of the hanging baskets]

[Insert photographs of the churches and schools tree planting and gravel walk alley before and after photos].

