

BRIEF FOR SHOPPING AND ACCESS TO SERVICES WORKING GROUP

'Develop options to support the town centre as a prosperous and vibrant local centre for retail, service and entertainment activity, that:

- Supports the development of a broader integrated strategy for the town centre linking public realm and car parking management, pedestrian circulation within centre and from car parks, visitor promotion, and community safety;
- Includes policies to control and enhance the quality of advertising and built environment
- Identifies and gives policy for 'opportunity sites' for redevelopment
- Identifies, protects and enhances space for events

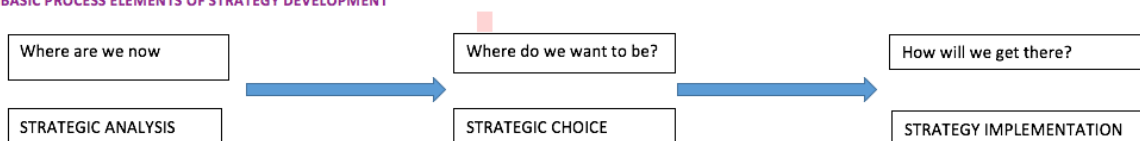
As part of the work:

- Hold engagement sessions with community and industry representatives
- Visit and take advice from expert sources and recognised good practice examples
- Prepare updates for report to the Neighbourhood Plan Team at its monthly meetings
- Prepare a final report with proposals for the NP Team to recommend on to the Town Council in XXX.
- In dealing with these themes, each group could look at the cross cutting themes – infrastructure, affordability, safety, geography/environment.

PROCESS GUIDANCE

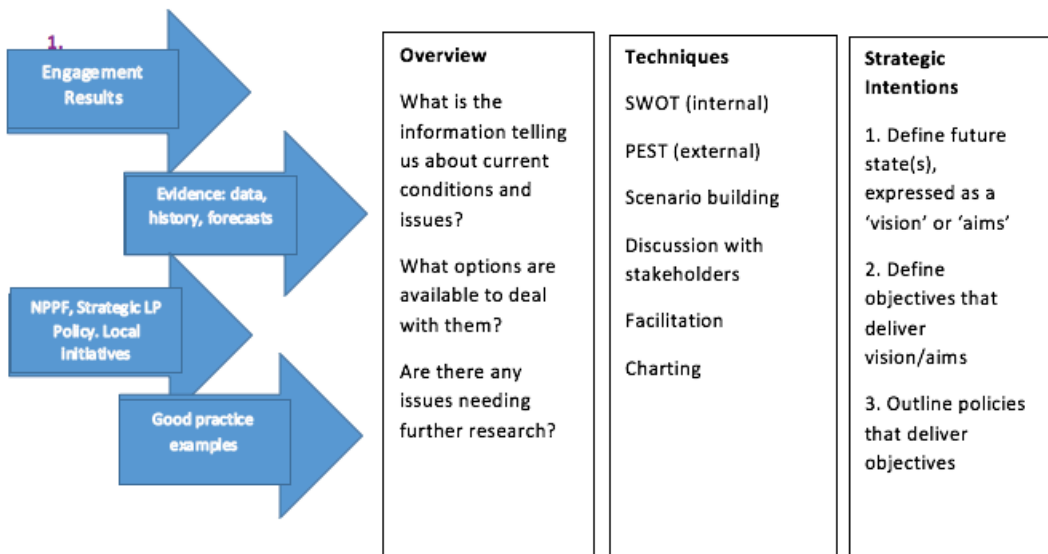
The general process should reflect the process elements of strategy development.

BASIC PROCESS ELEMENTS OF STRATEGY DEVELOPMENT



It may be helpful to use a template document which leads through the process. Further guidance is available in the Dropbox folder. Working group activity should run sequentially through the process. (see diagram below)

WORKING GROUP ACTIVITY



GENERAL REQUIREMENTS

Proposals must have regard to economic reality, they must have a planning purpose, and be achievable.

Recommended policies or proposals can be either specific (a site allocation); controlling (in a specific area something will not be permitted); or enabling (developments will be permitted under certain conditions).

Working Groups to ensure that their operation is at all times open and accessible, that all policies and proposals align and integrate with other current and emerging non-land use strategies and interventions.

Set a timescale and work programme.

BUDGET

Each working group may incur expenditure up to £250 in carrying out its work. This may cover for example, costs associated with a visit to a specific example town or site away from Looe, the travel costs of a visitor to Looe from another town, costs of putting on an event, printing costs etc.

RESOURCES AVAILABLE

- Consumables – paper, flipcharts, post-it notes, pens, printing etc.
- Access to 'Parish OnLine' Geographical Information System,
- Access to detailed Community Survey results.
- Survey Monkey login and support in creating questionnaires
- Dropbox folder with library of useful documents, folder of techniques, virtual library of NPs etc
- Use of website, twitter and facebook for publicity, surveys etc.
- Help with YouTube video, wordle etc
- 'Hotline' to Project Manager for support/advice
- Training for the working groups
 - Session 1 – Tools and models: use of SWOT, PESTLE, stakeholder analysis, programme management, evidence researching, GIS mapping etc.
 - Session 2 – Policies, proposals and projects: generating aims, objectives and actions, planning policy

writing, etc

- Session 3 – 1 hour for selected volunteers on using Parish Online.

ROLES

- A 'Convenor' to 'lead' group through the work, set agendas etc
- Note taker – (action points only need be recorded) and meeting booker