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MALTON TOWN AMBASSADOR

Action Plan July 2009

What is the identified Need?

- Malton is perceived to be run-down with a poor physical appearance.
- Businesses and other groups across the town don't always work together as well as they should.
- Malton is in general economic decline.

How has this need been identified?

- Feedback from residents, businesses and councillors.
- Anecdotal feedback.
- Membership difficulties of local groups and partnerships.
- RDC Town Strategy Consultation, August 2008.
- National best practice successful examples and models raised.

AIMS

- Increased co-ordination around events and marketing themes.
- Communication between all key organisations needs to improve and increase.
- Visitors need to be able to access information and help.
- The town needs to have an improved physical appearance.
- Businesses need to work in partnership with one another.
- All sectors of the community need to work towards greater collaboration.

OUTCOMES

1. Improved partnership and collaborative working across the town.
2. Malton is perceived to be a more welcoming and thriving place to be.
3. Visitors to the town can access information and help.
4. Improved communication and increased liaison between all town residents, businesses and community groups.
5. Malton becomes a target destination for people to visit.

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OUTCOME & OUTPUT INDICATORS

How will you know it has been achieved?

OUTCOME 1

- Business groups are functioning better and therefore have a fuller membership.
- Jointly co-ordinated projects have taken place and there are evidenced new projects between sectors. (e.g. schools, businesses, VCS)
- Groups report that they have achieved more as a result of greater collaboration.
- People report that they are happier with their experiences of partnership working.
- There is a wider participation in projects.

OUTCOME 2

- The physical appearance of the town is improved and residents and town users feel that when they report a problem, action is taken and things improve.
- The Ambassador has a regular, visible presence in the town and residents report that the town feels more welcoming.
- Businesses report that they feel more supported and that more local people seem to be using the town.
- Events and projects have a wider participation than before.
- VCS report that they have received greater interest in what they do.

OUTCOME 3

- Has influenced an increased number of visitors to the town by being informed and involved in tourism activity.
- Ambassador has a regular, visible presence during peak seasons, holidays and week-ends.
- Improved information available to visitors about Malton and the events taking place throughout the year.
- Website development is improved and co-ordinated more efficiently.
- Marketing information about the town is revived and plans for improvement are put in place.
- Ambassador uses available data and associated project information.

OUTCOME 4

- Regular weekly drop in sessions determine residents and town users concerns.
- As a result of drop in sessions actions have taken place to improve areas of concern.
- Reports that relationships between sectors have improved.
- Sections of the community that have not worked together before have improved communication and collaborated on new plans and ideas.
- New voluntary activity has taken place (e.g. new litter project).
- There is a general increase in local investment.

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- Rolling positive press releases from the project – Press releases to be focused and promotional in their content.

OUTCOME 5

- Visitors report that the accessibility and quality of information on the town has improved.
- Businesses report an increase in trade and a general sense of satisfaction from visitors to the town.
- The Saturday market develops into a thriving and successful event, attended by regular visitors.
- Promotion of the town and its on-going events programme has improved and raised public awareness of what Malton has to offer.

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ACTION PLAN – JULY 2009

Outcomes:

- **Improved partnership and collaborative working across the town.**
- **Malton is perceived to be a more welcoming and thriving place to be.**
- **Visitors to the town can access information and help.**
- **Improved communication and increased liaison between all town residents and users.**
- **Malton becomes a target destination for people to visit**

Proposed Action	Key Tasks & Updates	Time Scale
Gain an understanding of Malton, its context within Ryedale and the history, culture and groups that shape the town.	<ul style="list-style-type: none"> • Obtain information from RDC website and the local media. • Use library, TIC resources and RVA members list to gain familiarity with local groups. 	End July End July
Develop a network of key contacts and organisations within the town and facilitate working together	<ul style="list-style-type: none"> • Arrange meetings with RDC, MTC, Fitzwilliam Estates, Ian Shepherd Assoc, BIA, Thrive, TIC, police and local schools. • Work on initiating projects that will bring these groups together. 	End July End project
Build good relationships with local businesses and residents. Focus on their experience and use of the town.	<ul style="list-style-type: none"> • Arrange drop in sessions at library for residents and promote in the press, local shops etc. • Visit all businesses in person. • Attend monthly BIA & Thrive meetings and work towards facilitating an increase in membership. 	Mid July End July End project
Foster a good working relationship with the local media.	<ul style="list-style-type: none"> • Meet with editors in person and discuss opportunities of regular press coverage of projects, events etc. • Possibility of a regular column to update readers on new projects and updates on 'We Love Malton' campaign. 	Mid July
Understand the context of the strategic future plans for the town.	<ul style="list-style-type: none"> • Attend appropriate RDC, MTC and Milton Rooms Group meetings. 	Beg August End project

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Co-ordinate and support on-going activities and events. Facilitate wider connections throughout the community.	<ul style="list-style-type: none"> • Work with the Estate and Ian Shepherd on the 'We Love Malton' campaign. • Focus on their event calendar and raise awareness to ensure local businesses and residents become involved. 	End project Mid August
Initiate new ideas and mini projects that will benefit the town.	<ul style="list-style-type: none"> • Research local councils and focus on any new initiatives that could work in Malton. • Work with local businesses, voluntary groups and schools to identify new ideas. 	End July End September
Identify gaps in terms of information available in the town and improve the circulation of information as appropriate.	<ul style="list-style-type: none"> • Use information gained from drop in sessions and group meetings to work with businesses, the council and local press to ensure wider circulation. • Work with RDC, MTC, library and TIC to improve quality of information available. • Work with partners to improve quality of online information 	End project End project End September
Provide an identifiable and visible presence in the town for visitors and locals.	<ul style="list-style-type: none"> • Establish a regular patrol day each week. • Organise a uniform and publicise in local media to ensure awareness. 	Mid July Mid July
Facilitate the improvement of the visual aspect of the town and feedback information to the appropriate partners.	<ul style="list-style-type: none"> • Liaise with RDC re: current projects. • Become involved in raising awareness and bringing local voluntary groups together on central campaigns. • Initiate a new voluntary group to improve the visual aspect of Malton in conjunction with the 'We Love Malton' campaign. 	Mid July End project End August
Work with the TIC & businesses and facilitate initiatives about visitor attractions	<ul style="list-style-type: none"> • Liaise with TIC • Coordinate events and facilitate tourist information as appropriate • Liaise with BiA 	Mid July On-going to end of project
Contact F(M)E about the market and offer involvement	<ul style="list-style-type: none"> • Contact with F(M)E market management 	End August