

# Stafford

## Town Centre Partnership

Get involved in your town centre



SHOPS



BARS



RESTAURANTS



MARKETS



BUSINESSES



LEISURE

### Partnership Mission

*To make Stafford town centre a place where people want to visit, shop, live, work and enjoy.*



## Who are we?

In 2008 a series of exploratory meetings took place between the Borough Council and various members of the local business community and other organisations to discuss ways of improving the Town Centre.

Now in its 10th year the Partnership is a growing and influential organisation run by business people for business people.

## Why join?

It is important that we continue with what we have started - Town Centres that have BIDs, Partnerships and similar business support networks thrive above those that don't.

We are in a fast-moving challenging environment with Town Centres being affected by changing High Streets, technology and a 'shift' in consumer spending.

The challenge is for every Town Centre Partnership to respond imaginatively and to work collectively as a group to encourage and support the growth of existing and new businesses in the Town Centre. Members play a vital part in shaping our Town Centres.

## What do we do?

As a Partnership we are here to enhance and develop the qualities of the Town Centre and maximise on the opportunities open to us taking into account:

- > Residents, visitors, shoppers and employees in the town
- > Buildings and streets
- > Access to the Town Centre
- > Environment
- > New developments
- > Retail, service and financial businesses
- > Leisure, recreational activities
- > Markets

The Partnership brings together expertise and resources to focus on issues which we collectively agree are important. The emphasis is in sharing information, skills, concerns and responsibilities.





## Membership Benefits

### Supporting Your Business

- › Complimentary business development workshops
- › Funding and Grant Advice
- › Free one to one business mentoring/coaching
- › Business support helpline
- › Planning advice

### Stafford Town Centre Website

Members have their own page on the website as well as being included in a listing of all town centre businesses.

### Marketing and Social Media

- › Promotional activities to raise awareness of your business at a local and national level.
- › High profile town centre events with opportunities to sponsor and promote your business
- › Quarterly networking events with other businesses
- › Dedicated website page for TCP members
- › Your business event or promo highlighted on social media

### E-Newsletters

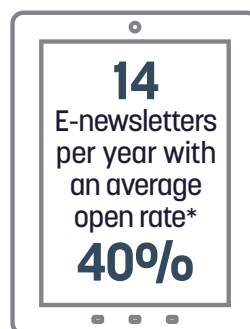
Over 2,000 people have signed up to receive the TCP newsletter with information about our members including events and offers.

A monthly newsletter is also sent out to our members with valuable information about the town centre.

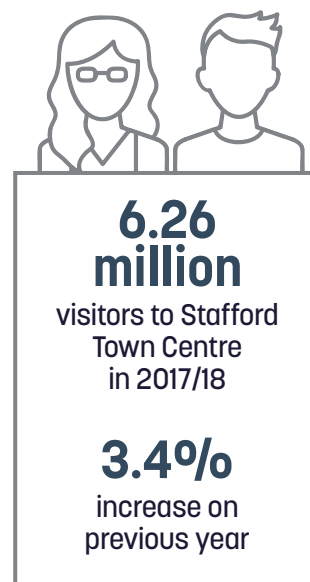
### Affordable Advertising Opportunities

Members have the opportunity to advertise at the Waterfront multi-storey car park and in the Christmas in Stafford magazine.

## Marketing by Numbers



*\* industry average 23%*



## Membership Application Form

NAME
COMPANY/ORGANISATION
ADDRESS
POSTCODE
TEL
EMAIL
WWW.

I agree to the terms and conditions and the Town Centre Partnership constitution and Terms of Reference.

I do not wish my details to be used for any publicity purposes, please tick box.

SIGNED
PRINT NAME
DATE

## Annual Membership Fee

Please select the relevant box

Independent retailer / business	£110 + vat	<input type="checkbox"/>
National retailer / business	£269 + vat	<input type="checkbox"/>
Large organisation	£499 + vat	<input type="checkbox"/>
Associate (limited benefits apply)	£110 + vat	<input type="checkbox"/>

Payments can be accepted by cheque, BACS or direct debit.

An invoice will be sent to you for payment, on receipt of this application form.

Please make cheques payable to Stafford Borough Council.

Membership will run from 1 September to 31 August each year.

All income of the partnership will be invested directly into projects, approved by the board.

## To Apply

Please email your completed form to [partnership@stafford-towncentre.co.uk](mailto:partnership@stafford-towncentre.co.uk)

Or post your completed form to

### Martyne Manning

Town Centre Partnership, Stafford Borough Council,  
Civic Centre, Riverside, Stafford ST16 3AQ

01785 619 470

[www.stafford-towncentre.co.uk](http://www.stafford-towncentre.co.uk)

 @staffordtcp

## Terms and Conditions

### 1. Confidentiality Agreement:

To encourage open and frank discussion, members are asked to be mindful of the trust that is shared within the Partnership, and to be aware that the opinions expressed by individuals may not be that of the majority or the group as a whole. No member may officially speak on behalf of the partnership or use the Partnership name or logo on correspondence, without approval of the board. The local press are welcome to attend relevant meetings as members and are asked to report activities and resolutions in an appropriate manner not being detrimental to the town or other members of the partnership, after approval from the board. Member details will be made available to other members, listed on the Stafford Town Centre website and on any publication managed by the partnership - unless a member requests that this information is kept private on their membership application form.

### 2. Terms of Reference/Constitution for Stafford Town Centre Partnership are available on request.

### 3. Town Centre Website

If you wish to have your own page on the website, you must supply all information by email.

### 4. Membership fees are non refundable.

### 5. Any requests for exceptions to the terms and conditions will be considered by the board for a decision.

### 6. General Data Protection Regulation

At Stafford Borough Council we take your privacy seriously and will only use your personal information to enable the processing of your membership application, to ensure that you receive relevant and topical information and advice on business support, access to training and information on Stafford Town Centre, to invite you to attend Stafford Town Centre Partnership meetings, to promote your business on the Stafford Town Centre Partnership website and via social media, to receive e-newsletters, to take advantage of affordable advertising opportunities and seasonal marketing campaigns, to promote your business and encourage custom and for purposes required or allowed by law. We may share this information with third parties to enable the updating and amending of relevant pages on the Stafford Town Centre Partnership website to promote your business.

You can find information about how we handle your personal data by visiting [www.staffordbc.gov.uk/privacynotices](http://www.staffordbc.gov.uk/privacynotices).