

## Take a Town Team Review!

*“Creating a talented and effective Town Team or local partnership is one of those things where it’s obvious when you get the mix right but it’s hard to write down the recipe beforehand.”*

*Great British High Street Campaign, 2015*



Alongside all the hard work that ‘local champions’ do to improve their town centres for the benefit of businesses, residents and visitors, it’s important to constantly review the progress that the organisation is making to evolve and ‘put down roots’. This is a gradual process but will also have key moments such as when leadership, staff or funding changes. Defining the role and relationship with key partners such as the Town and District Council will be a key part of this.

Whether a town team, partnership, business forum, Business Improvement District or even a town council taking a lead in reviving a town centre, it’s helpful to at least undertake an annual review of organisational development.

One way to achieve this is to use the nationally-acclaimed “F-Factors for Success” framework developed by People and Places Director Chris Wade. This can be undertaken using the template below either on a self-help basis or as an objective process led by Chris and involving interviews with leading players. The cost of undertaking such an objective and externally verified Town Team Review can be as little as £250 (excl. VAT) and will include an annual review report with recommended next steps.

If you are interested in undertaking a Town Team Review, you can contact Chris Wade on 07788 278126 or via [chris.wade@people-places.co.uk](mailto:chris.wade@people-places.co.uk). Or as ever, simply register your interest via our Keeping in Touch page.



## Town Team Review Template

The 'F-Factors'	Range	Score	Next Steps
<b>Foundations</b>			
i. Evidence base & understanding	No town centre data or surveys yet undertaken <u>to</u> Benchmarking or other method used to collect evidence over range of years, analyse & compare with related towns.		
<b>Form</b>			
ii. Town centre focus	No distinct, town-centre focused organisation exists through <u>to</u> formalised organisational structure such as Town Partnership, Trust or BID.		
iii. Representation & engagement	To-date initiated by single organisation <u>to</u> strong public, private and community representation with active & coordinated involvement in planning and delivery.		
<b>Function</b>			
iv. Roles & added value	As yet undefined or emerging role <u>to</u> well-defined function providing added value in planning & delivering alongside partners.		
v. Policy influence	No focus or links to wider public policy <u>to</u> good credibility to influence local council strategy & inform national policy alongside peers.		
<b>Folk</b>			
vi. Personnel	Informal forum with no dedicated staff <u>to</u> effective Chair, suitably skilled Board and employment/secondment of necessary staff.		
vii. Communications & stakeholder involvement	Engagement & communications not yet underway <u>to</u> ongoing community involvement backed by clear communications plan.		
<b>Finances</b>			
viii. Budget & income	No funds agreed <u>to</u> diverse, long-term income & funding streams in place with robust financial management procedures		
<b>Forward Planning</b>			
ix. Organisational plan	Informal working practices <u>to</u> current business plan agreed with partners		
x. Town centre strategy	Strategy not yet in place <u>to</u> up-to-date town centre action plan agreed & partners involved in coordinated delivery.		
<i>Partnership progression indicative annual rating</i>		/100	

