Aim 1: Increase the vitality of the town						
Theme	**Actions**	**Leader/** Partners	**Timescales**	**Funding / Resources**	**Priority**	**Progress**
1a Develop a strategic approach to tackling the town's future challenges.	• Form a Partnership with representatives from community, business and local authority groups, and produce a Partnership database	**TTC,** TTC, LEN, Community Groups, SODC	6 months	Business Improvement Districts (BIDs) http://www.odpm.gov.uk/stellent/groups/odpm_urbanpolicy/documents/page/odpm_urbpol_608378.hcsp	H	21st Century Steering group set up in 2004
	• Produce a marketing strategy to promote the town to visitors and businesses and local people	TTC, TCC, TIC Businesses	1 year	SEEDA Market Towns Initiative	H	'Try Thame First' campaign launched in Autumn 2005
1b Promote Thame as a business and shopping location	• Produce a business directory and database	**SODC,** TCC, LEN		SEEDA Market Towns Initiative	H	
	• Installation of new design energy saving Christmas lights	**SODC,** TTC		SEEDA Market Towns Initiative	M	
	• Investigate a Thame delivery service	**TCC,** TTC		SEEDA Market Towns Initiative	M	
	• Encourage the street and farmer's market and organise other markets i.e. continental market, with a possible change in location	**TTC,** Market Traders		DEFRA	H	French Market 3-5 April 2008 (subject to road closure)
	• Investigate shop mobility	**TTC,** SODC, OCC		South Oxon DC/Oxfordshire CC/Private sponsorship	L	
	• Organise special shopping experiences throughout the year	**TCC,** Businesses, TIC		None at present	M	
	• Market the restaurants, cafes and pubs	**TCC,** Business, TTC, TIC,		Some EU funding – would have to discuss further as would need to be part of a	M	Thame Festival 2008 theme of food to include

				much larger project		all outlets
	• Produce a shopping leaflet, detailing shops and offering links to website and tourism initiatives	**TCC,** Businesses, TTC, TIC, SODC,	1 year	ESF Direct http://www.go-se.gov.uk/gose/euroFunding/?a=42496 .	M	Try Thame First Shopping guide reprinted in December 2007
	• Introduce a town-wide loyalty card scheme					
	• Creation of a town square.					

Aim 2: Conserve and promote the town's heritage						
Theme	**Actions**	**Leader/**Partners	**Timescales**	**Funding/ Resources**	**Priority**	**Progress**
2a Protect Thame's historical background	• Promote the Blue Plaque Scheme for historical places and buildings through a public awareness campaign	**THS,** TTC, Local Press, CAAC		Local Heritage Initiative http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/LocalHeritageInitiative/		To be considered in conjunction with Historic Town Trail
2b Promote Thame's heritage	• Create Historic Town Trail	**THS,** TIC, TTC, SODC, OCC		Local Heritage Initiative http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/LocalHeritageInitiative/		Working group formed and meeting arranged with Development Officer from Hidden Britain

Aim 3: Improve communication in and around Thame						
Theme	**Actions**	**Leader/** Partners	**Timescales**	**Funding/ Resources**	**Priority**	**Progress**
3a Improve communication	• Develop and promote a website portal for Thame	**TTC,** SODC, OCC		Vodafone Foundation		
	• Encourage development of an internet café			Private sponsorship/chain investor		Internet café installed in Thame Youth Centre
	• Investigate production and distribution of a "welcome pack" for residents/people new to the area			Chilterns Sustainable Development Fund		
	• Wifi Infrastructure in the town					

Aim 4: Enhance the town's buildings and approaches						
Theme	**Actions**	**Leader/**Partners	**Timescales**	**Funding/ Resources**	**Priority**	**Progress**
4a Improve visual appearance of the town.	• Liaison with retailers and encourage shop front improvements	**TCC,**SODC, TTC				
4b Improve gateways to the town	• Review signage and Thame's branding	TTC, TCC, LEN, TIC				
	• Assess and produce improvement plans for gateway to the town	**TTC**, LEN, SODC				

Aim 5: Improve social, educational, cultural and recreational facilities for all ages						
Theme	**Actions**	**Leader/ Partners**	**Timescales**	**Funding/Resources**	**Priority**	**Progress**
5a Improve cultural and social facilities	• Encourage development of social and community facilities on the Cattle Market					
	• Increase the use of the Town Hall as a community venue	**TTC**				
	• Organise events for young people via the Youth Council					A number of events organised for young people in Thame.
	• Organise the annual Thame Festival					21st Century Thame taking lead in organisation of Thame Festival 2008

Aim 6: Protect and enhance the town's natural environment						
Theme	**Actions**	**Leader/**Partners	**Timescales**	**Funding/Resources**	**Priority**	**Progress**
6a To protect and enhance the physical environment	• Investigate development of river walk by River Thame					
	• Raise the awareness of waste reduction issues within the community. For example running Swap Shops and other waste recycling events					Environment working group set up as a CAG, next Swap Shop 8.3.08
	• Raise awareness of energy saving schemes. For example set up and promote a light bulb library to both individuals and businesses with a range of low energy bulbs which can be sourced locally.					
	• To promote projects which help to encourage more sustainable forms of travel, such as the Thame Walking and Cycling map, with events, such as a secondhand cycle sale.					Next Cycle event in Thame on 19.4.08

Aim 8: **Promote an efficient and sustainable transport system**						
Theme	**Actions**	**Leader/Partners**	**Timescales**	**Funding / Resources**	**Priority**	**Progress**
8b Minimise traffic problems	• Assess the need and co-ordinate parking provision	**OCC,** TTC, SODC				'Parking for all' report produced in October 2006
8c Encourage walking and cycling	• Produce and market a leaflet promoting cycle and walkways	TTC, TIC			**M**	Completed in September 2007
	• Continue to develop the safe cycle/pedestrian network	TTC, Sustrans, OCC, SODC			**M**	