

Appendix 1

TCM Key Responsibilities

- To work with the Town Centre Partnership Board to develop a new strategy for the future of Watford Town Centre, in line with the ATCM good practice guide, working with key stakeholder groups including the Local Authority, the LSP and wider business community.
- To shape the medium to long-term future of the TCP including its corporate governance structure and how to leverage investment, secure wider ownership and build sustainability
- To act as a single point of contact for the Town Centre community, promoting strong communication and information flow and to help stimulate dialogue about town centre issues between all stakeholder groups.
- To act as an advocate/champion for Watford Town Centre Partnership and promote the principle of town centre management to retailers and other town centre interest groups and secure active commitment and support for achieving the TCPs vision and objectives.
- To work with the TCP Board to define the marketing strategy for the Town Centre and oversee the promotion of Watford in line with that strategy. Review existing marketing vehicles such as Watford For You and adapt the marketing of Watford Town Centre to better serve its needs.
- To co-ordinate the Town Centre events agenda, working with Watfords Cultural Leaders Group, the Watford Borough Council Events Officer and other partners for delivery of the events programme. It is anticipated that events will be key in increasing footfall within the Town Centre and therefore is likely to be a core component of the TCP strategy.
- To work within the One Stop Shop team located at the Chamber of Commerce to join up Town Centre planning with business initiatives.
- To explore and secure sources of funding through both private and public sector contributions to support delivery of the TCP strategy and objectives.
- To ensure that all TCP projects and services are delivered to the highest possible standards at all times.
- To act as Company Secretary for the TCP.