

“To be the best historic riverside town in the three counties...”

Strategic Pillar 1

Strategic Pillar 2

Strategic Pillar 3

Strategic Pillar 4

Excellence in being a destination to enjoy & visit	Promote excellence in retail and business / business services.	Excellence in business management & funding of the town.	Excellent civic amenities to support the community
<p>(M) Strong Visual / brand Identity Invest in play area – become a draw Development of regular ‘Rural Reels’ program. Coherent approach to all festivals. Development of destination festivals and events Oak Apple; Water Festival; New Year Fireworks; Easter Point to Point; Rowing Regatta; Triathlon, Guy Fawkes Bigger / more Upton in Bloom displays. Action to bring festivals back into town. Manage public moorings on river front & provide more. Maximise use of ‘Festive lights’ to signpost Upton as destination town for events. River Front maintenance Coherent Signposting 4 Upton UTC to host it won web site enabling best practice communication to all</p>	<p>Annual town diary and activity mapping (log and plan dispersed activities Festivals, Market days, car boot sales, Town Events, [Remembrance Sunday – Point to Point, Christmas Hunt etc.] – communicate and maximise. (M) Create a marketing communications strategy (UTP) Development of Upton as a local hub for light industry and entrepreneurs (Backfields Lane & elsewhere). (M) Consistent Opening Times (M) Identify Key customer profiles (M) Retail skills training (M) Attract a better mix of traders Drive footfall and measure annually measure fall and customer profile Shop local buy local activity Move CBD garbage collection day to mid week</p>	<p><i>(M) Improve Parking regulations & enforcement.</i> <i>Housing Development Policy for Upton</i> Strong Financial Management of Precept and budgets Engage in fund raising fund identification (M) Signage Strategy <i>(M) Strategy to improve Public realm</i> <i>(M) Additional Pedestrian crossing /s (part of public realm)</i> <i>‘Live’ Upton Emergency plan</i> Management of Cemetery and place of rest Management of all assets owned by UTC (£1.23m) Develop town Wi-Fi / broad band capacity. Proactive and positive engagement in all planning matters that effect our town and surrounding areas.</p>	<p>LCAPFA – identify and map key assets – plan to improve – what to keep and how to afford. <i>(M) Strong entrance to TIC/Heritage centre</i> PACT & general better relations with Police and address anti-social behaviour Move waste re-cycling in Hanley Rd car park (M) Regular market all year. Make Upton a regional Hub (TIC, Library, Primary School, Medical Centre, Waste management, etc.). Develop the facilities for lorry parking. Develop Upton as Hub for Severn Way Walkers. Develop Upton Town Walk (Flood defences, Old and High St and River Front.) and town alleyways.</p>