**Swaffham Town Team**

Benefits

* As an individual organisation the Town Team can concentrate its resources and investment on a specific strategic action plan
* The Town Team will include a core group of individuals from Business, Public Sector and Community and Social Needs; utilising a Skills Audit, will ensure the right mix of skills for the team and it’s governance
* Engaging with partners from different sectors to combine resources and willpower to make a difference to create a stronger more resilient town; having the right combination of retail and business offer as well as cultural, commercial and social sectors
* Town Team will focus on making the town centre accessible, attractive and safe and to nurture and communicate the USP of the ‘Swaffham Brand’, an opportunity to increase footfall and more spending. Examples being to develop an improved town website with business, community and tourism links
* Able to ensure that projects are of real value to the town and able to evidence rather than ‘just talk’ and to review KPIs regularly
* To work with BDC on the Market Town Initiative, being able to meet with other like similar towns and exchange ideas