



TOWN CENTRE SOLUTIONS WORKSHOP

**The Cock Hotel, Stony Stratford, Bucks. MK11 1AH
Tuesday 29th November 2011**

PROGRAMME

12-45-13.00 REGISTRATION

13.00- 13.10 ACTION FOR MARKET TOWNS AND TOWNS ALIVE- Mike King, Senior Consultant, amt-i

13.10-13.15 AN INTRODUCTION TO STONY STRATFORD - Chris Brookes, Stony Stratford Business Association

13.15-14.00 UNDERSTANDING YOUR TOWN CENTRE - Mike King, Senior Consultant, amt-i

14.00-14.45 THE TOWN CENTRE VISION - Eve Reid, Managing Director, Metamorphosis

14.45- 15.00 A THRIVING TOWN CENTRE- THE CASE OF STONY STRATFORD- Chris Brookes, Stony Stratford Business Association (as a study tour out in town centre if weather permits)

15.00-15.15 Coffee Break

15.15- 16.00 BUILDING LOYALTY - MyCard

16.00- 16.20 MEASURING SUCCESS (amt-i, Metamorphosis, MyCard)

16.20-16.50 PULLING TOGETHER A TOWN CENTRE ACTION PLAN (amt-i, Metamorphosis)

16.50-17.00 QUESTIONS AND ANSWERS

17.00 OPTIONAL: STONY STRATFORD TOWN CENTRE TOUR