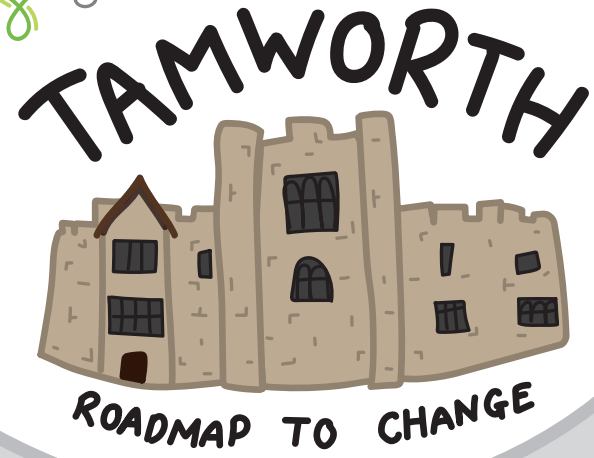


"You need more social family pubs and a better cultural offer. We have seen how this makes people feel safer?"



3 PRIORITY AREAS

1 ASPIRATIONAL LOCAL INDEPENDENTS

2 MORE AMBITIOUS CULTURAL FOOD & DRINK EXPERIENCE



3 EVENTS AND EXPERIENCES

SHARING OUR IDEAS + PROGRESS



#TamworthMatters
#AmazingTamworth
#VisitTamworth

WORKING TO OUR STRENGTHS AND DEVELOPING OUR WEAKNESSES INTO OPPORTUNITIES

Looking Forward

A Councillor Training

C A much bigger events programme

D Better use of heritage and green space

F Prioritise food & drink

B Tamworth is open to assume a big role as delivery vehicle

E Business support initiatives to encourage independents

G Low cost enhancements to the public realm

H Root & branch communications review

NEXT STEPS

STRENGTHS
Rich Heritage
Independent businesses
civic pride

WEAKNESSES
Council engagement and understanding
retail competition
lack of diversity