

## Local Priorities Update

| Priority Description   | Potential Solutions  | Next Steps/Actions   | Lead   |
|--|--|--|--|
| Investment in the revitalisation of the town centre and villages<br>Incl. Visitor/tourist strategy | <ul style="list-style-type: none"> <li>- Turn Chesham &amp; Chiltern Villages into a recognised centre of excellence for the Performing Arts. <b>Create identity &amp; definition.</b></li> <li>- Leverage the many assets we have in this area (music groups and choirs, schools with strong performing arts departments, the Elgiva etc.) and perhaps create an annual (Midsomer?) Festival.</li> <li>- <b>Create open air performance areas in Town and village centres.</b></li> <li>- <b>Create an arts communication channel.</b></li> <li>- <b>Leverage literary heritage</b></li> <li>- <b>Promote, facilitate &amp; host “new arts” movements</b></li> <li>- Involve disenfranchised youth in making and creating art</li> <li>- Consider other assets of the area that would attract footfall such as heritage and landscape.</li> <li>- Develop a high-speed broadband and Wi-fi hub in Chesham.</li> </ul> | <ul style="list-style-type: none"> <li>- Arts Trail project (BetterChesham group)</li> <li>- Specialist shops brochure</li> <li>- Advertise “Gateway to the Chilterns” as a strap-line.</li> <li>- <b>Identify performance areas.</b></li> <li>- <b>List and promote each area’s current arts projects &amp; festivals.</b></li> <li>- <b>Address transport issues and consider implementing an Arts Bus (to take art to schools, villages, residential care homes and day centres)</b></li> <li>- <b>Engage with printed press &amp; social media to create an accessible communications network.</b></li> <li>- <b>Establish a voluntary arts team to liaise and coordinate arts activities, i.e. produce and arts road map for the area</b></li> <li>- <b>Need a list of accommodation</b></li> </ul> | <p>Fred Wilson</p> <p>+</p> <p>.....<br/>(ideally from Villages)</p> |