Support for Town Centres

Mandy Walker

Group Manager Infrastructure & Regeneration

Rachel Baconnet

Team Leader Town Centres & Tourism





Background

- WCC & Town Centres
- Member engagement
- Challenges





Introduction

- Town Centres & Tourism Team
- TCs Action Plan
- Warwickshire Towns Network
- Civic Crowdfunding
- Digital High Street





Meet The Team

Rachel Baconnet – Team Leader

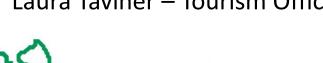
Catherine Marks – Programme Manager (Transforming Nuneaton)

Audrey Brown – Project Manager (Crowdfunding Lead)

Aaron Corsi - Project Manager (Digital High Street Lead)

Laura Taviner – Tourism Officer

ntv Council

















TCs Action Plan

- Support economic growth in Town Centres
 - Partnership
 - Infrastructure
 - Place-Making





Partnership...

- Districts & Boroughs
- Business Improvement Districts (BIDs)

Rugby; Leamington Spa; Stratford-upon-Avon Nuneaton BID Feasibility

- Town Groups and Partnerships
- National ATCM; FSB; LGA
- Regional CWLEP; Chamber; West Mids Combined Authority
- Internal Town Centres Prosperity Group





...Partnership

- Warwickshire Towns Network
 - Brand identity
 - Supporting towns to support themselves
 - Improved collaboration between towns
 - Improved collaboration between businesses
 - Not just WCC town groups/ reps are part of the network

Infrastructure

Masterplanning

- **Transforming Nuneaton**
- Leamington Vision
- Atherstone Masterplan
- Stratford Shakespeare Birthplace Trust
- Warwick Masterplanning
- Rugby
- Digital Infrastructure
 - Town Centre WiFi





Place-making...

- Support to retailers & town centre stakeholders
 - Training programme

 Digital Skills
 Attracting & Retaining Customers/ Footfall
 Partnerships
 - Marketing & PR
 Small Business Saturday
 Keep it Local Warwickshire
 Town Promotional Videos & Case Studies
 Social Media





...Place-making

Research

The role of Cinemas in town centres Town Centre business centre viability Town Centres Digital Healthcheck

Capital Funding for Town Centre Civic Projects
 Spacehive









• Warwickshire Placemaking Fund

A capital fund for projects which will enhance, improve, and enliven the town centres across Warwickshire

- Civic Crowdfunding Platform Spacehive
- Maximising our investment £134,000
- Encouraging grass routes/ community engagement and support
- Connects great project ideas to the people, local authorities, businesses and grant-makers ready and willing to fund them









ANYONE CAN CREATE A PROJECT



ANYONE CAN BACK CHANGE



PEOPLE, COMPANIES & COUNCILS CAN COLLABORATE

Digital High Street

- Changing consumer behaviour & expectations
- Shopping/browsing/immediate information
 - Support to retailers Training Programme
 - Support to town centres free public WiFi
 - GeoSense
 - Loughborough University Research Project
 - Status of digital infrastructure & presence
 - Digital skills capabilities of Place-makers and Retailers & Service sector
 - LGA Behavioural Insights Programme





Thank you

Contact:

Town Centres & Tourism Team

Infrastructure & Regeneration

Transport & Economy

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