### 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

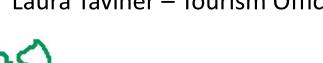
Catherine Marks – Programme Manager (Transforming Nuneaton)

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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