

# 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



# 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



- **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



**WARWICKSHIRE**  
**Towns** Network



CIVIC IMPROVEMENT FOR  
THE MANY

SYSTEM MORE  
RESPONSIVE TO  
LOCAL NEEDS

A CULTURE OF  
CREATIVITY  
& INNOVATION

PLACES PEOPLE LOVE





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

[towns@warwickshire.gov.uk](mailto:towns@warwickshire.gov.uk)

01926 412818

[www.warwickshire.gov.uk/towncentres](http://www.warwickshire.gov.uk/towncentres)

[www.facebook.com/keepitlocalwarks](https://www.facebook.com/keepitlocalwarks)

@WarksTN

