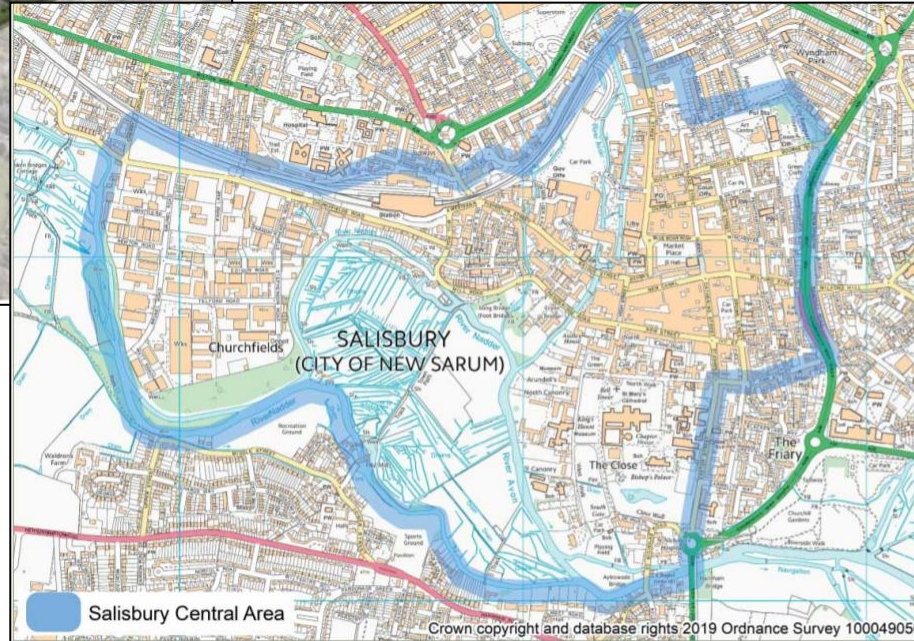


Future High Streets Fund

Trowbridge and Salisbury



Ministry of Housing,
Communities &
Local Government

Wiltshire Council

Future High Streets Fund

Investment themes:

- Investment in physical infrastructure
- Acquisition and assembly of land including to support new housing, workspaces and public realm
- Improvements to transport access, traffic flow and circulation in the area
- Supporting change of use including (where appropriate) housing delivery and densification
- Supporting adaptation of the high street in response to changing technology

Gateway Criteria:

- Demonstrates market failure
- Delivers investment
- Meet the spending timetable
- Demonstrates co-funding for the scheme

Full bid:

- | | |
|---------------------------------|------------|
| ▪ Value for Money | 50% |
| ▪ Strategic fit of the proposal | 20% |
| ▪ Deliverability | 30% |

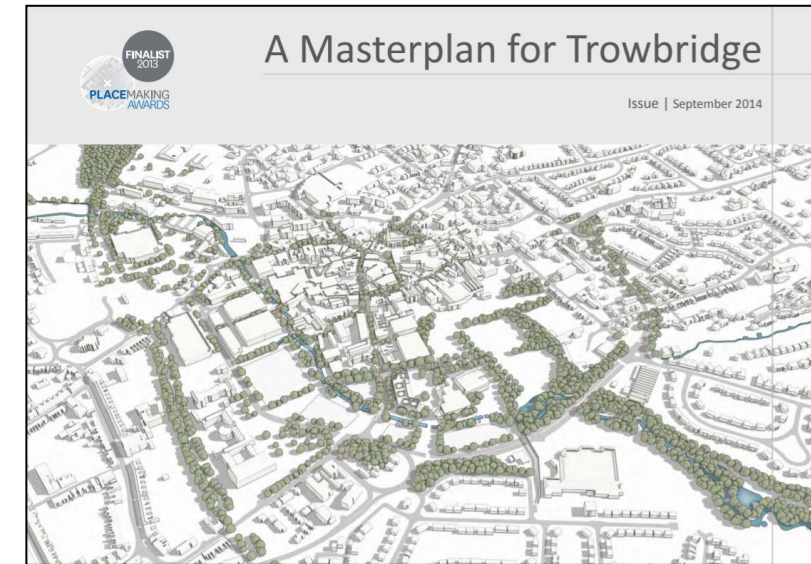
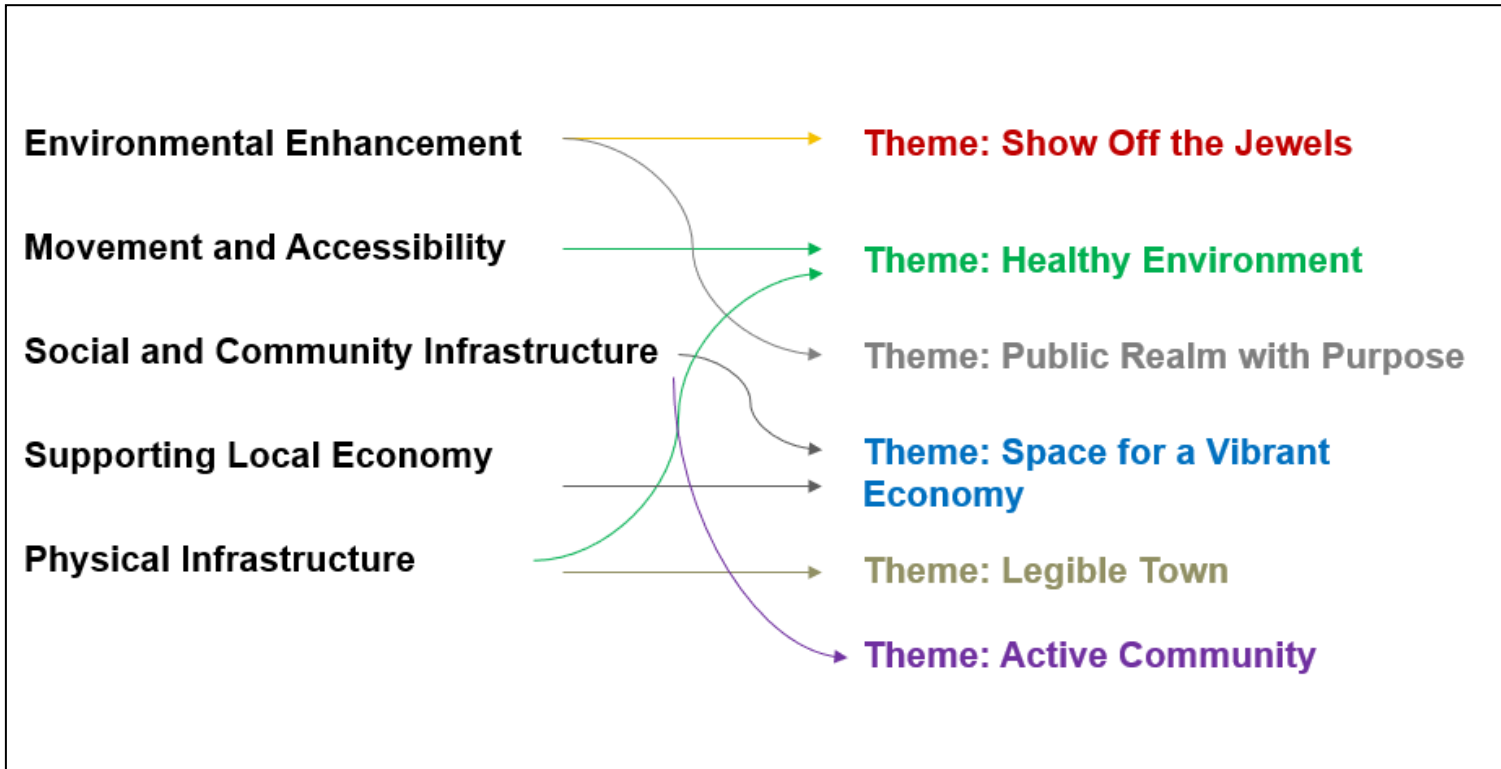
Timeline and funding

- **December 2018** – Invitation for EOI
- March 2019 - FHSF EOIs submitted
- Summer 2019 – Funding for business case development
- June 2020 – Business case submitted
- December 2020 – Provisional funding announced (70%)
- Jan-March 2020 – Technical update process
- May 2021 - Funding confirmed and project commencement
- **March 2024** – Delivery deadline

Salisbury: £9,355,731

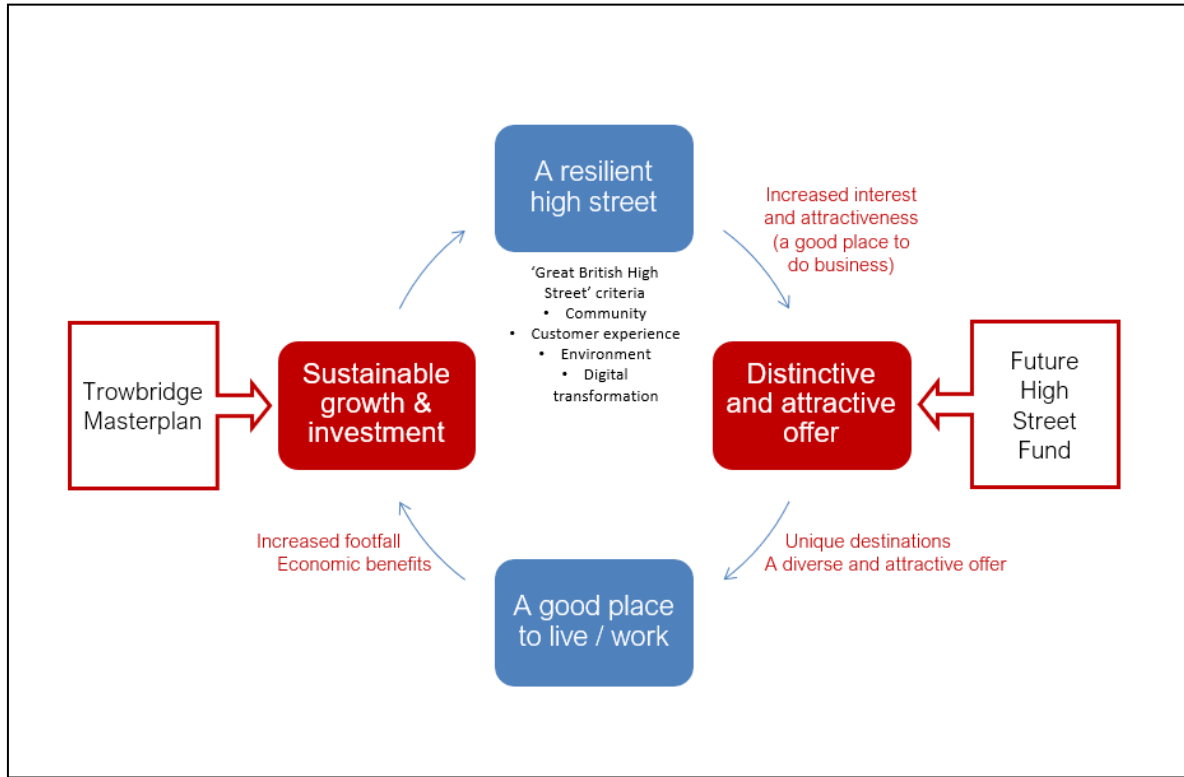
Trowbridge:£16,347,056

Trowbridge - masterplan themes and delivery



Focus on how the projects and improvements identified in the masterplan could and should be delivered, including where it is appropriate for the Council to intervene to accelerate delivery, and where the market is likely to bring projects forward.

Business case development – January – June 2020



IPM 25 factors:

<https://www.highstreettaskforce.org.uk/frameworks/25-vital-and-viable-priorities/>

Trowbridge programme overview

GOLDEN THREAD:

15min sustainable Town:

An accessible and well connected town with range of different uses – nature, leisure, retail, workspaces etc. all within a 15min walk from its residents, workers and visitors

A Place to live, work and play.

THEMES:

01 Better movement and legibility at the town centre gateways

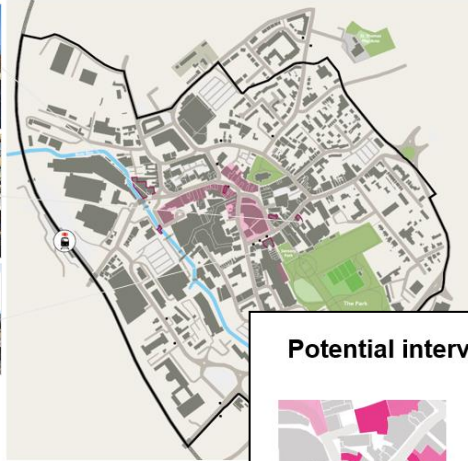
02 Unique culture-and-leisure-led offer

03 A resilient and diverse high street

04 Unlocking good growth



Space for a vibrant economy



DRIVER

There are a significant number of long-term vacant properties within the retail core, including buildings of significant heritage and larger retail units totalling over 250,000 sq ft.

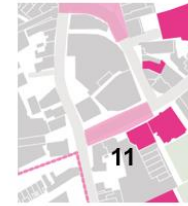
CORE FOCUS:

Identifying units for site assembly / acquisition, enabling the Council to gain control.

OUTCOMES:

- Curate a healthy mix of uses within the town centre.

Potential interventions: Market Hall



Vacant grade 2 listed market hall. Restore building for market type retail uses and events.



Potential interventions: Town Hall



Grade 2 listed Town Hall. Currently operated by Trowbridge Arts Centre. Building in poor condition.

Building restoration and works to support Trowbridge Arts Centre to run full cultural programme.



Potential interventions: Castle Place



and council owned multi-
rk fronting the park. Mixed
tre development with park
improved connections to
Castle Street from the park.



'Showing off the jewels'



- **01 Better movement and legibility at the town centre gateways**

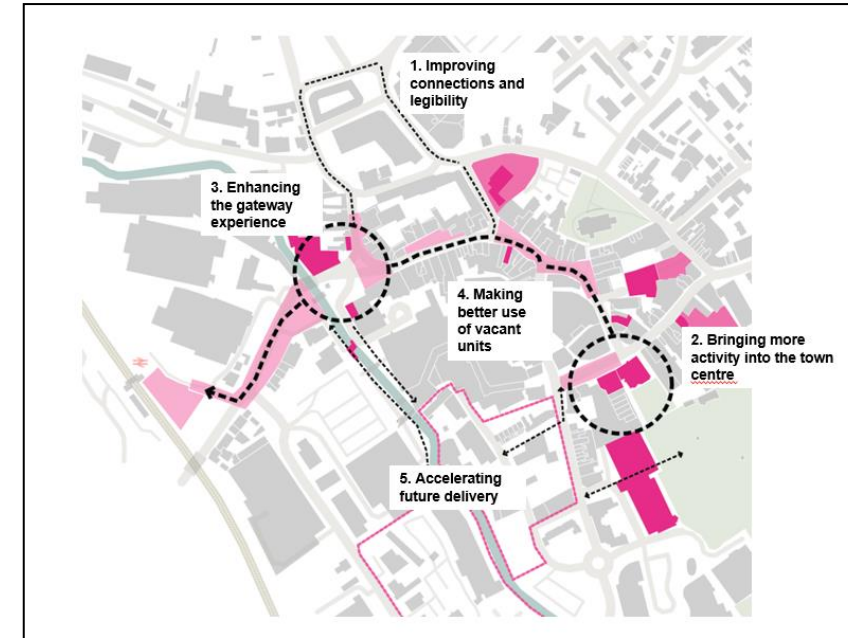
- Enable the pedestrianisation of Fore Street.
- Restore the rivers of Trowbridge: Shires & Town Bridge.
- Wayfinding and environmental improvements.

- **02 A unique and culture-and-leisure-led offer**

- Refurbish and maximise use of the Town Hall and encourage links to Civic centre.
- Reactivate nearby vacant properties to create Artisan Market type space at Market hall (empty pub adjacent to Town Hall).

- **03 A resilient and diverse high street**

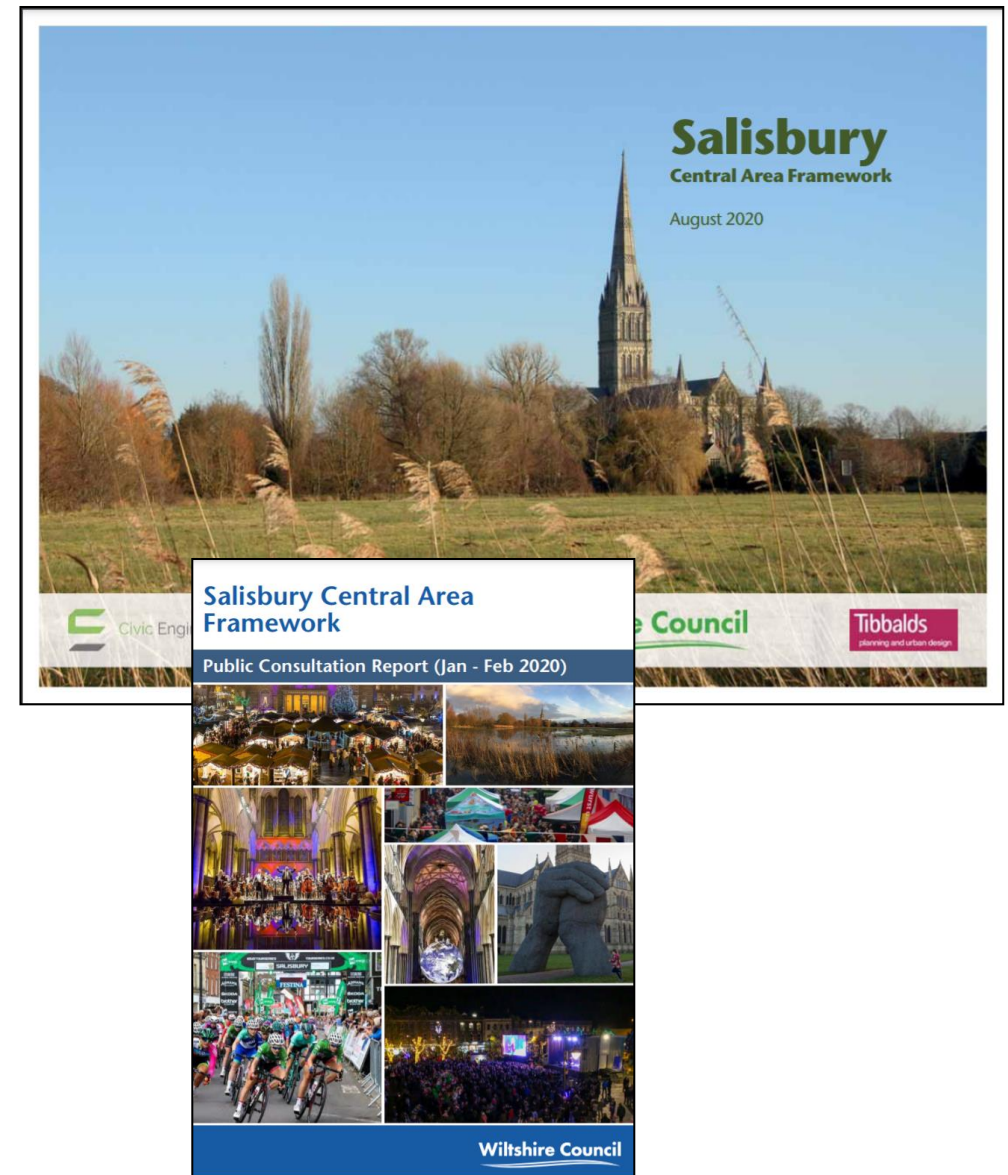
- Encourage conversion of units to facilitate a wider range of shops moving into the area and convert empty upper floors to residential through a programme of grants.
- Create guidance for uses that are needed / wanted in the high street.



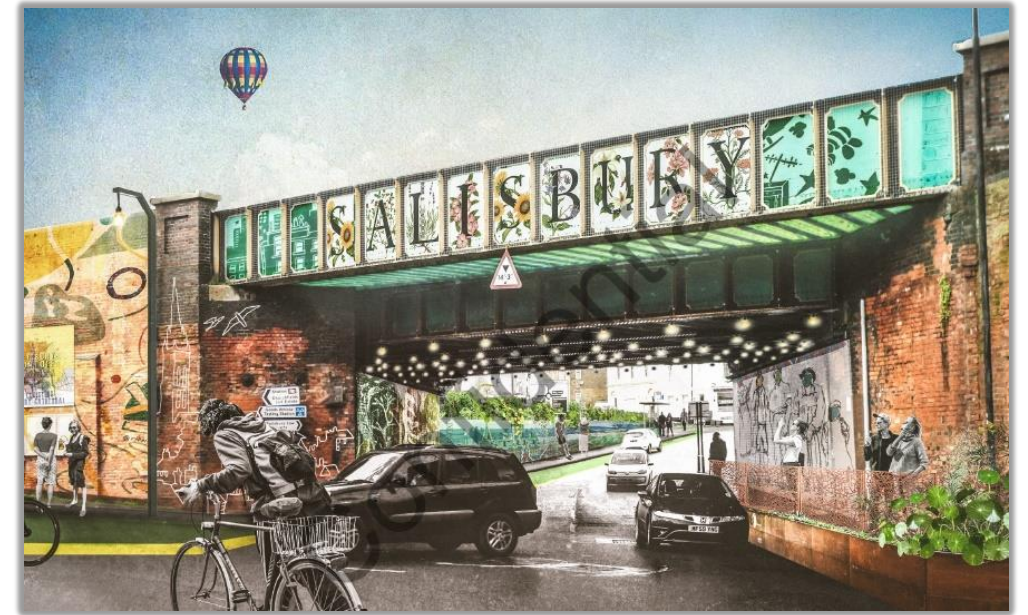
Salisbury – FHSF aims

Deliver a step change in the economic vitality of the city centre, meaning:

- Customers will experience the high street in new, authentic ways
- Tourists will increase their propensity to dwell, stay and spend on the high street
- Young people will make Salisbury city centre their home
- Salisbury city centre will be a location of choice to establish and grow a business
- Diversification of the high street to support resilience



Station forecourt: Delivering additional car parking capacity, bus interchange, taxi rank, visitor experience waiting area and information point, bike hub including electric charging, enhanced public realm and improved accessibility for cyclists and pedestrians.



Gateway: A number of integrated program of highways and structural interventions with improvements in the road network and public realm to make it easier, safer and more convenient to travel into the city centre from the ring road and beyond.

Questions

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