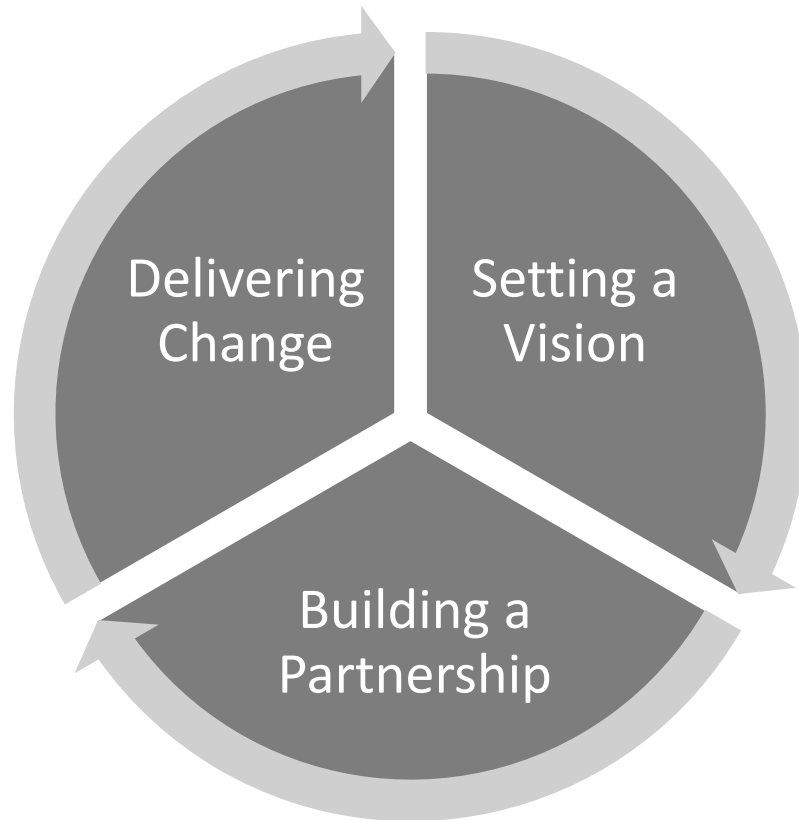


Why a place
partnership?

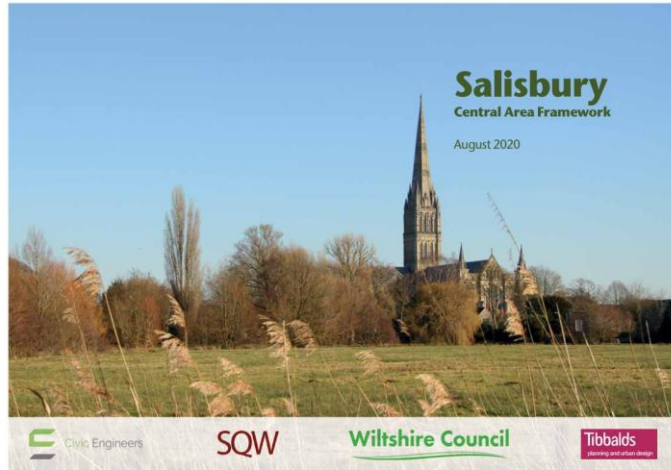
Why a place partnership

- Change ambition requires a partnership
- Activities require better co-ordination
- All stakeholders need to be part of the process
- Sends a signal to investors — instilling confidence
- Improve connectivity to residents

Place Partnership Cycle



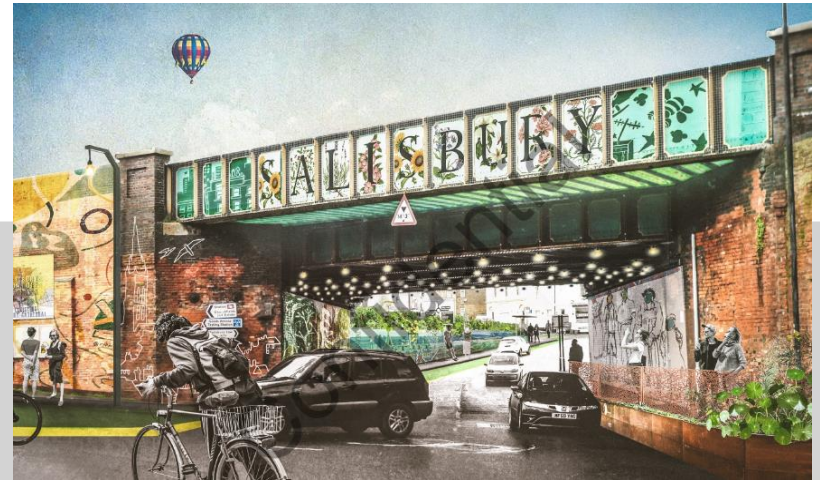
- Limited factors of influence under direct control
- Large range of actors with different impact
- An agreed vision for a place will support collective effort



The Original Connected City.

In 2019, Salisbury became Britain's first entire city to gain access to FTTP broadband technology. Salisbury is heading fast forward to the future.

Welcome to Salisbury 2.0.



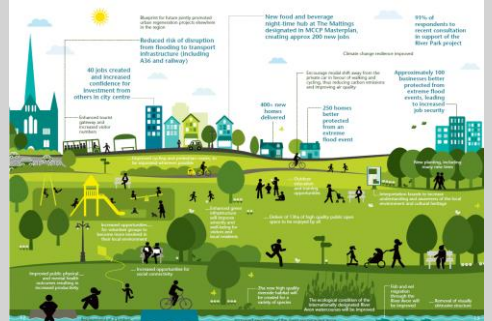
Salisbury is open With 800 years of hospitality, you will always receive a warm welcome here.

Experience Salisbury

Salisbury is a special place. Special to the people who live here and special to the people who visit. A cathedral city of ageless beauty and captivating living history. Come join us.

Salisbury. Welcoming since 1227.

1822 016475 0161



PRIORITY	COMPONENT FACTORS	THEME
ACTIVITY*	Opening hours; footfall; shopping hours; evening economy	Experience
RETAIL OFFER	Retailer offer; retailer representation	Experience/ Businesses
VISION & STRATEGY	Leadership; collaboration; area development strategies	Programme
EXPERIENCE	Centre image; service quality; visitor satisfaction; familiarity; atmosphere	Management/ Experience
APPEARANCE	Visual appearance; cleanliness; ground floor frontages	Management/ Experience
PLACE MANAGEMENT	Centre management; shopping centre management; Town Centre Management (TCM); place management; Business Improvement Districts (BIDs)	Programme
NECESSITIES	Car-parking; amenities; general facilities	Management/ Physical
Anchors*	Presence of anchors - which give locations their basic character and signify importance	Businesses
NON-RETAIL OFFER	Attractions; entertainment; non-retail offer; leisure offer	Experience
MERCHANDISE	Range/Quality of goods; assortments; merchandising	Businesses
WALKING	Walkability; pedestrianisation/flow; cross-shopping; linked trips; connectivity	Management/ Physical
PLACE MARKETING	Centre marketing; marketing; orientation/flow	Experience
NETWORKS & PARTNERSHIPS WITH COUNCIL	Networking; partnerships; community leadership; retail/tenant trust; tenant/manager relations; strategic alliances; centre empowerment; stakeholder power; engagement	Programme
ACCESSIBLE	Convenience; accessibility	Management/ Physical

PRIORITY	COMPONENT FACTORS	THEME
DIVERSITY	Range/quality of shops; tenant mix; tenant variety; availability of alternative formats; store characteristics; comparison/convenience; chain vs independent; supermarket impact; retail diversity; retail choice	Businesses
ATTRACTIVENESS	Sales/turnover; place attractiveness; vacancy rates; attractiveness; retail spend; customer/catchment views; Construction of out-of-town centre	Businesses
MARKETS*	Traditional markets; street trading	Experience
RECREATIONAL SPACE	Recreational areas; public space; open space	Physical
BARRIERS TO ENTRY	Barriers to entry; landlords	Businesses
Safety/Crime	A centre KPI measuring perceptions or actual crime including shoplifting	Management
ADAPTABILITY	Retail flexibility; retail fragmentation; flexibility; store/centre design; retail unit size; store development; rents turnover	Businesses
LIVEABLE	Multi/mono-functional; liveability; personal services; mixed use	Physical
REDEVELOPMENT PLANS*	Planning blight; regeneration	Physical
Functionality*	The degree to which a centre fulfils a role – e.g. service centre, employment centre, residential centre, tourist centre	Programme/ Physical
INNOVATION*	Opportunities to experiment; retail Innovation	Experience

TH	MANAGEMENT	EXPERIENCE	RETAILERS	PHYSICAL	PROGRAMME
IPM 25 Factors	Experience Appearance Necessities Walking Accessible Safety/Crime	Activity Place Marketing & Communication Experience Appearance Non-Retail Offer Innovation	Retail Offer Anchors Merchandise Attractiveness Barriers to Entry Adaptivity	Necessities Walking Accessible Recreational Space Liveable Redevelopment Functionality	Vision and Strategy Data and Analysis Place Management Networks and Partnerships Functionality
AIM	Ensuring the existing aspects of the town centre are well managed and maintained	Driving a quality experience for residents and visitors Delivering new experiences to drive consistent footfall	Supporting businesses to access the high street and its opportunities. Supporting the right mix of businesses for the catchment	To reduce vacant or space in town centres and deliver sustainable mixed-use centres which attract residents and visitors	Build an understanding of local high streets, and developing sustainable models of place leadership

Place Partnership - Objectives

- Managing the town centre to appeal to residents and visitors and improve vibrancy.
- Stimulate and support business growth and facilitate investment into the town
- Ensuring opportunities arising from growth of the town as a result of Local Plan
- Develop the cultural & Leisure offer for the town and community
- Developing the town to enhance its appeal and ease of access for residents and visitors, as well as respond to environmental issues
- Ensuring opportunities that arising from new investment contribute to health, well-being and environmental enhancements
- Identifying and implementing ways for the Town to respond to the climate emergency and seek to future proof any new initiatives to support potential future capability
- communicating the offer to reach new audiences and encourage our catchment area back to the high street



THE MASTER
PLANNING PROCESS



RESPONDING TO THE
BIG CHALLENGES



BASELINE REPORT



IDENTIFYING
THEMES



OPPORTUNITIES AND
EXAMPLES



NEXT STEPS

Five potential themes
emerging from the
baseline on which to
base a master plan for
Chippenham



Distinctive



Inclusive and
prosperous
economy



Healthy



Environmentally
sustainable



Resilient and
adaptable



Connected



Public and Stakeholder Engagement
27 January – 11 February 2022

Future High Streets funded projects



Pedestrian improvements in the town centre

Proposed intervention areas for pedestrian improvements



Locations:

- 1 Wicker Hill
Hill Street
Fore Street
- 2 Manvers Street
- 3 Church Street
Union Street
- 4 Castle Street
- 5 Roundstone Street

Wiltshire Council



HM Government

Pedestrian improvements in the town centre

Location 1. Wicker Hill



Existing



Suggested

Initial concept include:

- Improving space for pedestrians
- New paving materials to match the town centre
- Improved public space around River Biss and
- Improved pedestrian route to the railway station.



HM Government

Wiltshire Council

Trowbridge Trail – wayfinding and public space

What is
unique about
Trowbridge?

This project will:

- ✓ Deliver a '**Trowbridge Trail**' that encourages people into the historic town centre and improves the image and identity of the town by transforming pedestrian and public areas.

How will we do it?

- ✓ Develop a strategy for 'Bringing Out the Best' of Trowbridge that identifies the town's unique points and destinations.
- ✓ Develop a strategy for 'Connecting the Dots', to include the implementation of a new signage scheme to showcase the town centre's heritage, improve links and encourage movement around the town centre.
- ✓ From the above, we will design and implement the '**Trowbridge Trail**', focusing on improving the public environment in the town centre, creating safer, easier and accessible movement and encouraging Trowbridge to be a place that people want to visit and spend time in.



Celebrating Trowbridge's
heritage

Trowbridge Trail – wayfinding and public space

Tell us
what you
think!

Proposed 'Trowbridge Trail'



What will it achieve?

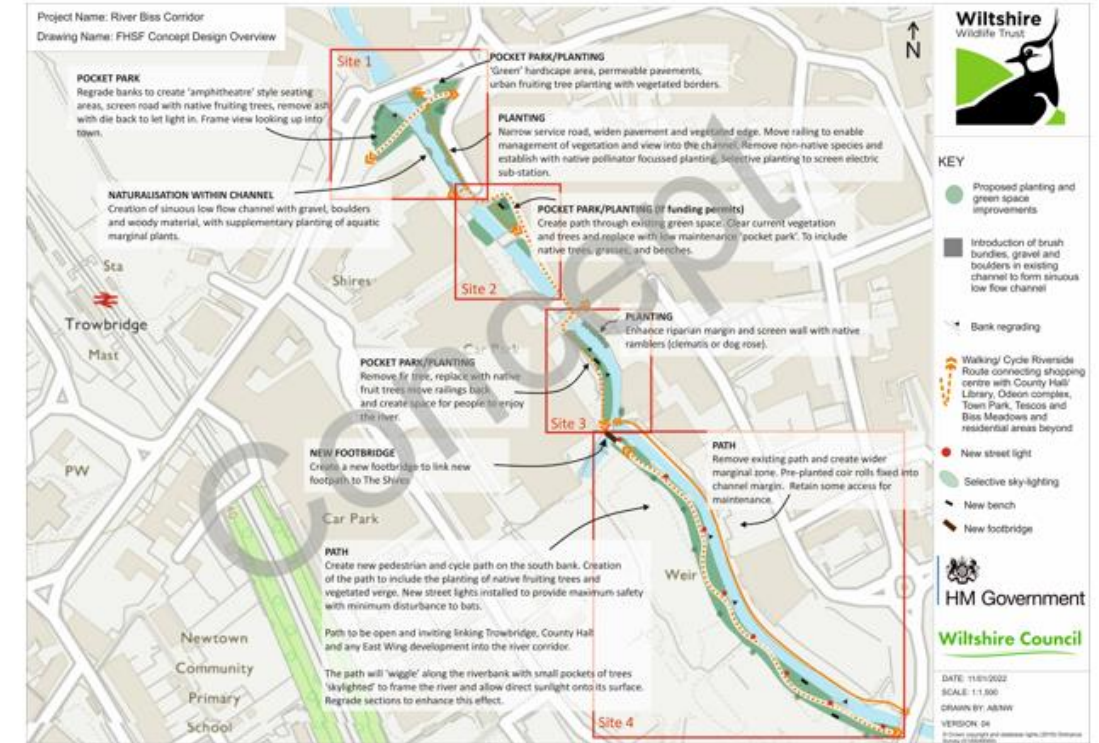
- ✓ Promote Trowbridge town centre as a great place to visit.
- ✓ Create pleasant and memorable experiences.
- ✓ Increase number of visitors, who will support local shops and businesses.

Tell us!

- ✓ What should Trowbridge be known for?
- ✓ What brings you here?
- ✓ What makes you want to stay (or leave)?
- ✓ How can we bring more people to Trowbridge?

Proposed intervention area and emerging ideas

Do you agree with these ideas



Improvements to the River Biss corridor

This project will:

- ✓ Deliver exemplary environmental improvements along the River Biss corridor between Town Bridge and Castle Street Bridge.
- ✓ Enhance and expand the existing river corridor and connect Trowbridge to its river.
- ✓ Make Trowbridge a pleasant place to walk and cycle, increasing visiting time and encouraging footfall.

How will we do it?

- ✓ Create new paths, pocket parks, plant trees, install lighting and benches to improve green infrastructure and increase wellbeing and amenity value.

What will it achieve?

- ✓ Improved experience walking along the river and connecting back to the High Street.

Example of a pocket park



Example of a new riverside front

Town Hall and Market Chambers

This project will:

- ✓ Secure the long-term future of the building by renovating the Trowbridge Town Hall as a cultural and community hub. Renovations will reinstate lost heritage features and create improved facilities for cultural events, community groups and creatives, supporting the regeneration of our high street.

How will we do it?

- ✓ Wiltshire Council are working in partnership with the Town Hall Trust to restore the Grade II listed Trowbridge Town Hall and protect its future.

For example, this will involve:

- ✓ Improving the accessibility into and within the building
- ✓ Reducing the carbon emissions required to run the building
- ✓ Improving the community spaces and amenities in the Town Hall
- ✓ Restoring the building to its pre-1970s glory as a destination for events in the heart of Trowbridge.

Trowbridge Town Hall – old Great Hall



Trowbridge Town Hall entrance

Wiltshire Council



HM Government

Town Hall and Market Chambers

What will it achieve:

- ✓ Diversify the cultural and leisure offer in Trowbridge.
- ✓ Increase the number of people visiting the town centre and spending locally.
- ✓ Increase the creative and community activity at the heart of Trowbridge.

Market Chambers:

- ✓ We are exploring the potential to bring Market Chambers (old Weatherspoon's pub) back into use, so that it can become a focal point in the high street once again.
- ✓ Undertake a feasibility study for Market Chambers, which may be refurbished as part of the programme of works.

How can the
Town Hall
benefit you?



Market Chambers



HM Government

Wiltshire Council

Vacant Commercial Units Fund

This project is:

- ✓ A discretionary grants programme offering funding to businesses and organisations to bring vacant commercial units back into use.

How will we do it?

- ✓ We will support the refurbishment of vacant commercial units to encourage independent businesses and start-ups.
- ✓ Encourage the conversion of upper floors of commercial premises, creating additional residential accommodation.

What will it achieve?

- ✓ Reduce the number of vacant units in Trowbridge.
- ✓ Create a more vibrant High Street.
- ✓ Increase number of independent shops.
- ✓ Increase number of new jobs.
- ✓ Provide more homes in a town centre environment.



Examples of independent shops

Vibrant Trowbridge - Vacant Commercial Units Fund

Proposed intervention area for vacant commercial unit grants



What shops and activities do you need/want in the town centre?