

Town centre and neighbourhood regeneration – key issues, opportunities and challenges



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**"WHY SOME
TOWNS THRIVE
AND OTHERS
DON'T"**



**PROFESSOR
CATHY
PARKER**



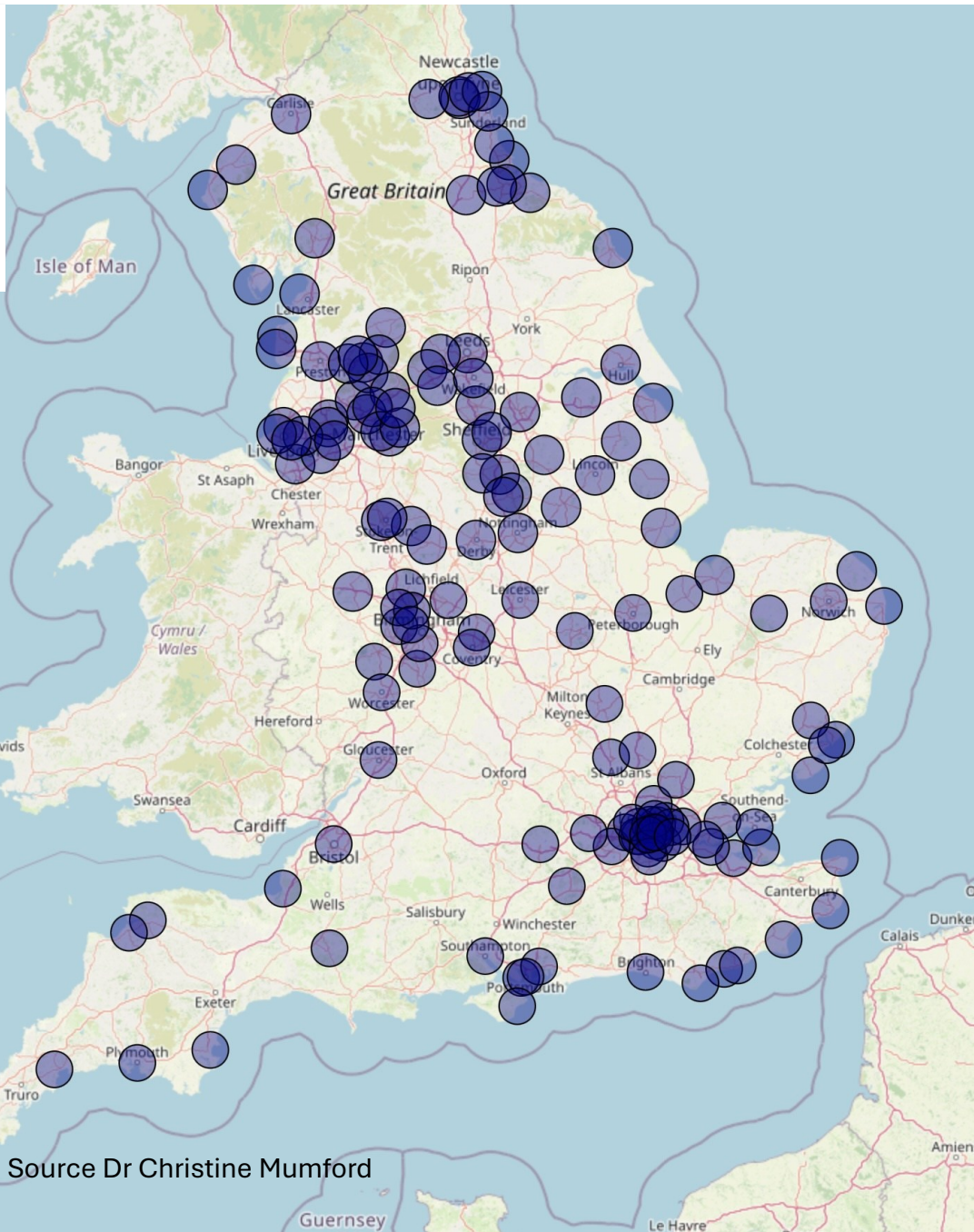
**Manchester
Metropolitan
University**



Institute of Place Management

**HIGH
STREETS
TASK
FORCE**

HIGH STREETS TASK FORCE



Map of all HSTF locations : Source Dr Christine Mumford

- 149 local authorities engaged
- 2,100 days of Expert Support
- 238 workshops + masterclasses
- 1000s placemakers engaged

"one of the few global experiments in national-level policymaking which targets the capacity development of local place management organizations".

**HIGH
STREETS
TASK
FORCE**

GEORGETOWN UNIVERSITY
GLOBAL CITIES

Placemaking Programme

Haslingden

www.highstreetstaskforce.org.uk
@HighStreetsTF



HIGH
STREETS
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FORCE



HIGH
STREETS
TASK
FORCE

TAKING ACTION TO REINVENT THE HIGH STREET



The High Streets Task Force is an alliance of placemaking experts. We provide tools, skills and training that support communities to transform their high streets.

highstreetstaskforce.org.uk

"this ground-breaking programme has made a real impact in many areas it has supported"

Alex Norris MP, Parliamentary Under Secretary of State for Democracy and Local Growth



REPOSITIONING



REINVENTING



REBRANDING



RESTRUCTURING

Repositioning: knowing your town, using relevant data and information to develop a collaborative, inspiring vision that achieves change

Reinventing: activate and animate the town, diversify its attractions. Multifunctional places offer different things (at different times) to draw in footfall and spend

Rebranding: establishing an identity and sense of place that can engender pride, commitment and attachment and communicating this across the whole community

Restructuring: putting in place the capacity, leadership and partnerships to deliver change. And/or large-scale spatial change to transform your centre.



Repositioning



Reinventing



Rebranding



Restructuring

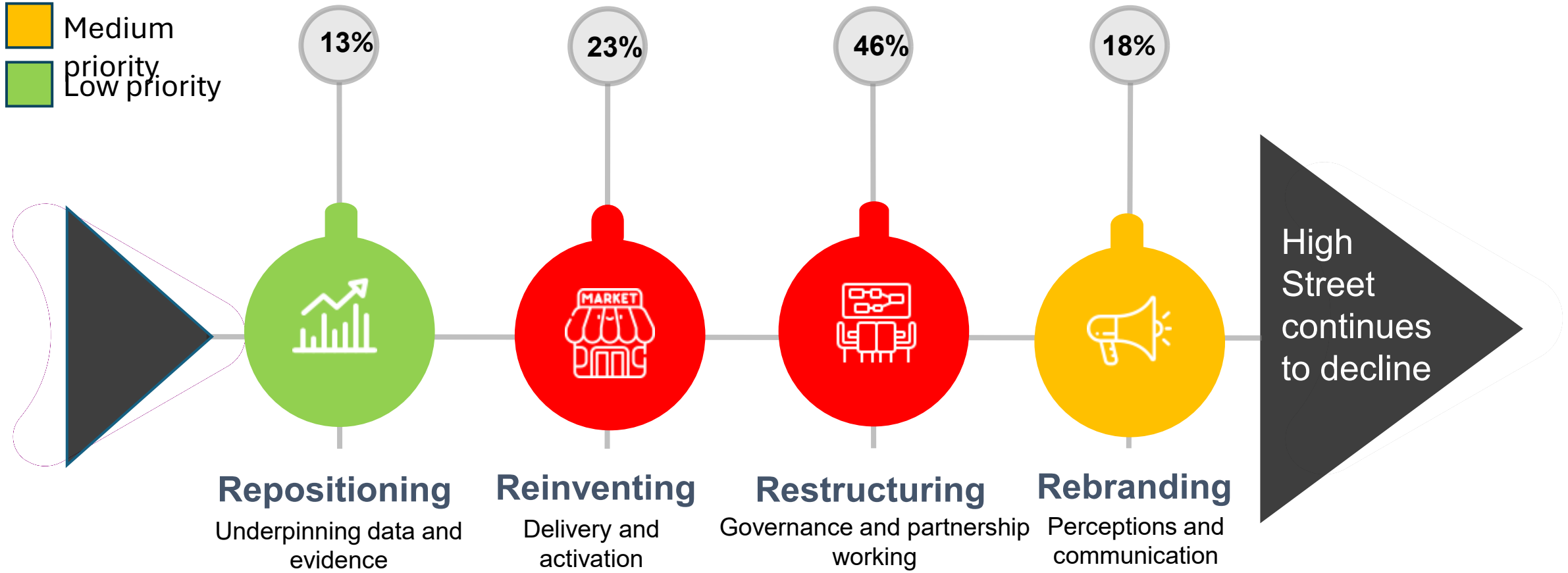
The
4Rs
of renewal



Fishbone Analysis – 135 Locations

Identifying the many of causes of a problem and way to prioritise solutions

- High priority
- Medium priority
- Low priority



Vision : Long-term high street viability

Hyperlocal governance
and place leadership

Improving the high street experience and
identity

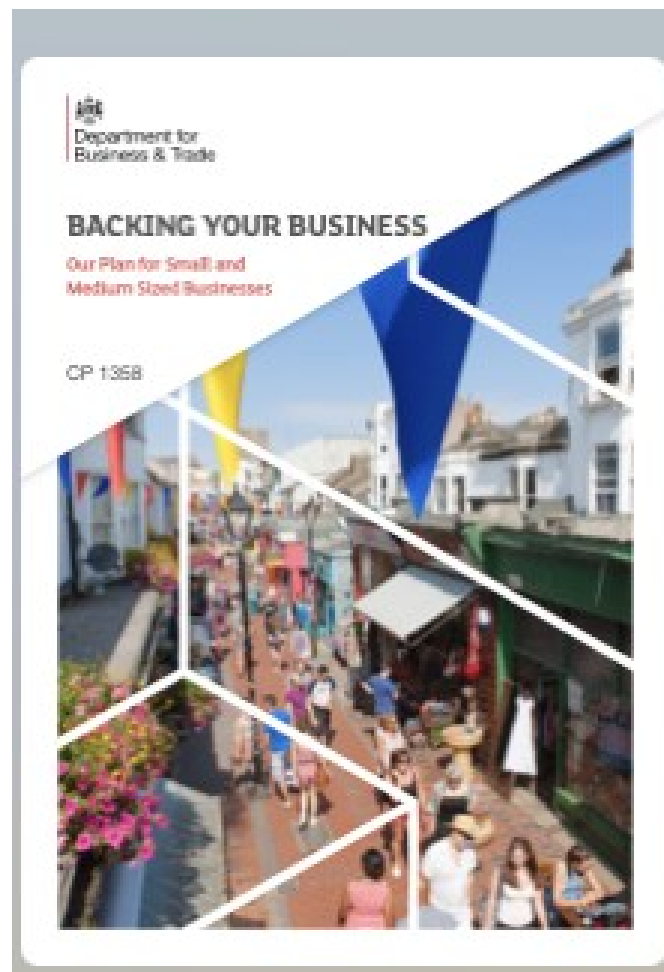
Building inclusive partnerships and networks that
mobilise and empower people

Getting the basics right : investing in place management capacity
and capability

Problem : Declining high street vitality

Time

Pluralism



Devolve power to place – Not just to institutions

Increase place management capacity through a nationwide apprenticeship scheme

Raise standards in place leadership

Invest in place-level data and. intelligence



Cathy Parker MBE, SFIPM ✓

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500+ connections

Open to

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Enhance profile

Resources



The Manchester
Metropolitan University



Teesside University



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Thank you!