

District Centre Subgroup - Final recommendations

21st January 2020



Aims of the place management pilots

Develop a better, evidence-based understanding of the key factors the local authority and its partners can influence to create more vital and viable local centres

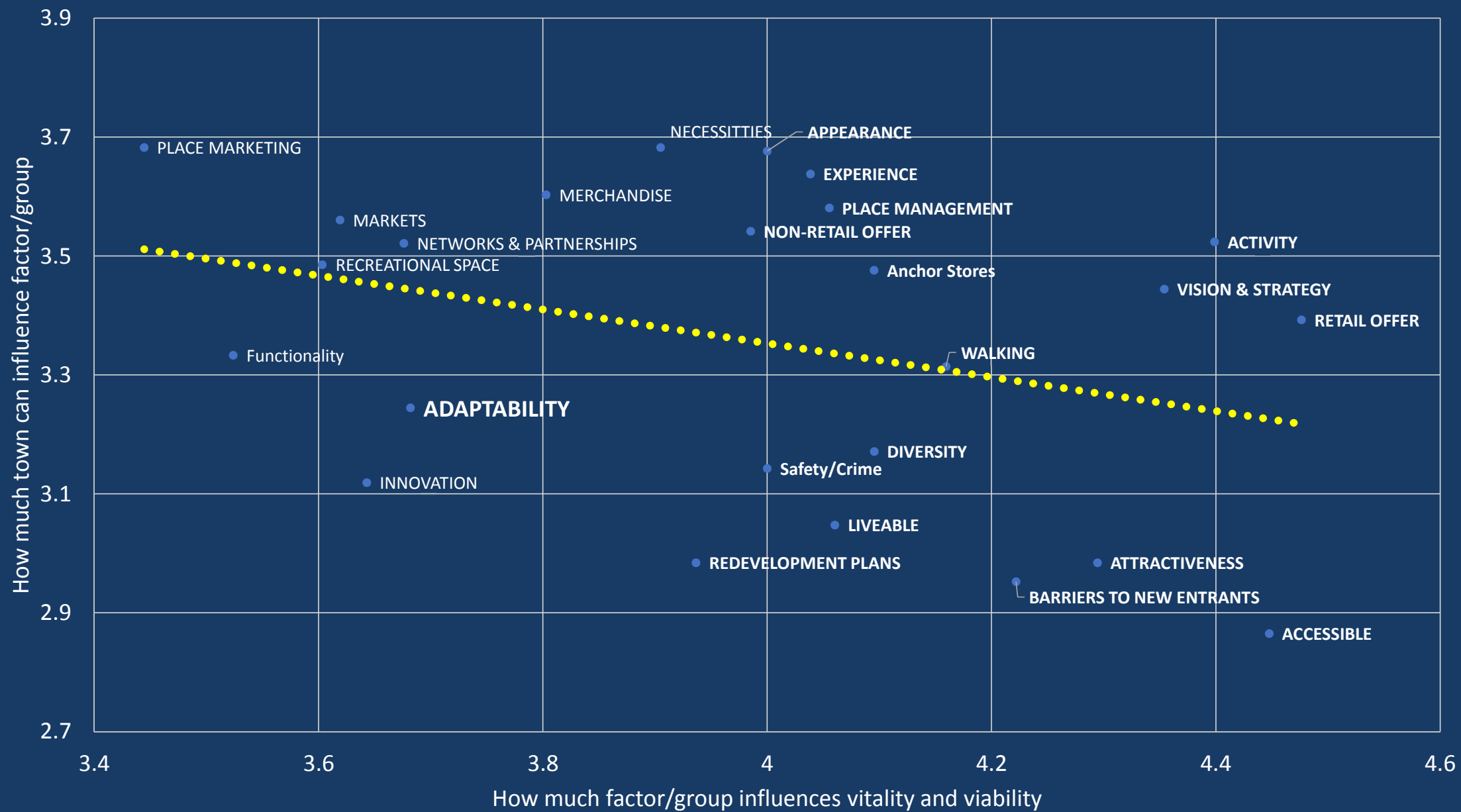
Promote the creation of active collaborative partnerships in centres that are able to bring about positive change

Monitor centre performance

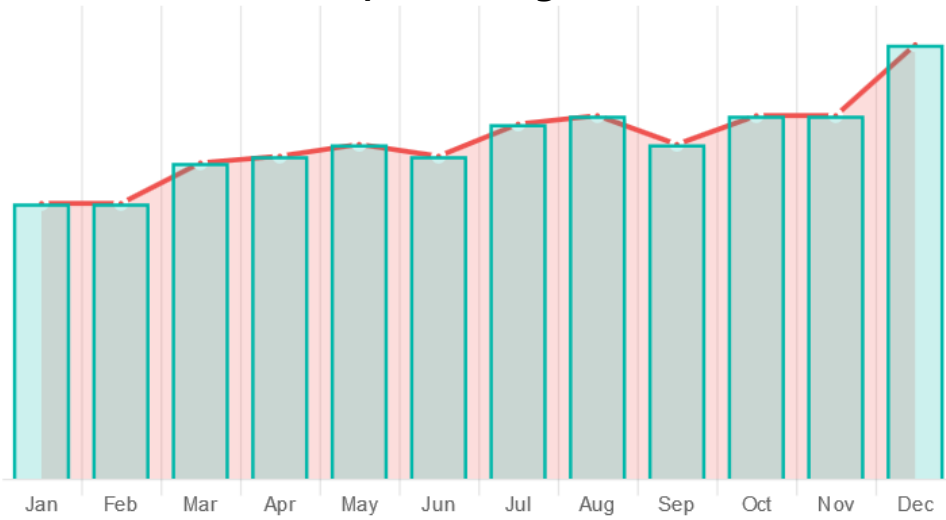
Underpinning research

ESRC High Street UK2020 Project

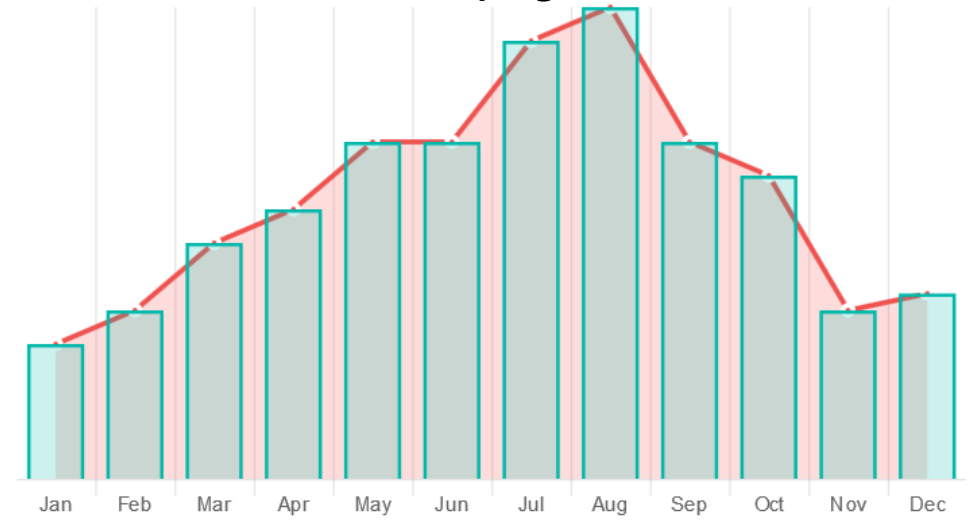
Innovate Bringing Big Data to Small Users



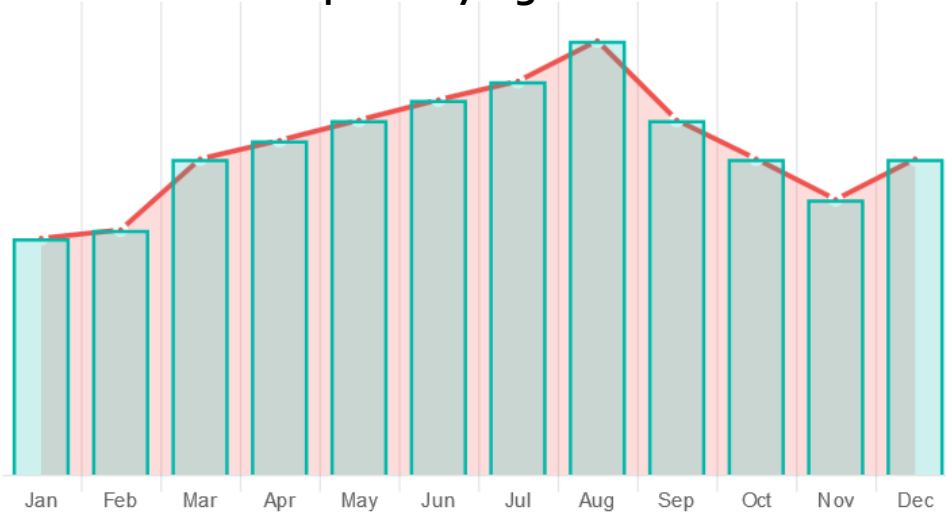
Comparison signature



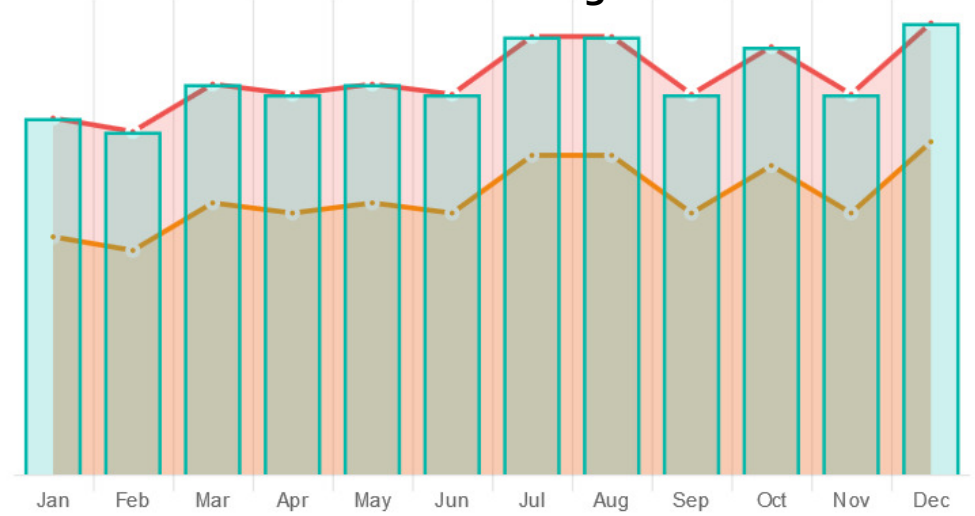
Holiday signature



Speciality signature



Multifunctional signature



Quantitative Data



■ Automated hourly footfall counts

■ 10 district centres

Qualitative Data



■ Place quality audits and stakeholder workshops

■ Benchmarking against IPM's 25 Factors and 4Rs framework



8 views

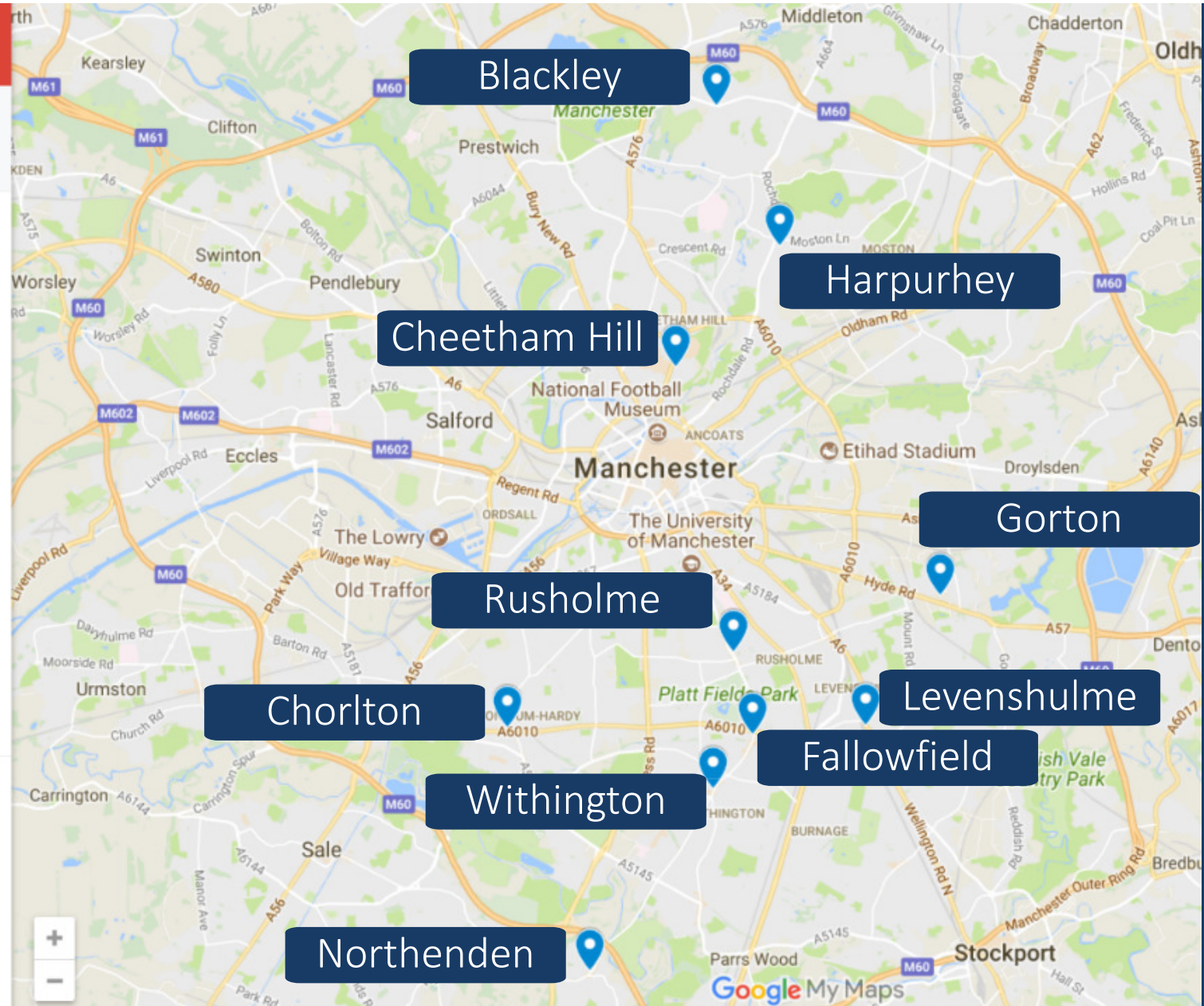
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Manchester Postcodes.xlsx

- M22 4FZ
- M9 4DH
- M18 8LD
- M9 0NG
- M14 5AP
- M8 8GG
- M19 3NN
- M14 6JR
- M20 3BG
- M21 9AQ

Made with Google My Maps



8 views

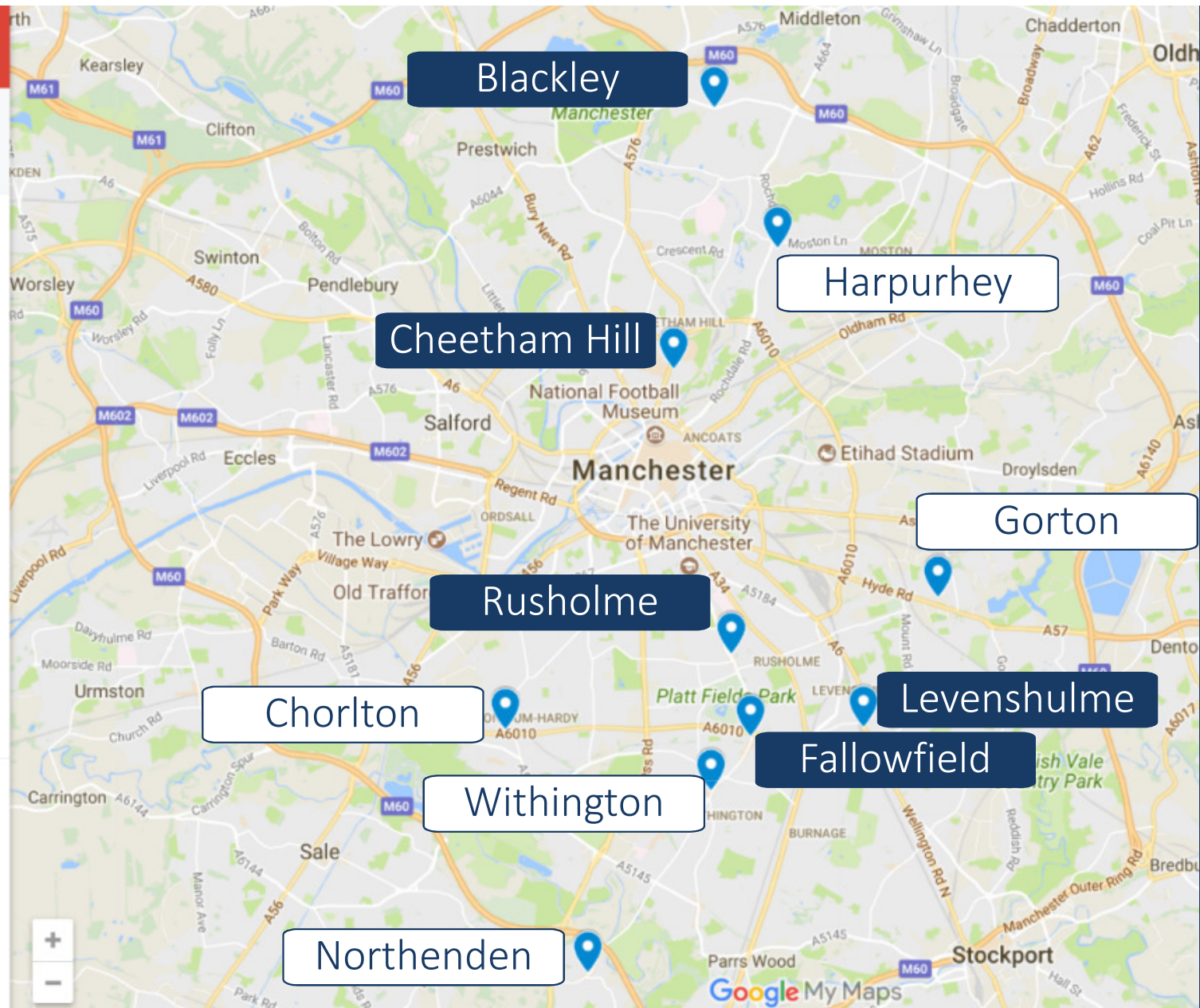
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Made with Google My Maps



Future proofing the high street

- Retail concentration
- Online shopping
- Out of town shopping
- The mobility revolution
- Collapse of the multiples
- Consumer behaviour

How much control do you have over these factors?

What should you prioritize?

How does the centre function??

What factors affect the vitality and viability of your centre?

What barriers are there to achieving change?

REPOSITIONING

REINVENTING

REBRANDING

RESTRUCTURING

**realigning a centre's
function based on an
understanding of its
market position**

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**changing the physical
and governance
characteristics of a
centre**

Key findings



The value of footfall data



Markets/events/innovation



Community hubs/multifunctionality



Networks, leadership and partnerships



Local and tailored solutions



Recommendations: three key common principles

Strengthen local networks and their capacity to effect change

Align place making interventions against the IPM 25 priority intervention factors

Monitor and share data to make informed decisions

Where next?

Ongoing work as part of the INTERREG Area Based Collaborative Enterprise in Cities Collaborative Project

Withington selected by the High Street Task Force as one of 14 pilot towns nationally

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