



The Wider Context: Living Localism & Delivering Enterprise in Market Towns

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Town Centre Solutions
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Promoting Vibrant and Viable Small Towns

www.towns.org.uk

An aerial photograph of a town nestled in a valley, surrounded by rolling green hills. The town features a mix of residential buildings and industrial structures, with a prominent white building in the foreground. The background shows distant hills under a clear sky.

Living Localism & Delivering Enterprise in Market Towns

Town Issues & National Policies

Climbing the Localism Ladder

Delivering Local Enterprise

Know Your Place

Town Issues & National Policies

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Ageing population



Vulnerable economies



Uninsurable property



Unaffordable homes

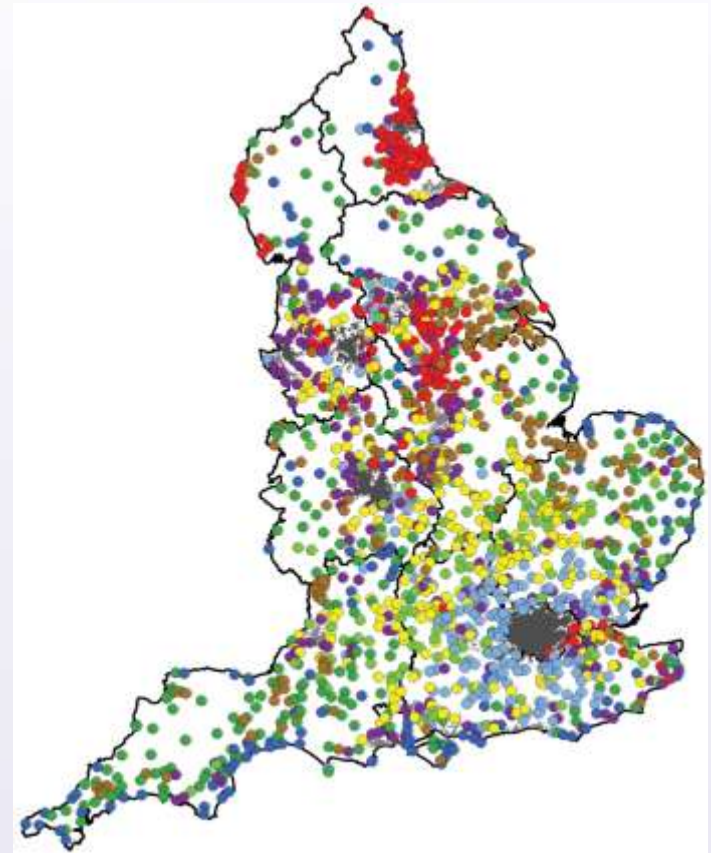
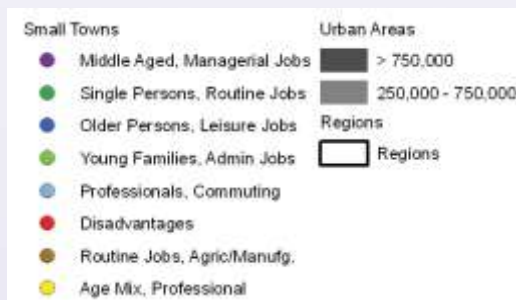


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Understanding Opportunities

- 1,500 small town
- Growth points in rural areas
- Hubs for enterprise serving a fifth of the population
- Opportunities for different types of towns



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New Policy Challenges for Market Towns

- **Local Enterprise Partnerships (LEPs)**
 - shift power to local communities & business
 - tailor solutions to local circumstances
- **Localism Bill**
 - Shift power to councils and communities
 - Neighbourhood Planning
 - Right to Build
 - Right to Bid
- **BIS Rural Growth Review & Defra Priorities**
 - roadmap to a green economy
 - universal broadband
 - domestic tourism

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Climbing the Localism Ladder

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Planning AND Solutions



A **Community-Led Plan** seek to provide a vision for the future of a settlement and plans for how to achieve this vision. Its role is:

- **Planning:** To bring the community together around a vision and an initial task list
- **Delivering:** Enabling partners to support that vision, by addressing relevant aspects of the task list

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Community-Led Planning and Neighbourhood Plans



I'm delighted that this guide explores and explains some of the ways that local authorities, developers and planners have opened the door, created opportunities to get involved, and genuinely handed over big decisions in order to put communities where they belong: at the heart of the planning system.

***Rt Hon Greg Clark MP
Minister for Decentralisation at Communities
and Local Government***

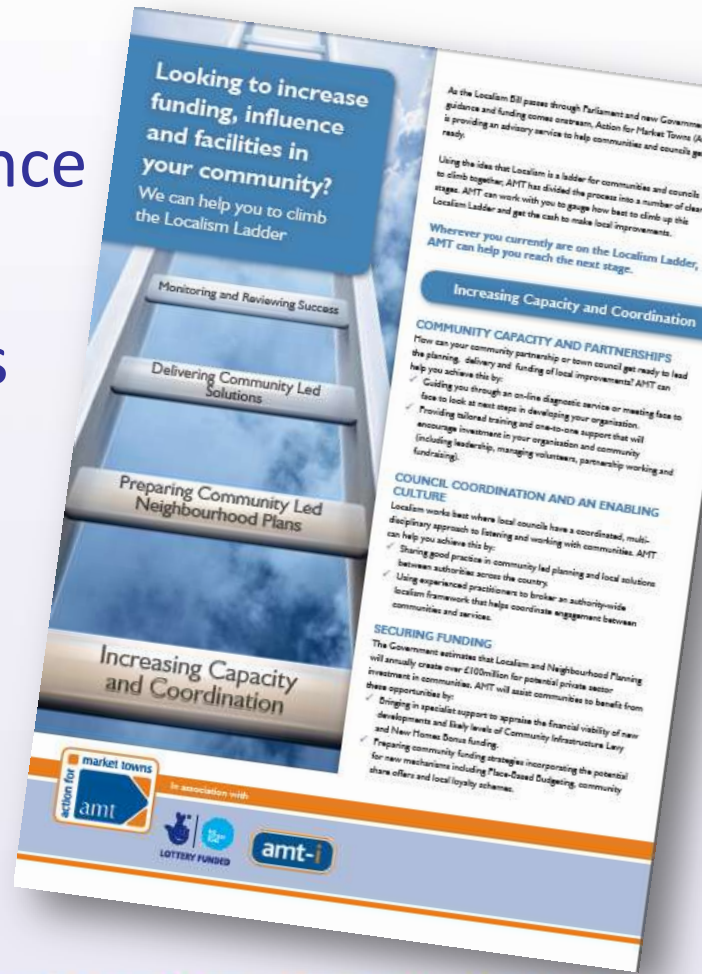
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Climbing the Localism Ladder -a Town MOT

Helping to increase funding, influence and facilities in your community:

- ✓ Aimed at Community and Councils
- ✓ Combining AMT experience; members' examples & associates expertise
- ✓ Assessing progress and next steps
- ✓ Starting with Initial Assessment





Award-winning Town Teams

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Haslemere Rewards



Snow at Hythe at Christmas



Sleaford BID



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A Track Record of Award Winning Social & Community Enterprises



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- 
- ✓ **Get the basics right** with signage and car parking that attracts not deters
 - ✓ **Create an attractive public realm** to build on unique sense of place
 - ✓ **Organise events**
 - ✓ **Innovate and learn from others**
 - ✓ **Know your customers**
 - ✓ **Encourage loyalty** to boost business
 - ✓ **Market effectively** alongside other centres
 - ✓ **Monitor your success**

Have you got A Winning Town Team?

Grant Shapps announces 'Portas-Pilots' Challenge

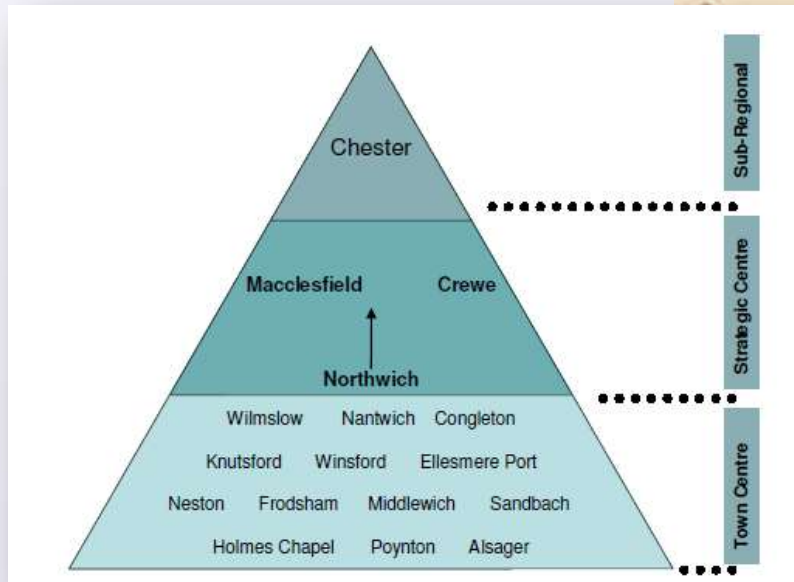
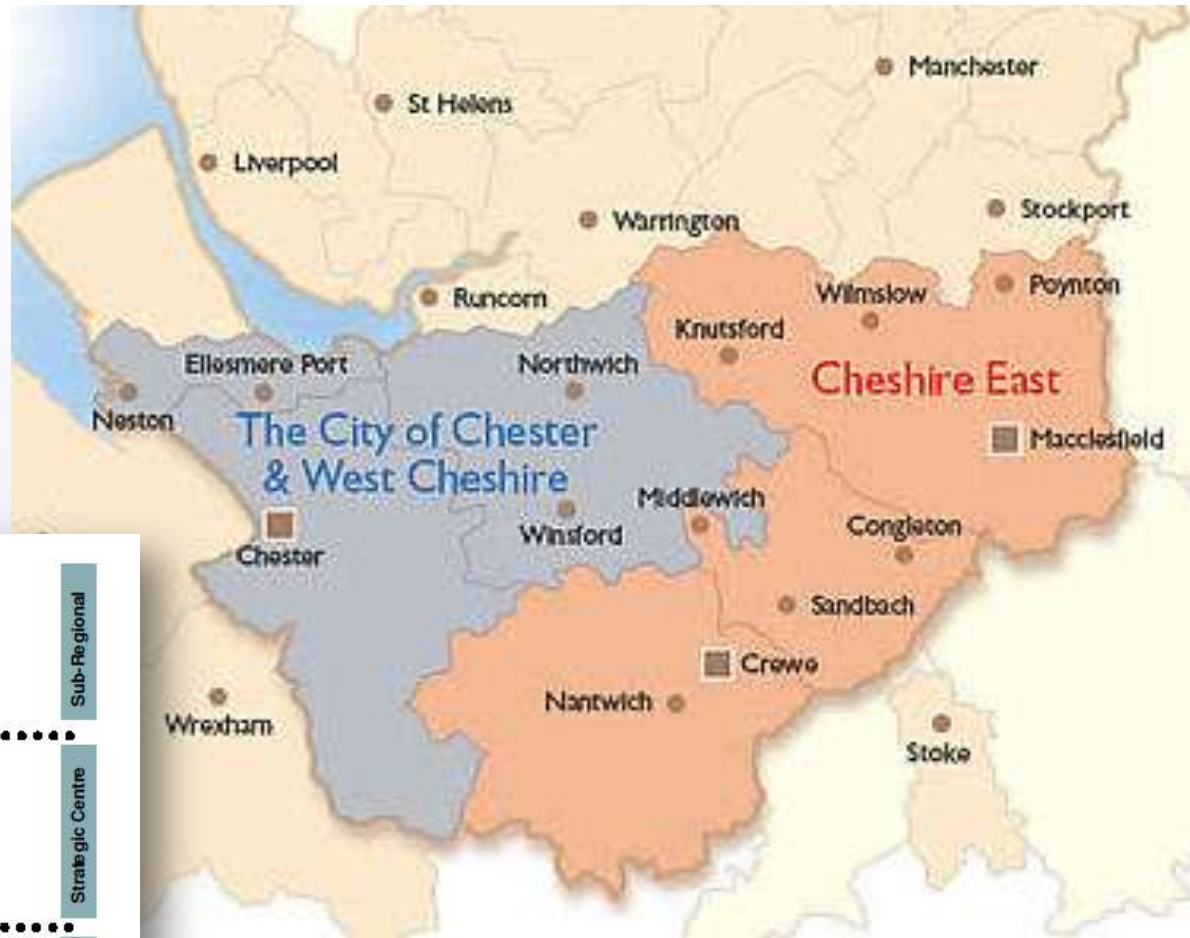


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Know Your Place

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Inter-twined Towns



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A County's Tale 2010-2026: Projected rise in spending*

- ❑ 9% population rise to 1,546,000 people
- ❑ Convenience goods increase by 25% to £3,198.4m
- ❑ Comparison goods increase to more than double at £8,829.9m

BUT growth out-of-town:

- ❑ Supermarket floorspace to double to 48,600 m²
- ❑ Floorspace for comparison goods to increase by 298,400 m²



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Living Localism & Delivering Enterprise in Market Towns: Conclusions

**Time of Local Challenges and National
Opportunities**

**Climbing the Localism Ladder through Community
Leadership & Strategic Support**

**Delivering Local Enterprise by Knowing Your Place
& Locally-led solutions**

If you want your
small towns to
thrive...



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