

# APSE April Policy Seminar 2020

**Loving the Local:** The role of councils in our High Streets and Town Centres



**Thursday 2 April 2020**

Birmingham Council House, Victoria Square, Birmingham B1 1BB

# Programme

09:00 *Coffee and registration*

10:00 **Session one:** High Streets and Town Centres in 2030

**Chair: Cllr Mark Pengelly, APSE National Chair**

**Opening Remarks:** Paul O'Brien, APSE Chief Executive

**The role of High Streets and Town Centres in Community Wealth**

**Responding to change: Looking to 2030**

- 'High Street 2030: Achieving change' what the Government commissioned report is telling us
- The role of place management and enterprise
- How do we make our High Streets and Town Centres fit for future purpose and preserve them for the next generation?

**Cathy Parker, Professor of Retail and Marketing Enterprise, Manchester Metropolitan University and Co-Chair of the Institute of Place Management**

**The Value of the Retail Sector to Local Economies: A retail industrial strategy**

- The local retail jobs market and what it means to local places and local people
- Retail is 'proper jobs'!
- The value to communities and the role of local authorities

**Dave McCrossen, Deputy General Secretary, USDAW**

11:15 *Coffee break*

11:30 **Session two:** The components for success

**Chair: Cllr Mark Pengelly, APSE National Chair**

**Audience question and answer session**

**Culture and Tourism: Wakefield District Council**

- Wakey Wakey! Wakefield as a destination of choice
- Creating footfall through destination experiences
- 'Experience' visits to support and enhance the retail offering
- Utilising a retail hierarchy to inform our plans for the future

**Cllr Denise Jeffery, Leader Wakefield Council**

**Healthier High Streets: Gateshead Council**

- Linking our local plan to long term development goals
- Restrictions on takeaways through creative use of planning consents
- Staying on the right side of planning regulations to achieve local outcomes
- The vision for Gateshead

**Anneliese Hutchinson, Service Director, Development and Public Protection, Gateshead Council**

**A market town revived: The story of Altrincham: Trafford Council**

- Utilising the market as a foodie destination
- Going from the highest shop vacancy rate in the UK to a vibrant Town Centre
- Our Town Centres Business Growth Programme: allowing traders to borrow up to £20,000 to set up in our own centres or access extra cash for training or marketing

**Richard Roe, Corporate Director of Place, Trafford Council**

**Barnsley Town Centre - from retail to a destination**

- Barnsley; being bold and doing it differently
- Our Market – making it the heart of the development
- Market Kitchen – Barnsley's hottest foodie destination
- Library @ the Lightbox – more than just a library
- Culture, arts and events – driving footfall to the town centre

**Paul Clifford, Head of Economic Development, Barnsley Council**

**Audience question and answer session**

13:00 *Networking Lunch and Informal High Streets and Town Centres Surgery*

14:00 **Session three:** The practical actions

**Chair: Mo Baines, APSE Head of Communication and Co-Ordination**

**Getting the operational frontline right in an event led centre**

- The impact of an event led environment on High Street and City Centre cleansing teams
- Ensuring quality and service are visible to businesses and citizens
- Preparation and expectation: Expect the unexpected!
- Funding the service: A return on investment

**Richard Beddard, Markets and Town Centre Cleansing Manager, Stockton on Tees Council**

**The Positive Parking Agenda: The British Parking Association**

- Building confidence in the parking sector
- Local government role in traffic management and innovation
- Maximising the use of technology to enhance not hinder local retail and enterprise
- Changing perceptions and managing misconceptions

**Alison Tooze, British Parking Association**

**Walkable and Local: The Role of Active Travel**

- The value of walking and cycling routes to good health
- Good growth in our High Streets and Town Centres: It's not just for cities!
- Defining and implementing active travel plans
- The outcomes: Improved air quality, more active lifestyles

**Nigel Smith, Public Health England, West Midlands Centre**

**Audience question and answer session**

15:30 *Seminar close*

# Seminar Objectives

## About the seminar

Many UK High Streets and Town Centres are in decline. With empty shops giving way to takeaways and betting shops and a marked decline in the quality of the local area. At the same time online retail and the impact on local business rates add to the pressures on local place. Too many town centres have suffered set-backs as developers have reconsidered their commitments leaving many regeneration schemes to be mothballed.

This has led to Councils taking on the task of shaping local places, often stepping in where developers have withdrawn and looking much more pragmatically at actions to improve the local High Street and Town Centres. This seminar will therefore explore the multiplicity of factors that impact on local places. 'Loving the local' brings together an array of expert speakers packed with ideas that have helped to not only stem the decline but to make a positive difference to local areas. This seminar includes:-

- Professor Cathy Parker, lead co-author of the Government Commissioned report 'High Street 2030: Achieving Change'
- Local councils interventions: Acting as stewards of the local economy
- The role of culture and tourism in reinvigorating town centres
- The role of active travel for greener local High Streets and Town Centres
- Using planning to support public health outcomes: Restricting takeaways and betting shops
- Getting the operational frontline right: The role of streetscene and public realm
- Positive parking: A balance between enforcement and encouragement for shoppers and businesses

## Who should attend?

This seminar is a must attend event for all those with an interest in the local High Street and Town Centres. Whether a political leader, cabinet member or portfolio holder for regeneration, economic growth or the local environment this seminar will provide insightful knowledge about emerging best practice and the future direction of public policy in regard to our High Streets and Town Centres. For senior managers and officer leadership teams this event will provide a network to share best practice and develop ideas across a range of services which much all work together to provide a coherent response to the decline of High Streets and Town Centres.

As each plenary session includes an audience and panel Question and Answer session you will also be given the opportunity to probe ideas and helps shape future developments. Whilst this is a challenging area for local councils there are also exciting opportunities to shape our High Streets and Town Centres to meet the needs of communities.

**Reserve your place now by completing the booking form and emailing it back to Stephen Cull at [scull@apse.org.uk](mailto:scull@apse.org.uk) or by completing the online booking form at [www.apse.org.uk/events](http://www.apse.org.uk/events)**

## The Venue

**Birmingham Council House,  
Victoria Square,  
Birmingham  
B1 1BB**



## Contact details

Contact name \_\_\_\_\_ Authority \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

## Delegate Packages Exclusive of VAT

### What's included?

*The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included. A list of recommended hotels in the area is available on request from [scull@apse.org.uk](mailto:scull@apse.org.uk)*

APSE member delegate fee: **£179 + VAT**

Non member delegates fee: **£265 + VAT**

Commercial delegates: **£379 + VAT**

## Payment details

Please find enclosed cheque made payable to APSE

Please invoice me

(if required please include purchase order number) \_\_\_\_\_

VAT registration number 519 286 915

## Delegate details

Delegate name	Position	Email

- Please confirm that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: [www.apse.org.uk](http://www.apse.org.uk).**

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post or email to [scull@apse.org.uk](mailto:scull@apse.org.uk). Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary. If due to emergency action by UK Governments / Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.

Register for the seminar:

1

**Online form:**  
[www.apse.org.uk](http://www.apse.org.uk)

2

**Email this form to:**  
[scull@apse.org.uk](mailto:scull@apse.org.uk)