

Winchester District High Street Priority Plan

Business & Housing Policy Committee

22 June 2021



WINCHESTER DISTRICT HIGH STREET PRIORITY PLAN

A tactical one year plan to reinvigorate our Districts' high streets post COVID-19, to support our business to reopen and innovate and to enable people to enjoy social and cultural experiences again.

-  to set out what we need and can do
-  to drive the direction of change and
-  to identify and take opportunities.

 The Plan sets out priorities and levers to frame the actions and approach to be taken.

 This plan will provide a basis to build longer term (2-3 year) strategy for our high street

THERE IS MUCH WE CAN BUILD FROM

-  Over the past twelve months we have all been responding and reacting, giving help and support to our businesses and high streets.
-  There is much market commentary, best practice from the Future High Streets Task Force, our own work the Local plan – so we have wider resources and approaches to learn from.

CAPITALISE ON IMPORTANT ATTRACTORS

-  The shop local / love local work of the past year
-  Creating reason and opportunities for home workers to use their local high streets
-  Our festivals and street markets
-  Creating outdoor performance spaces / using underlet/vacant shops for creative and community uses
-  Promoting our specialist retailers and independents
-  Continuing support to businesses to help with new ways of working and business models
-  **Have we missed an important elements or attractors we should be maximising the opportunity from?**

OUR OBJECTIVES ARE TO

-  **Build on our high streets' brand** and build confidence.
-  **Create a better connection** between residents and their local centres.
-  Strengthen the connection between organisations, **businesses and events to create a whole town experience for the benefit of all.**
-  Make more of our **places as social and community hubs.**
-  **Celebrate what we have and our new successes** - independent retail, festivals, events, attractions, creative and cultural venues.
-  **Foster business resilience** so that our high street businesses survive, capitalise on change, grow and prosper.

USING THE LEVERS AVAILABLE TO US

-  **Lead** – be responsible for the things we have control over, recognising we will need others to help achieve these.
-  **Enable** – help and support others to deliver through funding, regulation, planning.
-  **Influence** – create a shared agenda with partners working to common goals.
-  **Complement** – generate added value by aligning programmes and activities with each other.
-  **Have we missed an important dimension we need to include or give greater emphasis to?**

SUCCESS OF THE WORK

The action will need to:

-  Bring footfall and unit vacancy rates back to where they were before.
-  Increase spend and lengthen dwell time.
-  Create a compelling reason for people to come today.
-  Strengthen reasons to return.

Questions and comments

Thank you

