



## **Cirencester Futures Conference – Q & A**

You'll already be well aware about the challenges facing the traditional high street. You'll also be thinking about how best to tackle things and what sorts of opportunities it presents for you and for the town centre. The following list of Frequently Asked Questions (FAQs) is intended to get the ball rolling by providing answers to some questions that might be being asked ahead of the Conference at the end of January. It'll be updated and added to as the project develops.

### *Cirencester Futures – what is it, what's it for?*

It's a brand that has evolved out of the decision of the district and town councils to work together to tackle the challenges the town centre is facing. We want the brand to be used by everyone who has bought into the approach to future resilience discussed at the conference. We want it to become instantly recognisable in the town and beyond so that everyone eventually understands what it means and what it's all about. You will shortly be able to download the logo and other promotional materials from the Cirencester Futures website.

### *Cirencester Futures – what's in it for me?*

It's an opportunity for you to influence and lead how the town centre responds to the challenges it faces and therefore to safeguard your interests. It's stating the obvious to say that we're going to achieve more if we work together. The two Councils and the other public-sector participants can bring certain skills and powers to bear, but harnessing the initiative and drive of the private sector is equally important in delivering a robust response to the challenges. It's not something that any of us can safely leave to one individual or organisation to sort out.

### *And why Cirencester "Futures"?*

There's obviously more than one potential future for the town. Part of the reason for the conference is to explore what those may be and eventually agree on the one we want to follow.

### *Cirencester Futures – the Framework Masterplan*

Sparing you the planning jargon, the District Council has to produce a masterplan to guide redevelopment of key town centre sites. It will contain the main requirements (types of building uses, timing of development and so on), and set out standards against which planning applications will be judged. It's called a "framework" masterplan because it won't go into fine detail about the redevelopment. It's a bit like a skeleton - the detail (the flesh on the bones) will come forward when the planning applications are made.



*Why won't the Framework Masterplan set out the details?*

We don't want to be overly prescriptive and "municipal". It's important to take a flexible approach within certain controls, and give prospective developers scope to be creative. We may even decide to run design competitions to get the best possible solutions.

*How can I participate in the development of the Framework Masterplan?*

The idea is that the stakeholder groups formed at the conference will carry on afterwards and help to shape the framework masterplan. There will also be a couple of stages of formal public consultation. The "Next Steps" leaflet that will be available at the conference shows the timeline.