

## Cirencester Futures

You'll be well aware of the challenges facing the traditional high street. Hopefully the documents below will help you think about how best to tackle things and what sorts of opportunities there are for Cirencester town centre.

These are just a few of the many, and growing reports and articles on the Future of the High Street.

<https://www.bbc.co.uk/news/business-45604235>

*"Yet one town - Altrincham in Greater Manchester - has managed to stage a remarkable turnaround. Could it prove to be an example for other struggling towns across the UK?"*

*Eight years on, the percentage of empty shops has been slashed from 30% to 9.7%.*

*What is its secret?*

*Most credit the ambitious regeneration of the town's old market, into a new leisure and eating-out venue for turning around the town's fortunes." extract*

<https://www.linkedin.com/pulse/how-our-high-streets-change-john-rushton/>

*"But a new realisation of retail positioning is dawning. Shopping is either hunting or gathering. Hunting is fast, gathering is slow.*

*Hunting for retail is about going out to find big-ticket items. To hunt for goods we'll go to the big edge-of-town and out-of-town centres. "Here is where the bargains are!". We might complete the purchase when we're there if it's a time sensitive item or we might shop around on the internet from an armchair. But we source the goods in a hunting frame of mind and that's very different from gathering.*

*The local high street is the place for gathering, in both senses of the word. It's being refocused on what we need on a day-to-day basis; food and drink for cooking, and services that the internet cannot provide such as hairdressing and nail bars, restaurants and bars, local cinema houses. We go to the high street to gather. We go to the high street to meet and greet our neighbours. We are a family again. The town centre is the place for gathering, both to satisfy our needs and to gather together." Extract*

<https://www.forbes.com/sites/jonbird1/2018/06/17/the-future-of-the-shopping-mall-is-not-about-shopping/#2b17dfc65cf2>

*"To return to my premise, the centers that remain will no longer be "shopping" centers. Instead, they will be "dining, leisure and entertainment" centers, where shopping is an adjunct (and a desirable outcome) but not necessarily the reason to go there in the first place." Extract*



“In order to help the high street we actually have to forget retail and focus on the primary drivers of economic activity which are jobs, leisure and residential and from that, opportunities will be created which retailers can then exploit.” Video, <https://youtu.be/5b8O0wglYwl>, Paul Swinney, Senior Economist, Centre For Cities

DR KEN SHUTTLEWORTH  
FOUNDER, MAKE

*The current system is broken. Time and again we have seen outdated models of regeneration fail to revitalise our high streets and town centres. It is time to go right to the crux of the issue, identify all of the elements that contribute to a vibrant space and then in a logical but creative way rebuild the heart of our communities.*



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*By attracting people to high streets these spaces will become more vibrant and lively, which in turn will lead to an increased demand for a variety of services, including retail outlets, cafes and libraries. To do this, we need to abandon our predilection for large scale office complexes in the suburbs and instead build them in town centres to generate increased footfall. This doesn't make retail obsolete; if you attract people to an area, retailers will inevitably follow.*



## **Bill Grimsey**

Macclesfield Town Hall 25/01/13; note the date, it now feels very prophetic.

*“Wake Up Macc; you are at a crossroads that offers a range of futures and the brightest future is independents and independence not the large retail chains who are doomed by online shopping and megamalls.”* (summary)

<https://soundcloud.com/wakeupmacc/bill-grimsey-at-st-michaels>

## **Councils urged to take control of regenerating their town centres**

<https://www.theguardian.com/business/2018/nov/09/councils-urged-to-take-control-of-regenerating-their-town-centres>