

OPEN!
 Welcome!
 shared priorities ... and vision
 Andrew Tubb
 Philippa Love

the future success of Cirencester
 a NEW way
 working together
 Collaborative behaviours
 ACTION
 promising...
 changing
 beautiful
 fresh air
 Optimism
 play
 learn
 wellbeing
 shop...
 gather and eat
 inter-generational

what do you want people to think about Cirencester?
 car free!
 visionary empowerment
 thriving
 Saturday
 home
 Heritage
 Historic
 Community
 Traditional
 cycling
 TRAIN
 good buildings
 passion
 ideas

Leisure & Culture
 ONE BIG IDEA...
 PROMOTING AND MARKETING Cultural Cirencester
 TICKETING OFFERS
 MASTER PLAN
 TOURISM
 LOCAL KNOWLEDGE
 £OOTFALL
 ARTS CULTURE LEISURE BOARD
 VISITORS
 WWWW VISITORS
 INFRASTRUCTURE
 collaboration other towns
 WELLBEING
 HEALTHY POPULATION
 INTERACTION
 NOISE + POLLUTION
 Social mobility
 better jobs?
 Improved ROUTES
 SIGNPOSTING
 CO-HIRE
 Marketing
 Copenhagen
 open town day
 events
 BUY-IN... FEASIBILITY
 CYCLE-FRIENDLY CIRENCESTER
 CYCESTER
 IMPACT ON VEHICLES
 CRIME
 INJURIES
 use empty space in town
 POOL INFO

WHAT IS THE ROLE?
 EAST-WEST SUSTAINABLE ACCESS IMPROVEMENT
 FLOWS CONGESTION
 TOWN CENTRE CONNECTIVITY
 NOT JUST CARS...
 walking, cycling
 BUS?
 CAPACITY
 POLITICAL SUPPORT
 DELIVERABILITY
 RAT-RUNNING
 (unintended consequences)
 learn from others
 survey feasibility
 consensus
 RISK
 FUTURE-PROOF
 COLLABORATION
 RESILIENCE
 CHOICE
 CIRENCESTER OF THE PEOPLE FOR THE PEOPLE
 HUB
 APATHY
 LEADERSHIP
 FOCUS
 BUSINESS CLOSURES
 skills
 facilitator
 funding
 'marriage' broker
 specific outcomes
 BIDS
 get local businesses in the room

Learning
 Stakeholder groups
 Stay together!
 develop DELIVERY VEHICLES
 MASTER PLAN:
 3 rounds of meetings
 1 SCOPE
 2 OPTIONS
 3 PREFERRED OPTION
 Consultation
 NEXT STEPS...
 LEARNING EXCHANGE STRATEGY
 engage people
 POP-UPS?
 small businesses
 risks
 young people
 retired
 facilitator
 SUSTAINABLE TOWN
 INTERGENERATIONAL KNOWLEDGE
 BUSINESS RETENTION
 use empty space in town

Community
 CREATE A COMMUNITY HUB IN CENTRAL LOCATION
 REDUNDANT → ASSET
 WELLBEING THROUGH Creativity, commerce, connectivity
 Young + old
 retail + entertainment
 community first
 RISKS
 CONFLICT-CORN HALL? MANAGEMENT
 BUY-IN
 RED TAPE
 SPACE

GIRENCESTER FUTURES
 January 29 2019
 Towns are Communities... founded on an economy

engagement
 how can you meet LOCAL and VISITOR needs?
 who?
 when?
 where?
 Neighbourhood Plan
 #DIGITAL TOWN?
 MASTER PLAN: town centre
 what's your USP?
 visualise and share

Investment in Cirencester
 HUB
 FARM 491
 A STEM: Cirencester College
 opportunities
 FUTURE HIGH STREET FUND
 LEP PIPELINE
 LOCAL INDUSTRIAL STRATEGY
 market towns...
 Business Improvement Districts

5 ECONOMIC CHALLENGES
 Housing
 LAND
 GROWTH: WHOLE COUNTY
 SKILLS DEVELOPMENT
 DEMOGRAPHICS (AGEING)
 £500m investment
 Perceptions
 Reality
 growth
 think positively!
 what next?
 be part of the answer...

Business
 BUSINESS IMPROVEMENT FORUM
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Changing Nature of Towns
 How?
 ECONOMIC
 SOCIAL
 ENVIRONMENTAL
 NEW SERVICES
 CHALLENGES
 Matthew Hopkinson

Health Check
 MARKET
 CINEMA
 NON-RETAIL
 future TRANSPORT
 what will bring people to your town/high street OTHER than retail?
 community ASSETS
 young and old

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