Breakout Group: **Leisure & Culture**

Category	Post it ideas
Promotion	Create Cirencester culture brand
	Brand Cirencester
	Promote Cirencester cultural activity jointly – raise the profile
	Platform messages
	Cultural development board
	USP – historic town so it needs to be a tourist designation
	Promote leisure and culture to different audiences (local, regional, national, international)
	Find a way of telling people about what's in Cirencester – to those close enough to visit for the day
	Encourage lower-earners to visit
	Self-belief in existing cultural offer in the town – not every town has what we have (recognition)
	Content is king in the digital world – content creation
	Leisure and culture website
	Ask Cirencester born 'influencers' to promote the town (assumed to mean people with large social media following)
	Cultural and leisure promotional partnerships – 'reason to visit' and 'diversity of town'
	Diversity / history working together – museum, theatres, market, church, park, amphitheatre, festival, polo, Cotswold Show
	Differentiate Cirencester by diversity of offer and history
	Guiding visitors throughout the day – Cirencester suggested days out (e.g. historic day, cultural day, shopping day). There was a conversation on this point that it would work like a set menu in a restaurant, where different activities could be set out for visitors to do. These could be swapped around each month to encourage repeat visits, with the 'menu' for previous months still being available to download.
	Town centre guides (e.g. better coordination and expansion) (assume this means electronic or paper-based guides?)
	Suggesting other areas to go in Cirencester to customers, including passing customers
	Retail success will follow if Cirencester is a town 'destination' first
	Get similar retailers to work together to drive up footfall for their type of business
	Interactive shopping (e.g. meet the maker workshops)
	Arts and culture magazine that can be picked up in the town centre
	Promote the free things as well as the chargeable ones
	Promote open-air pool – one of very few left
	'Foodie' Cirencester
	Environmental town – vegan and vegetarian outlets
	Evening and weekend free parking
	Define tourism offer

Category	Post it ideas
Venues	Put on events in different parts of the town – new event spaces
	Event space – concerts, conferences, festivals, exhibitions
	Music venue / dance hall / multi-purpose space
	Activities in the Market Place + help make Cirencester a 'tourist destination'
	Shared space for art and culture organisations
	Innovation & culture huts
	Innovative workspaces
	New business opportunities for start-ups
	Community space
	Use the square by M&S for performances and exhibitions
	More use of open spaces – Brewery Court
Events	Events listings Events calendar in one centralised website
	Work with other towns to avoid 'diary clash'
	More events in quiet times of the year
	Box office for arts and cultural organisations in the town centre
	Events to bring people in during evening periods – town is 'too' quiet
	Better events signage in the town centre (e.g. digital screens)
	Cirencester jazz festival
	Food festival
	Literary festival
	Xmas market
	Singing days or weeks – groups in the town centre
	Series of regular annual events
	University groups to present / perform / hold events in the town centre
	Guided tours of the town
	Social events in the Market Place (e.g. Fleece Fair) need to be more often
	Regular Farmers Markets and French Markets
Improved evening economy	Events to bring people in during evening periods – town is 'too' quiet
	Late night shopping offers for restaurant
	Evening promotions (e.g. theatre and dinner)
	Clubs in town
	Night-time activities not based on alcohol
	Music venue / dance hall / multi-purpose space
	Night-time economy to close at 02:00 to support expansion of flats within the town centre
	Multi-use to include evening use
	New cinema to aid night-time interaction
	Economical / budget accommodation
Cinema	Cinema – clarity over future
	Get cinema built
	New cinema to aid night-time interaction
	Need a cinema – does not need to be a new-build, as it could be in the empty shop in the Market Place

Category	Post it ideas
Diversity of uses	More leisure / entertainment facilities for young people in the town centre to address demographic deficit
	Build on the Barn Theatre offer to make it (the town centre) attractive to all bridging generational and cultural divides
	Catch up the gap between British (UK) and Cirencester leisure and culture performance / offer
	Leisure and culture uses mixed in with retail uses to encourage day-round use / footfall
	Integrate the environment, its protection and enhancement more in cultural and leisure pursuits
	Develop new leisure / cultural facilities that can be shared / enjoyed by the younger and older generations in shared space
	Enhance existing leisure uses – link provisions
Sports & fitness	Sports – races in the Market Place (e.g. running, cycling, etc.)
	Organised cycle rides in Bathurst Park
	Fitness uses on upper floors
	Sport – intergenerational events
Romans / historic Cirencester	Embrace archaeology uncovered through development as a selling point
	Amphitheatre – cover and open up; and link by a footbridge
	History / living memory museum – secure long-term future
	Message what the Romans have done in Cirencester up to 2018 and what in future - very disparate
Engagement and integration	Involve under-18s and under-25s – they are the future
	Stakeholder engagement
	Engage with young and old (cohesion) – greater relevance to where been and future
	Integrate the Royal Agricultural University and Cirencester College more in the cultural development of Cirencester
Other	Collect cultural data – how does Cirencester compare to other destinations?
	Start-ups and SME incubation
	Social prescribing – culture and wellbeing + social cohesion
	Culture and leisure for young as well as old
	Free town centre Wi-Fi
	Let's go digital – thought out digital and social media. Strategy for key arts organisations, leisure and culture organisations to buy in too.
	Support for arts (music, art, drama, dance) in schools as these subjects are being forced out
	Local / regional authority investment to lever larger public funding (ACE)
	Visitor sign posts / boards with town information to increase awareness of existing facilities and interests
	Town centre map to be enlarged to include Barn Theatre, Wagon and Horse, Beeches Car Park and B&B
	Cirencester loyalty card – retailers sign up offering discounts
	Local loyalty card somehow linking leisure, retail and commercial
	Green the town centre with flowers on buildings and more trees where practical
	Leisure + (unable to read handwriting) = what people do in spare disposable time

Recommendation:	Promoting and marketing cultural Cirencester

Benefits/payoff	Method of results tracking
❑ increase general tourism ❑ increase local knowledge ❑ increase footfall to and spend in the town ❑ working together / partnership - a single voice	❑ X events in Y years ❑ Footfall and ticket sales by year ❑ increased participation in arts and culture outreach activities ❑ Feedback ❑ % leisure services in town center
Possible risks of implementation	**Key steps to implement**
❑ resistance to change ❑ conservation and heritage constraints ❑ lack of financial resources ❑ parking and public transport	❑ New signage in the market place and throughout town ❑ develop a new arts culture and leisure board - include local authority, charities, education, business and community ❑ 'Visit Cirencester' website to implement arts and culture ❑ Buy in through masterplan / planning policy - will be supported and delivered ❑ Brand that belongs to the town center not Cirencester ❑ Coherent communication plan - website and signs as part of it ❑ Public relations plan
Implementation requirements (resources, costs)	
❑ infrastructure ❑ funding ❑ collaborative working with other towns ❑ key stakeholders working together	

Cirencester Future Conference – Tuesday 29th January 2019
Breakout Group Ideas

Breakout Group: **Learning**

Category	Post it ideas
'Pop Up Shop' concepts	Pop up shop in empty retail unit to represent young entrepreneurs from Cirencester.
	Pop up student shops – art, plays, music.
	Pop up stores for learning the skills of selling things and interacting with potential buyers.
	Utilising vacant spaces for learning opportunities.
	Pop up arts 'have a go' on the side of old buildings – make your mark
	Pop up shop areas in disused buildings – for learning, painting, selling, eating.
	Opportunity for young entrepreneurs to sell products locally or online.
	Vacant shops 'pop ups' for students or displays (art) learning for students and community.
	Using vacant spaces elderly and interaction with students for internet + generally communities.
	Providing a learning opportunity for older people to access an industrial digital technology.
	Adult education – linked to RAU at Cirencester College at New Brewery Arts.
	Workshops by older community members (e.g. crafts, cooking).
History/ Tourism	History – All key stages presenting 're-enactments in town' could also include older generation.
	Town History – Education on the town itself and its history – keeps the use of Cirencester relevant.
	Understanding change through the Corinium Museum. The social and economic history that is built form is underground - that change is natural, stagnation is 'odd'.
	Tourism – beyond the church museum. Trails + QR codes. How to get around safely (with children) to Kemble, South Cerney, Sapperton etc.
	Students and tourism – walking tours languages cultural benefits.
	City tours and young and old to explore the 'hidden' Cirencester.
Knowledge exchange	Skills exchange??? Digital tech, graphics etc. A hub / café space?? Sharing of skills / knowledge.
	Database for Cirencester linking census (2011-2021) NHS data at word level + economic data and businesses.
	Sharing business acumen (knowledge share)
	Get youngsters to visit nursing homes + older generation in their homes to learn new skills (reducing loneliness).
	Skill set capitalised – classes for elderly to improve on skills even if population getting older, just transfer the skills to them.
	Students teaching/helping older generation with it training social media/ etc.
	Skills sharing facilities between all ages.
	The 'NIMBY' conflict between young and old. Housed and homeless.
	Matching learning opportunities to local economy
	Digital exchange – provide work experience opps for young people who can provide social media /web/ideas for SME's/charities.
	More inter and all generational learning required.
	15 year olds teaching 50 year olds about depop and bump.
	Digital learning classes in-home for 60+ residents.

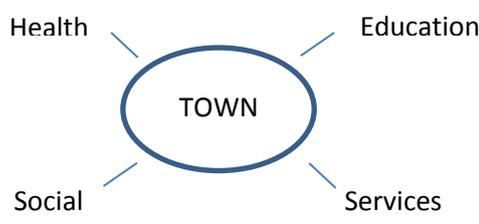| Category	Post it ideas
	Adult 55+? – IT literacy (intergeneration)
	An online platform for people to ask for help and others offering help (e.g. help shopping, helping with homework).
	Learning projects for the community – inc. mixed age groups around environment/habitat restoration.
	Education by young of their values – climate change, economic growth, growth of veganism, no car!
	Educating all with demonstrations of alternative power sources from windmill to the smoothy (?) bike – sunny day!
	Sustainability – teaching in regard to the town and other wider issues
	Interactive 'touch' points around town – for assistance/info/advice/contact when in need.
	Life skills
	Life skills sessions – students learning for general life e.g. how to do taxes or pay a bill.
	Internet safe for the older generation? –'Silver Surfers'.
	Workshops by students to the community (e.g. social media, how does the internet work).
	16 year olds giving business advice to Cirencester businesses.
	Learn about the land use in your town. What areas are wasted? How pressures of parking and housing can needs be addressed.
	Saturday morning apprenticeships (retail)
	Facilitate projects and knowledge exchange between businesses (esp small) community + education institutions
	Prominent issues – Taught about the high street and survival – weekly classes
	Creating hubs – post 16/university for young entrepreneurs to be supported – less out migration of youth e.g. design craft.
	As projects emerge make sure that work experience/apprenticeships involvement is included in the tendering process.
	'Storytime': Getting community together to listen to speaker within the community – hear stories to highlight importance of individuals in community. Can use this time to keep a tab on the pulse of the community.
	Get schools involved in development of rural activities – cinema, coffee points pop up shops, craft ideas for all ages to utilise.
	High street business ongoing with local education provides to act as case studies/work placements – gaining awareness of young people.
	Use of data/ease of access to data for educational purposes i.e. dissertations.
	Working with local employers to ensure work placements for residents.
	Men's sheds and similar – learning hubs for retirees vs social insulation
	Business owners to give presentations to schools – from 10+
	Establish and develop learning needs for ageing community.
	Considering needs of transient student population who contribute to the Cirencester economy
	Toddler/pre-school learning
	Develop real life skills
	Need a tech college
	Vocational learning
	Practical skills

Category	Post it ideas
Events	Cirencester town also relies on outlying villages – don't for them.
	Festivals: music, arts, craft, book
	Street Festivals for whole community several times a year – in smaller streets
	Rock Festivals in the Amphitheatre
	Festival organised by students, business owners, older community members.
	Ensuring/supporting continued youth involvement-beyond the youth market e.g. Christmas market and other events.
	Arts and Crafts Festival – promote making with your hands for wellbeing at all levels.
	An annual food Festival where people can learn about food, cooking and healthy ingredients.
	Students/college liaisons for utilising the parks for events.
Housing	More housing in Cirencester will grow the facilities
	Convert the upper parts of shops for housing – people should live in the centre.
Cinema	Cinema, Escape Room, Laser Tag, more activities to do in Cirencester
	Cinema
	If cinema development goes ahead, use of facility for drama classes.
Leisure	Encourage leisure outlets that bridge age and ranges (+classes) i.e. cinema, Wetherspoons – encourage feeling of community.
Improved evening economy	Late night shopping
	Evening bus services to facilitate villages getting to and from Cirencester after 6pm.
Parking	Online car parking booking and charging points
Infrastructure	Invest in cycling walking bridges and permissive paths to link Cirencester to the countryside.
	Pool resources to improve public transport infrastructure.
	Car sharing – having a car station in Kemble where one can get access to the car by using a card. The car can then be driven to Cirencester and either left at a car station there or taken back to Kemble. Being done in Germany - using electric cars. BMW and Volkswagen offer these services.
	Public transport
Wellbeing	Helping with personal issues and mental wellbeing – creating a happy, healthy community.
	Healthy – education and provision around walking routes, cycling in and through the town.
Other	Dinner hopping
	Establish an organic and plastic free shop

Recommendation	Learning Exchange Strategy

Benefits/payoff	Method of results tracking
❑ Short-term: Instant use of spare central space + town centre vitality	❑ Short term: revenue, footfall, feedback, diversity of business representation
❑ Mid-term: sharing intergenerational knowledge + retaining young connected businesses	❑ Medium term – number of members of network/level of engagement broken down by sector
❑ Long-term: business retention and growth leads to mixed sustainable communities	❑ Long term: number of interaction and hours of engagement, ten-year census

Possible risks of implementation	Key steps to implement
❑ Short-term: finding and funding + engagement of participants/marketing	❑ **Short-term** – management team; working with landlords; liability or insurance; safeguarding of students; how space is allocated (competitive?); publicity and marketing; regular liaison meeting.
❑ Mid-term: maintaining momentum	❑
❑ Long-term: costs, skills,	❑
Implementation requirements (resources, costs)	❑
❑ Short-term: facilitation, pooling information, availability.	❑
❑ Mid-term: costs of bringing people together	❑
❑ Long-term: maintaining momentum – adaptability and flexibility	❑

Breakout Group: **Infrastructure**

Category	Post it ideas
Other	University education facility.
	Bandstand and ?? (can't read writing) 'Hub'.
	Shared Services space for new businesses – any needed? opportunities?
	24hr services? World economy, night time economy, service sector.
	Need fully holistic approach for integrated solutions.
	Health care provision expansion of services from current local hospital.
Congestion Relief	A417 dual-line complete
	Create a by-pass on the west of Cirencester (Malmesbury/Tetbury)
	Control of traffic
	Western by-pass
	Traffic flows
	Do we know what sort of infrastructure will be needed if Automated Vehicles (AVs) become the norm 10-20 years.
Connectivity	More private sector investment in all development employment skills plan.
	Planned flexibility!
	Co-location of primary care/out patients facility with intermodal interchange
	Town-Kemble station. Tetbury-Bath Regular link. 0600-2200 Mon-Sun. Every 30 mins Ciren - Kemble.
	Force development of cinema site.
	Utilise airport – Kemble visitor destination, tourism.
	See Kemble airfield as a great asset. Don't let it be another 'Beeching' cut.
	Connection of cultural/historical sites aiming at tourism destination (hotels/?? To support). Strong current base to build upon.
	Improved bus/coach access/circulation to and around the town centre. Esp. East West cross centre movement.
	Increase residential offer in core of the town.
	Green infrastructure vision (shared and owned).
	Incorporate within other traffic flow movements.
	Re-develop Police station and courts resi/commercial.
	Roads - find a solution to the Love Lane congestion 1200 +1630 – 1700hrs.
	Roads – major re-design of Tetbury/Stroud road roundabout.
	(Re)-densification of town centre accommod/housing (people £)
	South Cotswold multi modal interchange 'plaza'. Feed longer distance bus and coach with local services including taxis, car, cycle. 'Last minute' 'tech' etc.

Category	Post it ideas
Cricklade Street	Rat runs
	Improve Brewery Arts to Cricklade Street link area.
	Access issues
	Signage
	Central community space connected to surrounding by high quality links.
	Removal of barriers to access of/use of public transport (i.e. level of service).
Parking	Loading/deliveries
	Car parking policies - meet needs of demographics and attract into town.
	Parking all day/short term
	Disabled.
	Disability parking.
	Parking.
	Disabled parking.
	Park and ride scheme.
	Enforcement.
	Alleviate commuter car journies in town – park and ride.
	Car free town centre (except disabled + OAPs)
	Re-develop car park and large store adjacent to Tesco.
	Provide car parking – Grove Lane scheme not Waterloo.
	Car parking – immediate ?? surface e.g. Rugby Club and Love Lane.
	Permanent multi storey but designed with future feasibility – offices or res.
Green Space/Energy	'Clean & Green'
	Electric bike publicity provision.
	Electric bike charging (future?).
	Electric car charging.
	Network of electric charging points.
	Flood prevention – river management.
	Flood resilience.
	Implement a flood prevention scheme.
	Green – environment – protection, public green spaces, link to health wellbeing.
	Leadership through appointment of Energy/Sustainability Officer and Wellbeing Officer.
	Link with Dyson's plans for electric vehicles – could Cirencester be a 'test bed?'.
	Emmissions/evironmental impact.
	High quality environment.
	Allotment – grown your own vegetables plan through town.
	Space issues
	Link 'necklace' of green spaces/parks
	Plan to maximise sporting provision in town. All sports.
	Any existing issues with utilities? Water, sewerage etc.
	Improve Streetscape - Dyer Street.
	EV AV vs car free = What!? is the future….fewer cars certainly.
	Green energy initiatives – local control and involvement.

Category	Post it ideas
Rail	Rail links
	Very light railway – train
	Focus on the future of transport (which is part of our heritage in Roman Britain) and use the old railway as a research test bed.
	21st century public transport system to connect town to wider region bus/train/rail.
	Rail connecting Cirencester – Kemble.
	Cirencester – Kemble link.
	Are there any infrastructure related sites that might become available through change?
	Closer links airport, rail to Cirencester.
Communication/Technology	Mobile phone everywhere.
	5G digital availability + hubs.
	5 G mobile phone coverage.
	Mobile signal – better connectivity to match remote Turkey + ?? of ??
	Congestion – commuter times – shift/opening times for businesses- flexibilityq
	Communication e.g.timetables/tel no.s/website.
	Facilities created to meet younger society. Perception – development all aimed at ageing population.
	IT related infrastructure; do we know what might be needed? Boardband etc.
	Employers – networking with schools, colleges.
	Digital infrastructure to meet mobile/at how workforce extending into rural communities.
	Project to collect data set showing how the town is used.
Public Transport	Taxis inc. ranks
	Bus station (in old train station car park?).
	Public transport replacing the car. Could be train/BRT
	Traffic management (in all of its forms).
	Public transport – joined up approach bus/rail/cycling.
	Pubic transport taxis etc.
	Public transport hub.
	Bus support (or whatever is needed to get a good service).
	Transport links
	Multi purpose bus station
	Buses
	Hourly bus services to Stroud, Fairford, Lechlade. High quality product.
	Daily ?? Responsive Rural Minibus Service to/from surrounding villages e.g. Lincolnshire call connect.
	Co-location of click & collect hub with multi modal interchange.
	(Integrated) Public transport integration.
	Tetbury road sustainable transport priority link. (part of improved links to RAU/College/ Kemble station).
	Traffic.
	Public transport.

Category	Post it ideas
	Transport modal shift interchange + encourage cycling + open up cycle routes.
	Encourage employers to contribute/utilise buses and rail more.
	Hospital bus stop / public transport access improvements.
	How to get here? If not by car, does the town need public transport infrastruture?
Pedestrians/Cyclists	Shared spaces + pedestrian areas.
	Off-road bi-cycle network though town connecting to schools/hospital.
	Segregated cycle network – all off road.
	Clear the centre of the market place of cars – pedestrians should rule!
	Isolate town centre as 'mix' traffic pedestrian zones not friendly.
	Diffrerent groups –pedestrians, disabled inc. blind, cyclists, children.
	Pedestrian permeability (but how with older population).
	Attractive pedestrian network –connecting all neighbourhoods to town centre/schools/hospital.
	Pedestrianisation.
	Town level access (step free) i.e. no barriers to permeability.
	Market place design.
	Consider improving the walking/cycling facilities as a method of transportation – our current set up is inadequate.

Recommendation	East-West Sustainable Access Improvement

Benefits/payoff	Method of results tracking
❑ Consolidation of flows / congestion reduction ❑ Improved connectivity to and across town centre ❑ More efficient movements ❑ Increase the capacity of the ring road ❑ Wellbeing	❑ Journey to work data ❑ Traffic modelling ❑ Wellbeing- how to measure? ❑ Financial – credible business case
Possible risks of implementation	**Key steps to implement**
❑ Heritage related concerns ❑ Deliverability – Finances? / Planning? ❑ Rat running? ❑ Political support and take up?	❑ Define Objectives ❑ Agree team to drive forward (partnership) ❑ Learning from others ❑ Public engagement
Implementation requirements (resources, costs)	❑ Financials
❑ Survey work / feasibility ❑ Financial estimates - £5m + ❑ Agreed timeframe ❑ Partnership working – consensus building	❑ Project management ❑ Alignment with other strategies ❑ Understanding context – how might this work with other traffic flows? ❑

Breakout Group: **Business**

Category	Post it ideas
Parking	Car charging
	Business Parking – to free up public car parks
	Map impact of post 3pm free parking
	Accessibility
	Marketing Cirencester
Infrastructure	All customers want convenient access.
	Links – business, retail, schools, university
	Personal touch (customer service)
	Ability to browse (touch, feel)
	Facilities to support growth
	Experience/destinations
	Street scene very important – improve Cricklade Street
Pedestrian/Cyclists	Cycle routes
	Electric bike scheme 'Cirencycle'
	Transport/pedestrian links between Love Lane/town centre
Leadership	Fully funded 'Mayoral office'
Housing	Increase of quality residential in town centre
	What is impact of Chesterton development on town centre retail space requirement?
Hubs	Digital hub
	Innovation hub
	A cultural hub
Cinema	Cinema
Public realm	Improvement to public realm
	Improve public realm – cluttered streets
Pop ups	Pop ups for farmers – market stalls/student start-ups a space to sell regularly (but over very short term leases).
Community Engagement	Set up landlord tenant forums for commercial property.
	Engage with Landlords to improve buildings – inward investment
	Set up a research project, talking directly to young people about what they actually want and how they spend their time.
	Councils to consider 'rates-free periods' for new businesses at the beginning of occupation.
	Develop working groups which meet regularly on strategy.
	Host events in town centre to bring people together – concerts, choirs, sports events.
	Local Authority funded community café for all generations – staffed by volunteers perhaps.
	Working as a community
	Local members – link Ciren business with schools/uni students
	Consult younger generation to keep up with the trends.
	Information overload – need personal guidance.
Leisure	Invest in sports clubs to encourage young people to engage face to face and host their own community events.

Category	Post it ideas
Land/Buildings/Shops	Listed buildings an issue in centre – relaxation on constraints
	Different commercial roles for town centre vs SW sector (Love Lane/Tesco/Dobbies).
	Intensification of use – reduce shop size to reflect modern requirement. Pop ups
	Engage commercial property landlords
	Relax constraints of use class
	Identify gaps in uses
	Identify key tenants and keep them
	Hotels
	Medical
	Leisure
	Restaurants
	Cirencester Ambassadors
	Are landowners on board?
	'Market Town' concept – smaller retail spaces with satellite storage space out of town. CP Stockton on Tees.
	Utilise RAU facilities to advise on needs of town centres to attract younger people to work/play (students union?).
	Vision – USPs - sectors
	Generating a 24x7 Business Economy
	Co-ordinate the town offer effectively e.g. ensure the offer of the town is most available when the footfall is at its highest.
	Integrate: Retail>dining>leisure>ent. with educ.>workplace>public services
	Anticipate retailers who will close + plan proactively.
	Engage early with the youth!
	Distribution retail
	Business free space
	Development land
	Where is the growth going?
	Dpop drop off/collection point in town
	Lease reviews
	Implement a business improvement district – carry out a feasibility study initially.
	Business rates – central government issue. Will have to change property tax system.
	David Owen talked about growth – We need to define growth in terms of 'Quality Offer'.
	Identify towns USP – theme, market and promote the town accordingly.
	Use the experience of national retailers who thrive in the town.
	Getting the right balance of retail offering to make it more attractive going forward for shoppers and tourism.
Night time economy	Nightlife
Category	**Post it ideas**
Marketing	Promotion of 'buy local' via social media.
	Social media promotion of the town website.
	Town centre retail USP is 'luxury'.
Other	Use of parkland waterpark

Recommendation	Cirencester of the People for the People (Business Improvement Forum)

Benefits/payoff	Method of results tracking
❑ Future Proofing	❑ Measure Cirencester GDP
❑ Collaboration	❑ Vacancy Rates
❑ Resilience	❑
❑ Better Choice	❑
Possible risks of implementation	**Key steps to implement**
❑ Apathy	❑ Secure Funding/Bidding Body
❑ Lack of Leadership	❑ Identify Specific Outcomes
❑ Lack of Focus	❑ Regular Review of Progress
❑ Business Closures	❑ Leadership
Implementation requirements (resources, costs)	❑ Invite New Ideas & Innovation
❑ Effective Local Government	❑ Establish Marriage Broker Service
❑ Knowledge Forum (Need Facilitator)	❑
❑ Full Range of Skills to Facilitate Change	❑
❑ Commitment to Delivery	❑

Breakout Group: **Community**

Category	Post it ideas
Transport	Overflow car parking near Christmas
	Public transport connectivity
	Car pool
	Invest in cycling infrastructure – lots of outlying villages within easy cycling of town but not suitable routes
	Improved public transport – trains
	Integrated transport strategy
	Ability to cycle into work in town centre but somewhere for employees to shower etc. for businesses that don't have those facilities.
	Launch a community shuttle bus
	Local hourly bus service
	This of Cirencester as a website and create a growth strategy.
	Appealing to young children – somewhere for families to meet and talk – soft play but with organised groups.
	Shuttle bus from local villages/areas to town centre
	Infrastructure needs to improve – cycle lanes need to be properly segregated and lead somewhere! More buses and encourage cycle hire businesses (for tourists and residents).
	Cheltenham has re-named itself the 'cultural capital' – Cirencester = Creative Capital
	Create a bid
	Appoint a Town Centre Manager
Heritage	Cater for tourists, transport, food, well marketed sites
	Improve the Riverside Walk (water to flow in Summer months!)
	Do we need another further education establishment – RUC great – what about another specialisation e.g. arts, history (Roman past – use expertise of Corinium Museum).
	Parish Churchyard wildlife green space
	Making heritage relevant to today
Innovation	Innovate in how we provide services e.g. a meeting that is an 'eco' building, leading the way and briefing other towns to follow our lead.
	Cirencester taking up the slack in areas of national shortfall. – NHS, education.
Sports/Community Hub	Community Hub.
	Something big that can provide challenge and offer opportunities for success e.g. ice rink
	Make the shops into places for people to meet – like a community hub for mixed ages.
	We need a database of community organisations
	Businesses should be asked to pay for community
	Community isn't a free ride
	Apply what happens in a family
	Indoor skate park
	Climbing wall (Bowling Abbey!)
	Hub for youth groups like Brownies, Cubs that is multi-purpose and fit for purpose.

Category	Post it ideas
	Emphasise and care for historical past – use the old buildings, refurbish where nec.
	Indoor sports complex. Trampoline, rock climbing, mini golf, laser quest, archery.
	Town centre based youth centre.
	Affordable schemes to provide Leisure opportunities for all.
	Places to meet for young people.
	Hub to run community courses to enable vulnerable people to upskill and feel valued and part of the community.
	Town Centre public notice board.
	Indoor markets and venue.
	Ensure elderly not phased by technology e.g. ?? scamming, car parking machines
	The community is wider than just the geographical place.
	Volunteer Advice Centre
	More voice for young people – give them more sense that they matter.
	Use the old station (empty for 6 years).
	Old station building convert.
	Town centre based health hubs – 'prevention' drop in / link to social prescribing.
	Community Fridge — Jamie and Jimmy London Borough supermarkets + individuals street food fiesta. Community Café — Prepare, Serve, Gather, Themes, Discussions, Groups, Hobbies. Ace Champion — Resilience wheel / Community — Engagement \ purpose / belonging → Evidence
	Time Bank – sharing skills purpose commitment confidence building
	Pubs are declining – what needs to take their place? Where can people meet their friends?
	More night life leisure activities e.g. cinema (being done) bowling alley, arts venue.
	Intergenerational meeting.
	Use the empty H of F as a community asset, Hub for pop ups/start-ups etc.
	Pop up shops for creatives/graduates with option to offer some sound 'playback'.
Markets & Events	Pop up events — Family Entertainment / Hobby based. We have large grounds and car park.
	Market Square events
	Corn Hall events
	Smaller Abbey events
	Build a community centre.
	Vintage fair, music, fashion, family fun.

Category	Post it ideas
	Create more festivals using public spaces e.g. flowers
	More regular FREE events on the market place and green spaces
	More community events (like the human poppy)
	Concert hall – more facilities for the arts – replicate success of market with success in the arts (NB Barn Theatre a case in point)
Creative	Community Mood boards
	Street art, boarded shops, Walls..
	Opportunities for art expression for all
	Building dedicated for people to express through creative art
Cinema	Cinema
	Cinema
Homelessness	A collaborative approach to helping the homeless currently on the street. Counted 8 last weekend.
	Help the homeless – be the town that cares about all its residents
	Vulnerable people do the circuit of charity shops – a pooled knowledge of how to serve them best.
	Help young people to work and remain here – more housing for young people.
Young/old link	Elderly doing graffiti
	Schools + old people's homes liaison, visits.
	Future of Cirencester is not about young people. 25% pop 2026 over 65. Has to engage.
	Young and old need to engage with the community.
	Apply what happens in the nuclear family not to the community family.
	Larger library more interaction – authors, lit fest, games –scrabble.
	Linking old and young – old peoples have for 4 year olds.
Other	Re-think the way we trade – request some sort of social payback from traders.
	More accessible information about what is open on a Sunday. Live info. boards at entrances to market place.
	Social media: open group - not spotted

Recommendation	Create a community hub/asset in central location (e.g. House of Fraser store) Such as: somewhere for the whole community (young/old, homeless…), retail/entertainment pop-ups, leisure activities, community fridge, graffiti for the elderly, cinema… 'Delivering well-being through creativity, commerce and connectivity'

Benefits/payoff	Method of results tracking
❑ Community cohesion	❑ Community mood portal
❑ Enhancing the town centre	❑ Repeat visits
❑ Promoting new businesses/Re-use of empty retail space	❑ Income generation/occupancy
❑ A town that cares for all its residents and visitors	❑
Possible risks of implementation	**Key steps to implement**
❑ Strong management	❑ Putting community at the top of the agenda
❑ Buy-in and money from stakeholders	❑ Launch a campaign to get the community to buy-in
❑ Overcoming red tape/don't have more of the same	❑ Find the building/Get the space
❑ No empty space available	❑ Form a core steering-group/board
Implementation requirements (resources, costs)	❑
❑ Shift in attitude	❑
❑ Get permissions/get influencers on board	❑
❑ Don't be boring. Involve people of all types/ages	❑
❑ Community buy-in	

Breakout Group: **Wellbein**

Category	Post it ideas
Other	Safe
	Young & old
	Young talent leaving
	Wellbeing
	Low house prices
	Small class sizes
	Care for older people
	One size does not fit all
	Younger demographic 25-35
	Passion for trees – plant in urban environment
	Is it about Cirencester as a designation or is it about the well-being of the people who live in Cirencester?
	Park difficult to get to.
	Cirencester next to ?? Victoria Road
	Good green spaces on edge
	Market Place & Cricklade Street – urban.
	More planting tubs.
Good/better/best	For cycling
	Copenhagen cycle routes do not all connect.
	All roads lead to Cirencester.
	Bike friendly – bike sheds
	= all attracts visitors
	Less cars ore cycling
	+sports and facilities hub
	Good for visitors & residents
	Funding – linking the military base to Cirencester
	¼ million cost for cycling
	Shower facilities /will need to be secure/demographic
	Cheltenham looking.
	Leisure routes – desire lines – direct obvious routes
	Deer Park to Stratton

Category	Post it ideas
	Can link to other infrastructure Kemble
	Build infrastructure first.
	Pedestrianisation of Cirencester.
	Night time economy = very quiet.
	Bring Cirencester alive – cinema? – Next step.
	Flexible centre.
	Can reduce speeding. Possible quick win but issues.
Soft infrastructure	Make things in it, make community places
	Rhythms and rituals – map – Christmas – Pheonix Festival, comedy festival
	For local people 'our village fate'
	Heritage open day 'Stories of Cirencester'.
	Branding – (Cheltenham has a Jazz/culture).
	Keeping and retaining talent – This Country
	All shops included
	Improve nigh time economy
	BBC South West never mention us!
	We need something – something big to combine all the great things together.
	New merry walks development –mixed development better.
	Over 50's estate.
	Has to benefit all.
	Wellbeing has to be in the plan from beginning – design Barnwood Trust.
	Multipurpose Building – Police station / library
	Centre – is accessible – sense of security
	Architectural heart. Unique. Interesting space, place more we have the more reason to stay and visit.

Recommendation	Cycle Friendly Cirencester – Cyclecester

Benefits/payoff	Method of results tracking
❑ Healthy population < obesity / reduced air pollution ❑ Increases interaction ❑ Noise reduced	❑ Immediate base line study on cycle use and potential cycle use ❑ A CDC/CTC team or responsibility person to monitor, promote and carry forward ❑ Understand distance of cycle paths planned or built ❑

Possible risks of implementation	Key steps to implement
❑ Reduced free movement of vehicles (cars / deliveries) ❑ increase in crime – cycle related and facilitate other crime ❑ Increase in cycle related injuries – pressure on NHS ❑ Increase in cost street lighting and CCTV	❑ Buy in – Highways at GCC ❑ Feasibility study ❑ Identify resources ❑ learning from others

Implementation requirements (resources, costs)	
❑ Improving routes – cycle paths / potholes	❑
❑ Sign posting – showers – bike hire Centre	❑
❑ Marketing campaign -	❑
❑ Community Involvement (retail/families/business)	❑