

Portas Pilot

Issue

High streets are recognised as important hubs of social interaction and cohesion, as well as providers of local jobs. They're a visible indicator of how well, or how badly, a local economy is doing.

But our high streets and town centres are facing serious challenges from out-of-town shopping centres and the growth of online and mobile retailing.

The government recognises that our high streets have to offer something new and different that neither shopping centres nor the internet can match. They need to offer an experience that goes beyond retail - the high street should be a destination for socialising, culture, health, wellbeing, creativity and learning, with schools, doctors' surgeries and offices along with shops. Our high streets should be social places that make creative use of public spaces and with a vibrant evening economy.

"Local authorities ambitious to revitalise their town centres need to ensure their local plans prioritise its success. They need public, private and community-based partnerships to focus on the town centre, possibly co-funded through a Bid. They need coherent and distinctive branding that projects the qualities of places and their functions in the wider urban area." David Marlow – the Guardian

Actions

Wadebridge received £10,000 towards helping to fund some of the initiatives initially put forward in the original bid. These included:

- A new interactive website for the town
- Brand identity and positioning for Wadebridge
- Purchase of market stalls and co-ordination of regular markets within the town

We now need to put together a Town Team to carry out this work. Proposals have already been supplied for the new website but we need to put together a team to handle these projects.

We are looking for a good cross representation of shops owners, local businesses, landlords and members o the public. The Town Forum has already agreed to be involved as have the Chamber of Commerce who is leading this project.

Town Team Partners will also be able to get to support from the Association of Town Centre Management which will work with Town Team Partners to:

- identify their needs and requirements
- hold information events to help deal with the most pressing challenges facing struggling town centres

- set up an advice line
- offer a network of advisers to help improve local towns

All those towns that have registered to become Town Team Partners have the backing of their local MP, who has pledged to support their high street.

The Prime Minister asked Grant Shapps to take forward the [government's response](#) to the recommendations and this was published on 30 March 2012

If anyone feels they would like to be a part of this team please contact either Sarah Prosser or Adrian Jones.