

THE DISTRICT EXPERIENCE

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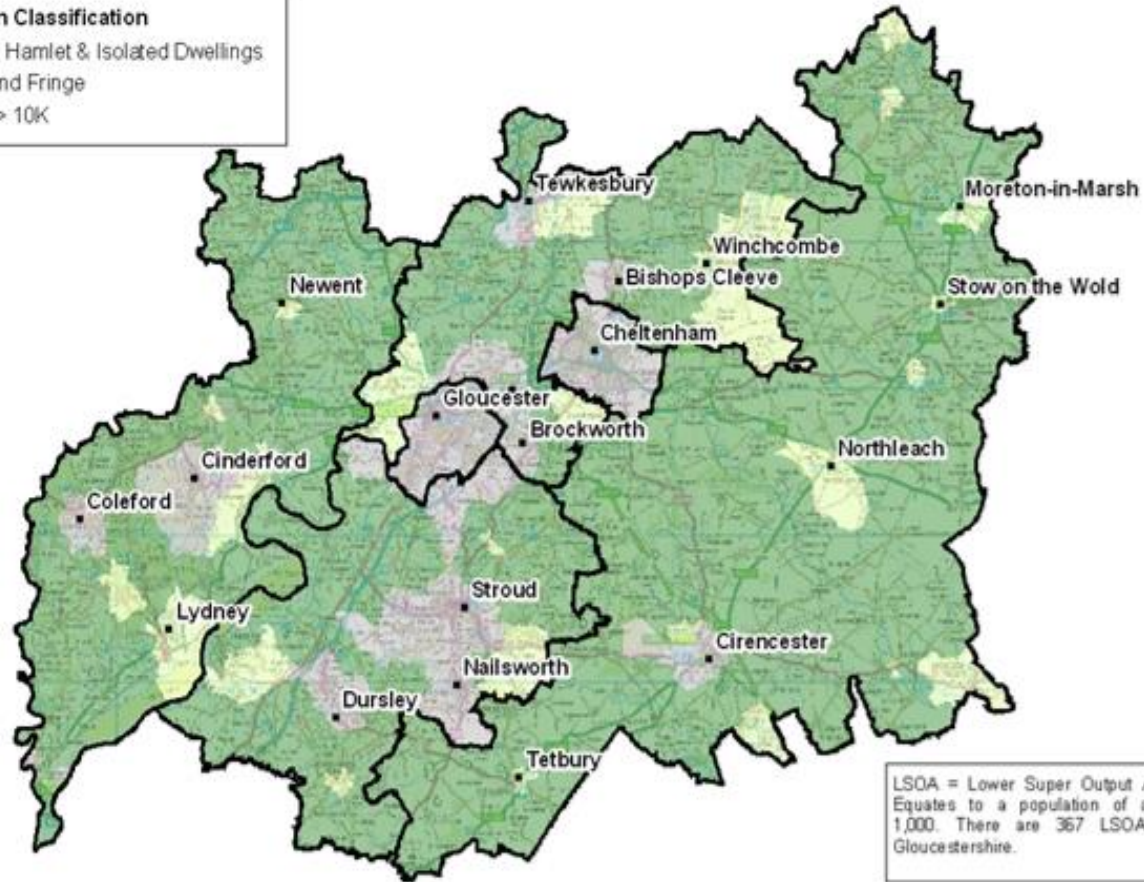
Background to Tewkesbury Borough

- Growing population
- Joint Core Strategy – strategic employment allocations
- Borough Plan
- Mainly rural character
- Strategic location – excellent motorway links
- Position borough to meet growth

Rural/Urban Classification of Gloucestershire

Rural/ Urban Classification

- Village, Hamlet & Isolated Dwellings
- Town and Fringe
- Urban > 10K

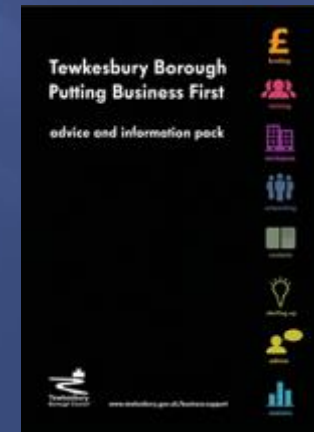


LSOA = Lower Super Output Area
Equates to a population of about
1,000. There are 367 LSOAs in
Gloucestershire.

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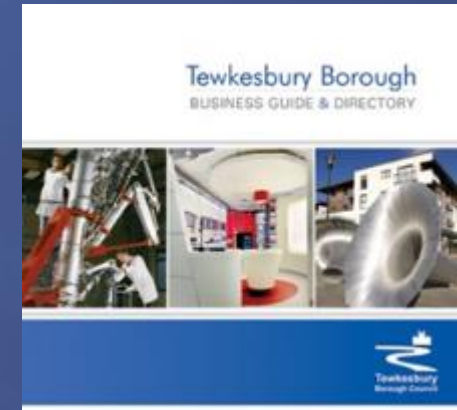
Business in Tewkesbury Borough

- Diverse business base
- 3,500 businesses
- Established centre for high tech advanced manufacturing
- Multinational to microbusiness (76% micro business)
- Strong economic performance – above national level
- Skilled workforce
- Low unemployment 1.1%



Role of the council – economic development

- Small ED team
- Big focus on growth
- Economic development seen as priority
- Influences at district, county and national level
- Where do councils fit in delivery of ED?
- Partnership working crucial i.e. LEP, County Council, GRCC, business networks



LEP

- ▣ SEP
- ▣ Growth zone at M5
- ▣ Joint Committee
- ▣ Sector groups
- ▣ EUSIF
- ▣ Growth Hub



THE GROWTH HUB

Key Areas of Work

- Growth agenda
- Maintaining strong relationships with local business networks - vital
- Business grants
- Support for businesses affected by flooding
- Inward investment
- Training and skills development
- LEADER project
- Town/Retail centre regeneration



Issues / Opportunities

- Flexible employment sites
- Strategic sites and rural economy
- SEP/SIF i.e. M5 growth zone, Growth Hub
- Increase start ups and innovation
- Local enterprise hubs
- LEADER
- Changing employment trends
- Retail centre vitality



Tewkesbury Town Team

- Key area of work at local level - supporting town centre vitality
- Established Marketing & Investment group
- Evolved into Town Team
- Responsible for delivery Mary Portas High Street 10k grant
- Developed links with LEP Retail Sector Group
- Gloucestershire LEP - National Retail Pathfinder
- Developed Retail Toolkit - Tewkesbury is a delivery case study.

Town Centre Background

- ▣ Traditional market town
- ▣ “Y” shaped town centre
- ▣ Small size retail units + conservation area
- ▣ Mainly Indies & SME’s + few big brands
- ▣ Split summer/winter economy
- ▣ Key assets – heritage, river, Abbey
- ▣ Over 130 units



Town centre profile

Many challenges....

- ▣ Fragile businesses.
- ▣ Hinterland engagement.
- ▣ Competition from nearby conurbations.
- ▣ No focal point / public space.
- ▣ Night time economy.
- ▣ High no. of charity & coffee shop.
- ▣ Vacant units.
- ▣ Flooding – negative media image.
- ▣ J9 Retail Outlet proposal.
- ▣ Budget and resources.

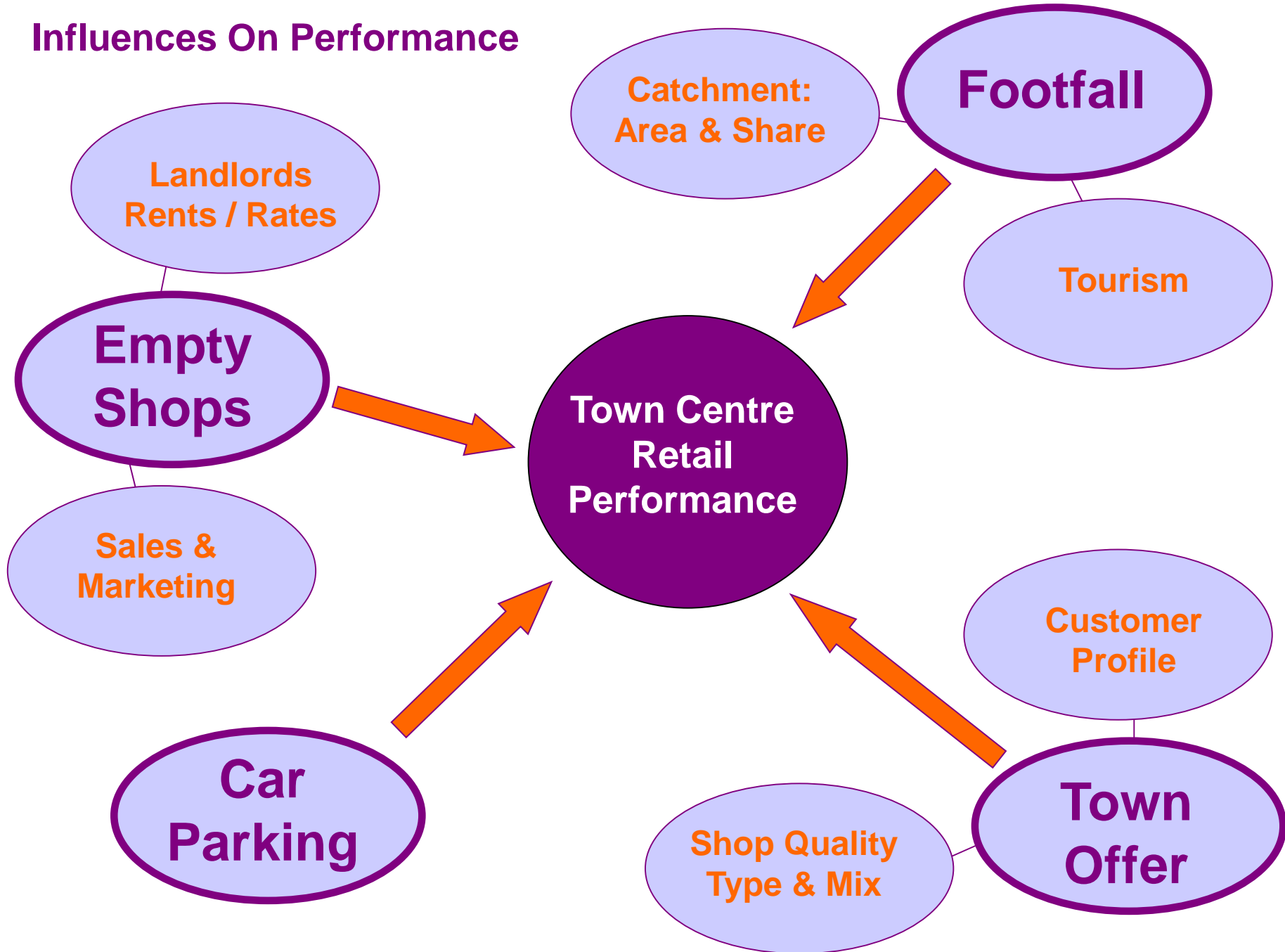
Understanding the Issues

- ▣ Delivery of retail toolkit help us understand our key challenges.
- ▣ Town surveys and footfall.
- ▣ Collect data/evidence.
- ▣ NEMs Household survey.
- ▣ Present to key influencers /organisation.

Key Findings

- » Survey helped Town Team to identify priority work areas
- » Develop and expand the 'offer' of the town.
- » Increase visitor footfall - out of season.
- » Make Tewkesbury a tourist destination.
- » A year round town - full calendar of events.
- » Increase range and type markets
- » Develop a clear identity and brand for the town.
- » Introduce activities to increase dwell time above 1-2 hours.
- » Review parking charge strategy.
- » Develop the experience of the town through heritage and public art.
- » Promote increased use of riverside and develop linked activities.
- » Encourage better range of shops and attract more independent retailers.
- » Develop investment plan for town.
- » Develop the Evening economy of the town centre.
- » Influence Master Plan for town centre.

Influences On Performance



Progress

- www.VisitTewkesbury.info + Facebook
- Vintage Fair + Vintage & Antiques Trail
- Established monthly Farmers' Markets
- High street food and craft markets
- Cotswold Tourism Accommodation Guide
- Cotswolds Attractions Guide
- Retailer training
- Vacant unit listings
- Town Team tourism campaigns
- Wider Town Master Plan projects



DISCOVER
TEWKESBURY



VINTAGE FAIR
13 APRIL 2013
WATSON HALL

Vintage Clothing ~ Jewellery ~ Fabrics
Crafts ~ Homewares ~ Accessories ~ Cakes



VINTAGE & ANTIQUES TRAIL
CHURCH ST. & BARTON ST.



www.VisitTewkesbury.info



DISCOVER TEWKESBURY'S
VINTAGE & ANTIQUES TRAIL
BARTON STREET & CHURCH STREET



Start at Tewkesbury Abbey or Tewkesbury Museum and take a stroll along Barton Street and Church Street. Along the way you'll find an exciting mix of Vintage Stores, Antique Shops, Boutiques, Galleries and Traditional Tea Shops. Scattered amongst the medieval buildings you'll discover Secret Alleyways, Museums and The Heritage Centre.



Hair by Rage. Fashions: Kalliste, M&Co. Replay Vintage. Photography by The Photo Studio

www.VisitTewkesbury.info



Tewkesbury Farmers & Craft Market



Sat 12 October

Sat 9 November

Sat 14 December

9am - 1.30pm

Abbey Lawns Car Park

Gander Lane GL20 5PG



Visit Tewkesbury



Tewkesbury Abbey
 Vintage & Antiques Trail
 Museums & Heritage Centre
 Historic Buildings & Alleyways

Traditional High Street
 Riverside Walks & Boat Trips
 Walking Trails & Cycle Routes
 Tea Rooms, Pubs, Restaurants

www.VisitTewkesbury.info

Planned Activity

- Tewkesbury Statues Project
- Developing town centre action plan
- Influence key decision makers
- Secure support & funding
- Working with LEP to prepare a paper to influence Government to provide more funding for market town/smaller retail centres
- Influence parking strategy
- Supporting town regeneration