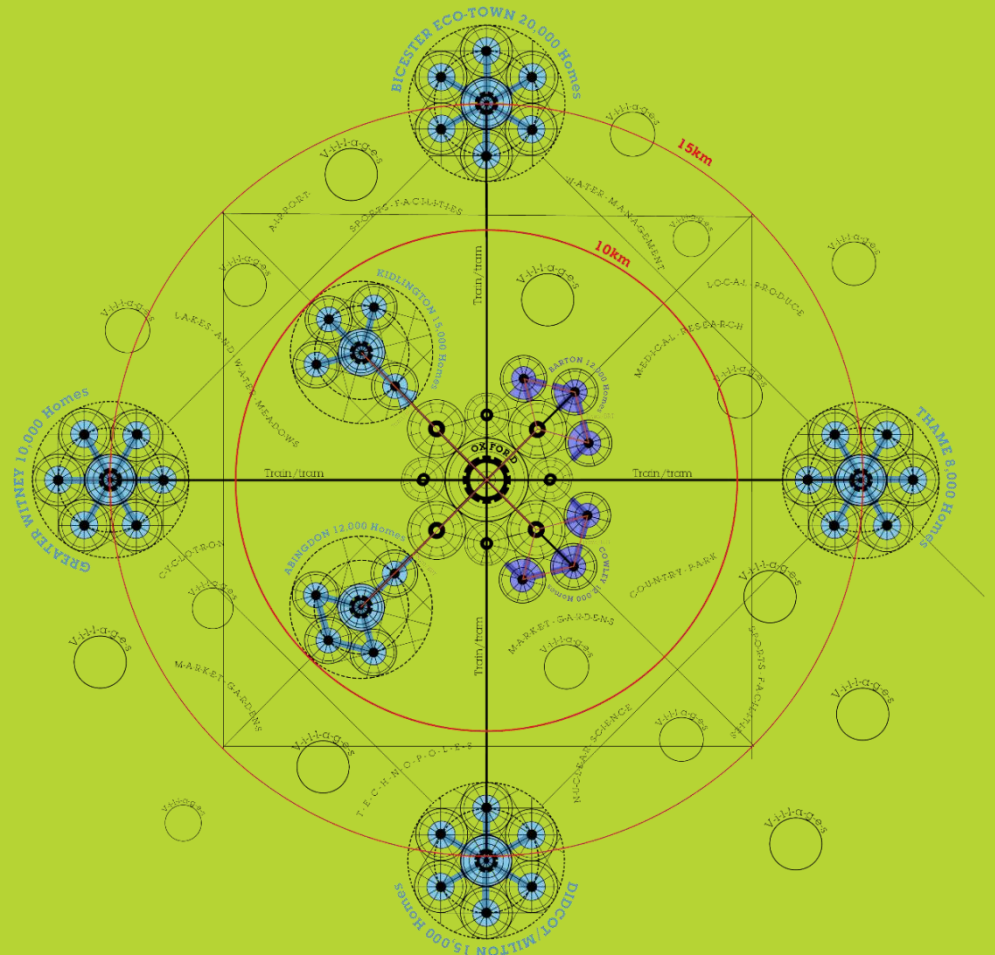


Winning the Battle in the High Streets

Dr Nicholas Falk
Executive Director,
The URBED Trust

www.urbedtrust.com

postcardfromthefuture.wordpress.com



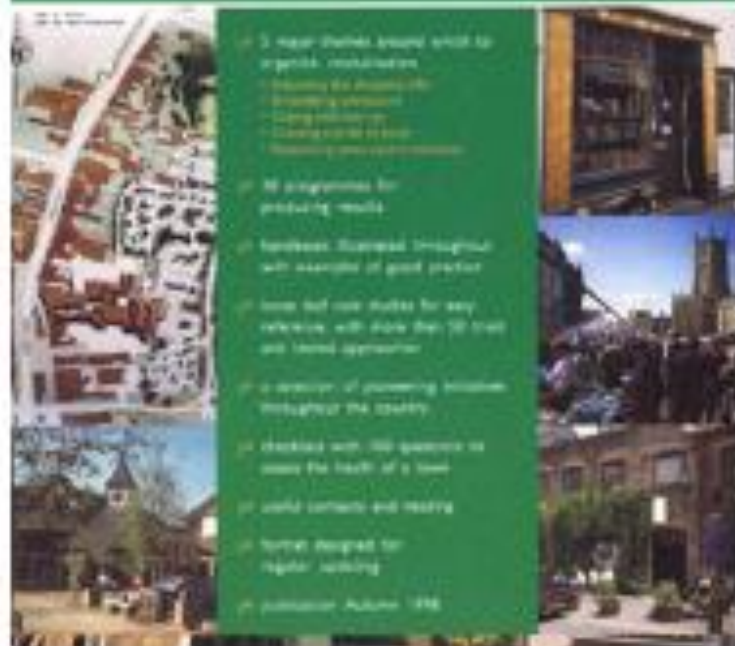
Where I come from



Live in Stroud, Gloucestershire and Kings Cross
Author *Planning the Social Services*, Saxon House, 1984
Co-author *Sustainable Urban Neighbourhood: building the 21st century home*, Architectural Press 1999/2009
Helped Sir Peter Hall's write *Good Cities Better Lives: how Europe discovered the lost art of urbanism*, 2014
Currently working on *Tales from a Hundred High Streets*
Founder URBED 1976-



New Life for Smaller Towns A HANDBOOK FOR ACTION



WELCOME TO Tomorrow's Suburbs Best Practice Guide Tools for Making London's Suburbs More Sustainable



Developed for the Greater London Authority (GLA) by the London Development Agency (LDA), the Association of London Government (ALG) and Transport for London (TfL)

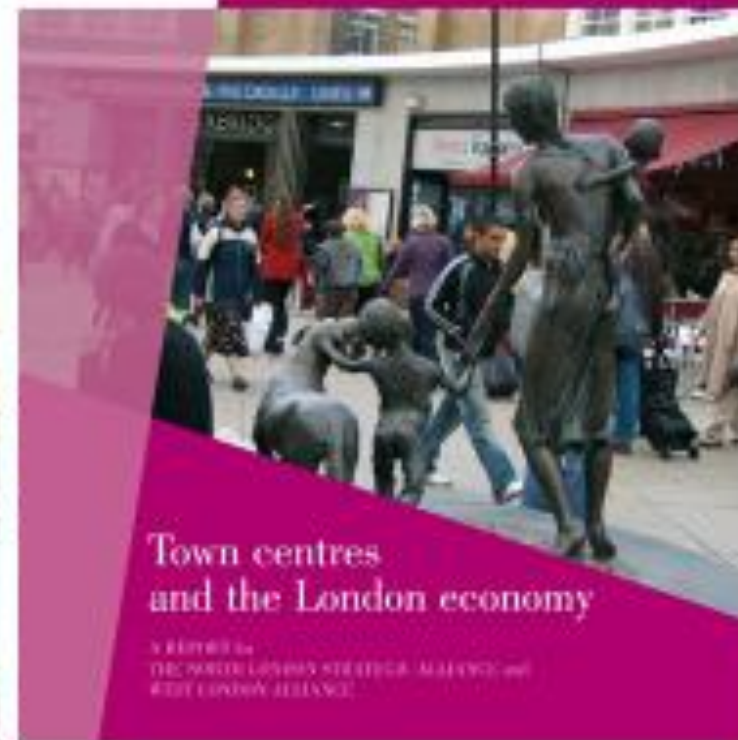
CREATED BY LONDON AUTHORITY



Originally prepared by URBED (Urban and Economic Development Group)



Over the Edge?



URBED'S town centre guides

Why change course?



The UK wants a sustainable and prosperous future

We are currently headed for the rocks

Obesity and addictive behaviour

Climate change and unforeseen upsets

Growing inequalities and unaffordable housing

Spatial polarisation, urban flight and poverty

Economic despair and loss of hope for the young

Holes in the heart of our towns and cities

*'If we do not change direction we
will end up where we are headed'
Lao Tse 3rd century BC*

Covid-19 has blown us badly off course e.g.

Reduced activity from job loss and empty shops

Car dependence makes public transport unviable

Isolation worsens mental illness and addiction

How to win battles



Welcome Back to Stroud Toolkit

Welcome Back Plan

Open/Online

Closed

Getting Ready

Welcome Back

New Normal

CLOSED

It came suddenly and almost without warning of the impact - bars, restaurants and clubs first, with "non-essential" retail premises only days after.

Resources in this part of the toolkit suggest what you can do to keep your audience aware of you, to let them know where you are at and set expectations.

If you have the ability to sell online already, go straight to the **open/online** area.

If you don't sell online, maybe consider **getting online**.

If getting online is simply not an option for you (though we urge you to consider it) then use the materials here, sit tight and move to the **getting ready** section when you can.

Getting Online

GETTING ONLINE

Selling online has been essential for many businesses during lockdown who were otherwise not able to trade.

Selling online does not have to be expensive, labour intensive or require significant IT knowledge.

This area of the toolkit helps you understand the options available to you and see if any of the approaches may work for you.

OPEN/ONLINE

If you are online, make the most of the opportunities available to you.

This section provides resources to help promote your online business and make it as efficient as possible.

It may not be business as usual, of course, and there may be things worth revisiting on your site.

You'll likely keep trading online, but don't forget you'll need to keep an eye on **getting ready** too.

GETTING READY

When you are getting closer to being ready to reopen, there will be much to do and many decisions to be made.

Resources in this section will help you prepare, consider checklists and how best to get ready to **welcome back** your customers again in a controlled and safer way.

If you are anxious about starting back up again, we will consider what you could do to help introduce less risk and more certainty.

WELCOME BACK

Customer facing businesses are likely waiting for the day they can finally welcome back their customers. It's likely their customers will be just as keen to be visiting again too.

In this section we have resources that may help you safely welcome back your customers and keep running efficiently.

It may be a long road to the **new normal**, but together we'll get there.

NEW NORMAL

The new normal may not be a bad thing, but it's quite certainly not going to be quite the same as the normal before COVID-19.

In this section, we will build resources to position the back-to-normal state and how we can continue to build to higher levels of success.

In preparing for battle I have found that plans are useless but planning is indispensable' Dwight D Eisenhower

- Pick your fronts eg town centres in regeneration areas
- Form alliances eg town councils and chambers of trade
- Motivate the troops eg festivals of life, good food
- Mobilise resources eg neighbours, property owners
- Devise phased strategies eg pilot/flagship projects



Stroud Chamber of Trade

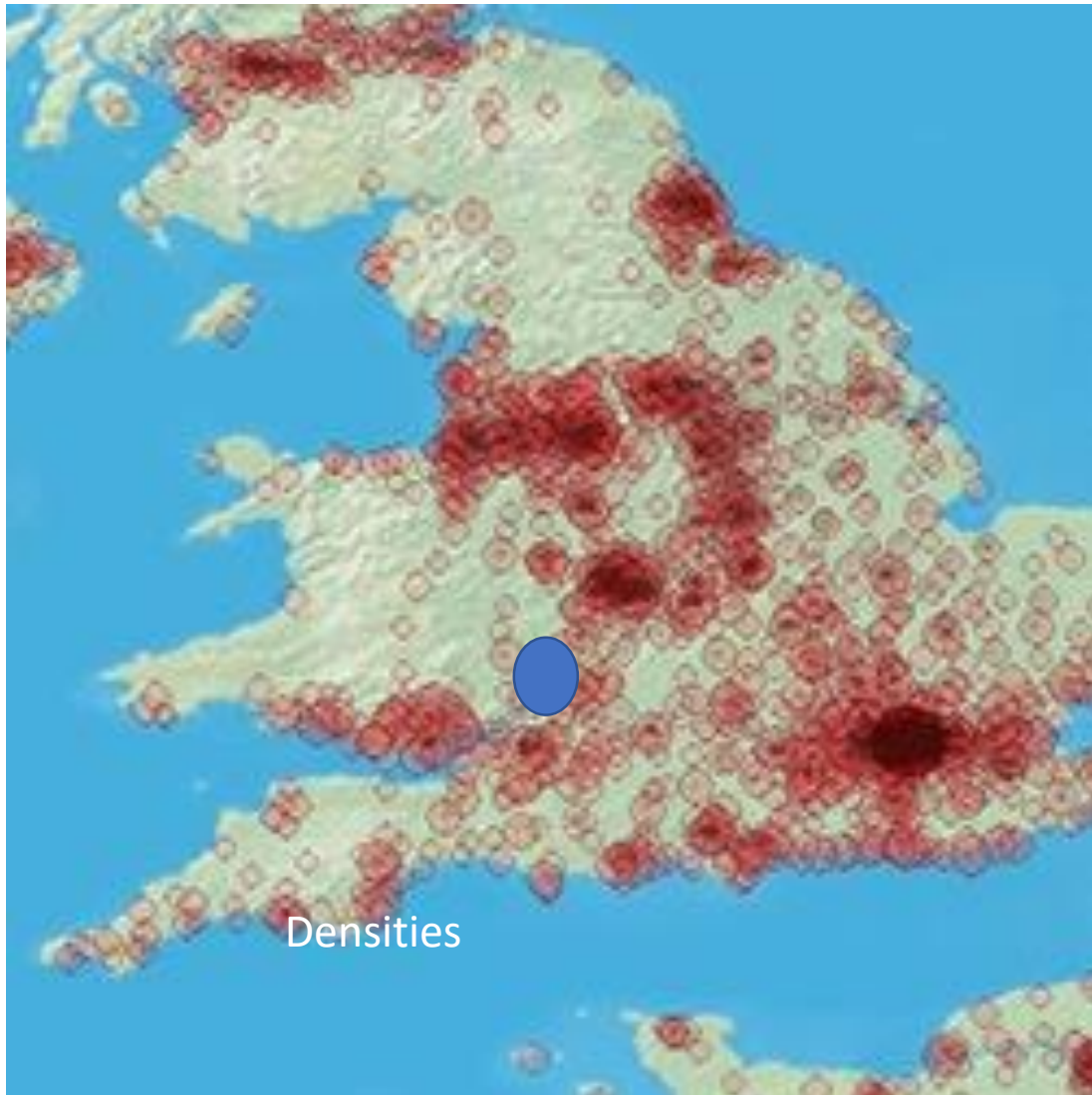
Making our community better, together

www.StroudChamber.org.uk

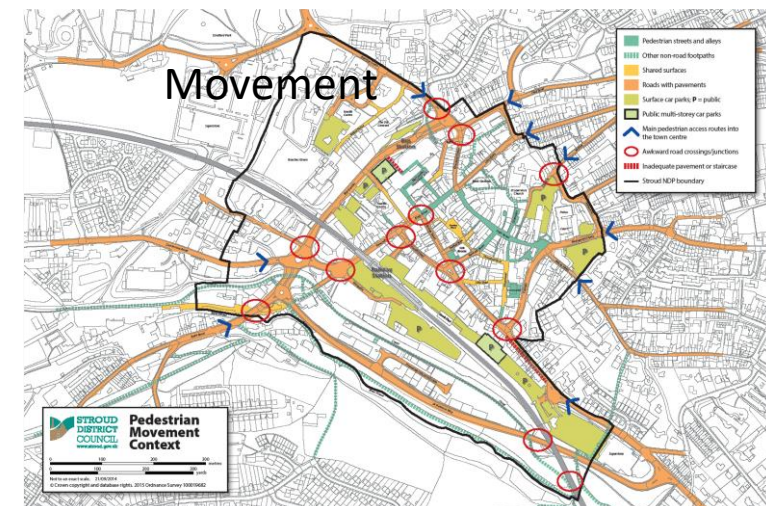
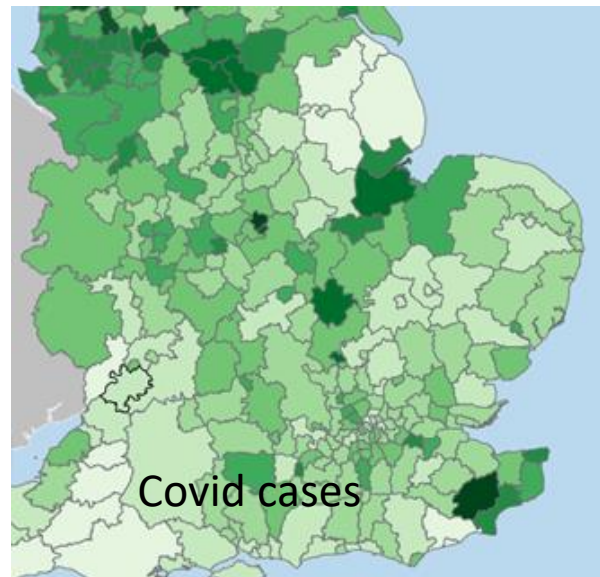
InStroud is an initiative of
Stroud Chamber of Trade



What a 'social prescription might cover



1. Action Get Smart through town centre health checks and X Rays



What a 'social prescription might cover



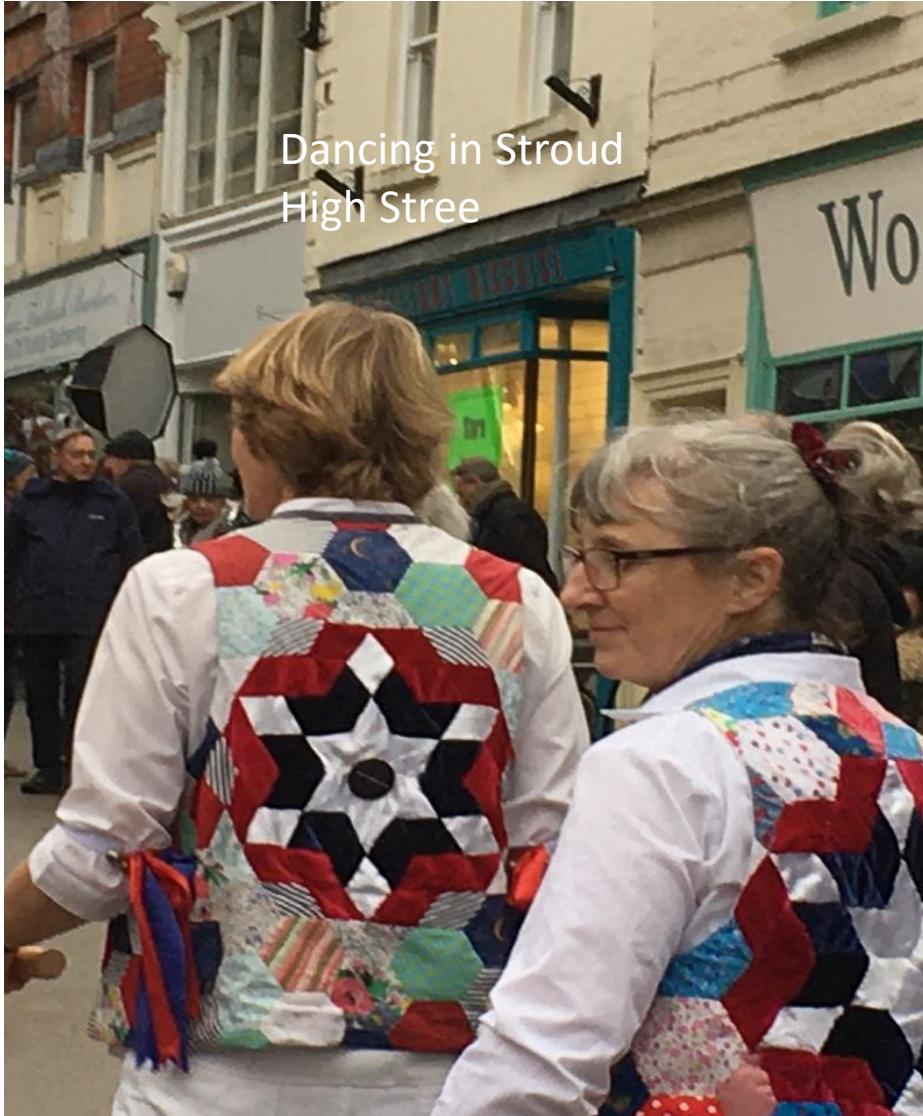
1. **Action** Get Smart eg map Hot spots/Grot spots for Healthy Life Years
2. **Access** Reallocate space and prioritise 'slowest first'



What a 'social prescription might cover



Dancing in Stroud
High Street



1. **Action** Get Smart eg map Hot spots/Grot spots for Healthy Life Years
2. **Access** Reallocate space eg prioritise 'slowest first' for active travel
3. **Amenity** Promote special places for kids play, clean and green havens

Stroudwater Canal



What a 'social prescription might cover



Springhill
CoHousing

Springhill Cohousing

1. **Action** Get smarts e.g. hot spots for Healthy Life Years
2. **Access** Reallocate space eg prioritise 'slowest first' for active travel
3. **Amenity** Promote special places eg kids play, greening
4. **Attractions** Develop waste space for -housing eg older people
5. **Agency** Re-empower local authorities eg task forces for co-production of recovery plans

‘Just do it’



1. **Action** Get smarts e.g. hot spots for Healthy Life Years
2. **Access** Reallocate space eg prioritise ‘slowest first’ for active travel
3. **Amenity** Promote special places eg kids play, greening
4. **Attractions** Develop waste space eg co-housing for older people

5. **Agency** Re-empower local authorities eg task forces for co-production of recovery plans





Thank you for
slowing down



Stroud Valleys Canal Company
www.stroudvalleyscanal.co.uk