

Retail and town centres English Heritage and the High Street Review



Tim Brennan

Senior
Regeneration
Adviser

English Heritage



Outline

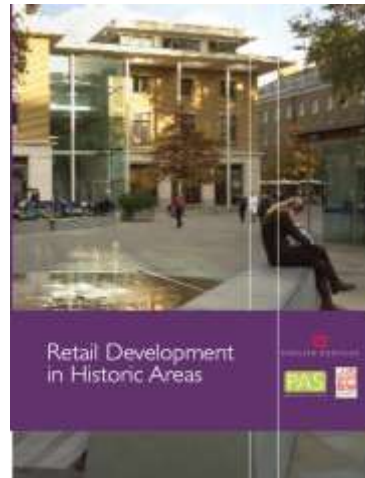


- Background on the way English Heritage has engaged on this subject
- Context on where we are now
- Current activity
- Case studies
- The view from here

Retail Development in Historic Areas (2005)



- Published in very different all round environment
- Property market conditions
- Development trends – ‘retail-led regeneration’
- Retail sector health
- Guidance specific to a certain set of circumstances
- Much of the content is still valid, but context is now much changed

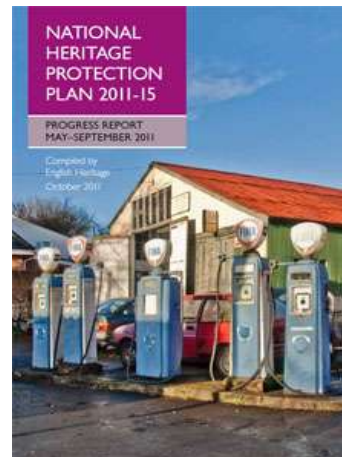


The National Heritage Protection Plan (NHPP)



NHPP published in May 2011

- Extensive consultation and preparation
- Systematic prioritisation and planning for future activity across the organisation
- Divided into eight 'measures'
- Measure 2 – Threat assessment & response
- Activity 2A1 - Development pressure
- Improving understanding and building the evidence base



The issues



- High street and retail trends
- Development trends
- The economy
- Demographics and changing working patterns
- Planning reform – NPPF
- The Portas review

The implications

- Struggling retailers
- Footfall and lack of investment – perceptions of quality of place
- Where development is directed to
- Relationship between local planning authorities and developers/retail chains
- Pressure for central Govt policy interventions



Where are we talking about

- Not just the 'Premiership and Championship'
- Historic cities and market towns
- High streets with character and distinctiveness
- But other less obvious historic places



Where we are now



-
- Consultation with the sector
 - Clear that situation in 2012 is much more complex
 - Would revisiting/redrafting retail guidance reflect this or provide useful advice?
 - Formal guidance is not necessarily what individuals and organisations necessarily expect in 2012

Current research exercise



-
- Sets out to understand changes in retail trends and town centre management issues and their implications for historic cores
 - Clear need to widen the focus to ensure we get a fuller understanding of the implications

Recommendations with direct implications for the historic environment

1. Town teams
2. Super BIDs
12. Changes to the use class system
14. Presumption in favour of town centre development
19. Disincentives on vacant units

Research themes

- Integrating large scale development with historic cores
 - Alongside
 - Within
 - Supermarkets
 - Complementarity

Research themes



-
- Smaller scale development in historic areas
 - Renewal of the high street
 - Refurbishment and reuse of historic assets
 - Refurbishment and reuse of shopping centres
 - Rejuvenation of town centre visitor economy

Research themes



-
- Partnerships
 - Town centre management
 - BIDs
 - Private sector led

Looking ahead



Factors become ever more complex

NPPF imminent – a very different planning environment?

Resources under pressure

- local authorities
- English Heritage
- Heritage Lottery Fund

Looking ahead



Local distinctiveness as part of the USP – competitive advantage?

Unique Selling Point = Unique Sense of Place

Making the most of existing uses, buildings and spaces

Mixed use and new uses

Proactive partnerships

Range of interventions