

Appendix 1
Mary Portas Review: A summary

1. Clear Planning and Management

- Clear vision of where the High Street wants to be
- Target businesses and services that are missing
- Collaboration between business and communities

2. Town Team

- Sets the vision and strategy
- Strong operational management.
- Collaboration: All stakeholders
- Could inherit powers
- Right to try new things
- Use of virtual networks
- “Champions of Change”: Charismatic local people
- Decide locally, suggest make up includes;
 - Key landlords
 - Large and small shopkeepers
 - Other local businesses and service providers
 - Local residents
 - Mayor/MP
 - Council representatives, particularly with knowledge of planning and development

3. Getting the Basics Right

- Business Rates, Parking charging
- Accessibility
- Safety
- Planning
- Large retailers to support and mentor local businesses and independent traders

4. Community Involvement

- Consider Neighbourhood plans
- Developer contributions to ensure strong local voice
- Support imaginative community use of vacant buildings: “Right to Buy” and “Right to Try” first. E.g. the Meanwhile Project brings vacant buildings into use while a commercial occupier is found

5. What the High Street Should be

- Civic Space
- Shared resource

- Multi-functional social places
- Variety of spaces, services, facilities
- Well run for the vision
- Well marketed/promoted
- Secure
- Tidy

6. Purpose of the Pilots

- To test the Town Team approach
 - Test different ways of making it easier to do business in High Streets
 - Test ways of re-imagining High Streets as community hubs.

7. Re-Imagining the High Street: A few Mary Portas suggestions

- The new Town Team Town Hall: Meeting place and vibrant/busy 'solutions office'
- Community Chest: "A pound from your purse" for the Town Centre
- Virtual High Streets: Grays on-line
- National Market Days
- The New Post Office: A place to pick up parcels etc
- Big shops providing more: Wi Fi, meeting places for clubs etc
- Work Shops
- Swap Shop
- Schools, gyms and youth centres in vacant second floor premises
- Bingo (We have this one!!)

The report says "Those are just my ideas. What are yours?"