

# *The means: to change places for the better.*

## **Future High Street Fund**

The problems facing the British High Street have never been greater, and they are attracting concerned interest from the public, press and policy makers. The scale of the challenge demands new thinking and new ideas. The Future High Street Fund is an opportunity for Local Authorities to be ambitious in delivering structural change to help struggling high streets adapt for the future. The fund is looking for ambitious, transformative applications focused on individual struggling high streets that:

- Demonstrate involvement of and support from the community in solving significant high street challenges
- Help high streets respond to technological changes and become more experiential places
- Restore and utilise empty buildings or heritage assets for new and community uses
- Support the introduction of new homes and jobs where appropriate, to strengthen town centres, including the acquisition and assembly of land, or change of use projects

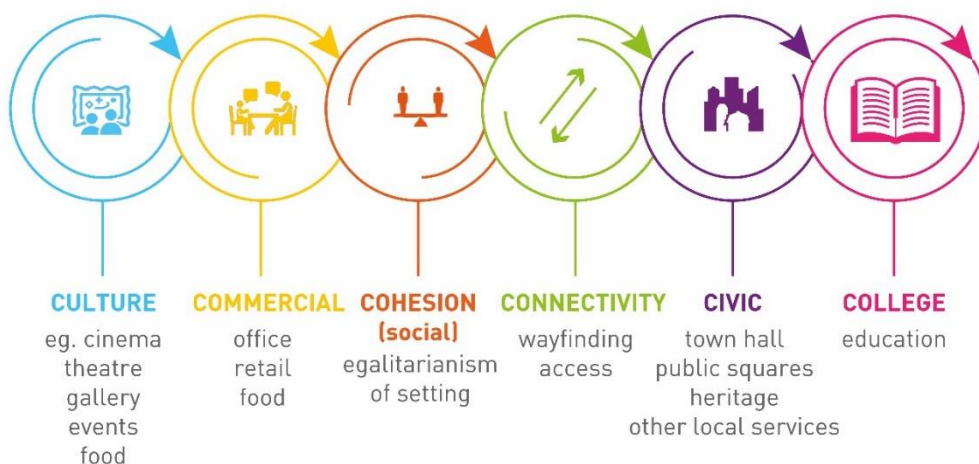
Projects should be in the region of £5 million to £25 million.

Expressions of Interest addressing the challenges, evidence base, community engagement and high level vision should be submitted by 22<sup>nd</sup> March. Successful phase 1 applications will then be invited to work up more detailed proposals.

*The means* can support local authorities with identifying challenges, involving communities and formulating visions in response to this opportunity. We advocate and practice an approach that involves developing a sound understanding of both macro trends and micro issues at the local level. We achieve the latter through a practised methodology around stakeholder engagement. This not only builds the case but also the stakeholder buy-in for realising change.

## **Who are *The means* and why work with us?**

*The means* is a placemaking company that aims to involve communities in transforming the places where they work and live. Our commitment is to bring fresh ideas to placemaking, a commitment that is particularly relevant to the future of the high street and our town centres, where new ideas and structural change is needed. Our approach is informed by our 6C model of places, showing the importance of a holistic view of places' functions.



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We work across the UK and abroad in area regeneration, economic development, place marketing and cultural planning, partnering with regional governments, local authorities and the private sector to make great places.

### **What we can do for you?**

- *The means* can help you identify priorities and get the narrative right for an application to the Future High Street Fund, as well as help shape subsequent projects
- No one knows a place like the people that live and work there; *The means* specialises in engaging communities in shaping such visions for their future
- A key stakeholder group in town centres and on the High Street is the business community. *The means* can facilitate the involvement of businesses in forward strategy and visions

### **Required actions:**

- Identify a High Street facing significant challenges
- Gather evidence base for these challenges
- Evaluate whether a project is likely to comply with rules on State Aid under European law
- Identify and consult with local stakeholders on a strategic vision
- Synthesise findings and develop high level strategic vision
- Complete application form
- Submit before 22<sup>nd</sup> March 2019

### **The experience we bring**

*The means* has over 30 years' experience of working with the private sector, local, regional and national government. Below are some key recent projects that we can bring experience from:

- Working with the FSB to examine the [Future of Welsh Towns](#) and the policies needed today to shape how towns look, feel and respond to their long-term challenges. This has resulted in a number of pilot projects being proposed in towns across Wales
- Managing and supporting the [New Homes Bonus High Streets programme](#) in Lambeth
- Engaging the community in the [regeneration of the Civic Centre](#) in Harrow
- Identifying priorities for a placemaking 'roadmap' in [Singapore](#)
- Working in over 80 town and city centres, shaping strategies and building community capacity
- Carrying out an [economic and social impact assessment](#) of renovating heritage buildings in Pontypool
- Setting up, working with, or managing over 50 Business Improvement Districts (BIDs), including in [Streatham](#), [Llanelli](#), [Southampton](#), [Clapham Junction](#) and many more
- Building a community of businesses with a vision around the [Battersea Power Station Development](#) and Nine Elms Opportunity Area, London