



Government
Events

The Future of British High Streets: Supporting the Recovery from Covid-19

Wednesday 28th April 2021

Event Guide





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Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



Welcome Letter

Dear Delegate,

Welcome to The Future of British High Streets: Supporting the Recovering from Covid-19

Between January and November 2020 over 4,500 stores closed in town and city centres around the UK leading to the loss of almost 100,000 jobs. The pandemic has had a devastating impact on the economy and wider communities. Central to our recovery from Covid-19 is a new vision for our high streets, moving away from the homogenous towns we have become accustomed to and returning to an independent and local approach. While the Government has announced a £1.57 billion culture recovery fund, grassroots recovery plans will be what truly ensures our high streets have a future beyond the pandemic.

- During lockdown, online shopping boomed to a 30.1% share in April, 32.8% in May, before falling back to 28.1% in July
- The Centre for Retail Research has logged over 3,100 multiple store losses between 1st January and 5th August 2020, an accelerated rate already above the whole year totals for the last seven years
- Footfall across UK high streets fell 88% in April compared to 2019. For the period March 1st to June 30th, local district centres saw footfall down 34.5% on 2019, but larger city centres were down 75.9%

(High Streets Task Force)

At The Future of British High Streets: Supporting the Recovering from Covid-19 you will be contributing to discussions on how to reinvent our high streets in a post-pandemic and big retail world. You will learn from leading case studies and hear from experts in the field, allowing you to develop a comprehensive strategy to support your high street and local community.

If you have any technical issues, please get in touch with our technical team through the support button at the top of the EventsAir platform.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Agenda AM

09:30-09:50 **Online Registration**

09:50-10:00 **Chair's Welcome Address**

Graham Galpin MSc FIPM, Placechanger, Member of the Expert Advisory Panel on High Streets

10:00-10:20 **Keynote: Recovering from the Pandemic: Renewing and Reshaping High Streets**

Matt Vickers MP (Stockton South), Chair, All Party Parliamentary Group for Retail

10:20-10:40 **Keynote: The Covid-19 Recovering Framework: Supporting Places throughout the Crisis**

Professor Cathy Parker, Co-Chair, Institute of Place Management

10:40-11:00 **Strategic Headline Sponsor: Using Machine Learning and Artificial Intelligence to Regrow Our Town Centres**

Clive Hall, Chief Operating Officer, Place Informatics

11:00-11:25 **Questions and Answers**

11:25-11:45 **Comfort Break**

11:45-12:40 **Panel Discussion: The Future of High Streets: Adapting to Survive**

Mark Robinson, Chair, High Streets Task Force

Bill Grimsey, Author, The Grimsey Review

Helen Dickinson OBE, Chief Executive, British Retail Consortium

12:40-13:05 **Strategic Headline Sponsor – CommunityVision: Accurate, real-time measurement data to help councils reopen high-streets safely**

Ben Ward-Cochrane, Industry Manager, Local Government, Huq Industries

13:05-13:40 **Lunch Break**

*Programme Subject to Change

UNDERSTAND YOUR POST-LOCKDOWN TOWN CENTRE SUCCESS

Register now at TownandPlace.AI
for free access to your town or
city centre post-lockdown data



**Is my catchment
population coming back
to the town centre?**



**How are my visitors
using the town - streets,
green spaces and
businesses?**



**Where are my visitors
coming from, and where
else are they visiting?**

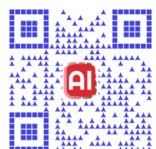
As Covid lockdown eases understanding if shoppers, workers and leisure seekers are returning to cities and town centres has never been more important.

Better data, no longer assuming, knowing what the real draw is, where visitors are going and where they are coming from is crucial in supporting existing businesses and planning for future changes to our cities and town centres.

TownandPlace.AI has your town data, and can answer your questions today!

Register now for your free 7-day
access pass to TownandPlace.AI

Visit <https://townandplace.ai>



ACCESS THE INSIGHT NOW
Scan the QR code or visit TownandPlace.AI



Agenda PM

- 13:40-14:00 **Case Study: Building High Street Support Zones to Support Local Businesses and Engage the Local Community**
Alice Taylor, Councillor – Kirkley Ward, Lowestoft Town Council
- 14:00-14:20 **Case Study: Supporting Town Centre Businesses and Creating New Opportunities**
Carol Pyrah, Executive Director, Historic Coventry Trust
- 14:20-14:40 **Footfall Monitoring Solutions**
Tim Drayton, Service Delivery Manager, PFM Footfall Intelligence
- 14:40-15:00 **Questions and Answers**
- 15:00-15:15 **Comfort Break**
- 15:15-15:35 **Case Study: Encouraging Meaningful Community Engagement in Regeneration Planning**
Sharon Strutt, Head of Regeneration, London Borough of Redbridge
- 15:35-15:55 **Case Study: Monitoring Footfall and Foot-flow Data to Inform the Pandemic Response and Long Term Regeneration Plans in Nuneaton**
Chris Wade, Director, The People and Places Partnership
- 15:55-16:15 **Strategic Headline Sponsor – Mapping Patterns: Using BigData to Measure Success Since Reopening on April 12th and Exploring the Common Themes**
Conrad Poulson, Chief Executive Officer, Huq Industries
- 16:15-16:35 **Questions and Answers**
- 16:35 **Close of Conference**

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HOW WELL DO YOU KNOW THE HEALTH OF YOUR **HIGH-STREET?**



Footfall Data

Real-time, accurate and verified footfall data for any area.



Catchments

Discover who visits, where they come from and how many.



Demographics

Follow visitor trends by age, gender and income group.

Community Vision is the trusted all-in-one measurement solution for local councils. Start measuring today with no hardware needed. Choose Huq for accurate, verified data.

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Nottingham

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Strategic Headline Sponsors



<https://huq.io>

Huq Industries provides accurate, real-time population measurement data for councils, BIDs and LEAs across the UK. Our pre-existing nationwide coverage allows for on-demand and accurate footfall, catchment and density monitoring by professionals right across the urban hierarchy.

CommunityVision, our solution built specifically to meet the needs of economic development and town centre managers, is recognised as the leading source of community measurement data by councils, academics and policy-makers. Founded in 2014, Huq offers powerful measurement capabilities to customers across a range of markets including local and central government, retail, real-estate and financial services.



<https://pfm-intelligence.com/>

PFM have been monitoring and counting footfall movement in different industry sectors for over 30 years. With clients such as Westfield, British Land, Network Rail, Lush, Vision Express and numerous Business Improvement Districts we have come to realise just how important it is to have accurate data to work with analyse. Enhancing the shopping experience begins by understanding how many shoppers come in your Town or City Centre. So if you want to make effective business decisions, accurate and high-quality footfall data is what you need. And that is just the beginning at PFM. Collecting and analysing footfall data is our core business. With our products we do not only deliver consistent accurate data, we are increasingly combining different data sources and by doing so we offer our clients even better insights via benchmarking products that contribute to overall understanding of changes that lead to business performance improvements.



<https://placeinformatics.com/>

Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Our proprietary online footfall and visitor behaviour dashboards include:

1. TownCentre.AI: 2,200+ town centres
2. RetailSites.AI: 2,500+ retail parks, leisure parks and shopping centres
3. HeritageActionZones.AI: 68 High Street Heritage Action Zones.

As TownCentre.AI requires no hardware installation footfall data is available from March 2020 for every town centre in a council borough or district immediately. Footfall is updated on an hourly basis. Measure footfall for the entire town centres, streets, green spaces or at an individual business level.



Speaker Biographies

Helen Dickinson OBE

Chief Executive, British Retail Consortium

Helen leads the team and sets the strategic direction of the BRC. She joined in January 2013 and has been working with retailers for over 25 years. In 2016 she was awarded an OBE for Services to Retail.

Helen is passionate about diversity and inclusion in retail, acting as the BRC's Social Mobility Commission ambassador; participating in the Timewise Innovation Unit, looking to support more flexibility in jobs, particularly at senior levels; supporting the Everywoman Retail Ambassadors Programme; and having previously been the Chair of Working Chance, a charity helping women offenders find employment.

Helen believes retail can make a strong contribution to communities, and is also on the advisory board for Pennies, a charity which offers digital charity boxes to businesses. Helen was previously UK Head of Retail at KPMG, driving and developing the retail practice and leading relationships and audits for many clients.

Tim Drayton

Service Delivery Manager, PFM Footfall Intelligence

Graham Galpin

MSc FIPM, Placechanger, Member of the Expert Advisory Panel on High Streets

Graham has been working in economic development for over 20 years. He has created and evaluated major regeneration programmes across England.

He has served as Chairman and Director of Kent Invicta Chamber of Commerce, the BCC accredited Chamber for the County and Medway and on a number of County wide partnerships.

After a period running his consulting company he was elected to Ashford Borough Council and became Cabinet Member for Town Centres for more than 6 years. His success in revitalising Ashford resulted in him being invited to join the Timpson Panel which proposed the Future High Street Fund and the High Street Task Force.

He left the Council in May 2019 and has worked as a freelance with the High Street Task Force, Power to Change and Dover District Council. He is a regular speaker on town centres.

Graham has a forgiving wife and two grown up offspring. If not working he is likely to be with Mrs G walking their daughter's dogs.

He claims that his hobby is revitalising towns!

Bill Grimsey

Author, The Grimsey Review

Bill Grimsey's retail journey started on the shop floor of Bishop's Food Stores where he rose to become a main board director. He went on to become Tesco's first ever customer services director before taking chief executive positions at major store groups in the UK, South Africa and Hong Kong. He is an experienced leader in a corporate environment, having run businesses employing tens of thousands of people with a turnover in excess of a billion pounds. He has also been a non-executive director of a FTSE 100 company and earned a reputation as a turnaround specialist for his role in masterminding the recovery of DIY group Wickes and also the Iceland Group, which was renamed the Big Food Group and later successfully sold to the Icelandic investors Baugur Group.

Bill's passion for the high street extends far beyond a career of over 40-years in retail. In 2012 he published a book called *Sold Out: Who Killed the High Street?* and has spent the last decade campaigning for a more supportive policy environment to help high streets adapt to 21st century challenges. In 2013 and 2018 he worked with a team of experts to deliver *The Grimsey Review: An Alternative Review of the High Street* and *The Grimsey Review 2*. Both reviews have been widely acclaimed, with local government in the UK and abroad adopting many of the key recommendations. In June 2020 Build Back Better Grimsey Review COVID Supplement was published. All three reviews are freely available on www.vanishinghighstreet.com



Clive Hall

Chief Operating Officer, Place Informatics

Clive is a Director & Founder of Place Informatics who helps town centres and retail locations gain understanding and of how people behave in the physical world. Combining Machine Learning, Artificial Intelligence and Mobile GPS data, Clive and his team of data scientists have developed TownCentre.AI, the UK's first cloud footfall platform for any town centre providing deep and actionable footfall and behaviour insights for over 2,150 town centres.

Professor Cathy Parker

Co-Chair, Institute of Place Management

Cathy is Professor of Retail and Marketing Enterprise at Manchester Metropolitan University and Co-Chair of the Institute of Place Management, the professional institute for all those involved in making better places. Cathy is regarded as an international expert and leader in place management and is the research lead for the Government's High Streets Task Force. She is frequently asked to commentate on place and retail related topics and has recently appeared on BBC Breakfast, BBC Sunday Politics (NW), BBC Radio 5 live and ITV Tonight.

Conrad Poulson

Chief Executive, Huq Industries

Conrad's career focuses on bringing innovative solutions together with established practices to achieve greater efficiency and more effective outcomes. Following the acquisition of Conrad's first business by telecoms giant Orange (France Telecom) in 2001, his subsequent role held for 15 years at the confluence of data, product and marketing offered the ideal backdrop for Huq Industries, the leading mobility measurement provider he co-founded in 2014.

Carol Pyrah

Executive Director, Historic Coventry Trust

Carol Pyrah is Executive Director of Historic Coventry Trust, an entrepreneurial heritage development trust which aims to bring new life to the city's heritage, finding innovative ways to sustain historic places and to inspire, involve and connect people with the city's history. An archaeologist by training she worked for a national charity, the Council for British Archaeology, before joining English Heritage. From 2004 she was North East Regional Director for English Heritage, and then National Planning & Conservation Director. She was a member of Historic England's Executive Team before joining Historic Coventry Trust in May 2019. She has been involved in place-based regeneration for many years, from a multi-partner programme in Berwick-upon-Tweed to a ministerial task force set up to create a community-based trust to run the Grade II* Byker Estate. At Historic Coventry Trust, Carol has led on the national demonstrator project for Historic England's High Street Heritage Action Zone programme.

Mark Robinson

Chair, High Streets Task Force

Mark is a high-profile leader in the worlds of retail property and placemaking, a position recognised with his appointment to lead the governments High Street Task Force in July 2020; following his role as Revo President in 2019.

Over nearly three decades Mark has worked in all aspects of the industry as an advisor, investor/developer and occupier. In 2008 he co-founded Ellandi, a business currently undertaking over 30 projects in the UK with a value in excess of £1.5bn.

In 2016 Ellandi won Property Entrepreneurs of the Year at the Property Awards and were shortlisted for the Retail Property Company of the Year award by Estates Gazette. Most recently Ellandi won the inaugural Estates Gazette Rewire award recognizing our commitment to leading diversity and inclusivity in the built environment industry.

Mark is a passionate advocate of the role of community in repurposing and shaping the purpose of our future places in response to the challenges and opportunities presented by the current market.

Sharon Strutt

Head of Regeneration, London Borough of Redbridge

Sharon has a wealth of expertise developing spatial strategies for growth and regeneration, with over 10 years' experience as a Head of Service in north and east London. Sharon led production of the borough's 15 year Regeneration Strategy for Redbridge, and is currently leading the regeneration of Ilford town centre; ensuring placemaking is at the heart of delivery. Sharon has successfully delivered a number of Mayoral initiatives, including those aimed at securing investment in physical and community infrastructure to unlock delivery of new homes, and boost economic growth.



Alice Taylor

Councillor, Kirkley Ward, Lowestoft Town Council

Alice Taylor, BA, MCJA is a retired lecturer who moved back to her hometown of Lowestoft fully intending to sit on the beach and paint. That lasted for about 10 minutes. The North Sea was cold, her seaside town was tired and tattered and drunks threw beer cans at her. So instead of being an artist, she became an activist. She started by volunteering locally, first as a parish councillor for Kirkley, which is one of the 10 most deprived wards in the UK, and eventually becoming Mayor of Lowestoft. In this journey from failed art-sloth to passionate activist for Lowestoft, she sits on the steering groups in a variety of heritage projects working to uplift and regenerate Lowestoft, including the repurposing of the derelict Town Hall, two Heritage Action Zones, and several High Street regeneration schemes. She is a director on the board of Lowestoft Vision, the BID. Alice owns a small business selling bits and bobs that people don't need and at home has a very patient husband, a key-worker daughter who lives down the street and an ancient pomeranian.

Matt Vickers MP

MP (Stockton South), Chair, All Party Parliamentary Group for Retail

Before entering politics, Matt Vickers started his working life in retail for firms including Woolworths and Home Bargains.

Matt has worked as a political agent to former MP for Richmond (Yorks) William Hague, and the current incumbent and Chancellor Rishi Sunak. Directly before entering Parliament, Matt worked for regional High Street Law Firm, Coles Solicitors.

Retail is in Matt's blood, and he is passionate about the future of our High Streets. He was delighted to be elected as chair of the All Party Parliamentary Group for Retail and continues to engage actively with the PM and Chancellor on issues affecting retailers, not least Business Rates.

Chris Wade

Director, The People and Places Partnership

Chris Wade is Director of the People & Places Partnership who specialise in "bringing facts and faces to town centres". Chris is an Advisory Council member of the Association of Town & City Management, a Fellow of the Institute of Place Management and was recently appointed to the High Streets Task Force Experts Register. Chris is author of the Local Government Association's national Revitalising Town Centres Toolkit and has recently updated the toolkit with good practice on COVID-19 recovery planning.

Ben Ward-Cochrane

Industry Manager, Local Government, Huq Industries

Ben has spent his career developing innovative, data-led behavioural measurement solutions for professionals in a range of fields. At Huq, Ben collaborates with economic development and town centre managers to help them best understand and provide for their communities using Huq's innovative mobility analysis solutions. Ben's work with councils, LEPs and BIDs has played a central role in the development of 'CommunityVision' – Huq's ground-breaking proposition for local government. This solution is used by professionals, academics and policy-makers to secure positive economic outcomes for UK centres in the immediate and longer term.



Delegate List

Arts Council England, *Senior Officer, Policy (Chief Executive Unit) – Arts Council England*
Arun District Council, *Councillor*
Arun District Council, *Economic Regeneration Officer*
Barnsley Metropolitan Borough Council, *Project Manager*
Barry Town Council, *Community Engagement Officer*
Belfast City Council, *Regeneration Project Officer*
Blaenau Gwent County Borough Council, *Team Manager Regeneration Opportunities*
Breckland Council, *Executive Member for Community, Leisure & Culture*
Bridgwater House, *Senior Economic Development Officer*
Brighton & Hove City Council, *Planning Manager*
Broadclyst Parish Council, *Parish Clerk*
Buckinghamshire Council, *Head of Service - Local Economic Growth*
Business Isle of Man - Department for Enterprise, *Business Development Manager (Domestic)*
Camborne Town Council, *Engagement Officer*
Cambridge City Council, *Strategic Director*
Cambridge City Council, *Head of Environmental Services*
City & County of Cardiff Council, *Director – Planning, Transport & Environment*
Cornwall Council, *Town Renewal Officer*
Derbyshire County Council, *Business Services Assistant*
Doncaster Council, *Town Centre Officer*
Dunstable Town Council, *Town Centre Services Officer*
Durham Parish Council, *Clerk to the City of Durham Parish Council*
Durham Parish Council, *Retail Consultant*
East Hampshire District Council, *Regeneration & Placemaking Manager*
EastendHomes Ltd, *CEO*
EastendHomes Ltd, *Managing Director*
Epping Forest District Council, *Museum Heritage and Culture Specialist*
Epping Forest District Council, *Town Centre Regeneration Consultant*
Epping Forest District Council, *Museum Heritage and Culture Specialist*
Gwynedd Council, *Regeneration Programme Manager*
Hambleton District Council, *Project Manager*
Hambleton District Council, *Project Officer – Vibrant Market Towns*
Hambleton District Council, *Interim Head of Economy*
Hambleton District Council, *Interim Head of Economy*
Hampshire County Council, *Transformation Manager*
Harborough District Council, *Economy & Business Service Manager*
Historic England, *HSHAZ Learning and Networking Officer*
Historic England, *HSHAZ Programme Manager*
Historic England, *HSHAZ Project Officer*
Hull City Council, *Place Activation Manager*
Huntingdonshire District Council, *Town Economic Development Officer*
London Borough of Hounslow, *Councillor for Turnham Green Ward / London Borough of Hounslow*
London Borough of Lambeth, *Head of High Streets*
Maldon District Council, *Strategy Theme Lead: Place*
Maldon District Council, *Leader of Maldon District Council*
Manchester City Council, *Neighbourhood Manager*
Manchester City Council, *Principal Policy Officer*
Manchester City Council, *Councillor*
Manchester City Council, *Strategic Lead, South Neighbourhood Team*
Medway Council, *Economic Development & Town Centres Programme Manager*
Merseyside Expanding Horizons (The Big Onion), *Enterprise Consultant*
Mole Valley District Council, *Principal Projects Surveyor*
New Forest District Council, *Chief Planning Officer*
New Milton Town Council, *Town Development Manager*
Newground CIC, *Blackburn BID Manager*



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North Hertfordshire District Council, *Service Director – Commercial*
North Hertfordshire District Council, *Economic Development Officer*
North Hertfordshire District Council, *Strategic Infrastructure & Projects Manager*
North Kesteven District Council, *Principal Economic Development and Project Officer*
North Lincolnshire Council, *Place Development and Marketing Lead*
Northampton Borough Council, *Head of Major Projects and Regeneration*
Norwich City Council, *Senior Planner - Policy*
Penrith Town Council, *Economic Development Officer*
Redenhall with Harleston Town Council, *Chairman of Redenhall with Harleston Town Council*
Reigate & Banstead Borough Council, *Economic Prosperity Officer*
ReLondon, *Senior Advisor*
Rochdale Development Agency, *Senior Project Officer*
Rochdale Development Agency, *Senior Project Officer*
Rotherham Metropolitan Borough Council, *Regeneration & Environment Manager*
Rotherham Metropolitan Borough Council, *Cabinet Member Jobs and the Local Economy*
Royal Borough of Kensington and Chelsea, *Lead Member for Economy, Employment, and Innovation*
Rugby Borough Council, *Property Services Manager*
Rugby Borough Council, *Executive Director*
Rushden Town Council, *Councillor*
Rushden Town Council, *Town Clerk*
Rushmoor Borough Council, *Town Centres Manager*
Rushmoor Borough Council, *Economic Development Manager*
Sefton MBC, *Councillor*
Sheffield City Council, *Interim Head of City Centre Management, Parking and CCTV*
South Ayrshire Council, *Lead Local Development Plan Officer*
South Cambridgeshire District Council, *Assistant Director Strategy and Economy*
South Gloucestershire Council, *Regeneration Manager*
Southend Borough Council, *Director of Regeneration and Growth*
Stokesley Town Council, *Councillor*
Surrey County Council, *Director Of Economy & Growth*
Swale Borough Council, *Cabinet Member for Economy and Property*
Swale Borough Council, *Principal Urban Designer/Landscape Officer*
Swale Borough Council, *Director of Regeneration*
Tees Valley Combined authority, *Programme Development Manager*
Tendring District Council, *Economic Growth and Enterprise Manager*
Test Valley Borough Council, *Regeneration Manager*
Test Valley Borough Council, *Business Manager*
University College London, *Principal Partnership Manager (Public Sector & the Professions)*
Uttlesford District Council, *Business Support Officer*
Wakefield Council, *City & Town Centre Regeneration Officer, Economic Growth & Skills*
Wealden District Council, *Tourism Officer*
Wealden District Council, *Economic Development Officer*
West Dunbartonshire Council, *Senior Councillor*
West Oxfordshire District Council, *Market Towns Officer*
Wiltshire Council, *Councillor/Cabinet Member*
Wokingham Borough Council, *Assistant Director, Commercial Property*
Wyre Council Civic Centre, *Senior Economic Development Officer*



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26th May 2021, Online

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Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

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