

**How heritage-led regeneration and
social enterprises are helping
transform the high street**

Matthew Mckeague, CEO

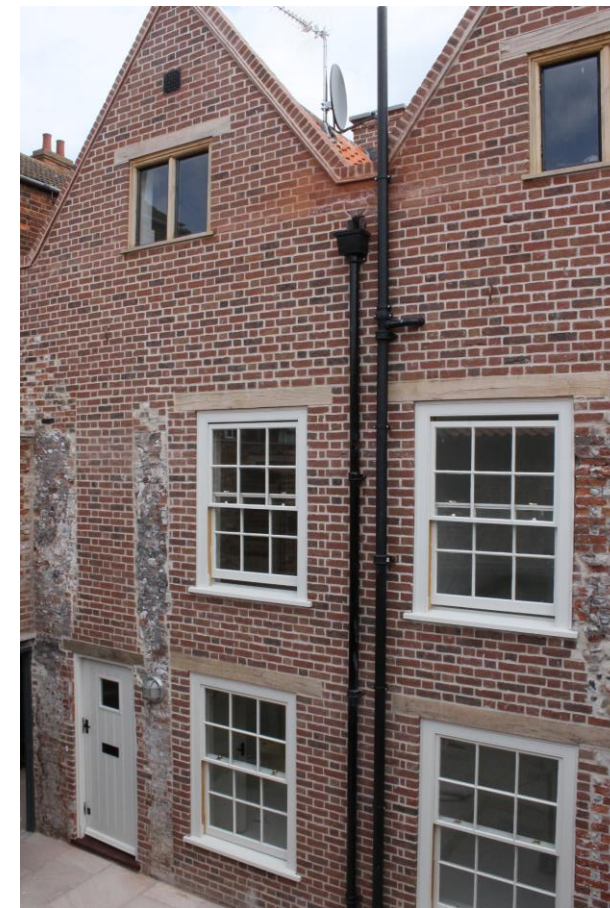




Great Yarmouth, King Street: 2010s



Great Yarmouth, King Street: 2023
Great Yarmouth Preservation Trust, Norfolk





Age Concern,
The Haven, Southend



TPTH Programme drivers

- Supporting the transition in uses to a mix more suited to 21st century needs
- Investment in projects led by charities, social enterprises and community businesses, particularly in strategic investment areas e.g. FHSF, HSHAZ, Town Fund
- Demonstrating the potential of community ownership, alongside public and private sectors
- Investment in new organisational models – HDTs - to address skills, capacity and imagination gaps
- 250+ projects supported over the last 3.5 years.





**Penzance Regeneration Company
Market House, Cornwall**





**Mid-Steeple Quarter
Dumfries Town Centre, Scotland**

Small towns, big issues: report on Welsh town centres

- Problems of hollowed out town centre, partly as a result of planning policies that have favoured out of town development
- Left a legacy of vacant property and declining town centres

But:

- Towns like Bangor and Haverfordwest show potential of different approaches
- Projects like Haverhub reuse significant historic buildings in central locations, offer opportunities for remote workers, bring in new non-retail activities
- New business models needed e.g. Renewal Associations

Heritage Development Trusts

- Seven pilots to date
- Learning from our successful BPTs but also Baltic Triangle, Coin Street
- Revenue funding to a range of social enterprise property developers, all with a focus on the development of heritage assets in town centres
- ‘Strategies of attraction’, particularly in areas of market failure – curation of smaller, catalytic projects - as important as fixing the local gyratory
- Recognises the need for revenue as well as capital funding
- Increasing local capacity and skills, alongside public and private sectors
- Organisations like GYPT recognized in No Place Left Behind report
- Aspiration is to expand the pilots into more areas

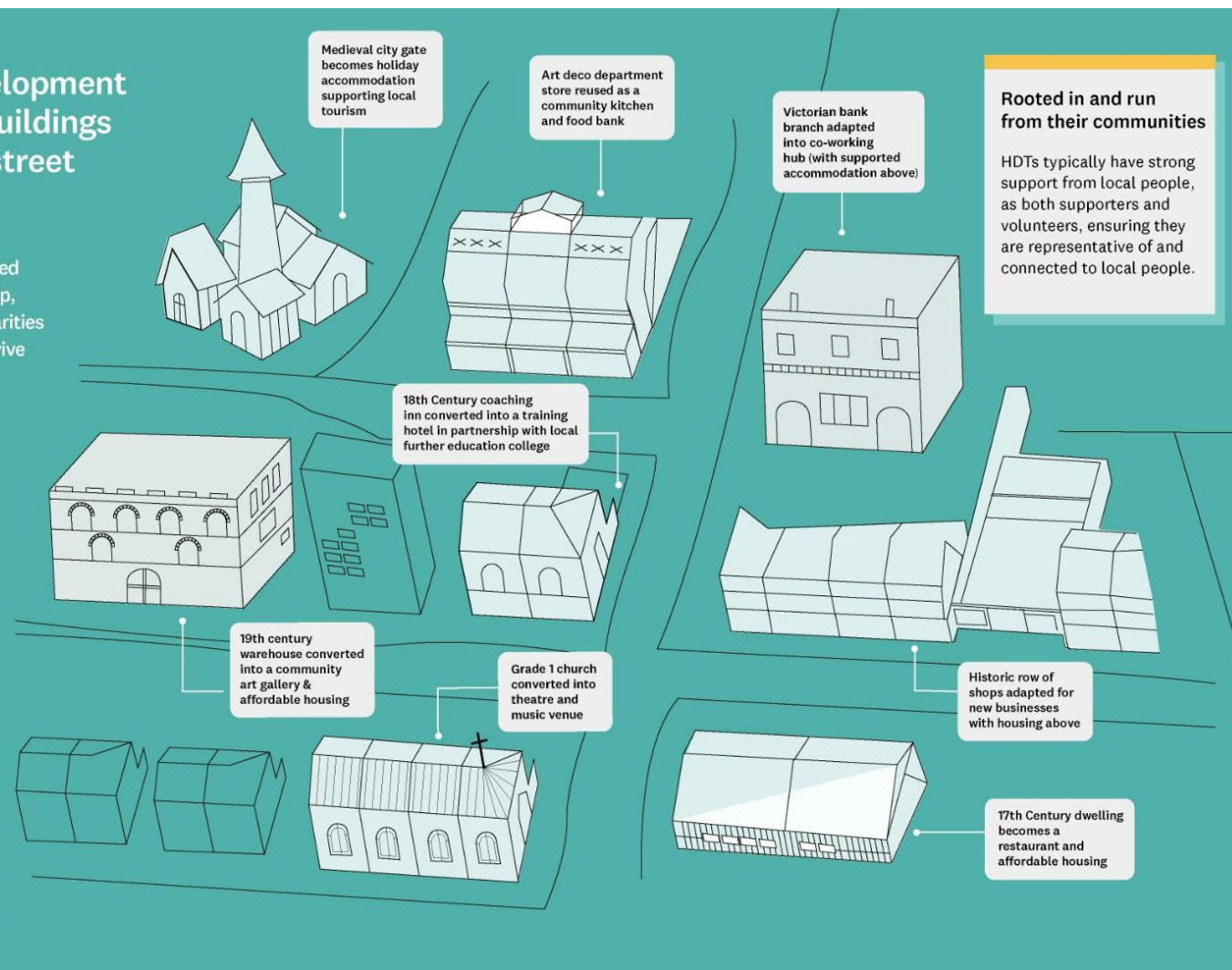
How a Heritage Development Trust uses historic buildings to transform a high street

Heritage Development Trusts are a pioneering new form of community-led property development and ownership, where local people, government, charities and businesses come together to revive their town centres and high streets.

What a HDT can do for a high street

By pooling expertise and resources into one collective renewal effort, HDTs can have a transformative effect. In Great Yarmouth alone, it has led to:

- **£8.4 million** of work generated for the local economy.
- **17** new projects completed
- **25,520** hours of training
- **25** new residential units



Rooted in and run from their communities

HDTs typically have strong support from local people, as both supporters and volunteers, ensuring they are representative of and connected to local people.

Conclusions

- Importance of heritage to place.
- Social enterprises, charities and community businesses have delivered a significant amount of the new thinking required in town centres – alongside delivery of actual projects.
- VCSE sector can unlock buildings and uses that private and public sector struggle with, particularly in struggling locations.
- Ensuring they don't become victims of own success: community ownership.
- How can their role support the avoidance of clone towns?
- Partnership and collaboration.
- Further investment needed: TPTHv2, High Street Buy Out Fund, CA investment.