

# Market Towns, an Overview

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## Market Towns and High Streets

- Changing retail landscape
- Changing expectations of consumers of experiences

### **Visitor expectations:**

- Attractions
- Accessibility and
- Amenities

## What have we done:

- Funded market town footfall counters
- Distributed government funding, Reopening Highstreets and Welcome Back Funding, supporting footfall back to Market Towns post covid
- Funded Shop Local Campaigns
- Engaging with Parish and Town Councils at Market Town level
- Funded Social Media Training via Maybe\* with over 500 businesses accessing support.
- Worked with partners such as the Growth Hub, Chamber of Trade and Cotswold Tourism (our DMO)
- Developed and promoted a walking app with focus on high streets being accessed.
- Shared partners marketing campaigns to offer greater visibility
- Supported GWR marketing campaigns with a focus on the District and our businesses to visit.
- Developed marketing videos for market town locations
- And much more...

## **Local Opportunities & Challenges:**

- Below average shop closures
- Lack of positive footfall (spend)
- Short dwell times
- Lack of attractions in central locations (high streets and market towns)
- Inflation
- Cost of living, business owners and consumers

## **Stroud District Councils ambitions:**

- Deliver local incentives to increase footfall
- Support grow a sustainable visitor and night-time economy

## **Market Town Vitality Fund..**

## **Market Town Vitality Fund**

- £150,000 of funding available for Market Town locations
- Eligible areas: Berkeley, Cam, Dursley, Minchinhampton, Nailsworth, Painswick, Stonehouse, Stroud and, Wotton-under-Edge
- Nonprescriptive funding allocation to support wide range of priorities and actions

### **Ambition of the fund:**

***To support local led initiatives that promote the vitality of the high street and address key priorities of the market towns across the district.***

## **Market Town Vitality Fund – indicative timeline**

- Vitality Fund approved, February 2024
- Initial consultation period, February – March 2024
- Collate current funding opportunities to maximise fund, March – April 2024
- Consider funding opportunities and bring forward to special market town forum, May 2024
- Consider application and reporting process and guidance, May – July 2024
- Continued engagement with key stakeholders and partners - Ongoing
- Fund Live, Autumn 2024

**Thank you for your time!**  
**Any questions..**

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