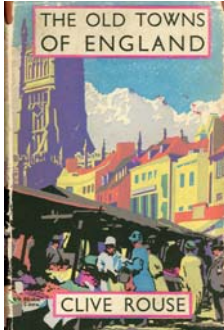


21st Century Market Towns: towards a vision for Cirencester



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Today I will:



- Review Cirencester's current health
- Summarise current trends for market towns
- Suggest some strategic themes for the 21st century

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Cirencester today



- 'a chain of interest running through the centuries' Arthur Mee 1938
- Growth in retail employment
- Attracting developer interest
- But competing uses for space e.g. housing, leisure, offices
- Hence need for a new vision

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Future challenges



- Increasing competition for shoppers' time and money e.g. Internet
- Retail growth concentrated on the top 80 shopping centres e.g. Cheltenham
- Ageing population will value convenience plus service
- Demands for housing could squeeze out local jobs
- Swindon and Cheltenham 'arc' of opportunity
- Smaller centres need to offer:
 - Easier access by car and on foot/cycle
 - A pleasant experience 'fun shopping'
 - Distinctive places (not 'clone towns')
 - A mix of uses and diversity of attractions

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Strategic themes and tools



Taming the car e.g. Bury St Edmunds

- Walking and cycling
- Car sharing/car clubs
- Smart parking and incentive cards



Creating work for all e.g. Lewes

- Home working and coffee breaks
- Green tourism and 'Special Places to Stay'
- Voluntary work and visitor attractions
- Artspace and business incubators






□ Providing housing ladders and careers e.g. Frome

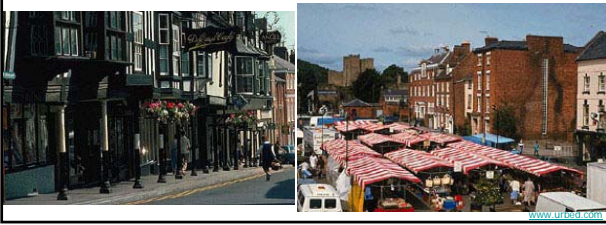
- Higher density neighbourhoods
- Mixed tenures
- New products e.g. foyers, loft living, co-housing





□ Making going to town fun e.g. Ludlow

- Quality market places
- Specialist shops
- Leisure shopping
- Places to browse







□ Appealing to young people e.g. Stroud

- Arts and café culture
- The evening economy
- Cultural quarters





Key issues for Cirencester



- A. Character: Design and living in town
- B. Connectivity: Traffic and movement
- C. Commerce: Economy and jobs
- D. Choice: Shopping and leisure
- E. Culture: Youth, arts and tourism