

DRAFT - Summary of Pilot Projects for Gloucestershire

1 - Support for Town Centre Vacancy

a. Landlord Engagement Campaign

This project will help you build a better understanding of and engagement with private property stakeholders locally.

b. Recruit Your Future Tenants

This project will identify and engage with your next generation of local high street entrepreneurs.

c. Incubator Pilot Project

This project will convert a vacant unit into an incubator and help a new high street business to launch there.

d. Develop a High Street Curation Strategy

This project will provide data-driven tenant/use mix recommendations for a selected town centre or high street.

e. Plan for a new High Street Anchor

This project will deliver a detailed action plan to reimagine a vacant asset into a new high street anchor for one of your town centres.

f. Vacancy Unit Feasibility

This project will review your vacant space across a defined location, to identify the voids and establish a start point for engagement and/or incubator projects. .

2) Support for High Street Businesses

a. Support for Existing High Street Businesses

This project will identify, engage and provide a range of support for xTBC businesses with existing premises in your high streets or shopping centres.

b. Support for New High Street Businesses

This project will identify, engage and provide a range of support for xTBC businesses looking to launch into your local high streets or shopping centres, e.g. high street startups, market traders taking their first unit, growing local independents, online brands coming onto the high street, and other local businesses without high street premises today.

3) Support for Local Champions

a. Support for a New Traders Association

This project will engage with the Local Community Champions within one defined location, to identify opportunities to start a new Traders Group. It will promote local collaboration and encourage local leadership.

b. Support for an Existing, or Recently Terminated Traders Association

This project will engage with the current Traders' Group and other Local Community Champions within one defined location, to identify any challenges and maximise opportunities for local collaboration throughout the high street or town centre.

To request additional details please contact:

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