

Unlocking Your Place Potential

Product Summary

Product summary

A diagnosis of the major barrier to transformation, based on an assessment of the area's need and capacity and the Institute of Place Management's 4Rs of Regeneration: Repositioning; Reinventing; Rebranding and Restructuring. Includes (if appropriate) a prescription for other forms of support available through the programme.

What is it?

The UYPP visit is the first step in the provision of HSTF direct support. It allows HSTF to learn more about the issues your town is facing in order to recommend further subsequent HSTF support that can help to address this challenge. This service brings a Task Force-funded national Expert on place management to your town. The diagnostic element allows those responsible for places to identify the important issue(s) that are hampering successful transformation and how to build local capacity, through partnership working, to address these.

The visit also recommends additional Expert products from the High Street Task Force, if relevant. The visit will also identify which other HSTF products – such as online resources - are most appropriate for the location.

The product consists of:

1. Desk-based research, conducted by a HSTF Facilitator, into the performance and perceptions of your centre. Information will be requested prior to the visit to supplement this research.
2. A three-hour meeting with 10-12 key attendees representing stakeholders from your area (invited by you), led by a HSTF Expert and aimed at reviewing advice from the HSTF and identifying the key barriers to transformation in the place (this visit may take place in-person or virtually).
3. Ideally, and dependent on whether the meeting takes place in-person or virtually, the Expert would be taken on a short town tour prior to the three-hour meeting (max. 1 hour).
4. A report summarising the Expert's findings will follow the visit. This report will recommend additional support from the Task Force (as per the attached product summary).

What will it achieve?

The aim of the Unlocking Your Place Potential visit is to identify the key barrier to the improvement of an underperforming town centre and recommend a strategic response.

Who will deliver it?

Unlocking Your Place Potential will be delivered by trained and qualified place professionals. The desk-based research element will be carried out by a HSTF Facilitator, and the visit will be carried out by one of 150 HSTF Experts.

Who should attend the session?

The meeting section of the session should be attended by a carefully selected group of 10-12 local stakeholders, including community members, local authority officers, relevant Councillors and civic and business leaders. These can be people who are already involved in developing high street plans, or those who you would like to begin to engage. **It is important that as broad a range of stakeholders as possible are represented.**

The town tour group should comprise a maximum of four people including the HSTF Expert. Please identify two to three core people with a detailed and varied understanding of the town centre's challenges and plans, and one of these as the tour leader.

Delivery modes/time requirements

The Local Authority and your High Streets Task Force Operations contact will determine together how best to deliver the Unlocking Your Place Potential product, whether in-person or virtually. Details for each mode are included below:

In-person/Face to Face	Remote/virtual
<ul style="list-style-type: none"> - 1 day desk-based research carried out by HSTF Facilitator <p><i>On the day</i></p> <ul style="list-style-type: none"> - 3-hour meeting attended by HSTF Expert (where up to 10-12 people plus the expert can be seated) - 45-minute guided walk around town 	<ul style="list-style-type: none"> - 1 day desk-based research carried out by HSTF Facilitator <p><i>On the day</i></p> <ul style="list-style-type: none"> - 3-hour virtual meeting attended by HSTF Expert and 10-12 local stakeholders
What we will need from Local Authority	What we will need from Local Authority
<ul style="list-style-type: none"> - Nominated Contact/Co-ordinator to arrange invitation of attendees and supply joining instructions, and make arrangements for walking tour - Suitable venue which is appropriately configured to enable the group to meet in a Covid secure way - Refreshments if possible - Projector and screen - Assistance in printing materials for attendees - 15-minute presentation that summarises your plans for 	<ul style="list-style-type: none"> - Arrangements for appropriate video call software - Nominated Contact/Co-ordinator to arrange invitation of attendees and supply joining instructions - Arrange for any electronic materials to be distributed to attendees prior to session - 15-minute presentation that summarises your plans for transformation and the main challenges you face - All attendees to be sent the Transforming Your High Street Report

<p>transformation and the main challenges you face</p> <ul style="list-style-type: none"> - All attendees to be sent the Transforming Your High Street Report and the Council’s Future High Street Fund application (if available) ahead of the meeting - All attendees to be sent the UYPP output report post-visit 	<p>and the Council’s Future High Street Fund application (if available) ahead of the meeting</p> <ul style="list-style-type: none"> - All attendees to be sent the UYPP output report post-session
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Combining in-person and remote delivery

If holding the meeting in-person with a group of 10-12 is not possible due to restrictions/available space, the tour can take place in-person with the smaller group of 2-3 people. Afterwards, the Expert and core group of 2-3 can meet remotely with a wider group of stakeholders using video call software (we propose Zoom or Microsoft Teams) that you will need to set up and host.

Conditions of delivery

In order to receive the Unlocking your Place Potential visit, we ask that you agree to the following:

- Commit to the time requirement and required LA actions set out in this document and the UYPP visit guidance document
- Commit to supplying the Operations team with the required documentation to allow the desk research to begin in a timely manner
- Commit to securing requisite stakeholder participation in the visit, ensuring as broad a representation as is possible
- Commit to ensure that all attendees complete the HSTF evaluation form (including distribution of the link to the online survey)
- Agree to share the output report with all UYPP session attendees when complete
- Commit capacity to receive support in timeframe set out, including adhering to HSTF requested dates for acceptance of output report recommendations.

Change to delivery/cancellation policy

Once a date for delivery, and the delivery mode (in-person/virtual) has been agreed, we will begin the process of contracting Experts to undertake the work (including preparatory work). In order to comply with the contractual terms of our Experts, please note that any requested change or postponement of agreed dates/mode of delivery for HSTF support must be made to your Operations liaison **no later than 2 weeks prior to support taking place**. Requests submitted after this date may not be accommodated, and could result in the session, and subsequent HSTF support, being cancelled.