

PR 5306

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For Immediate Release

Local towns receive funding

Chippenham, Trowbridge, Royal Wootton Bassett and Amesbury have successfully applied for £10,000 as part of a national programme to boost town centres.

All the towns have become part of the Town Team Partner programme, which the Government launched to support those towns not successful in bids to be part of the Portas Pilot.

The towns will each receive £10,000 to help them develop some of the ideas they outlined in their bid for the Portas Programme that would improve their town centre. These ideas could include ways to promote and market town centres, develop local markets, support pop-up shops, tackle the problem of empty shops and encouraging local retailers to work together

As well as the funding, the programme also offers access to:

- Help to get started and become established in their town
- An advice line and a network of advisers managed by the Association of Town Centre Management
- Special national events to learn from other Town Teams, and secure support from industry experts and trade bodies
- An online 'Knowledge Bank' with expert advice and support
- Regular meetings with other Town Teams to share tips and ideas, and
- 'Crowdfunding' - a potential way to attract local investors and raise small amounts of finance to support their work.

Cabinet member for economy and regeneration Fleur de Rhe-Philippe said “ This is good news for the towns. Town centres are at the heart of our local communities and the money and support this programme brings will have a positive impact.”

Ends.

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