

Future High Streets Fund

Trowbridge Update 8 July 2021



Ministry of Housing,
Communities &
Local Government

Wiltshire Council

Future High Streets Fund

Investment themes:

- Investment in physical infrastructure
- Acquisition and assembly of land including to support new housing, workspaces and public realm
- Improvements to transport access, traffic flow and circulation in the area
- Supporting change of use including (where appropriate) housing delivery and densification
- Supporting adaptation of the high street in response to changing technology

Gateway Criteria:

- Demonstrates market failure
- Delivers investment
- Meet the spending timetable
- Demonstrates co-funding for the scheme

Full bid:

- Value for Money **50%**
- Strategic fit of the proposal **20%**
- Deliverability **30%**

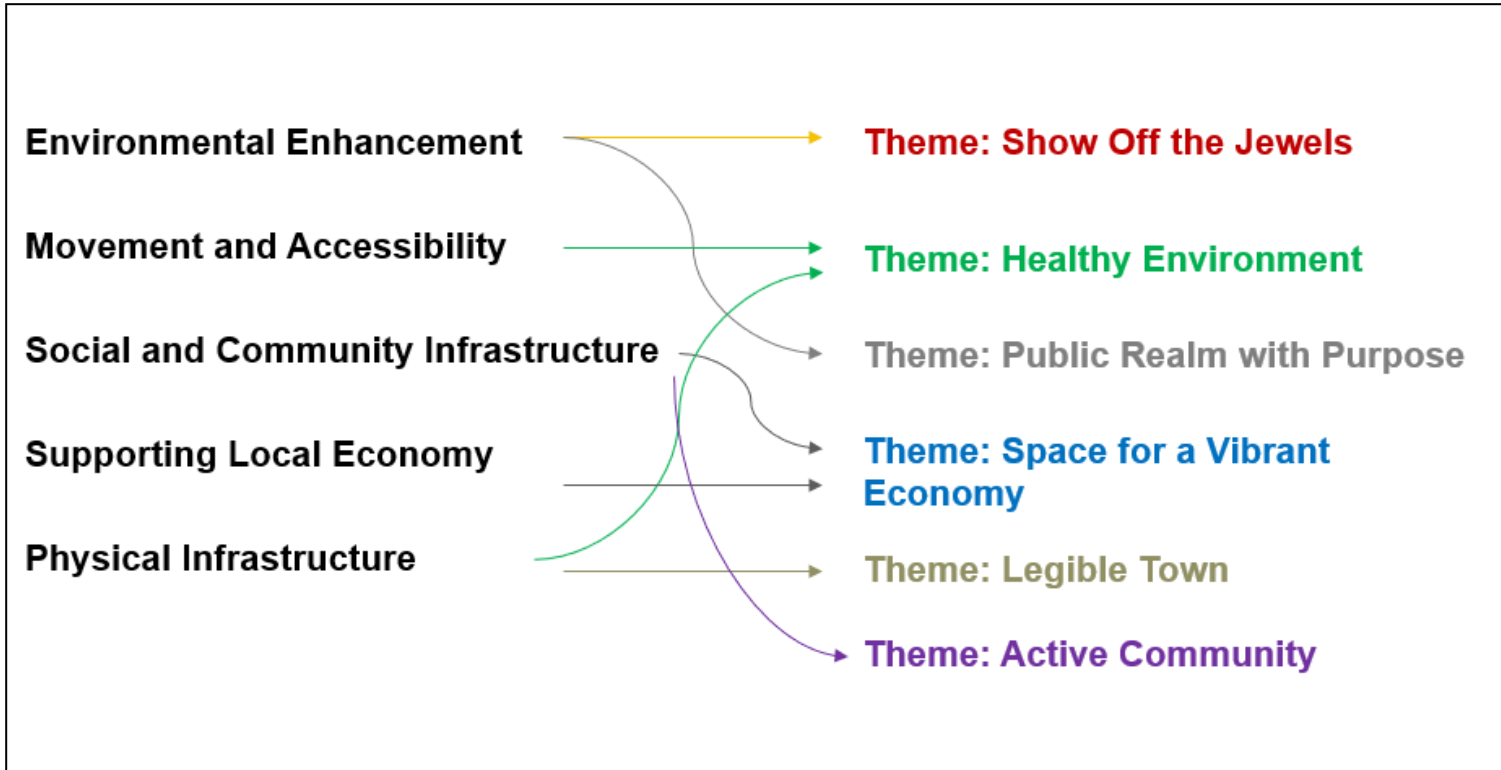
Timeline and funding

- **December 2018** – Invitation for EOI
- March 2019 - FHSF EOIs submitted
- Summer 2019 – Funding for business case development
- Sept – June 2020 – Stakeholder engagement
- June 2020 – Two public engagement workshops
- June 2020 – Business case submitted
- December 2020 – Provisional funding announced (69%)
- Jan-March 2020 – Technical update process
- May 2021 - Funding confirmed and project commencement
- **March 2024** – Delivery deadline

Salisbury: £9,355,731

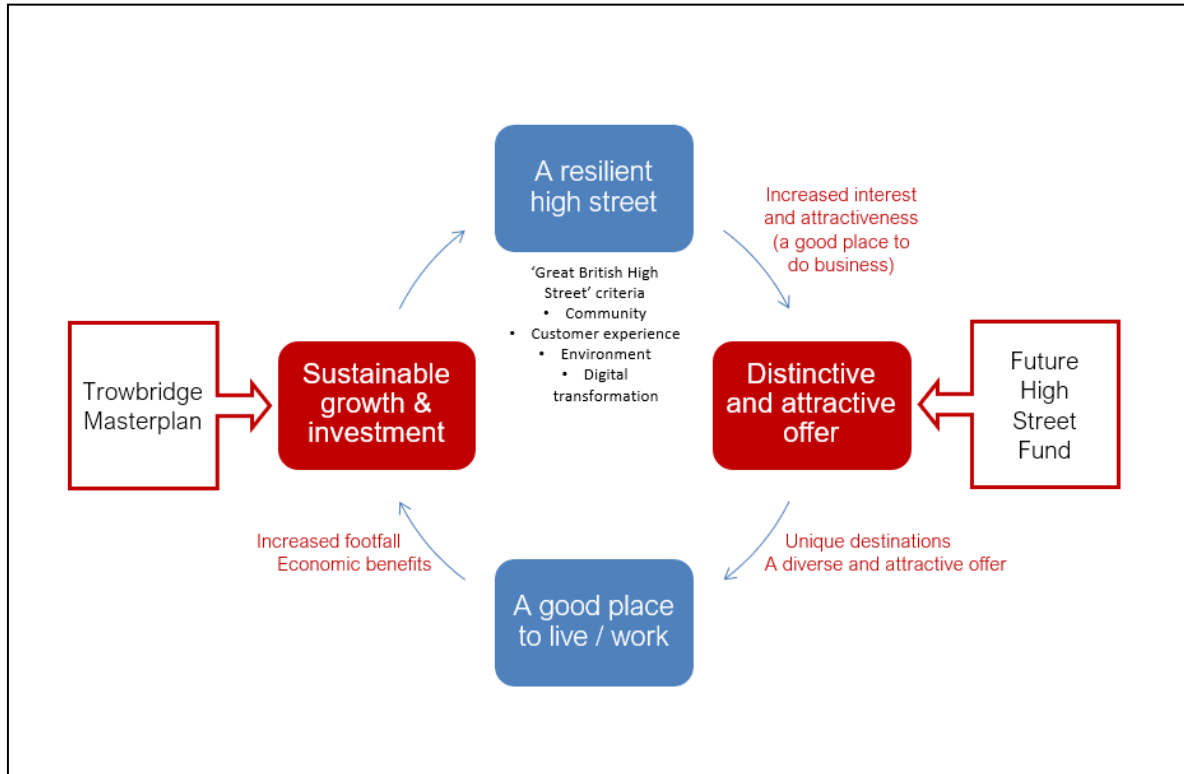
Trowbridge:£16,347,056

Trowbridge - masterplan themes and delivery



Focus on how the projects and improvements identified in the masterplan could and should be delivered, including where it is appropriate for the Council to intervene to accelerate delivery, and where the market is likely to bring projects forward.

Business case development – Jan–Jun 2020



IPM 25 factors:

<https://www.highstreetstaskforce.org.uk/frameworks/25-vital-and-viable-priorities/>

Trowbridge programme overview

GOLDEN THREAD:

15min sustainable Town:

An accessible and well connected town with range of different uses – nature, leisure, retail, workspaces etc. all within a 15min walk from its residents, workers and visitors

A Place to live, work and play.

THEMES:

01 Better movement and legibility at the town centre gateways

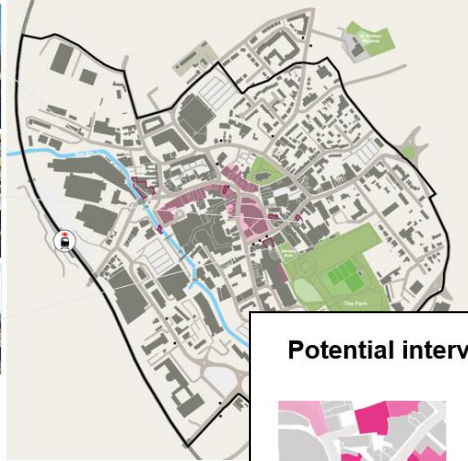
02 Unique culture-and-leisure-led offer

03 A resilient and diverse high street

04 Unlocking good growth



Space for a vibrant economy



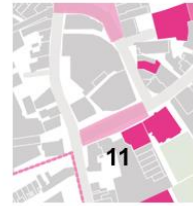
DRIVER
 There are a significant number of long-term vacant properties within the retail core, including buildings of significant heritage and larger retail units totalling over 250,000 sq. ft.

CORE FOCUS:
 Identifying units for site assembly / acquisition, enabling the Council to gain control.

OUTCOMES:

- Curate a healthy mix of uses within the town centre.

Potential interventions: Market Hall



Vacant grade 2 listed market hall. Restore building for market type retail uses and events.



Potential interventions: Town Hall



Grade 2 listed Town Hall. Currently operated by Trowbridge Arts Centre. Building in poor condition.

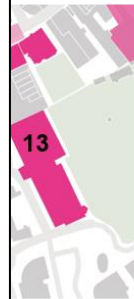
Building restoration and works to support Trowbridge Arts Centre to run full cultural programme.



'Showing off the jewels'



Potential interventions: Castle Place



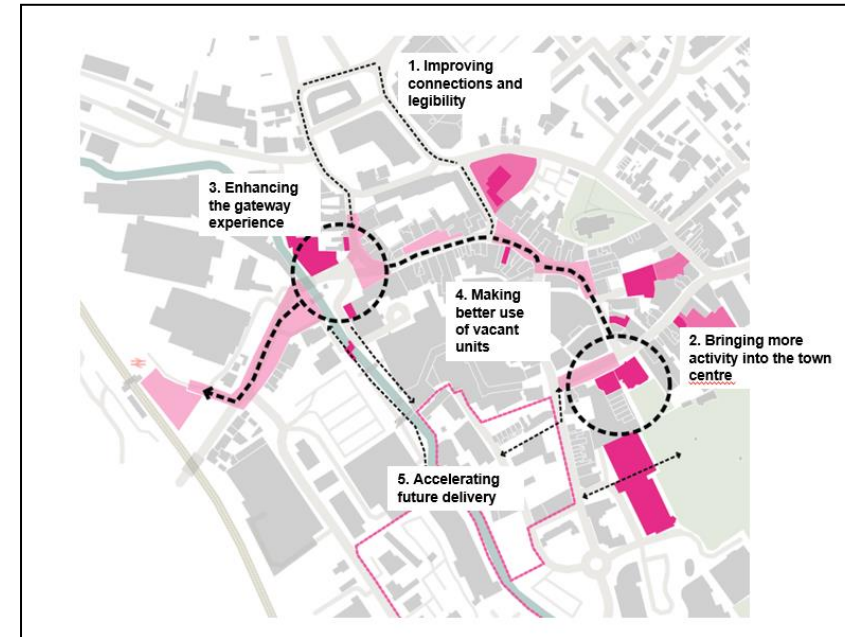
and council owned multi-
 store development with park
 improved connections to
 Castle Street from the park.

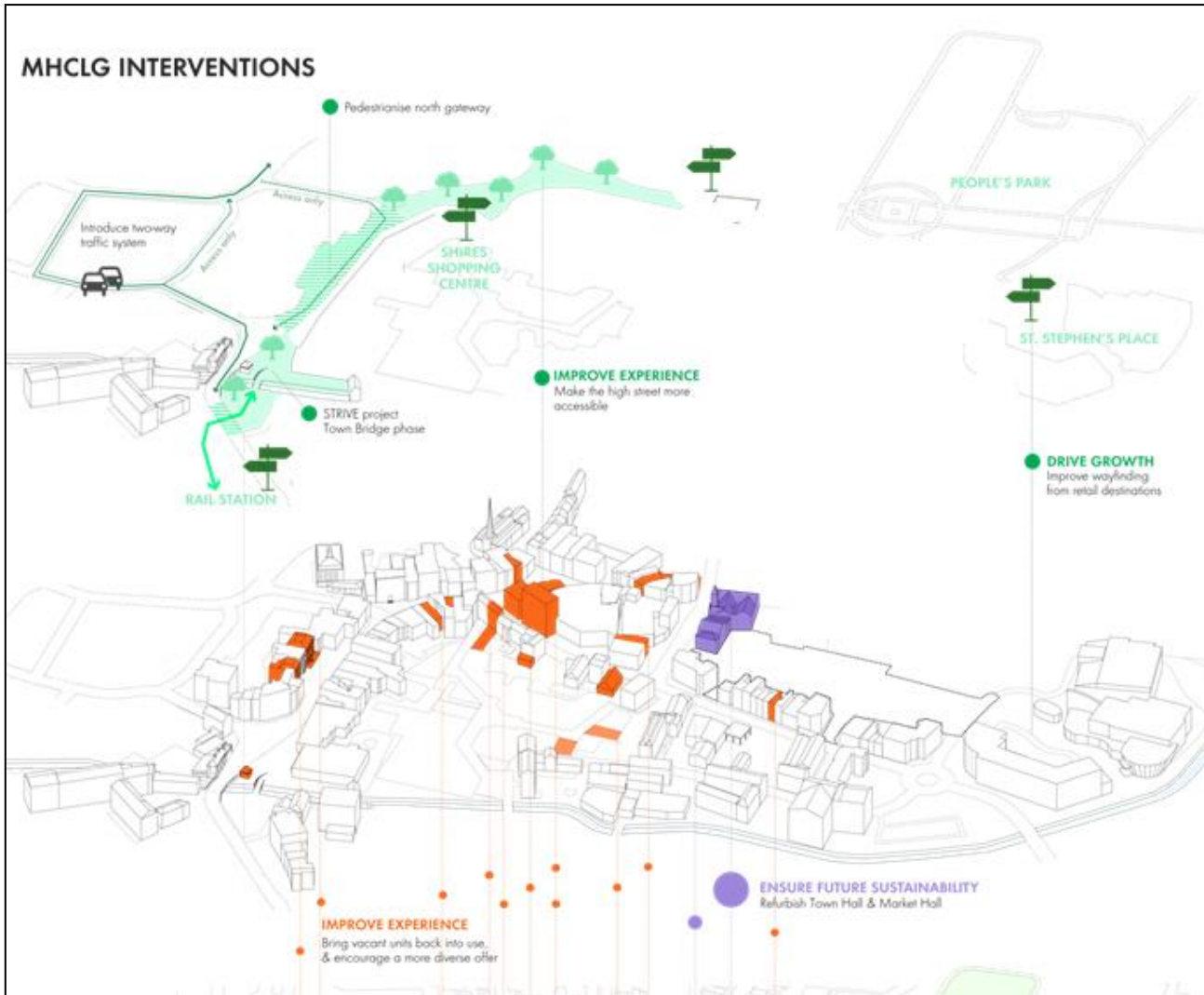


Total funding envelope: £16,347,056

Key Projects:

- **1.1** Transforming the northern gateway into a welcoming arrival point and transport improvements converting the northern gyratory into a two-way traffic system enabling **pedestrianisation of the northern part of the high street.**
- **1.2** Enhancements to the **River Biss** bank to enable safer pedestrian access to the river front and under the Town Bridge.
- **1.3** Improving **accessibility, connectivity and wayfinding** of the town centre
- **2.** The refurbishment and extension of the **Grade 2 listed Town Hall and potentially the adjacent market hall**, safeguarding its long-term sustainability and maximising the capacity for the building to host an exciting and vibrant full programme of community-led leisure, culture and social activities within the heart of Trowbridge Town Centre.
- **3.** Converting **vacant units** into leisure and workspaces units by offering grants to support changes of use and create a more diverse offer in the town centre.





Key Projects:

- 1.1 Pedestrianisation of the northern part of the high street
- 1.2 River Biss
- 1.3 Accessibility, connectivity and wayfinding

2. Grade 2 listed Town Hall and potentially the adjacent market hall

3. Vacant Units Grants

Key Activities:

Autumn 2021: two day consultation event

P1.1, 1.2 and 1.3

2021-2023	Design and surveys
Mid-2023	Construction starts
March 2024	Construction ends

P2

2021-2023	Design, essential repairs, surveys, consents
Mid-2023	Construction starts
March 2024	Construction ends

P3

2021	Programme development
End 2021/start of 2022	Grants open
Feb 2024	Grants end

Questions

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