

# **ECONOMIC DEVELOPMENT, CULTURE & LEISURE SCRUTINY PANEL**

## **SCOPING DOCUMENT**

**Proposed title:**

### **REVITALISING LOCAL HIGH STREETS AND SECONDARY SHOPPING AREAS IN THE CITY**

#### **1. Background**

The panel intend this review to look at the capacity of the different local retail centres within the city to attract and retain customers.  
(The major retail centres will not form part of this review.)

#### **2. Objectives of the Inquiry**

- To understand the different characteristics of the local retail centres and the planning policy, licensing and other restrictions to development
- To consider the success of promotional activities, grant opportunities and initiatives in generating and retaining customers
- To review the sustainability of these centres within communities with a diversity of retail, leisure and health uses

#### **3. Written or verbal evidence to be heard from witnesses from the following:**

- Planning & Transport - to include carbon reduction and accessibility issues
- Health & Community Safety - to include the night-time economy
- Regeneration - those promoting the retail centres' activities

(Further witnesses are listed in Section 5)

#### **4. Possible issues and questions to be addressed**

- Planning implications and how vacant units are dealt with in the retail centres.
- Consideration of the role of the evening and late night economy in revitalising local centres; providing activities for a wide range of people which are not purely focused on young people and alcohol driven.

- Integration of health improvement services (such as Healthy Living Pharmacies) and leisure facilities (such as the mobile library service)
- How to increase footfall, dwelling time and loyalty in the local retail areas to ensure there is better use by the local catchment.

## 5. Methodology and work plan

### **Written and documentary evidence**

It is also proposed that the panel seeks briefing information from council officers and documentary evidence from a number of organisations to inform the review.

### **Witness statements**

The panel may seek evidence from witnesses at formal meetings.

### **Witnesses to include:**

Hampshire Chamber of Commerce  
 The Small Business Association  
 Portsmouth Business Crime Reduction Partnership  
 Association of Town Centre Management  
 Association of Market Towns  
 The police and community wardens  
 Market traders and local shopkeepers  
 Penny Mordaunt MP, High Streets Minister

### **Site visit opportunities:**

- Chair to attend the DCLG conference in London on 18 September 'The Future of UK High Streets: Driving Local Growth and Regeneration'
- Community days
- Visit an example of a successful local market elsewhere

## 6. Background documents

The following documents have been circulated to members of the panel:

- High Street Performance and Evolution (University of Southampton, July 2104)