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tcpa / edg seminar

creating town centres and promoting retail in large-scale new development

13.00 - 16.30, Thursday 7 March 2013

TCPA • 17 Carlton House Terrace • London



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This afternoon seminar will explore how to create sustainable local and neighbourhood centres and how to attract small businesses to new developments through the various tools offered by the planning system.

Speakers:

- **Chris Wade**, Chief Executive, **Action for Market Towns**
Understanding the dynamics of town centre growth and development
- **James Lowman**, Chief Executive, **Association of Convenience Stores**
Planning for diverse local centres – how the planning system can help
- **Elizabeth Cox**, Head of Connected Economies, **New Economics Foundation**
Creating low-carbon, high-wellbeing economic development models for town centres
- **Robin Butler**, Board Member, **National Retail Planning Forum** and Managing Director, **Urban & Civic**
Large-scale retail masterplanning, promotion, implementation and management
- **John Percy**, Head of Retail Development, **DTZ**
Delivering large-scale retail developments

A strong retail offer is essential to building successful, competitive and sustainable new communities. The National Planning Policy Framework clearly prioritises the importance of town centres for retail, leisure and commercial activity. It states that local authorities should have positive plans for town centres which set out a long-term vision, and that they should clearly define a hierarchy of centres. Policy should sustain and encourage open markets and the 'individuality' of centres, and site allocation should favour in-town locations and then well connected edge-of-town sites.

Retailing has a significant impact on how people travel and has the potential to play an important role in achieving other government objectives, such as reducing the use of private transport and narrowing social inequalities. Thriving town, district and local centres can help to create a sense of place. Facilitating the right planning conditions for thriving small-scale specialist retail outlets is also essential for a vibrant and diverse local economy.

It is important to establish an overarching retail offer and a vision which expresses a new development's economic purpose and uniqueness, and to define the management vehicles that will guarantee a new community's economic, environmental and social development. Promoters of new developments will need to work from a detailed socio-economic baseline which captures the characteristics, drivers, trends and dynamics of the wider area that will, in effect, 'host' the new development. It is necessary to develop a detailed understanding of the surrounding area's economy, and to draw together supporting evidence. Issues such as the development's retail specialisms and potential conflict with neighbouring areas should be considered, in order to achieve a unique economic offer that will not only attract potential investors, entrepreneurs, employers and residents, but will also enable the development's economy to grow sustainably within the wider area.

Who should attend?

This event is for planners, business and infrastructure providers, government officials, local authority officers and members, developers, architects, economists, consultants, academics and those from NGOs and voluntary organisations – all those interested in delivering high quality, sustainable new communities.

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booking form

Please complete the form below – or book online, at <http://www.tcpa.org.uk/events.php?action=event&id=68>

Please return to: Alex House, TCPA,
17 Carlton House Terrace, London SW1Y 5AS
Email: Alex.House@tcpa.org.uk
Fax: +44 (0)20 7930 3280

Confirmation of your booking, a map and directions will be provided on receipt of the booking form. Please complete a separate form for each delegate.

Delegate details:

Name: _____
Job Title: _____
Organisation: _____
Address: _____

Postcode: _____
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If the delegate has any specific dietary or access requirements, please give details:

CPD

Attending this conference counts for 3.5 hours towards your Continuing Professional Development. Please tick this box if you require a CPD certificate

Fees:

Please tick the appropriate box:

TCPA members: £50 plus VAT = £60
TCPA membership ID: _____

EDG members: **free**

Non-members: £100 plus VAT = £120

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