

Primary School Workshop: Revitalising the town centre

- Ask the pupils if they recognise the image Fleetwood town centre. Discuss 'what is a high street?' - what kind of things do we find on a high street? What should a high street have in it? Is there a difference between a village high street compared to a larger town high street? (Pp slide 1) Write their responses on the board
- Introduce focus of workshop: thinking about how we can make Fleetwood town centre better for people that live, work and visit there. (PP slide 2)
- (PP slides 3-4) High streets in the UK are declining, they are in crisis. Ask the pupils if they can think of any problems or reasons e.g.
 - fewer people come to the High Street
 - shops are too expensive
 - too many shops (brands overexpanded with too many stores)
 - online shopping
 - shop closures / empty buildings
 - all the same chains / no individuality - loss of appeal
 - shopping centres more convenient
- Reflect back on Fleetwood high street/town centre again - what do pupils like/think is good/bad/missing/could be better etc? (PP slide 5)
- Explain the government is trying to regenerate town centres and make high streets better. They want to make town centres places fun places to go where people can do different things, not just shopping. One way we can do this is turning an empty building or empty shop into something new for people to use and visit; giving it a new purpose. In groups, pupils complete cool wall activity (PP slide 6)
- Considering different users/needs of other people. In groups, pupils re-do cool wall activity but this time from perspective of different demographic (PP slide 7)
- Introduce design challenge: You will be given an empty shop unit either on Lord Street and Poulton Street. Groups to be given map of street and shown where their empty unit is for context. As a group, re-design how you could turn this empty building into a place that Fleetwood residents and visitors could enjoy. What will you design? And who is it for? Draw out your ideas on paper. (PP slide 8)
- Groups create a visual brief considering above questions (see example and notes below)

- Once agreed on final design, groups model-make their designs (PP slide 10)
- Each group presents their idea to another group or the whole class. Constructive feedback. Consider what they would change/do differently if had more time. (PP slide 11)

Additional information:

Government's long-term plan to support the evolution and regeneration of high streets launched in July 2021 which will see the following actions:

- transforming derelict buildings
- cleaning up our streets
- supporting renewed sense of community for current and future generations
- empty offices into homes
- empty shops into entertainment venues or new businesses, gyms
- creating new public spaces
- transforming riverfront area into community hub with entertainment and leisure venues
- new digital enterprise and learning centre
- support local shops and businesses, permanent al fresco dining
- giving communities opportunities to take stake in their local area, giving local people the power
- protect local areas, sense of community
- greener forms of transport, encouraging cycling and walking
- tackle litter and graffiti in town centres
- bring back street parties / picnics
- enhance social mobility - careers in hospitality, new jobs in leisure/entertainment/sports venues

Examples of regeneration in town centres:

In one town, they are creating a large outdoor room so there are places for performers and large sporting events. Some councils are spending money on improving existing buildings like theatres, shopping centres and libraries and they are asking people what they want from their town centres too.

Example of Visual Brief

Repurposed an empty shop unit into 'Burton Bike Doctor' named after architect Burton who designed the town plan for Fleetwood like spokes on a wheel from the highest

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point, the Mount. The shop will repair and do up old bikes for local people and is run by the community. Those that work there will also offer bike tours around Fleetwood for visitors and lessons for anyone wanting to learn how to ride a bike or become more confident as well as training for others wishing to learn how to repair bikes. The shop will encourage active, sustainable travel.