

## Westminster Social Policy Forum Keynote Seminar

### Building on success for town centres: best practice, policy priorities and competing in the digital age

Timing: Morning, Tuesday, 3<sup>rd</sup> February 2015

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



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Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Ann Coffey MP**, Vice-Chair, All-Party Parliamentary Group for Town Centres
- 9.05 - 9.35 **Priorities for town centre regeneration**  
**Peter Schofield**, Director General, Neighbourhoods Directorate, Department for Communities and Local Government  
Questions and comments from the floor
- 9.35 - 9.45 **High street 'crisis' and reconfiguration**  
**Professor Neil Wrigley**, University of Southampton and Member, Future High Streets Forum
- 9.45 - 9.55 **Case study - high street and town centre development**  
**Paul Dobson**, Corporate Director of Development and Neighbourhood Services, Stockton-on-Tees Borough Council
- 9.55 - 10.05 **High street connectivity - developing effective parking strategies**  
**Patrick Troy**, Chief Executive Officer, British Parking Association
- 10.05 - 10.15 **Supporting the night time economy**  
**Peter Marks**, Chief Executive Officer, Luminar Group
- 10.15 - 10.35 **Developing a coordinated approach to town centre policy - encouraging renewal and investment**  
**Ken Gunn**, Director, FSP Retail Business Consultants  
**Andy Godfrey**, Public Policy Manager, Alliance Boots
- 10.35 - 10.45 Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**  
**Ann Coffey MP**, Vice-Chair, All-Party Parliamentary Group for Town Centres
- 10.50 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**  
**Peter Aldous MP**, Vice-Chair, All-Party Parliamentary Group for Town Centres
- 11.30 - 11.45 **'Collective (online) marketing strategies in town centres to attract the digital consumer: lessons from the Netherlands'**  
**Dr Jesse Weltevreden**, Professor of E-Business and Chair, Centre for Applied Research on Economics & Management, Amsterdam University of Applied Science
- 11.45 - 11.55 **Addressing long-term challenges - a view from a retailer**  
**Chris Wermann**, Director of Corporate Affairs, Home Retail Group
- 11.55 - 12.05 **Case study - innovative approaches to high street renewal**  
**Peter Wheelhouse**, Economic Development and Regeneration Manager, Frome Town Council
- 12.05 - 12.25 **Supporting small businesses and business growth**  
**Edward Woodall**, Public Affairs Manager, Association of Convenience Stores  
**Martin McTague**, Local Government Chairman, Federation of Small Businesses
- 12.25 - 12.45 **Developing the planning framework for local growth and encouraging development**  
**Ian Trehearne**, Consultant, Planning and Environment, Berwin Leighton Paisner  
**Adam Pyrke**, Director of Town Planning, Colliers International
- 12.45 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Social Policy Forum closing remarks**  
**Peter Aldous MP**, Vice-Chair, All-Party Parliamentary Group for Town Centres  
**Peter van Gelder**, Editor, Westminster Social Policy Forum