

6 February 2012

Local Authority Chief Executives
Local Enterprise Partnership Chairs

Our Ref:
Your Ref:

"PORTAS PILOTS" - AN INVITATION TO BECOME A TOWN TEAM

I am writing to let you know that we are inviting local partnerships to pilot some of the ideas set out in the Portas Review, particularly the creation of a Town Team that can help drive innovation in the way the high street is managed, develop a strategic and collaborative approach. Ideally the town team will be made up of a wide range of local interests including landlords, developers, public service providers, retailers, local authorities and local communities.

The Portas Review (www.communities.gov.uk/portasreview), commissioned by the Prime Minister, made a number of recommendations aimed at identifying what government, local authorities, businesses and communities could do together to promote the development of new models of sustainable and diverse high streets.

High streets can be a visible indicator of how well a local community and economy is doing. They are recognised as important hubs of social interaction and cohesion, as well as providers of employment and local commerce. The innovative use of town centres and high streets can attract people, and help to re-shape these places to respond to, and reflect local community needs.

We know that every high street is unique and will have different issues and priorities so we do not want to specify what ideas pilots want to explore. Nor do we want to limit pilots to testing proposals in Mary Portas' Review. Each pilot will be free to determine its own priorities.

We are looking for 12 pilots and are offering successful bidders grant funding of up to £100k. The deadline for applications is 30 March. The prospectus is attached to this letter and can also be downloaded from www.communities.gov.uk/publications/regeneration/portaspilotsprospectus

For further information email portasreviewpilots@communities.gsi.gov.uk

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