

Continuing Professional Development (CPD) - Priority Factor One: Activity Hours



Introduction

The purpose of CPD (continuing professional development) is to help members develop their skills as professionals in the sector. All professional bodies expect their members to keep their knowledge and skills up to date - and we are no exception¹.

The focus of these CPD resources is on the top 25 priority factor identified from IPM research into the top factors affecting a town centre of high street's vitality and viability².

CPD Activity

This CPD resource focuses on Priority Factor #1 – Activity Hours

This CPD will require you to either:

- a) Provide evidence and a short (around 500 word) reflective summary of the efforts you have already made in your town if you believe this factor has been adequately addressed in your town.

When you addressed this factor:

Did you cover all the potential audit questions?

Who did you involve in addressing this priority?

Were the timescales similar to those we have suggested?

Did you achieve the potential outcomes we have suggested?

How did you measure outcome achievement?

Are there any ways you might develop your achievement towards this priority even further?

If this priority factor is not of specific relevance for a particular reason due to the particular nature of the place for which you are responsible, please reflect on why you believe this is, and what evidence you have for this.

Or

- b) Set out a plan of action stating clearly how you intend to address this factor, which individuals, organisations and groups you will involve, how you will

¹ For more information on CPD please see the SCOTLAND'S TOWNS' PARTNERSHIP IPM GUIDE TO CONTINUING PROFESSIONAL DEVELOPMENT. This document contains useful information on what is CPD, IPM and CPD, why you should engage with CPD, and how you can evidence and record your CPD.

² The STP IPM guide to CPD also contains more background information on the 25 priority factors that emerged from the IPM's research undertaken for the High Street UK 2020 (HSUK2020) project partially funded by the Economic and Social Research Council (ESRC) who were concerned about the impact changes to retailing in the UK were having on town and city centres. The HSUK2020 research identified 201 factors that affected performance of town and city centres. The challenge of 201 factors was to determine which should be prioritised. Statistically grouping the factors deemed to be of greatest importance and over which place managers had the greatest control we prioritised these to a list of the top 25 factors. Having been discussed with more than 250 stakeholders across the ten towns, and more recently with over 2,000 conference delegates around the world, we conclude that every town should ensure that their town or city centre strategy incorporates each of these 25 priority factors if they want to promote vitality and viability.

involve them, what outcomes you expect and by when you expect these to happen.

- a. You may also then at a later date provide further CPD evidence by reflecting on the achievements your plan of action has resulted in.

CPD code: 077567

CPD is not meant to be an onerous task. This CPD opportunity is simply asking you to reflect upon and record specific aspects of the professional place making activities you are already undertaking in your role.

For engaging with this CPD opportunity we will award you 600 points.

This equates to around 10 hours of effort in reading the CPD resource, planning on how you will address it, and compiling your evidence, reflection, or action plan.

From HSUK2020 report (what is the problem we are looking to solve)

Priority Factor #1 – Activity Hours

Ensuring the centre is open when the catchment needs it.

Activating centre throughout day/week/month/year to optimise footfall.

Difficulty Level - Moderate³

Your professional development, and evidence of the way you have evidenced lifelong learning as a result of engaging with this CPD opportunity can be based on addressing those of the following questions that are relevant to your town.

What factors does this priority comprise?

Opening hours

Shopping hours

Morning/evening economy

What questions should you ask when auditing your own town's achievement against this priority?

What are the shopping hours?

Is there an evening economy?

Do the activity hours of the centre match the needs of the catchment?

Can more be done to serve catchment at different times of day/week/year?

Who 'owns' this priority?

Leaders: Anchors, BID, TCP, local business group (e.g. Chamber of Commerce).

³ The colour coding relates to how easy/difficult it is to tackle the priority.

Green = Easy; Orange = Moderate and Red = Hard

Who can help enable its achievement?

Local businesses, Local Authority, public services, shopping centre owners, public transport operators, car-park operators.

What possible actions could you take to address this priority to improve the vitality and viability of your town?

Reinventing

Extend or reconfigure opening hours to align with catchment needs/footfall profile and servicing and operational management requirements.

Alter activity hours with the use of markets, pop-up, special events and festivals etc. Existing operators to be flexible and benefit from footfall spikes.

Place specific interventions dependent on town type.

More repositioning, rebranding and restructuring actions.

What potential timescales will be involved in addressing this priority?

Extending/reconfiguring activity hours 24-36 months.

Altering activity hours can be instant (e.g. events, specialist markets etc.).

What intended outcomes could arise from addressing this priority?

- Increased vitality and viability
- Activity hours also influences 21 other priorities
- More profitable businesses that trade when customers are around
- A centre that reflects today's society needs
- Extended activity generates more employment
- Efficiency gains and reducing operating costs
- Viability of public transport and services
- Viability of events, festivals, markets
- Population density within towns and walkable neighbourhoods