



Submitting written evidence to the Parliamentary High Street 2030 Inquiry: A guide for IPM and TBF members

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Placemanagement.org

About the Institute of Place Management

The Institute of Place Management is the professional body for people involved in making, maintaining and marketing places. As part of Manchester Metropolitan University, the Institute of Place Management is dedicated to supporting people who serve places, providing them with unbiased research, continuing professional development, qualifications, conferences, events and networking opportunities.

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1. Background

On 10th May 2018 the Housing, Communities and Local Government (HCLG) Committee launched its inquiry looking at the future of England's high streets and town centres in 2030. This guidance document has been designed to be used by IPM and TBF members who wish to submit written evidence to the inquiry to support the evidence that will be submitted by IPM and TBF

The inquiry will examine the future role of the high street in contributing to the local economy and the health, cohesion and cultural life of the local community and the challenges faced amid changing demographic, technological and other trends in recent decades. It will also look at how local areas are planning for the future of their high streets and town centres and creating the conditions to sustain them in the years ahead, as well as whether councils have the planning, licensing, tax raising and other tools needed to help local areas flourish¹.

"Our high streets and town centres have an important social, civic and cultural place in our society. But, many of our high streets are now struggling, facing a range of challenges including the threat posed by online retailers. Indeed, changing trends and behaviours in recent decades – driven by a range of economic, demographic, social and technological factors – have affected the prosperity and vibrancy of our high streets.

High streets and town centres retain an important place in our society but what do we want them to look like in 2030 and what actions do we need from local and central government to ensure their longevity?"

Clive Betts MP, Chair of the HCLG Committee

2. Submitting Written Evidence

Following the recent announcement to collaborate to better represent and support the place management sector, IPM, ATCM and TBF are joining forces to respond to the High Street 2030 parliamentary inquiry. Whilst IPM/TBF will be submitting evidence on behalf of the BID industry and wider place management sector, parliamentarians will be interested in specific submissions from experienced place managers - especially when these offer an authoritative perspective on a focussed aspect or issue.

¹ Commons Select Committee: High streets and town centres in 2030 inquiry launched <https://www.parliament.uk/business/committees/committees-a-z/commons-select/housing-communities-and-local-government-committee/news/high-streets-and-town-centres-in-2030-launch-17-19/>

We are inviting our members to a consultation event to develop a joint response to a Commons Select Committee. The three-hour consultation will be held in central London, on the 12th June, 2018. The consultation will focus on getting the views and perspective of place managers, BID managers, planners, economic development officers and other professionals that have responsibility for the nation's high streets and town and city centres.

Whether or not you are able to attend our joint consultation event we encourage you to make a submission of written evidence to the HCLG Committee's inquiry, as not only are you best-placed to represent issues that are most pertinent to your high street or commercial area, you are also a member of the sector's professional body, **and government needs your professional input.**

2.1 Terms of Reference

The Committee is inviting submissions on what high streets and town centres will look like in 2030. In considering this question, your submission of written evidence may wish to address:

- The role of high streets and town centres in contributing to the local economy and the health, wellbeing, cohesion and cultural life of the local community
- The economic, demographic, social and technological challenges facing high streets and town centres and how they are likely to develop over the next ten years
- How high streets and town centres are adapting to meet these challenges, the conditions necessary for sustainability, for example, residential development and related infrastructure, and how local areas are planning for the future.
- The outlook for high streets and town centres that cannot rely on consumer spending and business growth and investment.
- Whether councils have the planning, licensing, tax raising and other tools needed to help local areas flourish and how they make use of these.
- The legacy of the Government's previous work on the high street, including the Portas Pilots, the Future High Streets Forum and the Great British High Street.



“There are place managers up and down the country who know exactly what needs to be done to make high streets vital and viable ... It is crucial government listens to the people that have the answers”.

Andrew Cooper, Chair of The BID Foundation

2.2 Guidelines

You must submit your written evidence using the online form available [here](#)². Closing date for written submissions: **Friday 22 June 2018.**

² Online form for the submission of written evidence to the HCLG Committee's inquiry on the high streets and town centres in 2030 <https://www.parliament.uk/business/committees/committees-a-z/commons-select/housing-communities-and-local-government-committee/inquiries/parliament-2017/high-streets-and-town-centres-in-2030-inquiry-17-19/commons-written-submission-form/>

To successfully make a submission via the online form documents need to:

- Be less than 25 MB in size
- Be in Word (doc, docx, rtf, txt ooxml or odt format, not PDF)
- Contain as few logos or embedded pictures as possible
- Contain no macros
- Comprise a single document. If there are any annexes or appendices, these should be included in the same document.

Each submission should:

- State clearly who the submission is from, i.e. whether from yourself in a personal capacity or sent on behalf of an organisation, for example the submission could be headed 'Written evidence submitted by xxxxxx'
- Be concise – no more than 3,000 words in length
- Begin with an executive summary in bullet point form of the main points made in the submission (see guidance note 2.3 below in this document)
- Include a brief introduction about yourself/your organisation and your reason for submitting evidence (see guidance note 2.4 below in this document)
- Have numbered paragraphs
- Include any factual information you have to offer from which the committee might be able to draw conclusions, or which could be put to other witnesses for their reactions
- Include any recommendations for action by the Government or others which you would like the committee to consider.

It is worth noting that:

- Committees publish most of the written evidence they receive on the internet.
- If you do not wish your submission to be published, you must clearly say so and explain your reasons for not wishing its disclosure. The committee will take this into account in deciding whether to publish.
- A committee is not obliged to accept your submission as evidence, nor to publish any or all of the submission even if it has been accepted as evidence.
- Material already published elsewhere should not form the basis of a submission, but may be referred to within a submission, in which case it should be clearly referenced, preferably with a hyperlink.
- Once submitted, no public use should be made of any submission prepared specifically for the committee unless you have first obtained permission from the clerk of the committee.

2.3 Focus of your argument

As listed above in guidance note 2.3 in this document, your submission of written evidence must begin with an executive summary in bullet point form of the main points made in the submission. We suggest that you decide on one main point or argument and make it well providing plenty of evidence.

Think about what your objective is in submitting your written evidence. You must think about making a very clear and also very succinct case. When providing your evidence think how best you can assist the inquiry in a way that puts your point or argument across in the best possible light.

The terms of reference outlined above in guidance note 2.1 in this document set out a list of topic areas that you may wish to focus on. We suggest you focus on the one that is likely to have the most impact on your place, and for which you can provide the best evidence to support your point.

Remember that your submission can end with recommendations that you would like the inquiry to take into account, so make suitable recommendations, make them clear, and make sure they flow logically from the evidence you have provided.

2.3.1 Some dos and don'ts³

Do

- Decide on the key point or argument you want to make in advance of preparing your written evidence
- Make assertions you can support with evidence
- Keep focus and include only matters and evidence that supports your main argument

Don't

- Write aggressively - you want the inquiry to take heed of your evidence and recommendations so put them clearly and without emotion, making your case as well as you can.

2.4 Stating your credentials

As listed above in guidance note 2.3 in this document, your submission of written evidence must include a brief introduction about yourself/your organisation and your reason for submitting evidence. Clearly state your credentials - **you are the expert**, remember that you are best-placed to represent issues that are most pertinent to your high street or commercial area. You are also a member of the IPM, the sector's professional body, so include reference to this, and your post-nominal title(s) because government needs professional input. Tell the inquiry why you are qualified to provide this evidence, and also remember that, in this case, experience of the issue you are raising is more important than your job title and qualifications (although these clearly help establish your credentials).

3. Continuing Professional Development

If you wish to use your involvement in the consultation event, or the very task of preparing and submitting written evidence to the inquiry as a case for evidence of CPD we are happy for you to do this.

Guidance note 2.2 in this document does warn that once submitted, no public use should be made of any submission prepared specifically for the committee unless you have first obtained permission from the clerk of the committee. However, if you let us know you have submitted evidence, by email to ipm@mmu.ac.uk, and include a short summary and reflection (see below) in your email, we will award you 500 CPD points.

³ This document focuses on submitting evidence to planning inquiries but has some relevant information that you might want to look at before preparing your submission
https://www.huntingdonshire.gov.uk/media/1125/advice-note-9-_public_speaking_and_giving_evidence.pdf

Please ensure your email contains the following:

- A short summary of the point/argument you made
- Why you decided to submit written evidence to the inquiry, what did it mean to you as part of your role as a professional place manager?
- What did you learn from undertaking this task?