



## Open Call – Unique Streets

### BACKGROUND

The High Street was the focal point for communities all over Wales. It offered job opportunity, a place for small businesses to thrive and was the driving force for the local and regional economy. Today the local high street is challenged by the huge increase in online shopping, shopping centres and large supermarkets. All these factors have had a detrimental effect on our high street which has contributed largely to the decline around town centres across Wales.

Today users are looking for a range of experiences on our high streets, from shopping to leisure to entertainment to health services. Today our high streets should offer a unique experience that people couldn't find anywhere else.

The decline of high streets is a concern for many people in Gwynedd. Why don't we tackle this issue using creative solutions in doing so!



## **AGW CHALLENGE**

AGW are looking for 3 communities to work with to trial new and innovative ideas that will: -

- i) Increase the number of visitors to the street that will in turn increase the number of visitors to the area
- ii) Increase spend in the local area

The output of the project will be to show good practice to others around Gwynedd along with information on how to go about it. There will also be an opportunity to compete in the [Great British High Street](#) competition. The GBHS Award shares examples of ways the High Street can succeed in overcoming these challenges and encourages others to do the same across the country.

Some of the ideas that can be used are:

- ❖ Art installations
- ❖ Street Furniture
- ❖ Activities e.g. performances, digital carnival
- ❖ Street Signs

The idea should be an attraction that draws visitors to the area that will help show what the street/area has to offer.

As part of the plan AGW will provide:

- Support to develop the idea
- Any equipment / services / relevant expertise (e.g. local artists)
- A short Film of the work that will help with promotion
- 'Toolkit' that will show the lessons that were learnt

It will be a requirement for successful applicants to do the following:

- Bring the relevant people together
- Contact and get the support of local businesses
- Develop a rough idea (the idea should showcase what is unique about the street / area)
- Volunteers that are ready to commit time to coordinate and implement the plan
- Take part in an event that will promote and spread key messages to others
- Contribute a minimum of 10% in funding towards the total cost of the project
- Businesses on the street will also need to commit to work with a Welsh Business Officer
- Identify ways to collect data to measure the effect of the project on the Street.

## **SUBMITTING IDEAS**

To apply please complete the attached form. Applications will be assessed against the following criteria:

1. The potential to attract more visitors / spend to the Street

2. Dedicated group
3. Contacts within the community, especially within the business community
4. Different / Innovative ideas
5. The ability to collect data to measure the effect of the project

## TIMELINE

Please complete the attached Application Form and send to [carwyn@mentermon.com](mailto:carwyn@mentermon.com) by **4pm on Monday the 7th of January**

## COSTS

Please note that there will be a maximum of £15,000 available for each community. Each community will need to contribute 10% of the actual cost of the project e.g. If the total cost of the project is £15,000, the community needs to contribute £1,500 of clean money (Money that isn't derived from European Union funding) towards it.

## CONTACT DETAILS

For more information contact Carwyn ap Myrddin by email – [carwyn@mentermon.com](mailto:carwyn@mentermon.com) or call 01766 515 946.

