

Civic Voice presents

# CIVIC DAY 2019

A day to say I care about where I live

We all have something we love about where we live. It might be a patch of open space or an old building. Or maybe you have a conservation area that makes you proud, or a local high street that has lots of independents. There is so much that is important to all our lives in the place where we live and Civic Day gives the communities the opportunity to celebrate it.

But now more than ever, your local high street and town centre needs you.

Civic societies and community groups have been champions of our town centres and high streets for many years. We now need you to be inspired by the case studies here and help us champion the nation's high streets for National Civic Day.

There are so many ways to show we care and to play your part – launch a town vision, organise a town walk, engage business, maybe start a campaign – there is something we can all do.

Civic Day is a chance to celebrate and showcase the diversity and range of activities taking place across the civic movement and unites us with a simple idea – that we can all do something, however big or small, to make our towns and high streets great places to visit.

An easy place to start and to make change happen is on your local high street. Be inspired by the work of groups in this leaflet as we try and make our high streets great places to visit for future generations to come.

How can we save our town centres? Through making our high streets great places to visit again. Civic Day is a chance for you to visit a market, coastal or city town centre and to consider how it can be reinvented so it is back at the centre of the community life.

Celebrate your high street on National Civic Day 22nd June. Sign up today.

**Jake Berry MP**  
Minister for High Streets

**Craig Mackinlay MP**  
Chair, APPG for Civic Societies

## Five tips for planning your day

### 1 USE CIVIC VOICE BRANDING

Become a member of Civic Voice, be part of a national movement and add our logo to your publicity materials.

### 2 INVOLVE OTHER GROUPS

Partner with other local community groups to maximise events and strengthen relationships: eg. history societies, WIs, youth groups, town and parish councils.

### 3 SECURE COUNCIL SUPPORT

Some councils offer small grants to support community events. Make sure your Council is aware of your event and ask the Mayor to open an event.

### 4 GET SPONSORSHIP

Approach local businesses to help cover costs. Perhaps they could sponsor an event, advertise in your programme or offer in kind support, eg. venue hire?

### 5 MAXIMISE PUBLICITY

Civic Day can be a great way to raise the profile of your group. Use local press and radio, advertise in the local library, church or town hall and don't forget social media!



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## Civic Day

Promote your society, community group, town or parish council and generate a sense of civic pride amongst the community.

Promote greater cohesion and partnership in the community.

Demonstrate that you care about where you live!

Find out more and join Civic Voice  
[civicvoice.org.uk](http://civicvoice.org.uk)

Get involved  
📱 [@civic\\_voice](https://twitter.com/civic_voice)



Saturday  
**22 June 2019**

A day to say  
**I care about  
where I live**



Organise a best shop front or restaurant of the year award

Organise a litter pick

Participate in National High Street Perfect Day

Run an essay competition for local schools

Lead a heritage walk around your local area

Launch a loyalty card to encourage local shopping

Campaign for a Business Improvement District

Host a networking lunch with a key speaker for local businesses

Undertake a Civic Voice Conservation Area Audit

Arrange a community festival or market stall on the high street

## Civic Day case studies



### SOUTHGATE CIVIC WEEK

In June 2017, Southgate District Civic Trust struck up a partnership with Transport for London and dozens of community groups across the district to organise a host of events to celebrate the local area for Southgate Civic Week. Working with Transport for London, the Trust set up a 'pop-up shop' (above) in an empty shop unit in Southgate underground station for the week and used this as a base for their photographic exhibition. Southgate showcased local assets and community events during the week including; open days, walks, tours, a 'big lunch', concerts, tennis and cricket matches.



### BEWDLEY'S HEALTH CHECK

Working to a national template as part of Civic Voice's Big Conservation Conversation campaign, Bewdley Civic Society's Town Centre group raised alarm bells about the historic fabric of Bewdley. Through the audit, they identified that the town was suffering from a lack of overall town centre management, and neglect had led to a serious decay of some historic buildings (eg. pictured above) and shop fronts. The poor quality of the public realm was also identified as a key issue. In response, Bewdley Civic Society has created an action plan to work with local councils and partners to make interventions where possible.

### BARNES REVITALISATION

In 2013, the Barnes Town Team, set up following the Portas Review of High Streets, wanted a mandate from the community before deciding on projects to revitalise Barnes High Street. The Barnes Ponder Community Planning Day (left) was held and over 350 people participated in workshops to help create a vision for the future of the village. Independent facilitators analysed the outcomes and drew up the vision which was reported back to the community 10 days later. Six Town Team Action Groups were then set up to develop identified projects, which include; a 20's Plenty campaign, a new branding and marketing exercise for the village and environmental improvements along the High Street and river.



### WIMBLEDON VISION

Whilst the Wimbledon Society commended Merton Council in setting up public workshops to establish what residents wanted to see in their town, it was felt that the council's 'Masterplan' went against some of the issues highlighted in those workshops. Accordingly, the Wimbledon Society decided to produce their own plan (Vision 2040), which started with the local community wishlist, and with major issues facing high streets, like their own (above), on a national level. The society was keen to have proposals not just policies, and to be proactive and not reactive. Most importantly, they wanted to show what kind of town they could look forward to, including relocating traffic; celebrating the historic environment and pedestrianising and planting extensively. All in a plan that is produced bottom-up by local people, rather than the usual top-down.

### LANCASTER AWARDS

Lancaster Civic Society teamed up with Lancaster Business Improvement District (BID) to offer awards to the city's best shop fronts (some examples, right). The scheme recognises businesses whose overall shop front enhances the Lancaster street scene and was introduced as it was felt that a small amount of effort from all businesses would enhance the appearance of the city centre and make it a more attractive place to work and visit. Shop fronts were assessed on their overall appearance including; maintenance and design of windows, doors and shop entrances, window displays, overall cleanliness and historic character. Mystery shopper style judging was undertaken by the Society and BID.



### NANTWICH DECLUTTER

Back in 2010, Nantwich Civic Society thought it knew its historic high street but, once the group undertook a comprehensive survey to see how bad the situation really was, the results were quite frightening. They found poor maintenance was letting down the town's business visitor attractiveness. Also, street clutter was a challenge with lots of unauthorised signage – they counted 30 A-boards in one day. Recognising that shops and businesses need to advertise and conscious that people may think the Society was anti-business, it took a pragmatic approach and made it a priority to explain the benefits of a clean and attractive high street, for everyone. Since then, the Civic Society has led by example to challenge the 'grot spots', organising several 'spring clean-ups' (see above), as well as continuing to lobby for improvements with two more street audits.

