



Shirley Economic Plan

Vision: 'Shirley Town Centre will appeal to its wide ranging customer base through its individual retail, service and leisure offer based on a quality, safe and accessible experience.'

Strategic Theme	Pre Recovery and Recovery Activities Next 6-12 Months	Transformation Longer Term
<p>Creating a clear identity and enhanced sense of place for Shirley Town Centre</p> 	<p>Further promote 'Shirley Town Centre' brand identity at key gateway locations through further street dressing interventions.</p> <p>Provide guidance on COVID safe shopping in Shirley.</p>	<p>Long term permanent and digital brand signage and short to mid term seasonal and event messages.</p>
<p>Improve visibility, access and impact of the existing assets</p> 	<p>Promote use of external frontages/pavement licences.</p> <p>Identify opportunities for visibility and impact of business offer from road – signage/upper levels of units.</p> <p>New signage and information points, user friendly to customers.</p> <p>Maximise opportunity to promote frontage of Park on to high street.</p>	<p>Digital signage and information, including wayfinding and business locations/'quarters'</p> <p>Improve signage and prominence of community assets – library, medical centre etc.</p> <p>Create 'pocket parks' along A34.</p>

Make it easier to use and shop the whole offer



New signage and information points, user friendly to customers.

New literature/digital information to promote the whole offer from local businesses. Include maps and categories of business.

Cross promote the offer through contact points such as library, medical centre.

Promote provision for walking and cycling and links/distances to Shirley attractors on map.

Evaluate ease of access for pedestrians and cycling (linked to A34 Corridor Study) and support sustainable transport accessibility.

Improve the experience, environment and public realm



Public realm improvements – pavement maintenance, graffiti, litter clearance.

Target customer arrival points for enhanced cleaning.

Support business links with police, enhanced visibility of security measures.

Improve quality of Shirley experience through training and business support programme.

Support businesses to diversity and offer online/'click and deliver' services.

Opportunities for permanent and temporary 'pocket parks', and green space/areas for customers.

Improved seating and public realm.

Improved visibility of police/security presence. Potential for local shop/pub watch schemes.

Build on and nurture existing assets and add layers of attraction



Develop local, independent businesses with support programmes.

Work in partnership with landlords to target inward investment in areas that would support overall Shirley offer – such as leisure, F&B, cultural activities.

Promote the letting of available units through the 'Solihull for Success' online property portal.

Work with Employment & Skills to promote training, skills and recruitment support.

Support inward investment potential for further leisure and attraction uses.

Develop 'packages' from local businesses to cross promote offers and encourage spend/dwell time.

Develop package of support around skills, training and start up businesses to help support growth and diversification of high street.

Introduce markets, events and meanwhile uses



Investigate potential for regular markets that complement existing Shirley business offer.

Encourage local community groups/stakeholder to co-ordinate events (as when COVID rules permit).

Expand events programme to target different customer segments.

Identify multiple locations and events 'spaces'.

Develop register of units for 'pop up' uses and support community engagement/funding to develop projects.

Improved management and marketing



Explore opportunities for future funding, including a more formalised management structure.

Implement action plan with key stakeholders and businesses, including identifying 'Ambassadors' to lead areas of intervention.

Support activities with a clear marketing and social media campaign, including #SupportLocal and COVID safe measures to shop safely.

Share best practice examples with businesses, from across GBSLEP geography and wider peer group locations.

Develop new 'Visit Shirley' website and digital platforms, linking to Borough wide 'Visit Solihull' brand and website.

Develop new business plan for area, with identified KPIs and shared information.

Consolidation of town management, investigating a further BID or alternative structure.