



Why are prosperous towns and cities important for HMG?

Driving local growth and employment

Increasing housing supply

Embodying the place-based approach

Smarter use of public land and buildings

Raising and accessing new sources of income

Local growth can facilitate upward mobility in a community

Industrial Strategy: Driving growth across the whole country



Challenges....Opportunities

- **Change in demand for retail due to pressures of online retail, click and collect, and retail parks**
- **Business rates reform**
- **Local leadership and stakeholder engagement and capability**
- **Deep-seated image problems of post industrial towns**
- **Poor investment returns in many secondary cities / towns**
- **Fragmented land ownership in town centres**
- **Local constrained transport infrastructure**







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