



**High Street Working Group  
Informal meeting summary**

Monday 20<sup>th</sup> March 2023, 12pm, Meeting Room

**In Attendance**

Cllr Andy Hollingshead (Lead)  
Brie Logan (Town Clerk)  
Trevor Clements (Tourism)  
Amalia (Botanical Candle Co)  
Anita (K&K)

David (Shaftesbury Wines)  
Dawn (Willow)  
Ian (Paws and Claws)  
Josh (Corita Rose)

**Apologies:** Gerrard - (Ship & Sherry Limited – Landlord)

**Summary of meeting:**

Andy provided an overview of the objectives of the meeting:

- Seek ways to generate footfall in the town centre
- Raise profile of Shaftesbury as visitor destination
- How to work with landlords to drive occupancy of empty shops
  
- Using the collective wisdom of experienced business owners to shape the direction
- Specifics or Strategic?
- Email read out from Gerrard (Landlord)

**David** explained (1) experiential shopping is the future - Buying stuff you want NOT what you need (2) Day out - spending power (3) Market on Saturday/ Sunday - competes with car parking etc...

**Trevor** explained - Tourist Community Centre (TCC) - will be entirely digital and will integrate socials with website

**Stephanie**

Christmas market conflicts (Deli and cheeses etc...)

Classes - appeals to those with spare time - Candle making/ wreath making/ diamond education with wine tasting etc...

**Anita**

Shaftesbury needs to be a destination

Classes - Anita to share info so we can help support with marketing

Weekend destination - tourists want something to do

Café culture - pedestrianisation

**Andy** explained about the new levelling up bill - more opportunity for tables on pavements/ Café Culture and improving tourist offer on Saturdays and Sundays

## **Amalia**

Snowdrops was a footfall driver

No to Saturday market – preference is Sunday as lots of people about

Frome and Sherborne exciting - flea market heavy emphasis on flea market - great draw/  
footfall driver

## **Josh**

Pop up Antique shop - table top day for £25 per table – queue formed before opening

## **Amalia**

Free stall SP7

Antique/ Broccante – bring in a new themed market

Sunday more breathing space

Pop up gallery at Grosvenor ball room / Town Hall/ Guildhall ?

## **Ian/ Dawn**

Parking problems

Café culture 11 and 3 - compromise for all

Tourism attracts visitors

**Josh** - Shaftesbury to become an Antique centre (USP developemnt potential)

**David** - start up hub/ small offices but impact on parking/ STC to take on head lease?

**Amalia:** Instagram - couple from Zurich – came to visit the shop

**Broccante/ Antique/ Art** - important there is no conflict with any shops...

## **Opportunities:**

**Monthly Market** – focus on Broccante/ Antique/ Art - High Street closure

Busker stage - keep the vibe alive

Saturday/ Sunday x 3 x 3 as a trial for 2023

**Flags/ bunting and flowers** to keep the High Street vibe alive throughout the tourist season  
(Brie to look into what is possible)

**10 year long term plan - coordination with the museum x 2 and TC - coordinated push did you know facts such as Shaftesbury is the Heart Chakra of the Planet?**

Heart Chakra: [Glastonbury & Shaftesbury, England](#)

Stonehenge, as well at the surrounding areas which include Glastonbury, Somerset, Shaftesbury, and Dorset help form the heart chakra of our planet. Specifically, Stonehenge is considered to be the highest point of energy in the area.

Evaluation survey to be created before the end of April

**Next Meeting 17th April at 12 noon**