



Ladbrokes

Heanor

Future High Streets Fund Stage Two Bid Draft Development Framework

A report to Amber Valley Borough Council

November 2019

BDP.



Heanor Marketplace

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1. Introduction

1.1 Study Overview

- 1.1.1 BDP has been commissioned by Amber Valley Borough Council (AVBC) to produce a business case for Heanor's Stage 2 bid to the government Ministry of Housing, Communities & Local Government (MCHLG) Future High Streets Fund (FHSF).
- 1.1.2 BDP is a design practice of architects, urban designers, landscape architects and town planners and has led the project. BDP has been closely assisted by AspinallVerdi, a firm of development and regeneration experts; KADA Research, focusing on economic impact and community regeneration; and Fore Transport Planning.
- 1.1.3 AVBC is the lead client for the project and has a focus on town centre regeneration as well as acting as the Local Planning Authority (LPA). Derbyshire County Council (DCC) is also part of the study Steering Group, and has a particular focus on transport, education & training and economic development issues.

1.2 Context and Scope of the Study

- 1.2.1 The project is focused on Heanor town centre, centred on Market Street but including the town centre environs of Whysall Street car park to the north, Leafy Lane Depot, the Grade II listed former Grammar School site and Memorial Park to the east, and Red Lion Square and the retail parks to the west.
- 1.2.2 The decline of the 'High Street' is a phenomenon that has affected towns and cities across the UK, triggered by the digitisation of retail, leading to the prevalence of on-line shopping and the closure of many well-known

high street brands. At the same time, there has been an increasing interest in using town centres for community, social and leisure uses, as well as a renaissance of urban living. Some towns and cities, particularly larger centres and often those with more prosperous catchments, have been able to adapt, diversify and grow in response to these challenges and opportunities. However, many more centres, typically smaller centres with relatively deprived catchments, have struggled to achieve the same transition. The FHSF programme is a central government response, designed to enable local authorities to lead a transformation programme, with targeted intervention to stimulate and unblock projects to leading to a sustainable future for the high street.

- 1.2.3 This study for Heanor town centre follows the successful Stage 1 FHSF Expression of Interest submitted by AVBC to MCHLG which secured a funding contribution to the development and submission of the Stage 2 Full Business Case. This is a detailed and technical submission, to be prepared in accordance with HM Treasury Green Book principles. The requirements of the FHSF Business Case, in particular the 'five-case business case model', set the parameters of this study and as such, this is not a typical town centre masterplan report.

- 1.2.4 The 'Strategic Case' is the first of the five business cases that need to be submitted, setting out the rationale and the objectives of the Full Business Case. This is used to assess the degree to which the project proposals successfully meet the overall objectives of the FHSF. Part of the Strategic Case is setting out the overall vision and framework for the transformation of the town centre, to put the individual project proposals in the context of the wider ambition for Heanor, and to demonstrate how intervention and support will help lead to a sustainable and successful place. The focus of this report is

therefore on the Draft Development Framework that sets the vision and provides the context for individual projects.

1.3 The Draft Development Framework Report

- 1.3.1 This report summarises the baseline work carried out by the BDP team, to underpin the development of the Business Case and Stage 2 FHSF bid, comprising:
- Section 2: Planning and regeneration context;
 - Section 3: Socio-Economic Review;
 - Section 4: Transport and Movement analysis;
 - Section 5: Urban Design appraisal;
 - Section 6: Property and Market review
- 1.3.2 This report is not intended to be a comprehensive evidence base when taken in isolation. As such this report should be considered alongside other studies and reports prepared by and on behalf of AVBC, including the considerable evidence base amassed as part of the successful Stage 1 EoI submission.
- 1.3.3 Building on this evidence base, a Draft Development Framework has been prepared in response to the opportunities and challenges identified by the BDP team in consultation with key stakeholders and this is summarised in Section 7. The Draft Development Framework has been the subject of public consultation and this is described in Section 8 below.
- 1.3.4 Finally the report identifies next steps, which will include responding to stakeholder feedback in refining the Development Framework.



2. Planning and Regeneration Context

2.1 Introduction

2.1.1 This section of the report sets out relevant aspects of the planning and regeneration context for the Heanor town centre FHSF Business Case, and is structured as follows:

- Review of 2008 masterplan
- Local plan context
- Local Enterprise Partnership (LEP) context
- Selected extant planning applications review

2.2 Previous Masterplan

- 2.2.1 In 2008, AVBC commissioned Gillespies with DTZ and Mott McDonald to prepare a masterplan for the regeneration of Heanor town centre. The purpose of the masterplan was to provide a long-term vision for the improvement of the town centre.
- 2.2.2 A number of the issues identified in the 2008 masterplan are still problems for the town today, such as shop vacancies, lack of youth activities and community facilities, heavy traffic, and poorly located car parking.
- 2.2.3 A key proposal included in the 2008 masterplan which is no longer considered as an option for the town was the idea of an inner relief road running along Whysall Street in order to relieve the pressure of through traffic on Market Street. This proposal was never progressed and now part of the site is taken up by the Florence Shipley Centre which provides residential and community care in the town centre. As such, alternative proposals are needed for the remainder of the proposed relief road site which includes the Whysall Street car park which is difficult to access and subsequently underused.

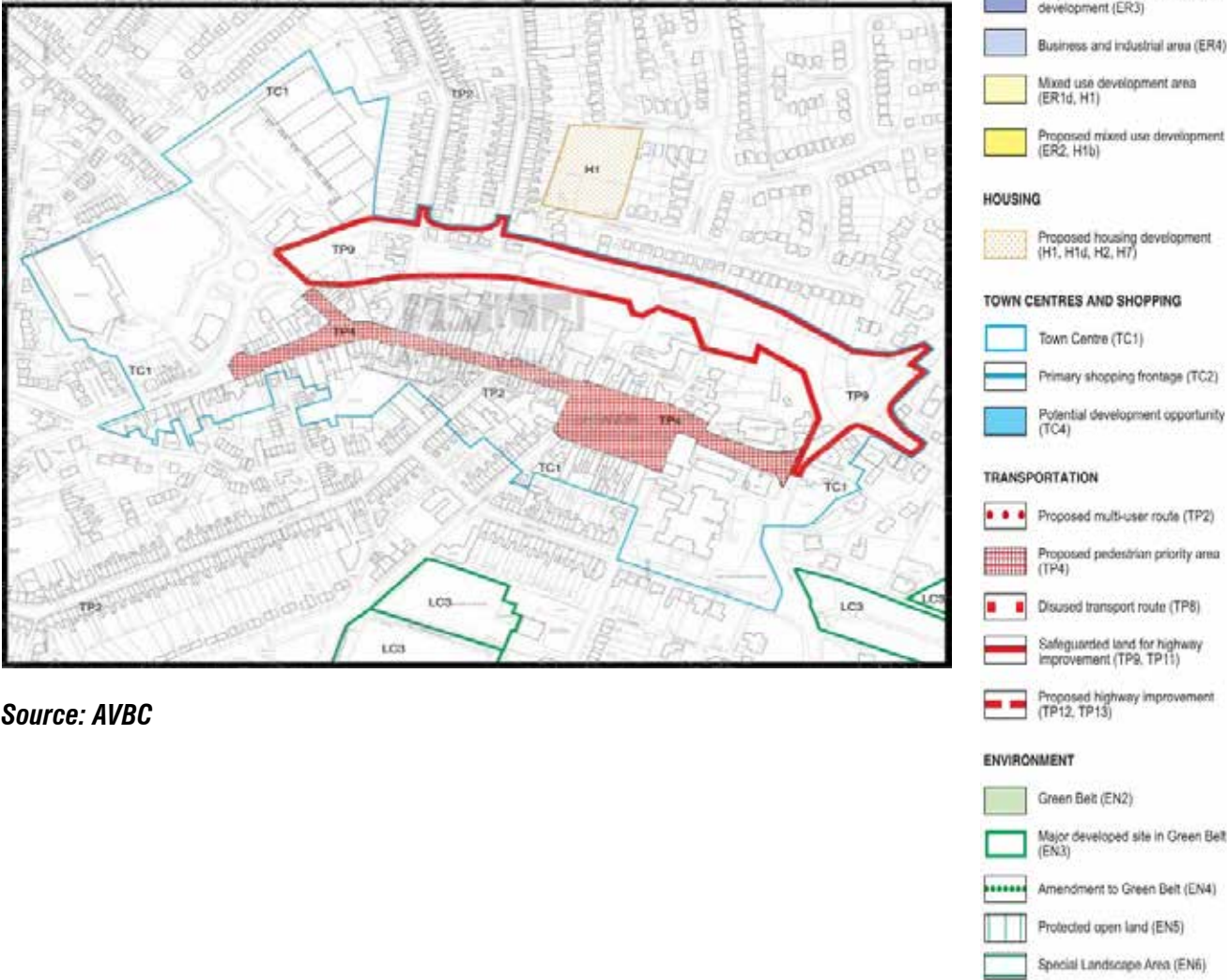
2.2.4 In light of these changes, the new development framework for Heanor will build upon the strengths and weaknesses identified in the 2008 plan while considering ways of connecting the Whysall Street site into a cohesive vision for the town centre as a whole.

2.3 Local Plan

- 2.3.1 The current AVBC Local Plan was adopted in 2006 and the proposals of the draft Development Framework are broadly in line with its vision for the area. The council resolved on 25 September 2019 to prepare a new local plan for Amber Valley, with a plan end date of at least 2038. There is therefore a timely opportunity for the Heanor Development Framework proposals to be fully embraced within the new local plan.
- 2.3.2 The adopted local plan identifies a need for housing and Policy H3 states that planning permission will be granted for housing developments within the built framework of Heanor, providing that they are: the conversion of existing dwellings to provide additional units or of existing buildings to housing from other uses, extensions to or replacement existing dwellings, new development on previously developed or brownfield land, or on other vacant land which has not been previously developed providing the land is not specifically identified for any other form of development. Development proposals must also satisfy all criteria in Policy H12, which outlines basic guidelines for house building in the area, and not result in a significant over-provision of housing.
- 2.3.3 Planning officers from AVBC have indicated that both the Leafy Lane depot and Whysall Street sites were promoted for housing development in the withdrawn local plan, indicating 'in-principle' support for housing on these sites.

2.3.4 Town centres are a key focus of the local plan which defines boundaries for Alfreton, Belper, Heanor, and Ripley town centres in order to steer development towards them. The changing nature of town centres is acknowledged and emphasis is put on providing a variety of shopping, leisure, and local services. Within town centres, planning applications must demonstrate that their proposals will sustain or enhance the vitality and viability of the town centre, can be satisfactorily accessed by both private and public transport, and are supported by a retail impact statement and transport assessment. The plan supports the conversion of vacant office and retail space at upper levels into residential use. The local plan identifies Heanor Market Street as a proposed pedestrian priority area however this was in conjunction with the proposed town centre by-pass for the Whysall Street site which has since been abandoned.

Figure 1: Local Plan Policy Map – Heanor Inset



Source: AVBC

2.4 D2N2 Local Enterprise Partnership

- 2.4.1 The D2N2 LEP establishes a strategic vision for Derby, Derbyshire, Nottingham, and Nottinghamshire as a more prosperous, better connected, and increasingly resilient and competitive economy.
- 2.4.2 The LEP has a Local Growth Fund which allows it to invest in projects that will benefit the local area and the economy. Investment from this fund has so far been clustered in Derby and Nottingham, with no investment in Heanor or surrounding small towns. There are some examples of investment in employment development in small towns such as £100k granted to the refurbishment of Bulwell Market and £380k for the refurbishment of Sutton Indoor Market.
- 2.4.3 D2N2 LEP is currently calling for medium-term proposals (for delivery between 2021 and 2025) in recognition of the uncertain future of national funds to secure economic growth in light of Brexit and the upcoming comprehensive review. By taking proposals now, it is hoped that the area will be able to take advantage of future funding opportunities as soon as they become available. Proposals for funding must be aligned to support Strategic Economic Plan (SEP) objectives and emerging outcomes from the Local Industrial Strategy (LIS) evidence base. The SEP has three key themes: supporting productive and growing businesses, delivering skills and knowledge for the future, and enhancing the quality of places where we live and work.
- 2.4.4 The LEP will invest in schemes and programmes that give the greatest returns to achieve transformative vision for the whole area.

2.5 Planning Applications

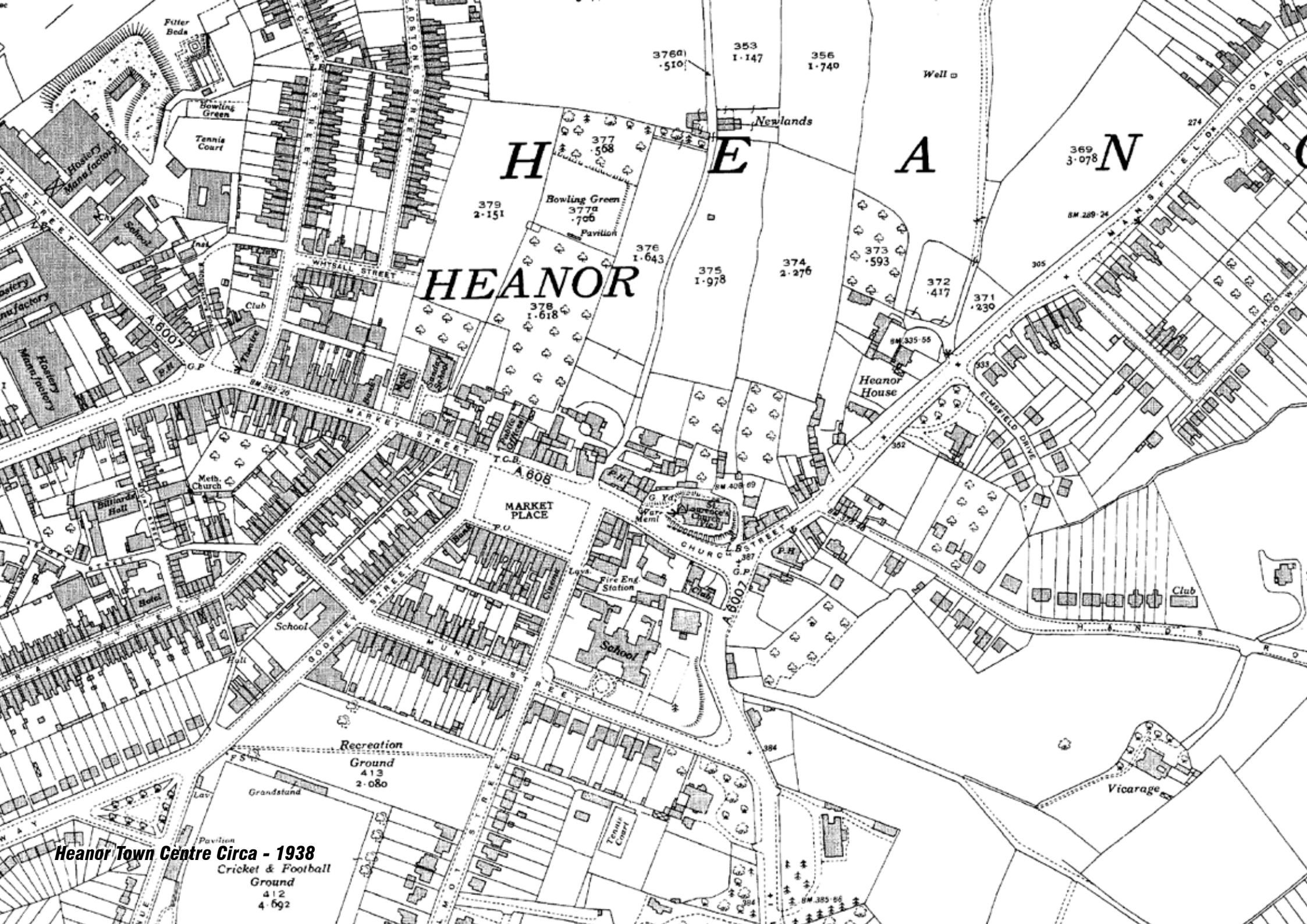
2.5.1 Over the past three years there have been a limited number of significant planning applications in the Future High Streets study area although there have been some residential developments on the High Street. In the surrounding area, a number of planning applications for residential developments indicate a demand for housing in the area which supports the residential development proposals outlined in the draft Development Framework.

2.5.2 A planning application submitted in 2017 (AVA/2017/0899) for the conversion of the former Grammar School building was refused on the grounds that there was not sufficient information to assess whether the proposal would significantly harm the original plan and spatial qualities of the hall and corridor arrangement without significant public benefits to outweigh the harm being demonstrated. The decision notice also cited no stated willingness to provide contributions towards affordable housing, public open space and education as well as a lack of appropriate Arboricultural Impact Statement, protected species survey, transport assessment, and archaeological evaluation. The application for listed building consent was refused on the basis that it would result in substantial harm to the listed building by virtue of the proposed vertical and horizontal subdivision of the main hall and inclusion of the corridors to form 'hall' flats.

2.5.3 Major planning applications in Heanor town centre over the past three years are outlined as follows:

- **AVA-2019-0767:** Permanent consent for car park/ valeting facility and canopy (Car Wash, 1 High Street, Heanor), Approved
- **AVA-2019-0130:** Erection of two dwellings (Derby Arms, 37 High Street, Heanor, D75 7EX), Approved
- **AVA-2019-0363:** Erection of 9 detached dwellings (The Starthe, 63 Hands Road, Heanor, DE75 7HB – opposite Leafy Lane), Approved
- **AVA-2018-0831:** Residential development of tennis courts for five dwellings and a new pavilion for Heanor Town Bowls Club (Deepdale Court, Mayfield Ave., Heanor, DE74 7EN), Approved
- **AVA-2018-0661:** Land at Gregg Ave. for 20 new dwellings and associated works (Gregg Ave., Heanor), Approved
- **AVA-2018-0429:** Change of use to provide Out of School care, including Breakfast Club 7am until 8.45am and Afterschool Club 3.30pm until 6pm (38 weeks of the year) and 7am until 6pm during school holidays (13 weeks of the year) (Concept Carpets, 5 Ray Street, Heanor, DE75 7GE), Approved
- **AVA-2018-0349:** Demolition of builders yard storage buildings and associated offices. Construction of two retail units consisting of Veterinary Surgery (Class D1 & A1) and retail shop (Class A1). Change of use from Offices (B2) and Storage (B8) to Veterinary Surgery (D1 & A1) and Shop (A1) (Cottages Adjacent to 19 Church Street, Heanor), Approved

- **AVA/2017/0899:** Demolition of modern additions to the listed building and the conversion of listed building into 24 no self-contained residential apartments. Conversion of existing Science block into 9 no self-contained residential apartments. (Derby College Mundy Street Heanor Derbyshire DE75 7DZ), Refused
- **AVA-2017-0248:** Extension and change of use to former workshop, to form 2 no 2 bed dwellings and demolition of adjacent boundary wall (14A Market Street, Heanor), Approved
- **AVA-2017-0088:** Outline planning application for the demolition of Heanor Health Centre and redevelopment of the site for up to six residential units with associated infrastructure and access (Heanor Health Centre, Wilmot Street, Heanor, DE75 7EF), Approved
- **AVA-2016-1348:** Three storey block of flats comprising of five dwellings (1 High Street, Heanor, DE75 7EX), Approved
- **AVA-2016-1078:** Outline planning application for demolition of Memory Lane Inn and construction of 14 residential units including access (Memory Lane Inn, 72 Derby Road, Heanor), Approved



HEANOR

Heanor Town Centre Circa - 1938
Cricket & Football Ground
412
2.692

3. Socio-economic Review

3.1 Introduction

3.1.1 This section of the report outlines the socio-economic profile of Heanor, and is structured as follows:

- Background Information
- Social Statistics and Demographic Data
- Local Economy
- Transport
- Decline of Heanor's Marketplace
- Retail Profile

3.2 Background Information

3.2.1 Heanor is a small town in South-East Derbyshire, sitting within the east of the Amber Valley Borough. The town is 10 miles north-east of Derby and 11 miles north-west of Nottingham. The wider town sits within a valley, though the town centre is located on a ridge, overlooking surrounding countryside, and the approaches to Market Street are up short but steep hills.

3.2.2 Heanor town centre is linked by four major roads that radiate from its centre and the closest railway station is in Langley Mill, one mile away. The town has been described as "bipolar" due to its two co-existing focal points: the traditional heart of the Marketplace in the east, and the modern Retail Park to the west.

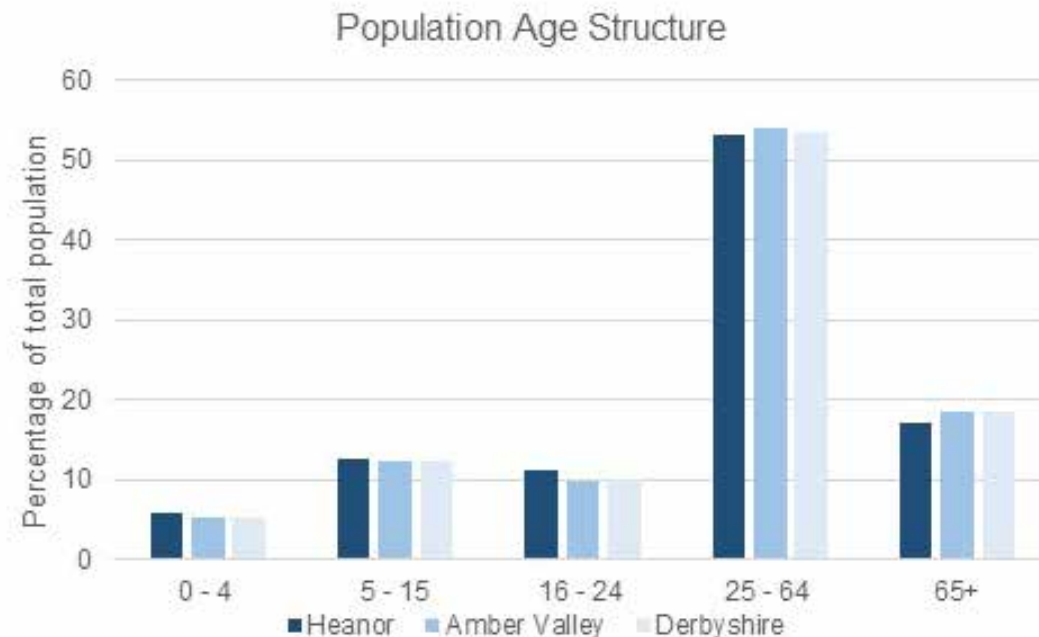
3.3 Social Statistics and Demographic Data

3.3.1 As of the 2011 census, the population of Greater Heanor was 12,540, and the population of Heanor Central was 12,153. Residents live across a mix of urban and rural areas, with approximately 7,500 people being between

the ages of 16-64, and both 0-15 and 65+ age groups having approximately 2,100 people.

3.3.2 The population trends are similar to those seen in Amber Valley and across Derbyshire County. Interestingly, Heanor has a higher proportion of 16 to 24-year olds than in wider areas, and a smaller proportion of 65+ residents.

Figure 2: Population Age Structure



Source: KADA Research

3.3.3 The average household size at 2.4 is slightly higher than the Derbyshire average of 2.3. 30% of homes in Heanor have dependent children, 12% are lone pensioner households, and 7% are lone parent households. The median household price was £130,000; less than the averages for Derbyshire (£165,000) and England (£220,000).

3.3.4 73% of homes are owner occupied, however Heanor has a higher proportion of Private Rented properties than Amber Valley and Derbyshire. This is associated with trends of property conversions into Houses of Multiple Occupation (HMOs), and the number of rented properties in Heanor growing by approximately 4% between 2001 and 2011.

3.3.5 The Indices of Multiple Deprivation (IMD) ranks the Amber Valley borough as the 167th out of 317 local authorities in terms of deprivation nationally. Male life expectancy is equal to both borough and national averages, at 79 years, however female life expectancy is 81 years, lower than both the borough and national averages, at 82.8 years and 83 years respectively.

3.3.6 Crime and anti-social behaviour are some of the highest in Amber Valley, with approximately 55 registered criminal events per 1000 people between 2017 and 2018, exceeding the Derbyshire average of 42. This impacts negatively on the population and visitor perceptions of the town. Heanor also has a significantly higher than average percentage of people aged 16 and over with no qualifications, and a lower than average percentage with Level 4 qualifications, restricting workforce ambition and likely impacting disposable incomes.

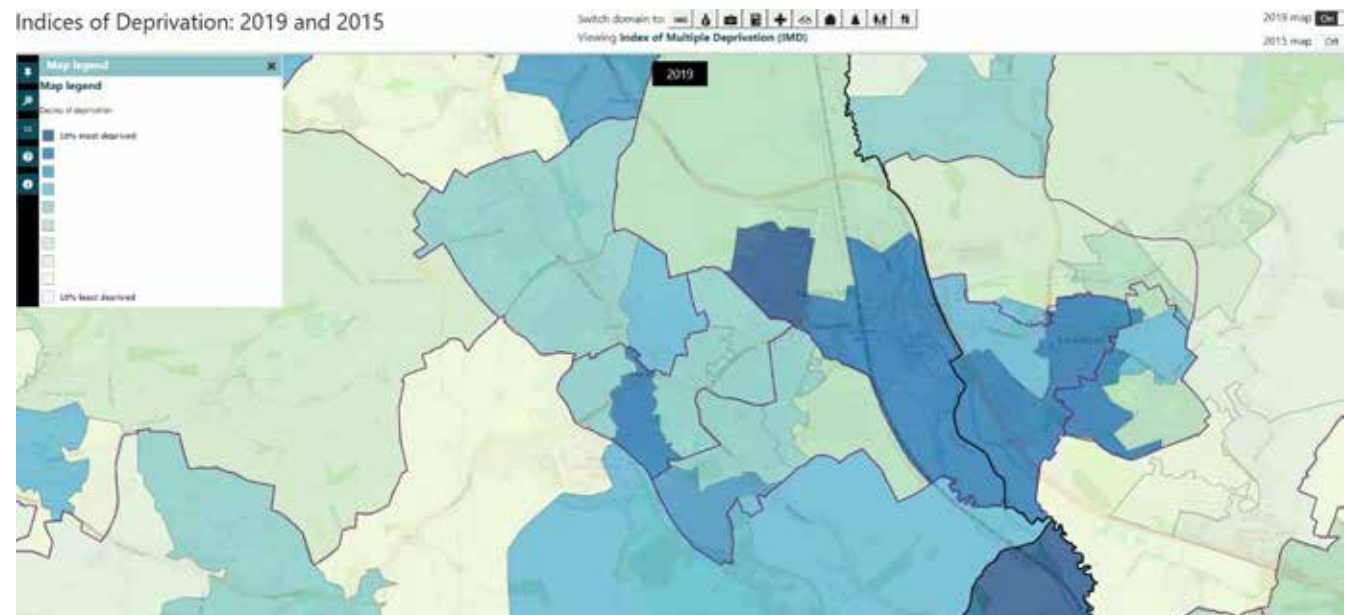
3.3.7 Heanor has a strong community who recognise the importance of the town centre and wish to reinvigorate this to better meet their needs. There are strong calls to generate opportunity for cultural activity, improve facilities, better education opportunities and business development and raise the reputation of the town.

3.4 Local Economy

3.4.1 The manufacturing sector is the biggest employer in the area, worth over 20% of Heanor's population employed in related roles. The retail sector employs 18% of the working age population

3.4.2 Across Heanor Central, the unemployment rate is 1.8% which is marginally higher than the borough average of 1.7%, 30% of 16-74 year olds are economically inactive, meaning Heanor is lower than borough and national averages for economic activity, and features higher levels of unemployment, long-term unemployed, and residents in receipt of benefits.

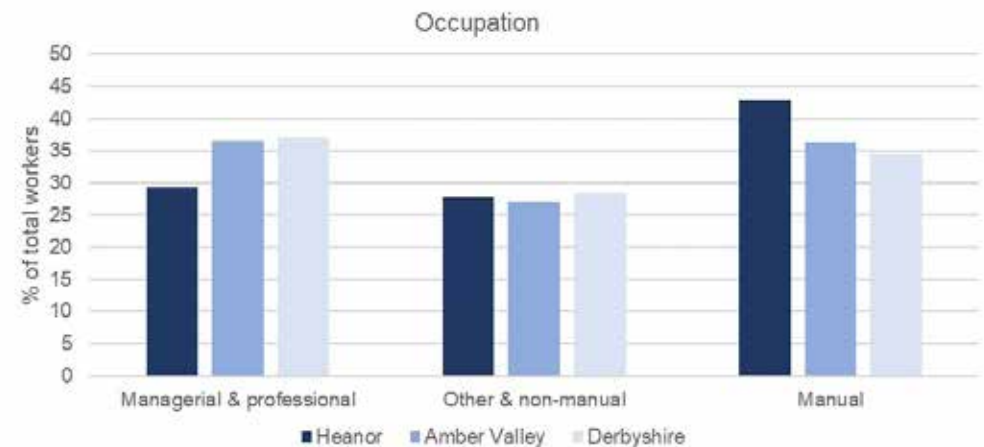
Figure 3: Deprivation in Amber Valley



Source: Indices of Multiple Deprivation Map / KADA Research

Industry (people aged 16-74 in employment)	% of people aged 16-74 in employment			
	Number of workers	Heanor	Amber Valley	Derbyshire
Agriculture, forestry and fishing	13	0.2	0.7	1
Mining quarrying and utilities	119	2.1	1.7	1.9
Manufacturing	1165	20.2	18.9	14.9
Construction	630	10.9	9.2	8.5
Wholesale and retail	1032	17.9	16	16.6
Business Services	1242	21.5	22.7	25.1
Public Services	1335	23.2	26.5	27.5
Other Services	230	4	4.4	4.5

Figure 4: Occupation of local residents in comparison to Borough and County figures



Source: KADA Research

3.4.3 Heanor does not draw many visitors for tourism purposes. The region's main tourism draw is Shipley Park and the available visitor accommodation is limited. Nevertheless, there are some events held in the town, but these are constrained by frequency and visitor numbers. For example local community group Heanor Vision has previously organised a "Cinema in the Park" event, attended by 1,500 visitors, presenting a potential economic opportunity and demand for this style of cultural event.

3.5 Transport

3.5.1 23% of Heanor Central residents do not own a car or a van which is higher than in Amber Valley (19.2%) or Derbyshire (20.1%).

3.5.2 Heanor's streets tend to become congested within the hours of 08:00 – 09:00 and 17:00 – 18:00. Heanor's congestion issues are not aided by the fact that the town centre sits on a high ridge. The approaches to Market Street slope upwards in both directions, which acts as a deterrent to pedestrian movement, particularly from the retail park up the hill to the marketplace. It also results in slower traffic movement during peak hours and increased noise and air pollution, particularly at traffic signals, as traffic is forced to halt on inclines.

3.5.3 The town centre is located within the travel-to-work zone for Derby and also has good access to Nottingham, and so offers potential to attract new residents working in those cities and so improve town centre vitality. There are also good public transport links to neighbouring towns and villages provided by busses and trains.

3.5.4 Residents of Heanor have a strong community reliance i.e. and therefore it is essential for the high street to be reinvigorated to enable shops and services to better support the needs of local people

3.6 Decline of Heanor's Marketplace

- 3.6.1 Heanor town centre grew with the local economy of the area driven by textile manufacturing and mining. The mid-20th Century saw national declines within these industries, which significantly affected Heanor's traditional economic base and social structures. Retail and manufacturing still employ the largest proportion of residents however, overall a negative economic trend persists, and what was once a busy market town has observed significant deterioration in recent decades.
- 3.6.2 The town has grown spatially over the last thirty years, now sprawling into the small communities of Langley Mill, Aldercar, Marpool, and Loscoe, however this is largely driven by the growth of property estates in ribbon developments between towns.
- 3.6.3 With a higher proportion of residents now commuting elsewhere for work, and changing social and economic contexts influencing the retail market, there has been a decline in the productivity of the Marketplace and Market Street. The traditional heart of Heanor has been significantly diminished as many banks and shops have closed or downsized and vacant shops have been converted into Homes in Multiple Occupation (HMOs). Remaining shops and services struggle with competition for larger retail offer in Derby and Nottingham, and from the new retail park to the west of the main high street

3.7 Retail Profile

- 3.7.1 From 2009 to 2019, an average of 12% of the premises in Heanor's town centre have been vacant. The council's most recent survey in February 2019 found that 10.3% of all shops were vacant which is the highest of the major Amber Valley towns.
- 3.7.2 Out of 1,000 towns assessed in 2019 for the health of their retail economies, Heanor was the 303rd least healthy, placing it within the poorest third of the country's high streets. These findings are supported locally as there is a strong perception that Heanor does not offer the quantity and range of shops or services required by the community and that the shops on the Marketplace and lower retail park suffer from poor connectivity.
- 3.7.3 Heanor's retail park was built in the early 1990s and has significantly affected the vitality of the Marketplace as it hosts the outlets of much larger companies which out-compete many of the traditional smaller shops of the high street and encourage footfall to migrate away from the centre of the town. The retail park also provides a higher number of cheaper and more accessible car parking spaces.
- 3.7.4 Heanor has the unusual asset of having its residential population directly adjoining the predominantly retail-cased zone of the Market Street. The potential relationship between these two property types is not currently exploited and presents a great opportunity and rationale for redeveloping the Market Street. People within the surrounding areas do not typically tend to travel to Heanor for their retail needs so retail and services offered by the town centre should be directed to better meet the needs of those living in adjoining residential areas.

- 3.7.5 The town includes several historic assets that could be built upon during the regeneration of the area, including the 15th century church, the Victorian façade buildings along the front of the Market Street and the surrounding red brick terraced street, all of which provide an element of charm and an excellent opportunity for creating a much-needed centre of attention for the town.



Godfrey Street and Marketplace



View of approach to town centre up Market Street, Former Grammar School site to the left

4. Transport Review

4.1 Introduction

4.1.1 This section of the report provides a transport review of Heanor town centre and is structured as follows:

- Pedestrian Access
- Cycle Access
- Bus
- Rail
- Vehicular Access and Car Parking
- Future Schemes

4.2 Pedestrian Access

4.2.1 A significant population is within easy walking distance of Heanor town centre. Market Street and High Street are the roads which exhibit the greatest pedestrian footfall, which is expected given the concentration of retail units and public transport stops. However, heavy traffic is a major hindrance to pedestrian movement along and across Market Street.

4.2.2 There are two well used existing controlled pedestrian crossings, one to the east of the Town Hall and the other east of Fletcher Street. However, there is a lack of, or poor quality, pedestrian crossings in some areas such as at Red Lion Square and at the roundabout providing access to Tesco/Heanor Retail Park. At the junction of Market Street/Ilkeston Road/Church Street there are signal controlled pedestrian crossing facilities but pedestrians are required to cross in stages, increasing waiting time.

4.2.3 Tesco and Heanor Retail Park do not provide a pedestrian orientated shopping experience and the links to the rest of the town centre for pedestrians are unattractive, partly due to topography issues.

4.2.4 Recent accident data indicates that nine out of a total of 19 accidents between November 2014 and February 2019 involved pedestrians, all resulting in casualties of 'slight' severity. These pedestrian accidents occurred at the Church Street / Ilkeston Road junction, the Market Street / Wilmot Street junction, along the A6007 High Street, A608 Market Street and Church Street.

4.3 Cycle Access

4.3.1 There is limited cycle infrastructure within Heanor and the propensity to cycle is limited by the topography of the town. In Heanor town centre, cyclists must travel on road with no shared pedestrian and cycle paths or cycle lanes. There is a small amount of cycle parking (Sheffield stands) on the Marketplace with cycle stands also provided at the Tesco Superstore and Heanor Retail Park.

4.4 Bus

4.4.1 Nine bus services, many of which are frequent, serve Heanor. Together the services provide a very good level of service to a range of destinations including several towns in the Amber Valley, Derby, Nottingham and Mansfield. However, it should be noted that a local bus company has recently closed down leading to some reduction in services.

4.4.2 There is a small interchange at the Market Place with five bus stops located around this area. The location of these and other bus stops in Heanor is illustrated in Figure 1, with the red line indicating road utilised by the buses serving Heanor. Of particular note is the loop buses make around the Old Grammar School site (Market Street, Wilmot Street, Mundy Street and Ilkeston Road). A bus layby exists within the Tesco car park but this is currently not used by any services.

4.4.3 Consultation with the local bus operator indicates that congestion issues, particularly at the junction of Ilkeston Road / Church Street and at the Derby Road / High Street roundabout impact bus services, particularly in the peak periods. Also, there is a significant level of interchange between services and high usage of the stops within Heanor town centre.

Figure 5: Bus Stop Locations



Source: Fore Consulting

4.5 Rail

- 4.5.1 The nearest train station is in the neighbouring town of Langley Mill to the east. The station is approximately a 1.8km / 20 minute walk or a 5 minute cycle ride from Heanor town centre. Alternatively, the Black Cat, Rainbow One and Rapid One bus services link Heanor with the rail station. The station is on the East Midlands Railway Line and provides direct routes to Nottingham, Sheffield and Leeds.

4.6 Vehicular Access and Car Parking

- 4.6.1 There is a good quantity of public off-street car parking provided within Heanor town centre. However, access to some of the car parks is problematic (both vehicular and pedestrian access to retail units) and consequently much of the car parking is underutilised. The Market Place car park has the highest recorded usage based on available data whilst the Whysall Street car parks appear very little used.
- 4.6.2 There is also high level of publicly available but privately-owned parking within Heanor at the Tesco superstore and Heanor Retail Park. As a result, parking management by AVBC, through pricing and other techniques, is likely to be less effective than if it controlled all car parks.
- 4.6.3 There is the potential to rationalise off street parking, with reductions in specific locations to allow for other uses of the land, offset by better utilisation of existing parking, or provision of parking in alternative locations.

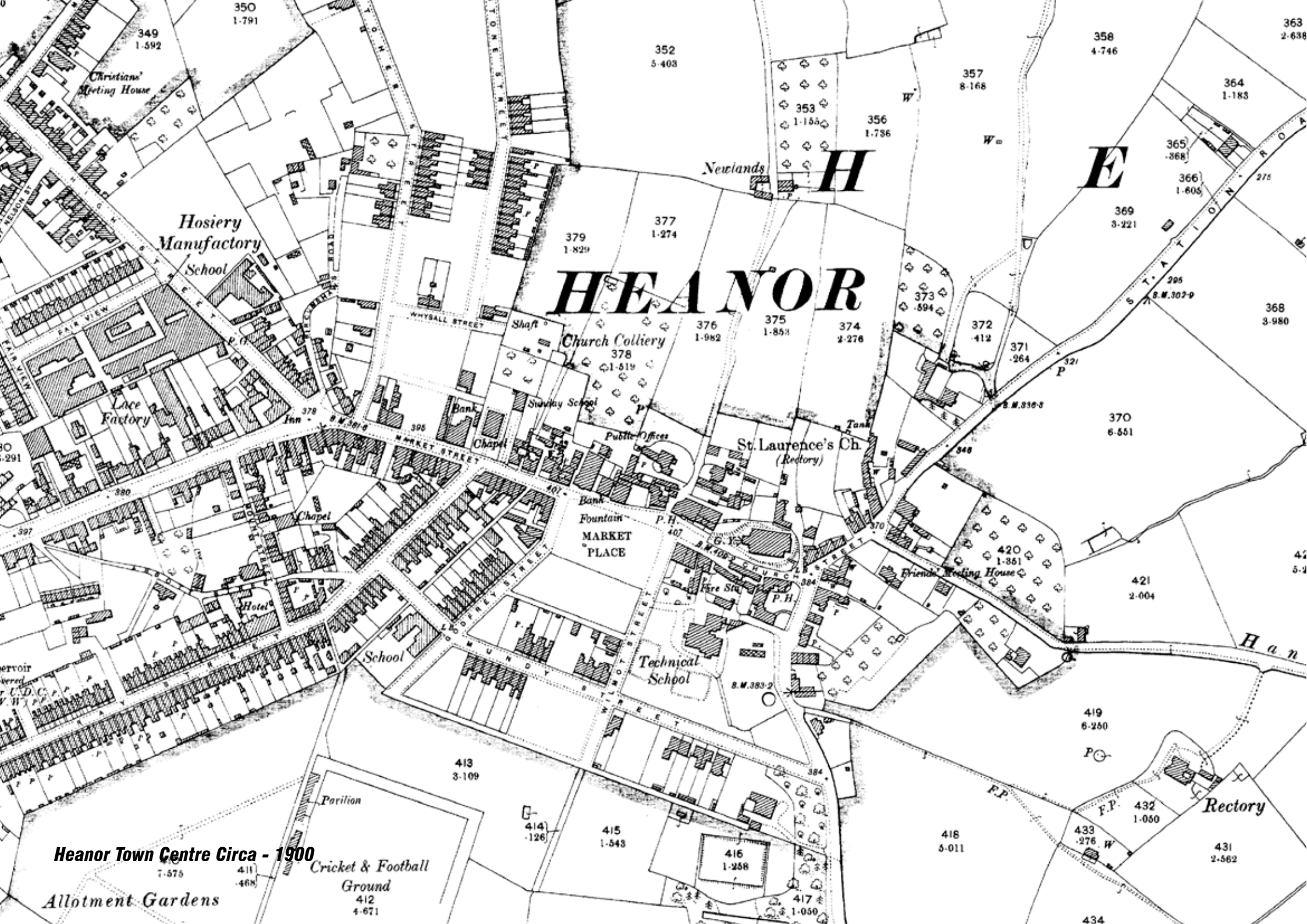
- 4.6.4 In terms of traffic flows, it is noted that there are high flows along the A608 Market Street, including HGVs. In 2018, the average annual daily flow (AADF) was 18,084 vehicles. The A608 passes through Heanor linking Derby to the M1 motorway towards Mansfield and is the main route through the town centre. Limited access to the rear of the properties on Market Street means that the majority of deliveries to the retail units take place on Market Street impacting on traffic flow.

- 4.6.5 Heanor sits on the confluence of the A608 and A6007. These roads provide key through routes, with the former providing a link between the A610 and A38 and latter providing connections between Ilkeston and Ripley. Traffic from both roads converges and travels along the A608 Market Street before diverging again to complete their journey. As such, Market Street is subject to high levels of traffic and often operates at link capacity, meaning that there is limited opportunity to improve traffic flows without upgrading the link (through providing wider or additional lanes which is not possible due to land constraints) or providing alternative routes, such as a by-pass. However, there may be potential to optimise traffic flows on Market Street through traffic management solutions, such as providing better coordination between traffic signals and pedestrian crossings or by introducing gating strategies that hold traffic in more appropriate locations away from Market Street.

- 4.6.6 The A608 Church Street / Ilkeston Road junction is a signal-controlled junction that currently experiences congestion. The uphill gradient on Church Street can make it difficult for vehicles, particularly HGVs to pull away, resulting in poor utilisation of the green phase and lower than normal through-put of traffic.

4.7 Future Schemes

- 4.7.1 The Derbyshire Local Transport Plan 3 indicates that the protected scheme for a Heanor Inner Relief Road has been 'rescinded', meaning that the County Council no longer intends to promote it and will not seek the protection of any land against other forms of development. There are no other committed transport schemes identified within Heanor town centre that could have a material impact on the town centre and/or the surrounding area. However, there are a small number of surfacing, road safety signage/lining and signal equipment renewal projects identified within the Derbyshire County Council 2019/20 and five-year highways and transport forward capital programme.
- 4.7.2 In addition to the above, an initial feasibility study was conducted by Mott McDonald into an extension of the Nottingham Express Transit (NET) Line 1 to assist in securing benefits from the HS2 project for surrounding areas. The route would connect the proposed Toton HS2 hub station and extend through Kimberley and terminate at Langley Mill, with a potential future line extension through the Amber Valley towards Ripley running across the northern boundary of Heanor. Further work is to be commissioned to identify the benefits of the scheme.



Heanor Town Centre Circa - 1900

Allotment Gardens

Cricket & Football
Ground
412
4-671

Rectory

5. Urban Design Review

5.1 Introduction

5.1.1 This section of the report provides an urban design review of the challenges and opportunities facing Heanor town centre. The review is structured as follows:

- Highways and Open Space Issues
- Building Issues
- Highways and Open Space Related Opportunities
- Potential Development Opportunities
- Urban Design Strategy

5.2 Highways & Open Space Issues

5.2.1 **Vehicle-dominated Marketplace** – Buildings are separated from the public realm by the encompassing carriageway, associated on-street parking, public transport, and servicing. Narrow pavements restrict spill-out space and limit pedestrian movement, and the frequent bus services further separates the Marketplace from the surrounding buildings. Limited access to the rear of Market Street results in the majority of the deliveries/servicing occurring along Market Street itself, impacting traffic flow. It should be noted that whilst the high frequency of bus services is recognised as a positive for the town, further consideration should be given to bus movement in and around the town centre to improve the setting of existing buildings and their uses animating the adjoining streetscape or public realm.

5.2.2 **Poor physical and visual connectivity within the Marketplace** – Connectivity is obstructed by the movement of vehicles, street clutter, the public toilet building and the low canopy line of the existing trees. The existing arrangement of streets surrounding the

Marketplace, combined with ad-hoc parking, further segregates public space from the adjacent buildings. Space available for the market itself is very limited and cannot be easily seen from outside the square. Roads on three sides limits the amount of usable space and the ability of units surrounding the square to spill out.

5.2.3 **Link from Heanor Retail Park** – Pedestrian connections from Heanor Retail Park and the north-western end of the High Street are poorly signposted. The roundabout between Derby Road and the High Street is dominated by vehicles with little opportunity for pedestrians to easily cross the road. This poor connection is compounded by the steep incline from the Derby Road junction towards the town centre. Further expansion of Heanor Retail Park is a threat to the success of the town centre if not considered with its context.

5.2.4 **Link from A608 Church Street** – The Church Street / Ilkeston Road junction is a signal controlled junction that experiences high levels of congestion. The uphill gradient on Church Street can make it difficult for vehicles, particularly HGVs, to pull away resulting in lower than normal through-put of traffic. Pavements are narrow and overwhelmed by large vehicles. This poor pedestrian environment is compounded by the heavy levels of traffic along Market Street, particularly HGV's and buses, which generate noise and contribute towards poor air quality. Increased waiting times at pedestrian crossings are a result of the slow through-put of traffic.

5.2.5 **Link to Heanor Memorial Park** – Currently connections from the east are poorly signed and non-intuitive, connections between the high street and Heanor Memorial Park are obstructed by the former college site, which is currently inaccessible.

5.2.6 Underutilised parking – Whysall Street (east) car park to the north of Market Street is underutilised. This is due to the poor pedestrian connection to and from the high street and steep incline encountered between the car park and high street. The extensive use of steps and ramps, whilst compliant, are in practice inaccessible for people with mobility issues

5.3 Building Issues

5.3.1 **St. Lawrence Church, Originally St. Michael's** – The tower is one of the oldest and most prominent features in the town's skyline; and as the town's tallest building it provides an important visual landmark. Its walled and elevated setting results in a disconnect between the church and its immediate surroundings. Important views of church can be seen from Market Street and the Marketplace, however the views from the Market Square are largely obscured by the existing trees. Proposals for new buildings need to take into consideration the potential impact on key views and how to respond to the church in its current setting.

5.3.2 **Former Grammar School (Grade II Listed)** - This site is a major development opportunity, however the site is currently disconnected from both the Market Place and Heanor Memorial Park and there is an opportunity to create a link between these spaces through the former Grammar School site. There exist a significant amount of space surrounding the building that could be an opportunity for parking or landscape, however the topography of the site and difference in level between the Grammar School and Ilkeston Road with require consideration. Any proposals for the site will need to be of high quality as it is a critical project for the town and its regeneration. Higher anticipated redevelopment cost are to be expected due to buildings listing.

5.3.3 **North of the Market Place** - Some of the oldest buildings in the town centre are located along the northern edge of the Market Place, these include the council offices. These buildings form one edge to the Market Square however they are currently disconnected by Market Street and its associated traffic flow. Currently, the frontages to these buildings offer little by way of street animation, for example, the former bank has been converted for residential use. Appropriate building use, combined with a sensitive treatment to the public realm, will be key in relinking these buildings to the Market Place.

5.3.4 **South of the Market Place** – The building frontage is separated from the square by a dense line of trees and parking along Market Place. Some of these existing buildings retain their original features, such as upper storey ‘oriel’ windows, and therefore hold architectural merit which should be recognised. At ground level there is a line of shop frontages which should be improved to reflect the original character of the buildings.

5.4 Highway and Open Space Related Opportunities

5.4.1 **Former Grammar School site arrival gateway** – This is a prominent arrival gateway to the east of the town, and is a key site for the regeneration of the town centre and Marketplace. There is an opportunity to create new areas of public space within the former Grammar School site which link Heanor Memorial Park to the Market Place. These new public spaces should seek to reduce vehicle dominance and maximise the existing assets of the town’s significant buildings.

5.4.2 **Streets to the north & south of the Market Place** – There is an opportunity to provide an improved setting to each street, which would prioritise physical and visual connectivity to key frontages. The existing public toilet building to the west of the square is of poor quality and occupies too much space and creates a barrier between the café seating area and the square itself. There is an opportunity to reconfigure this space through changes to car parking and general vehicle movement, existing trees, auxiliary buildings, and bus and service locations, so that spaces and adjoining buildings can respond and interact with each other appropriately.

5.4.3 **Derby Road** – The short section of Derby Road, which remains following previous carriageway realignment works associated with the construction of the roundabout, holds an opportunity for the creation of new public space fronting the Red Lion pub on Red Lion Square. The underutilised highway could be reconfigured to provide a larger area for pedestrians, which would improve the setting of the Red Lion Pub and the Car Wash Site. In addition, improvements could also help pedestrian connectivity between Market Street and Tesco/Heanor Retail Park.

5.4.4 **Pedestrian Environment and Landscape Setting** – There is an opportunity to enhance the pedestrian experience by improving crossing points, reducing carriageway widths at strategic locations, and creating new and attractive public spaces. Space should be allocated within the redevelopment proposals for landscaped areas, providing new amenity space, uses and greening opportunities within each development plot.

5.4.5 **Wooded area north of Church Street** – There exists an area of mature trees, with some significant changes in level, to the north of the Market Street / Church Street. Whilst historic maps suggest that this land was previously built upon, it is recognised that the areas potential redevelopment may be costly and result in the removal of mature trees that could be protected. In light of this, there is an opportunity to create a linear greenspace, or informal recreational route, which is supplementary to the primary route of the Market Street and which retains the existing tree provision and promotes amenity uses. This area could also create a potential link up to the existing cycle infrastructure, strengthening connections between existing off road, on road and advisory routes as well as National Cycle Routes.

5.4.6 **Transport Opportunities** – In the future, electric vehicles have the potential to reduce air quality, noise issues and improve traffic flows, and technology advances will enable better provision of information, car parking and highway network management, with shared mobility solutions and autonomous vehicles potentially significantly altering traffic demand/patterns. Proposals for Heanor should recognise these future trends and plan accordingly, regeneration for the area will present an opportunity to building safeguards and futureproof the town for the future.

5.5 Potential Development Opportunities

5.5.1 The Former Grammar School – This is a major development opportunity where the sites prominent location significantly impacts the town's impression upon arrival. The listed former Grammar School building has development and regeneration potential and, whilst it will likely require a costly and high quality approach due to its listed status, it should be recognised that the development would hold wider regenerational effects for the town beyond its development boundary. Proposals for the site should incorporate the former Fire Station building which is also of historic interest. The Former Grammar School site holds an overall plot large enough to accommodate axillary buildings with a range of uses, the plot may also include a provision of car parking to supplement any loss of car parking due to residential infill developments to the north of the high-street, or from a reconfigured Market Place. This car parking could be accessed off Ilkeston Road and be sited in proximity to the town centre so that good pedestrian links to Market Place are achievable.

5.5.2 The Marketplace - Buildings fronting onto Market Street and the Market Place are of poor quality and impact negatively on the town centre. There is a potential opportunity to refurbish these buildings, particularly the buildings to the south of the Market Place, whilst to also create new buildings on prominent corners of the square. These new buildings will act as a gateway to the town for those arriving via public transport and will set a more appropriate edge to the Market Place. The buildings to the eastern end of the square are of poor quality, whereas other frontages have some potential (subject to repairs and shopfront upgrades), there is an opportunity to improve redevelop this edge of the square. All new buildings, or redevelopment proposals, would be subject

to review/agreement of existing ownerships.

5.5.3 Whysall Street Site – To the north of the high-street there are a number of potential development plots, some of which are currently used for surface level car-parking which present an opportunity for residential infill. The existing topography within these sites will likely add to the overall development cost and could impact on viability, however it should be recognised that by providing new and varied house types within close proximity to the town centre, these sites could hold significant regeneration potential for retail within Heanor. For the Whysall Street (East) Car Park site it should be noted that some retail units along Market Street require service access off the existing car park.

5.5.4 Derby Road Development Plot / Cresswell Site – This is a vacant plot which offers the potential for development, this as part of general improvements to the underutilised section of highway where the Red Lion Pub and Red Lion Square are located. Any corresponding public realm improvements within the area could help to make this plot more attractive as a development opportunity.

5.5.5 Smaller Development Plots – There are a number of smaller development plots to be considered for the Development Framework.

- The Western Gateway Plot / Car Wash site is a prominent site located at the town's gateway when approached from the west. The site is located north of the high street / adjacent to Derby Road. The relationship with existing highway network and roundabout within this area will make the site difficult for some uses to be delivered.
- Ray Street Plot – Consideration should be given to

the sites current uses; the development plot could support smaller retailers or continue the upkeep of the existing micropub.

- Jobcentre Plus Plot – Potential relocation of services as part of a more comprehensive development of the site. The existing building, including the area allocated for parking, could be relocated to allow for a new a gateway development to be proposed which would act as a gateway for the residential infill developments to the north of the High Street.

5.6 Urban Design Strategy

5.6.1 A review of the urban design issues and opportunities in Heanor indicates a need to focus on connectivity and accessibility within the town, linking key sites such as the Marketplace and former Grammar School with each other, as well as with existing and proposed residential developments in the town centre. Public spaces should be reconfigured to provide pedestrian-friendly environments that encourage people to visit and spend more time in the town centre. There is also an opportunity to capitalise on Heanor's key assets, such as the former Grammar School, views to the church, and buildings on the Market Street to ensure that they interact with high quality spaces and create attractive gateways to the town's public spaces.

Issues



Vehicle dominated market place - frontages are separated from the public realm by the encompassing carriageway and associated onstreet parking. Narrow pavements restrict spill-out space and limit pedestrian movement.



Poor physical and visual connectivity - connectivity is obstructed by the movement of vehicles, street clutter and the low canopy line of the existing trees.



Poor physical and visual connectivity - pedestrian connections from the northwest are poorly signed and vehicle dominated. This poor connection is compounded by the topography and the steep incline towards the town centre.



Disjointed public space - The existing arrangement of street elements combined with ad hoc parking further segregates existing public space.



Shaded environment - the existing tree-line constrains space and further segregates building frontages from the market place.



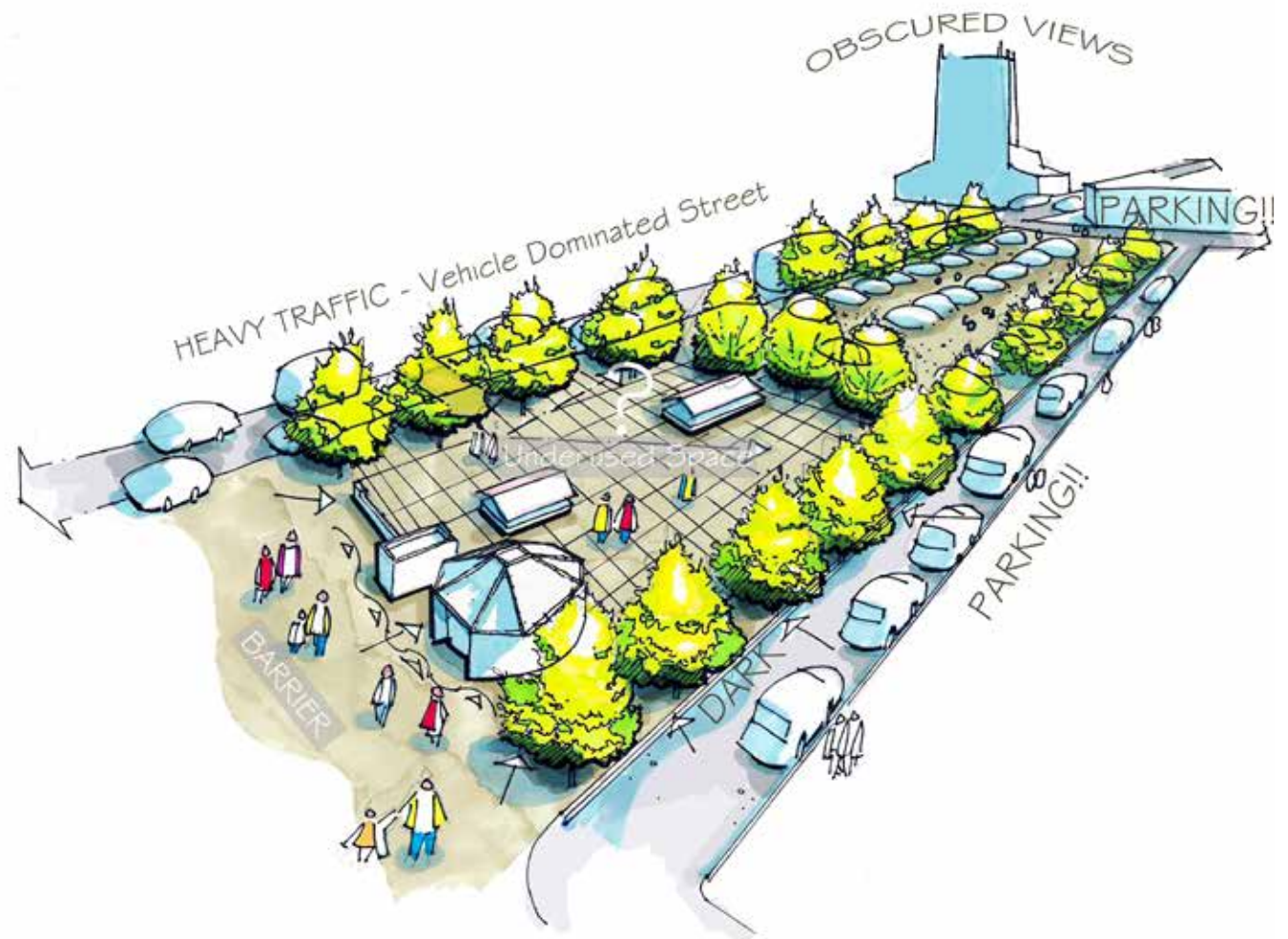
Underutilised parking - Parking provision which is underutilised is a result of poor pedestrian connections to and from the high-street, parking areas are inaccessible for people with mobility issues.



Arrival gateway - The former college site is a prominent arrival gateway to the east of the town, this is a significant development opportunity and a key site for the regeneration of the town centre and market place. Currently connections from the east are poorly signed and non-intuitive, connections between the high-street and Heanor Memorial Park are obstructed by the former college site being impermeable.



Vehicle dominated streetscape - Pavements are narrow and overwhelmed by large vehicles. Existing building use offers little interaction with the street giving no incentive for pedestrians to walk towards the market place along the highstreet.



Opportunities



Enhance buildings with architectural merit - Opportunity to provide an improved setting within the street, one which would prioritise physical and visual connectivity to key frontages.



New Public space - Opportunity to create new areas of public space, reduce vehicle dominance and maximise the assets of the town such as key views and significant buildings. A further opportunity for the enhancement of the existing character will be a result of new spaces being formed.



Green Link - Opportunity to improve connections from the southeast to and from Heanor Memorial Park. This could create a greenlink from the park towards the market place.



Enhance the pedestrian environment - Opportunity to enhance the pedestrian experience by improving crossing points, reducing carriageway widths (at strategic locations), and creating new and attractive public spaces.



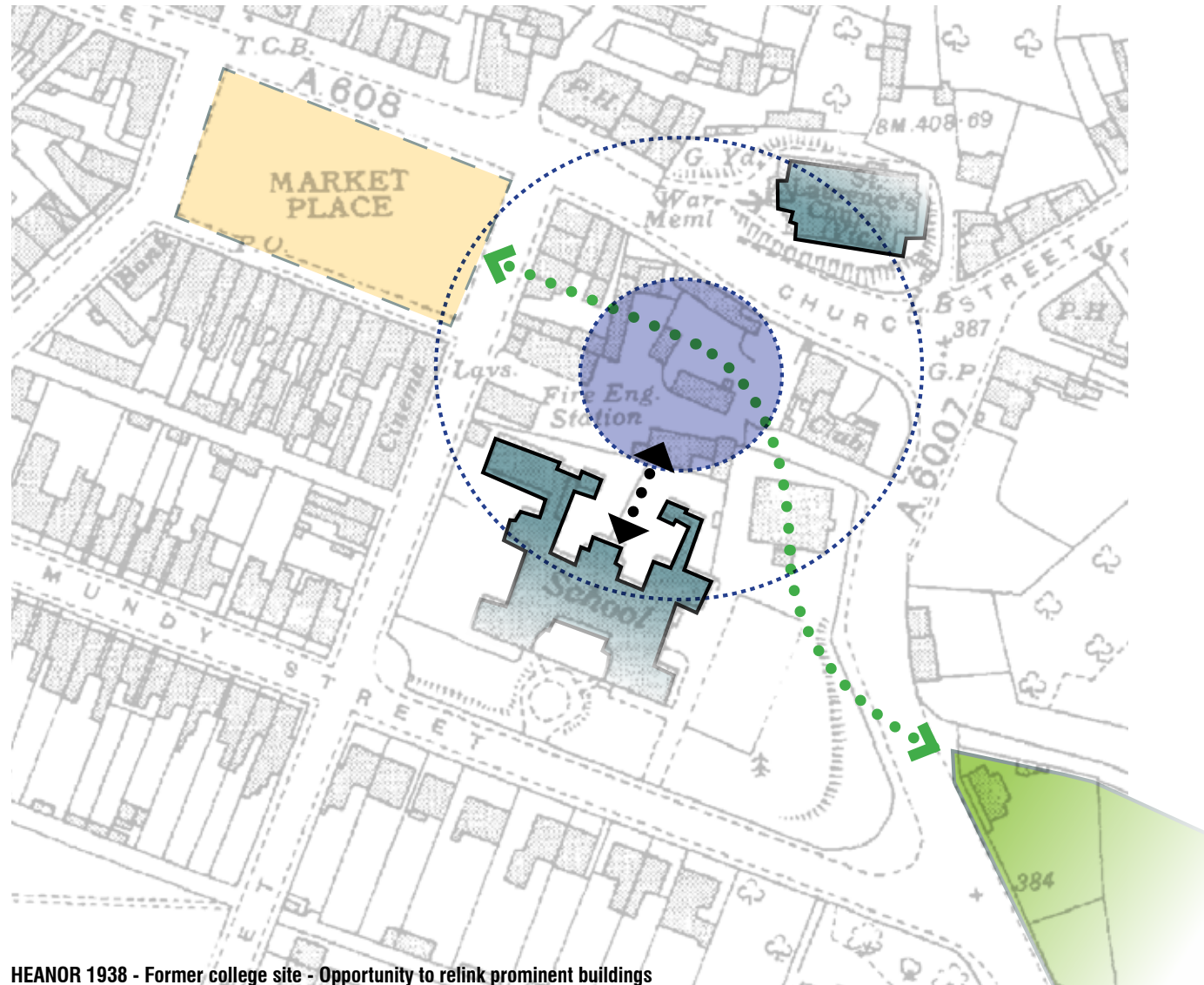
Key Development Opportunity - To the north of the highstreet are a number of potential development plots, some of which are currently used for surface level car-parking. These spaces vary in size; Whysll Street (east) car park, being the largest, represents a key opportunity. The site, being relatively flat and sitting within close proximity to the market place, could hold potential for new residential development.



Key Development Opportunity - Opportunity for the former college site to be redeveloped creating a prominent gateway improving the arrival into the town from the east.

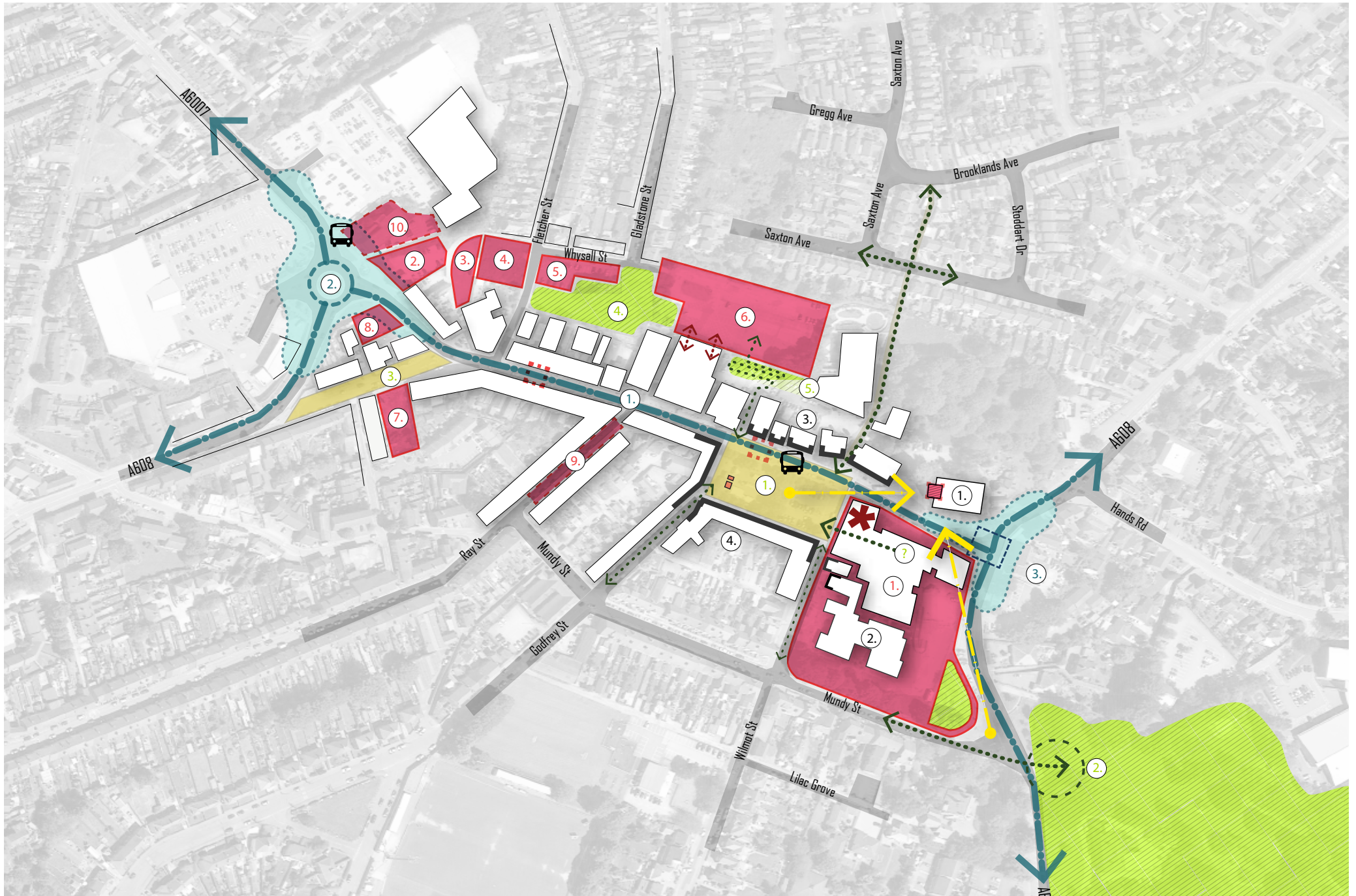


Enhance exiting assets - Potential opportunity to create new buildings on prominent corners as a gateway to the town and as a more appropriate edge to the Market Square, subject to review of ownerships, etc. Consideration should be given to enhancement of views from the market place and towards St. Laurence Church.



HEANOR 1938 - Former college site - Opportunity to relink prominent buildings

The overall plot would be large enough to accommodate a range of uses, which may include parking accessed off Ilkeston Road, with good pedestrian links to Market Square. Space should be allocated within the redevelopment proposals for landscaped areas, providing amenity space for the development as well as potentially new public space which links Heanor Memorial Park to the town centre and market place.



'Highways' related issues

1. Market Street:
 - a. High volumes of traffic and relatively narrow.
 - b. Vehicles stopping even for short periods, e.g. deliveries, can cause added congestion.
 - c. No on street parking at all and no room for this to be created.
 - d. Slow moving and often stationary traffic create poor air quality.
2. Western Roundabout:
 - a. Poor quality pedestrian environment and crossings extended well beyond roundabout itself.
 - b. Effectively segregates larger retail units from the town centre for pedestrians.
3. 'Eastern Gateway':
 - a. Poor quality pedestrian environment, very narrow pavements and long wait for crossings.
 - b. Poor quality building on prominent southern corner.

Key Buildings

1. St. Lawrence Church:
 - a. Originally St. Michael's, the tower is one of the oldest and most prominent features in the town's skyline.
 - b. Church tower provides important visual landmark, being the tallest building and built on higher ground.
 - c. Topography results in disconnection between church and some of the immediate surroundings.
 - d. Important views of church from Market Street and the Market Square
 - e. Proposals for new buildings need to take consider impact on views of church.
2. Former Grammar School (Grade II Listed):
 - a. Listed buildings to the south of the site, disconnected from the Market Square.
 - b. Major development opportunity, but higher costs likely due to nature of the building.
 - c. Lots of space around the building that could be used for parking or landscape.
 - d. Proposals will need to be of high quality, but this is a critical project for the town.
3. North of Market Square:
 - a. Some of the oldest buildings in the town centre, including the council offices.
 - b. These buildings could form one edge to a rejuvenated Market Square.
 - c. Shop fronts could do with improvement and the former bank has been converted into flats, so offers little to the street in terms of animation.

4. South of Market Square:
 - a. Buildings separated from the square through dense line of trees and parking along Market Place.
 - b. Some buildings retain original character features, such as upper storey 'oriel' windows.
 - c. Shop fronts could do with improvement, as almost all are detrimental to street scene and original character of the building.

Potential Development Opportunities

1. Former College Site:
 - a. Major development opportunity, in prominent location impacting on arrival into the town from the east.
 - b. Listed former Grammar School buildings have lots of potential but require high quality proposal and could be costly.
 - c. Need to incorporate former Fire Station building, which is of historic interest.
 - d. Buildings fronting onto Market Street and Market Square are poor quality and impact negatively on town centre.
 - e. Potential opportunity to create new buildings on prominent corners as a gateway to the town and as a more appropriate edge to the Market Square, subject to review of ownerships, etc.
 - f. Overall plot large enough to accommodate a range of uses, which may include parking accessed off Ilkeston Road, with good pedestrian links to Market Square.
 - g. Space should be allocated within the redevelopment proposals for landscaped areas, providing amenity space for the development as well as potentially new public space.
2. Sites 2-5:
 - a. Collection surface parking or unused sites, which might be considered together.
 - b. Sites 3, 4 and 5 likely to be suitable for residential infill developments
 - c. Topography will add abnormal costs and could impact on viability.
6. Whysall Street (East) Car Park:
 - a. Large vacant site, mostly flat, in close proximity to Market Square.
 - b. Significant change in level between site and Market Street would require careful treatment to create accessible connection.
 - c. Some retail units along Market Street require service access off existing car park.
7. Derby Road Development Plot:
 - a. Vacant plot offers potential for development as part of general improvement to underutilised section of road.
 - b. Public realm improvements could help to make this plot more attractive as a development opportunity.
8. Western Gateway Plot:
 - a. Prominent site at gateway to the town when approaching from the west.
 - b. relationship with highway makes the site difficult to deliver for some uses.

9. Ray Street:
 - a. Beginning to develop as a location for smaller retailers as well as a micropub.
 - b. Need to decide whether this should be encouraged / further developed.
10. Jobcentre Plus:
 - a. Could the services within this building be relocated and the site, including the area used for parking at the rear be used as part of a more comprehensive development including sites 2-5?

Key External Spaces

1. Market Square:
 - a. Inefficient parking layout, but popular as in most convenient location.
 - b. Trees have become overgrown and segregate the space from its surroundings.
 - c. Public toilet buildings are poor quality and occupy too much space.
 - d. Space available for the market itself is very limited and cannot be easily seen from outside the square.
 - e. Roads on three sides limit the amount of usable space and limits the ability of units surrounding the square to spill out into it.
 - f. Buildings at the east end of the square are very poor quality whereas others have some potential, subject to repairs and shopfront upgrades.
2. Heanor Memorial Park:
 - a. Pedestrian connection between Market Square and park could be enhanced.
3. Derby Road:
 - a. Short section of Derby Road which remains following realignment to suit large roundabout.
 - b. Underutilised highway could be reconfigured to provide larger pedestrian areas.
 - c. Improvements could help setting for Red Lion as well as development site opposite.
 - d. Improvements could help pedestrian connectivity between Market Street and areas to the west.
4. Wooded area:
 - a. Area of mature trees with some significant changes in level.
 - b. Historic maps suggest that some of this was previously built upon, but redevelopment may be costly and many trees may need to be retained.
5. Ramps and steps:
 - a. Significant change in level between Whysall Street car park and Market Street.
 - b. Route provides convenient link to Market Square and Market Street, but will require careful design to make this both attractive and accessible.
 - c. Great views across open countryside to the north from space at the top of the ramps - could more be made of this?



View down Market Street towards Tesco foodstore car park

6. Business and Market Review

6.1 Introduction

6.1.1 This section provides a review of the business and market profile of Heanor, it is structured as follows:

- Background Information
- Retail and Leisure
- Residential and Workspace
- Summary

6.2 Background Information

6.2.1 AspinallVerdi have carried out a property market review of the following sectors: retail, leisure, residential and workspace. The purpose of these baseline research papers is to ensure the development proposals prepared as part of the business case:

- Reflect market demand;
- Are as commercially viable and deliverable as possible;
- Generate economic benefit;
- Represent value for money

6.2.2 The first two points will be challenging as the purpose of the FHSF is to bring about transformative change and regeneration of town centres to overcome challenges and support growth. Therefore, a fundamental trait of short-listed high streets is likely to be a lack of commercial demand and consequently, lower value areas. Heanor has these market failure characteristics.

6.2.3 The town is located in the west of Amber Valley District, Derbyshire. Amber Valley totals 265 sqkm and includes four markets towns of a similar size in Ripley, Belper, Alfreton and Heanor. In addition to being in close proximity to these three competing market towns, Heanor is situated just 10 miles north east of Derby and 11 miles north west of Nottingham with good road connectivity to these regional cities via the A6007 and A608, as well as easy access to the M1.

Figure 4: Map of Amber Valley District



Source: Google

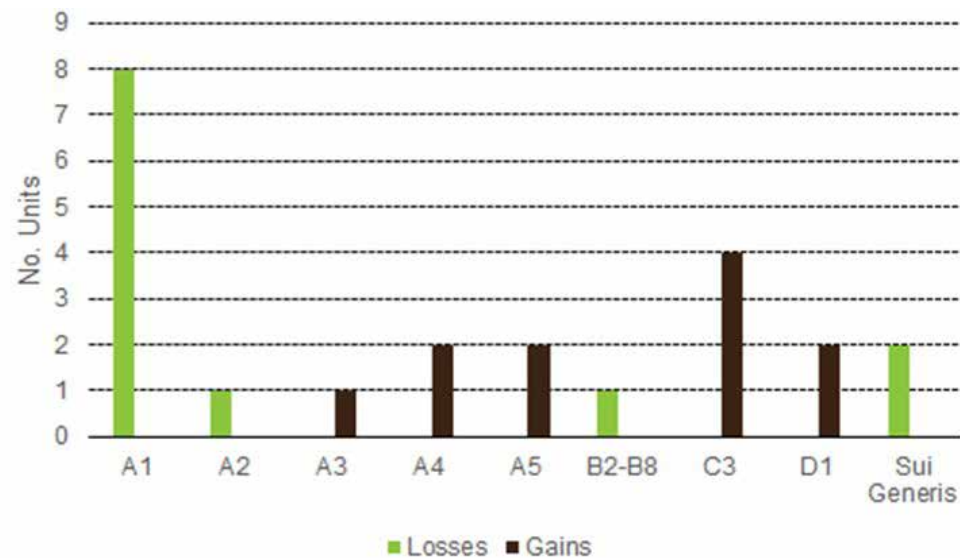
- 6.2.4 A key constraint of Heanor, is that it does not enjoy direct rail connectivity as the closest rail station is at Langley Mill, 1.7 km from Market Place. Heanor does however, enjoy regular bus services which provide connections to larger settlements including Derby, Nottingham and Ilkeston.

Heanor is characterised by high vacancy (10%), turnover, lower value uses and changes of 'planning' use class to predominately residential.

6.3 Retail and Leisure

- 6.3.1 From a retail and leisure perspective, the proximity to the two regional cities of Derby and Nottingham, means that the town and its high street in particular, has strong competition for capturing retail and leisure spend. This problem has been further compounded by out of town retail and leisure development including Heanor Retail Park (on the edge of the town centre) and other local examples within 10km such as Giltbrook Shopping Park, East Midlands Designer Outlet and Ilkeston Retail Park.
- 6.3.2 All of these offer free parking and Giltbrook Shopping Park and East Midlands Designer Outlet are in particular situated in very accessible locations from the M1 with the former particularly well located for residents of Heanor. The large amount of free parking at these retail parks as well as the variety of their retail offer (including leisure) means that they are both convenient and offer a different experience for the consumer to high streets.
- 6.3.3 From a retailer perspective, these parks are attractive because of parking and more flexible store formats, but more importantly the proximity to other retailers and leisure uses which create footfall. Ultimately, their development and success (along with the growth of online retailing) has resulted in the gradual decline of the high street as both consumers and retailers have invested elsewhere. Consequently, the high street in

Figure 7: Change of Use Applications (Since October 2017)



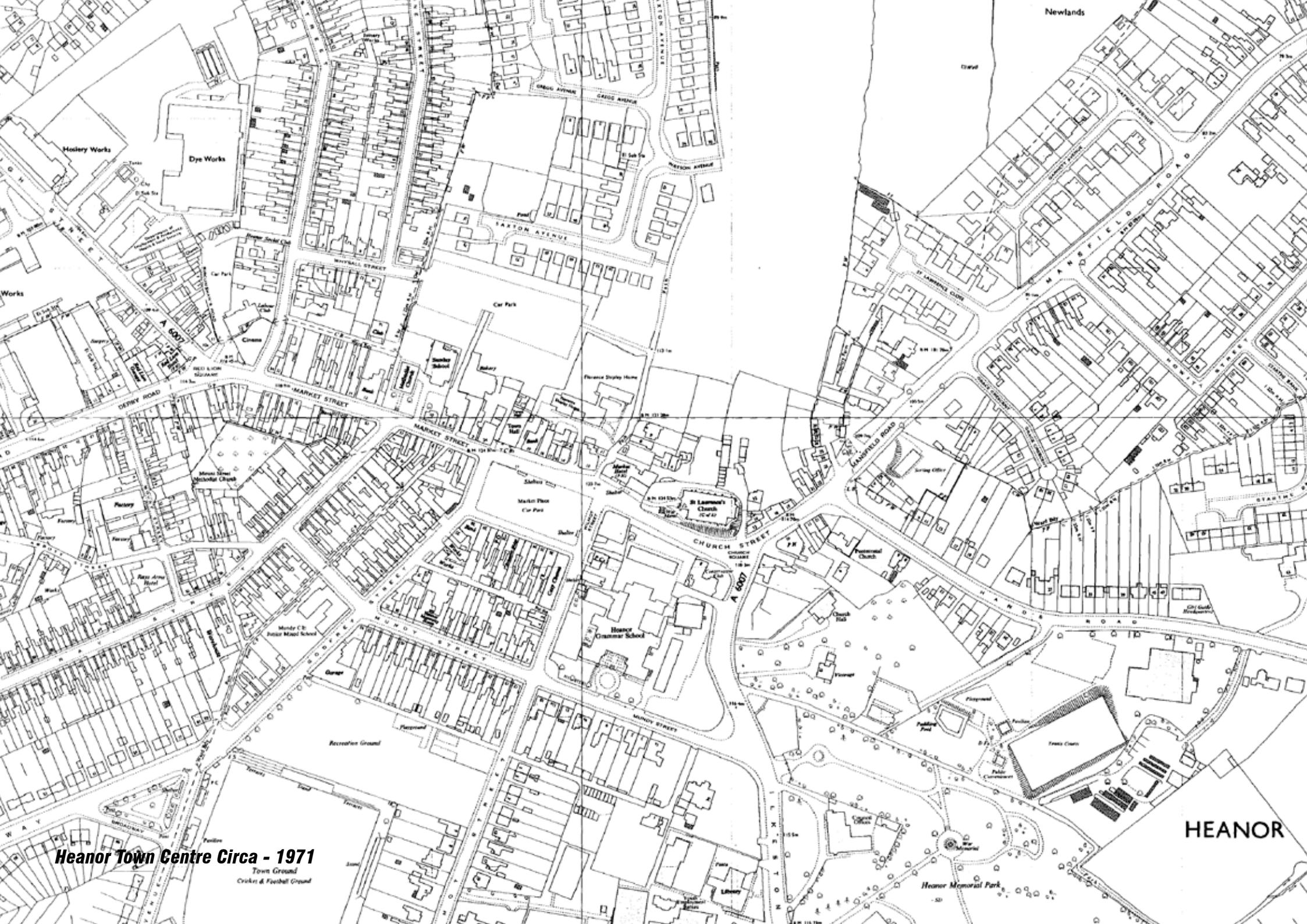
Source: AspinalVerdi / AVBC data

6.4 Residential and Workspace

- 6.4.1 Whilst the proximity of Heanor to Derby and Nottingham can be seen as increased accessible competition from a retail and leisure market perspective. It does have its benefits in terms of providing employment opportunities to existing residents but can also act as a selling point to attract new people to the town who may currently work or are moving to work in Derby or Nottingham. Through our research we have evidenced an active residential market locally with five schemes having being developed (in the last two years) and four others being built out and sold currently. This demonstrates that there is both developer and end user demand for new build residential and that development can be viable despite being a relatively lower value area.
- 6.4.2 Due to the proximity to Derby and Nottingham, employment opportunities within Heanor are concentrated in manufacturing, construction and wholesale/retail sectors, with business and public services less common. This is not to downplay the significance of these sectors, however the implication is that Heanor has limited office-based activity. Increased town centre office accommodation/occupation would help to drive retail and leisure spend.
- 6.4.3 The existing office stock is poor in quality and therefore rental and capital values are low and are not at levels that would support new office development. As there is a lack of good quality supply, there is an opportunity to provide some smaller managed workspace, but the most viable solution would be through conversion and refurbishment.

6.5 Summary

- 6.5.1 It is widely reported that the bricks and mortar retail and leisure market is struggling nationally and we have evidenced that locally there is an oversupply of retail floor space. Therefore, transformational change in Heanor that can be brought about by the FHSF is unlikely to be retail led. Rather, transformational change is required in order to encourage both the consumer and retailers back to Heanor's High Street.



Heanor Town Centre Circa - 1971
Town Ground
Croquet & Football Ground

HEANOR

7. Draft Development Framework

7.1 Introduction

7.1.1 This section outlines the draft Development Framework for Heanor which builds upon the baseline information presented thus far and identifies a vision for Heanor and key projects to facilitate its regeneration. The section is structured as follows:

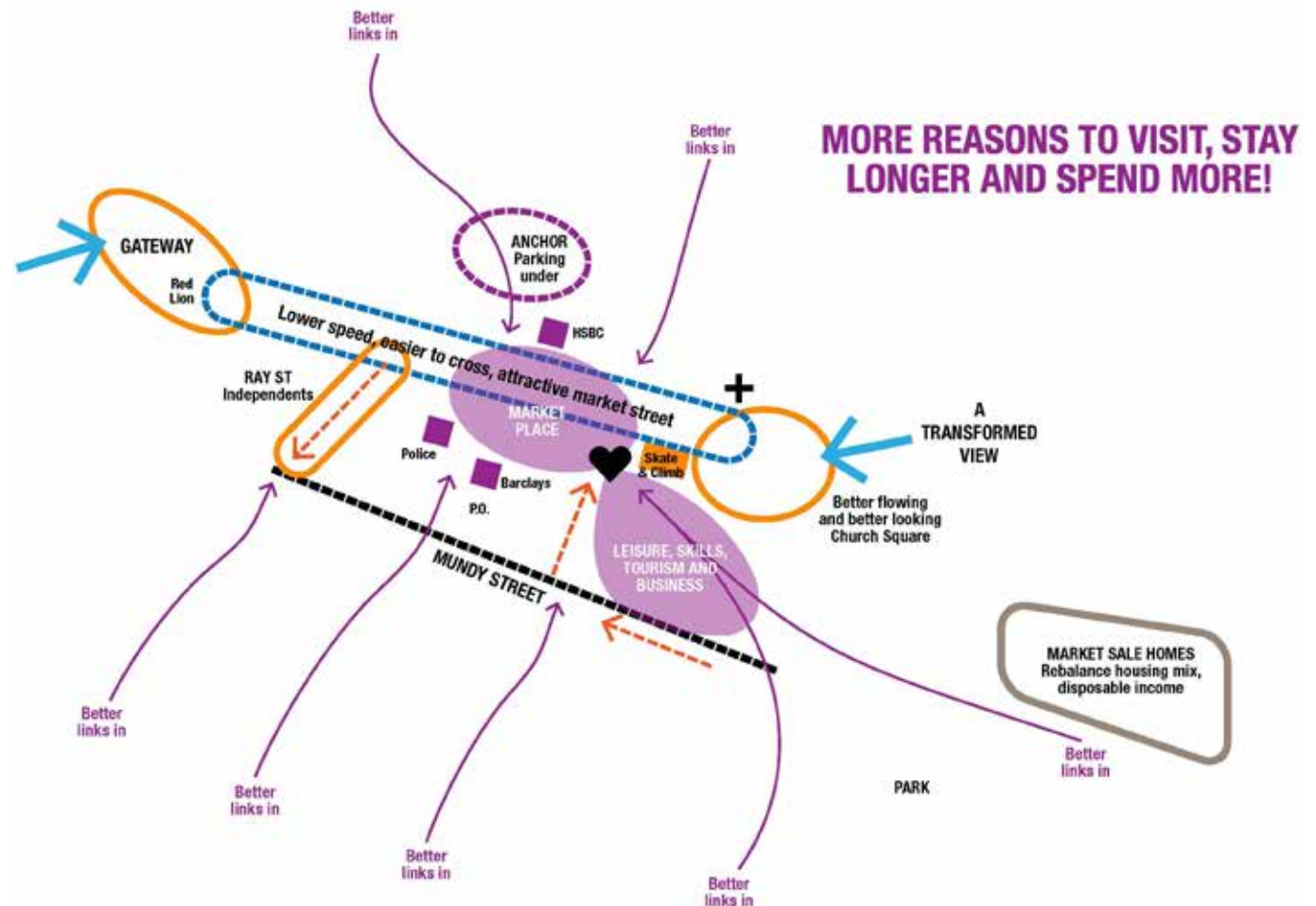
- Vision for Heanor town centre
- Draft Development Framework – Strategy
- Key Development Projects

7.2 Vision for Heanor town centre

7.2.1 A local community group, 'Heanor Vision', responded to the public consultation by framing a Vision for the masterplan as follows:

“More reasons to visit, stay longer and spend more.”

Figure 8: Vision for Heanor town centre as articulated by 'Heanor Vision'



Source: Heanor Vision / BDP

7.2.2 Whilst this Vision only reflects part of the ambition for Heanor, this is nevertheless an outcome that would reflect the success of the strategy for the town centre.

7.2.3 The broader Vision for Heanor town centre will continue to be refined but will include the following objectives:

- Helping more people rediscover the town centre as the heart of the community;
- Diversifying the economic base of the town centre and strengthening the digital infrastructure, to make Heanor more resilient to future challenges;
- Improving the quality of place and improving the pedestrian experience, to make Heanor an attractive place to spend time in, including with families and friends, daytime and evening;
- Retaining and increasing the range of retail, public and other services, leisure and recreational activities, to better meet the needs of local residents;
- Providing more housing choices in and around the town centre, catering for modern lifestyles and attracting more people to live in Heanor.

7.3 Draft Development Framework – Strategy

7.3.1 Following from the baseline analysis and Vision, the Draft Development Framework is guided by a core set of principles which are aligned with the objectives of the FHSF and which will steer the regeneration of the town and inform the development of the key projects for the FHSF Business Case. These are as follows:

- Improvement of the leisure and cultural offer which would include community uses and a focus on bringing residents who are not visiting the town centre back. Key sites to consider for these improvements are the Marketplace and former Grammar School site which have the potential to be vibrant hubs of community activity in the town centre. Youth-orientated clubs and events focussed on these sites can also help to address a lack of social connection and activities for young people in the town.
- Encouraging enterprise and local employment, which could be achieved through the creation of a new hub providing new training and accommodation for local entrepreneurs.
- The use of under-utilised sites for new aspirational residential accommodation which will boost the number of residents within very easy walking distance of the town centre.
- Improvement of linkages and connectivity in and around the town centre to encourage the walking, cycling, and the use of public transport.

7.3.2 Through the principles outlined above, the town centre can be transformed into an attractive and vibrant place that attracts increased footfall and encourages vitality and community activity.

Figure 9: Draft Development Framework



Source: BDP

7.4 Key Development Projects

7.4.1 The following projects have been identified as key to the regeneration of Heanor town centre and are illustrated on the Draft masterplan.

7.4.2 **Marketplace** – Plans for the redesign of the Marketplace make it a more flexible and accessible space, retaining car parking provision on a day-to-day basis, while allowing for full use of the space for the weekly Market and larger community events. Key changes may include: the introduction of a flexible car parking / events space, widening of the pavement on Market Place to create more room for businesses and a more pedestrian-friendly environment, switching the locations of the bus stops and pedestrian crossing on Market Street to improve connectivity, whilst creating a new bus pavilion with integrated toilets and retail kiosk, improving the link between the Marketplace and former Grammar School across Wilmot Street, and new landscaping and planting that doesn't obscure the visibility of shopfronts across the Marketplace.

7.4.3 **Former Grammar School** – The former Grammar School on Mundy Street is much-loved locally and is a Grade II listed building. It has the potential to be redeveloped into an excellent business, skills training, and community space in the heart of Heanor though additional funding will be required to make this happen. Three options have been developed for the site, each proposing a different mix of business, community, and residential uses, together with improved public realm and car parking. All the options include the demolition of the unattractive modern science block extension to the north of the school.

7.4.4 **Green Links and Town Centre Connectivity** – The proposals show improved pedestrian footpaths and green spaces, creating green links from the Retail Park and Tesco to the Marketplace and Memorial Park, and

creating better quality links to adjacent residential areas. This will enhance the overall connectivity of the town and encourage healthier lifestyles where residents feel comfortable walking to local amenities

7.4.5 **Market Street** – Improving pedestrian crossings and bus stops to encourage more walking around the town, to provide better bus waiting facilities and transport information including signing of car parks, and to reduce pollution by regulating traffic flows. In addition, the proposals will consider a shop front improvement scheme to improve the appearance and impression of the Market Street.

7.4.7 **Leafy Lane Depot** – The Leafy Lane depot site off Hands Road is currently an unused piece of land to the east of the town centre. The Development Framework proposes the building of family homes on the Leafy Lane Depot site to help meet housing demand in the area. Close proximity to Market Street, and the proposals for green links through the memorial park and the former Grammar School site will connect this development to the town centre and encourage greater use of Heanor's facilities.

7.4.8 **Red Lion Square** – Red Lion Square is an important gateway into the Market Street but currently does not present an attractive pedestrian environment and limits connectivity between the retail park and the traditional town centre. Proposals for this site suggest a programme of public realm enhancements, with infrastructure and shared surfaces to create a rest stop for pedestrians. In addition, this will consider the redevelopment of the Creswell Site on Derby Road for residential development.

7.4.9 **'Car Wash Site'** – Options for this key gateway site include hotel use (linked to refurbishment of the Red Lion), showroom retail and leisure use. Land acquisition would be required to provide satisfactory access and servicing, most likely from Derby Road.

Figures: Diagrams showing plans for flexible use of the Marketplace



Source: BDP

Figure: Marketplace Option 1 – Proposes moving the current crossing across Market Street to a more central location, with enhanced parking and a covered canopy to encourage people to gather.



Source: BDP

Figure: Marketplace Option 2 – Proposes moving the current crossing to emphasise pedestrian links between the area north of Market Street and the Marketplace with a new bus stop pavilion, providing toilet facilities and retail space.



Source: BDP

Figure: Marketplace Precedent, Bad Salzuflen, Innenstadt



Source: Nikolai Brenner

Figure: Former Grammar School Option 1 – Use the former Grammar School as a business and community hub, with a small residential development to the east of the school. Use the remaining space for well-landscaped car parking and connect to the town centre.



Source: BDP

Figure: Former Grammar School Option 2 – Use the former Grammar School as a business and community hub with small residential developments to the east and in place of the former science block. Create a generous pedestrian connection from the market and through the site, linking to the Memorial park by removing building.



Source: BDP

Figure: Former Grammar School Option 3 – Same plan as Option 2, with residential development proposed on the site of the corner property currently occupied by the Conservative Club.



Source: BDP

Figure: Former Grammar School Precedent



Source: Cartwright Pickard

Figure: Green Link Precedent, Bellamy Park, Netherlands



Source: OKRA

Figure: Market Street Precedent, Monheim am Rhein



Source: Planergruppe Oberhausen

Figure: Whysall Street Housing Precedent, Goldsmith Street, Norwich



Source: Mikhail Riches

Figure: Leafy Lane Depot Housing Precedent, Accordia, Cambridge



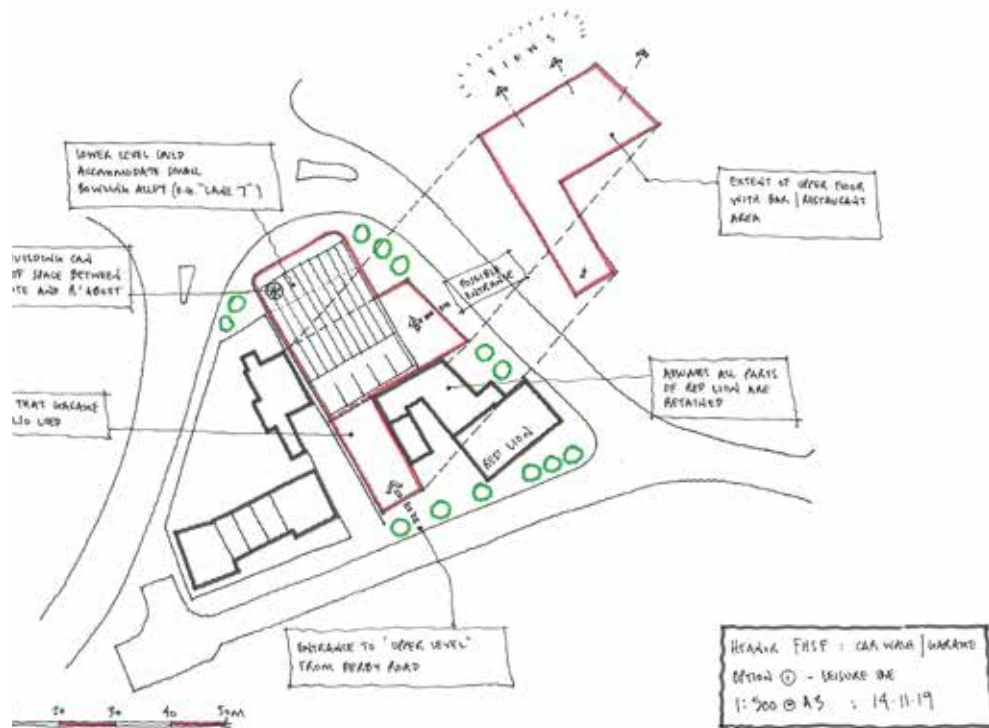
Source: Fielden Clegg Bradley

Figure: Red Lion Square Precedent, Neue Mile Boblingen, Germany



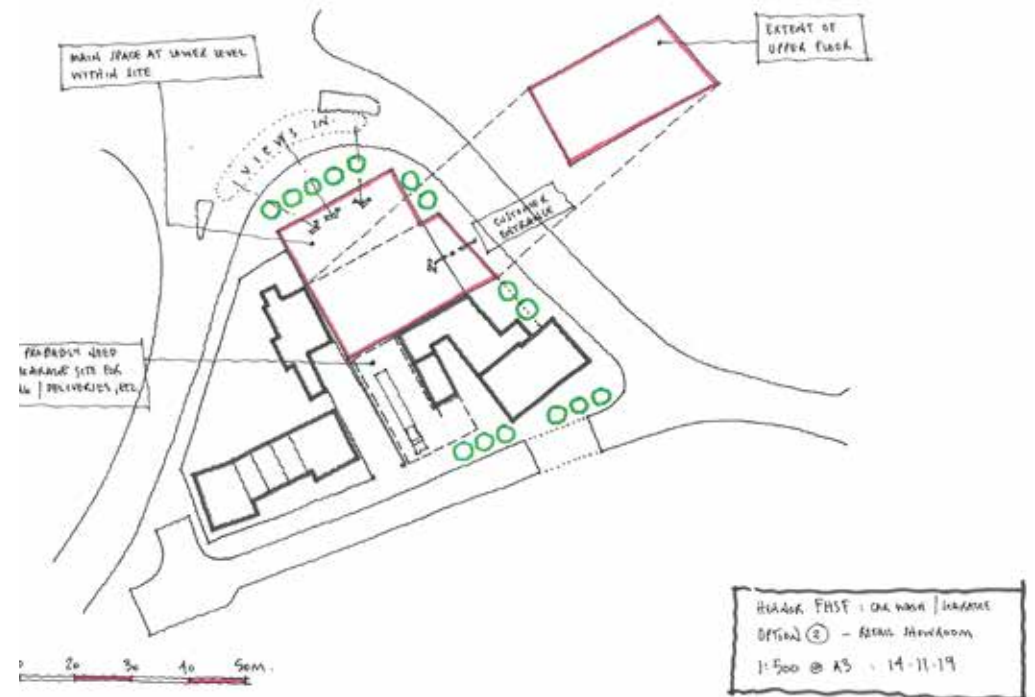
Source: Bauchplan

Figure: Car Wash Site Option 1 – Leisure Use



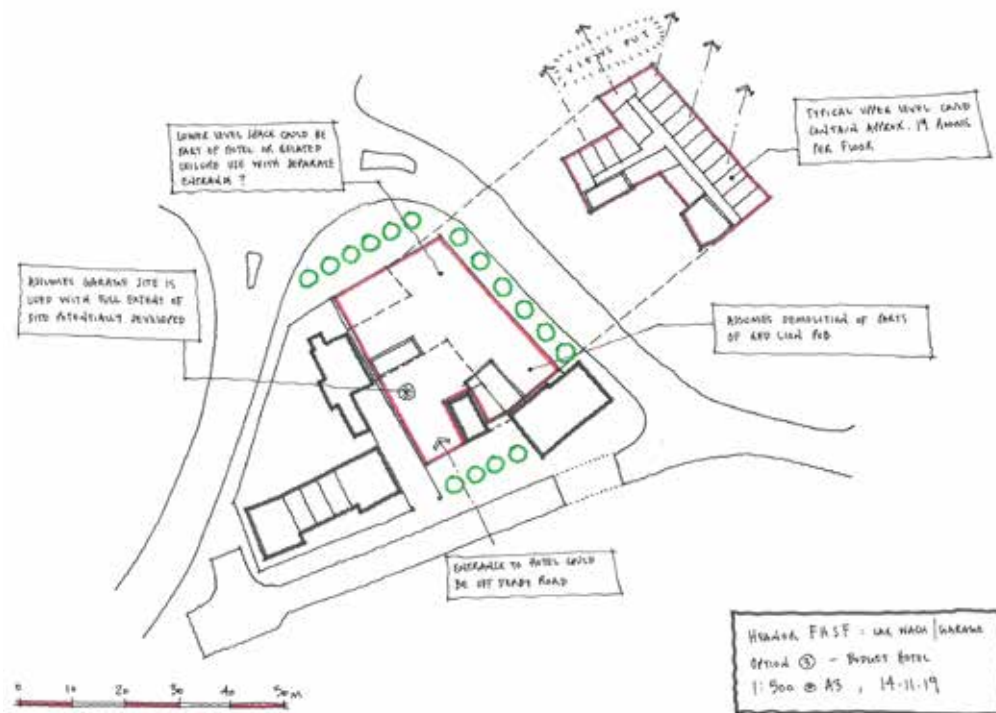
Source: BDP

Figure: Car Wash Site Option – Retail Showroom



Source: BDP

Figure: Car Wash Site Option 3 – Budget Hotel





Market Street looking towards the Town Council Offices and St. Lawrence's church



Café
Jak's

Home cooking at its best
Café Jak's

THE ANGRY BEE
MICRO PUB

Independent businesses on Godfrey Street

8. Stakeholder Engagement

8.1 Introduction

8.1.1 This section of the report outlines the process and feedback from stakeholder engagement conducted during the development of the proposals. This is focussed on the two community consultation events, where members of the public were able to view the draft Development Framework and provide feedback for consideration in the further development of the proposals. This sections is structured as follows:

- Community Consultation
- Heanor and Loscoe Town Council
- Heanor Vision

8.2 Community Consultation

8.2.1 Two community consultation events were held in Heanor on Thursday 24th and Saturday 26th of October. At the events, BDP and the wider consultant team presented the draft FHSF bid and options to the public and welcomed feedback on the proposals. There was a questionnaire available to complete on the day, as well as an online version of the form available to complete on the AVBC website until Sunday 17th November 2019.

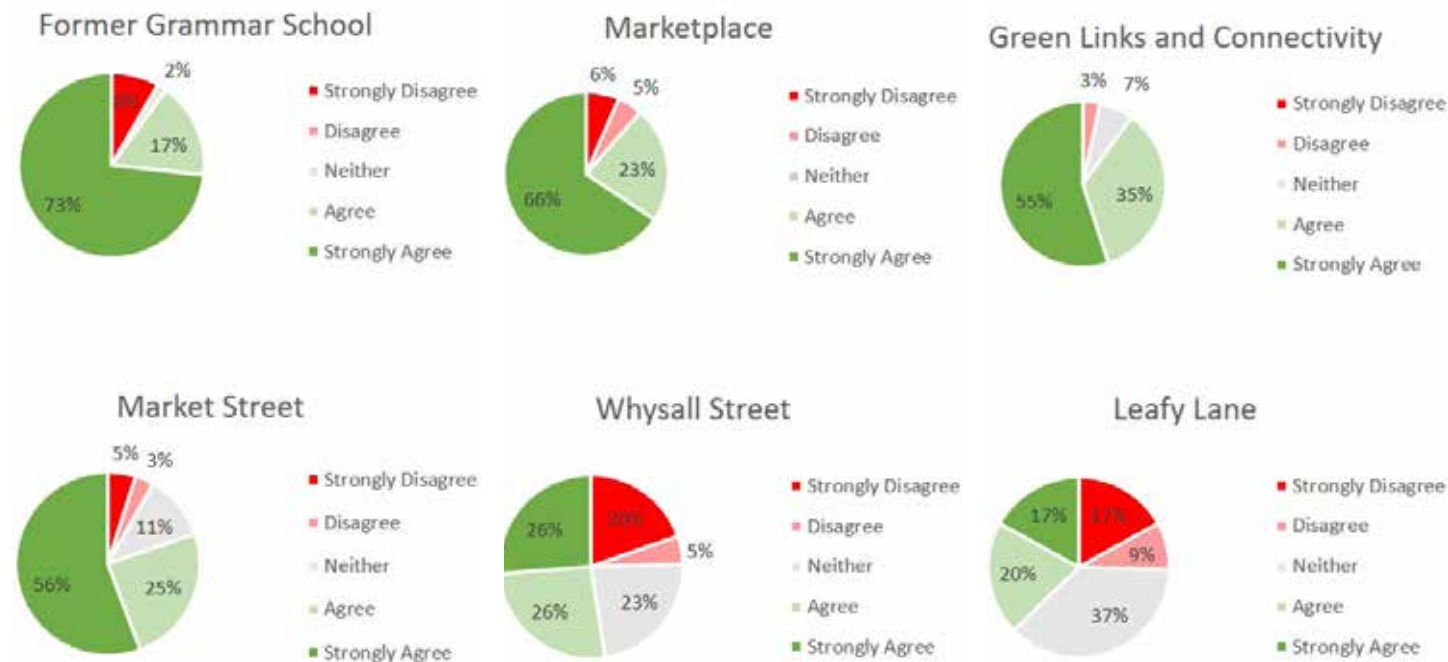
8.2.2 There have been 62 responses, with an overall positive reaction to the proposals shown. Many residents stated that they were encouraged by the proposals and were in agreement with the majority of the plans shown. 90% and 89% of respondents either agreed or strongly agreed that the Marketplace and Former Grammar School should be priorities for the bid respectively, which is in line with the prioritisation of these projects in the draft masterplan. 93% of respondents would like to see the

Former Grammar School converted for community use, with popular ideas being the use of the hall as a multi-purpose space and the potential conversion of the space into a cinema or performance space. The proposals for more senior 50+ housing were popular and residents highlighted that these plans would help to deal with the problem of insufficient housing variety and provide senior residents with the opportunity to downsize. Improvements to public realm and connectivity between key sites such as the Former Grammar School and the Marketplace were also very popular among residents.

8.2.3 Proposals for the Whysall Street site and Leafy Lane were less popular than the others, with 64% and 42% respectively agreeing or strongly agreeing with the prioritisation of these sites. Residents voiced concerns about potential congestion and traffic problems associated with development on Whysall Street, and identified Leafy Lane as a site well-suited to outdoor sports and youth facilities rather than the proposed residential development. There were some concerns about loss of parking in the town centre however this was largely mitigated by the plans for parking space on the Former Grammar School Site and flexible car parking space on the Marketplace. The potential residential development on the Ilkeston Road also picked up some criticism as due to the loss of parking which is currently used for access to the medical centre. Many residents also raised concerns about safety in public spaces and the need for CCTV on any new pedestrian footpaths paths and community areas. These points will be considered and responded to in the development of the final Future High Streets Fund bid.

8.2.4 Consultation with high street retailers also revealed concerns about the loss of parking at Whysall Street, particularly the smaller car park which is the closest car park for retailers on the western end of the high street.

Figure 10: Responses to the question 'Do you agree that the identified projects should be the priorities for the bid?'



Source: BDP / AVBC Data

8.3 Heanor and Loscoe Town Council

8.3.1 BDP met with Heanor and Loscoe Town Council on 5th November 2019 to discuss their views on the draft masterplan presented at the public consultation. The Town Council welcomed the proposals and gave some comments to be considered when refining the final draft of the bid.

8.3.2 The Town Council flagged up the 'Car Wash Site' as a potential development opportunity to be accessed from Derby Road, potentially through the current garage site: they also indicated that the owner of the Creswell Site on Red Lion Square also owns the furniture store next door. It was also noted that the Police would be vacating their current premises on the Marketplace which the Town Council may look to acquire, creating another opportunity on this site.

8.3.3 Proposals for the Marketplace were welcomed but it was noted that there would need to be provision of disabled car parking as many of the spaces alongside the shops are currently disabled bays. There were also concerns that the proposed bus stop structure may obscure views from the Marketplace to the Town Hall, suggesting that this could be moved or be transparent. The idea of taking the space in front of the Church into the public realm was also suggested as a way of creating another 'moment' on the High Street.

8.3.4 The Town Council echoes residents' desire for a community cinema within a multi-use hall space in the Grammar School, and agreed that the building lends itself to a variety of uses. There was also support for the idea of a link through to the Marketplace.

8.3.5 New housing proposals were welcomed, especially those which would give residents the opportunity to downsize into 1-2 bed units. However, they also suggested that the Development Framework look at the possibility of creating a bike / BMX track at the Leafy Lane Depot site which is broadly in line with residents' suggestion that site should be considered for recreational use.

8.3.6 The Town Council suggested the possibility of an improvement scheme for the junction of Market Street / A608 / Ilkeston Road; the redevelopment of the Conservative Club could create the opportunity for this. They also suggested public realm improvements to Ray Street / Market Street junction to ensure that this emerging area of independent shops feels like part of the town centre. In addition, it was noted that the Fletcher Street / Market Street junction is already a problem and it may not be possible to increase traffic without reorganisation of traffic flows or junction improvements.

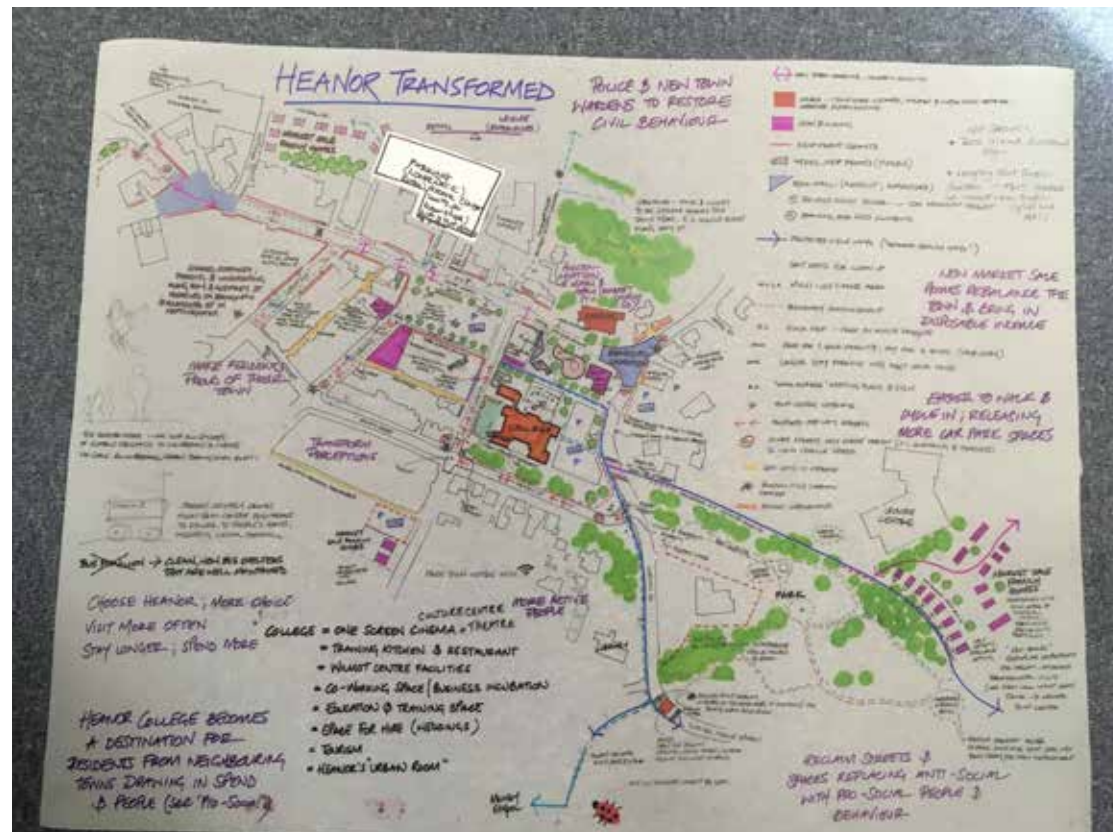
8.4 Heanor Vision

8.4.1 Heanor Vision is a local pressure group which has been active in the area for over ten years. It was originally a trader's organisation which has expanded to accommodate a wider set of stakeholders, including residents, businesses, the market manager, the Grammar School Action Group, and the Youth Project. The group have a particular focus on organising events to promote community vibrancy and vitality such as the outdoor cinema event held in the Memorial Park. BDP met with Heanor Vision on 5th November 2019 to discuss the projects and approach shown at the public consultation events.

8.4.2 The group were heavily involved in the stage one Future High Streets Fund bid and fed into the process through the submission of large amounts of feedback which was taken on board by AVBC and used to shape the bid.

8.4.3 Following the October consultation event Heanor Vision have developed a masterplan vision for the town centre which has been shared with BDP and included below. The ideas shown are very much in line with BDP's approach to the development of the masterplan and Future High Streets Fund bid and their masterplan will form a useful overlay to BDP's work and valuable evidence of community involvement and capacity to engage with the detailed development and implementation of projects.

Figure 11: Heanor Vision Masterplan



Source: Heanor Vision



Former bank premises converted to apartments on Market Street

9. Next Steps

9.1 Introduction

9.1.1 This section indicates the next steps to be taken in the development of the final Development Framework and Business Case, this will build upon the draft Development Framework, feedback received through stakeholder consultation, and further research done to refine the proposals for key projects. This is structured as follows:

- Responding to Stakeholder Feedback
- Next Steps

9.2 Responding to Stakeholder Feedback

9.2.1 The baseline assessment, consultation feedback, and draft masterplan indicate that the draft Development Framework is already identifying and responding to many of the key needs and desires of the community. The opportunity areas identified in the draft Development Framework are all agreed upon as important sites for the regeneration of Heanor town centre and have the support of key stakeholders and the local community.

9.2.2 There are some additional opportunity areas that have been identified through stakeholder engagement and community consultation which will be investigated and considered for the final Development Framework. The car wash and garage at the intersection of the High Street and Derby Road was raised as a potential development site and plans are being developed to incorporate this into the overall Development Framework.

9.2.3 The proposals for Whysall Street and Leafy Lane will be considered in light of the consultation feedback, with the former considering in detail the traffic flow implications of the development, and the latter considering the potential for mixed use outdoor and leisure space. The viability of a community cinema and performance space in the former Grammar School will be considered in light of high public interest in this facility.

9.2.4 The final Development Framework will also consider a specific high street improvement scheme for Market Street, looking at public realm and shop front improvements as well as more detailed proposals for the western end of the high street and Red Lion Square.

9.2.5 There is further consideration being given to the improvement of digital infrastructure in the town and the possibility of town centre Wi-Fi; the team have met with Digital Derbyshire with the possibility of Heanor becoming a pilot for digitisation in the county.

9.3 Next Steps

9.3.1 The Draft Development Framework and Key Projects will be subject to further refinement and initial costings, soft market testing and viability assessment. In parallel the team will review cofunding requirements and delivery strategies.

9.3.2 The team will review the submission requirements of the five stage business case model and start the process of formulating the first draft of the Business Case.

Appendix 1

Public Consultation

Appendix 1

The Vision for Heanor

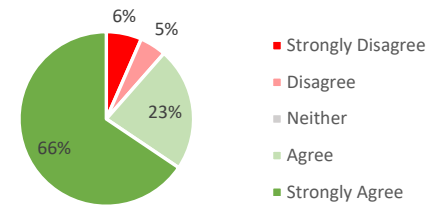
Do you agree that the identified projects should be the priorities for this bid?

Project	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Marketplace	4	3		14	40
Former Grammar School	5		1	10	44
Green Links and Connectivity		2	4	21	33
Market Street	3	2	7	15	34
Whysall Street	12	3	14	16	16
Leafy Lane	10	5	22	12	10
Red Lion Square	2	2	3	15	10

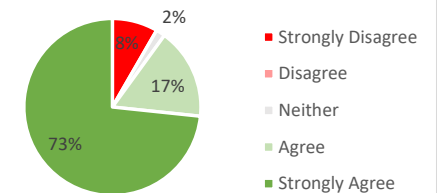
Other areas to consider:

- New equipment in the memorial park
- Junction off Fletcher and Market Street, and Midland Road and Fletcher Street
- Creswell Site off Red Lion Square
- Leisure Centre expansion with outdoor facilities at Leafy Lane
- Wilmot Street/Mundy Street Link
- Traffic flow from Fletcher Street to High Street bad and could be made worse by proposed housing development
- Tackling social issues
- The current police station - in the next few years the police are relocating so this building will become available - ideally situated to become a community facility
- Purchase of the Crown Hand Car Wash site on Market Street and relocation of the Red Lion Garage could allow for development of the site for housing
- Wilmot Street Car Park and community centre
- Ray Street

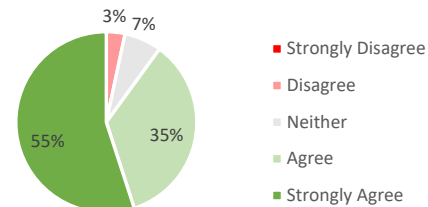
Marketplace



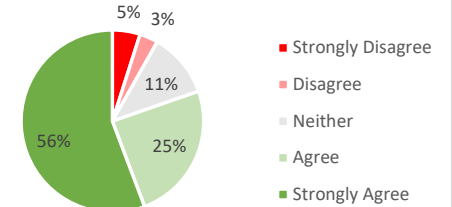
Former Grammar School



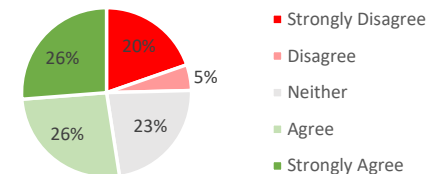
Green Links and Connectivity



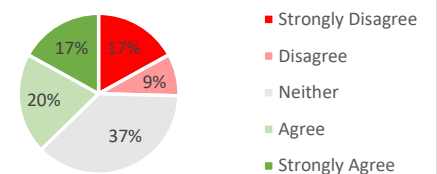
Market Street



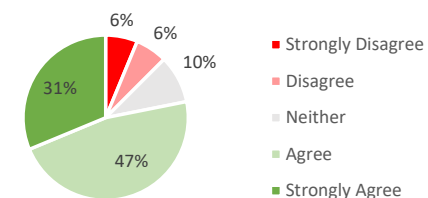
Whysall Street



Leafy Lane



Red Lion Square



Would you like to see the following residential developments in the area?

Housing Type	Yes	No	Unsure
Housing for affordable and private rental	24	23	13
Housing for Private purchase	39	9	12
Use of vacant first floor above shops	46	6	8

Comments:

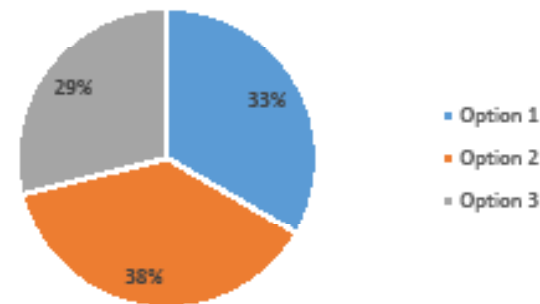
- Housing for over 50s and people with limited mobility and disabilities
- The development of Almshouses on one of the sites would help recognise the low income nature of Heanor and help people remain in the area

The Former Grammar School Site

Which of three options do you think would be best for the site?

Option 1	15
Option 2	17
Option 3	13

Which of the three options do you think is best for the Grammar School site



Reasons:

Option 1: Place for parking, opens site from north, no issue from cons club, lack of demand for over 50s housing, least housing possible

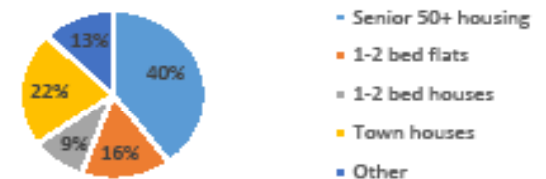
Option 2: Open space, balanced use and access to marketplace, opens links to grammar school, good for pedestrians

Option 3: Links to town centre, community space and memorial park. Most space for community use, cohesion of site, ample green space

What type of residential development do you think would be most suitable for this location?

Senior 50+ housing	25
1-2 bed flats	10
1-2 bed houses	6
Town houses	14
Other	8

What type of residential development do you think would be most suitable for this location?



Other:

- No tiny flats
- No housing, should just be a communal public area
- Apartments aimed at young professionals
- Housing for people of all ages with disabilities
- Mix of town and family housing – too many flats/bedsits already

Do you think converting the former Grammar School building for the following community and employment uses is a good idea?

Facility	Yes	No	Unsure
Community Space	54		4
Business Space	43	5	9
Employment and Apprenticeship Space	44	4	7

What community facilities should this building accommodate?

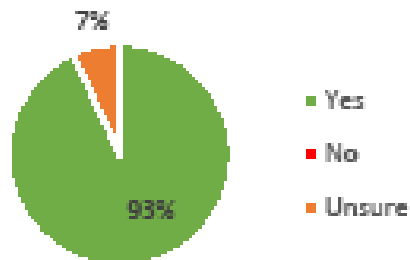
- Cinema/museum/theatre
- Indoor sports centre or indoor market
- youth facilities - cinema/classrooms/museum
- community café and business advice centre
- small business space
- rooms for hire
- multipurpose hall
- Move police station to site
- Library
- Primary school
- children's centre

The Marketplace

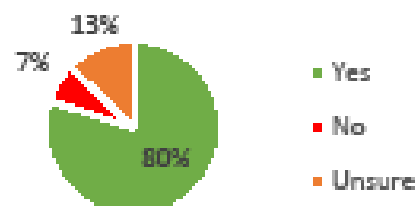
Do you agree with the following proposals for the Market Place?

Proposal	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Close the rear of the market place to vehicles to create a safe space	3	4	12	14	27
Pedestrianise the area to encourage cafe/outdoor seating	1	6	6	14	33
Flexible use of the space for market and events	1		1	18	31
Relocation of the public toilets	3	3	9	16	30
Creation of a bus pavillion	3	1	15	20	19
Improvements to landscaping and public realm	2		3	15	39

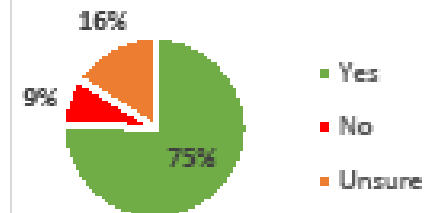
Community Space



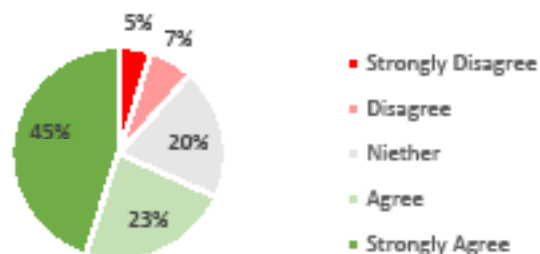
Employment and Apprenticeship Space



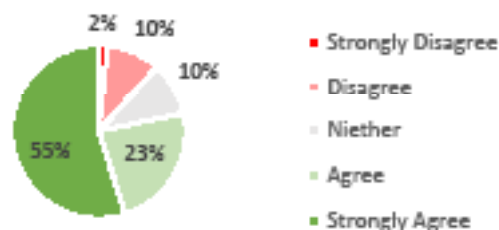
Business Space



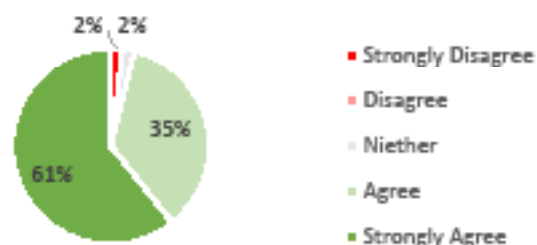
Close the rear of the marketplace to vehicles to create a safe space



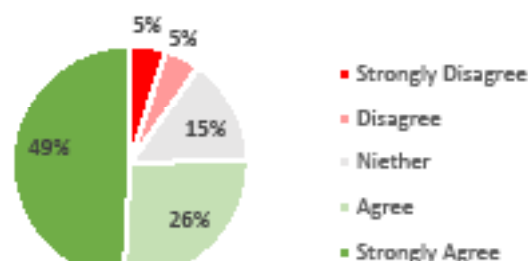
Pedestrianise the area to encourage café/outdoor seating



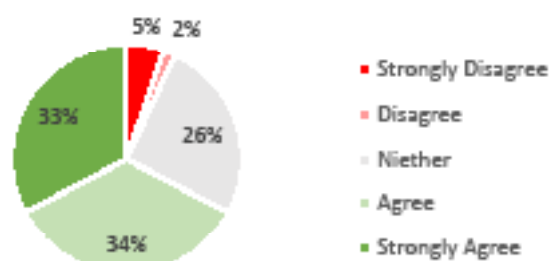
Flexible use of the space for market and events



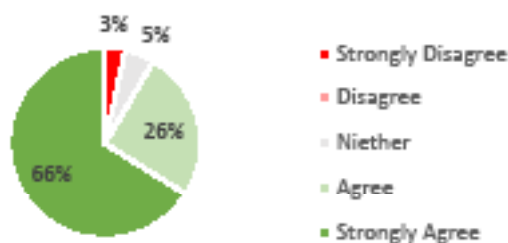
Relocation of the public toilets



Creation of a bus pavillion



Improvements to landscaping and public realm



What parking would you like to see in the Marketplace?

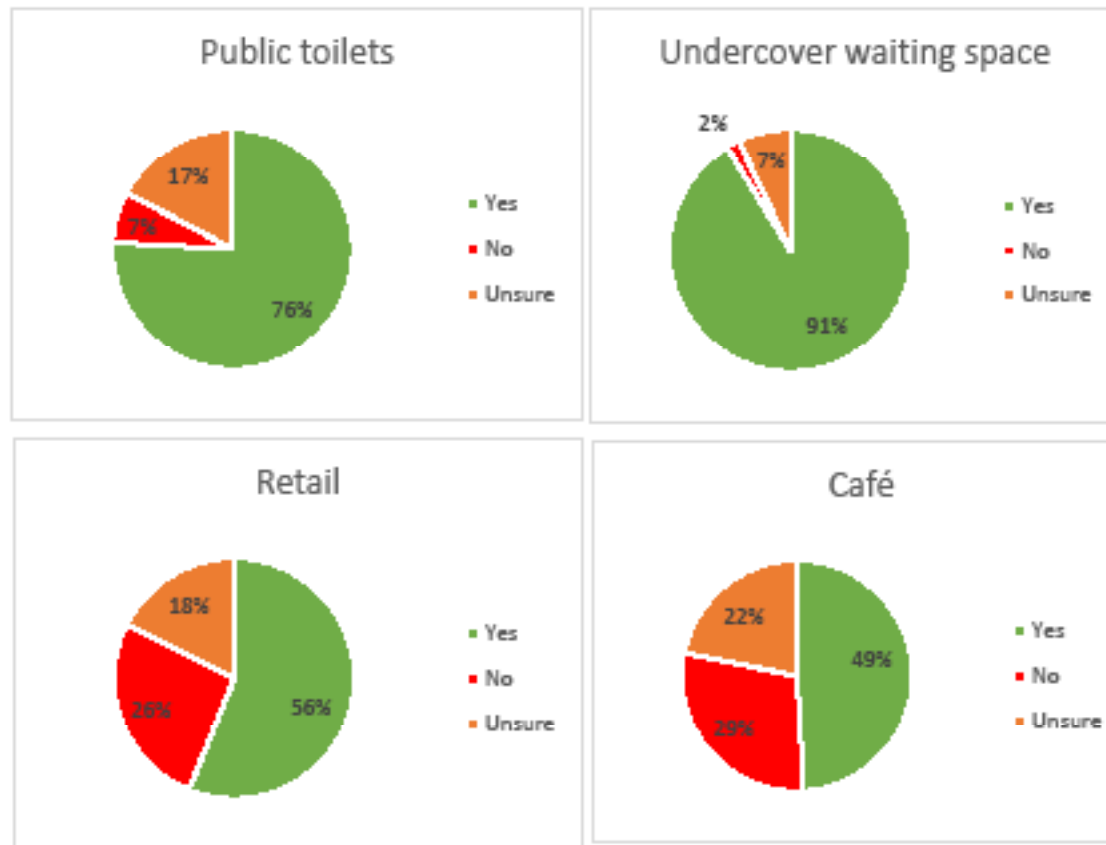
Retaining the same mix of parking and event space	28
More car parking space	16
Less car parking space	11

What parking would you like to see in the Marketplace?



If provided, would you value the following facilities in the proposed bus pavillion?

Facility	Yes	No	Unsure
Public toilets	44	4	10
Undercover waiting space	52	1	4
Retail	32	15	10
Cafe	27	16	12



Are there any other uses or facilities that you would like to see in the Marketplace?

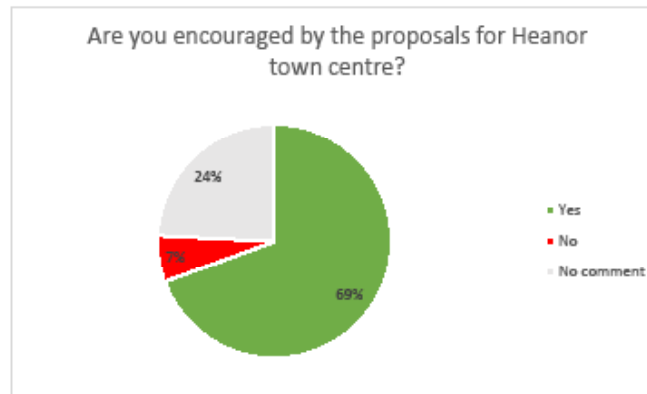
- Shelter for young people hanging out
- Water feature
- covered area for street cafes/events
- No more cafés! It will distract customers - similar point from labour club: Bus pavilion facilities cannot conflict with existing traders
- pop-up shops
- Greenery
- rebuild toilets with a small café targeting costa/starbucks
- Storage for the market stalls and equipment
- Labour club in favour of option 2 but removing parking entirely
- Less parking and more event space but only if the parking is accommodated on the grammar school site - there must be a net increase in parking overall
- More free car parking spaces

Final Thoughts

Are you encouraged by the proposals for Heanor town centre?

- “I am strongly encouraged by the proposals for Heanor town centre as it has a big impact on the future of Heanor and for myself”
- “Yes - but with caution. We have been offered hope before.”
- Only if they are a real possibility
- Yes, if it is managed and future-proofed
- “Yes lots of potential in the town centre”
- “Yes, they are better than other proposals I have seen”
- “Yes, to improve the marketplace may make residents proud to be from Heanor, shop more in Heanor, and feel proud of their achievements”
- Would like to see more detailed physical analysis
- “I am very encouraged by the proposals for Heanor Town Centre. Heanor has suffered from severe underfunding for a very long time and still the people of Heanor remain passionate about their home and committed to building community.”
- “For the Centre Yes. For the plan on Leafy Lane depot no!”
- “I am not sure that the things proposed will help the town thrive, if anything will drain the community of its already overstretched resources. No mention of building more schools, doctors surgery’s etc.”

Are you encouraged by the proposals for Heanor town centre?	
Yes	43
No	4
No comment	15



Do you agree with some or all of the proposals? – Overall, most agree – with some reservations listed below.

- Some but not all because there are already a lot of cafe’s in Heanor
- Yes but further improvements are possible
- Adding houses without more schools/widening of junctions is useless
- Yes, most
- Some
- Yes
- All
- “All would improve the area immensely. The development of

the grammar school would open up the area and the lighter, cleaner market would be beautiful.”

- Yes, all
- “Some. I think the housing development on Wysall street/ car park is ridiculous. We are losing more and more custom. Less and less people are wanting to visit Heanor town. More and more shops are closing down. Loosing the car park on Wysall street would cause less people to visit Heanor as that is the only real car park in Heanor. Also, the street parking and busyness of the adjoining streets is ciao as it is, without adding more housing where it is not needed.”

Do you disagree with any of the ideas?

- Heanor doesn’t need more cafés
- Whysall Street proposal is a missed opportunity - create a nicely designed multi-storey block with a public lift and bridge to the marketplace
- Disagree with housing on grammar school site and Whysall St (should be a 2 storey car park with walk through to the marketplace)
- The building of more houses
- Reservations about balancing the planned use of the grammar school with the need for parking at the site
- Additional housing for the over 50s
- Failure to recognise value of hardware store - good little business that adds vibrancy to the market square
- “No because they are all positive ideas for the developmental and improvement of Heanor. We would just be concerned about the type of houses which will be built so that there is a good range of housing which is not rental.”
- “Losing Parking on Ilkeston Road would be a backward step. This is the only car park with reasonably level access to the Kelvin grove Medical Centre. The Hands Road ones are often

<p>full and mean an uphill walk to the surgery.”</p>	<p>empty units or potentially convert this area more into residential?</p>	
--	--	--

Can you think of any other improvements that should be considered?

- Marketplace needs to be made into a pleasant leisure space where people want to spend time
- The main challenges for Heanor are... lack of infant school places, lack of purposeful space for teenagers and mental health challenges
- Consider safety and the provision of CCTV on pedestrian paths - this comes up a lot
- Essential to get as much parking as possible
- Play centre to attract families
- Better lighting
- Leafy lane should be tennis courts, basketball courts and a skate park, outdoor gym and outdoor table tennis. Heanor really lacks things for young people to do and places for them to be. These facilities could be managed by the leisure centre
- Market stalls to be renewed and a place to store them
- Less takeaways and less flats
- Former Creswell Site on the Red Lion Square: skate park for teenagers. This is something that the teenagers have been asking for a very long time
- Accessibility - potential of tram link to Langley Mill.
- Labour Club proposed electric bus
- Ensure that the Masterplan is in line with the Local Plan
- Local parks could do with updating
- Wi-Fi across the town and EV charging points
- It would be good to see the Church and Florence Shipley included in the vision of the whole.
- The stretch of Market Street from the market down the hill to the retail park needs extra support as there are numerous

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