

# DEREHAM TOWN DELIVERY PLAN



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WE MADE THAT  
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**HATCH**



**FUTURE BRECKLAND: THRIVING PEOPLE AND PLACES**

# MEET THE CONSULTANT TEAM



**Darren Wisher**

**Programme Sponsor**

Darren will act as the Project Sponsor for this commission and will provide overall oversight and quality assurance. He will also bring ideas and thought leadership to the commission.



**Dr. Stephen Rosevear**

**Programme Director**

Steve will act as overall Programme Director, managing all team members and co-authoring the overarching case making document for investment in Breckland's market towns.



**Patrick Ransom**

**Project Manager**

Patrick will act as the Project Manager for all five plans and be the day-to-day client contact.



**Caroline Hayes**

**Case Making and Funding Lead**

Caroline will co-author the overarching prospectus for Breckland and provide strategic advice throughout the commission on delivery and funding.



**Holly Lewis**

**Spatial and Stakeholder Engagement Lead**

Holly will lead We Made That's spatial and community consultation inputs into the commission.



**Greg Franklin**

**Cost Lead**

Greg will provide advice on the costs of different proposed interventions.

**Hatch** deliver industry-leading research, strategy, master planning, implementation advice and programme management for private and public sector clients in the UK and beyond.

**We Made That** is an energetic architecture and urbanism practice with a strong public conscience.

Established in 2006, we work with our public sector clients to prepare incisive urban research, to develop responsive area strategies and masterplans and to deliver impactful projects.



# CONTEXT

- We live in an era of scarce resources and intense competition for investment.
- Local authorities, and their constituent towns, need to have a clear sense of economic priorities and need to respond quickly when opportunities emerge.
- Towns need to be able to make a compelling case for investment.
- There is a clear opportunity to re-imagine the future urban form following the COVID-19 pandemic
- This is pertinent for Breckland and its market towns because:
  - Cities have been the priority focus for growth, investment and regeneration.
  - The economic role of market towns is under-represented in national and regional policy.
  - The Government's 'levelling up' agenda primarily focusses on North versus South.
  - COVID-19 and the recession is expected to hit Breckland hard.
  - *Hatch analysis suggests it could take ten years for GVA to recover to 2019 levels.*
  - The district needs a strong case for investment



# PROJECT OUTPUTS

## Town Delivery Plans

Five plans will set the direction for growth in each place and present deliverable game changing interventions. Each will include:

- An overarching vision
- Key thematic areas for focus
- Recommendations
- A high-level action plan
- Delivery considerations
- Monitoring framework

## Evidence Encyclopedia

- Summary of evidence and information collected across the whole district, including individual chapters on each town.
- Quantitative insights, qualitative reflections and evidence collected via consultation.
- Overview of the key opportunities and challenges in each place

## Breckland Prospectus

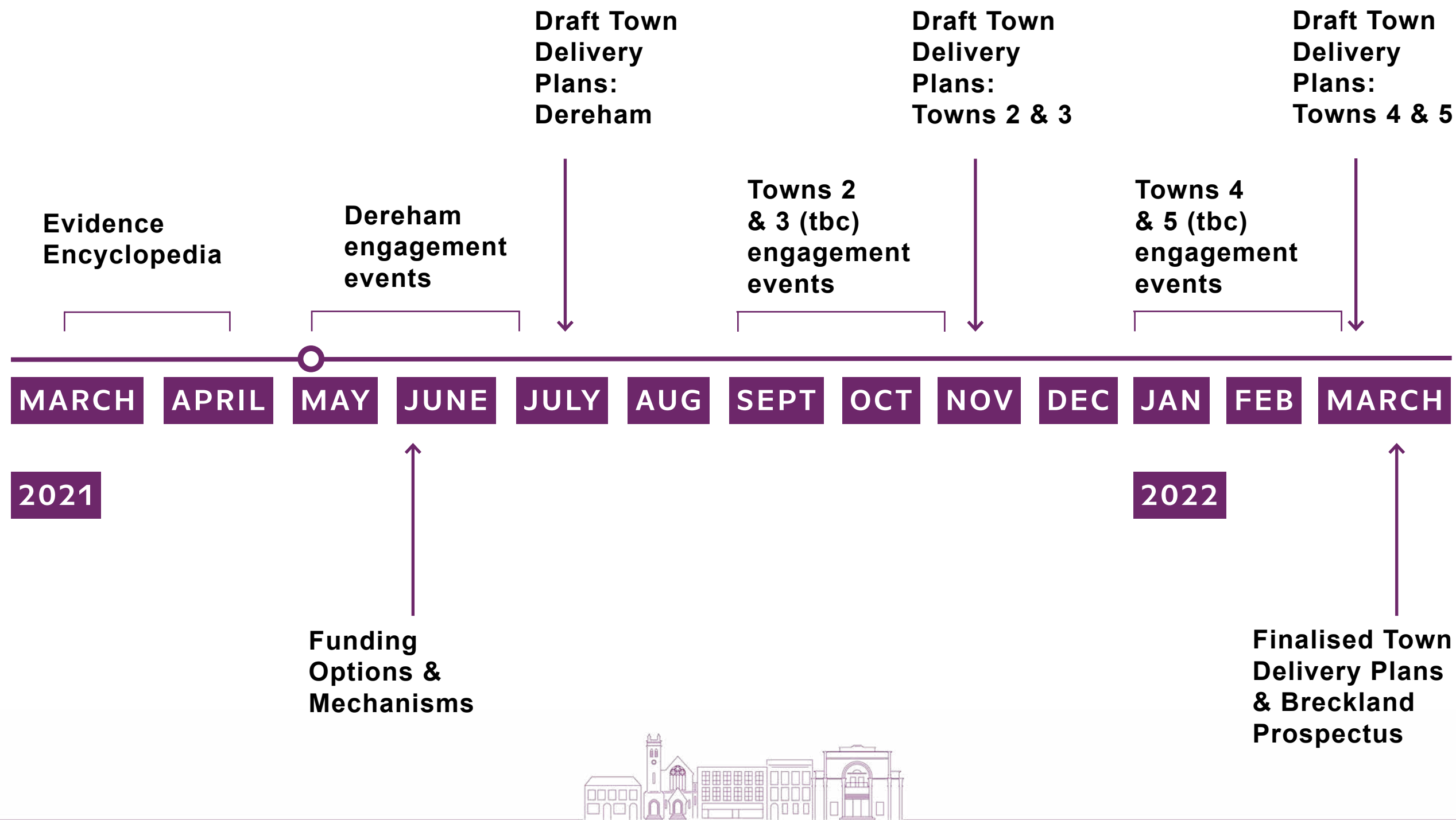
- Provides an overarching vision to tie the Town Delivery Plans together
- Builds an investment case for the district and its towns
- Sets out governance arrangements for delivery
- Identifies opportunities for investors
- Sets out a clear ask for partners

## Funding Options & Mechanisms

A deep dive into the different funding options and mechanisms that could be used to deliver positive change in the district.



# PROJECT TIMESCALES



# DEREHAM ENGAGEMENT EVENTS

1-2-1  
conversations  
with key  
stakeholders

Online survey  
launch

Meet the Team  
event

Monday 10th  
May

12-1pm

SWOT  
workshop  
(evening  
option)

Thursday 20th  
May

6-7.30pm

SWOT  
workshop  
(daytime  
option)

Friday 21st  
May

11am-12.30pm

Intervention  
focused  
workshop

w/c 14th June

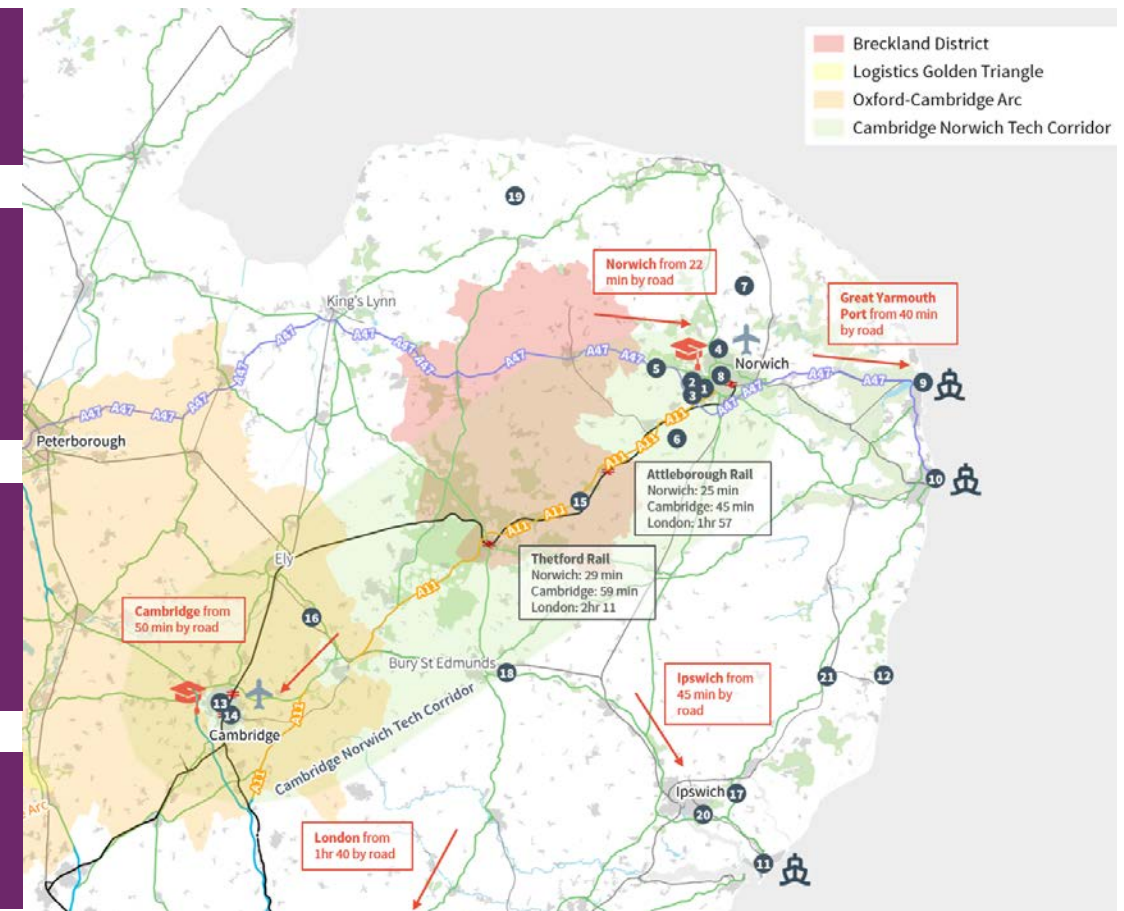
Draft Town  
Delivery  
Plans





# EARLY OBSERVATIONS ON BRECKLAND

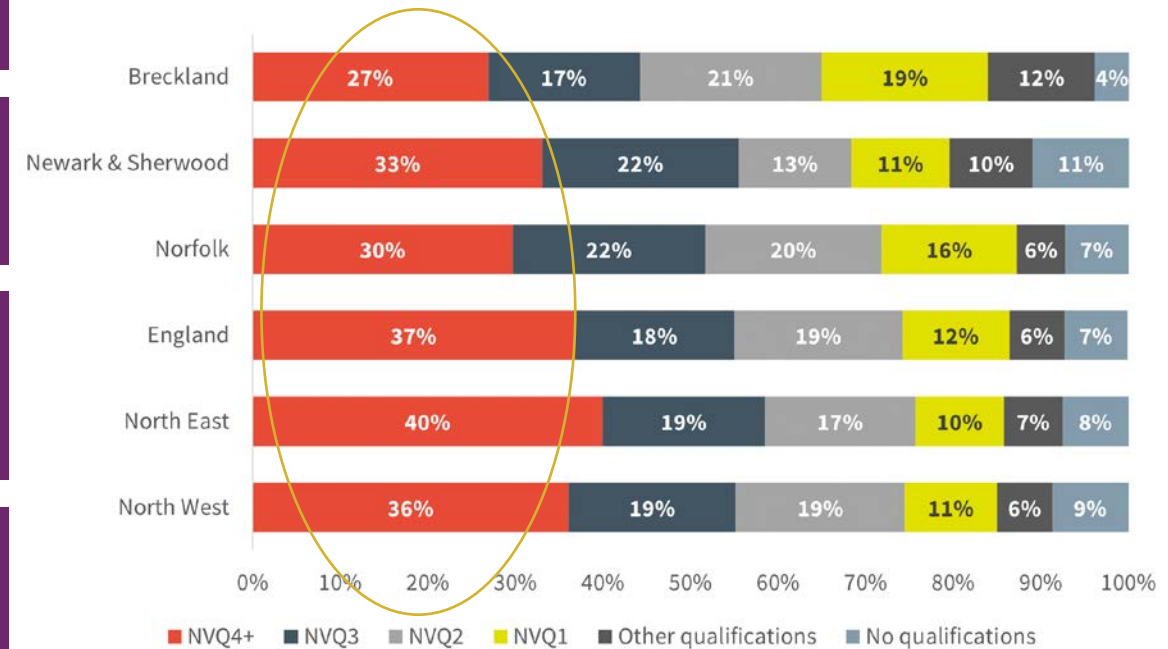
- A highly attractive and safe place to live and do business
- It appears to have huge strengths, assets and opportunities which may not be not universally recognised and appreciated
- There are five attractive market towns all of which require investment to meet their potential and the needs of residents
- It is the gateway to Norfolk
- People and businesses from outside the district tend not to know or identify with Breckland



# EARLY OBSERVATIONS ON BRECKLAND

- Economic growth has lagged behind regional and national averages
- Skill levels and educational attainment are well below the national average
- There are pockets of significant deprivation in and around the market towns
- Business infrastructure does not meet the requirements of high-wage employers
- Public transport and active travel options are poor
- House prices are comparatively low
- It has missed out on public funding as it is perceived to be 'too poor to be rich and too rich to be poor'

## Breckland Qualification Profile, 2019



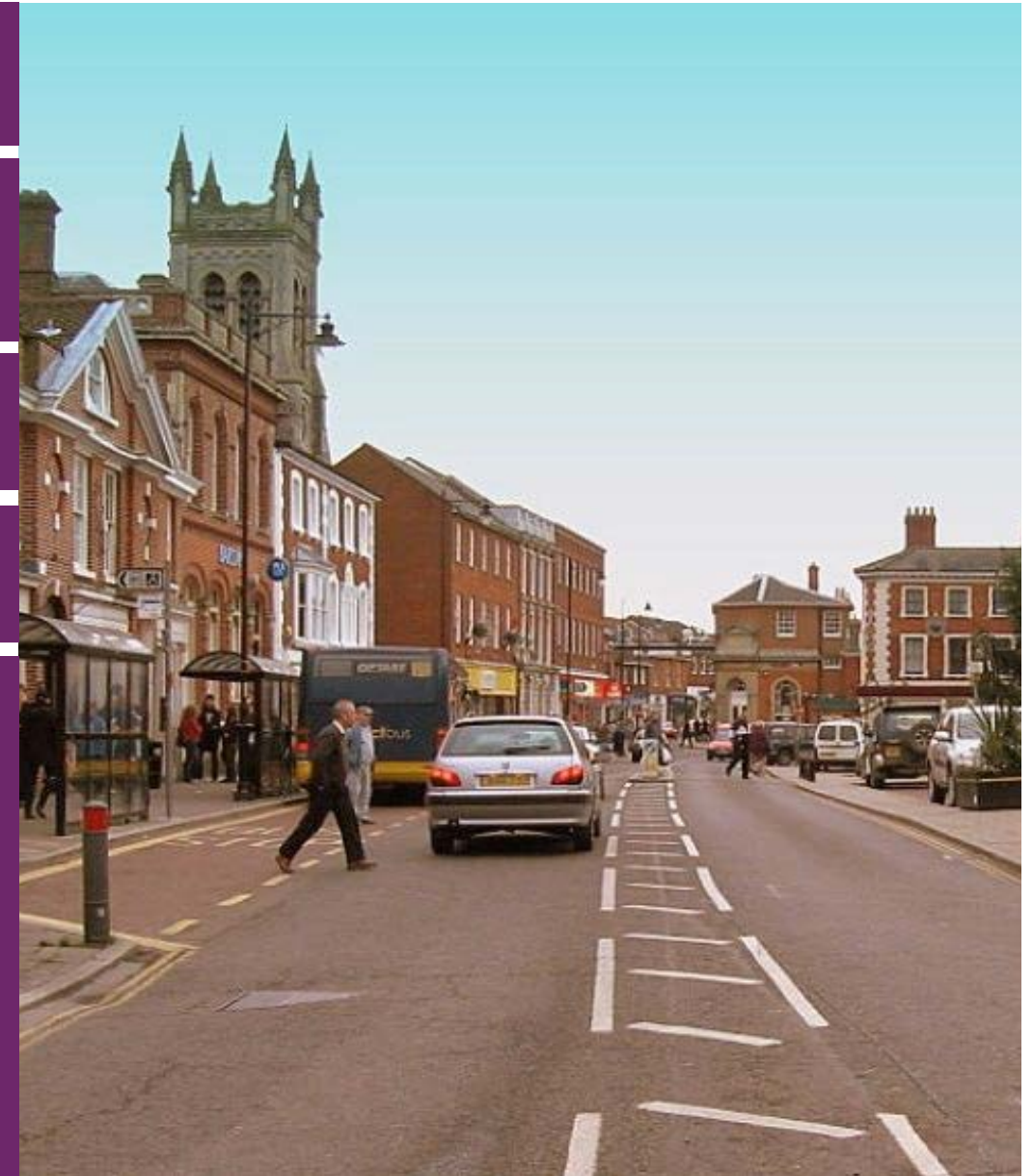
Source: Annual Population Survey





# EARLY OBSERVATIONS ON DEREHAM

- A significant amount of good work has been done by partners already that this commission can build upon
- The draft Neighbourhood Plan is a useful document that has been informed by consultations with residents, businesses and stakeholders
- Dereham has regionally significant cultural, heritage and leisure assets which is one of its unique selling points
- Dereham is home to several important anchor institutions and long-term employers which can be used to build community wealth
- The town centre needs investment to drive footfall, improve the quality of place and adapt to changing macro-economic conditions
  - *The marketplace is perceived to be tired and there is an opportunity to make it more welcoming, hospitable and green*
  - *There is a major development opportunity on land extending between Georges Road, Nunn's Way and Cowper Road*
  - *Out-of-town retailing has diverted footfall away from the town centre over the last couple of decades*



# EARLY OBSERVATIONS ON DEREHAM

- Dereham is well connected via the A47

- Broadband connectivity could be stronger

- Transport infrastructure within the town and connectivity to surrounding rural villages could be stronger and the reliance on private vehicles is damaging air quality

- The town's commercial property stock is old, poor quality and not attractive to businesses from outside the area

- There is a lack of green space despite the beautiful countryside that surrounds the town

- There are several opportunity sites for residential and commercial development

- The local economy has grown slowly in recent years

- Housing affordability is an issue for people who grow up and work in the town

- Resident skill levels are comparatively low which is holding back business investment

- The population is ageing but there is a lack of independent living housing schemes meaning older people tend to stay living in family homes



# HOW CAN I GET INVOLVED?

- Complete the online survey anytime throughout the engagement period. Find it in the Dereham tab of the Future Breckland: Thriving People & Places webpage
- Sign up for the Intervention workshop which will be held in the week beginning 14th of June. Further information about how to sign up will be posted on the Future Breckland: Thriving People & Places webpage
- Register interest in attending one of the two SWOT workshops by completing the survey which has been put into the chat function of this webinar.
- Questions or suggestions?  
Please get in touch at [tdps@breckland.gov.uk](mailto:tdps@breckland.gov.uk)

<https://www.breckland.gov.uk/Future-Breckland>



# QUESTIONS?



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