

# DEREHAM TOWN DELIVERY PLAN

## INTERVENTION WORKSHOP



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**FUTURE BRECKLAND: THRIVING PEOPLE AND PLACES**

# CONTEXT RECAP

- 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 RECAP

## 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

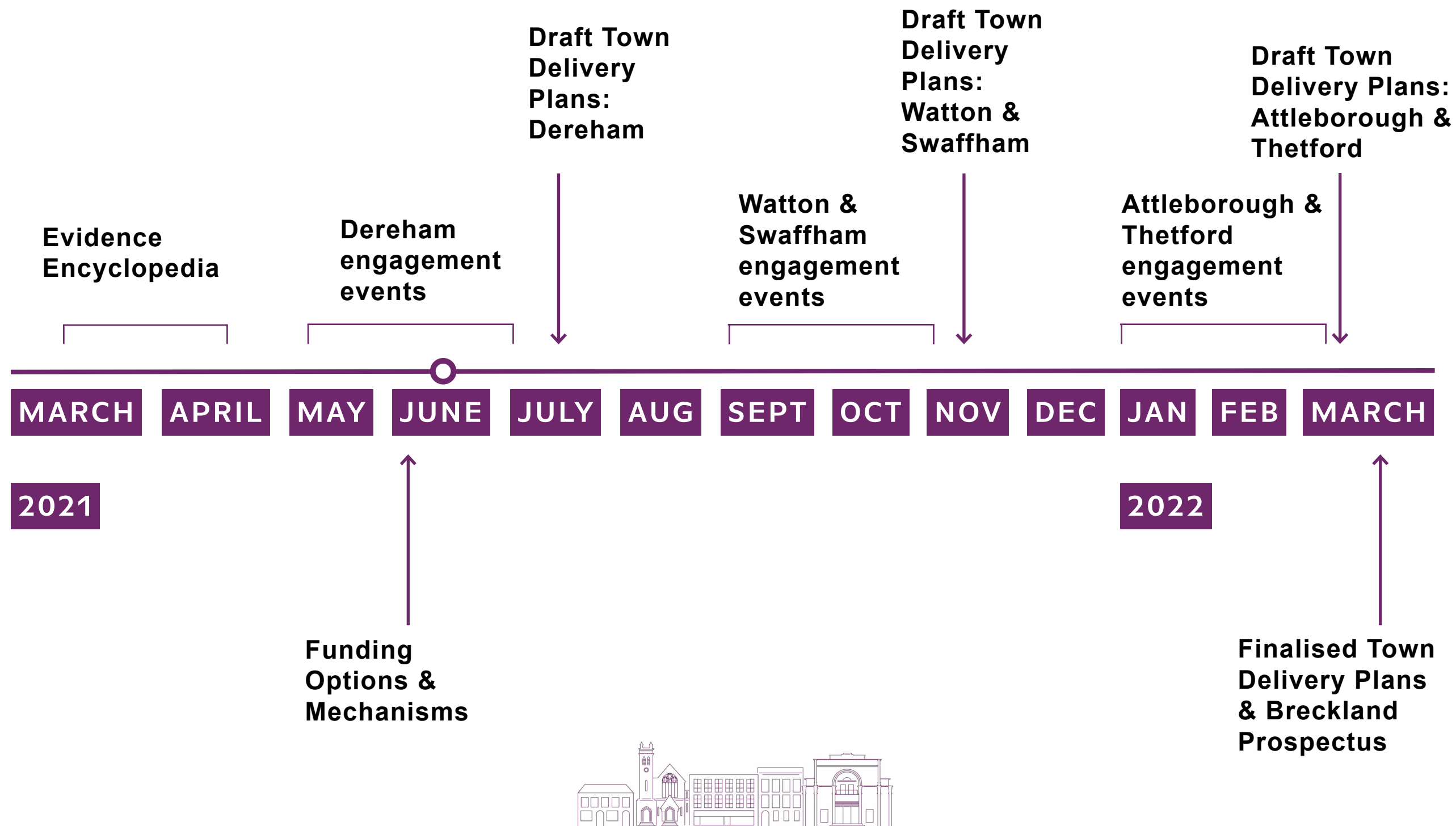
- Provides an overarching vision to tie the Town Delivery Plans together
- Builds an investment case for the district and its towns
- Sets out governance arrangements for delivery
- Identifies opportunities for investors
- Sets out a clear ask for partners

## Funding Options & Mechanisms

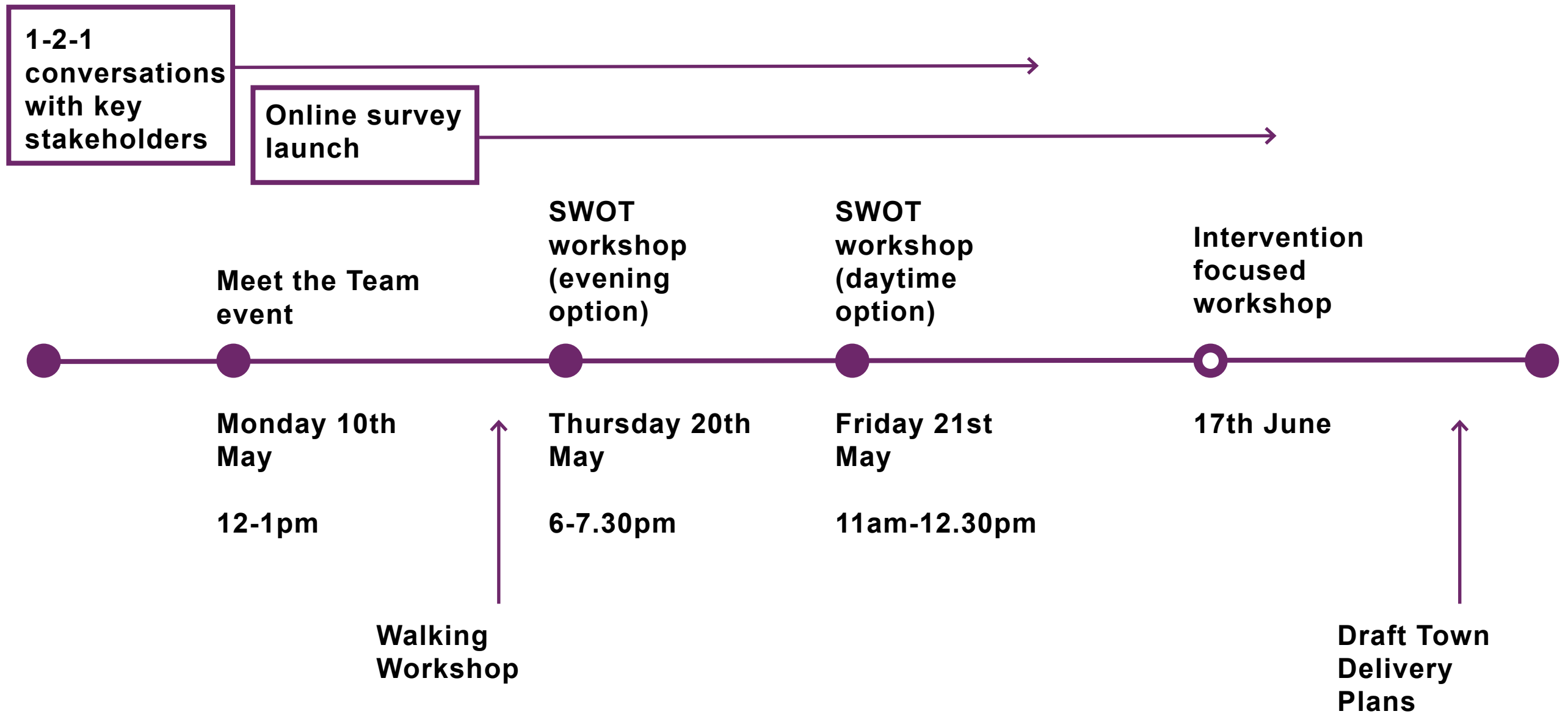
A deep dive into the different funding options and mechanisms that could be used to deliver positive change in the district.



# PROJECT TIMESCALES



# DEREHAM ENGAGEMENT EVENTS



# KEY LEARNINGS FROM CONVERSATIONS SO FAR

## 1-2-1 Conversations

- Improving the marketplace and addressing town centre movement must be a priority for this exercise
- The town is very short of quality commercial space particularly in the centre
- Dereham offers everything you could need from a small town and more
- Cycling and walking infrastructure could be much better
- There is a significant redevelopment opportunity just off the high street
- The town has a rich heritage but does not make enough of this

## Meet the Team event

- Opportunities for tourism and branding
- Maintenance, improved infrastructure and appearance are key concerns but must be focused in key areas to balance with more transformative change
- Importance of green and nature infrastructure
- Pandemic presents opportunities to explore flexible working arrangements in the town centre

## Walking workshop

- Bus timetables are not coordinated which leads to congestion in market square
- Lack of road crossings
- Market place parking is over-used
- Norwich Street is 'forgotten' despite being a key route into Dereham
- Lack of prominent community space
- Pavements are too narrow
- Rich local history is not currently celebrated enough





# SECTION 1: EXISTING TOWN AND SWOT ANALYSIS FINDINGS



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# DEREHAM'S DEFINING FEATURES

- Significant cultural, leisure and heritage assets
- Important anchor institutions
- A bustling weekly market
- Important business clusters
- Several growth areas
- Mix of architecture types
- High quality natural assets
- Wide catchment and influence





# DEREHAM'S STRENGTHS

- Dereham has regionally important cultural, leisure and heritage assets

- Dereham is centrally located and serves a wide population of strong communities

- Dereham has a stable business base with long term tenants

- Market place architecture is a key asset

- Dereham is an important office hub

- Good shopping and amenities with free car parking

- Dereham is close to important economic areas and assets

- Dereham has excellent leisure, service and community facilities



# DEREHAM'S OPPORTUNITIES

- Opportunity to test meanwhile use in vacant shops on the high street, possibly as exhibition opportunities for local artists

- Dereham has several important housing sites which can deliver housing growth to meet demand

- Dereham has a clear plan for active travel

- Dereham is home to important anchor institutions providing opportunity to pursue projects related to community wealth building

- Close proximity to Norwich which provides further employment and leisure opportunities

- Heritage assets present opportunities, such as the Maltings buildings, which could be used for tourism

- Dereham can capitalise on the opportunity presented by the dualling of the A47 through the activation of its main employment site



# OTHER THINGS THAT CAME UP...

## Positive aspects

- Low crime
- Mid Norfolk railway
- Memorial Hall
- Friday and Tuesday Market
- Green spaces
- Good schools
- Neathered Moor
- Reasonably quiet
- Friendly people
- Allotments
- Bishop Bonners Cottage
- Good selection of supermarkets

*‘A wide range of businesses, retail outlets etc reducing the need to travel further afield for most requirements. Evidence of commitment to green spaces and environmental protections.’*

*‘Good selection of small shops as well as a few of the chains in the town centre. Plus bigger supermarkets available. Lots of green spaces around for walking and recreation. I haven’t used them but having a library and leisure centre is good for the community. There is also a healthy community spirit.’*

*‘Friendly, has a nice but small market. Can get most things I need without going further afield or online!’*



# DEREHAM'S WEAKNESSES

- Heavy traffic and congestion through the town centre

- Lack of social infrastructure, physical infrastructure (roads) and job opportunities that support affordable housing development and a growing population

- Lack of community space or places for business meetings

- Poor transport connections in relation to Market Place

- Limited youth engagement and opportunity for young people

- Lack of a night-time economy and the high street is reliant on retail

- Some neighbourhoods are among the 10% most deprived in the country



# DEREHAM'S THREATS

- Dereham's town centre needs investment to drive footfall, improve the quality of place and adapt to changing macro-economic conditions

- Dereham's physical and digital connectivity could better meet the needs of residents and businesses

- Dereham's economy has grown slowly and is dominated by lower wage and lower productivity sectors

- Dereham's commercial property market is constraining economic performance and inward investment

- Dereham's residents have low skill levels and poor access to further education limiting growth in higher wage and higher skilled sectors

- Dereham's housing is unaffordable to many people working in the district

- High street mix leaves it vulnerable to macro-economic shifts

- Lack of accessible and quality green space, particularly around the town centre





# OTHER THINGS THAT CAME UP...

## Negative aspects

- Town centre appearance - buildings and roads are in a poor state
- Poor accommodation offer
- Lack of pedestrianised area and pavements are too small
- Lack of variety in shops
- Lack of public toilet facilities

*‘Heavy traffic, poor highway infrastructure, lack of attention to detail. The central area needs a focal point.’*

*‘Basic infrastructure like good roads, doctors, dentists, open spaces etc don't seem to be enhanced even though houses are springing up all over the place’*

*‘Poor toilet facilities and no greengrocers shop. Youth facilities almost non existent and something needs to be done about the buses in the Marketplace outside Nat West.’*



# SECTION 2: PROJECT PROPOSALS AND PRIORITISATION



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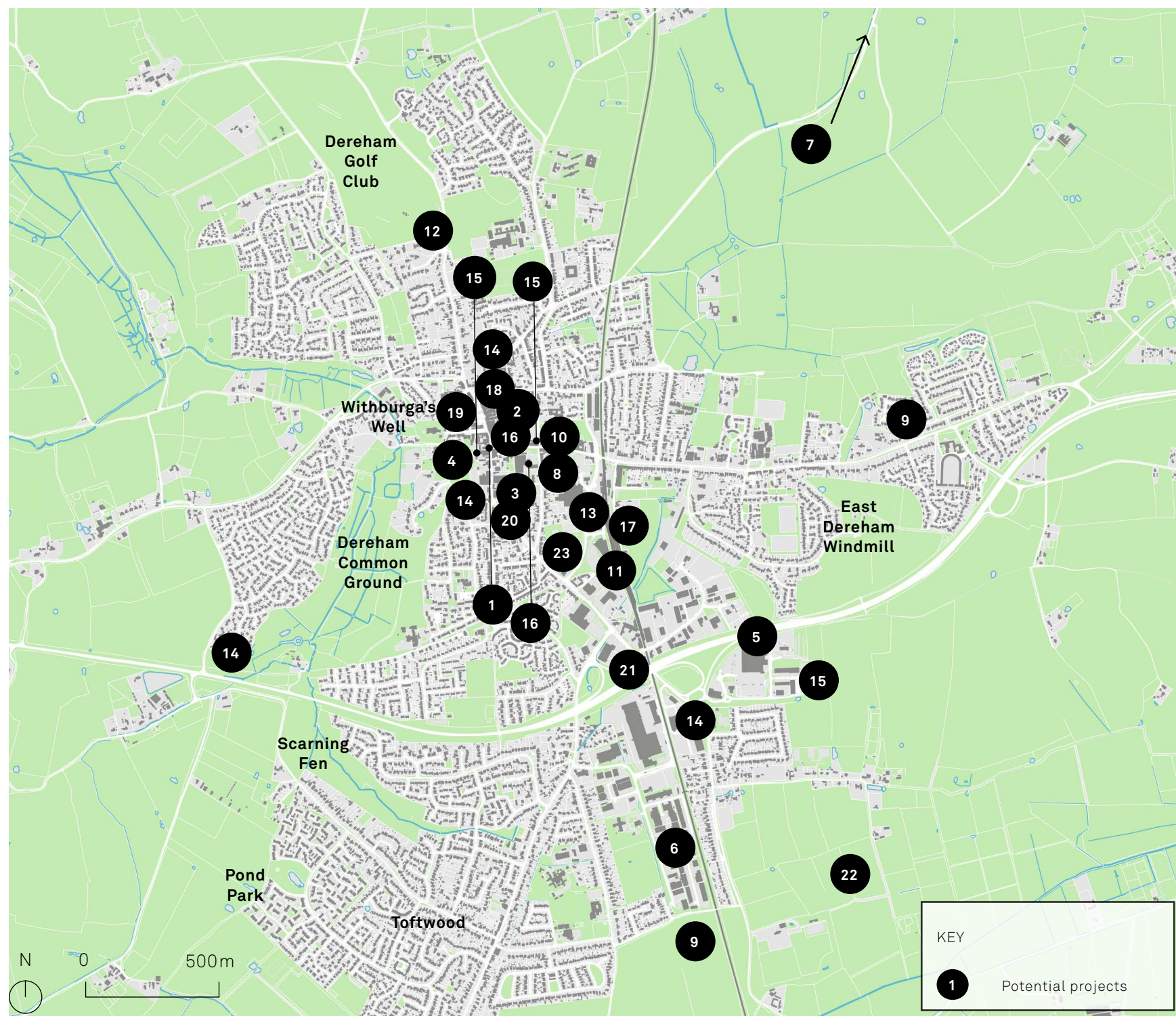
# PROJECT LONG LIST

## Overarching and consolidated priorities from:

- 1-2-1 conversations
- Local Plan
- Neighbourhood Plan
- Town Centre Study
- Dereham Network Improvement Strategy
- Play and Open Spaces Assessment 2021
- Dereham Town Plan Working Group notes
- Heritage Action group
- Statement of Significance St Nicholas' Dereham
- Dereham Town Plan 2021
- aboutDereham Vision & priority documents



# WHERE





# TOWN CENTRE REGENERATION

**1. Re-design and re-configure the marketplace and town centre to make it fit for the future and a more appealing place to spend time and money**



Newark Royal Market,  
Newark-on-Trent

**2. Re-develop Nelson's Place, Cowpers Road Car Park and surrounding shops into a high-quality mix-use scheme to meet changing living and working requirements as well as encourage greater footfall**



Queens Walk, East Grinstead

**3. Invest in town centre amenities (Wifi, Toilets, Wayfinding etc).**



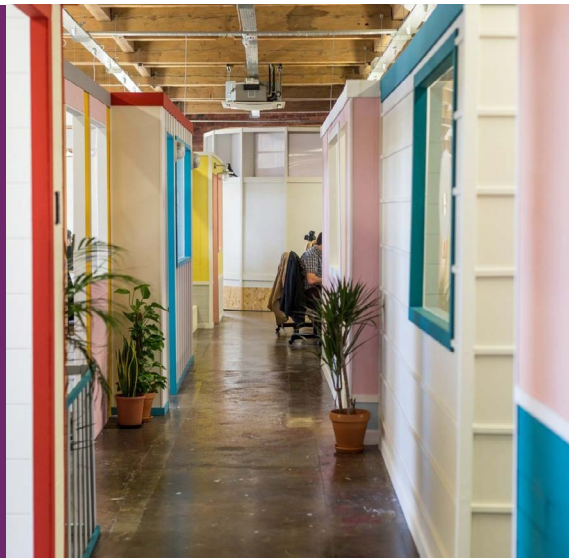
Free Wifi, Chippenham,  
Wiltshire





# BUSINESS & ENTERPRISE

**4. Sensitively refurbish and adapt the operating model of the Breckland Business Centre to meet the rapidly changing needs of small businesses and to capitalise on a shift to increased home working**



Duke Studios, York

**5. Capitalise on the dualling of the A47 and the proximity to Norwich by investing in land assembly and enabling infrastructure to bring forward the employment site behind Elizabeth House**



Hethel Engineering Centre, Norfolk

**6. Consider re-developing and intensifying the Council's industrial units on Bertie Ward Way to provide higher quality industrial space that meets the needs of higher value sectors**



Fargo Village, Coventry

**7. Develop a long-term plan to redevelop Robertson Barracks into a new business park and/or community centre for the north of the district**



Kelham Island, Sheffield





# PHYSICAL & DIGITAL INFRASTRUCTURE

**8. Deliver enhanced active travel infrastructure around the town and use this to improve connectivity between the centre and other major green, heritage, cultural and leisure assets**



Miniholland, Walthamstow

**9. Bring forward major housing schemes and associated infrastructure improvements on the edge of the town, particularly south**



FCB Studios, Cambridge

**10. Re-direct bus routes and work with bus companies to improve timetables**



Preston City Centre

**11. Re-connect Mid-Norfolk Railway to the commercial rail network**



West Somerset Rail

# PHYSICAL & DIGITAL INFRASTRUCTURE

**12. Build a bypass to the north of the town to reduce traffic travelling into the centre**



Cliffie High Street, Lewes

**13. Direct buses to out of town car parks to prevent centre being used as a Park and Ride for Norwich**



Tilburg bus station, The Netherlands

**14. Upgrade road signage to improve traffic (including electric signage for car parks) and conditions for pedestrians**



Bedford town centre parking





# INCLUSION & SKILLS

**15. Use public assets to provide discounted workspace for social enterprise, charities and new businesses**



Central Parade,  
Walthamstow, London

**16. Provide additional space and capacity for community organisations and groups**



Library of Things, Frome,  
Somerset



# CULTURE & HERITAGE

**17. Convert inactive northern sections of the Mid-Norfolk Railway into a greenway for cycling, walking and leisure**



Folkestone Harbourline

**18. Tie the town's main green, heritage, leisure and cultural assets together through enhanced wayfinding and local promotion**



Ascot wayfinding signage

**19. Create a new heritage and archive centre**



Ditchling Museum of Art & Craft, Lewes

**20. Enhance the street scene of Norwich Street to celebrate its character and history**



Bath, Somerset





# ENVIRONMENT & SUSTAINABILITY

**21. Develop East-West cycling link that connects to the National Cycle Network**



Grey to Green, SUDS, Sheffield

**22. Purchase and activate new open green space and sports pitches around the town**



Norman Park, Fulham, London

**23. Enhance green spaces in and around the town centre, particularly the Queen Mother's Garden**



Greenway Linear Park, East London



# PROJECT LONG LIST

## Town Centre Regeneration

1. Re-design and re-configure the marketplace and town centre to make it fit for the future and a more appealing place to spend time and money
2. Re-develop Nelson's Place, Cowpers Road Car Park and surrounding shops into a high-quality scheme that provides a mix of uses to meet changing living and working requirements. Encouraging more housing development in the town centre will encourage greater footfall
3. Invest in town centre amenities (WiFi, toilets, wayfinding etc)

## Business & Enterprise

4. Sensitively refurbish and adapt the operating model of the Breckland Business Centre to meet the rapidly changing needs of small businesses and to capitalise on a shift to increased home working
5. Capitalise on the dualling of the A47 and the proximity to Norwich by investing in land assembly and enabling infrastructure to bring forward the employment site behind Elizabeth House
6. Consider refurbishing and intensifying the Council's industrial units on Bertie Ward Way to provide higher quality industrial space that meets the needs of higher value sectors
7. Develop a long-term plan to redevelop Robertson Barracks into a new business park and/or community centre for the north of the district

## Physical & Digital Infrastructure

8. Deliver enhanced active travel infrastructure around the town and use this to improve connectivity between the centre and other major green, heritage, cultural and leisure assets
9. Bring forward major housing schemes and associated infrastructure improvements on the edge of town, particularly to the south
10. Re-direct bus routes and work with bus companies to improve timetables
11. Re-connect Mid-Norfolk Railway to the commercial rail network
12. Build a bypass to the north of the town to reduce traffic travelling into the centre
13. Direct buses to out of town car parks to prevent centre being used as a Park and Ride for Norwich
14. Upgrade road signage to improve traffic (including electric signage for car parks) and conditions for pedestrians

## Inclusion & Skills

15. Use public assets to provide discounted workspace for social enterprises, charities and new businesses
16. Provide additional space and capacity for community organisations and groups in new buildings and existing assets

## Culture & Heritage

17. Convert the inactive northern sections of the Mid-Norfolk Railway into a greenway for cycling, walking and leisure
18. Tie the town's main green, heritage, leisure and cultural assets together through enhanced wayfindings and local promotion
19. Create a new heritage and archive centre
20. Enhance the street scene of Norwich Street to celebrate its character and history

## Environment & Sustainability

21. Develop East-West cycling link that connects to the National Cycle Network
22. Purchase and activate new open green space and sports pitches around the town
23. Enhance green spaces in and around the town centre, particularly the Queen Mother's Garden

# AOB? QUESTIONS?

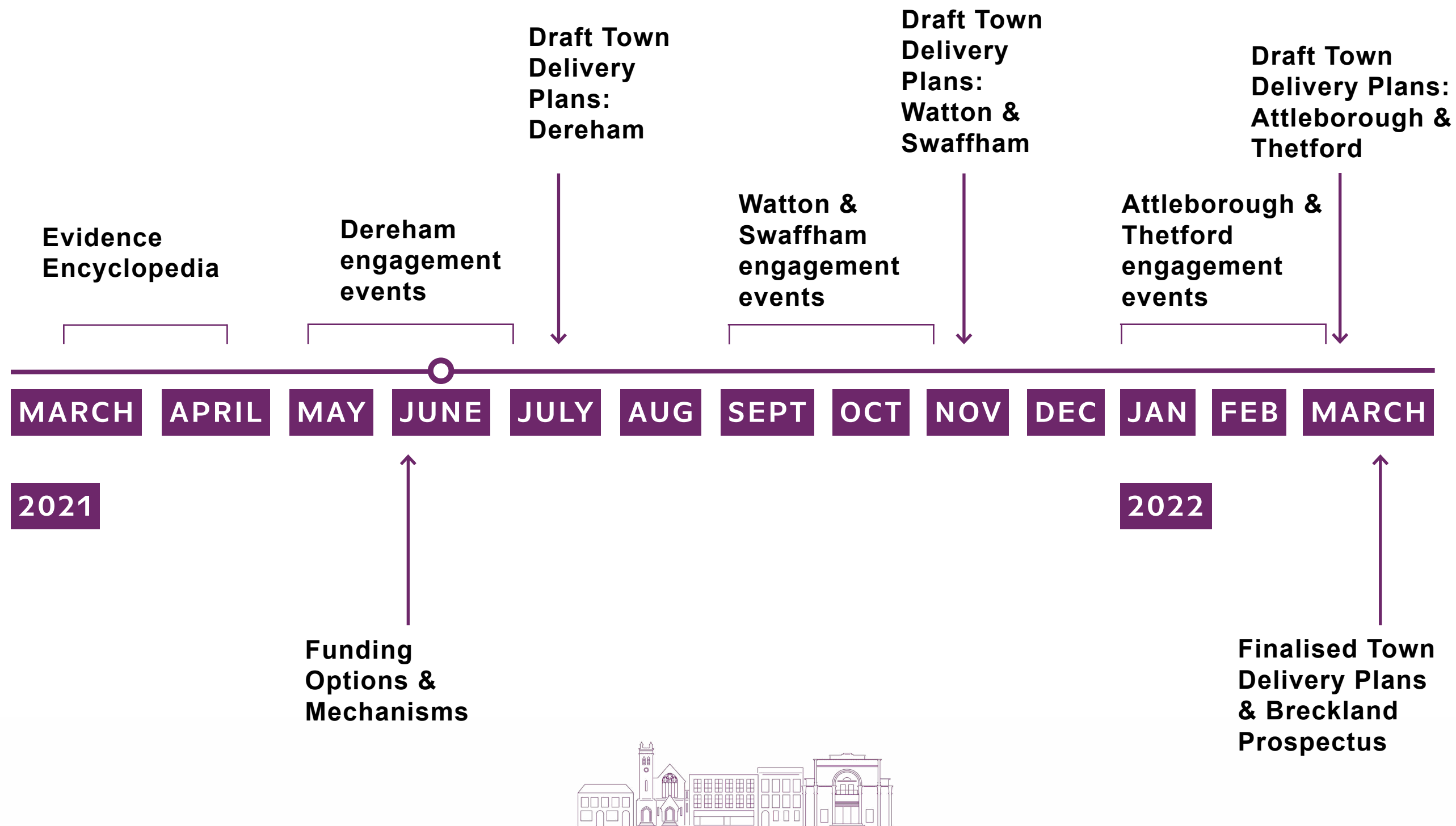


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# NEXT STEPS



# 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**
- **Questions or suggestions? Please get in touch at [tdps@breckland.gov.uk](mailto:tdps@breckland.gov.uk)**

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

