

WATTON'S TOWN DELIVERY PLAN



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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

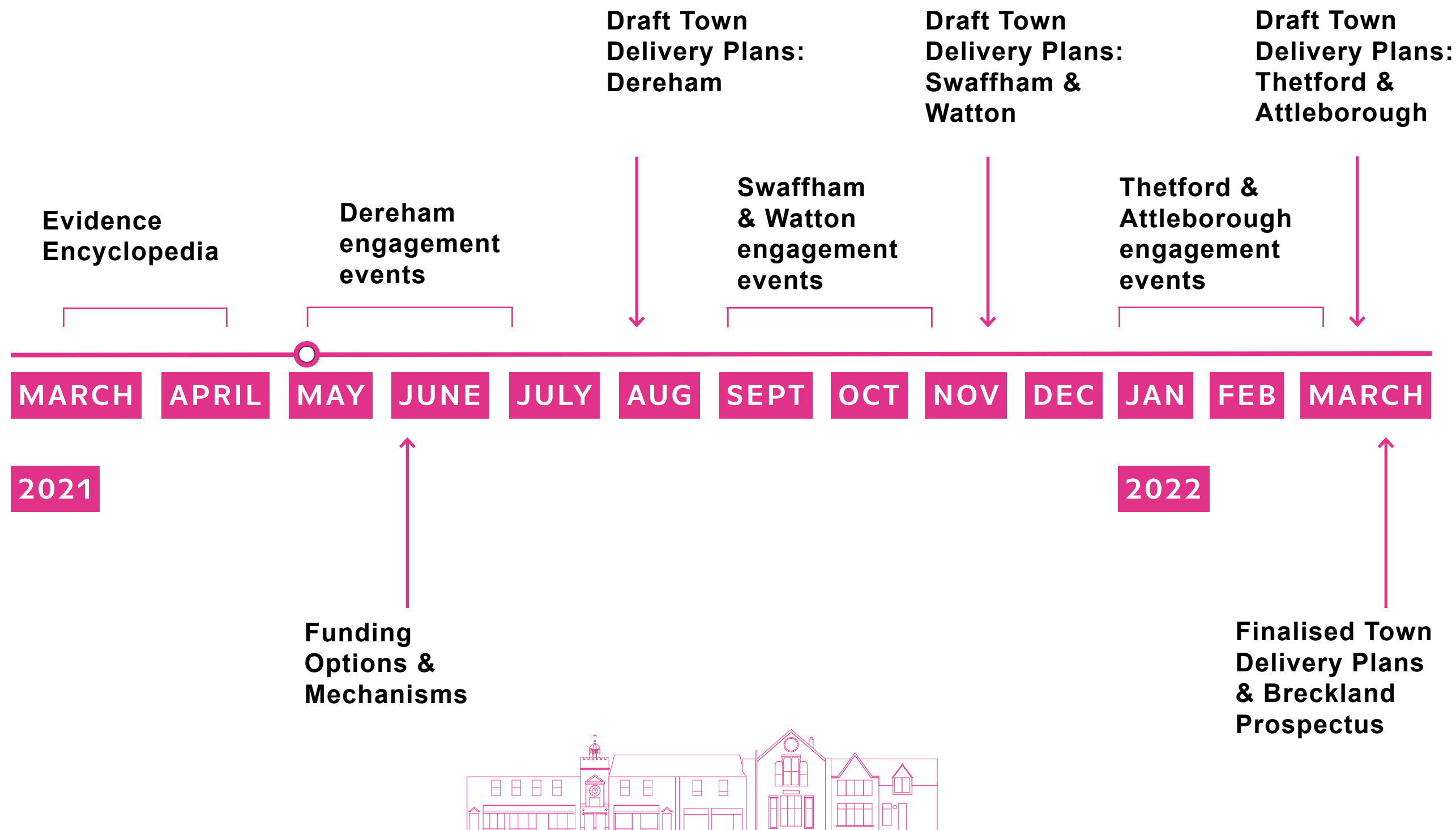
- Provides an overarching vision to tie the Town Delivery Plans together
- Builds an investment case for the district and its towns
- Sets out governance arrangements for delivery
- Identifies opportunities for investors
- Sets out a clear ask for partners

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



WATTON ENGAGEMENT EVENTS

1-2-1 conversations
with key stakeholders

Online survey
launch

Survey: how would
you like to talk to us?

Meet the Team
event

SWOT
workshop

SWOT
workshop/
market event

Intervention
focused
workshop

Wednesday 8th
September

Thursday 16th
September

Wednesday
29th September

Wednesday
20th October

6.30-7.30pm

6-7.30pm

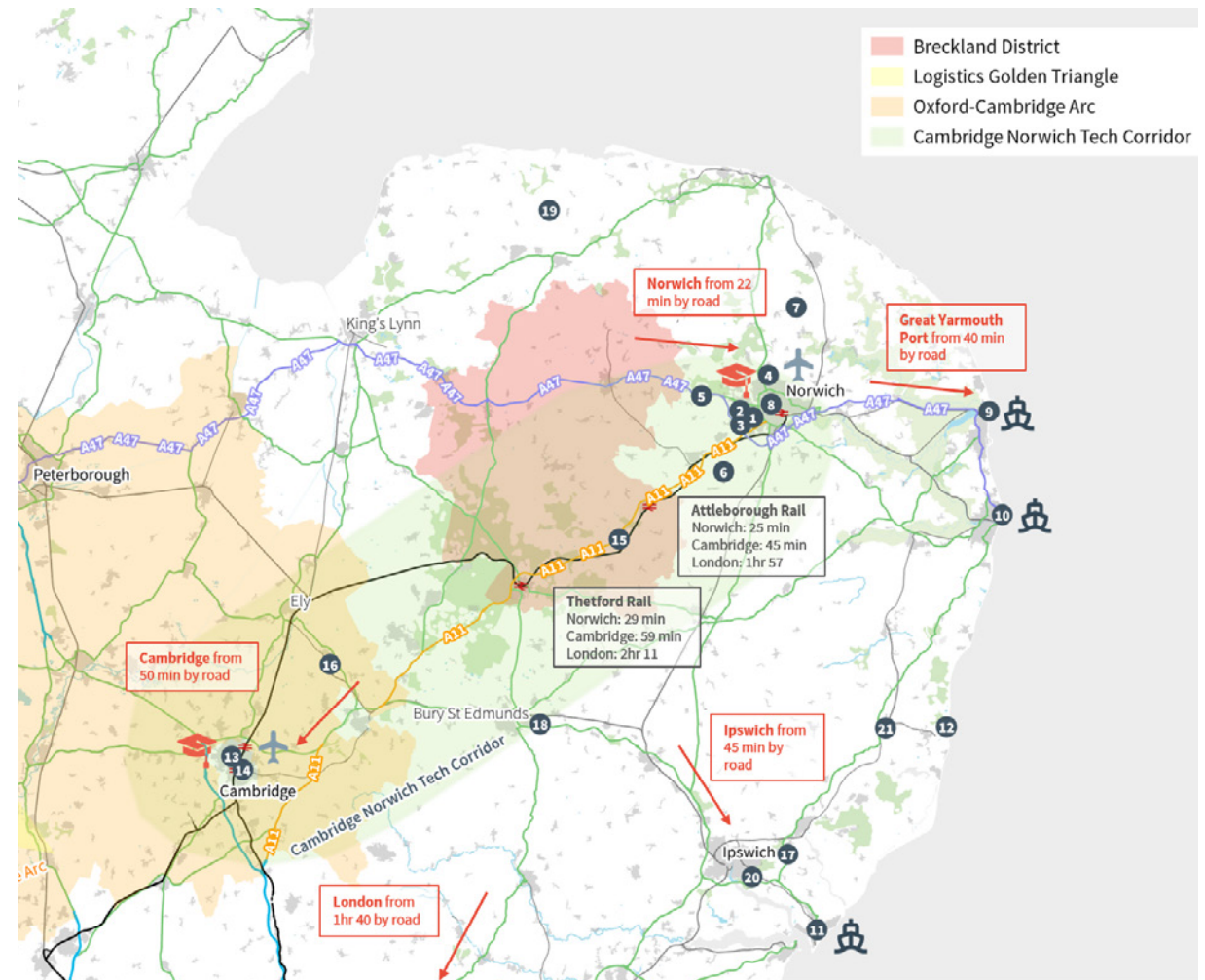
Morning market

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 WATTON

- The town centre provides an important service function for the surrounding community.
- There is an underrepresentation of cafes, restaurants and places to meet socially in the town centre versus the national average.
- There is an overrepresentation of charity shops and estate agents in the town centre versus the national average.
- The town centre has complicated and disparate land ownership.
- There is a strong community and the town benefits from important community-focused organisations/groups/facilities.
- Public transport connectivity is good into Norwich, but many surrounding communities are cut off and bus services stop relatively early.



EARLY OBSERVATIONS ON WATTON

- The town has a small but important local economy, with a range of businesses located in and around the area. Cranswick is an important employer in the town.
- The local economy is dominated by businesses in the Retail, Professional/Financial and Construction sectors.
- There are number of potential sites for commercial, community and residential development, in particular the Queens Hall and Charlotte Harvey Trust Youth & Community Centre. Wayland House has the potential to be an even more important community and business hub.
- Resident skill and qualification levels are low which may hold back business investment.
- Watton has a popular local market at Middle Street on Wednesdays. There is potential to help the market do better in its current location, make more space for the market and improve the pedestrian experience. Connections to the Town Hall and across to Chaston Place could help anchor the market as a key focal point.



EARLY OBSERVATIONS ON WATTON

- The high volume of traffic in the centre creates noise and air pollution and is impacting the quality of place, hindering opportunities for bicycle movement.
- The 'widest market town high street in Norfolk' is dominated by a steady flow of traffic and heavy-goods vehicles and there is a lack of crossings to aid pedestrian movement.
- The centre boasts attractive historic architecture, but there is an opportunity to improve the appearance of some parts of the high street.
- Higher education participation among residents is low and the local secondary school 'Requires Improvement' according to Ofsted.
- Watton's multicultural communities are a key asset that should be further celebrated.



EARLY OBSERVATIONS ON WATTON

- The Queens Hall serves an important community function but the building and surroundings could be visually improved.
- The town benefits from important green space and leisure facilities, but more is needed for young people and the older population.
- Loch Neaton is a hidden gem and unique selling point with the potential to connect with wider walking and cycling routes to other Breckland towns.
- Key heritage buildings have poor visual appearance from the arrival point at the Eastern end of the town.



HOW CAN I GET INVOLVED?

Please go to the Watton tab of the Future Breckland: Thriving People & Places webpage to do the following:

- Complete the online survey anytime throughout the engagement period
- Let us know how you would prefer to engage with us
- Register for the online SWOT workshop evening of 16th September
- Details on how to join us at the morning market 29th September
- Sign up for the Intervention workshop which will be held 20th October. Further information will be posted soon

● Questions or suggestions?

Please get in touch at
tdps@breckland.gov.uk

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

● Tell us how you would like to engage:

https://docs.google.com/forms/d/e/1FAIpQLSdiylztNpq4fsXvCd1rloKqMRs8vMuG-oo7zwpGoiWIHjNNbw/viewform?usp=sf_link



QUESTIONS?



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