

## Swadlincote Town Centre Action Plan – Progress Review

Action	Organisation/ Service Responsible	Implementation Mechanism	Funding	Action Issues/ Key Updates	Action Risks	Timescales
<b>Protect heritage</b>						
Adopt a Conservation Area Character Statement	Planning	Planning policy	N/A	Complete		Adopted 2014
Develop a Conservation Area Management Plan (incorporating town centre property maintenance guidance)	Planning	Planning policy	N/A	Complete (on Townscape Heritage section of SDDC website)	Promotion of guidance	Adopted 2015
Operate a PSiCA frontage improvement grant scheme	Planning	Grant scheme	HLF	Complete	Aims continued through Townscape scheme	2007 – 2015
Operate a Townscape Heritage Initiative frontage improvement grant scheme	Planning	Grant scheme	HLF, Businesses	Scheme in final year with completed examples including: 23 West St (Timms) and 26 High St (Salts)	How to continue aims beyond this scheme	2015 – 2019
Operate a frontage improvement scheme for No.s 5-15 West St (improving the setting of the heritage buildings)	Economic Development	Grant scheme	SDDC	Design, funding, planning and advertising consents in place	Multiple ownerships	2018-19
Encourage displays in empty shop windows	Economic Development	Demonstration projects undertaken to encourage others	WLSM/SDDC	Demonstration projects completed:	Few long term vacant premises	2017
	Planning			Townscape material in former Co-op for Diana Garden opening		2018
Create a 'Heritage App' - a guide to the history and sites on the town centre	BSDC/Economic Development	Student project	N/A	Working model created		2018
Create heritage-based visitor trails with plaques and interpretation	Magic Attic/Cultural	Townscape scheme	SDDC/HLF	Completed trails: Pits & Pots trail WW1 Walks Townscape trail	Promotion of trails	2015 - 2018

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Stage heritage workshops, events and activities for schools and the local community	Magic Attic/Cultural	Townscape scheme	HLF	Scheme in final year with completed examples including: 'have a go' activities and a Townscape exhibition for the end of programme celebration	Promotion of activities	2015 – 2018
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<b>Attract investment and invest in visitor attractions</b>						
Enhancement of premises	Individual businesses and property owners		Businesses	Numerous examples including: 4 High St (Lighthouse); 67 High St (Foresters Arms); Grove St (Richardsons)		On-going
Identified investment sites regenerated	Planning	Local Plan	SDDC/Private	TCV Sites progressed include: No. 4. Fire Station/Rowley Court (emergency services/housing); 9. Sharpe's Estate (commercial); 12. Alexandra Rd (housing developments)		On-going
Prepare development briefs for key sites	Planning	Local Plan				2022
Other town centre sites progressed	Planning	Local Plan	Private	Sites progressed include: Midland Road (housing) and Belmont Street (redevelopment of Lidl)		On-going
Identified investment sites prepared	Property	Local Plan	SDDC	TCV Sites underway: No. 1. Depot relocated and site ready to be cleared; No. 5. Belmont St land assembly undertaken		On-going
Promote investment sites	Economic Development	Economic Development Strategy	SDDC	TCV Sites re-let including: No. 11 (B&M) & No. 13 (Derbyshire Healthcare)  Investor Prospectus developed		2018
Market individual vacant properties	Economic Development	Economic Development Strategy	SDDC	Tractivity (online promotion) Property Bulletin Social media	Few properties available to let/for sale	On-going

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Bring space above shops back into use	Planning	Local Plan	Private	Examples include: 17 (The Bear) & 8 (Stags) West Street; 4 High St (Lighthouse), and 10 Belmont Street (Weddings R Us)	Parking provision	On-going
Utilise public assets to facilitate regeneration, as well as renew public facilities, integrate services and reduce operating costs	Property	Local Plan Corporate Asset Management Plan	SDDC/Other	Promotion of Civic Hub site opportunities relating to TCV Sites No. 2,3,4,8	Need to access support for feasibility work and identify potential partners	2018
Encourage property owners to bring premises back into use by offering flexible terms	Property Owners		Private	Vacancy rates have fallen significantly	Some remaining vacancies not available to let/for sale	On-going
Provide incentives and flexibility through Business Rates eg Small Business Rate Relief	Revenues		SDDC	Retail Relief - Completed Small Business Rate Relief	Maximise take-up	On-going
Promote the development of the evening economy	Economic Development/ Swadlincote TIC	Economic Development Strategy	SDDC	Promotion of eating out, leisure and other opportunities in What's On and other materials		On-going
Undertake improvements to visitor attractions and leisure facilities	Cultural	Facilities Strategy	HLF/SDDC/DCC	Works undertaken at Eureka Park, Green Bank Leisure Centre, Swadlincote Woodlands, Skatepark and Library. Park improvements have included event/activity programmes	On-going need to invest; Some dependence on external funding	On-going
Work with partner organisations to undertake improvements to visitor attractions			SDDC/Private	Ski Centre, Sharpe's Pottery Museum	On-going need to invest; Some dependence on external funding	On-going

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<b>Enhance the public realm</b>						
Pursue funding to implement further elements of the Public Realm Masterplan		Grant award	External funding	Pursue funding opportunities if arise	Not a Central Government priority at present	2022
Refurbish Diana, Princess of Wales, Memorial Garden	Planning/Cultural	Townscape scheme	HLF/Others	Now open; Launch held	Increased usage of site	2018
Pursue opportunities for public art and architectural lighting eg. Public art project for Diana, Princess of Wales, Memorial Garden/Grove Hall, probably including relocation of air conditioning units	Cultural	Facilities strategy	SDDC/Others	Project to be finalised	Project manager to be identified	2019
Improve town centre gateways and arterial routes	Cultural/ Environmental Health		SDDC	Further tree planting completed (sites included Library and Green Bank Leisure Centre)  Intervention with prominent derelict properties (eg. 105 Hastings Rd) to bring back into residential use	Complex process	2017
Remove and replace High Street trees that have outgrown their location, replanting in accordance with the public realm masterplan	Cultural		DCC/SDDC  DCC/SDDC/NFC	Tree No. 23 replaced  DCC has allocated some funding to address the most urgent High Street tree issues	Need to identify project manager with relevant expertise	2017  2018
Review of The Delph, including surface material and vehicle access	Cultural/Economic Development			Expert advice sought on issues with surface, prior to review	Short term measures to be implemented	2019

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Explore National Forest ambition for 'Forest Towns' – greening of public spaces and roadsides to reflect their location	National Forest Company	National Forest Tourism Growth Plan	NFC	Ideas to be discussed with NFC		2019
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<b>Maintain the environment</b>						
Maintain good standards of street furniture	Derbyshire County Council/Cultural	Via DCC	DCC/SDDC	Small SDDC annual maintenance budget available	An untidy town centre can lead to negative perceptions and encourage vandalism and other anti-social behaviour	On-going
Monitor utility works for quality and report defects	Derbyshire County Council/Cultural Services	Via DCC	Utility providers	New public realm works have been affected by utility contractors	Standards of reinstatement by utility companies frequently poor	On-going
Provide clean streets and enhance the built environment through landscape and grounds maintenance	Cultural Services/Depot	Street Care Policy Parks and Open Spaces Service Standards Policy Asset Management Plan	SDDC	Service standards adopted  Public Space Protection Orders introduced to make drivers responsible for any litter thrown from their vehicle and to continue ban on dog fouling		On-going
Work with property owners to maintain good standards of maintenance	Planning	Townscape scheme	HLF	Maintenance Days undertaken to encourage building maintenance work, gutter clearance etc	Promote the building maintenance guide	2015 - 2018
Enhance the town centre electrics to support markets and events, including Christmas lights	Cultural		SDDC	Numerous improvements including new facilities for the Diana, Princess of Wales, Memorial Garden		On-going

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<p>Enable businesses, community groups and residents to participate in planting and tidy up schemes in the town</p>	<p>Housing/ Environmental Health/Cultural/ Planning/Economic Development</p>	<p>Demonstration projects to encourage uptake by others</p>	<p>SDDC, DCC, Businesses</p>	<p>Projects undertaken include the following:</p> <p>Businesses maintaining a planter (eg Richardsons) or sponsoring a planter, traffic island, etc</p> <p>DreamScheme initiative with businesses to plant beds by Dance Centre</p> <p>‘Swadlincote Heros’ initiative to encourage businesses, groups and individuals to volunteer to tidy up the town centre</p> <p>NEET youngsters engaged in planting through the ‘I Step Up’ programme</p> <p>Take part in ‘World Tidy Up Day’</p> <p>Explore involvement of local groups in the maintenance of the Diana Garden</p>	<p>An untidy town centre can lead to negative perceptions</p>	<p>On-going</p> <p>2016</p> <p>2018</p> <p>2018</p> <p>2018</p> <p>2018</p>
<p>Pursue land and property owners who neglect their premises and flytippers</p>	<p>Environmental Health</p>	<p>Legal intervention</p>	<p>SDDC</p>	<p>Undertaken on a case by case basis</p>	<p>Legal challenge/Risk of reputational damage if local authority seen to be overzealous</p>	<p>On-going</p>

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<b>Improve signage</b>						
Improve car park signage in the town centre	DCC/Environmental Health			Costs to be explored		2022
Improve gateway signage – to and at entrances (eg further examples of town signage at Ski Centre)	DCC/SDDC	Grant award	External funding	Pursue funding opportunities if arise		2022
Develop and implement visitor information and maps	Cultural/Economic Development	Town Team Action Plan	HLF/SDDC	Heritage lecturns planned for three sites: The Delph, Maurice Lea Park and The Pipeworks	Complexities associated with The Delph	2019
Improve signage to promote parking and access restrictions within the town centre	DCC/Environmental Health/Planning			Legal constraints on the signage design and costs to be explored		2022
Improve finger posts to assist movement within the town centre	SDDC	Grant award	External funding	Pursue funding opportunities if arise		2022

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<b>Improve access and parking, and pursue innovative transport solutions</b>						
Pursue external funding to develop and improve public transport services for the area to the West of the East Midlands Enterprise Gateway area around the Airport	NWLDC/Economic Development	LTP3 EMEG Developing Public Transport Report	Possible sources: LLEP – Business Rates Pool DCC	Funding applications to be prepared		2018 (funding application)
Identify additional car parking space	Private/DCC/ Property Services		Private/DCC/ Property Services	Additional parking provision created on several small sites including: Extension of The Pipeworks car park; Conversion of former Market Hall to car park; New car park on Midland Road; and, Additional on-street parking allocated (eg lower Coppice Side)	Lack of car parking to meet demand as the town centre grows	2022
Undertake feasibility work to encourage further new development in the town centre, including transport implications (eg. access, key junctions, parking, non-car travel and traffic generation) both in the immediate area and more widely in the town	Planning/Economic Development/DCC	LTP3 Town Team Action Plan	External funding	Funding application to be developed		2018 (funding application)
Improve cycling facilities and routes for those accessing the town centre	DCC/National Forest Company/Planning		S106/Other	Cycle Hub completed at Green Bank Leisure Centre with bike boxes, lockers and access to showers  Improvements undertaken to Eastern access - National Cycle Network Route No.63 via Tetron Point	Increased cycle usage has both congestion and health benefits. Expansion of traffic free routes may help to encourage greater cycle usage. Need to make the links between existing traffic free sections.	2022

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				<p>Proposals developed to improve Western access – new cycle route alongside Woodville Regeneration Route as far as Swadlincote Woodlands</p> <p>Explore need for greater promotion of cycle routes and National Forest multi-users trails, parking and changing facilities</p>		
Promote car sharing schemes and other sustainable modes of transport such as walking and cycling	Derbyshire County Council/ Environmental Health	SDDC  LTP3	SDDC	<p>Refresh of SDDC Travel Plan for Council employees</p> <p>Explore idea of town centre Travel Plan for employees, residents and visitors (eg. Buxton)</p>		2019
Offer free car parking to attract shoppers and visitors			SDDC			On-going

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<b>Promote community safety</b>						
Maintain good standards of CCTV	Community Safety		SDDC	CCTV cameras replaced and upgraded		2018
Add additional CCTV cameras	Community Safety	Grant award	External funding		Replacement of High Street trees may create opportunities to install additional cameras	
Engage businesses in tackling crime and ASB	Police/ Community Safety	Swadlincote Town Team	N/A	Schemes such as Shop/Alert Box operated	Now encompassed in Town Team meetings	On-going
Tackle street drinking/ASB	Police/ Community Safety	Police SNT and SDDC Neighbourhood Wardens	N/A	PSPO put in place which enables Police and Wardens to confiscate alcohol and to order people to leave the town centre for a 24 hour period	Limited resources to enforce existing PSPO order remains an issue	On-going
Develop and implement promotional campaigns to encourage businesses and members of the public to report crime, ASB, vandalism, fly-tipping, littering, etc	Environmental Health/Community Safety	Communities Team/Swadlincote Town Team	Safer South Derbyshire Partnership	Production of information leaflet for the town centre	101 is slow to respond, leading to concerns about promoting it when it is not fit for purpose in terms of response times	2018
			SDDC	Fixed Penalty Notices are now published monthly on Facebook to try to encourage further reporting by members of the public	Investigatory resources will not meet demand	
			SDDC	Press releases issued following convictions	Use of Facebook, website and press releases	On-going
			SDDC	Pro-active press releases in relation to emerging issues		

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Explore provision of additional Neighbourhood Warden coverage for town centre	Community Safety/Environmental Health	Working group of Environmental Health/ Communities/ Economic Development/Police	External funding	Discussions underway to understand the scope of services needed and the potential solutions and funding sources	Need to identify support for new post	2019
Encourage youth diversion activity	Community Safety	Sport & Health Team/Voluntary groups/Communities Team/Cultural Services/Community Safety	Safer South Derbyshire Partnership/SDDC	Project piloted in Market Hall car park  Range of 'Wednesday Night' project sessions run; To be reviewed  Range of opportunities run throughout the Summer holidays in Eureka Park	Funding not secured to continue sessions indefinitely/Lack of suitable venues within town centre	Ongoing

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<b>Town centre management, marketing, events and business support</b>						
Undertake a feasibility study for a Business Improvement District, focused on place marketing	National Forest Company		NFC/SDDC/Other NF local authorities	Research underway, including business consultation		2019
Market the town centre offer including events and trails using social media and marketing materials	Communications Team/Swadlincote TIC/Swadlincote Town Team		SDDC	Initiatives undertaken include: What's On Guide Production of Shopping Guide and flyers such as Vintage Shops Shop Local promotions and initiatives (eg #SwadOffers) Engagement in Small Business Saturday Reusable shopping bags (eg. Derbyshire Life feature in June 2018)  Development of branding based upon Cornishware heritage	Shopping Guide used to promote the town to visitors and newer residents of the town	On-going
Promote the town as a service centre to visitors to The National Forest/ Derbyshire	Swadincote TIC	Destination Management Partnerships	SDDC	Participate in promotional campaigns with The National Forest and Marketing Peak District & Derbyshire (eg. National Forest Attractions Guide)		On-going
Monitor and develop market operation	Cultural		SDDC	NABMA award for Best Small Outdoor Market  Investment in market equipment, including new stalls	Further investment in equipment now required	2013
Encourage new market traders	SD Business Advice Service/Economic Development		SDDC/Market Operator	Market trader start-up scheme (discounted stalls and access to business advice)		On-going

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				<p>'Become a Market Trader' workshop staged in September 2018</p> <p>Love Your Local Market initiative (celebration of markets with schools taking stalls for pupils to try out business ideas)</p>		
Encourage community groups, businesses and other organisations to collaborate and to put on events and activities in the town centre including on The Delph public square and in the Diana Garden	Cultural/Swadlincote Cultural Partnership/ Swadlincote Town Team		SDDC	<p>Events have included: Xmas Lights, Festival of Transport, Arts Trail, Ay Up Me Duck and various, markets (International, Xmas, Makers, Vintage)</p> <p>Promotion and booking arrangements for Delph and Diana Garden to be reviewed and improved, including website material</p> <p>Advice on running a community event to be enhanced on website, including links to Licencing</p>	Encouraging community groups to stage events and co-operate on timings has proved challenging	On-going
Encourage businesses to make the town centre attractive to all	DCC Public Health, SDCVS, SFoT	Swadlincote Town Team	SDDC/Others	Schemes operating include shopmobility, dementia-friendly and breast-feeding awareness		On-going
Support business development	Economic Development/ South Derbyshire Business Advice Service	Swadlincote Town Team	SDDC	<p>SDBAS offers a 1-1 advice service, plus workshops</p> <p>Derbyshire Market Towns Programme (ESF) activities promoted to businesses, including workshops</p> <p>Town Team business network facilitated with related activities, including supporting the</p>		On-going

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				<p>Wedding Fair event and Facebook page</p> <p>Town Team has staged awards and workshops (eg social media, window dressing, marketing)</p>		
Monitor the vitality of the town centre	Planning		SDDC	Regularly monitor retail vacancies and town centre footfall		On-going
Explore a single point of contact for the town centre (eg Town Centre Manager)	SDDC			Opportunities arising from National Forest BID to be explored	Lack of coordination/risk of duplication of efforts without TCM	2022
Co-ordinate the annual National Forest Walking Festival	Get Active in the Forest	Voluntary Groups, Economic Development, Sport & Health, National Forest Company	SDDC, LCC, NFC	Annual event, including walks promoting the history and heritage of the town centre	2018 Festival attracted over 1,500 participants	On-going