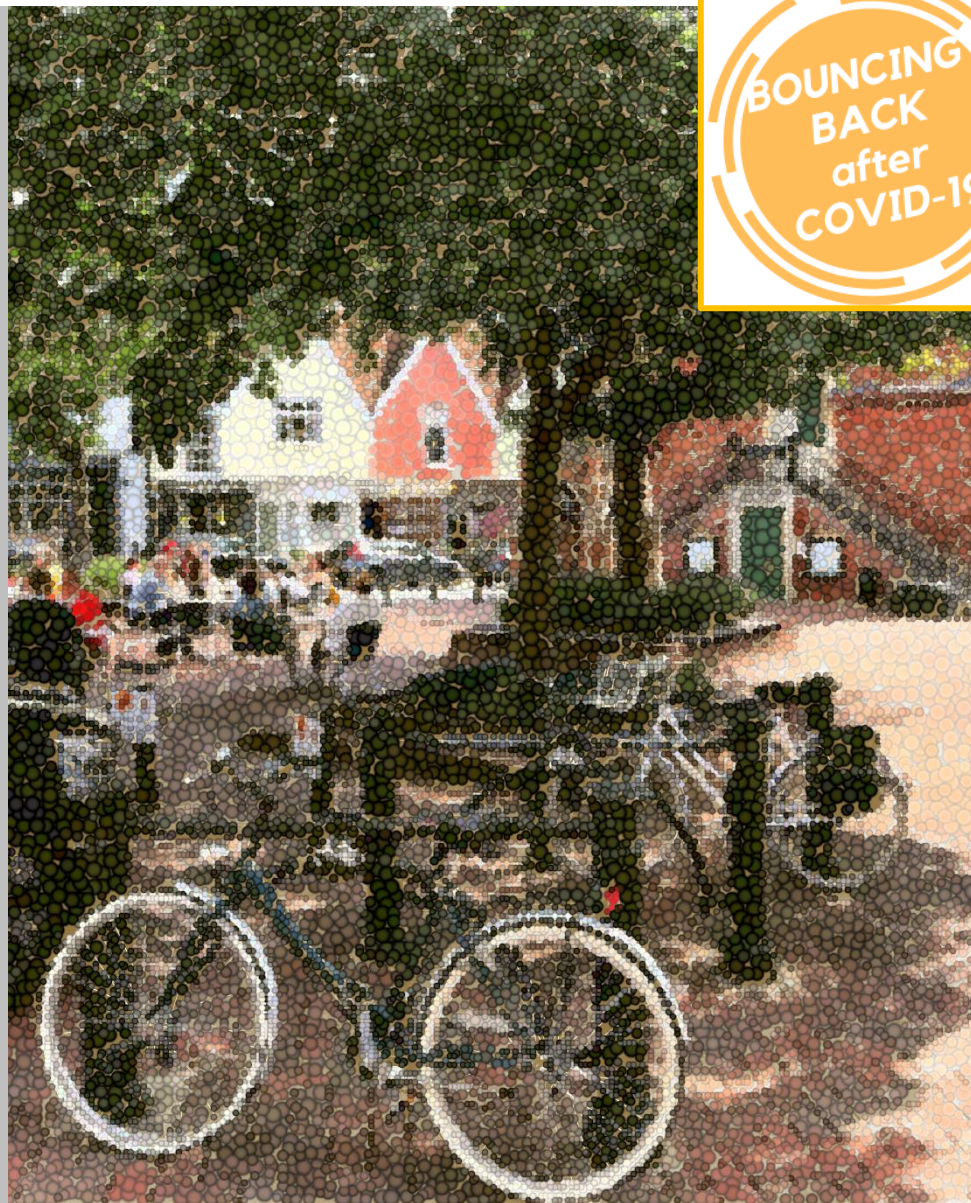


Creating a Forward Framework for Woodbridge

Chris Wade, Director
aka @man about towns



Creating a 'forward framework'

East Suffolk Council and the People & Places Partnership in conjunction with
Woodbridge Town Council and Choose Woodbridge



choose
woodbridge.co.uk

Updated national guidance

Revitalising town centres

A handbook for council leadership



Case studies

Town centre checklist

Success Factors

FOUNDATION	
Evidence and objectives	Has a baseline survey of issues been completed, aims defined, objectives, scope and long-term monitoring of impacts agreed?
FUNCTION	
Parking, travel and access	Is an integrated and customer-focused parking, travel, and access strategy in place?
Planning and property	Are there robust town-centre-first policies, master-planning, priorities within and between towns and has work been coordinated with town centre businesses and landlords?
Streetscape and public realm	Has a funding strategy and ongoing, prioritised streetscape and public realm improvement plan been agreed with an understanding of 'connected value'?
Business support	Is there tailored training/mentoring and a strategy to enhance the quality and distinctiveness of retail, services, hospitality and leisure businesses based on current provision, trends and knowledge of competing centres?
Place branding and marketing	Is there a clear understanding of the town brand with pooled budgets and a creative, collective marketing campaign?
Digital technology and data	Is there an ongoing assessment of digital infrastructure and skills with an investment plan and approach for the collective use of data in marketing and monitoring the town centre?
FORM	
Governance and influence	Is there an appropriate structure, membership and credibility to coordinate local stakeholder activity and influence cross-departmental or other strategic partnerships?
FOLK	
Community engagement and coordination	Is there strong public, private and community engagement with active and coordinated involvement in planning and delivery that extends to community assets development and is backed by a clear communications plan?
Roles and capacity	Are there an effective chair, suitably skilled board, employment of necessary staff, effective management of trained volunteers and clear lines for joint working with other stakeholder groups?
FUNDING	
Finances and investment	Is there an organisation with robust financial procedures and strategy agreed for diverse and sustainable fund raising and income to support a town centre? Is it 'run as a business' with inter-relationships understood and investment secured?
FORWARD PLANNING	
Strategy and plans	Is there a well-defined 'forward framework' comprising an overarching vision/strategy, a rolling organisational business plan and a parallel action plan coordinating delivery on the ground?

Looking beyond COVID-19



Understanding town trends

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

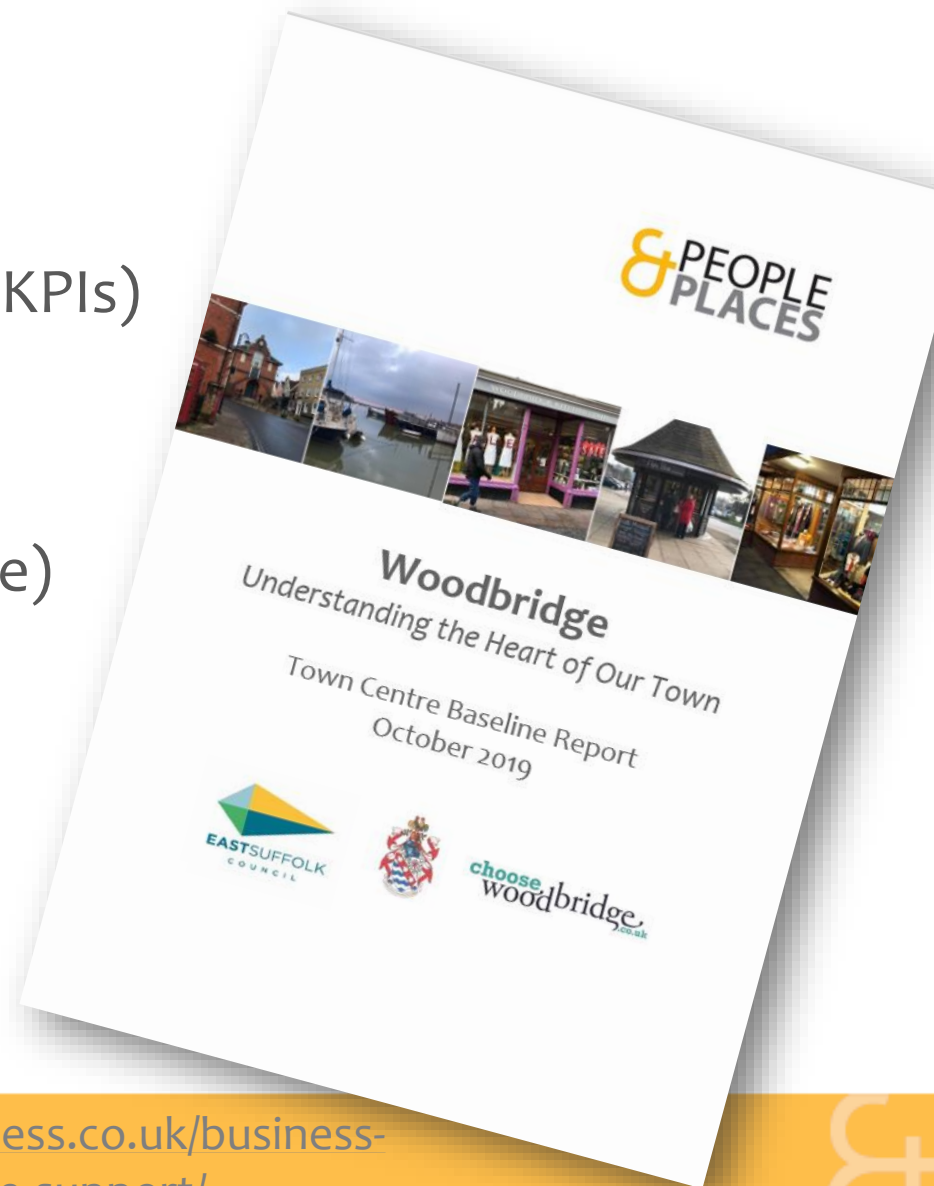
- planning
- delivery
- influence

Gathering & sharing evidence

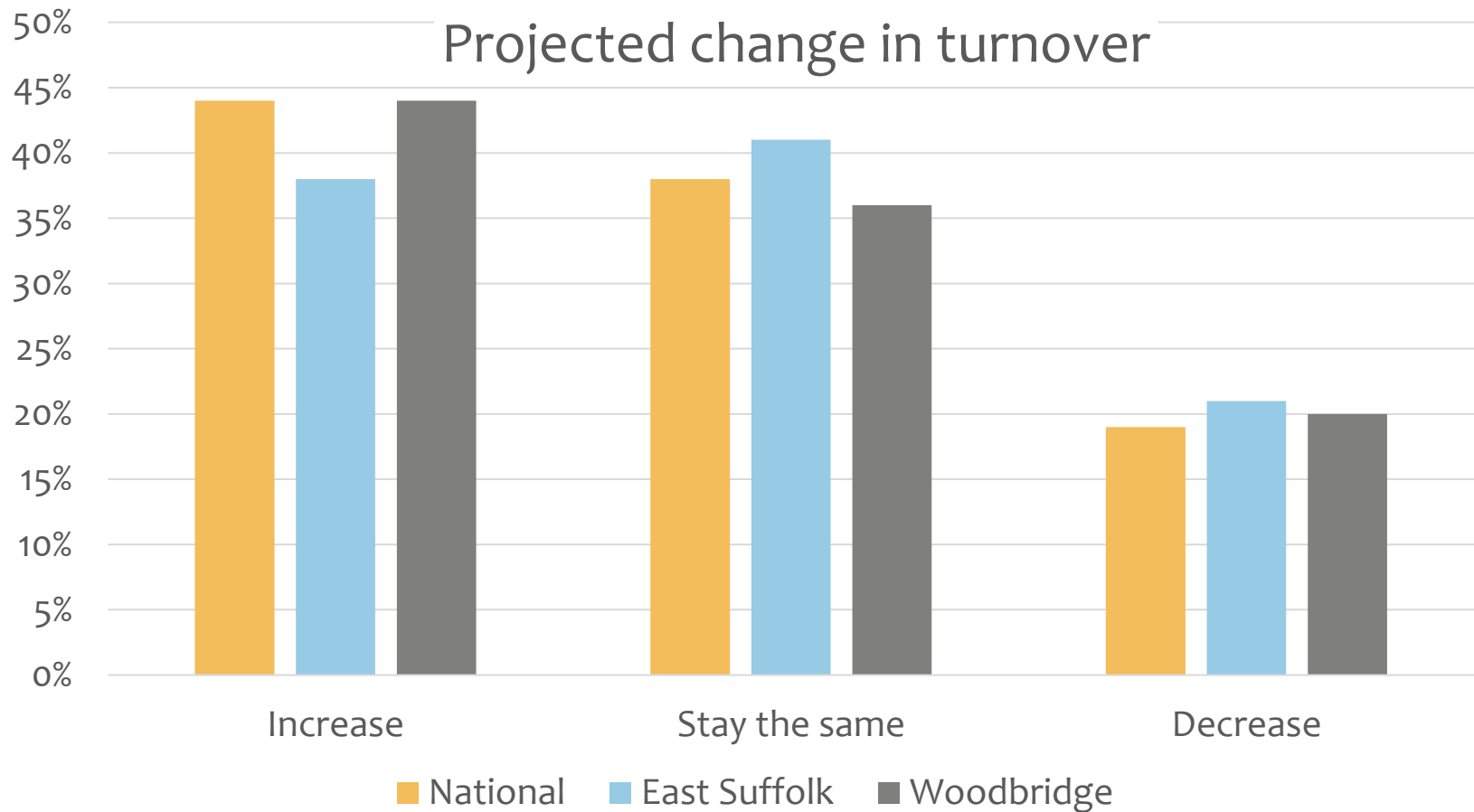


Baseline survey

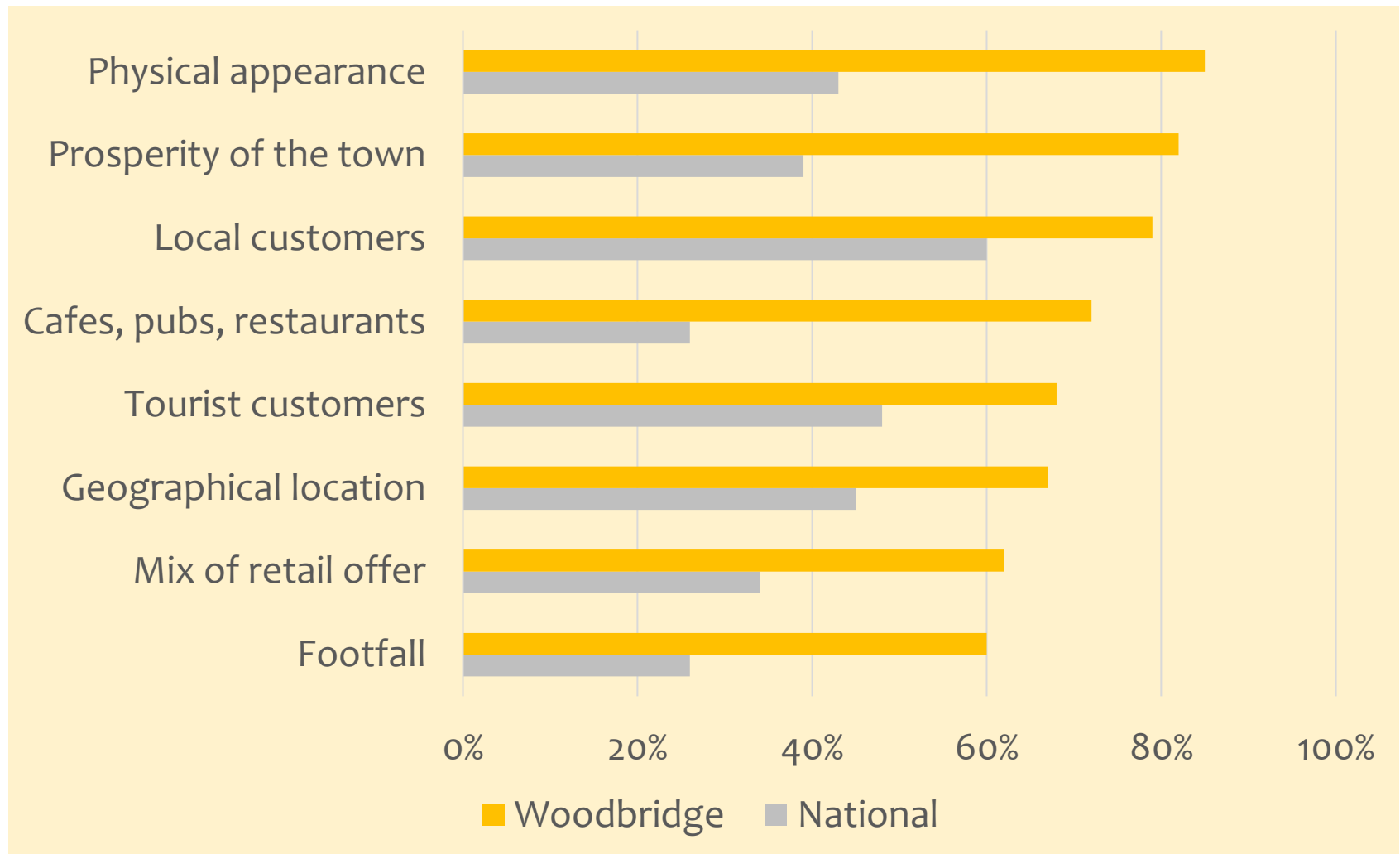
- Stakeholder engagement
- 12 key performance indicators (KPIs)
- Town centre metrics
- Business confidence (105/51%)
- User's (80 on-street & 83 on-line)
- Digital development
- Detailed & summary reports
- East Suffolk comparisons



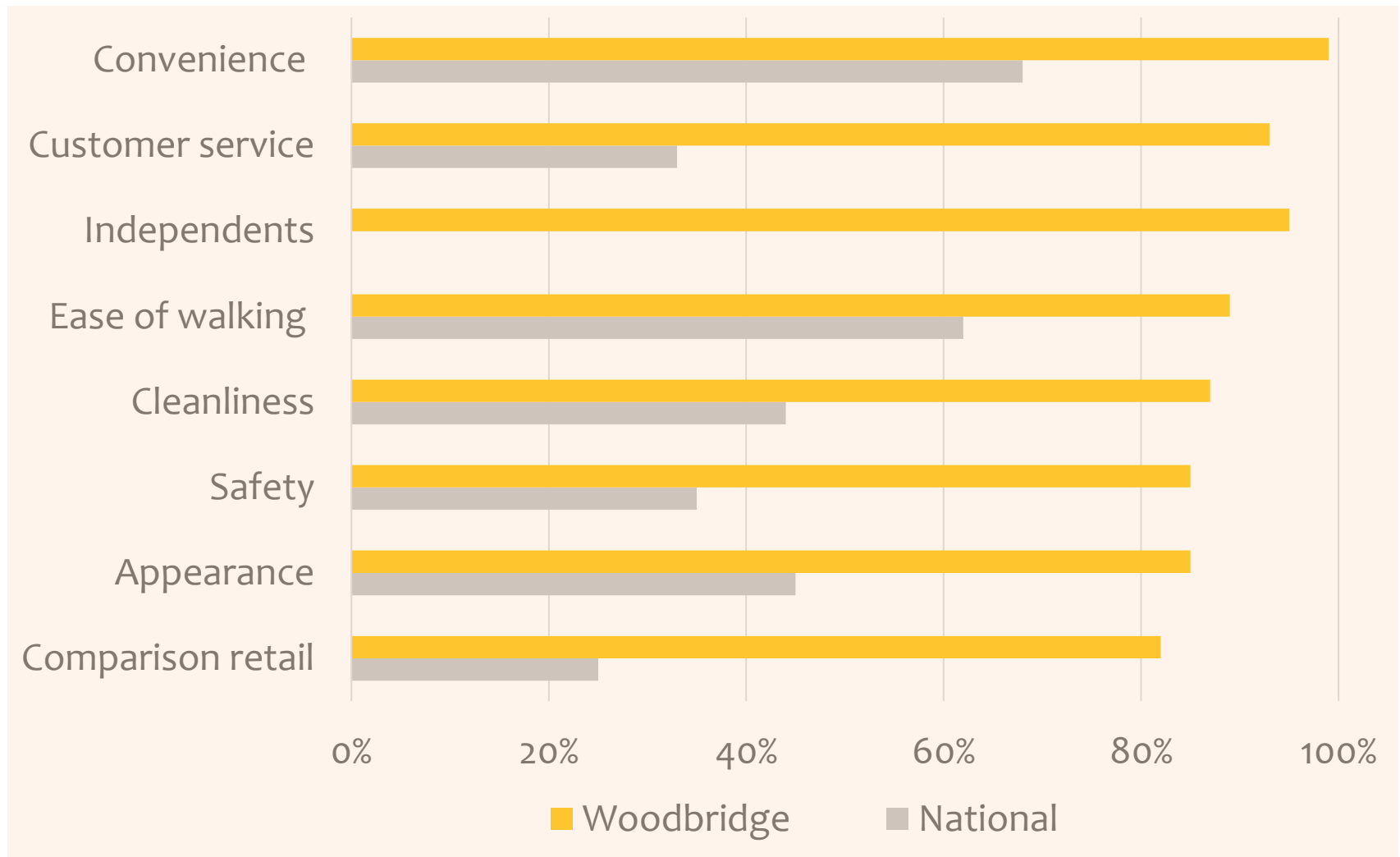
Maintaining town turnover



Businesses' likes



Customers' likes



1a. How significant an impact do you think the COVID-19 crisis has had on such perceptions and priorities about using Woodbridge town centre?

1b. Do we need to learn more about this?



Creating partnerships

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence

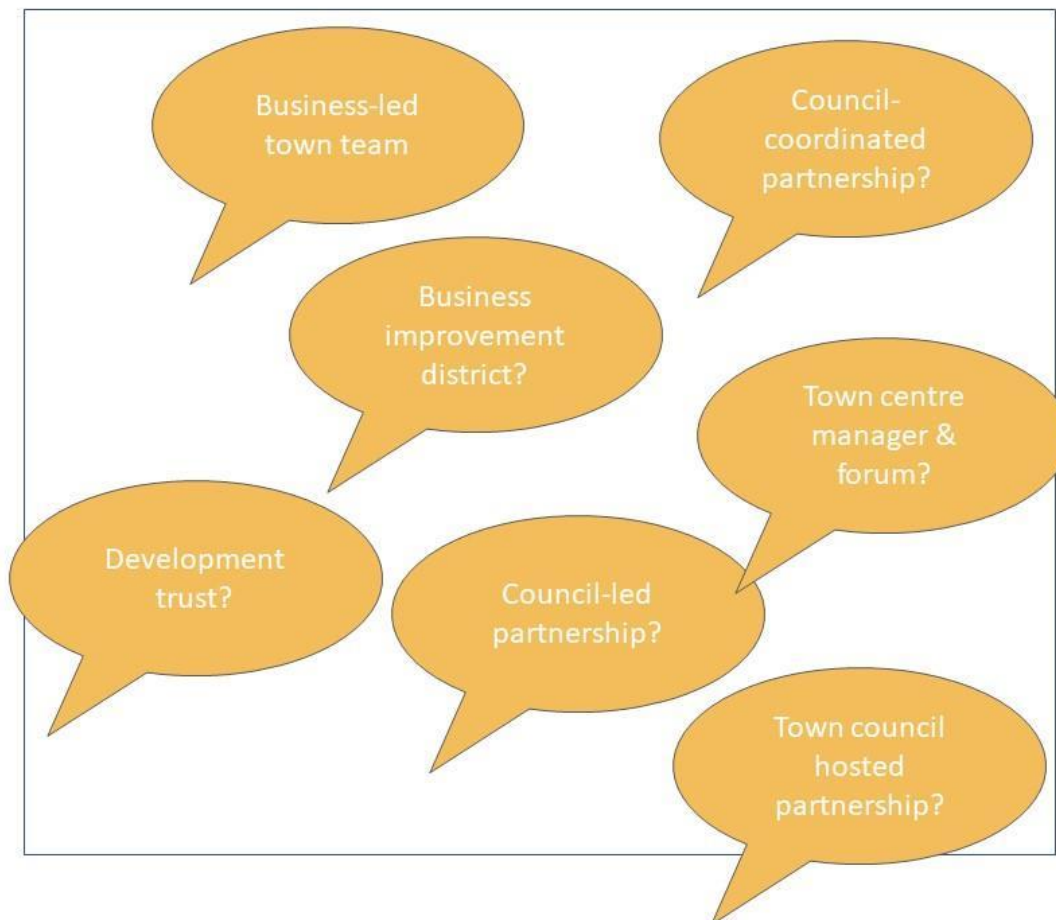
From evidence to engagement

Building a 'town team'

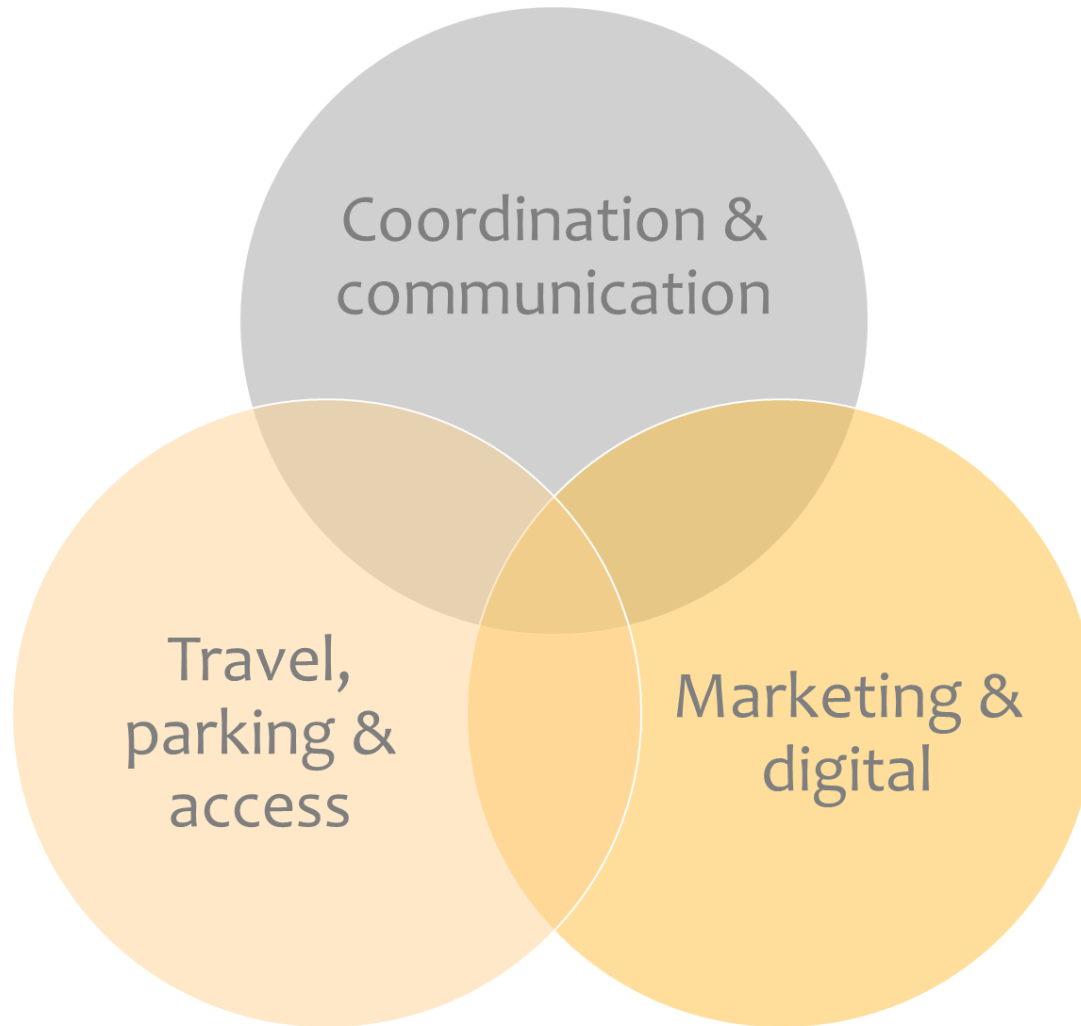
- Raise awareness of survey
- Organise any volunteers
- Publish findings
- Arrange stakeholder events
- Create working groups
- Develop projects to meet needs
- Produce action plan
- Establish team/partnership



‘how’ to get
organised &
deliver:
folk, form,
finances &
forward
framework



Putting a partnership in place

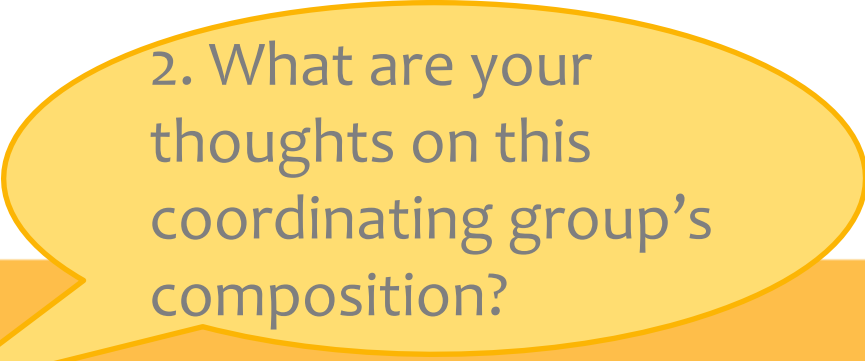


Co-ordination & communication link

A large, light grey circle containing the text "Co-ordination & communication".

Co-ordination & communication

- small & hands-on in supporting role
- coordinating across organisations, working groups & projects
- coordinating fund raising & finances
- communicating progress to partners, stakeholders & community
- comprising district, town council & Choose Woodbridge
- monthly, virtual catch-ups

A yellow speech bubble with a tail pointing towards the bottom left, containing the text "2. What are your thoughts on this coordinating group's composition?".

2. What are your thoughts on this coordinating group's composition?

Turning around towns

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence

Creating a 'Forward Framework'





EASTSUFFOLK
COUNCIL



choose
woodbridge.co.uk

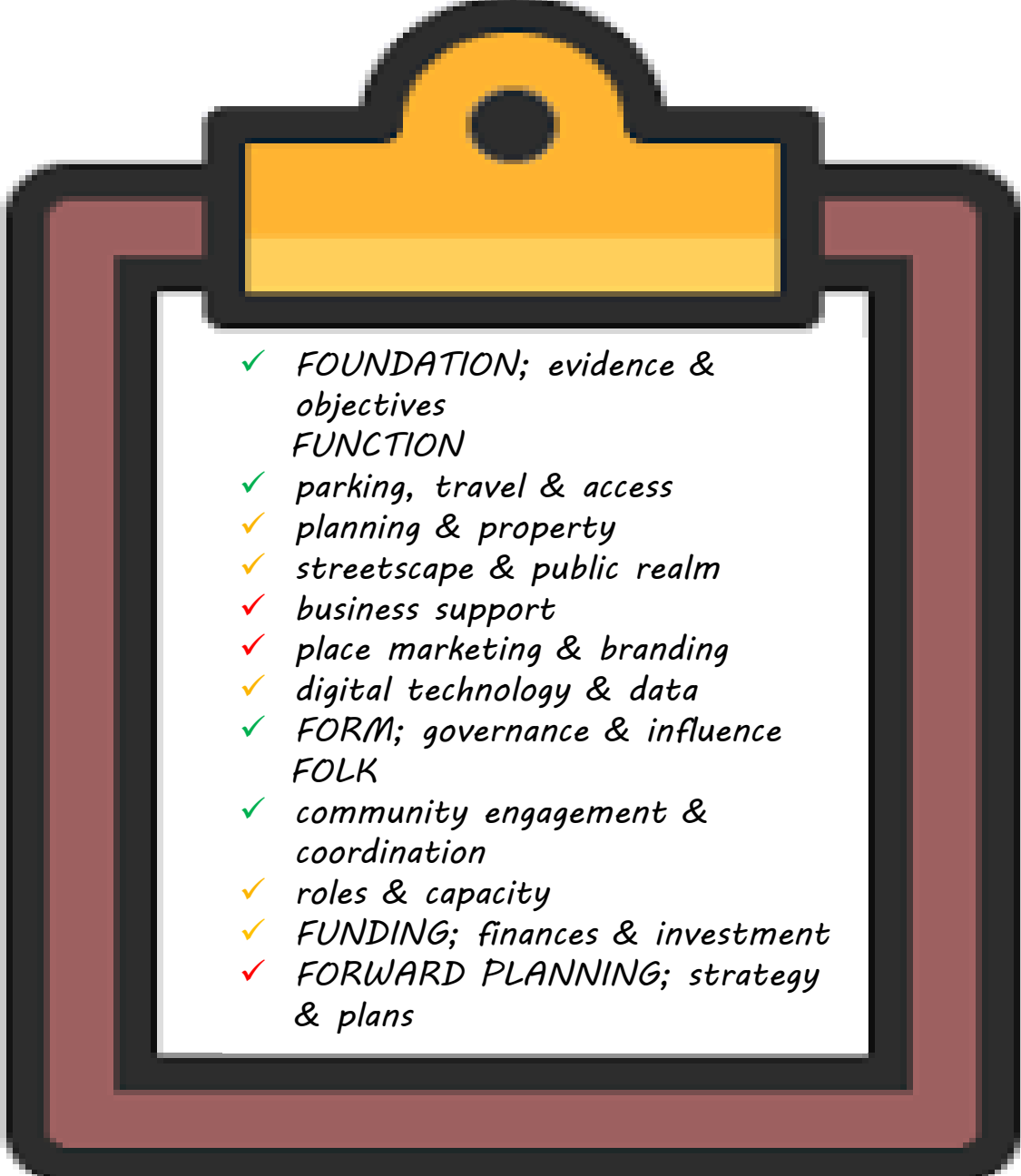
& PEOPLE
PLACES

www.people-places.net

Revitalising
Woodbridge
town centre;
a forward
framework

<https://people-places.net/revitalising-woodbridge-town-centre/>

Reviewing your town's checklist

- 
- ✓ *FOUNDATION; evidence & objectives*
 - FUNCTION*
 - ✓ *parking, travel & access*
 - ✓ *planning & property*
 - ✓ *streetscape & public realm*
 - ✓ *business support*
 - ✓ *place marketing & branding*
 - ✓ *digital technology & data*
 - ✓ *FORM; governance & influence*
 - FOLK*
 - ✓ *community engagement & coordination*
 - ✓ *roles & capacity*
 - ✓ *FUNDING; finances & investment*
 - ✓ *FORWARD PLANNING; strategy & plans*





Improving traffic & parking

Data for car parking usage indicates that it is at critical levels, whilst both businesses & customers overwhelmingly rate improving parking as their highest priority.



Enhancing access & foot-flow

Whilst ease of walking around town (89%) is perceived positively & central footfall is high, customer numbers drop by 50% in adjacent areas.



Building the town's brand

Whilst customers' images of Woodbridge are predominantly positive & 98% would recommend visiting the town centre, 14% think their experience is worsening.



Taking Woodbridge online

There is a high customer demand for new digital services further promoting the town's businesses, including business web sites (60%) and social media (68%).

Coordinated across East Suffolk

Participating in district-wide work

Work to improve Woodbridge town centre will benefit from being part of the wider East Suffolk Towns Initiative (ESTI). As well as providing initial support for planned projects, it could fund cost-saving collaboration with neighbouring towns. It will also enable links to the parallel district-wide parking review and Smart Towns project.



Smart Towns project

After being piloted in Framlingham, the East Suffolk Smart Towns project is being rolled-out to other towns across the district. It offers investment in digital infrastructure & skills.

Town parking review

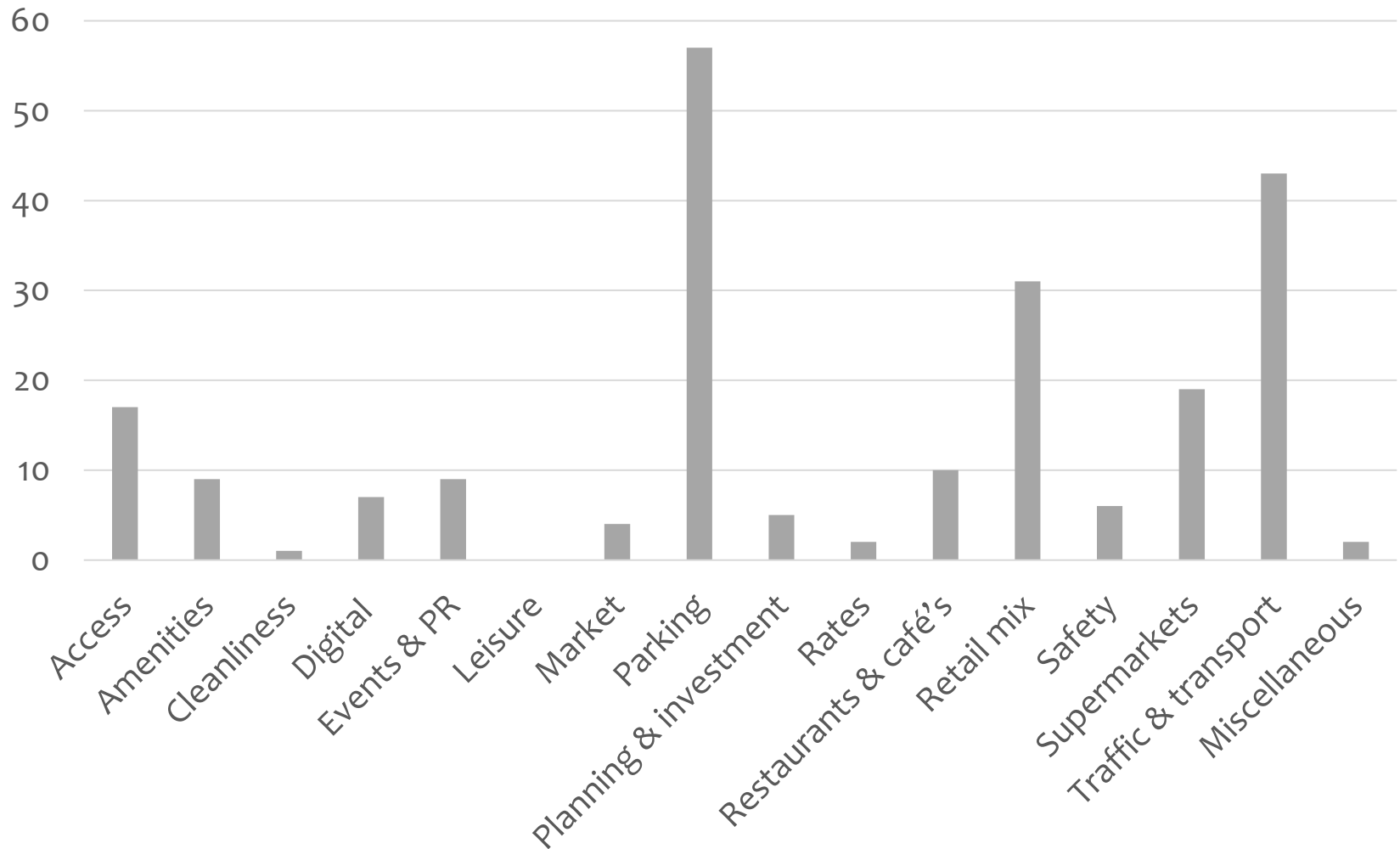
Roll-out of the district-wide Parking Review will benefit town centre customers & businesses through simplified tariffs, new payment technology & smart monitoring of usage.





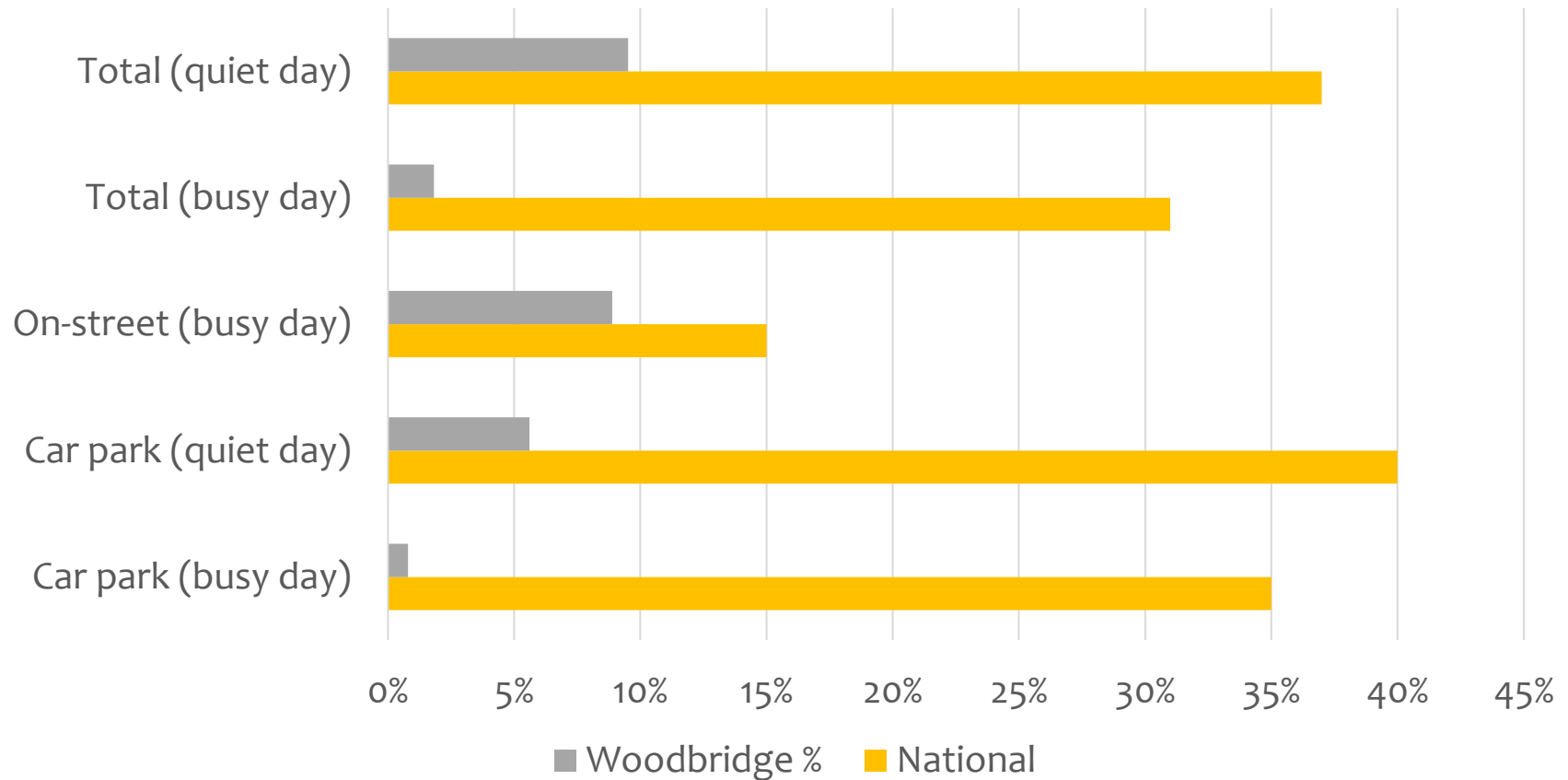
Theme 1:
improving travel, parking &
access to boost foot-flow

Customers' priorities

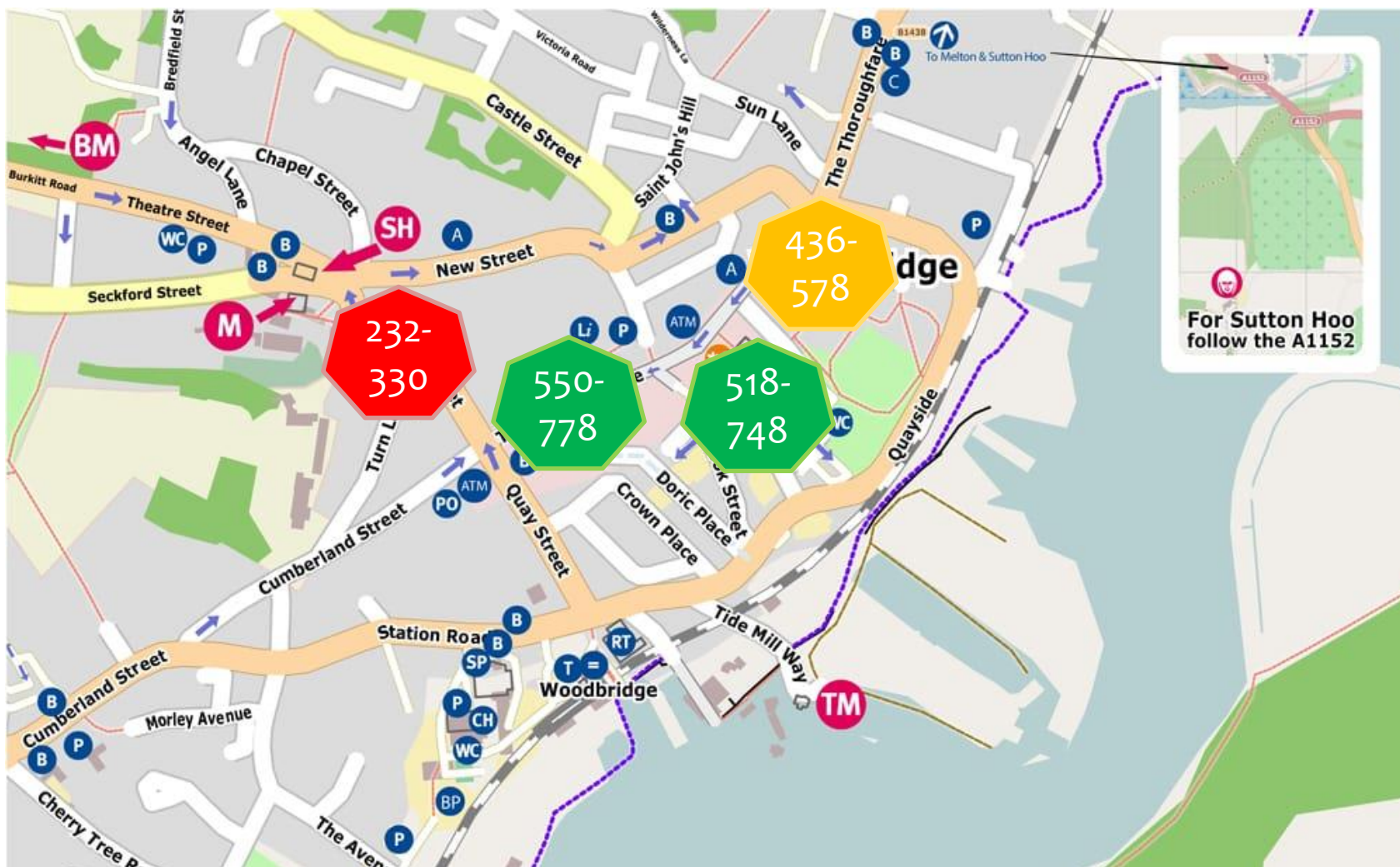


A place to park

Car parking spaces Woodbridge



Variable foot-flow



Readily accessible: working group & PEOPLE PLACES

Travel,
parking &
access

- devising, managing & delivering action plan of access changes
- commissioning further research
- over-seeing project delivery
- comprising county, district, town council & special interest groups such as Woodbridge Riverside Trust
- updating coordinating group
- quarterly meetings

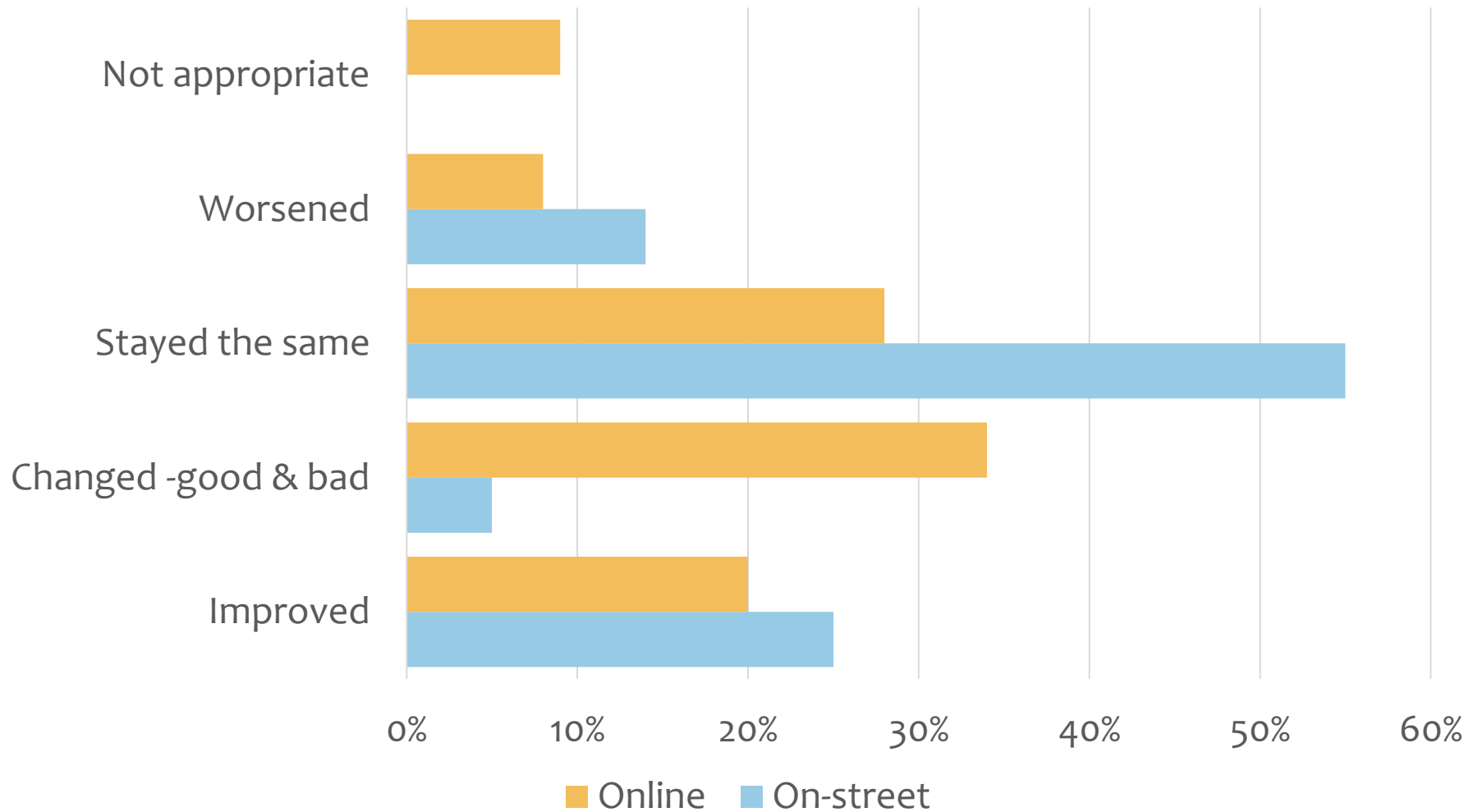
3. What are your thoughts on the role & representation of this working group?

An aerial photograph of a city, likely London, with a large, semi-transparent bubble overlay. The bubble is composed of many small, light blue circles, creating a textured, cellular appearance. The city's buildings, streets, and green spaces are visible through the bubble. The text 'Theme 2: marketing & digital' is centered within the bubble.

Theme 2: marketing & digital

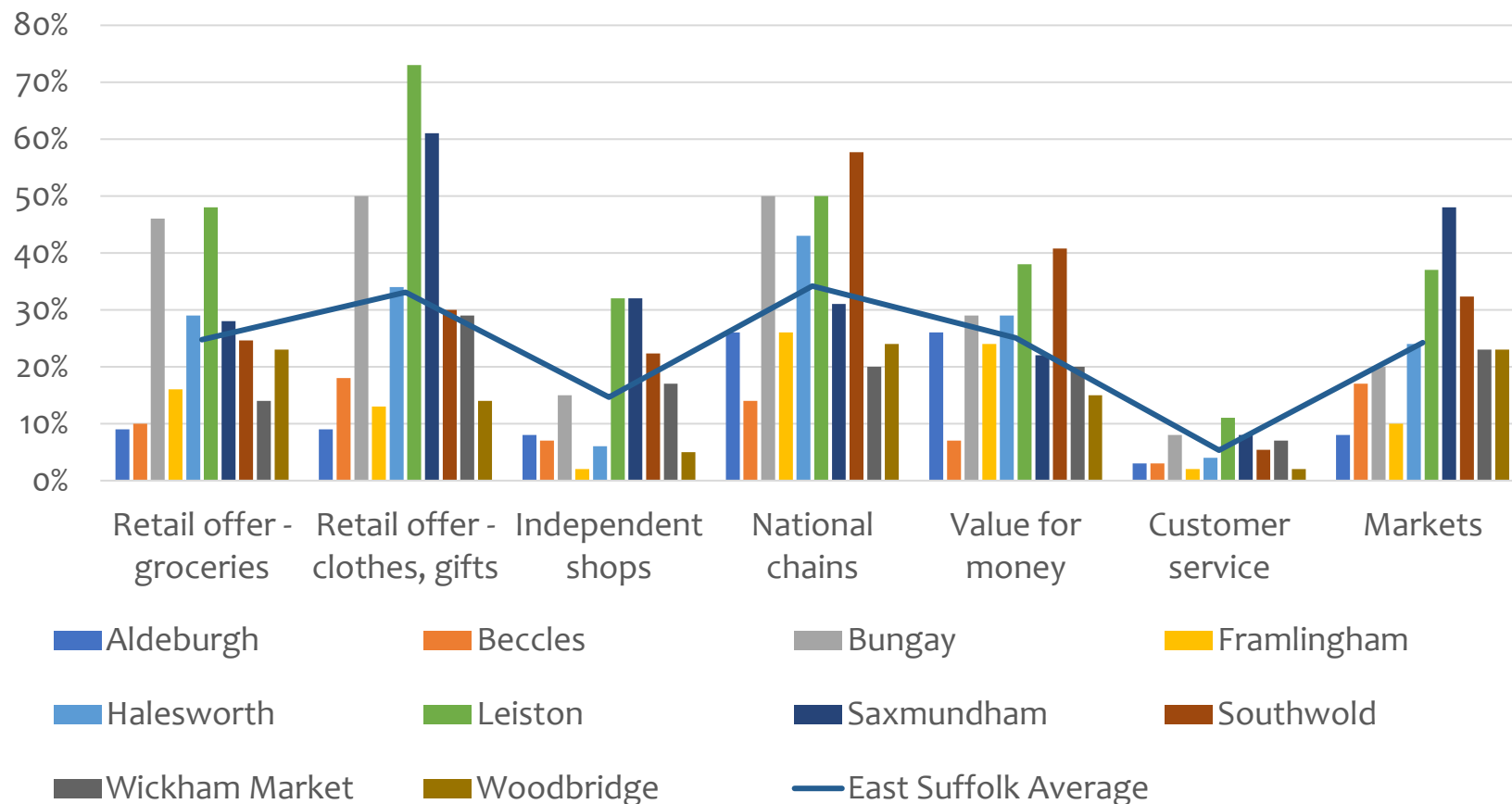
**& PEOPLE
PLACES**

Changing experience

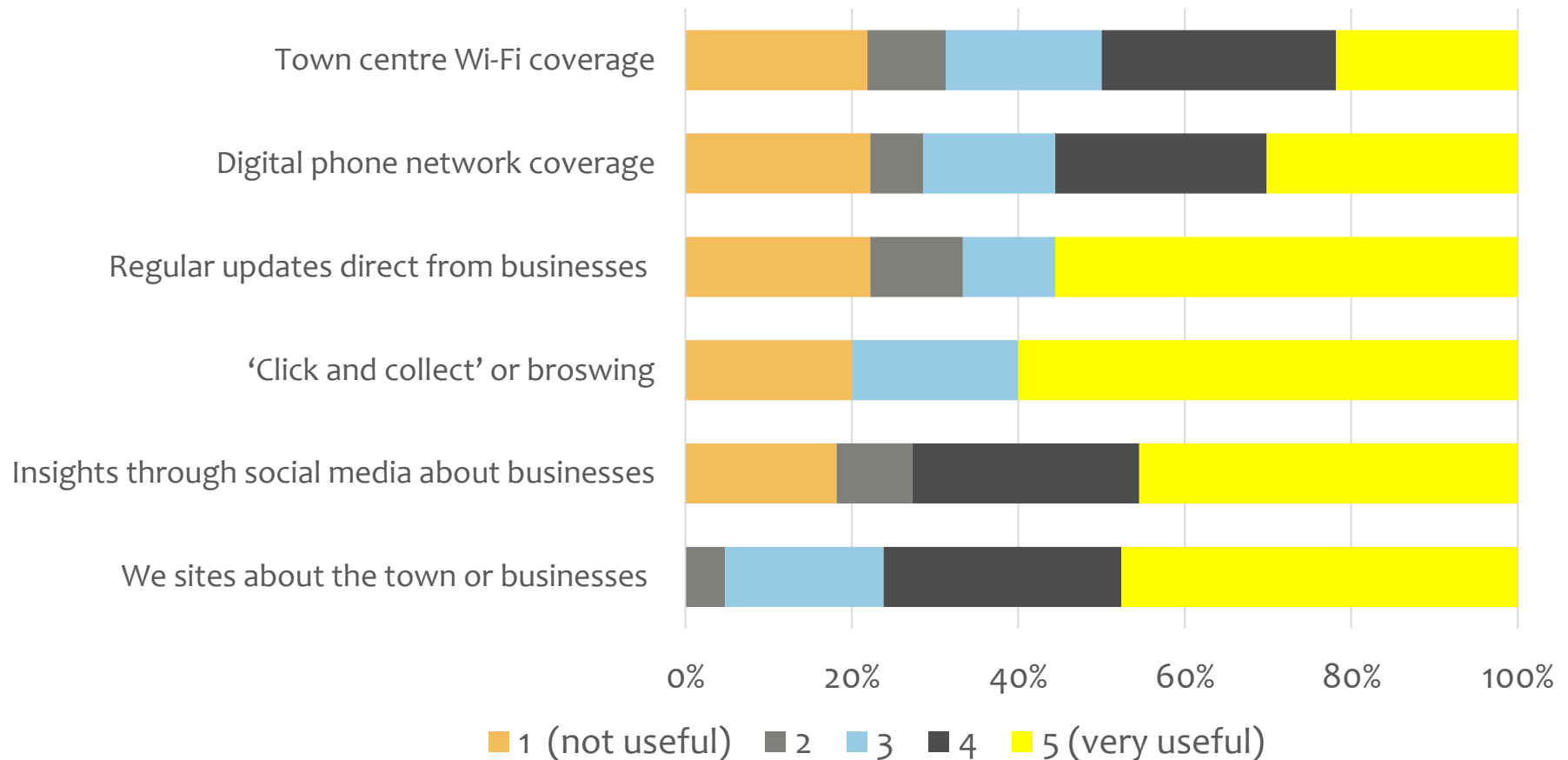


An East Suffolk perspective

Customers' Negative Perceptions (Retail)



Developing digital (customers)



A large, solid yellow circle containing the text 'Marketing & digital' in a dark grey, sans-serif font.

Marketing & digital

- devising, managing & delivering action plan to boost appeal
- over-seeing delivery of branding, promotion, events & digital
- comprising Choose Woodbridge, district council (incl. Smart Towns) plus special interests such as Farmers Market & Jetty Lane CIC
- updating coordinating group
- quarterly meetings

A yellow speech bubble with a tail pointing towards the bottom left, containing the text '4a. Any thoughts on role & representation?' in a dark grey, sans-serif font.

4a. Any thoughts on role & representation?

Delivering joined-up solutions

Creating a 'can-do' attitude with measurable change

Delivering successful town centre change is a long-term venture involving vision, ambition, a broad approach & coordinated delivery amongst local partners. Here are some suggested building blocks of successful action planning focused on measurable targets for tracking change. It is vital for local partners to keep focused on such outcomes.

Improved journey in to town

Targets: Plan with local authorities for improved traffic management & parking provision plus opportunities for increased active travel to town with resultant improved accessibility, stakeholder perceptions & demand for improvement.



Enhanced identity & experience

Targets: Improved customer perceptions of changing town centre experience reflected in continued positive perceptions about the town centre and increased business confidence.



Increased foot-flow around town

Target: Measurable increases in foot-flow around town & dwell times amongst local residents & visitors. Such improvements should be mirrored by improved business confidence across Woodbridge town centre.



Positive engagement & impact

Target: Evidence of increased digital marketing by businesses & community groups; greater customer engagement; improved perceptions of retail & services mix; boosted business confidence.



It can be done!

Creating Woodbridge's 'Forward Framework'

Let's talk!

