



Shaping the future of market towns *-a national and Norfolk perspective*





Chris Wade

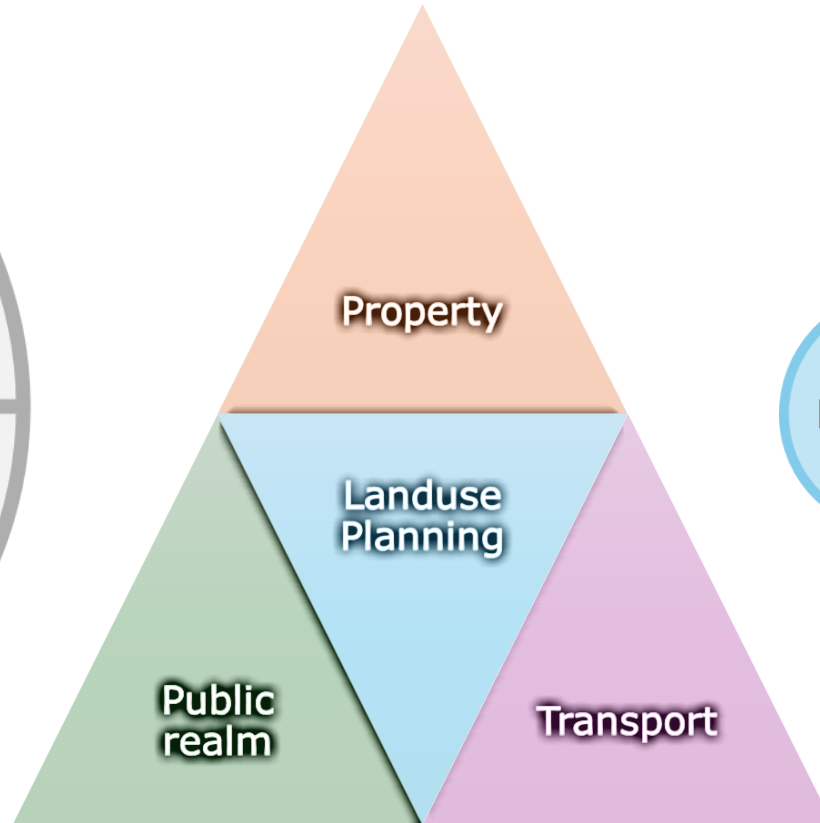
Director,
People & Places Partnership

- Fellow of Institute of Place Management
- Author Local Government Assoc. Town Centre Toolkit
- Former High Streets Task Force Expert, ATCM Council member & Towns Alive CEO
- Recent work incl. place plans for 12 East Suffolk, 3 North Yorkshire & 6 Hertfordshire market towns

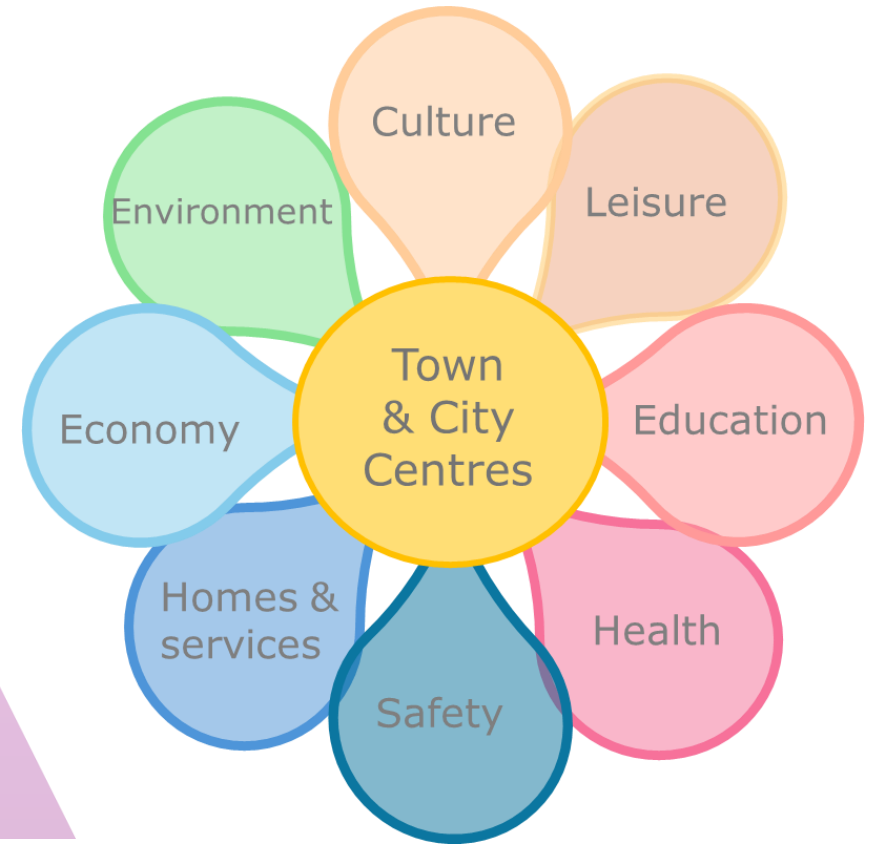
Shaping the future of market and coastal town



How (& Who)



What (Hardware)



What (Software)



Norfolk Priorities for Placemaking and Communities

1. Support all places across Norfolk to provide a high **quality of life**
2. Strengthen communities, support resident **wellbeing** and increase **pride of place**
3. Promote Norfolk as a place to **live, work, visit and invest**

National policies focused on people in place



- 'Puzzle of policies' targeting 'impacts of place on people'
- Latterly linked using the concept of boosting 'pride in place'

What is the key ingredient shaping the future of Norfolk's market & coastal towns?



I'm looking straight at it!



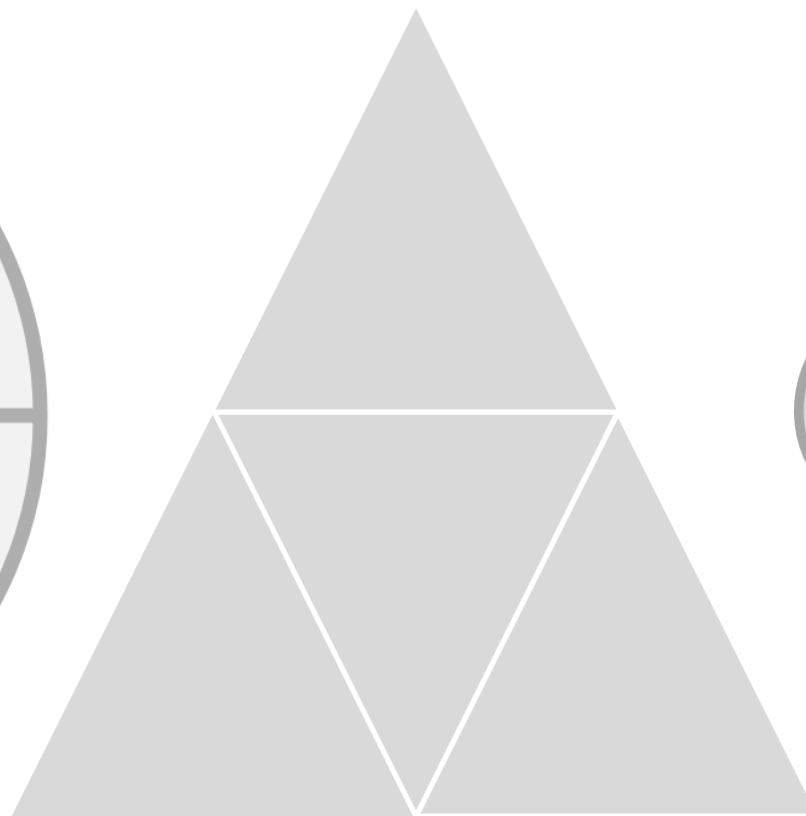
"Where we've seen high streets managing to reverse decline and plot a route to reinvention, it's largely been down to passionate, committed individuals from different organisations working together around a common vision for their location."

High Streets Task Force, 2024

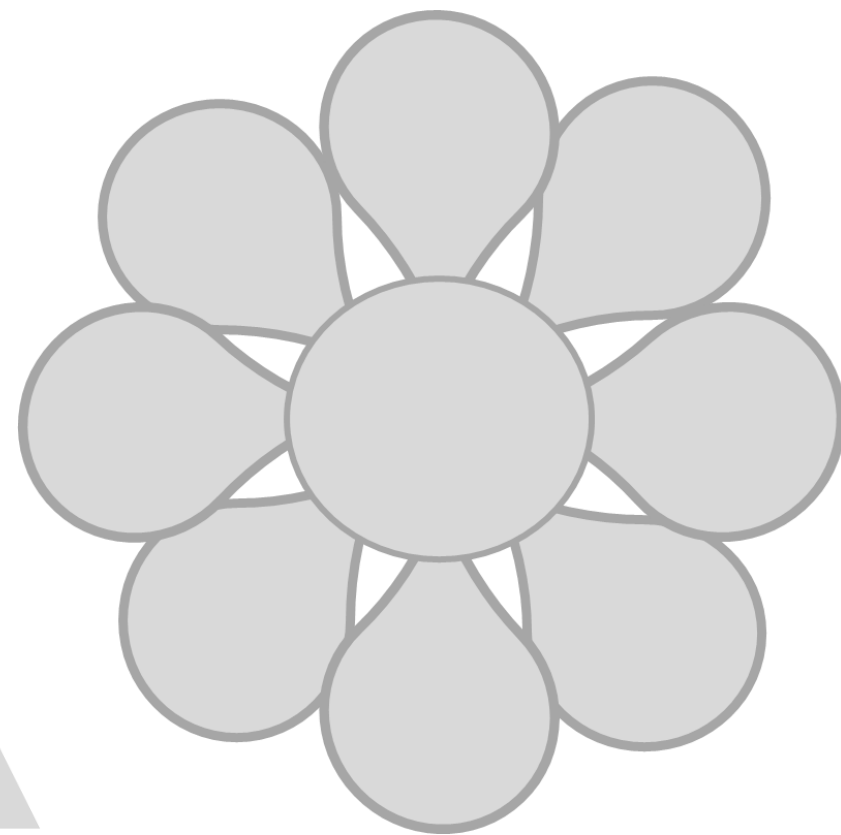
People & partnerships behind pride in place



How (& Who)



What (Hardware)



What (Software)

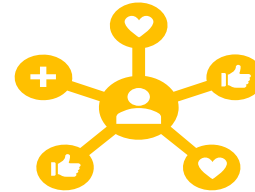
What influences Norfolk's potential pride in place?

- Pioneering benchmarking key of performance measures
- Analysis of 175,000 response to Community Life Survey

People



Civic engagement

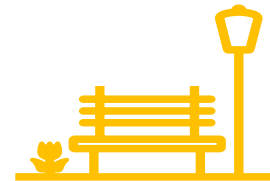


Civic influence

Place

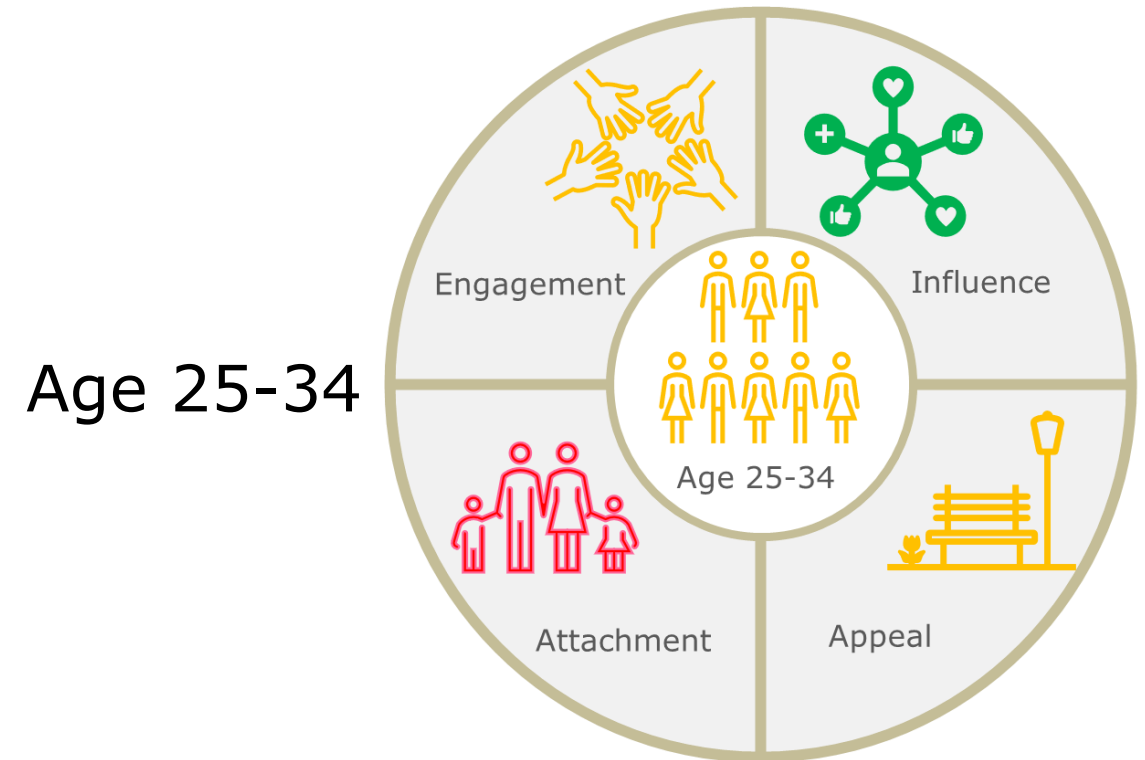
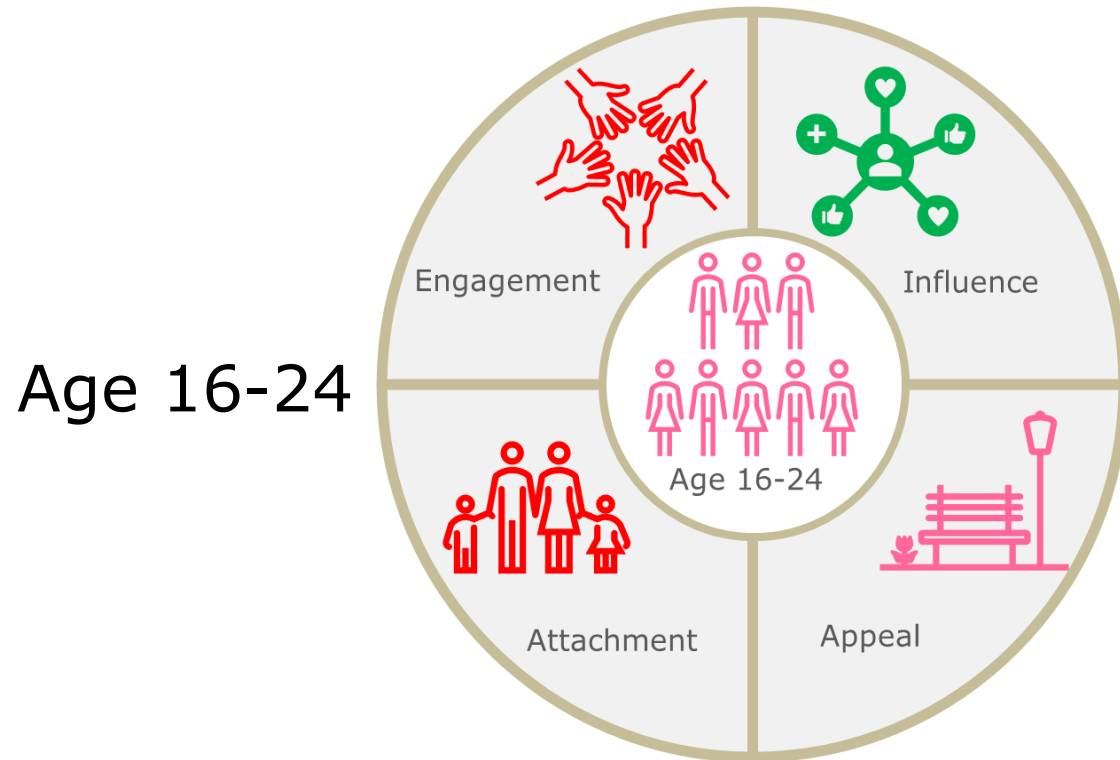


Attachment to local area



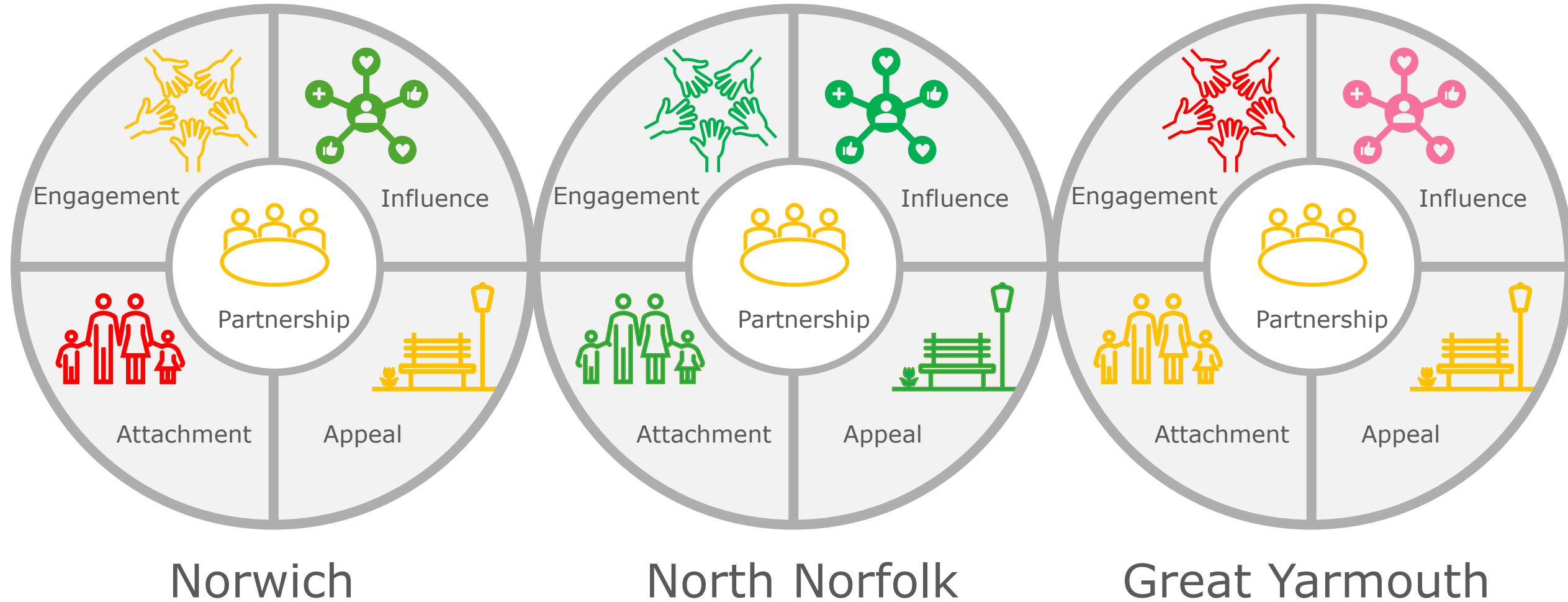
Area's appeal

Young people: Limited expectations & openness to change

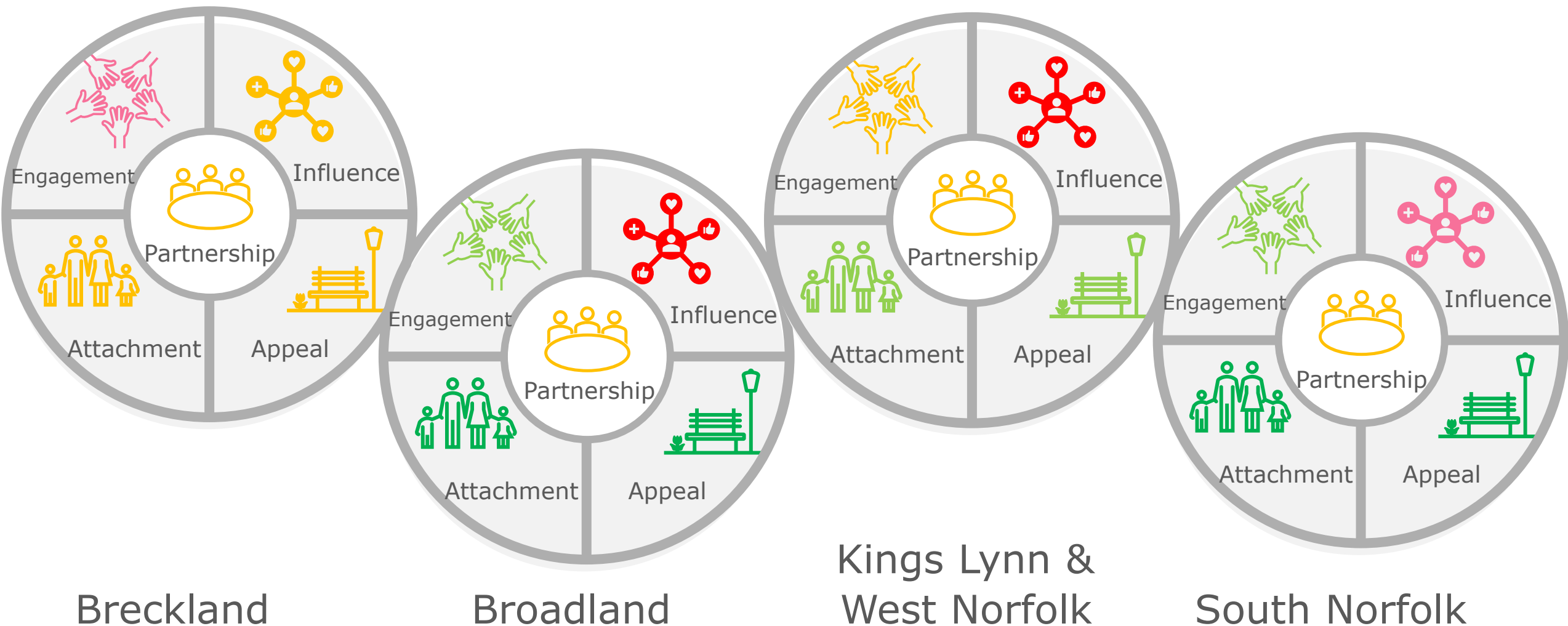


1. Challenging levels of civic engagement;
2. Modest expectations of influence
3. People's aging attachment to places;
4. Youth's limited pride prompts progress

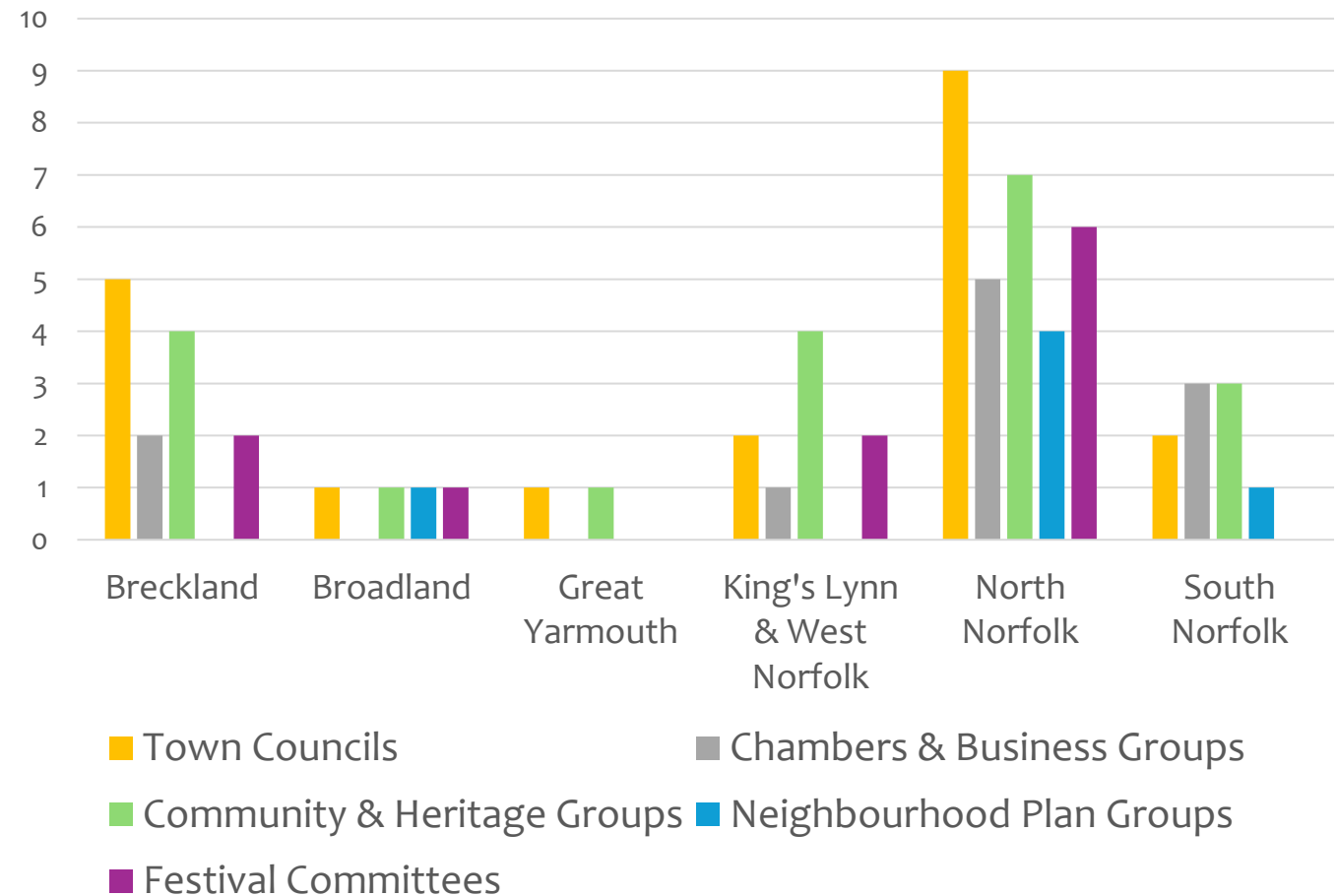
Norfolk's varying potential for 'pride in place'



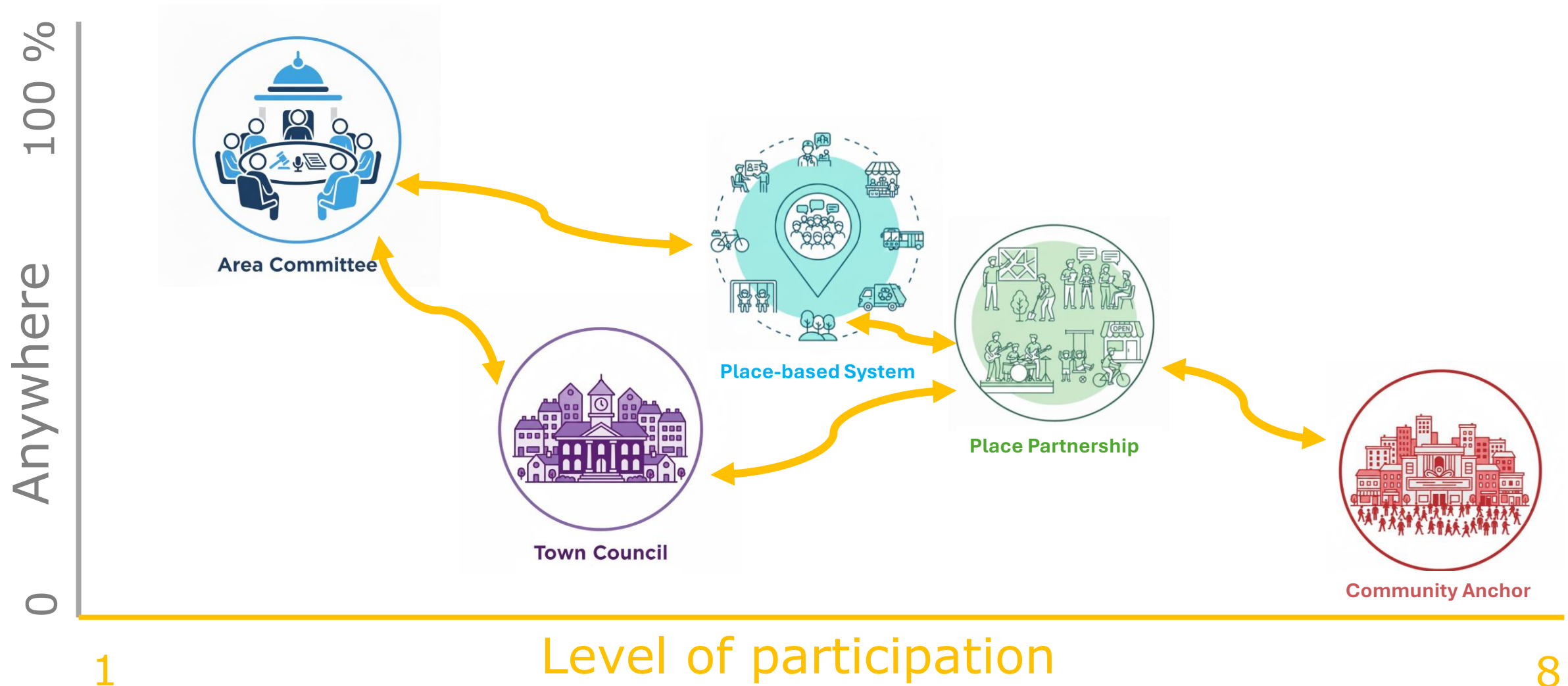
Norfolk's varying potential for 'pride in place'



Existing place partners in Norfolk towns



Local governance: What, where & how?





North East High Street Commission



South Yorkshire Growth Plan for Connected, Vibrant Places



Frontiers for place progress

Three regions to watch in the New Year



York & North Yorkshire Town Investment Plans

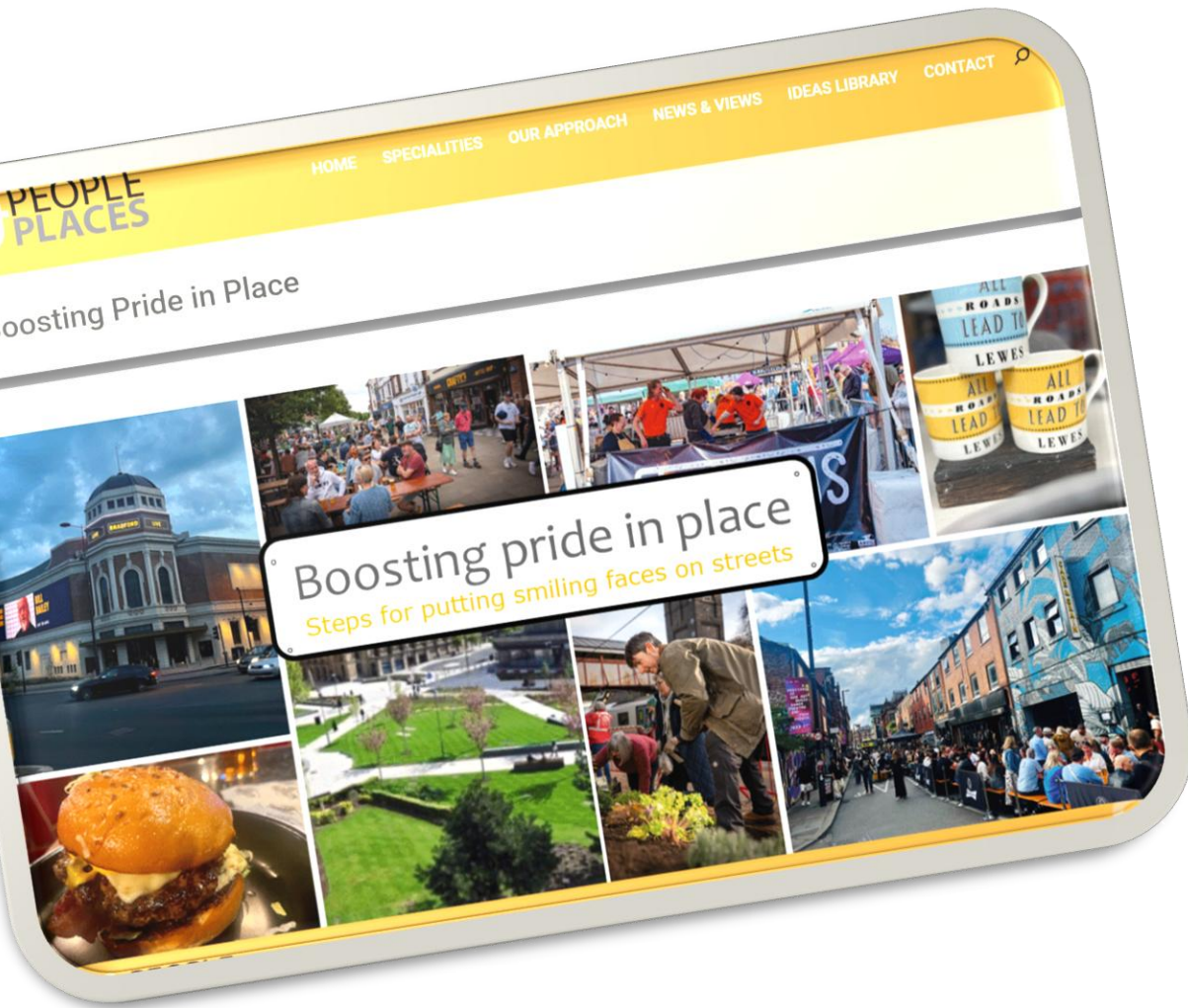
Selby Station Gateway Project Artist Impression

Value of long-term plans & partnerships



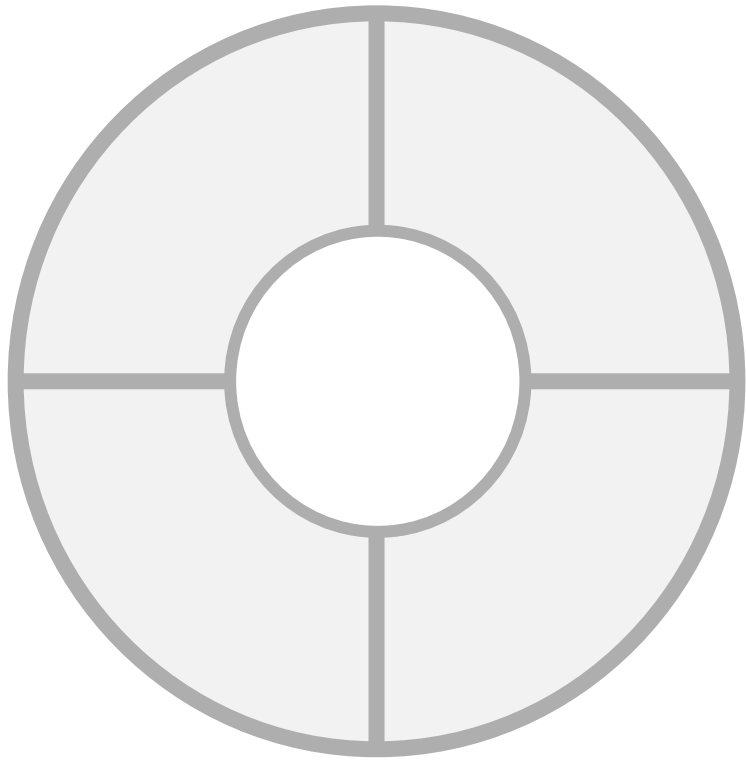
- ✓ Baseline evidence & understanding
- ✓ Place partnership & 5-year plan
- ✓ £500,000 Heritage Action Zone
- ✓ £25million Station Gateway
- One of 32 partnership-based Town Investment Plans backed by Unitary & Combined Authorities

Ten steps for boosting local pride in place

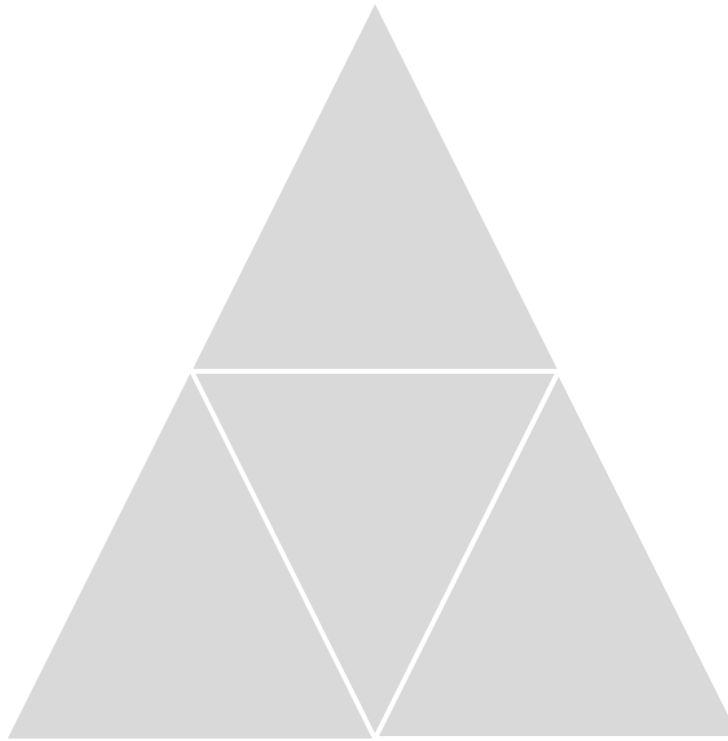


1. Work across issues and policies
2. Put partnerships in place
3. Involve, empower and co-create
4. Improve journey from 'sofa to shop'
5. Create public spaces for people
6. Diversify the business mix
7. Create community enterprises
8. Embrace heritage and culture
9. Change the narrative and brand
10. Manage, monitor & share success

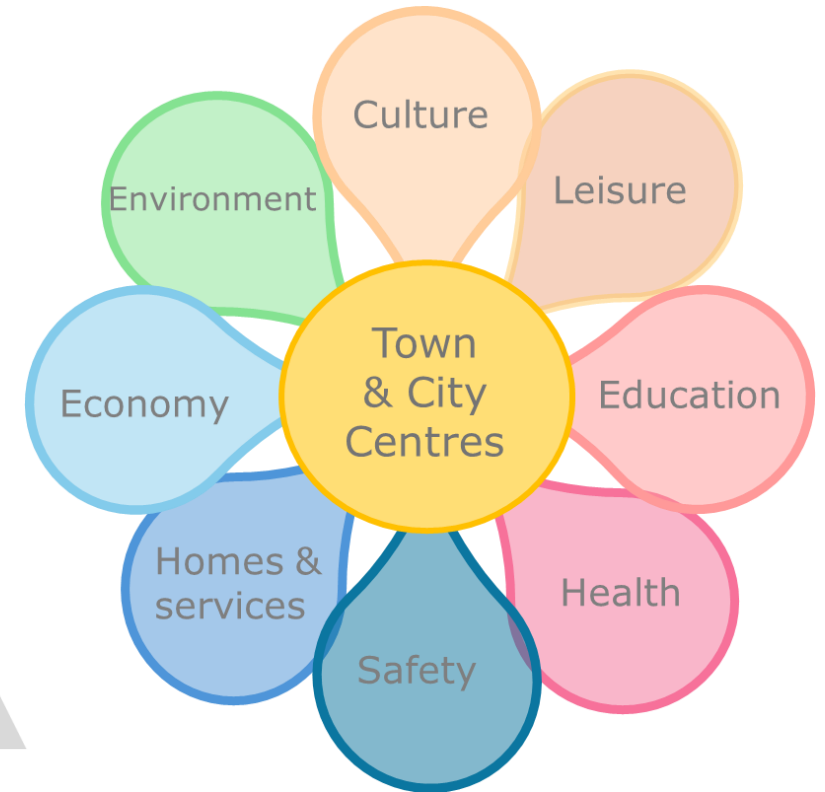
Improving infrastructure from 'sofa to shop'



How (& Who)



What (Hardware)

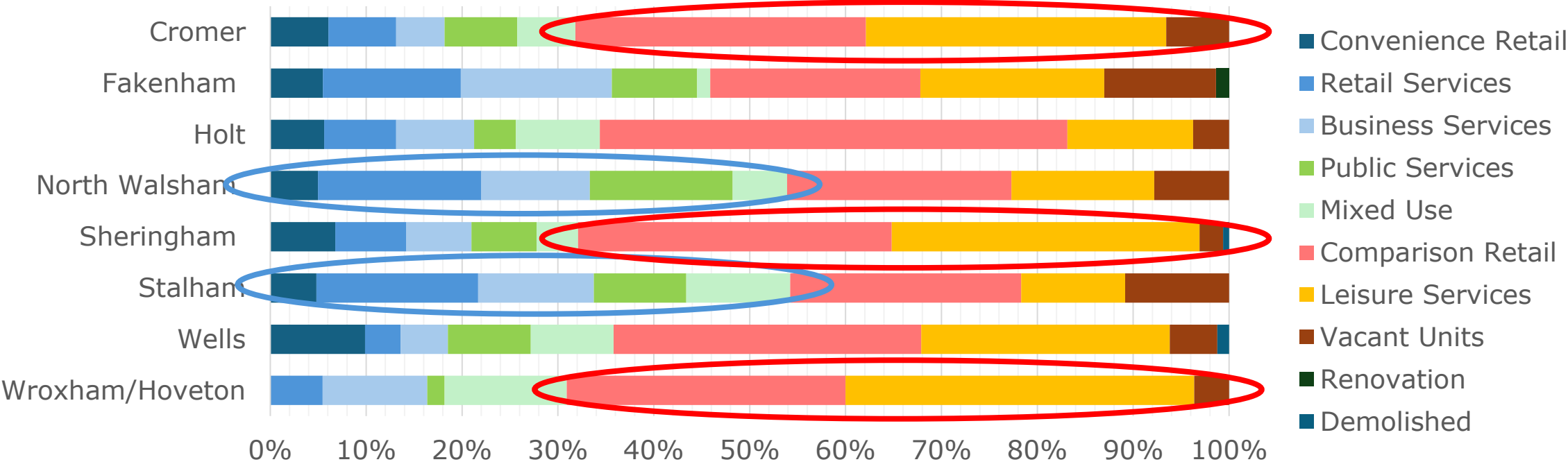


What (Software)

Sofa to shop

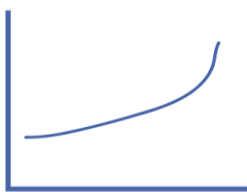
ONE: Refreshing place brands and identity
TWO: Traveling into and around town
THREE: Linking parking with people & place

Knowing what your town is and might become



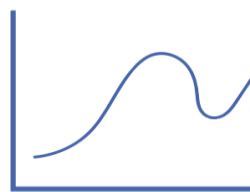
Multifunctional

42.4%



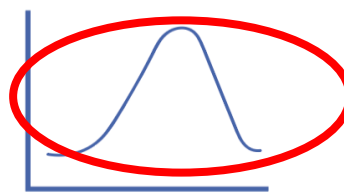
Comparison

18.3%



Speciality

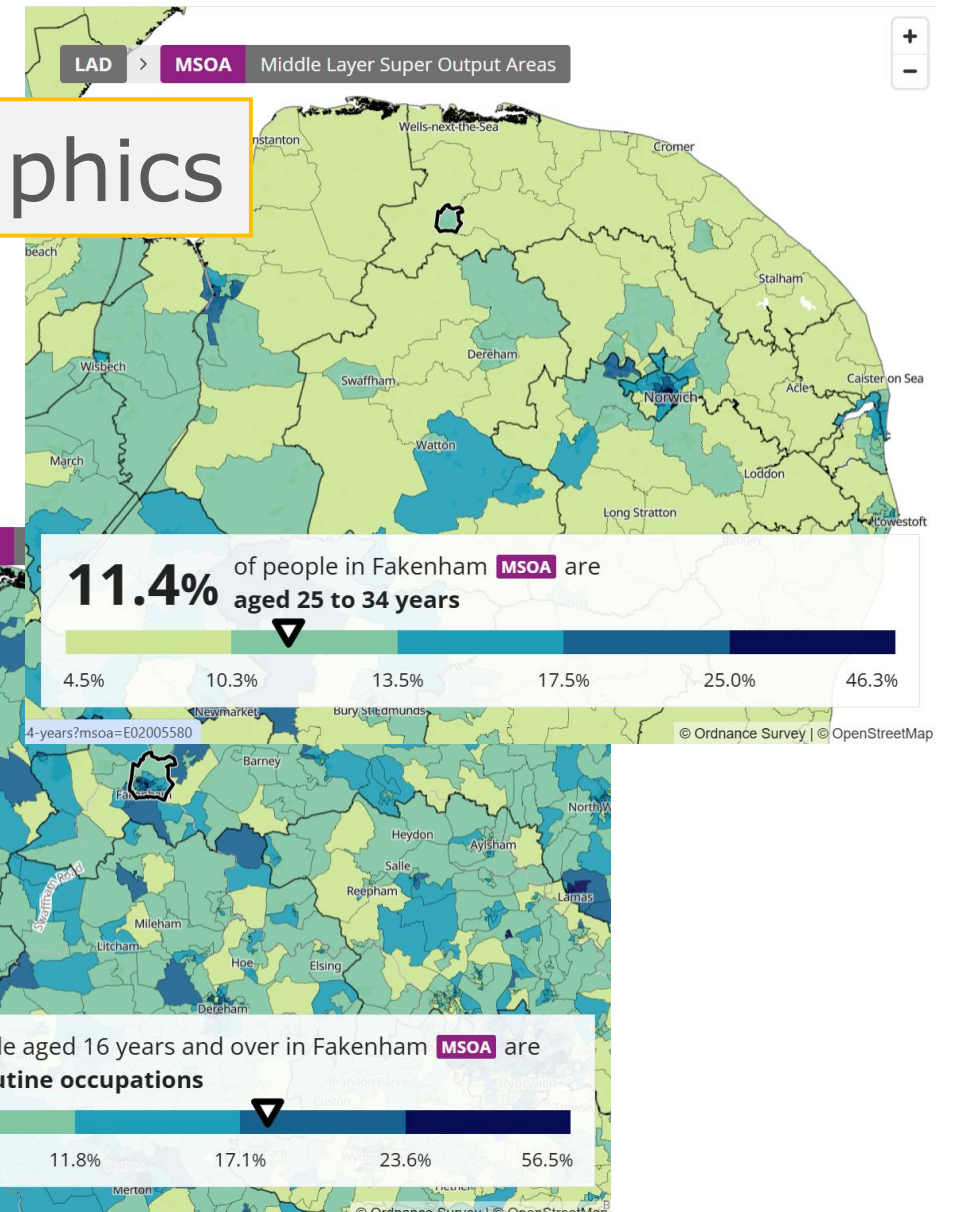
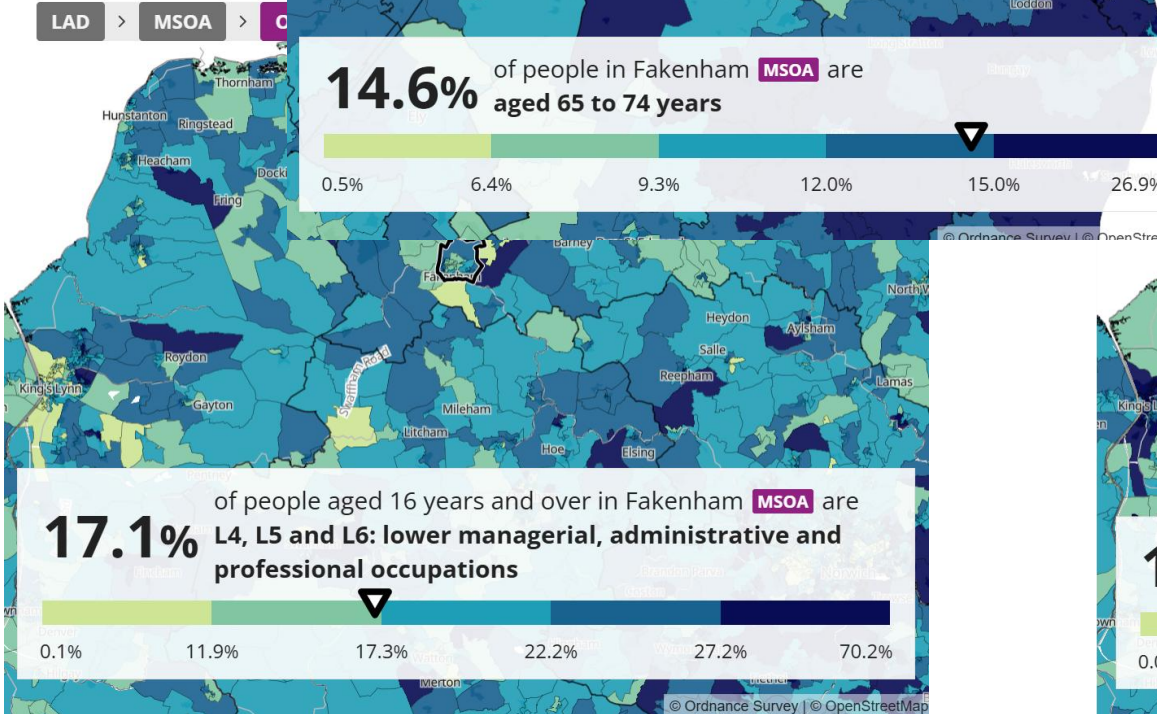
31.4%



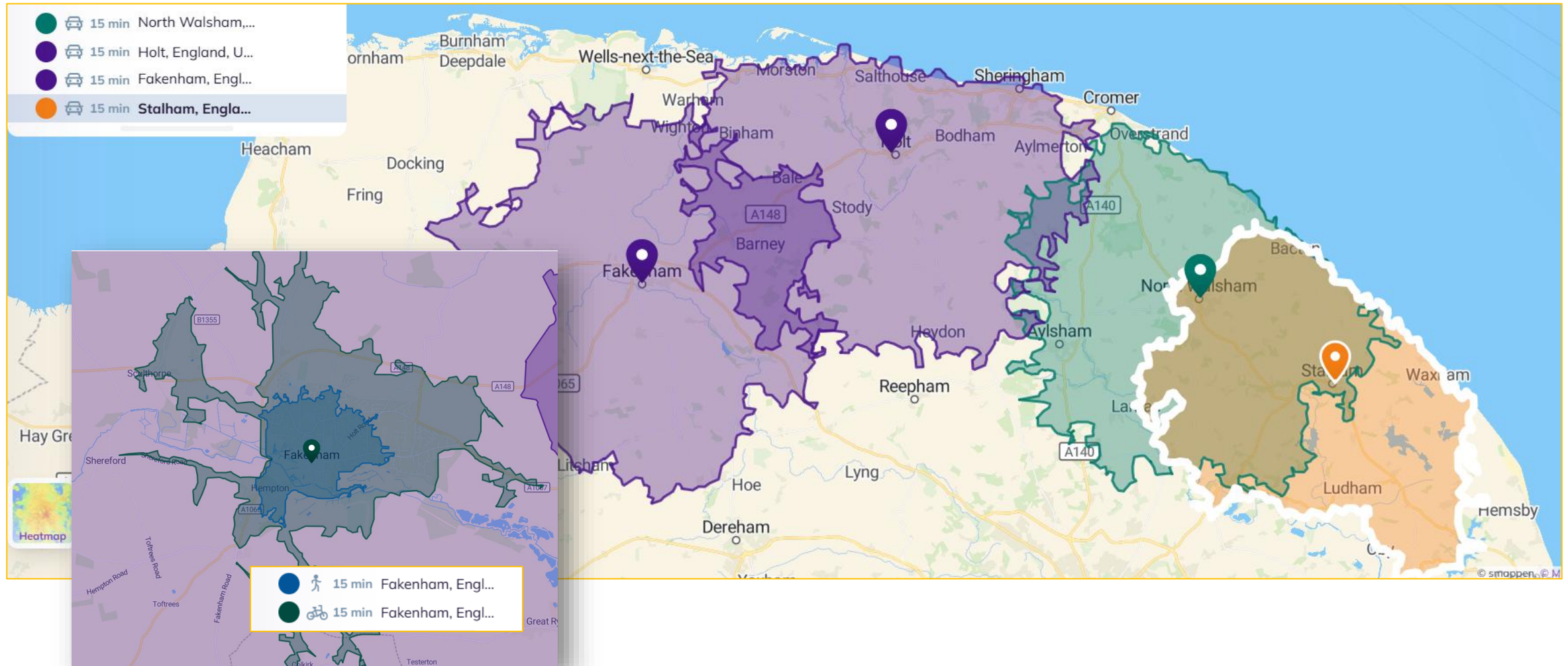
Holiday

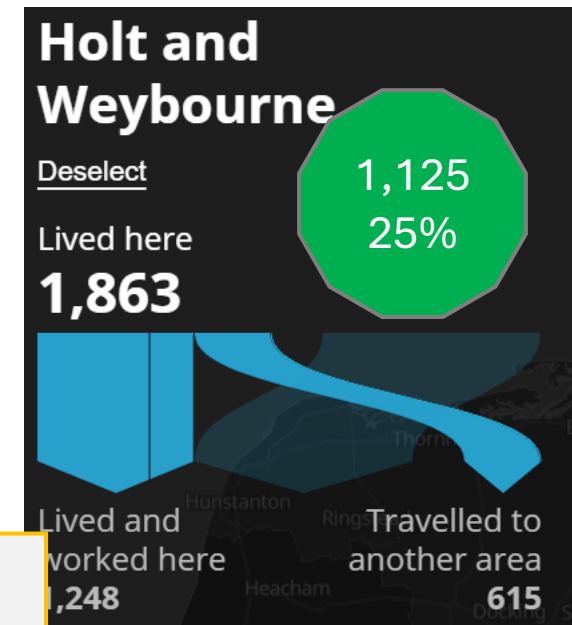
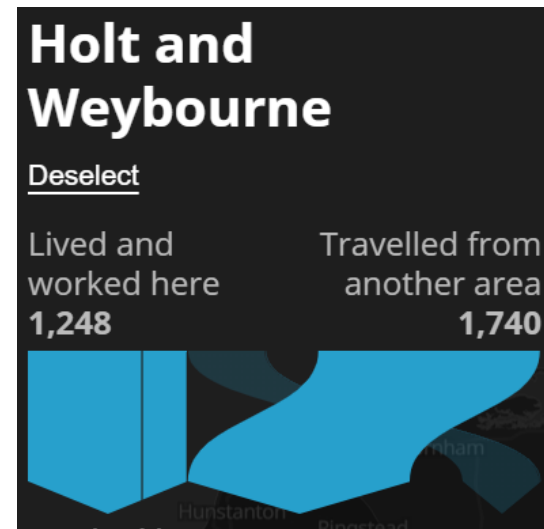
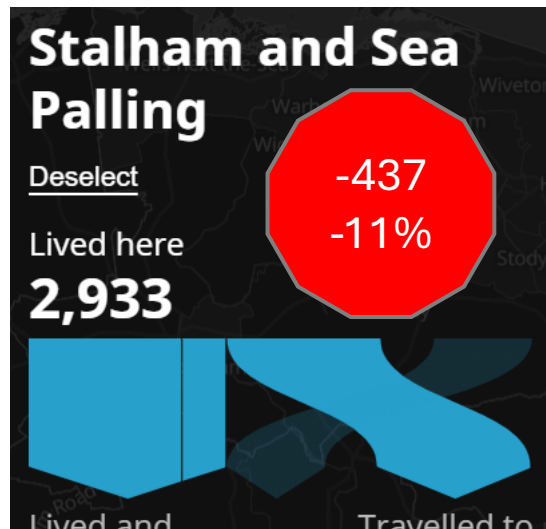
7.9%

Catchment demographics

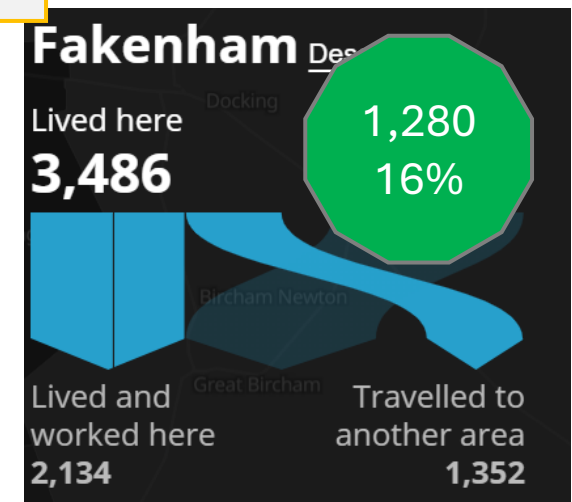
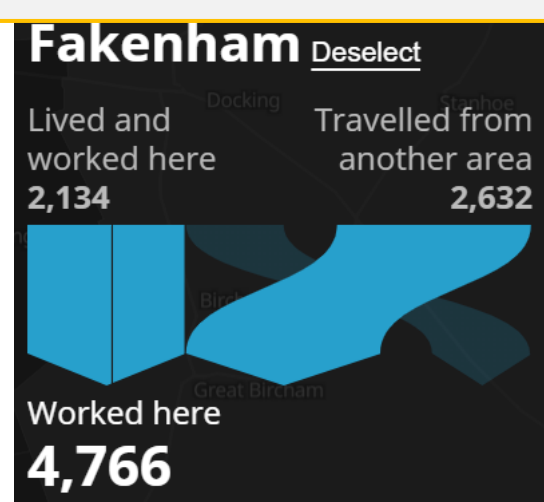
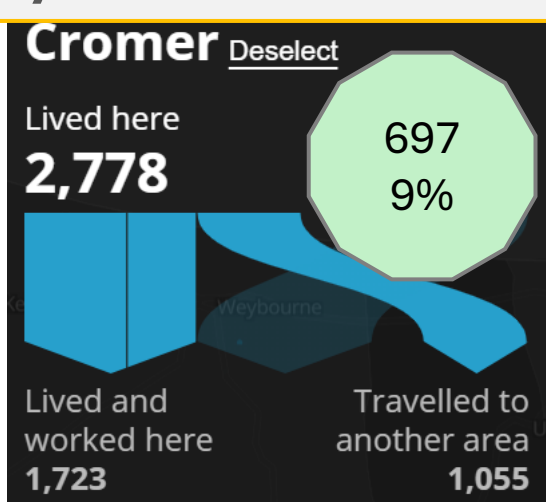
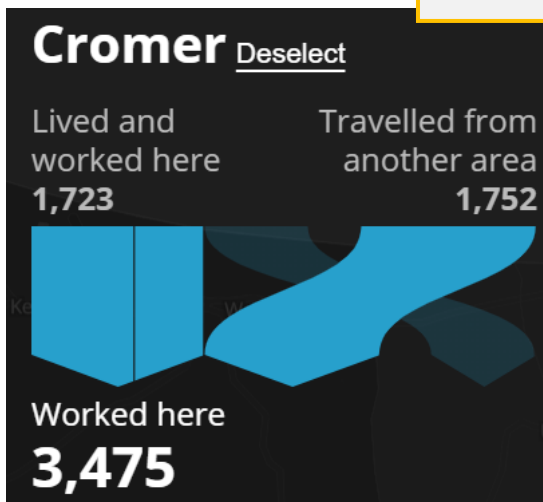


Catchment area and travel modes





Daily flow inwards & outwards



**Country Loving
Traditionalists (30%)**

Empty nesters with traditional values that take countryside breaks.
Good quality, secure accommodation is a priority

Growth Segments

**Free and Easy
Mini Breakers (26%)**

More likely than other segments to be 'young, free and single'.
Demographically close to 'the average Joe'

Overseas Markets

North American and near European visitors, with an interest in our (shared)

Tourism potential between places

Niche / Special Interest

More and special interest categories that apply to Norfolk and Suffolk could
include pilgrimage tourism, WWII heritage tours, churches and Deep History

Maintenance Segments

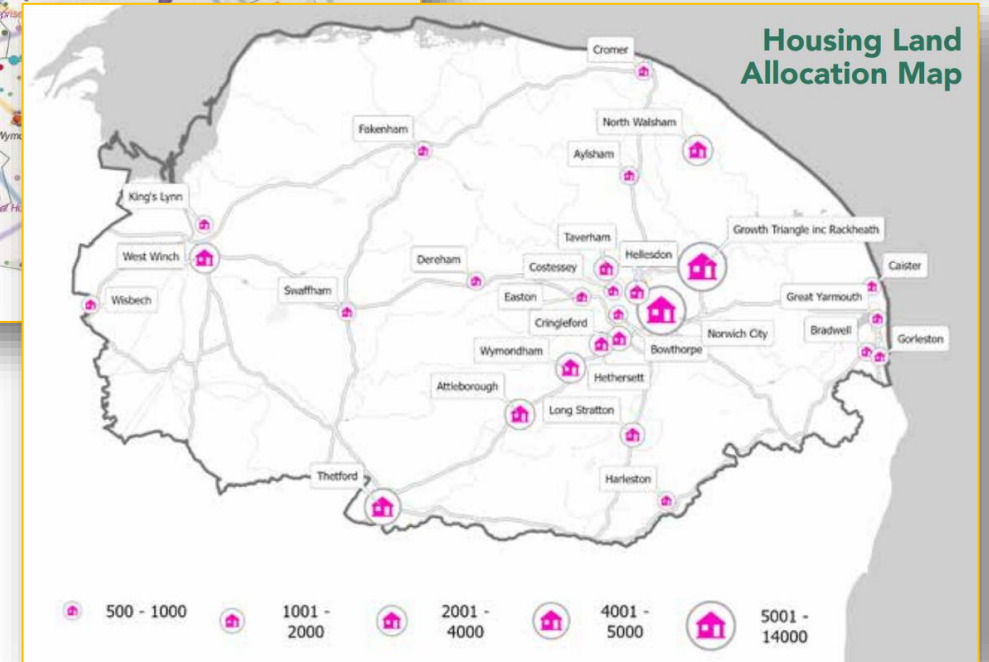
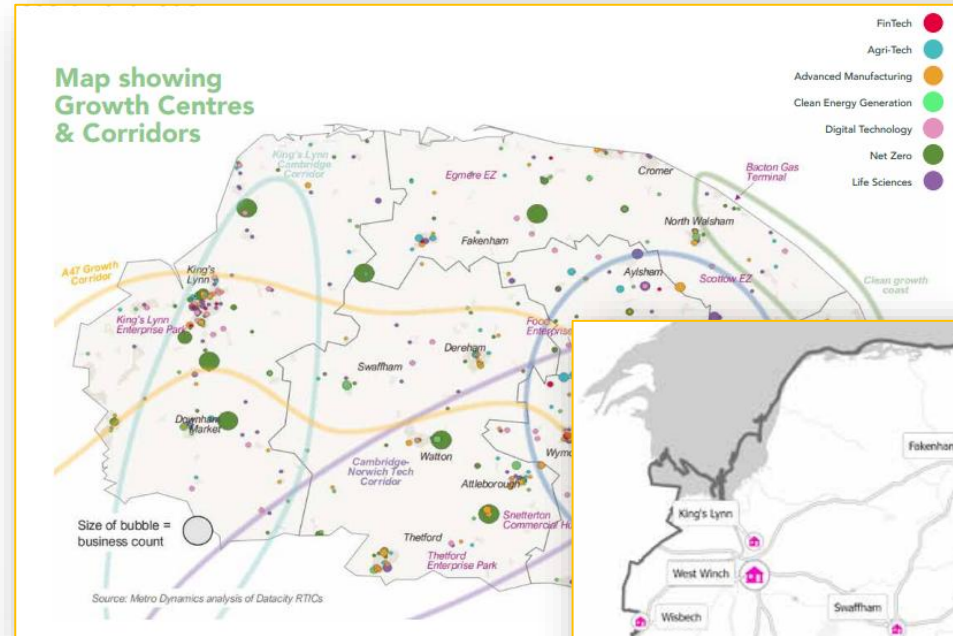
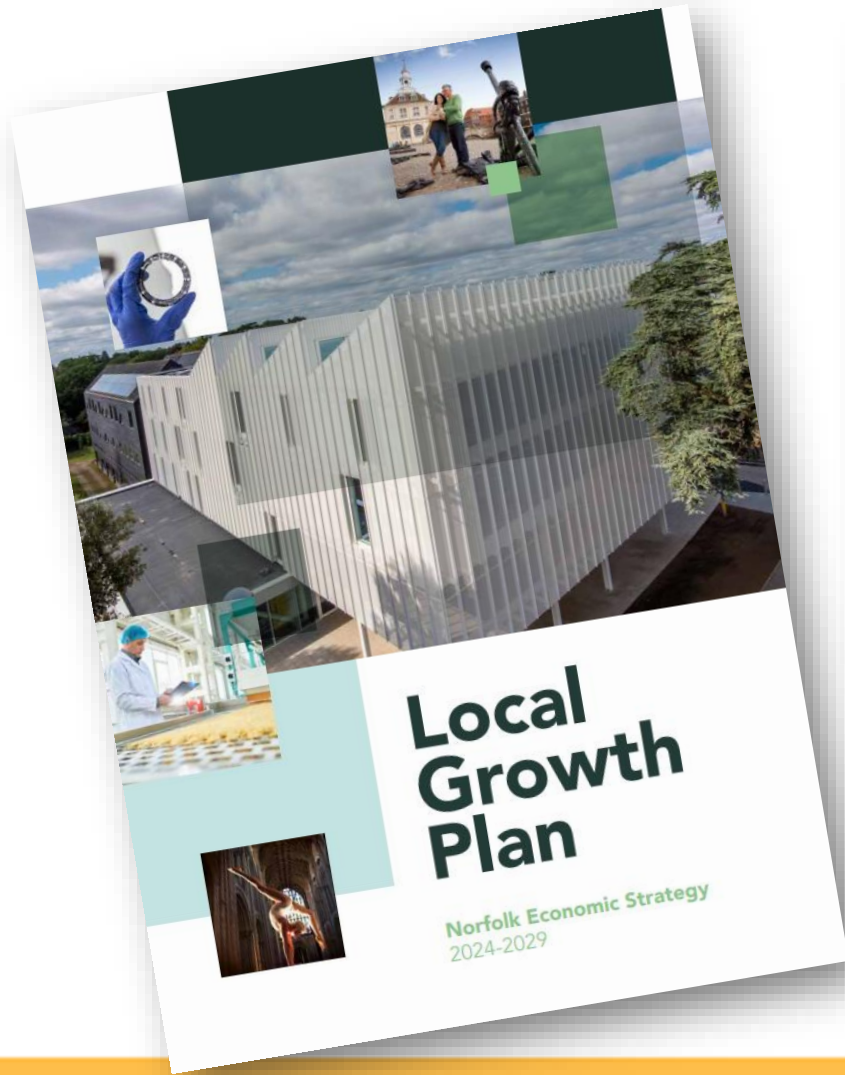
Fun in the Sun (20%)

Parents looking for family orientated summer holidays where beaches
play a starring role. Tend to seek cheaper, more social alternatives to hotel
accommodation, such as caravans or holiday camps

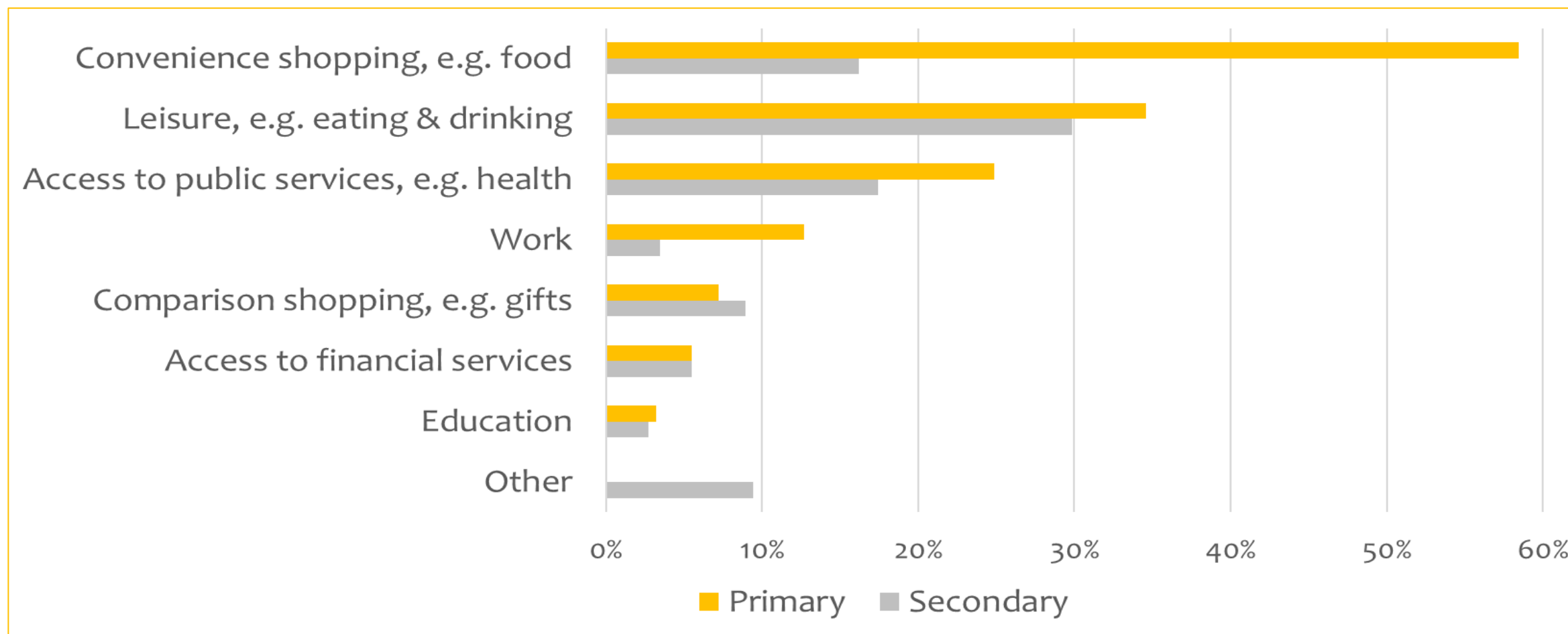
**Fuss Free Value
Seekers (11%)**

Empty nesters on a budget, they seek good value beach holidays with
convenient transport links (they are more likely to travel by public transport).
Tend to be less digitally active than other segments

Predicting future growth potential



Reasons for visiting town centre



**User
type**

**Trigger for
trip**

**Online
investigation**

**Digital
navigation**

**Determining
arrival point**

Visitor

Media, incl
social; possibly
word-of-mouth

Online info
about business,
event or visitor
experience

Sat nav to
'town centre' or
venue

Possibly via sat
nav, online
research or
venue advice

Resident

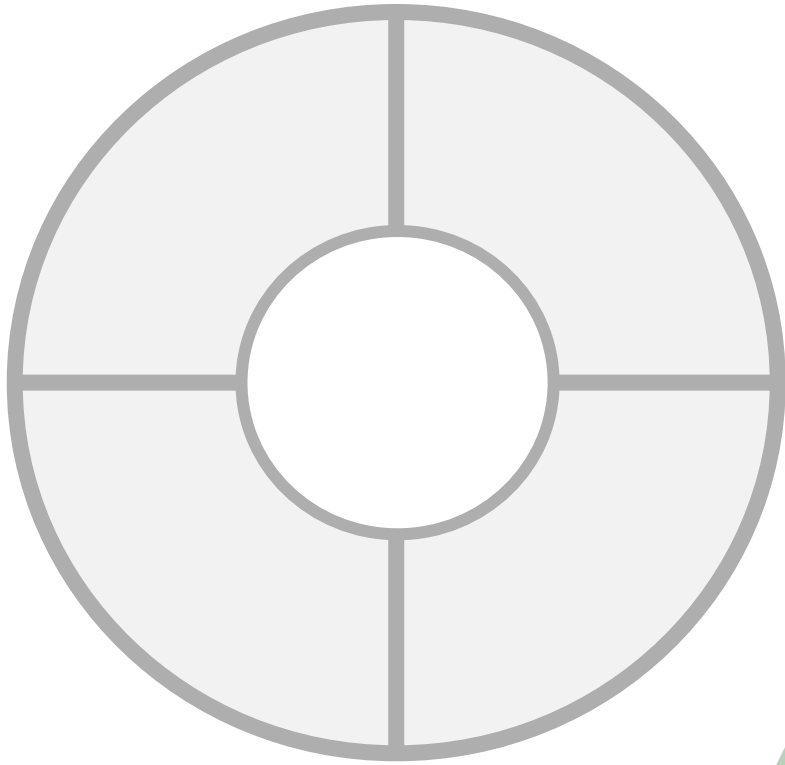
Word-of-
mouth; possibly
media incl.
social

Very limited
about business
or event

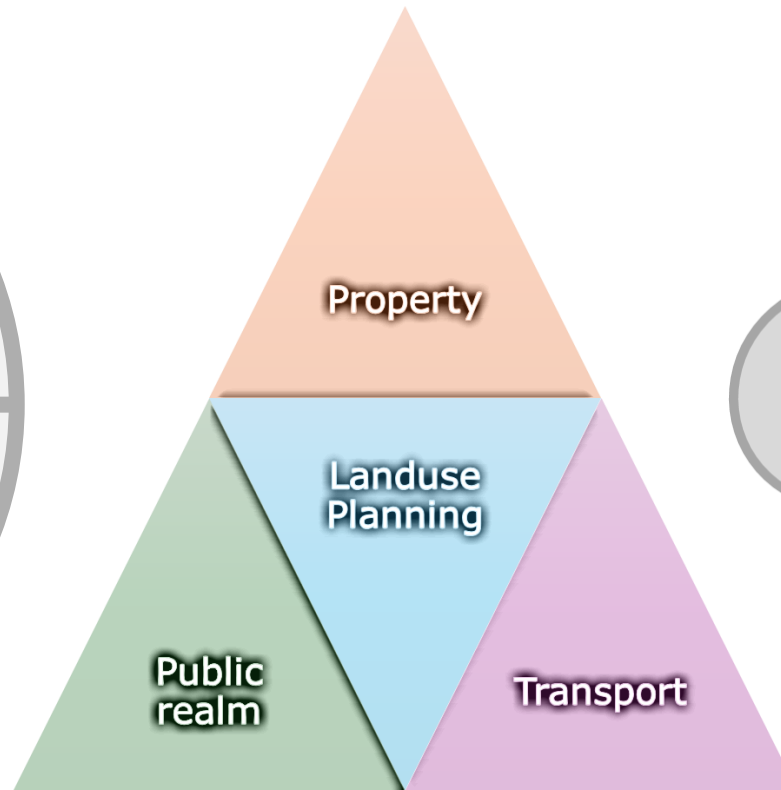
Habitual route

Habitual
parking, bus
stop or directly
on-foot

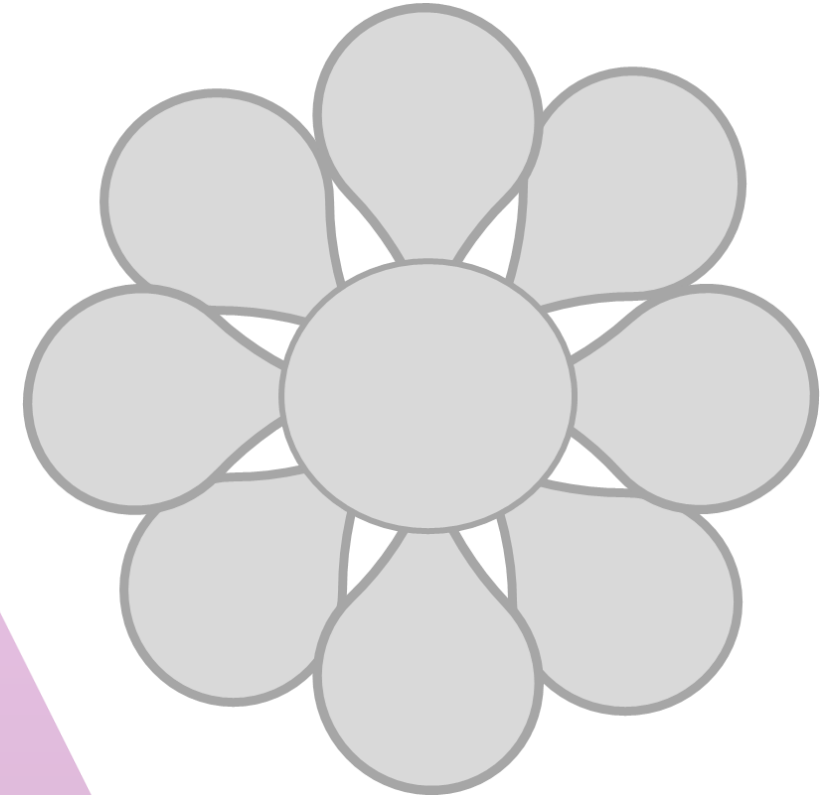
Improving infrastructure from 'sofa to shop'



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What (Software)

Local Transport Plan 4 Strategy 2021-2036



IN
TRAN

Bus Service Improvement



Developed by Norfolk's
Enhanced Partnership



Version 2
June 2024



Countywide Local Cycling and Walking Infrastructure Plan

Main Report

February 2024

Fakenham Network Improvement Strategy April 2020

The role of parking in place



Customer-focused look at parking & place



People, Places & Parking Process

- ✓ Stakeholder perspectives
- ✓ Quality (journey audit)
- ✓ Quantity (supply & demand)
- ✓ Convenience (location & availability)
- ✓ Cost (Tariff & profitability)
- ✓ LGA & BPA recognised national good practice

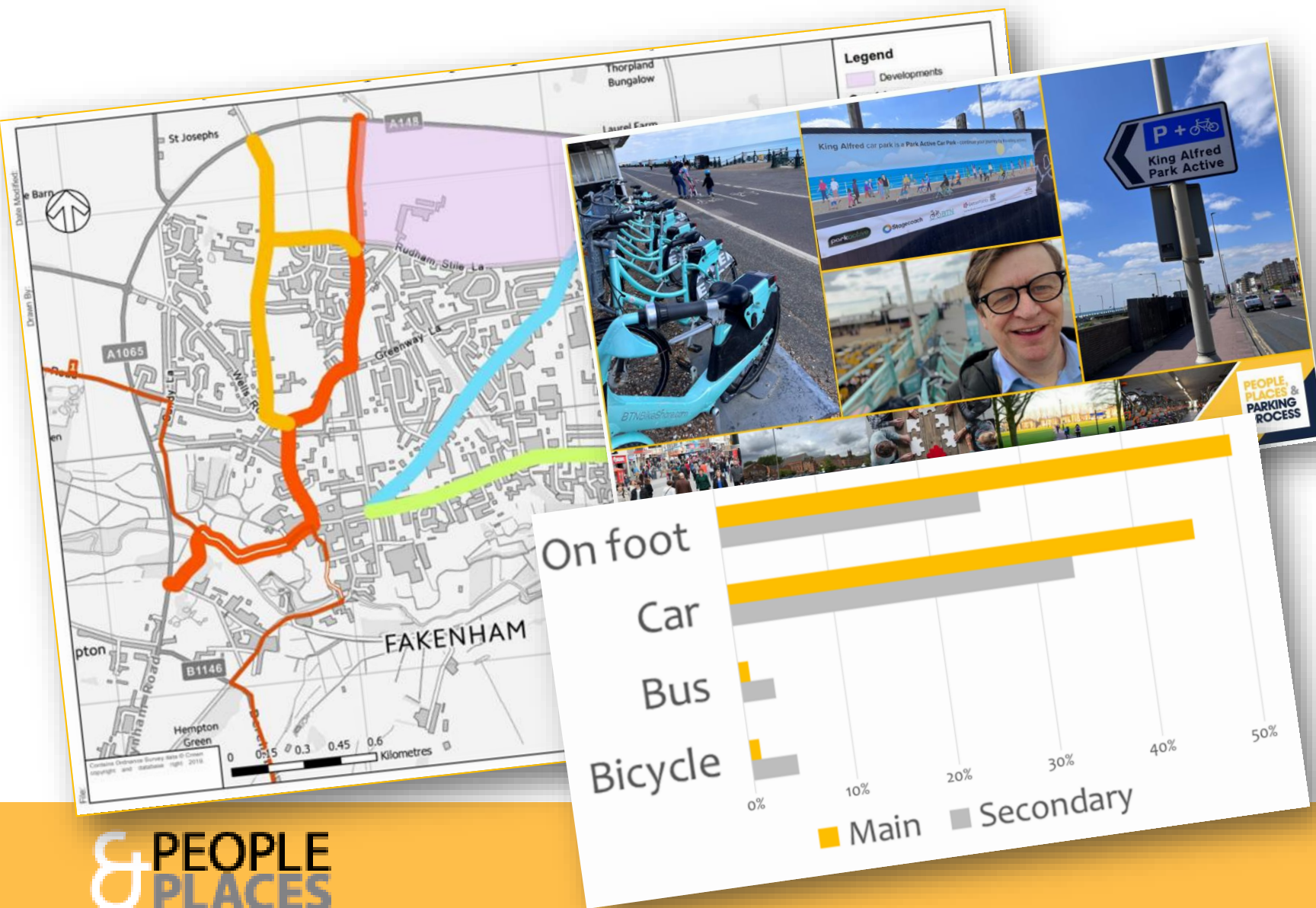


Opportunities to change travel mode



Between car & active travel

- ✓ Car to foot biggest opportunity
- ✓ Important for existing & new residents
- ✓ Park Active can work for visitors
- ✓ Seating boosts walking



Merging parking services to level of best



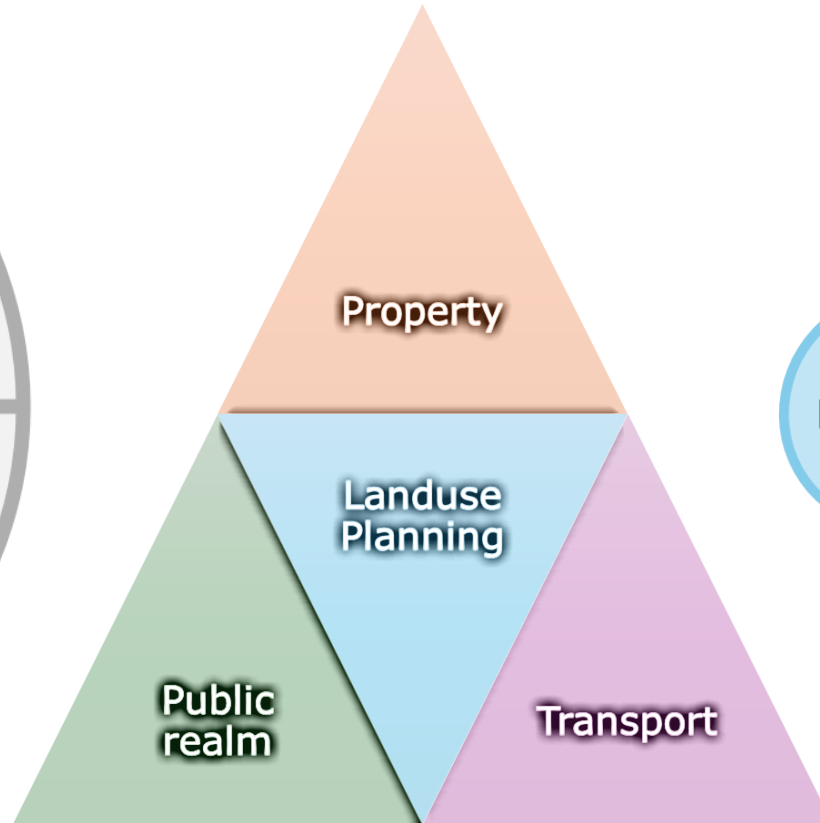
Cambridgeshire

- ✓ 7 services into 2
- ✓ Combining on- & off-street
- ✓ Free to £25 a trip
- ✓ £300k deficit to £5m surplus
- ✓ Quality of parking journey
- ✓ Payment technology incl. apps

Shaping the future of market and coastal town



How (& Who)



What (Hardware)



Where

