

RnD Group discussion Town Regeneration

Monday 15 June

Short, medium and long term

- Short what can be done in a few months
 - Cafe spacing, open up entertainment venues, encourage visitors eg special days
- Medium in a few years
 - indoor market, new cinema, more outdoor/indoor cafes, promote offering by waterfront . Star attraction might be a Guildhall complex.
- Long over 5 to 10 year period
 - townscapes a mix of living and retail emphasis on leisure facilities rather than retail. Destination rather than shopping

Town Regeneration Strengths

- Pent up demand
- Loyalty to towns
- Tourism established
- Destination possibilities
 - Historic buildings, museums
- Space
 - Not overcrowded
- Waterfront

Weaknesses

- Covid restrictions
- Age profile
- Reluctance to use public transport
- Cafés limitations
- Online shopping

Opportunities

- Destination people need some where to go
- Access car parks buses
- Ahead of the game ie before other towns get going
- Closed shops re imagined for other uses
- Space for social distancing
- Two town squares ie Tuesday and Saturday market places
- Option to increase in Town living
- Waterfront closed to traffic could be used as a large outdoor refreshment/live entertainment space alongside a King Staithe Square

Threats

- Other towns in the area ie Cambridge, Norwich
- Fear factor ie people may not wish to go out and about
- Towns seen as unattractive to younger people
- Reoccurrence of virus