

# **Downham Market Visit by part team R&D**

# Strengths

- **Rail link to Cambridge**
- **Central bus terminal**
- **Good sports facilities provided by Alive Leisure**
- **Two central fully licensed social clubs**
- **Heritage Centre**
- **Historic Town Hall with performance space**
- **Post Office/Public Library/Police Station**
- **Interesting, well kept public realm**
- **Markets on two days**
- **Adequate Parking – some free**

## Strengths cont'd

- **Lively footfall even on a Tuesday in November – good number of independent shops**
- **Two supermarkets in town + Lidl to open out of town**
- **Public moorings on the Ouse relief channel plus more close by at Denver**
- **Housing close to rail station**
- **Health Centre**
- **Efficient by-pass**

# Weaknesses

- **Run down retail offering**
- **Upper storeys of some shops in poor condition**
- **Some facilities in need of enhancement**
- **Economy – spending power of hinterland**
- **Ease of travel to Cambridge for shopping diverts trade from town**

# Opportunities

- **Increased frequency of rail links**
- **Longer trains – ease of travel**
- **Increase parking at station**
- **New housing development - >400 homes NE and South of town**
- **Working from home – people need only intermittent access to office eg in London or Cambridge**

# Threats

- **Cambridge and London**
- **Proximity to KL means some facilities lacking eg night clubs; cinema**
- **No half hourly rail service as yet**
- **Town fail to present better**
- **Town Council**

# Recommendations

- **Apply to Townscape Heritage Lottery for funding to refresh shop fronts**
- **Further develop as commuter destination eg video marketing; virtual marketing**
- **Improve play area The Howdale – tired metal structure**
- **Inspire local community with pride in their town eg through a “Dickens” themed Christmas or other market**
- **Relocate some Borough meetings to the town where and when appropriate**