

LOUGHBOROUGH TOWN CENTRE

What future for our Town and City Centres?

- This event will focus on the challenges that are facing our local towns and Leicester city centre, particularly post Covid. It will consider how we can reimagine them so they are attractive and vibrant places that people want to live and work in, and enjoy the various shopping, cultural and leisure activities they have to offer.

Town centres have changed and will continue to change



- Even before Covid-19 shopping habits and behaviours had changed - driven by technology. Also, by widening gaps in 'disposable' income affecting customer spending power and habits.
- The pandemic has exacerbated/accelerated changes and has changed some things probably for ever. Not just in terms of consumers but also things like the property sector.
- Housing shortages and increasing levels of poverty are affecting our town centres with increases in rough sleeping and other social problems
- There is no going back. Place makers and businesses must identify how to successfully shape and create a new future and recognise that town centres of the future will be about a fusion of businesses, public amenity and residential land uses.

Challenging times



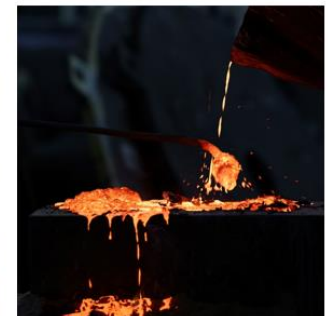
- The challenges facing businesses are perhaps unparalleled in the post–World War 2 era, the pandemic, Brexit, inflation supply chain issues, workforce/skill shortages
- Local government finance is the most restricted it has ever been in modern times, exacerbated by a triple-whammy of rising costs and reduced income and rising demand.
- And yet, we are seeing new businesses being created, new innovation and fresh-thinking which give reason to be optimistic about overcoming the challenges facing ALL town centres. Loughborough is not unique in facing challenges and actually is better placed than many cities and large towns which are suffering far worse than Loughborough.

Tier 3

MEETING FRIENDS AND FAMILY No mixing of households indoors, or most outdoor places, apart from support bubbles. Maximum of six in some outdoor public spaces (e.g. parks, public gardens).	BARS, PUBS AND RESTAURANTS Hospitality is closed, with the exception of sales by takeaway, drive-through or delivery.	RETAIL Open.	WORK AND BUSINESS Everyone who can work from home should do so.
EDUCATION Early years settings, schools, colleges and universities open. Childcare, other supervised activities for children, and childcare bubbles permitted.	INDOOR LEISURE Open. Group activities and classes should not take place.	ACCOMMODATION Closed (with limited exceptions)	PERSONAL CARE Open.
OVERNIGHT STAYS We advise against overnight stays other than with household or support bubble.	WEDDINGS AND FUNERALS 15 guests for weddings, civil partnerships and wakes; 30 for funerals. Wedding receptions not permitted.	ENTERTAINMENT Indoor venues closed.	PLACES OF WORSHIP Open, but cannot interact with anyone outside household or support bubble.
TRAVELLING Avoid travelling outside your area, other than where necessary such as for work or education. Further exemptions apply. Reduce the number of journeys where possible. Plan ahead and avoid busy times and routes on public transport. Avoid car sharing with those outside of your household or support bubble.	EXERCISE Classes and organised adult sport can take place outdoors, but people should avoid higher-risk contact activity. Group exercise activities and sports indoors should not take place, unless with your household or bubble. Organised activities for elite athletes, under-18s and disabled people can continue.	RESIDENTIAL CARE COVID-secure arrangements such as substantial screens, visiting pods, and window visits. Outdoor/airtight visits only (rollout of rapid testing will enable indoor visits including contact).	LARGE EVENTS Events should not take place. Drive-in events permitted.



Hope Bell

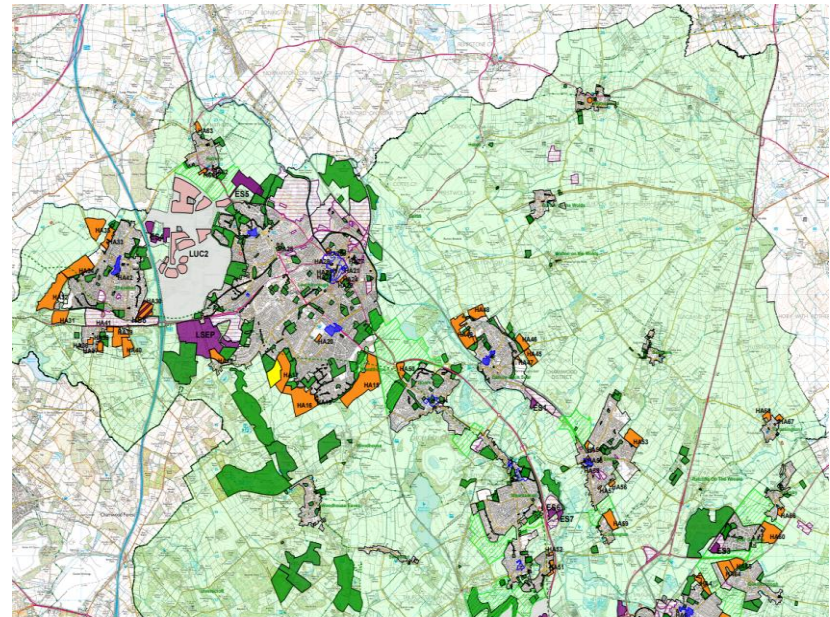


- Cast as part of Lanes & Links project
- To be located in Queen's Park

Local Plan 2021 – 2037



- Identifies the key role Loughborough and the town centre play in the economy of the borough
- Policies for the urban centre and some which specifically relate to retail and the town centre
- The plan encourages and protects retail, offices and other 'traditional' town centre uses
- Encourages more residential development in the town centre either as single use or mixed use schemes, depending upon the site. Identifies sites which could be brought forward
- Reinforces the need to see implementation of the aims and objectives of the Town Centre Masterplan.



Regeneration and New Developments



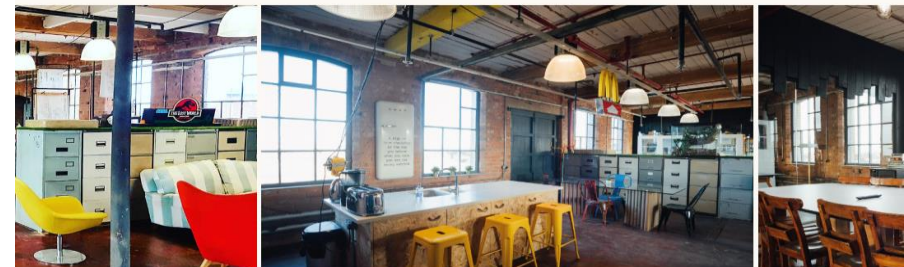
- Bedford Square Gateway project (worth over £3 million)
 - Shepshed public realm scheme
- Aumbery Gap site, old 3M site by the canal, Jason Works are a few examples of sites can be developed and brought back to life
- Engagement with developers and landowners on sites identified in the Town Centre Masterplan. Working with Loughborough Town Team.
- inCharnwood activity aims to attract inward investment



WORK

JASON WORKS

Want an office with plenty of light? Only a short walk from the Loughborough train station and the town centre. Makes the choices for where to go for lunch that more interesting. A quiet, open plan space established in 2019 to come and get stuff done!





Loughborough Town Investment Plan



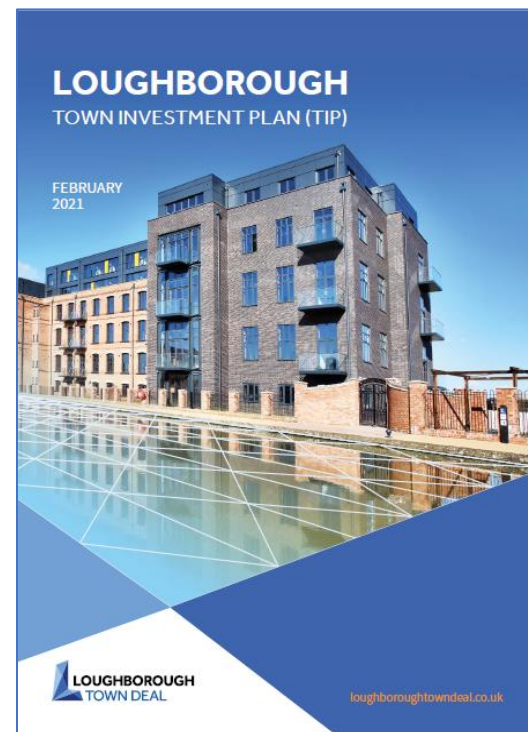
▶ **Addressing the hollowing out of Loughborough town centre**

▶ **Securing regeneration and place improvements**

▶ **Improving connectivity across neighbourhoods**

▶ **Protecting and enhancing our heritage**

▶ **Improving the health and life opportunities for our residents**



LOUGHBOROUGH TOWN DEAL

Loughborough has secured a £16.9m Town Deal from Government. Organisations and people from across the town are working together to deliver projects to make the town better for local people, businesses and visitors. 11 projects have been chosen to receive Town Deal funding.

£16.9m

TOWN DEAL FUNDING

11

PROJECTS FOR
THE TOWN

£40m

TOTAL INVESTMENT VALUE
ACROSS THE PROJECTS

www.loughboroughtowndeal.co.uk

THE PROJECTS

Loughborough Wood Brook Flood Risk Management Scheme

- Flood risk management scheme for Loughborough town centre
- It will protect residential and non-residential properties
- Supports economic development and regeneration

The Generator - Creative Industries & Community Arts Hub

- Creation of a Creative Industries & Community Arts Hub
- Will bring a derelict 1930s building back to use as an arts venue, visitor attraction & workspace for creative industries
- It includes a multimedia arts centre café and restaurant

Loughborough College Digital Skills Hub

- Creation of Digital Skills Hub at the college
- Help for unemployed and semi-skilled adults
- Boost skills for local people and businesses

Living Loughborough Project

- Rejuvenation of Loughborough town centre
- Increase outdoor seating and dining areas
- Add semi-permanent stalls to encourage pop-ups and street activity
- Improved lighting and CCTV

Healthy and Innovative Loughborough

- Utilise Loughborough University innovation and knowledge to support business innovation and growth
- Contribute to 220 jobs and support 70 new businesses.
- Increase employment space at the Science & Enterprise Park

Bedford Square Gateway Project

- Improving the public realm of Loughborough town centre
- Making pavements wider and more attractive to visitors and easier to navigate for pedestrians
- The scheme aims to drive footfall for local businesses

John Taylor's Bell Foundry: Saving the last major bell foundry in Britain

- Remove the Foundry from the heritage 'at risk' register
- Create a new Bell Museum with improved access
- Attract more visitors and increase tourism

Riverside Regeneration

- Improve 2km of the Grand Union Canal through the town centre
- Resurface and make the tow path more accessible and installation of signage, wayfinding, and access points
- Increase the number of mooring sites

Careers and Enterprise Hub

- Support for the Careers and Enterprise Hub which opened in Loughborough in 2021
- The hub helps people, young and old, develop skills or start a business
- Contributes to levelling up opportunities and economic activity

Great Central Railway

- The project will support the creation of a new Heritage Locomotive Works and Education Centre
- It will help to preserve and develop rare employment skills
- It will also boost tourism. GCR attracts over 110,000 visitors per annum

Lanes and Links

- This project will create a Covid-19 memorial, The Hope Bell, and improve access routes in the Queen's Park area

Public Facilities and Events



The Borough Council funds / subsidises facilities which stimulate footfall and activity in the town centre: Town Hall, Leisure Centre, Museum



Likewise, events: e.g. the Fair, commemorative events.



Works closely with the BID on an events programme



Parks and open spaces – the Council is investing and supporting our town centre parks

Markets and Marketing

- Loughborough market has recently celebrated its 800th anniversary.
- We have the funding to improve infrastructure that will improve the main market and enable a more diverse range of specialist markets
- Work closely with the BID to promote the town centre offer; social media activity has been significantly ramped up
- Introduced the Shop Safe Shop Local campaign and secured funding to develop a website which helps businesses trade online
- Secured Welcome Back Fund money to enable marketing of the town centre



LOVE
Loughborough

Crime and Anti-social Behaviour



- CBC – CCTV 24hrs a day, 7 days a week
- Regular meetings with the Police and other agencies involved in dealing with crime and anti-social behaviour
- Regular meetings which deal with night time economy issues
- Supporting disadvantaged members of the community, e.g. the new Community Food Shop
- Regular liaison and joint actions with the University to address student related matters

Opportunities

- Regeneration prospectus identifies specific sites but we are not limited to those sites
- CBC wants to work in partnership with the private sector to help deliver improvements to Loughborough and Charnwood.
- Happy to engage and discuss opportunities and your thoughts on the wider challenges and opportunities

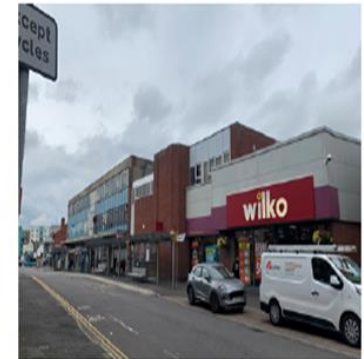
Vacant Units on the Corner of Swan Street & Shakespeare Street

The demise of the retailer Wilko has resulted in large units across the country being vacated, and Loughborough town centre is no exception. Wilko have recently closed this centrally located 38,847 sqft unit, along Swan Street.

then extending upwards. As an initial step, discussions need to be undertaken with the land owner(s) to understand their aspiration for these units, both on a short and long term basis.

This site would be suitable for a mixed use development incorporating F&B / active leisure uses on the ground floor, with residential accommodation above.

A feasibility study needs to be undertaken to understand and identify whether it is best to demolish the existing units on the site or look at a possible conversion of the existing units. It will also be necessary to identify a suitable strategy for acquiring the Wilko unit and possibly the adjacent units, and



In summary



- Strategic direction
- Asset based approach
- More residential – mix and type –desirable places to live
- Core retail – independents – wider business mix
- More heritage, leisure culture and events
- Transport, connectivity & accessibility
- Public realm – green and pleasant spaces
- Active management of public space
- Partnerships
- Economic growth – disposable income
- Social issues – homelessness
- Energy enthusiasm and confidence
- Lobby government

Key contacts

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