



Investing in our market towns

Bridgnorth Market Town Revitalisation Programme

Local Joint Committee

Wednesday 18th May 2011



Main Aims of the MTRP

- Short term investment to address long standing economic problems.
- Combat the impact of the recession on Market Towns.
- Contribute to longer term economic, social and environmental regeneration
- Shropshire Councillors working with Local Communities to identify prioritise and deliver projects.



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3 key components of the MTRP

- All funding is capital only
- Larger Market Towns Programme - £2.5M – allocated according to population on per capita basis over the 6 largest towns
- Market Towns Capital Initiative Fund - £0.5M – bids from each of the 11 towns
- Rural Settlements Challenge Fund - £0.5M – replaces the current Community Grants Scheme with stronger economic focus



Objectives of the Programme

- Offer an adequate range of community facilities
- Encourage good quality jobs and promote less out commuting
- Ensure towns have a good range of retail opportunities
- Encourage more jobs in expanding sectors, reduce reliance on one or two employers
- Protect towns natural, built and cultural heritage and environment
- Encourage sustainability and reduce carbon emissions
- Promote provision of a range of high quality housing types and tenures
- Promote healthy learning communities
- Address deprivation and worklessness
- Encourage the 'Big Society'



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Bridgnorth's MTRP

- 2nd largest town in Shropshire (not including Shrewsbury)
- Allocation of £450,000 capital funding
- Funding to be spent by September 2012



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Ideas generation

- Local Joint Committee
- Community Toolkit event
- Local media
- Website and emails
- Bridgnorth Town plan
- Shropshire Councillors
- Town Councillors
- Business Community
- Direct conversations



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Project Development

- Partnership Group with Bridgnorth Town Council- meets monthly
- Initial ideas discussed and agreed feasibility within MTRP
- Working groups set up to develop projects
- Ideas not feasible within MTRP developed through other mechanisms



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St Leonard's Church

- Project to maximise role of building as main events venue, visitor attraction and community building
- Installation of toilet facilities, kitchen and new heating system
- Project led by TCCT and Friends of St Leonard's
- £200k project with £100k conditionally approved from MTRP



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Bridgnorth Riverside Centre

- Conversion of vacant old model factory owned by Bridgnorth Club for Young People into a Youth building including hostel opportunities
- Steering Group formed to develop project idea
- Feasibility Study about to commence to fully understand project scope- to be completed in September with clear way forward



St James's Church Hall

- Key community building within Grove Estate/ Lodge Farm area
- Building is in need of urgent repair and improvement
- Need to understand its potential to provide key services to community
- Project Steering group formed to move project forward
- Consultants appointed to undertake full analysis of community need and potential of services being provided- work to be complete by June and appropriate applications to be prepared



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Riverside Enhancements

- Key project for showcasing one of town's biggest assets and in attracting visitors and keeping our visitors in town
- Working Group led by Town Council
- Range of projects being developed into a package ready for application in June:
 - New railings
 - Footpaths improvements
 - Co-ordinating street furniture
 - Lighting and security
 - Visitor Information
 - Improved planting and vegetation



Severn Park

- Creation of a new building to provide visitor information, toilets, refreshments/café and an arts centre
- Project led by Town Council
- Feasibility work underway with architects appointed
- Learning from best practise elsewhere- e.g. Severn Valley Country Park



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Castle Walk and Town Steps

- Project led by Civic Society
- Enhancement work to make the most of one of the towns' key attractions and to tackle some concerns
- Development of scheme to tell the story of the steps and Castle walk
- Undertaken detailed walkabout and analysis of all steps and Castle Walk
- Range of improvement ideas identified and currently being costed
- Develop application by September



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High Street Market Day Pedestrianisation

- Lots of support in Town Plan findings
- Likely to be a scheme that divides opinion!
- Currently undertaking work to understand scope of what's involved both physically and legally- process may extend beyond MTRP
- Will know full scope by June



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Astley Abbots Footpath

- Scheme to complete footpath between Cantreyn and Cross Lane Head
- Working with Astley Abbots PC to investigate opportunities for local contractor to undertake work
- Potential need for small investment through MTRP to realise project with lots of benefit



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Projects agreed as not deliverable through MTRP

Ideas submitted that are now being developed for support through alternative avenues:

- Business support- business parks & start up units, training space, support space
- Tasley Close environmental improvements
- Signage review
- Park & ride
- Toilets
- Street sweeping
- Sports facilities
- Hotel
- Multi- storey car park
- Castle Hall Improvements



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Any questions?



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Get in touch!

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