



Reepham Economic Strategy
Inception Meeting

18/12/2012



1. Introductions

Potential Town Team

- Attendees (plus High School & Church)
- Kate Pinnock LMLI, ARTPI, AIED: Masterplanning, landscape, socio-economics, regeneration
- Ross Ingham MIED, ARTPI: Economic development, strategic property, regeneration



1. Introductions

Background to the project

- Broadland District Council Recession Mitigation Fund
- Economic Development Team is reviewing the economy across the District to support Broadland businesses and communities in the current climate based on local need
- There is no relationship between this work and the Statutory Planning process i.e. the housing allocations



1. Introductions

Our local experience

- Holt Vision
- Thetford Vision & Prospectus
- Aylsham Regeneration & Delivery Strategy
- Acle Economic Masterplan
- Norfolk Economic Growth Study,
- Norfolk Employment Land Study
- Great Yarmouth & Lowestoft Regeneration Strategy, ORBIS Energy



1. Introductions

Structure of the meeting

- Short presentation
 - Context
 - Initial thoughts on approach
 - Project management
- initial open discussion
- Date of next meeting
- AOB



2. Context



2. Context

Challenges facing rural market towns:

- Vulnerability of traditional town centres due to increased competition from internet, supermarkets PLUS double-dip recession and contracting disposable income. Fragility demonstrated recently by impact of HSBC temporary closure on local traders

Predicted annual internet growth rate in 2013:

15 per cent

Predicted total retail sales growth in 2013:

1.5 per cent

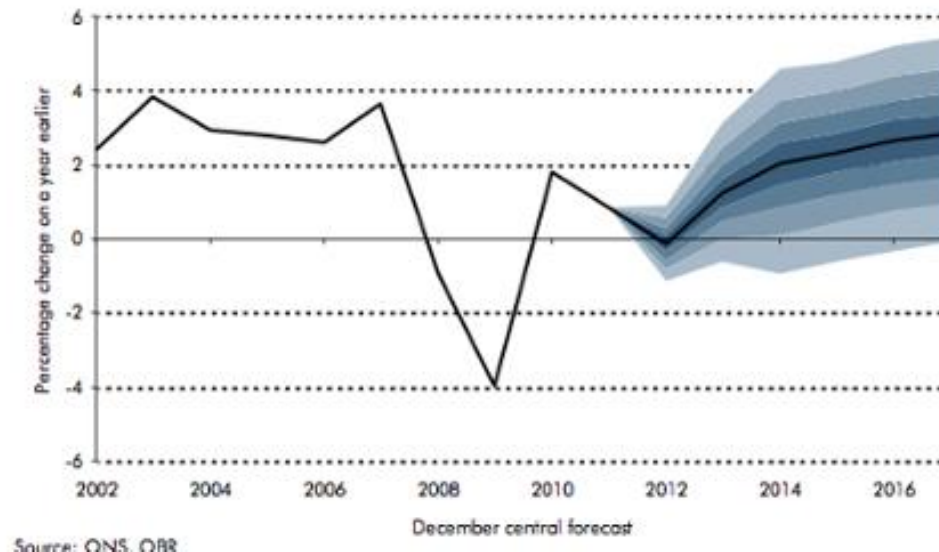




2. Context

Challenges facing rural market towns:

- How to support local businesses and employers against a background of recession and weak economic conditions: *2012 Autumn Statement: Austerity will now last up to 2018 and negative / low growth for the next few years...*





2. Context

Challenges facing rural market towns:

- As if it wasn't difficult enough... The issues highlighted above and many others are even more acute in rural areas that lack infrastructure and services and are often overlooked in favour of larger towns and cities.



2. Context

However, there are opportunities:

Policy shift:

- Major shift in emphasis to local groups such as Town Teams (Localism):
 - New motivation: All Government departments are now tasked with economic development, not just BIS and DCLG any more (DEFRA, DCLG, DfES)
 - New policy (Localism Act)
 - New tools (community right to bid, re-localisation of business rates,)
 - New initiatives and new funding streams: (LEPs, Portas Review, Rural Growth Network, Regional Growth Funding, Growing Places Funding)



2. Context

However, there are opportunities:

Changing consumer trends:

- Shift in consumer trends that favours destinations such as Reepham:
 - Focus on locally sourced, sustainable goods and services
 - Growth in 'staycations'
 - Experiences rather than visits – heritage, local provenance are vital
 - Polarisation – flight to quality and budget
 - Power of the internet - 15% annual growth rate in online sales for 2013



2. Context

However, there are opportunities:

Changing working patterns

- The way we work has changed significantly over the last decade:
 - Location of businesses increasingly driven by quality of life factors. Norfolk is very well placed
 - UK is and always has been a small business economy (85% of UK companies employ less than 10 people). Many of these do not need an office
 - Promotion of homeworking amongst bigger business to improve staff welfare and reduce office costs
 - Global markets accessed via the internet from the kitchen table

REEPHAM

Low Carbon Communities Challenge

Reepham in Norfolk is leading the way to develop a sustainable low carbon community.

The Department of Energy and Climate Change (DECC) have announced Reepham as one of the winners of the Low Carbon Communities Challenge.

3. Approach

Then
performant
buildings



3. Approach

We condense strategy work and progress as quickly as possible to implementing projects (for discussion):

1. Establishing a Town Team (although this will evolve)
2. Detailed and extensive research
3. Identifying evidence based issues
4. Developing projects and initiatives to address issues
5. Preparing a detailed delivery strategy
6. Working with the Town Team to deliver projects



3. Approach

1. Possible Town Team: Suggestions for discussion...

- Broadland District Council (planning & economic development)
- Town Council (Clerk & Councillor(s))
- Reepham Chamber of Commerce & Reepham Business Network
- Reepham High School
- Reepham Society
- Realistic Reepham
- Neighbouring agricultural estates
- Bircham Centre
- St Mary's Church



3. Approach

2. Detailed and intensive research

- Site visits and familiarisation and getting to know what makes a place tick
- Detailed review of statistical information and comparison with other local settlements
- Consultation with individuals and groups
- Strategy, policy and history review (community archive?)

3. Identifying evidence based issues

- No pre-conceived ideas or set approach
- Issues or constraints will emerge from research
- Review and discussion with Team to validate



3. Approach

4. Developing projects and initiatives to address issues

- Practical projects are designed to address the issues
- They are realistic in the current climate – low or no-cost
- They should be a mix of short and long-term
- They will require commitment, energy and enthusiasm

5. This will culminate in the Economic Regeneration Masterplan for your sign-off

- Preparing a detailed delivery strategy, designed as practical guide to accompany the Economic Regeneration Masterplan
- Idea is for it to be an evolving handbook for local stakeholders
- It will identify lead parties for individual projects, support, funding, contact details, next steps etc



3. Approach

6. Working with the Town Team to deliver projects

- We won't simply vanish!
- We will work with you following completion of the above to get projects under way and hopefully delivered
- If appropriate, we will set up a structure and programme that sustains the team over the next few years.



4. Project management



4. Project management

Indicative timetable

- | | |
|---|---------------|
| 1. Establishing a Town Team | December |
| 2. Research | January |
| 3. Identifying and reviewing issues based on fact | January |
| 4. Developing projects and initiatives to address issues | February |
| 5. Preparing Economic Masterplan & Delivery Strategy | March |
| 6. Working with the Team to deliver projects | April onwards |



4. Project management

Approach to working together

- We will prepare agenda, invitations, meeting notes, papers etc
- Regular Town Team Meetings – every 2 or 3 weeks? Venue?
- Key dates for Town Council & other groups for us to consider?
- Key statutory dates / consultations over the study period?
- Key community events over the study period that we can utilise?



5. Open discussion





5. Open discussion

Open discussion:

- How big an area should we consider (Reepham + surrounding parishes?)
- What sums up Reepham?
- The nature of the existing economy?
- The role of the town centre and car parking?
- Views on proposed growth?
- Role of leisure & tourism?
- Functional economic relationship with surrounding rural estates / with Norwich / with Dereham?



5. Open discussion

Open discussion:

- Reflections on Town Team membership?
- Comments on our proposed approach?
- Key people and groups we should meet?
- Current projects and initiatives we need to consider?
- Initial issues for us to discuss?
- Days / dates for meetings?



6. Date of next meeting



6. Date of next meeting

Next meeting:

- Mid January for an issues workshop? (in the interim we will seek to meet as many groups individually as possible)



7. AOB



Salle Park

B1145

B1145

Cawston

Norwich Rd

Cawston Rd

B1145

Reepham

Norwich Rd

Whitwell Rd

B1145

B1145

N



Bottom
Wood

B1145

Cawston Rd

B1145

Stimpson's
Piece

B1145

B1145

Dereham Rd

Reepham

Norwich Rd

Booton

Reepham
High School
and College

Whitwell Rd

Whitwell
Street





Experience



STAWLEY

farm cheese

Experience

Thetford Vision

- array of work already being undertaken
- developed prospectus and vision detailing existing and proposed projects and how to deliver them
- complex, historic market town environment
- low employment levels
- fading town centre



farm cheese

Aylsham Regeneration

- economic & regeneration masterplan
- traditional market town with signs of slow economic decline
- suite of small interventions designed to stimulate growth & resurgence
- supported local groups and stakeholders to deliver our projects



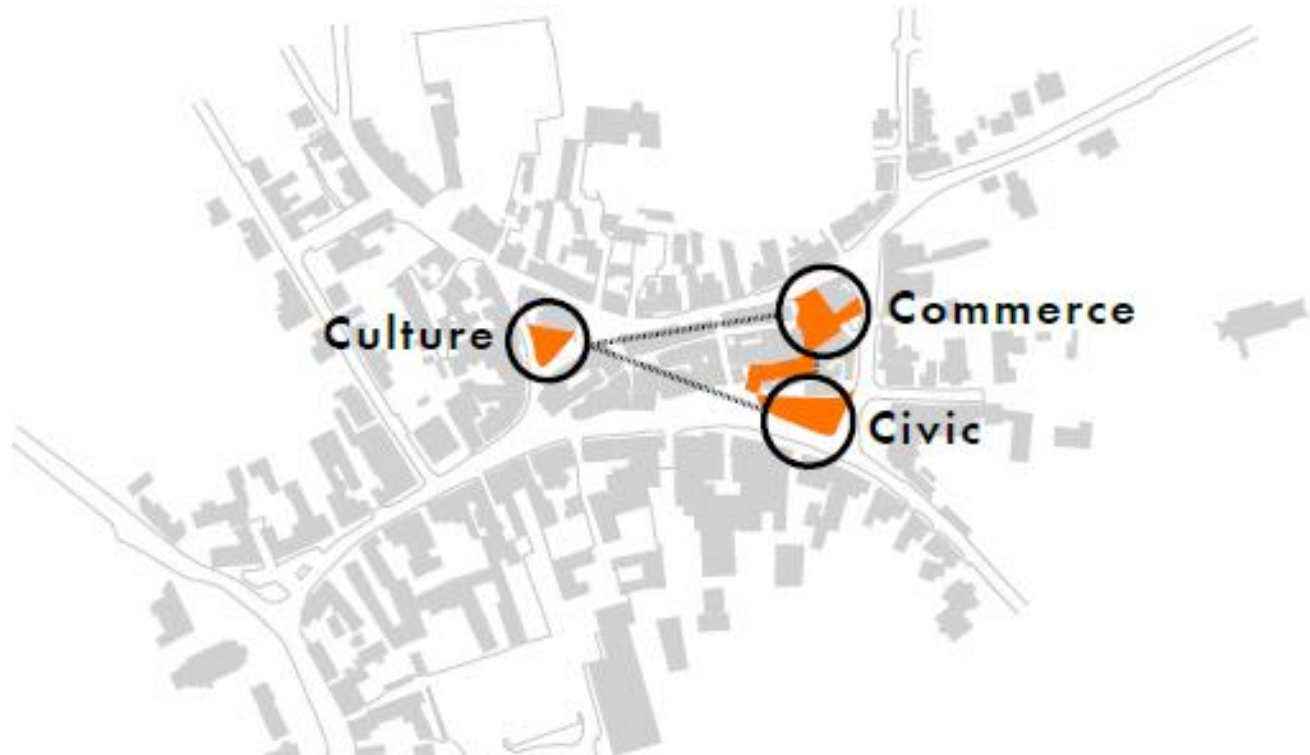
STAWLEY

farm cheese

Experience

Holt Vision

- economic and social development projects
- apparently very affluent town masking hidden deprivation
- over-reliance on tourism and high-end retail
- using strong social capital to support projects





Experience

Moat Lane, Towcester

- preparing the town for growth
- highly mixed use public sector led market town regeneration scheme
- complex, historic environment
- feasibility to delivery



