

Hereford City Centre Regeneration Strategy – Action Plan Progress

Current version: March 2009
Next update: September 2009

Introduction

This action plan lists key activities to emerge from the City Centre Regeneration Strategy and the progress being made to achieve them. This is the first version, and subsequent versions will include a progress column updated every quarter.

The full strategy outlines ambitions, activities and a way forward to enable Hereford City Centre to thrive, grow and develop. Included in the action plan is the lead organisation and appointed officer that will be responsible for the progression of the actions listed, but the strong ethos of the City Centre Regeneration Strategy is working in partnership to combine forces to meet the challenges and grasp the opportunities.

The priority actions are given a time scale of short term (three years); medium term (five years) and long term (ten years). The milestones listed include provisional target dates recognising there needs to be flexibility concerning the long term forecasts as often dependent on changing circumstances.

Copies of the strategy are available from Cynthia Palmer, Hereford City Manager tel: 01432 383610 email: cpalmer@herefordshire.gov.uk or Natalia Silver, Head of Economic and Community Services tel: 01432 260732 email: nsilver@herefordshire.gov.uk

Ref	Priority	Time scale	Milestones	Progress	Lead
1.	Progress the expansion of the City Centre as a “one City” approach creating increased retail, housing and leisure opportunities, supported by improved infrastructure, incorporating a transport hub at the railway station, cycle ways and walk ways.	Long term	<p>To progress a phased approach to the expansion of the City Centre based on:</p> <ul style="list-style-type: none"> Establishing transport infrastructure - link road planning application 2009 Flood relief works – planning application 2009 Agree proposals to be included in the New Area - 2009 Progress the retail quarter Progress the Blackfriars Urban Village 	<p>Planning applications due for submission in Summer 2009</p> <p>Consultation event held on the 29th January 2009</p> <p>2012 – begin building shops / leisure facilities.</p> <p>2011 – begin urban village development</p>	Edgar Street Grid Company

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2.	Progress the bid for a Higher Education or University facility with clear links to the City Centre.		<ul style="list-style-type: none"> • Hold seminar on the potential of a university provision in Hereford – November 2008 • If supported, assist with the development and submission of “University Challenge” bid in March 2009 	<p>Seminar event held on 14th November 2008, endorsing support for university level courses in the county.</p> <p>Guidelines for Eligibility Criteria published March 2009.</p> <p>Statement of Intent to be submitted by 30th June (2009) deadline. If positive feedback from HEFCE Business Case to be submitted by 5th Dec 2009.</p>	Penny Jones, Herefordshire Council
3.	Restore and develop the Buttermarket to create a resource for residents and visitors within an iconic building in High Town.	Medium term	<ul style="list-style-type: none"> • Consultation with the current tenants and stakeholder. • Conduct feasibility study into the potential development and use of the Butter market – June 2009 • Identify funding sources – December 2009 	<p>Consultation with current stand holders on going.</p> <p>Finance for feasibility work secured in March 2009 to be commissioned in June 2009.</p>	Paul Devine, Herefordshire Council
4.	Address the transport infrastructure requirements of Hereford to support the growth, expansion, increased use and accessibility of the City Centre through the creation of an outer distributor road with a second river crossing.	Long term	<ul style="list-style-type: none"> • The detailed route alignment and extent of the route assessed in the context of the development of the Herefordshire Local Development Framework Core Strategy preferred options – Autumn 2009 • The detailed programme for the scheme to follow from the Core Strategy consultation. 	Target dates on track.	<p>(Mairead Lane Herefordshire Council)</p> <p>Steve Burgess, Herefordshire Council</p>
5.	Instigate Park and Ride and Park and Cycle schemes north and south of the City.	Short term	<ul style="list-style-type: none"> • Park and Ride north to be progressed by the Environment and Culture Directorate as a construction project. Anticipated to be 	Business case for northern site being reviewed and planned to be finalised end of May / beginning of June 2009.	Mairead Lane, Herefordshire Council

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			<p>delivered 2010.</p> <ul style="list-style-type: none"> • Park and Ride north progressed by the Environment and Culture Directorate as a site selection project. Anticipate preferred site identified in Spring 2009. 	<p>be finalised end of May / beginning of June 2009.</p> <p>Work commenced to establish preferred site for Southern park and ride.</p>	Steve Burgess, Herefordshire Council
6.	Implement major improvements to Hereford Cathedral Close.	Short term	<ul style="list-style-type: none"> • Heritage Lottery Fund stage two approval: October 2008 • Launch of Close Connections (learning programme associated with scheme): Spring 2009 • Herefordshire Council Capital Grants Scheme determination: March 2009 • Confirmation of funding package: January 2009 • Start of minor elements of scheme & commissioning of off-site works: Spring 2009 • Start of major on-site works: September 2009 • Completion of main on-site works: December 2010 / March 2011 • Programme of celebration: May – December 2011 • Works to Lady Arbour autumn 2011 – May 2012 	<p>Stage 2 approval made in October.</p> <p>Launch spring 2009</p> <p>Capital Fund from Herefordshire Council confirmed in March 2009</p> <p>Funding package confirmed in March 2009</p> <p>Launch and start of the scheme on 30th January 2009</p> <p>Cathedral Barn & Stable Yard start May 2009. Stable Yard to be completed September 2009 & Barn April 2010.</p> <p>Target dates on track/September 2009.</p> <p>Formal opening as part of Cathedral's Diamond Jubilee celebrations for HMQ, to mark the 2012 Three Choirs Festival & London 2012.</p>	Glyn Morgan, Perpetual Trust
7.	Explore the option of wireless	Short	<ul style="list-style-type: none"> • Produce feasibility tender to 	Feasibility tender produced but	Natalia

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	locations in the City Centre and other technologies that would benefit business and the local community.				
8.	Develop a City Centre Design Strategy for the development of and improvements to the public realm in the City Centre.	Short term	<ul style="list-style-type: none"> • Commission Ben Hamilton-Bailey to produce a design strategy – October 2008 • Produce design concept for Widemarsh Street – December 2008 • Develop draft Streetscape Design Strategy – February 2009 • Adopt Strategy – April 2009 • Agree process for detailed design, costs/inclusion in Capital Programme and implementation for Widemarsh Street enhancement – February 2009 • City Wall Conservation Management Plan – complete August 2009 	Decision on consultation process on Design Strategy agreed at the end of March with potential consultation in April 2009. To be linked with the regeneration scheme for Widemarsh Street. For the capital works for Widemarsh Street to start in January 2010.	Bill Bloxsome Herefordshire Council
9.	Focus on area or zone improvements, incorporating quick wins to enhance an area, along with long term upgrading schemes including the enhancement of Widemarsh Street and Commercial Street.	Short term	<ul style="list-style-type: none"> • Start to identify quick win areas and zone improvement areas – December 2008. • Source funding based on priorities – March 2009. • Commission work through the Environment and Culture Directorate – August 2009. 	Church Street/East Street group working towards enhancing the entrance from High Town to Capuchin Lane – secured initial funding. Discussions have taken place regarding improvements to Commercial Street	Consortium of Hereford City Council, Herefordshire Council and City Partnership. Cynthia Palmer to co-ordinate
10.	Establish a clean-up campaign for Hereford City Centre with a	Short term	<ul style="list-style-type: none"> • Establish an intensive month of enforcement regarding litter 	Community Protection team providing information, advice,	Environment and Culture

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	“zero tolerance” on graffiti and litter.		and graffiti – March 2009 <ul style="list-style-type: none"> • Work with Amey to run intensive clean up programme in 2009. 	enforcement and high vis patrolling in area; AMEY clearing litter; litter picking partnership established to have a specific event in June.	Directorate, Herefordshire Council
11.	Encourage retailers to extend their hours, to restore and improve shop fronts, potentially through a suitable grant scheme and make any under-used upper floor available as accommodation to promote city centre living.	Short term	<ul style="list-style-type: none"> • Source funding for an advisor to be appointed to support shops to adapt space to accommodation – by January 2009. • Submit funding application for shop front grant programme – February 2009. • Depending on funding start programme – June 2009 	Funding not confirmed, but project plans still progressing. Funding for Shop Front Grants confirmed in March 2009. Shop Front programme due to start in May 2009.	Cynthia Palmer, Hereford City Partnership / Natalia Silver, Herefordshire Council
12.	Relocate and expand Hereford City Library to the Edgar Street Grid site and enhance the City Museum experience at its current location.	Long term	<ul style="list-style-type: none"> • Identify area for relocation of the Hereford Library as a combined service centre in the Catherine Street Site – June 2009. • Confirm services that will create an integrated service site that includes a library – June 2009. • Identify funding to construct a new library for Hereford – December 2009. • Development scheme for Museum building – January 2010. 	Locations and services to be considered as part of a centre providing a wide range of services.	Jane Lewis, Herefordshire Council
13.	Form local regeneration groups in the historic city centre to enable retailers, businesses and residents to contribute towards the enhancement of their areas, as part of the	Short term	<ul style="list-style-type: none"> • Initiate regeneration groups across the city centre – February 2009 • Establish local plans for each area – October 2009 	Church Street/East Street group working towards enhancing the entrance from High Town. Widemarsh Street group established. Buttermarket Traders Association	Mark Inglis and Cllr Hubbard, Hereford City Council

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	regeneration of the City Centre.			involved with redevelopment of the Buttermarket Part time support post supported by City Council for 1 year commencing 1 st April 2009	