

1 A New Town Centre Masterplan

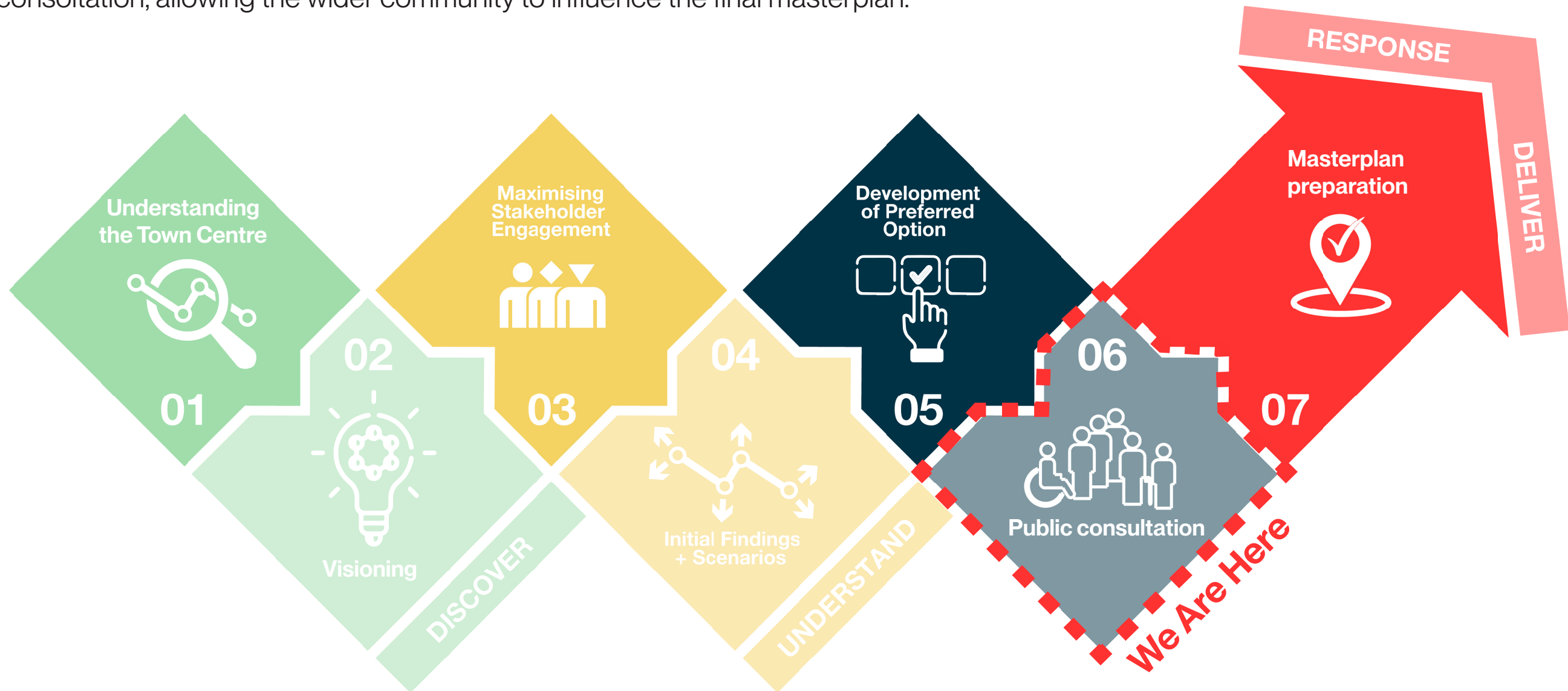


Help shape the future of Swadlincote Town Centre

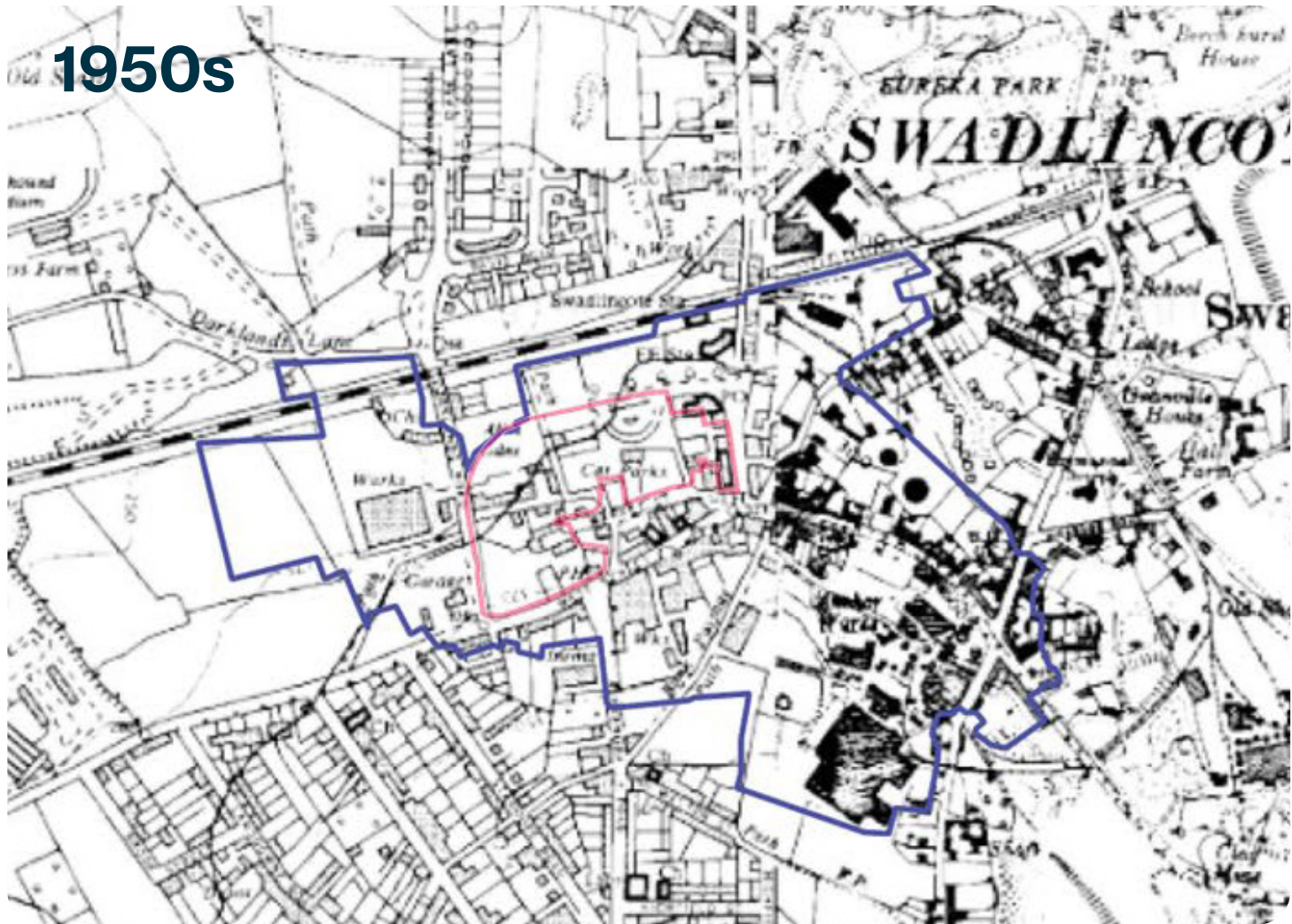
- Swadlincote is a historic market town that has welcomed recent population growth alongside investment in new homes, public spaces, and local facilities.
- Like other towns, Swadlincote has also experienced significant changes in the way that people shop, work, and spend their free time. These changes mean that the town centre is being used differently than in the past, and will need to evolve in order to continue to serve the needs of the existing community whilst also attracting more visitors to support the local economy.
- South Derbyshire District Council has asked BDP and AspinallVerdi to develop a new Town Centre Masterplan to inform how Swadlincote Town Centre can adapt and thrive in the years ahead. The Masterplan will explore:
- How the town's spaces, streets, and buildings can work better together
 - Opportunities for new shops, homes, leisure, and community uses alongside the existing town centre offer and markets
 - Improving pedestrian access and movement across the town centre
 - Explore ideas for the future of the 'Proposed Civic Site' when Green Bank Leisure Centre and the Civic Offices are relocated to Cadley Park

The Masterplan follows a step-by-step process outlined below. We started by understanding the context of Swadlincote today, which informed the visioning of what the town centre could become. Through community involvement, we are gathering ideas and feedback from local people, businesses, and organisations, which will help shape our initial findings.

These findings guide the development of preferred options, showing possible ways the town could grow and change. The options are tested through public consultation, allowing the wider community to influence the final masterplan.

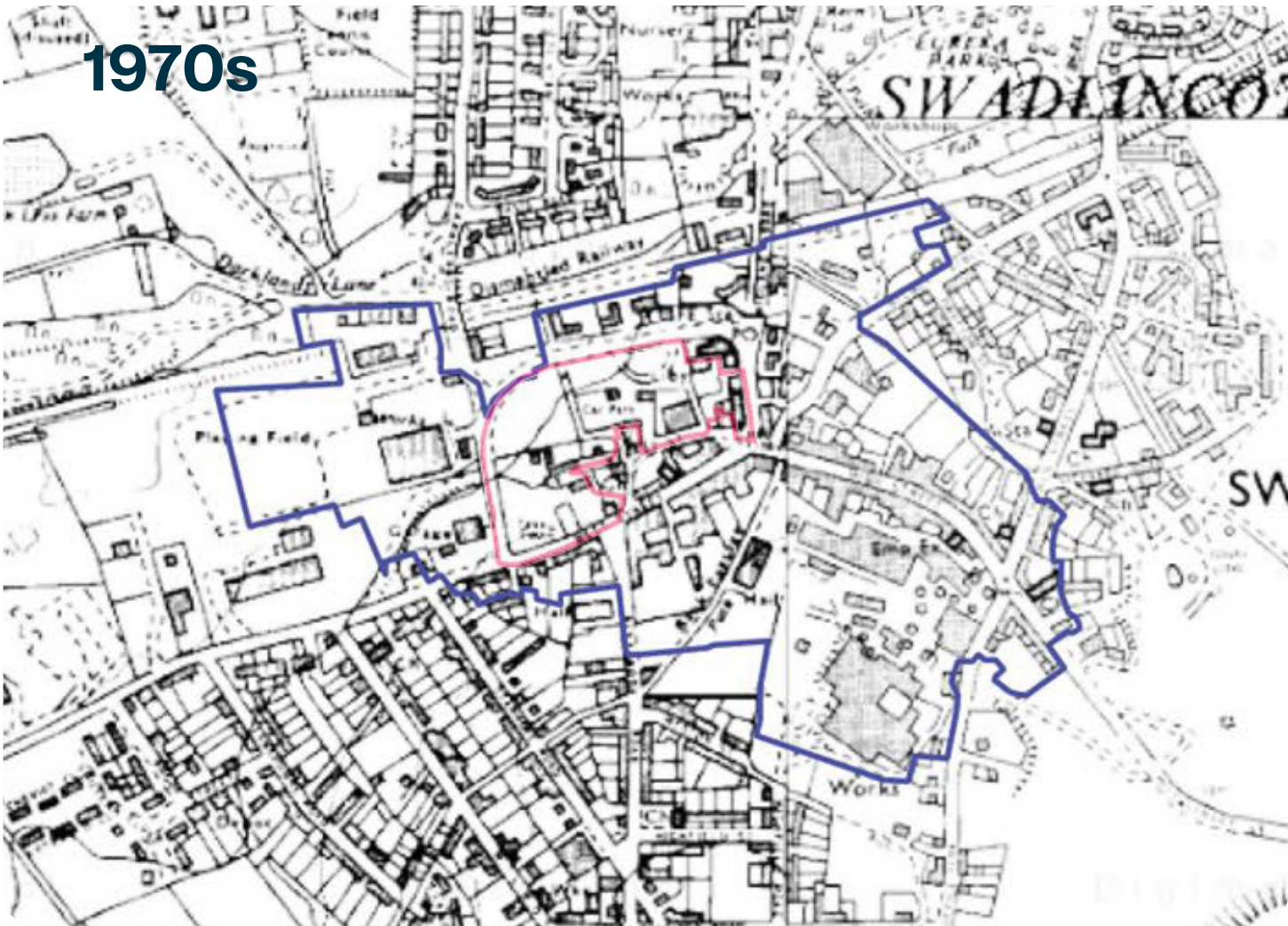
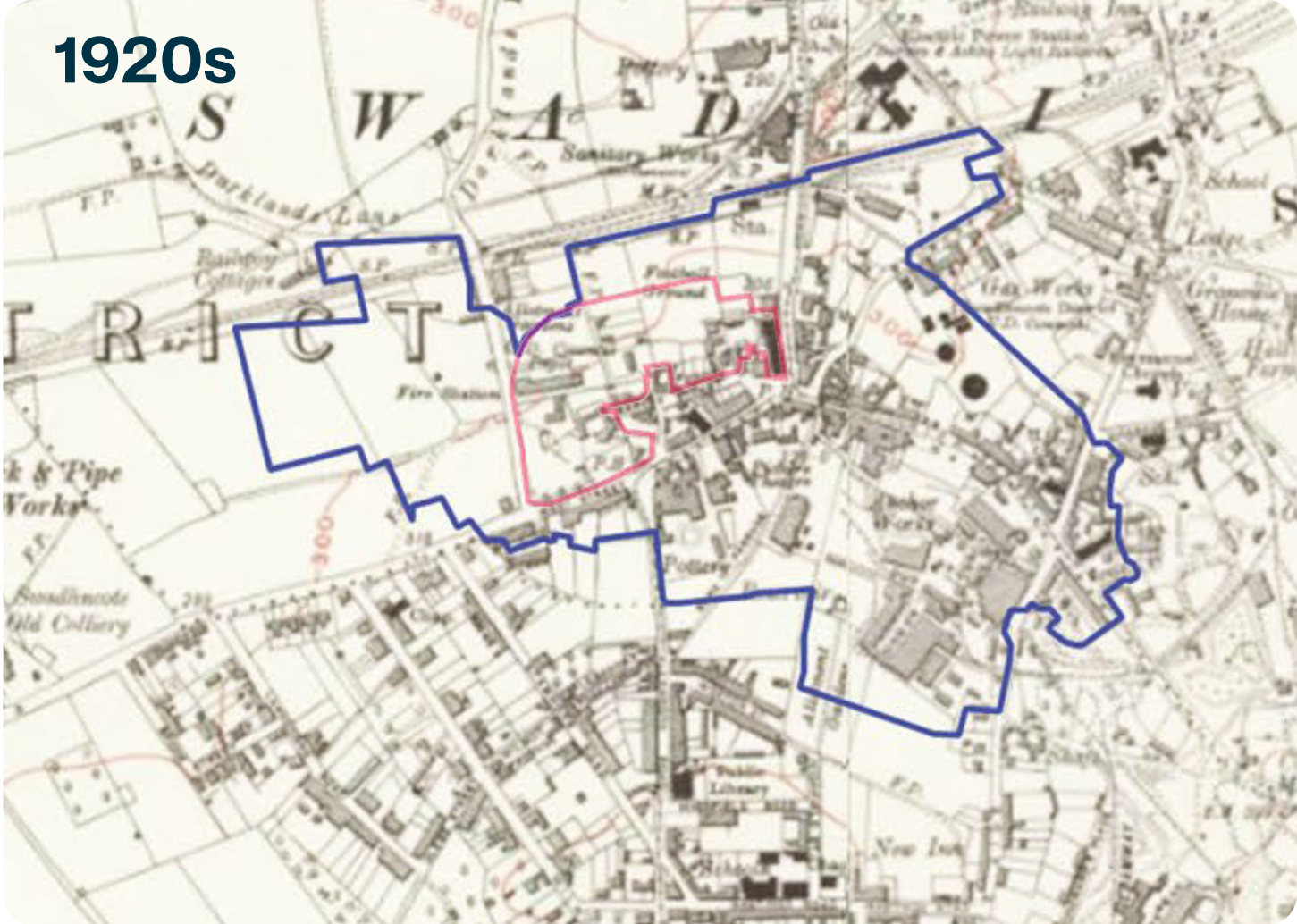


Swadlincote's Story So Far...



The historic maps above tell some of the story of the town's development over the past 150 years - when Swadlincote was transformed by the coal mining and pottery industries into an important regional market town and civic hub.

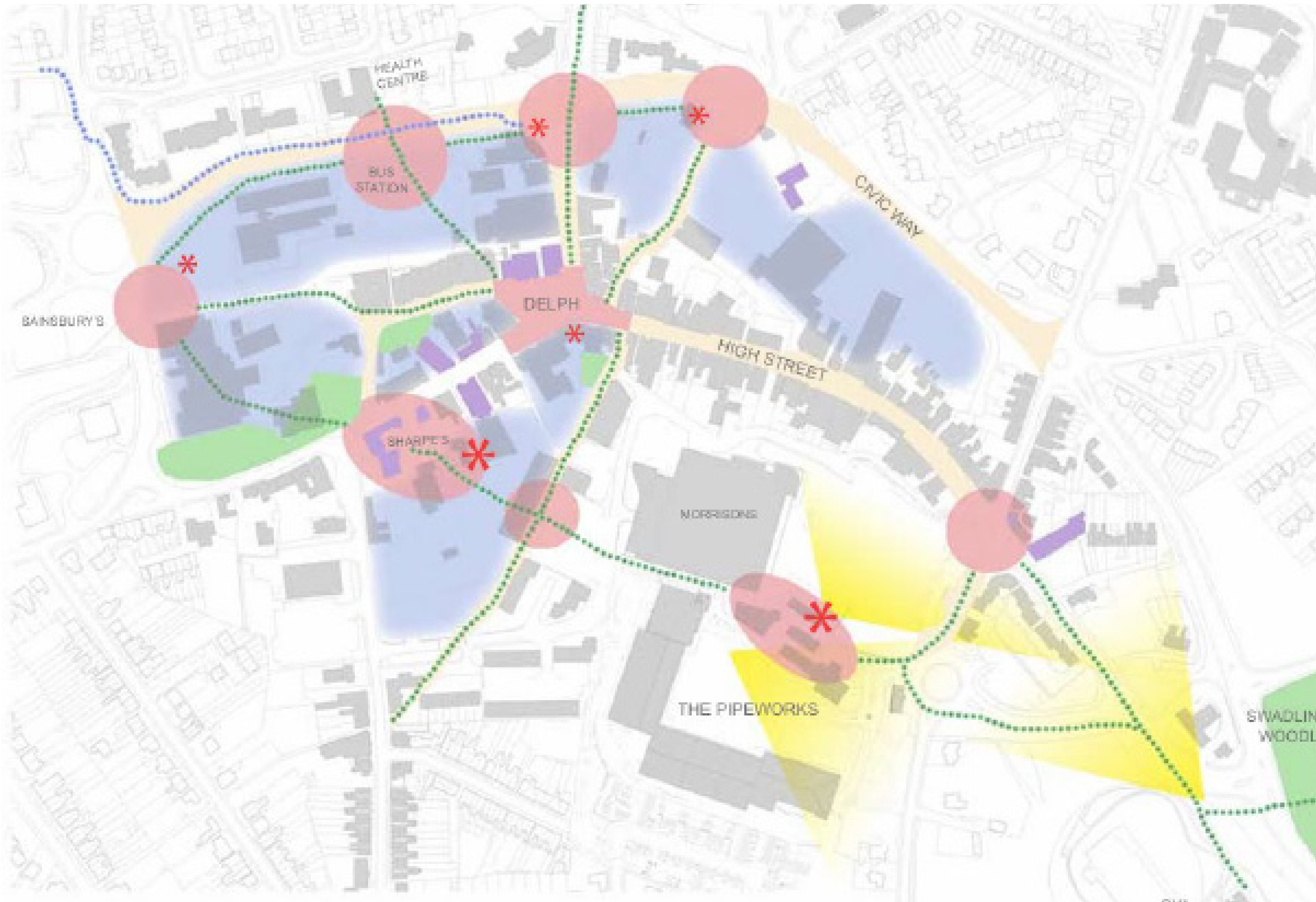
The maps also highlight the closure of the railway, and the introduction of Civic Way to bypass the High Street. These impacts can still be seen in the town today.



KEY

- Current Town Centre boundary
- Proposed Civic Site boundary (see board 4 for details)

The 2012 Plan



The Swadlincote **Town Centre Vision** was published in 2012, setting out ways of raising the profile of the town as a centre for retailing, service and leisure, and guiding efforts to enhance its vitality and viability.

This identified opportunities for the development and enhancement of significant town centre sites, including potential for new retail, office, leisure and residential uses. The 2025 masterplan aims to update the 2012 plan to reflect recent developments and the changing economic context.

The 2012 Plan Key

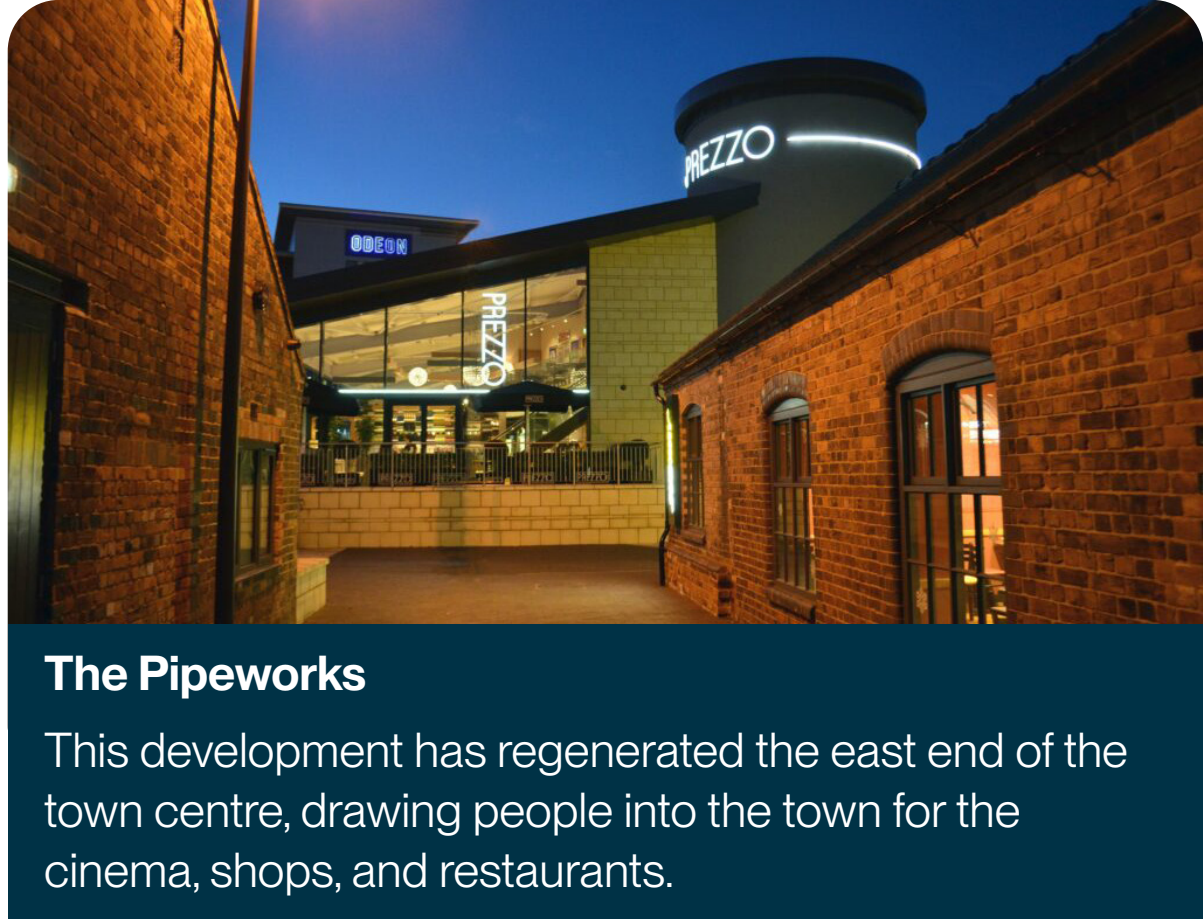
- Opportunity for new landmark to signal the town centre
- Most visible town landmarks - key views to be preserved and opportunities to enhance views to be encouraged
- Key vista to be preserved
- Existing and aspirational locations and centres of activity
- Opportunity for key town centre heritage landmark to enhance character
- Aspiration for public realm improvements
- Opportunity for enhanced town centre green space
- Need for improved cycle route to connect with existing Sustrans National Route 63
- Aspiration for improved pedestrian and cycle route
- Selected potential investment sites

Existing Town Centre Strengths



The Delph and Town Hall

The historic centre of the town has been regenerated into a civic square, hosting important community events and celebrations.



The Pipeworks

This development has regenerated the east end of the town centre, drawing people into the town for the cinema, shops, and restaurants.



Diana Memorial Garden

This green space sets the standard for landscape design in the town, with high-quality finishes and the integration of an existing mature tree.



Sharpe's Pottery Museum

The cultural heart of the town centre, based in one of its most important and recognisable heritage assets.



Independent and vintage retail

The Town centre has several successful independent retail units that contribute positively to the high street.



Swadlincote Markets

The markets have played an integral role in the town's history, and they continue to bring the community together and increase footfall into the town centre.



Landmarks and views

The sloping nature of the town provides views from all sides, and the preserved industrial chimneys are key landmarks to orientate yourself within the town.



Car parking

Many residents are reliant on their car for travel into the town centre. The availability of car parking is therefore highly valued and part of the town's appeal.