

SWADLINCOTE TOWN CENTRE VISION & STRATEGY 2012

ODEON



South
Derbyshire
District Council



Front Cover and this page: The Pipeworks, Swadlincote

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High Street Market

INTRODUCTION

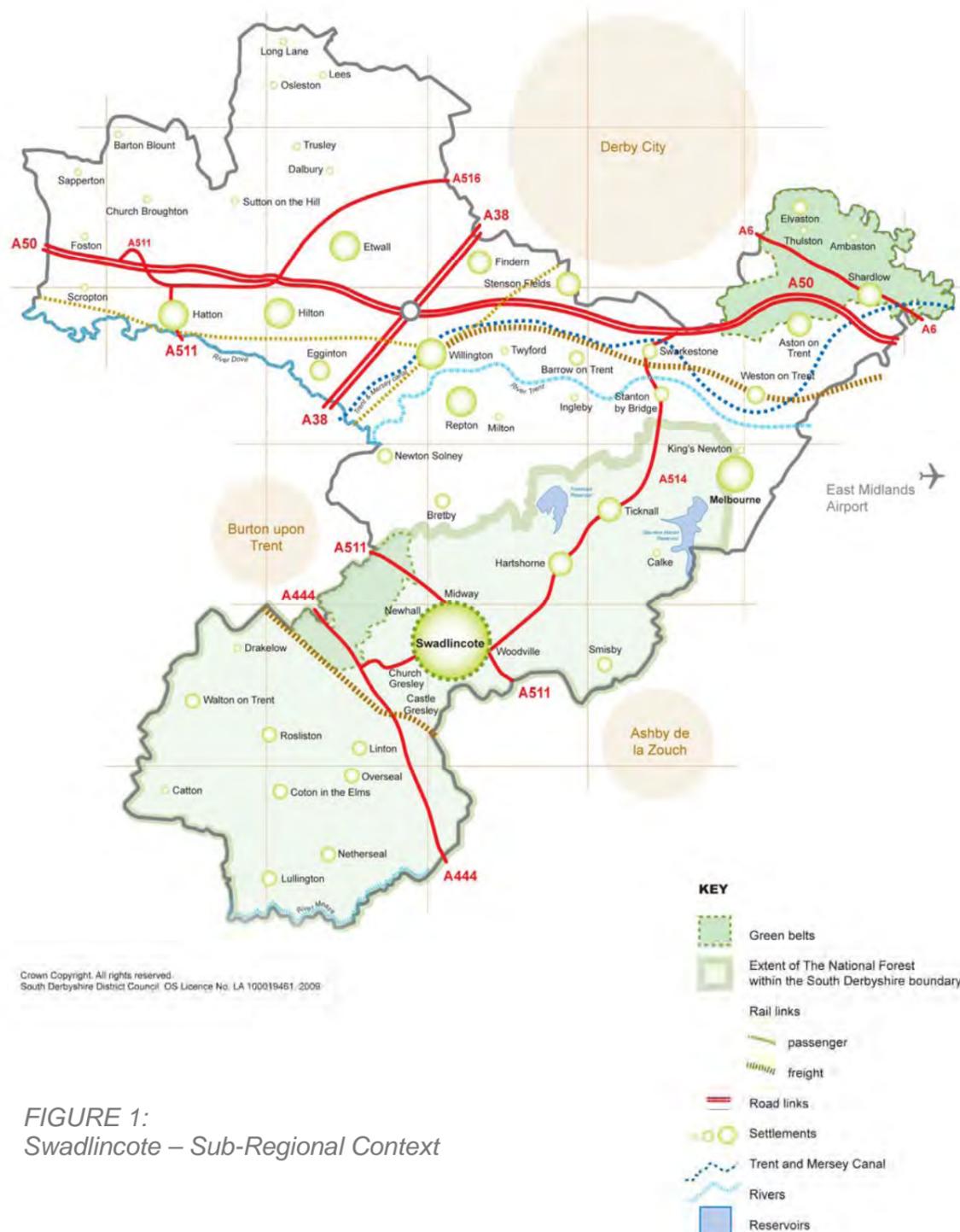


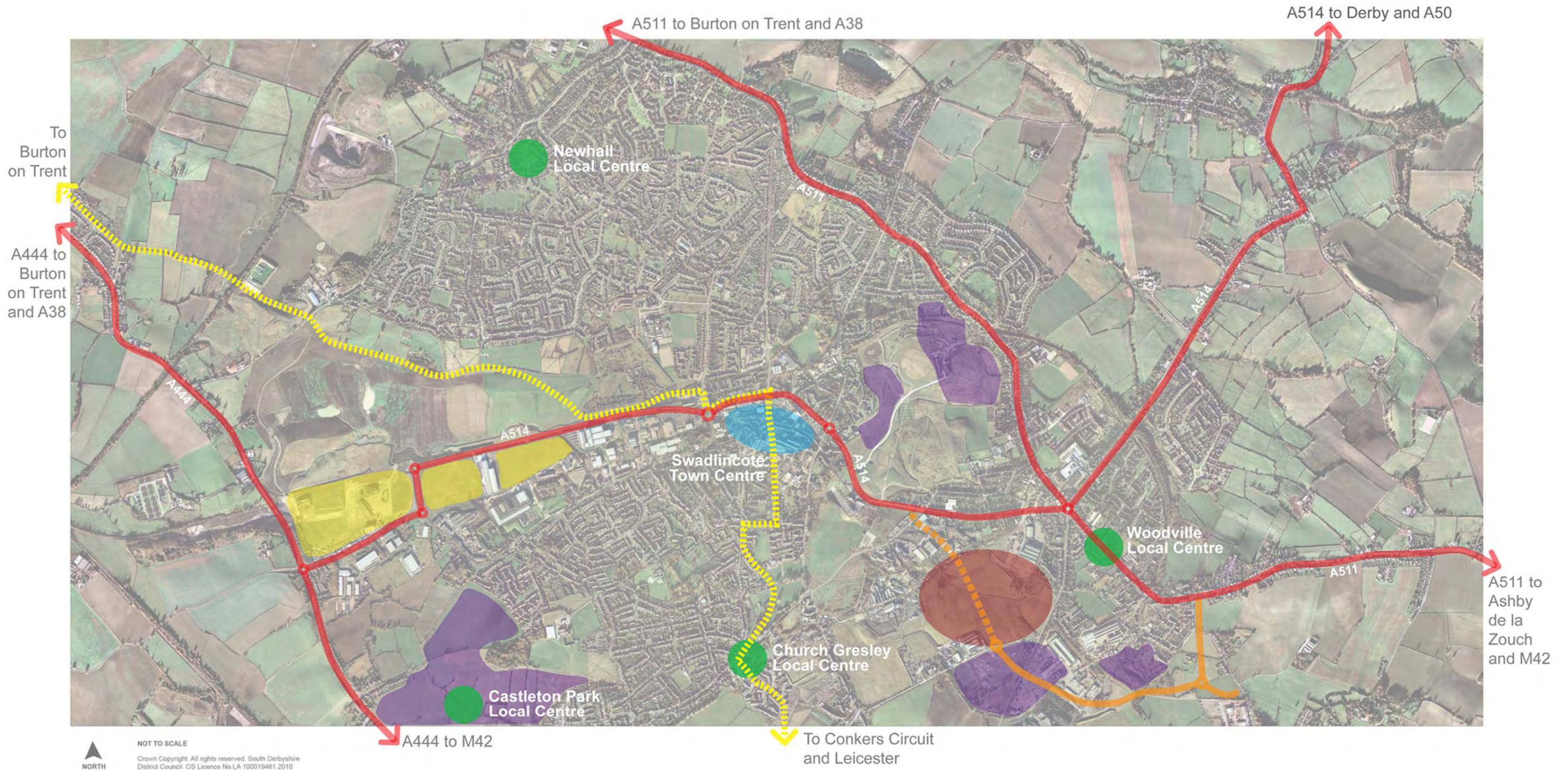
FIGURE 1:
Swadlincote – Sub-Regional Context

In February 2001 the first Swadlincote Town Centre Vision & Strategy was adopted. The aim of the document was to set out an agreed framework for raising the profile of the town as a centre for retailing, service and leisure and guiding future work to enhance its vitality and viability. As a result of the work on the document a town centre boundary was defined for the first time providing a context for applying national guidance and local planning policies. (See Figure 1 and Plan 1 for Swadlincote’s sub-regional and town centre context).

The Vision provided a vehicle for guiding the regeneration of the town in a way that recognised and preserved its special character and heritage (See Appendix A for further information). It also led to some significant achievements particularly relating to bringing vacant town centre buildings, such as the then Granville Public House (now the Sir Nigel Gresley), and the former Sharpe’s Pottery (now a Museum) back into beneficial use. New uses were found for derelict sites, such as Morrisons Supermarket, that now occupies the space where the former vacant and derelict Wraggs Pipeworks stood (See Plan 2 for major investments that have taken place since 2001).

Also in 2001 English Heritage became a partner with South Derbyshire District Council to bring about improvements and restoration of the historic buildings in the town centre, which is also a Conservation Area; the boundary of which was extended as a result of work on a Townscape Audit to support the Vision. The Heritage Economic Regeneration Scheme (HERS), subsequently renamed Partnership Scheme in Conservation Areas (PSiCA), provided match funding and enabled traditional shop fronts to be restored. Examples include properties at 18, 20, 49, 63, 71, 75 and 79 High Street, 2, 4 and 6 Hill Street and 11 Church Street (Examples can be seen in Appendix B). The partnership work was acknowledged and rewarded by English Heritage in 2009 when it announced that the Council would receive the award for the East Midlands Region for sustained commitment to the Conservation Area through the scheme.

Whilst improvements were being made to shop fronts and vacant sites redeveloped, the public areas around them had changed little since the pedestrian zone scheme was implemented in the early 1980s. A major facelift was needed and, after much drafting and public consultation, in June 2006, the Town Centre Public Realm Masterplan was agreed. The proposed works included re-paving and de-cluttering the streets, better



- Woodville Regeneration Area
- New business park
- New residential sites
- Swadlincote town centre
- Local centres
- Sustrans National Cycle Route No. 63
- 'A' roads
- Existing relief road
- Proposed relief road

PLAN 1: TOWN CENTRE CONTEXT



PLAN 2: MAJOR INVESTMENTS SINCE 2001

“Alongside the physical improvements, a range of promotional and business support activities have been successfully pursued”.



*Top left: Branded street furniture in West Street
Bottom left: New paving with threshold strips in Potbank Passage
Top right: The Delph following refurbishment
Bottom right: New works in West Street*

lighting and signing, and improvements to approaches, car parks and gateways. The Masterplan was designed as a tool for guiding comprehensive but phased improvements to the public realm over a period of 10-15 years.

It was accepted that funding would not be available to deliver the whole project in one go. In January 2006 the Council agreed, where appropriate, that contributions towards implementing the Masterplan would be negotiated from developers seeking planning permission for commercial development within and adjacent to the town centre. Work on drawing up costed proposals for the public realm works was in fact enabled by a Section 106 Agreement contribution from Morrisons, which also included money for carrying out some of the works. More recently a similar contribution was received from Sainsbury's.

The public realm improvements were drawn up for implementation in phases as and when finance became available from a variety of sources that, as well as Section 106 contributions from developers, have included the District and County Councils, the Derbyshire Economic Partnership and a Central Government initiative known as 'Growth Point'.

Works in the first phase included repaving of the traditional jitties off High Street and modest improvements to Swadlincote's eastern approach. Later works included redefining the streetscape in West Street, as part of the creation of a cultural quarter, and most recently totally revamping the main public space, The Delph. In 2010 the works in West Street reached the shortlist for an Urban Design Award and an article about the scheme was published in January 2011. Further works have been enabled by the development of 'The Pipeworks', a major retail and leisure investment that was completed in Autumn 2011.

Approaches to the town centre have been enhanced through the 'Swadlincote Gateways' initiative, with a programme of environmental improvement works targeting key sites and main routes through the town. This was supported by The National Forest Company and focused on the planting of street trees together with landscape works.

Alongside the physical improvements, a range of promotional and business support activities have been successfully pursued. Marketing of the town centre has been linked to a growing events programme and increasing public awareness of The National Forest.

“The Council has maintained town centre policies, including free car parking”.



*Top: Refurbished kiln at Sharpe's Pottery Museum
Bottom: New café extension and play area at Sharpe's Pottery Museum*

The town is promoted as part of the 'National Forest & Beyond' and 'Visit Peak District & Derbyshire' destination marketing campaigns. Established public events, such as the Christmas Light's Switch On, have been complemented by numerous others such as Pancake Races, Apple Day and a Scarecrow Hunt. The events programme for the area is now promoted through a 'What's On' guide.

Support has continued for Sharpe's Pottery Museum, including the addition of the Swadlincote Tourist Information Centre, supporting local visitor businesses. Most recently a £450,000 investment has enhanced its attractions and facilities, including a new gallery, play area and café. The Museum is now the starting point for a number of visitor trails, drawing on the town's heritage.

A range of community safety initiatives have been pursued, including active Shop Watch and Pub Watch business groups and the introduction of CCTV. The town's innovative Alert Box scheme for retailers achieved a national Action for Market Towns award.

The attraction of inward investment has been a key priority, including working with individual businesses, agents, property owners, investors and developers and using

publications such as the Investment Gazette to generate interest in the town. This has contributed to high levels of investment and relatively low levels of vacancies over the period.

The town's Chamber of Trade, business networks and retailers have been supported through training, events, 'shop local' campaigns and promotional initiatives. Working in partnership with the operators, the town's general market has moved to the High Street and dramatically expanded, with the aid of an innovative Market-Trader Start-up Scheme.

The Council has maintained town centre policies, including free car parking, and prioritising maintenance of the public areas and continued to offer a range of retail and office premises for rent.

“South Derbyshire has been amongst the fastest growing areas in the country in recent years”.



Top: The Delph

Right: The Pipeworks with Grade II listed chimney in background



MOVING FORWARD

At the time of the preparation of the original Vision, the town of Swadlincote had undergone a massive transformation over the preceding few decades. Wholesale contraction of traditional coal, clay and engineering industries had left the town with a legacy of a despoiled landscape and a weak economic base with little apparent prospect of urban renewal (See Appendix A for further information).

However, as economic prosperity and the efforts of voluntary/community, public and private sector organisations grew, Swadlincote began to transform into a bright modern town lying at the heart of The National Forest with its own distinct character and heritage.

South Derbyshire has been amongst the fastest growing areas in the country in recent years. The population of the town of Swadlincote has grown to some 40,000 in the last decade (South Derbyshire’s population grew by 15.8% between 2001-2011, ONS Census). The town has seen extensive residential and commercial development, together with a range of new infrastructure. House building is on-going with further permissions in place and significant future development anticipated.

A decade on from the time when the evidence base and proposals were drawn up for the first Vision document, many of the original sites/buildings in need of redevelopment/refurbishment have been restored or have new uses. However, there

are now other sites/buildings that within the next few years will have deteriorated to the degree that they would be identified as having no historical value and therefore have potential for redevelopment. (See Appendix B for photographs of before and after major works that have been implemented).

The District Council owns a considerable amount of land in the town centre and Derbyshire County Council owns land within and on its edge. Other public bodies also own sites within the town centre. Many are seeking to renew ageing facilities, consolidate activities and reduce operating costs. Provision of public services could be provided in a joined up way in state of the art shared modern buildings that would free up the remaining land for sale or private investment. This in turn could provide funds for reinvestment, such as the implementation of the remaining phases of the public realm improvements. The District and County Councils and other public bodies are committed to making best use of their property assets to improve services and encourage investment in the town.

Swadlincote has an ever broadening economic, civic and cultural base and is the administrative centre of South Derbyshire. Nevertheless, it is clear that the ongoing regeneration and development of the town centre is essential and that will rely on continuing investment and partnership action. The Vision remains an important means of marshalling and energising that regeneration process.

“Swadlincote has an ever broadening economic, civic and cultural base”.



*Above: Trees on the Delph
Top right: Historic buildings in West Street*



Above and left: Restoration of traditional shop fronts

MAKING IT HAPPEN

In preparing the original Vision, the following principles were regarded as being the key to success and, with the addition of specific reference to Heritage, they are still very relevant:

Principles:

Comprehensive: A single project cannot regenerate a town centre. An ongoing series of initiatives is vital to build community support and create lasting progress.

Incremental: Small projects make a difference. They demonstrate that ‘things are happening’ in the town centre and hone the skills and confidence needed to tackle more complex problems.

Self-help and public/private

partnership: The town centre needs the involvement of the grass roots communities and the support and expertise of both the public and private sectors to fund and implement initiatives.

Identifying and capitalising on

existing assets: Local assets provide the solid foundation of a successful town centre improvement initiative.

Heritage: Recognising the wider value of historic buildings and landmarks in contributing to the town’s identity and distinctiveness.

Quality: The town centre and any improvements/initiatives must be synonymous with quality.

Change: Changing community attitudes and public perceptions and practices is essential to sustain a town centre that is fit for purpose.

Action-oriented: Frequent, visible changes in the look and activities of the town centre will reinforce the perception of positive change.

The original Vision identified that in the past Swadlincote had struggled to find an image of its own. It also struggled in competition with picturesque villages and larger neighbouring towns offering greater choice. However, the consultation exercises revealed that local people were keen to highlight a more complex and creative vision of the town centre – with a range of opportunities for future development.

The town centre suffered a long period of decline and was often overshadowed by

“The Vision for the town centre provides the basis for the collaboration of public, private and voluntary/community sectors”.



*Clockwise from top:
Cycling in The National Forest
The Pipeworks chimney
Cornish Blue pottery*



neighbouring centres. Latterly, a number of significant investments in retail and leisure provision, together with a growing and more prosperous local population and the visitor potential associated with The National Forest, have materially helped turn around its fortunes.

The aim now is to continue the revival of Swadlincote town centre as a service centre and attractive destination for both the community and visitors. The appearance and vitality of the town centre is fundamental to perceptions of the District and to the creation of a focus for community life. There is a need to improve further the appearance of the town centre and surrounding areas, together with key arterial routes.

The Vision for the town centre provides the basis for the collaboration of public, private and voluntary/community sectors in the pursuit of an enhanced town centre. There is scope for significant retail, leisure, office and residential development with substantial sites available within and adjacent to the town centre. Similarly, there is potential to recapture spending that is currently ‘leaking’ to neighbouring centres and to create employment locally, through support for the town centre and its businesses.

As such, the Vision for the town centre will continue to focus on developing the following three aspects:

Areas for Action:

1. Promotion

Marketing the town’s assets to shoppers, potential investors, new businesses, local citizens and visitors including through special events, retail promotion and inward investment activities, in order to raise awareness and enhance the way the town centre is perceived is critical. Key to developing Swadlincote’s attraction to visitors will be enhancing further its image and attractiveness. This could be pursued through the promotion of local distinctiveness, possibly linked to the town’s industrial heritage or location within The National Forest.

The people of Swadlincote are rightly extremely proud of their industrial heritage and this can be further exploited. Links to the manufacturing of fabulous sports cars, ceramics, essential products promoting sanitation and coal mining, all offer potential. Good heritage and tourism promotion can benefit a town economically and should be a key part of the way forward.

“There is potential to attract visitors and create employment opportunities”.



*Clockwise from top:
Street furniture in West Street
Public consultation exhibition in the Town Hall
The Delph*

2. Economic Restructuring

It is absolutely essential to build on existing assets in the town. By creating a support network for local businesses they are more likely to stay in the town and other businesses are more likely to choose Swadlincote as a place to invest. Swadlincote is already a good local shopping and service centre and it should build on its reputation as such by developing existing businesses, seeking complementary new ones, and promoting the town to its residential catchment.

There are sites upon which to expand existing and develop other commercial uses in the town centre, including leisure and services, which will develop both the evening economy and the visitor economy linked to The National Forest. In so doing, there is potential to attract visitors and create employment opportunities for the local community.

3. Design

Improving the physical environment of the town centre by renovating buildings, constructing compatible new ones, improving signage, shop windows and access arrangements, creating attractive and usable public spaces, and ensuring that planning regulations and policies support appropriate

town centre investment is crucial. Creating an attractive, welcoming and accessible environment is important for attracting visitors, shoppers and new businesses.

High quality design and use of quality materials for the new public realm works has received praise and should be reflected in future redevelopment schemes. There is scope for a range of improvements, from enhanced gateways and green spaces, to more active frontages and attractive pedestrian links.

Revising the Vision and Strategy:

A range of consultation, research and survey activities were undertaken in order to revise the Vision & Strategy. The consultation activities and their results are set out in Appendix C. The findings of both the consultation and research is summarised in Appendix D in the form of strengths and weaknesses. These, together with the survey activities, inform the following analysis and proposals.



Farmers' market on The Delph

TOWN CENTRE ANALYSIS

PLANNING CONTEXT

“The District Council has strong planning policies designed to enhance the vitality and viability of the town centre”.



Market Day in Swadlincote High Street

The District Council has strong planning policies designed to enhance the vitality and viability of the town centre. These are set out in the South Derbyshire Local Plan 1998 and will soon be updated in a new Local Plan.

The planning boundary of Swadlincote town centre was established in the original Vision & Strategy. This has been carried through into this update and it will be formalised in the forthcoming Local Plan.

The Council's planning framework supports the town centre principally by adopting a “sequential approach” to new retail development. This means that all proposals for new “out-of-town” shopping floorspace are resisted unless it can be shown that no suitable alternative sites are available either within, or on the edge of, the town centre boundary. The Council also requires proof that any such proposals are unlikely to result in unacceptable harm to trade within the town centre.

This Vision & Strategy indicates the general location of sites within and around the town centre which may have potential for new shopping or mixed use development.

The Council also aims, through its planning powers, to maintain a concentration of retail

units within the core shopping area by resisting changes of use to non-shopping activities.



- A1 Shops
- A2 Financial and professional services
- A3/A4/A5 Restaurants / cafes / drinking establishments / hot food takeaways
- B1 Business
- B2/B8 General industrial / storage / distribution
- C2/C2A/C3 Residential / dwelling-houses / houses in multiple occupation
- D1 Non-residential institutions
- D2 Assembly and leisure
- Sui Generis
- Town Centre Boundary
- Primary Retail Frontage
- Secondary Retail Frontage



PLAN 3: GROUND FLOOR LAND USES

“In recent years a number of redevelopments for retail and leisure units have complemented the smaller traditional units in the central core”.



Church Street

Ground Floor Land Uses and Urban Form Analysis

The streets in Swadlincote have traditionally led to the heart of the town (The Delph) from the surrounding edges. This pattern can still be seen today, although the introduction of Civic Way in the 1950s and 1980s severed the routes to the north. Civic Way did however enable the creation of the pedestrian zone in the town centre.

Swadlincote has a number of character rich streets that have retained their continuity of narrow frontages. These concentrations of

buildings can be seen clearly on the plan and include streets such as Weston Street, parts of Alexandra Road and Stanhope Road, Church Street and High Street. The buildings along many of these streets have active frontages, creating lively and varied edges.

Only just over half of the units along the High Street, Market Street and West Street are retail. The remainder are services and food/drink outlets.

Some industrial units are located very close to the core of the town and within the town centre boundary. In recent years a number of redevelopments for retail and leisure units have complemented the smaller traditional units in the central core.

The edges of town within the survey area are approximately 50% residential and 50% commercial and industrial.

The edge of centre residential area to the north is quite low density given its proximity to the town centre. This area partly comprises sheltered housing schemes. The exception to this is the recent block of town centre apartments opposite the Council offices.

The bus station is very well positioned, being centrally located and close to The Delph. A

cluster of civic facilities surround the bus station and run along Civic Way, although only one building actually fronts this space (The Library).

For a town of this size, there is now a good variety of leisure uses close to the town centre and within walking distance of one another (including a Museum, leisure centre, food and drink outlets, cinema, and dry ski slope).

There is a small cluster of narrow commercial units on Alexandra Road.

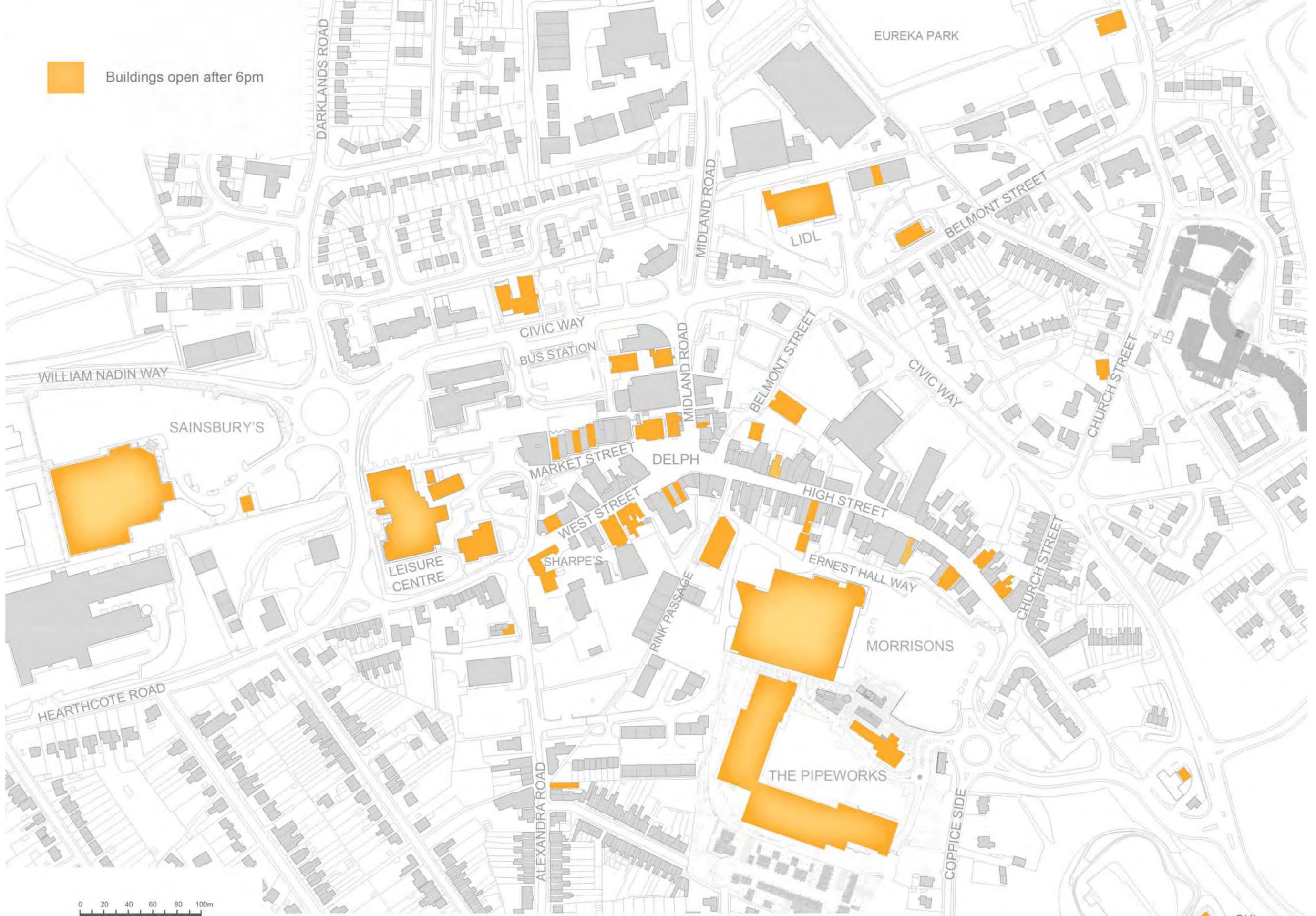
The commercial units along West Street extend over Alexandra Road – this is a strong cluster of narrow units and there is scope to pull it closer to the town centre by reducing the dislocating impact of the wide and busy Alexandra Road.

Generally speaking, there is limited use of some upper floors other than for storage. There are some office uses in the retail core, but very little residential.

Despite its compact size, the physical characteristics of the town centre mean that it often feels like a number of clusters or zones of development.



Buildings open after 6pm



PLAN 4: EVENING ACTIVITY



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“Swadlincote has a friendly and sociable High Street”.



*Clockwise from top:
The Delph at night
Local Farmers' Market on The Delph
Evening shot of The Pipeworks*

Evening Activity

The most striking and coherent cluster of evening activity is the new Pipeworks development. Morrisons Supermarket is to a certain extent linked to this, although the change in levels creates a physical barrier.

West Street, The Delph, Market Street, Midland Road and Belmont Street also form another cluster of evening activity. Improvements to the pedestrian route along Rink Passage would help to link this area with the cinema and other new developments.

Another small cluster exists at the Church Street end of High Street. This area has a more fluid, pleasant and viable link to The Pipeworks along the street and avoiding steps and lifts – highlighting it as an area that could develop further as an evening economy close to the cinema.

People

People are the most important thing in any town or city. Swadlincote has a friendly and sociable High Street and people bump in to friends here. Many people know the shopkeepers. This should provide a good basis upon which to further promote a vibrant centre.

Creating sociable streets and spaces that encourage paths to cross, people to stop and talk, to linger, to sit - is of massive importance to the success of any town or city. They are what bring a town to life.

A lively street or space often has:

- Successful edges - lots of narrow units, attractive and active at eye level, offering a wide variety of goods and services – all concentrated in to a street or small area;
- Popular outdoor seating areas (public and private);
- Low volumes of traffic and noise; and,
- The general sense that something is 'going on' (be it a market, street music or entertainment, event, or simply a group of people talking).

It can be said that nothing happens, because nothing happens because nothing happens. People are attracted to areas of a town where there are more people about. A good town or city is like a good party; people stay because they are enjoying themselves.

“The chimney behind Sharpe’s Pottery Museum has a strong relationship with The Pipeworks chimney”.



*From the top:
View across Morrisons car park from The Pipeworks development
View of Sharpe’s Pottery from Rink Drive
View of The Pipeworks from Church Street*

TOWNSCAPE

Views, Vistas and Landmarks

The very tall former pipeworks chimney that sits on high ground is visible from all over the town. This has been renovated and forms part of a new retail and leisure development called ‘The Pipeworks’. This creates a very strong landmark for the whole town during daylight hours.

Next to this tall chimney and also on high ground sits the tall building of the cinema. Visible from the north and north east, this landmark is particularly prominent after dark.

Two other chimneys of historic interest exist in the town and although considerably smaller, create important landmarks. The chimney behind Sharpe’s Pottery Museum has a strong relationship with the The Pipeworks chimney, with both being aligned with one another from certain positions. Additionally, from the middle-ground between the two chimneys, they are both visible, making it very easy to walk from one to the other in either direction without the need for signage (if such a path were to exist). The third chimney belongs to a former industrial premises (now a retail outlet) on Civic Way and has a weaker relationship with the other two, being separated by level changes and the High Street.

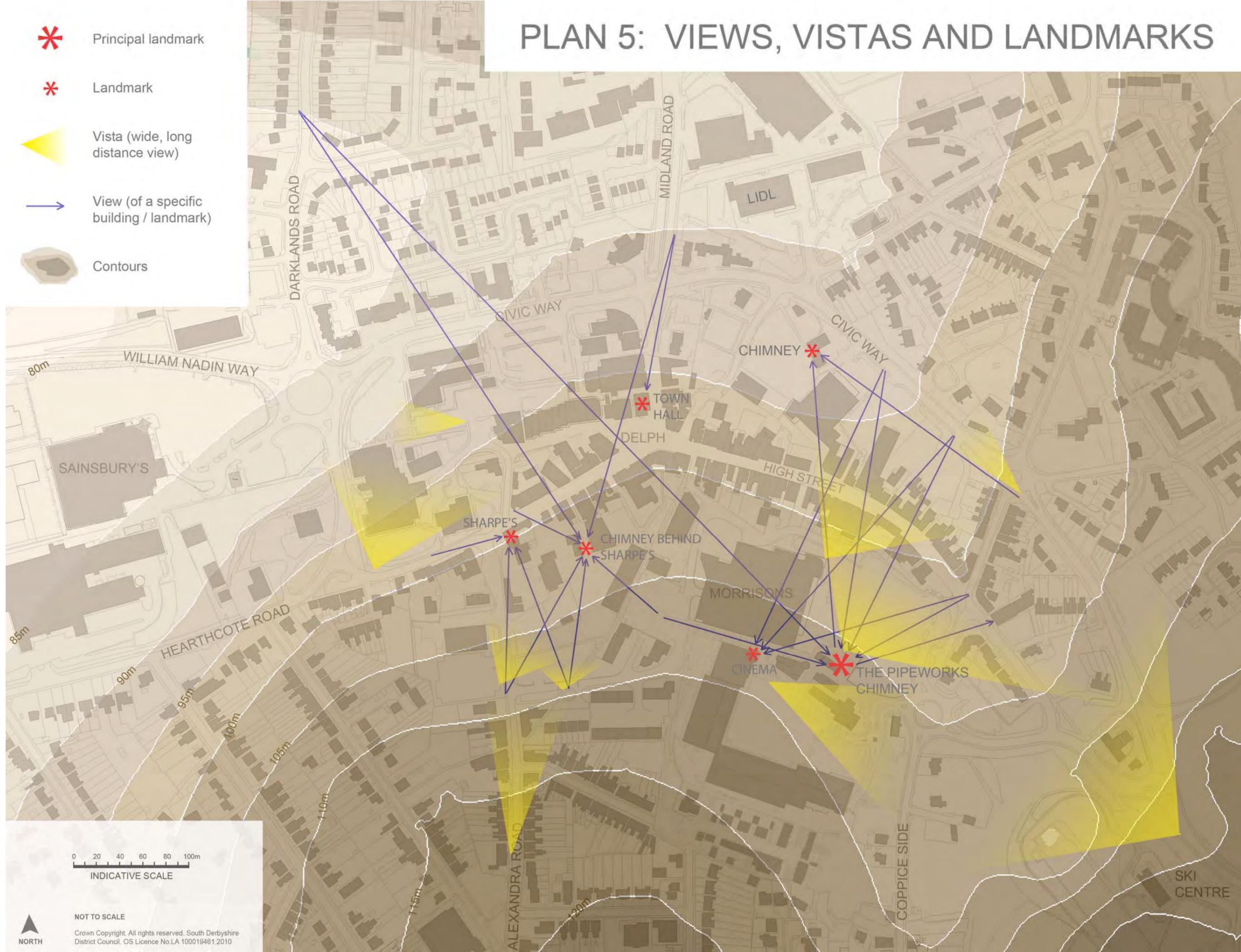
More localised landmarks are created by the Town Hall and Sharpe’s Pottery Museum, with its bottle kiln.

The northern area of the town centre is on low ground, with land rising to the south, east and north. Developments such as Morrisons, The Pipeworks and the Ski Centre sit on high ground and dramatic vistas can be viewed, looking north over the town and the countryside beyond.

The ski slope and new planting beyond are also visible from Morrisons and The Pipeworks, creating an impressive vista as you look east. As Swadlincote Woodlands matures, what was once an industrial site, is now a green asset on the edge of the town centre.

PLAN 5: VIEWS, VISTAS AND LANDMARKS

-  Principal landmark
-  Landmark
-  Vista (wide, long distance view)
-  View (of a specific building / landmark)
-  Contours



0 20 40 60 80 100m
INDICATIVE SCALE



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“Part of Swadlincote town centre was considered to have a special character and was designated a Conservation Area”.



Top : Baptist Chapel, West Street
Bottom left and right: The Paramount and Methodist Church, West Street



Historic Context

In the 19th Century Swadlincote became an internationally recognised centre of glazed pipe and sanitary ware production. The local clay fields and coal deposits provided the raw materials needed to make it a largely self-contained industrial manufacturing process.

Although only a hamlet by the end of the 18th Century, such was the growth and importance of these industries in the 19th Century that by the First World War Swadlincote had been completely transformed into a bustling town.

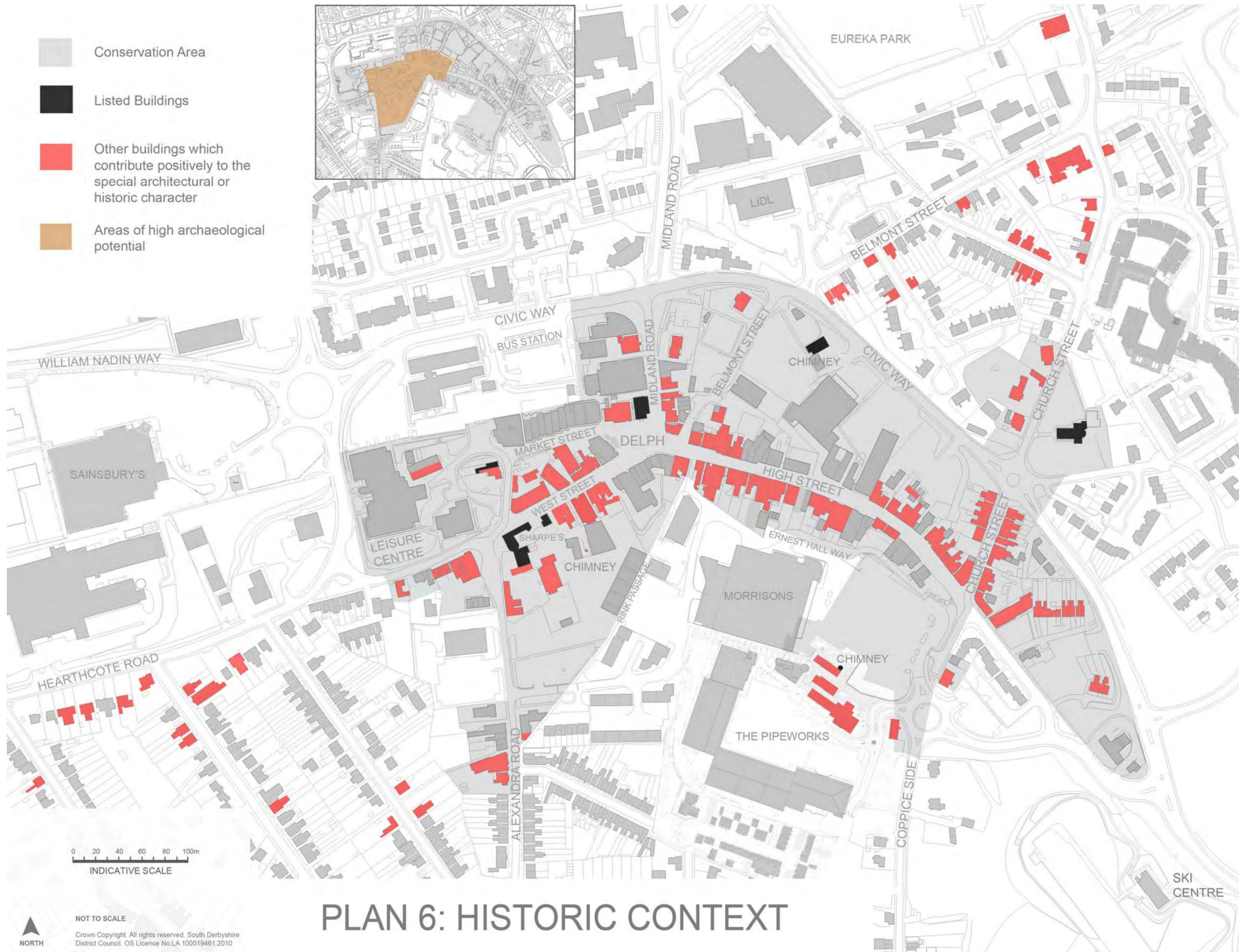
The distinctive characteristics of Swadlincote can be summarised as follows:

- a bustling commercial centre with numerous small shops, including local independent stores;
- a high degree of survival of traditional shopfronts, most still in use for retailing;
- historic buildings constructed predominantly during the late 19th and early 20th Centuries, of smooth red brick and terracotta;

- a number of high quality and architecturally distinctive buildings within the town centre, built to high design standards using the new technologies and materials of their day (e.g. terracotta and cast-iron);
- two important groups of industrial buildings (at the former Woodward's Pipeworks at Coppice Side and Sharpe's Pottery) that span a long history of development of the two main strands of the local pottery industry (many of these buildings have now been regenerated and brought back in to use); and,
- industrial 19th Century chimney stacks - the tall, distinctive, brick landmarks are a small remaining fragment of the former punctuated roofscape/skyline.

In 1990, part of Swadlincote town centre was considered to have a special character and was designated as a Conservation Area. The boundary was updated in 2001. This area contains a number of Listed Buildings and many buildings which contribute to the special architectural and/or historic character of the town. Part of the town centre also has archaeological interest.

- Conservation Area
- Listed Buildings
- Other buildings which contribute positively to the special architectural or historic character
- Areas of high archaeological potential



0 20 40 60 80 100m
INDICATIVE SCALE



NOT TO SCALE

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PLAN 6: HISTORIC CONTEXT

“A number of places in the town centre have clusters of mature trees and useable grass spaces”.



Above:
Potential to enhance the Diana, Princess of Wales Memorial Garden



Left:
New tree planting along Civic Way

Trees and Green Spaces

Swadlincote lies within The National Forest and prizes its existing and new trees and green spaces highly. The National Forest Design Charter sets some general design principles:

- Distinctive character,
- Sustainable,
- Inspiring places,
- Integrated design,
- People focused,
- Legibility and connectivity.

The National Forest Built Design Principles are particularly relevant to Swadlincote town centre:

- Building 'Greener'
- Creating a Forest identity
- Building innovation
- Achieving national excellence

A number of places in the town centre have clusters of mature trees and useable grass spaces. These are not used frequently but have great potential as new characterful green spaces within the town.

Mature London Plane trees on The Delph, Market Street, Midland Road and High Street add character to these streets and have been marked on Plan 7.

An initiative to improve the gateways in to Swadlincote has resulted in new trees and spring bulbs being planted along Civic Way. Tree planting has also been integrated into new developments. The Sainsbury's expansion, for example, has included a row of new trees along William Nadin Way, whilst the newly paved Delph public square includes rows of pleached trees.

Eureka Park and Swadlincote Woodlands are important green spaces on the edges of the town centre. Connections to and from these spaces need to be improved in order to encourage more people to use them.

Tree planting provides opportunities to create greener views and vistas across the town. The earlier tree planting at Swadlincote Woodlands now creates an impressive green backdrop to the Ski Centre and Church as you look east from The Pipeworks and Morrisons.

Urban trees have an important role in sustainable communities and have been shown to provide numerous aesthetic, social, economic and health benefits. In June 2012, a new guide 'Trees in the Townscape' (Trees & Design Action Group, 2012) aimed at decision makers was published. This guide takes a 21st Century approach to trees in towns and keeps pace with and responds to the challenges of our times. The 12 action-oriented principles can be adapted to the unique context of Swadlincote town centre.

-  Mature / semi-mature tree
-  Newly planted tree (2009 to 2011)
-  Useable green spaces



PLAN 7: TREES AND GREEN SPACES



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“Provide cycle links between Swadlincote and The National Forest’s leisure destinations”.



*Top:
Pedestrian movements across The Deph*

*Bottom:
Impeded pedestrian desire lines*

MOVEMENT

Pedestrian and Cycle Movements

A town with lots of people on the streets is safer, healthier, more sociable, more vibrant and much more full of life. If streets are dominated by large volumes of traffic, then they become the opposite of this.

Swadlincote has both extremes of street conditions. It has the sociable pedestrianised historic core, with its vibrant street market. But it also has the harsh unsociable environment of Civic Way, a barrier to the town centre with fast moving traffic and limited crossing opportunities.

Pedestrians like to walk in straight lines, often deviating from prescribed routes in order to do so. Creating walking routes that are as direct, short, safe and attractive as possible is very important. Desire lines have been drawn between the points at which pedestrians arrive at the town and the core areas. Key attractions have also been connected with pedestrian desire lines.

Cycling to Swadlincote town centre is not presently popular. Infrastructure provision is very limited, with only one or two short stretches of dedicated paths. Sustrans Route No.63 runs through the town centre, but breaks down along Civic Way. There are long term plans to improve Route No.63 and

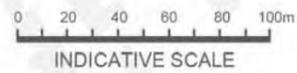
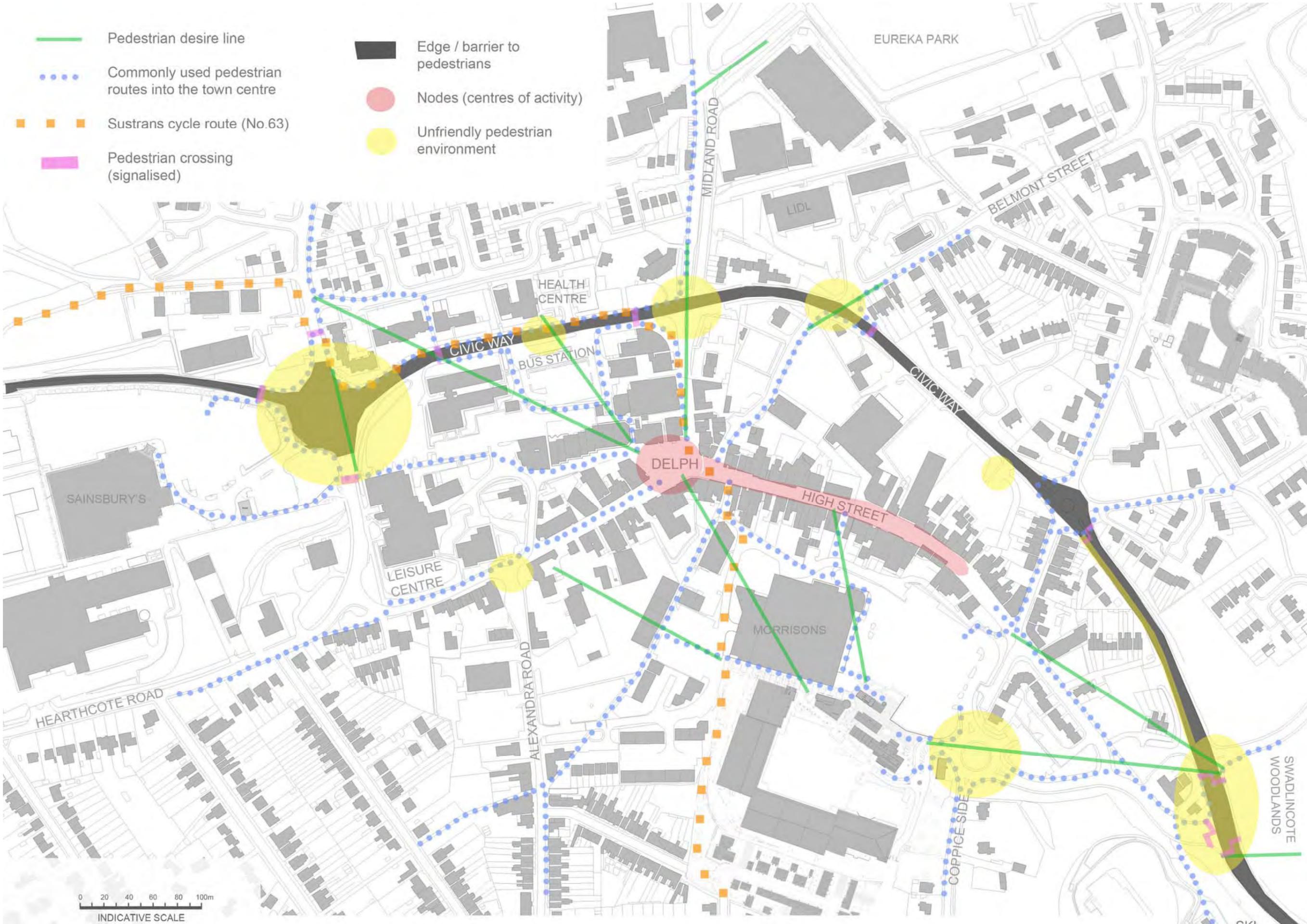
also to provide cycle links between Swadlincote and The National Forest’s leisure destinations.

Once completed, Route No.63 will provide links to the town centre from the west and also the south. However, there are presently no plans to improve cycle infrastructure for people wanting to cycle to the town centre from the surrounding residential areas to the north and east.

The benefits of encouraging more people to walk and cycle are numerous and wide-ranging. Making streets more pedestrian and cycle friendly by designing them more sympathetically is therefore extremely important.

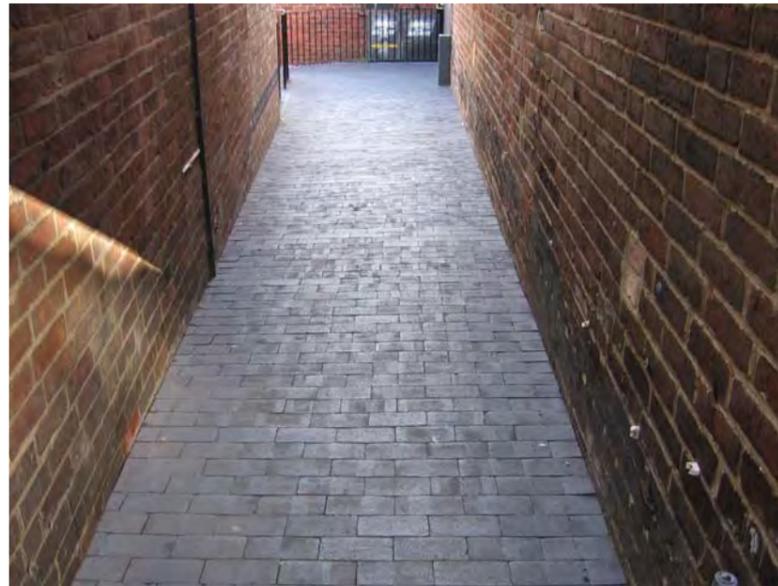
A town with well-designed streets and an abundance of pedestrians and cyclists enjoys:

- lower crime and fear of crime;
- fewer road traffic accident casualties;
- less noise and air pollution;
- healthier and more active people;
- more attractive, vibrant and uplifting places;
- a higher chance of bumping in to someone you know;
- streets that encourage longer conversations;



PLAN 8: PEDESTRIAN AND CYCLE MOVEMENTS

“Many residents live within walking and cycling distance of the town centre”.



Above: Jitty link at Potbank Passage

- sustainable long-term growth that reduces the likelihood of road congestion/parking problems; and
- much higher footfall for businesses if movements are concentrated along certain key routes.

The relatively compact size of Swadlincote means that many residents live within walking and cycling distance of the town centre. Those that drive also need to be able to walk around the town more easily and be encouraged to explore and visit multiple destinations thereby staying longer and contributing more to the local economy.

It is also very important to concentrate pedestrian flows along key routes to promote attractive, safe and vibrant interlinkages.

Creating seamless routes for pedestrians approaching the town centre core from the edges of town is a good way of encouraging walking and cycling because it makes the journey quicker, less complicated and more pleasant. An *unpleasant* route can put people off even considering walking and cycling as a travel choice in the first place.

Centres of activity (nodes) are created where people’s paths cross and where people linger and spend time. There are already these concentrations of people along High Street

and many paths cross over The Delph.

Vehicle Movements and Car Parking

Built in stages during the 1950s and 1980s, the A514 (Civic Way) changed the dynamics of vehicle movements in the town centre, taking traffic away from the High Street. Civic Way now carries large volumes of traffic, creating the northern edge to the town centre and High Street is now pedestrianised between 10am and 4pm.

Most traffic entering the town arrives from the north, east or west and uses the A514 corridor. Vehicles also approach from a number of more minor local roads to the south and west. Increasing traffic volumes along this corridor have been exacerbated by on-street parking, right turning vehicles and stopping buses and this has affected traffic flows.

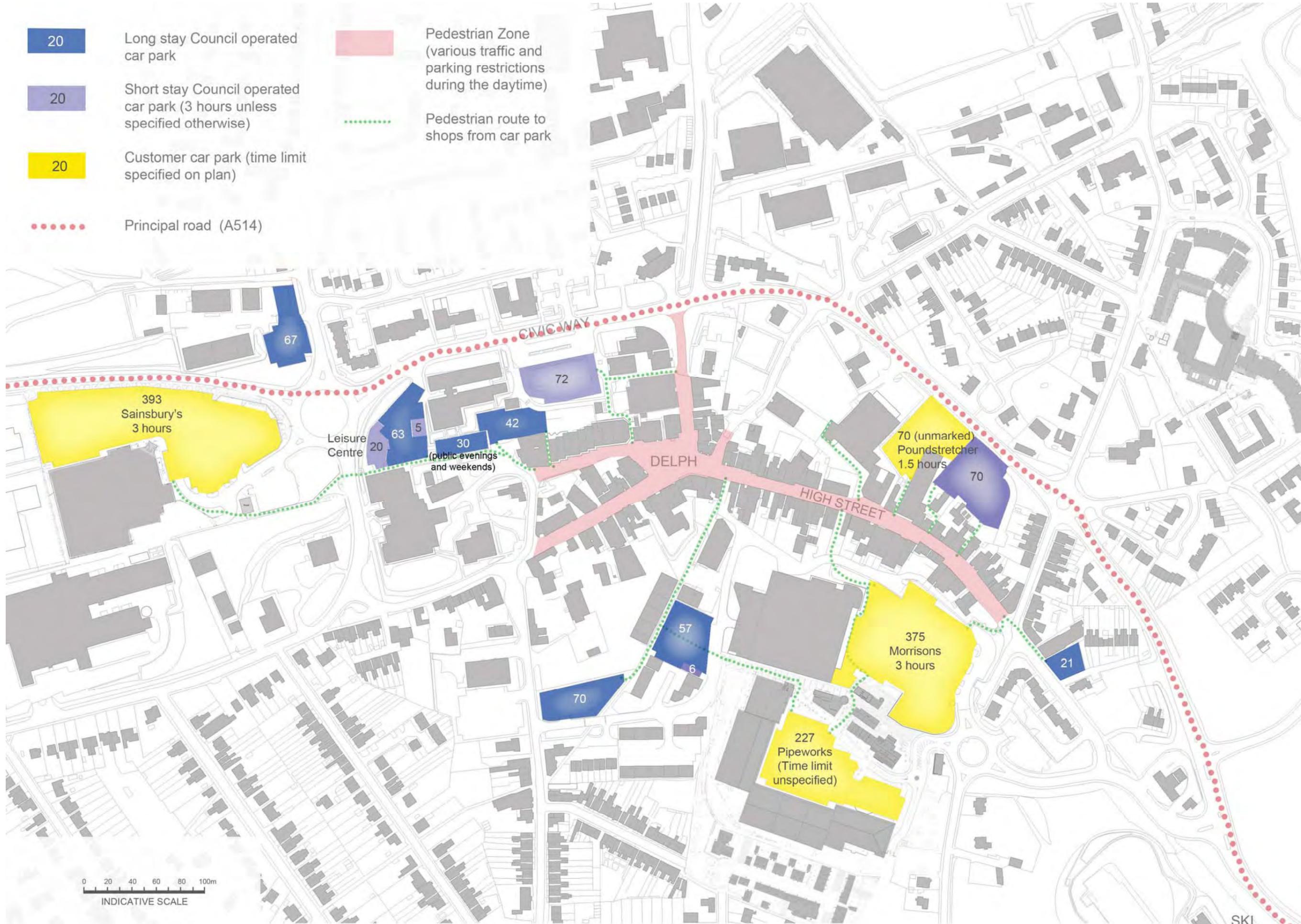
The majority of car parking spaces in the town are located either on or close to the A514 corridor. A combination of public and customer car parks exist in the town centre and the numbers of spaces are summarised in Table 1 opposite.

About two thirds of the off-street car parking spaces in the town are provided by four retail outlets for their customers and are short stay.

Table 1: Car Parking in Swadlincote Town Centre

	Public	Public evenings and weekends only	Customer only	Total
Long Stay	326	30		356
Short Stay	167		1,065	1,232
Total	493	30	1,065	1,588

- 20 Long stay Council operated car park
- 20 Short stay Council operated car park (3 hours unless specified otherwise)
- 20 Customer car park (time limit specified on plan)
- Pedestrian Zone (various traffic and parking restrictions during the daytime)
- Pedestrian route to shops from car park
- Principal road (A514)



0 20 40 60 80 100m
INDICATIVE SCALE



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PLAN 9: VEHICLE MOVEMENTS AND CAR PARKING

SKI CENTRE

“Create direct, safe and attractive pedestrian links to the town centre core from the car parks”.



Above: Rink Drive car park with pedestrian link to The Pipeworks

Of the one third that are public, about 34% are short stay and 66% are long stay. Looking at public and customer spaces together, the majority are short stay (78%).

Effort has been made to create direct, safe and attractive pedestrian links to the town centre core from the car parks. A number of jitties and paths have been re-paved and some new routes have been created. The most direct routes to some car parks are affected by the extreme gradients in the town, with steps and lifts being provided.

Although residents and local businesses are happy that all parking is free, they have reported that it is often difficult to find a space. It has been reported that there is a need for more long stay parking in order to encourage people to stay longer in the town centre and also for town centre workers.

Indications are that the town centre car parks are now operating at close to capacity on weekdays in the mornings and over lunchtime. However, by the middle of the afternoon spaces are typically more readily available.



Above: Potbank passage - one of the many branded granite threshold strips in the town's jitties

“A significant proportion of the town centre is held in public ownership”.



*Top: Bus station, Civic Way
Bottom: Health centre, bus station and car park on Civic Way*

INVESTMENT

Public Sector Land Ownership

A significant proportion of the town centre is held in public ownership by the District and County Councils and other public bodies, as illustrated in Plan 10. These assets comprise operational property such as the civic offices, council depot, leisure centre, library, bus station, health centre and police and fire stations, together with investment properties, such as the retail units on The Delph and Midland Road.

The Councils and other public bodies are committed to rationalising these property assets in a manner which cuts costs while improving services and regenerates the town. A large number of these assets have therefore been included within this document as potential investment opportunities (Plan 11). The development of a new, ‘One-Stop’ Civic Hub within the town centre is an aspiration for both South Derbyshire District Council and Derbyshire County Council, and their extensive property holdings present a clear opportunity to deliver this vision.

As part of a rationalisation of each Authority’s assets the District and County Council now share the use of the Civic Offices, with the County Council generating surplus property on the fringe of the town centre. Other potentially surplus town centre Council

assets, such as the former Indoor Market, are currently being retained and used as temporary car parking, due to their strategic importance to future redevelopment.

A new Civic Hub could deliver ‘joined-up’ services within more modern and efficient workspace, and also accommodate additional services, potentially including the library or the requirements of other partners. The existing civic offices extend to some 4,200 sqm (45,000 sqft) on a prime site and the size and specification of an enhanced Civic Hub would need to be assessed through detailed consideration of design, service needs and location.

The District Council owns Green Bank Leisure Centre which is adjacent to the civic offices in the town centre and includes: 25m main swimming pool, learner pool, fitness suite with 60 pieces of equipment, sauna, two squash courts, sports hall with six badminton courts, bar & cafeteria, function room and crèche. The Centre has a second hall suitable for a variety of events with two badminton courts.

The estimated lifespan of Green Bank is relatively short, after which it will need major investment or redevelopment. This would provide the opportunity to provide more modern services, such as comprehensive

PUBLIC SECTOR LAND OWNERSHIP
(excludes leaseholds)

- South Derbyshire District Council
- Derbyshire County Council
- Police
- Fire



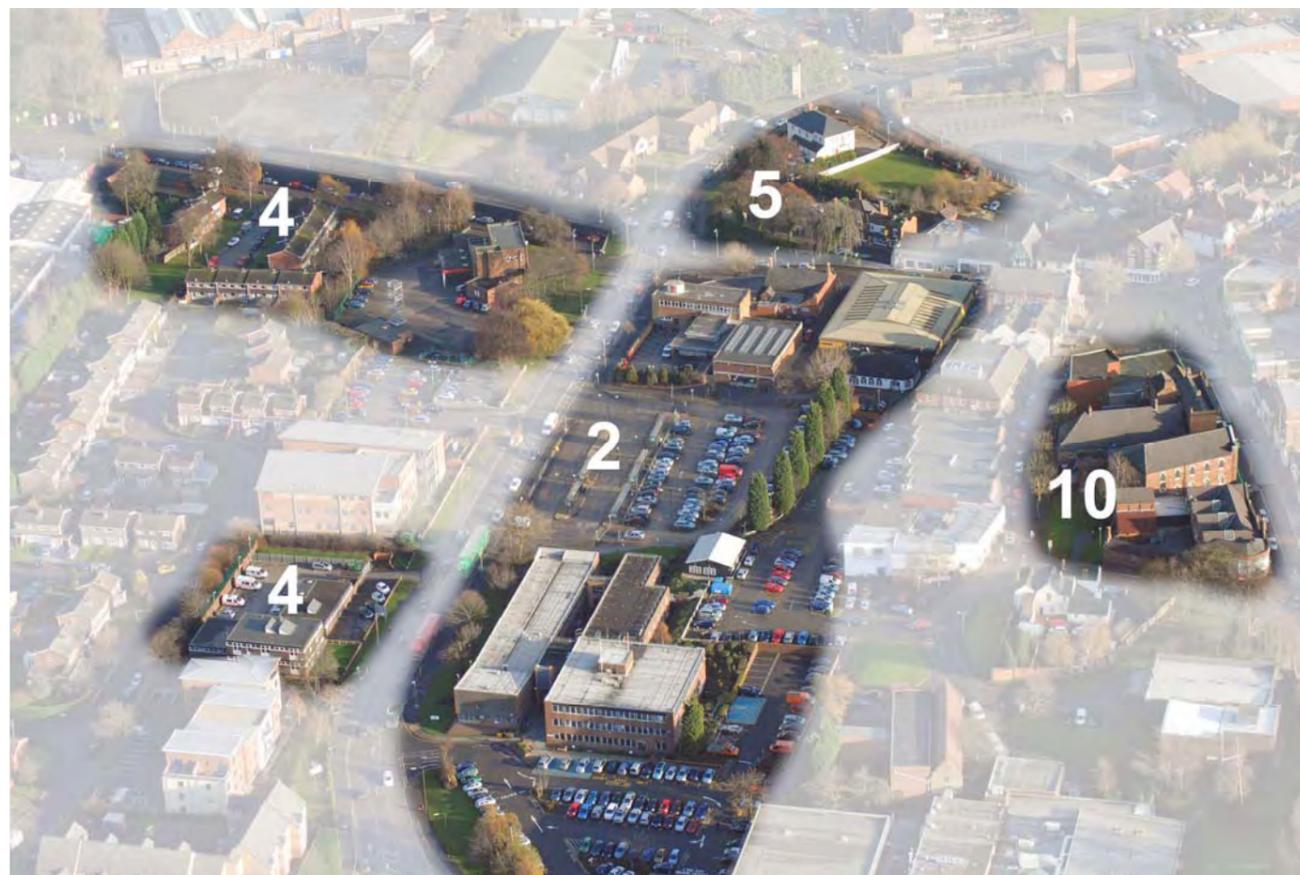
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PLAN 10: PUBLIC SECTOR LAND OWNERSHIP

“Swadlincote town centre has many potential sites capable of accommodating new investment”.



*Aerial photograph of potential investment opportunities
Area 2 - Civic Centre, Civic Way; Area 4 - Emergency Services, Civic Way;
Area 5 - Land between Midland Road and Belmont Street; Area 10 - Land between West Street and Market Street*

health and fitness and extreme sport facilities.

The Leisure Centre could move to an alternative site but this would need to be in an accessible location, still within walking distance of the town centre. An alternative location could provide outdoor facilities, such as grass pitches, tennis/multi use courts, youth play facilities and cycle tracks.

A significant proportion of the car parking within the town is controlled by the District Council, and the enhancement of this provision is a key consideration during the regeneration of the town. The current parking provision and future strategy are addressed in more detail in the vehicle movements and car parking and Action Plan sections of the document.

Potential Investment Opportunities

Swadlincote town centre has many potential investment sites capable of accommodating new investment. These range from individual premises to a site capable of accommodating a major investment.

There are a mixture of publicly and privately owned sites, ranging from vacant land and buildings to historic premises with scope for enhancement. Amongst the portfolio are

sites appropriate for most land uses, including retail, leisure, office and residential development.

Some thirteen key sites have been identified (Plan 11). Development Guidance can be found at Appendix E and detailed descriptions of each of the potential investment opportunities at Appendix F. This includes site descriptions, location information, current uses, neighbouring activities and relationships to other parts of the town centre, together with an indication of future potential.

In addition to the key sites, there are numerous smaller scale properties and infill opportunities throughout the town centre.

-  Town Centre boundary
-  Potential investment opportunities



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INDICATIVE SCALE



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PLAN 11: POTENTIAL INVESTMENT OPPORTUNITIES

TOWNSCAPE MASTERPLAN

“Three themed Masterplans have been drawn up to inform and inspire new ideas and solutions”.



Three themed Masterplans have been drawn up using the assessment work undertaken and feedback from the public and businesses to inform and inspire new ideas and solutions.

Attractive places lift the spirits and whilst Swadlincote has improved radically in recent years, there remain prominent areas that could be enhanced.

Views, landmarks, squares and green spaces help people to find their way around. Existing landmarks and vistas can be exploited and new landmarks, squares and green spaces can be created in key locations.

for navigation and ease of understanding the town. Key vistas have been highlighted and these wide and long distance views should be preserved and ideally enhanced further. It is important to encourage more people to enjoy these views, so they can act as cues for good locations to create new spaces and seating.

In addition to providing shade, calm and wildlife, mature trees give the townscape a sense of history and feeling of importance. There is an aspiration to create safe, overlooked and well-used green spaces around mature trees.

There is an ambition to rejuvenate the rich historic character of streets in the town. Of particular importance are those that lead to The Delph from the surrounding areas (Midland Road, Belmont Street, Church Street, Alexandra Road, West Street). This not only strengthens the character and continuity of these historic streets but also strengthens their links with The Delph - leading people to the town centre's heart and focal point without necessarily having to sign it on a fingerpost. This creates a town that is easier to understand and navigate around, by making it more 'legible'. The award-winning shop front improvement programme has been an essential part of this.

The Delph is the heart of the town and this public square and the buildings that form its edges need to be vibrant. This square should aim to appeal to a wide range of different people and be busy at different times of the day and evening.

Two attractive brick chimneys have been selected as key landmarks and these should be exploited and used as navigational cues (The Movement Masterplan proposes a direct pedestrian link between the two chimneys). These chimneys remind people about the town's productive heritage and help to create a special character.

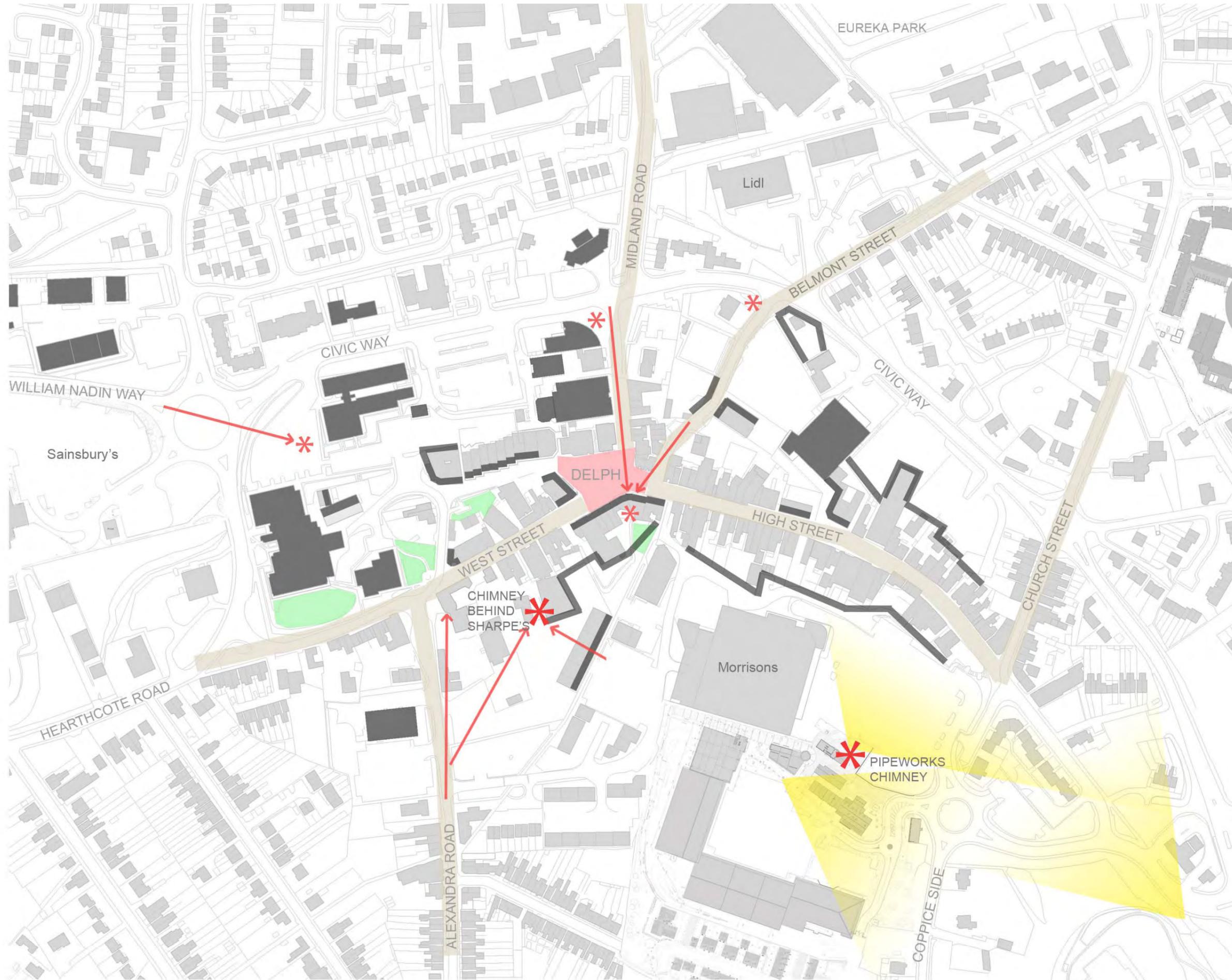
In order to signal the town centre more clearly to people travelling along Civic Way (A514), new landmarks have been proposed at key locations along this street. These landmarks highlight key pedestrian routes into the town centre. New nodes have also been proposed on Civic Way at its junctions with Midland Road and Belmont Street – essentially bringing the town centre on to Civic Way and creating an attractive street (illustrated on the Movement Masterplan).

Long distance views across the town are important for both general visual appeal and



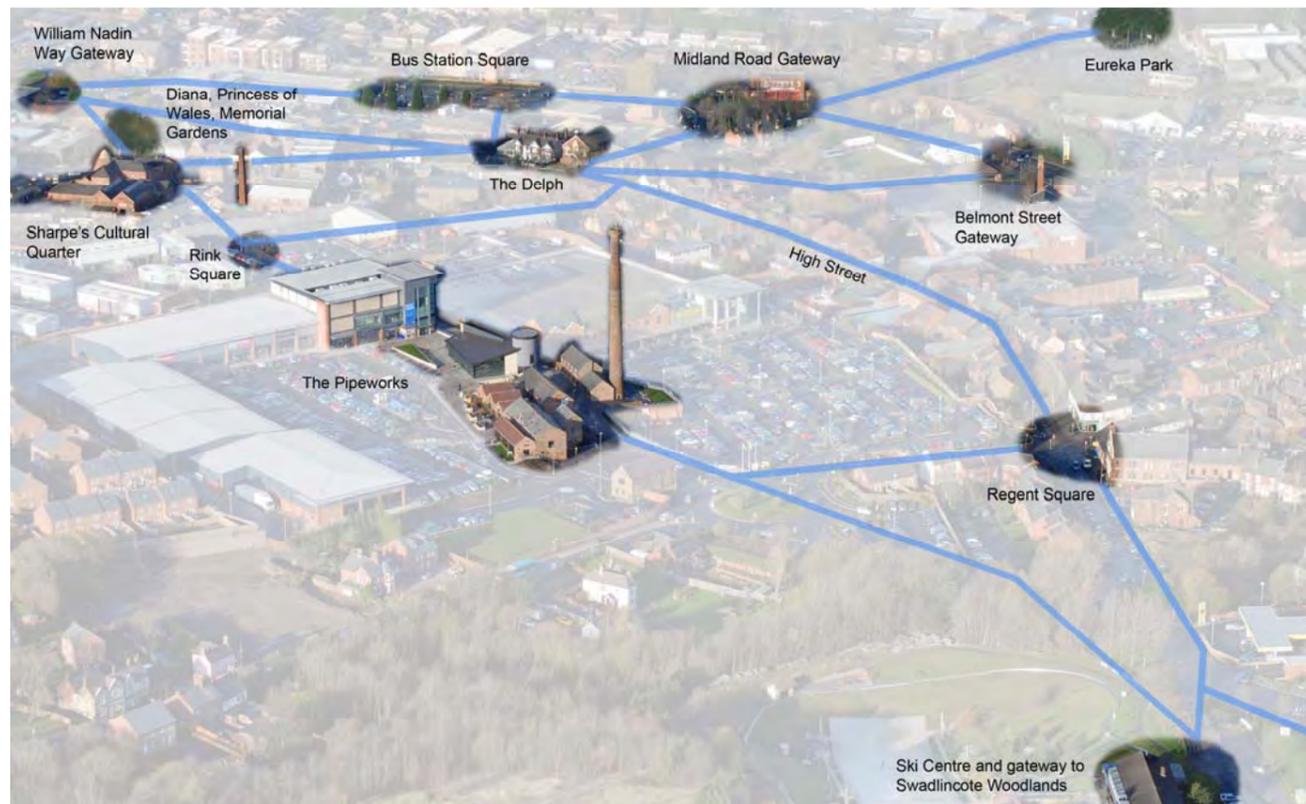
*Clockwise from top:
Farmers' Market; New railings outside Town Hall;
Reinstatement of historic shop front; Trees on The Delph*

-  Frontages and rears of buildings that would benefit from improvement
-  Buildings that provide a good opportunity for enhancement
-  Opportunity for an enhanced view towards key building
-  Key vista to be preserved - opportunity to enhance enjoyment of this view
-  Historic character rich streets that would benefit from being re-connected and enhanced
-  Opportunity for new landmark to signal town centre
-  Most visible town landmarks - key views to be preserved and opportunities to enhance views to be encouraged
-  Opportunity for enhanced town centre green space with mature trees
-  The Delph - town centre heart and focal point - aspiration to attract people to this space



PLAN 12: TOWNSCAPE MASTERPLAN

“Linking different parts of the town centre together encourages people to explore further and stay longer”.



*Top: Artist's impression of the Midland Road Gateway
Bottom: Existing and aspirational town centre attractions (nodes) with improved pedestrian and cycle links.*

MOVEMENT MASTERPLAN

Linking different parts of the town centre together encourages people to explore further and stay longer.

Where paths cross, lively centres of activity are created and these nodes can be designed as pleasant places for people to linger and spend time.

People can enjoy quicker, less complicated and more attractive journeys to the town centre with improved pedestrian, cycle and vehicle links with surrounding neighbourhoods and settlements.

Welcoming and attractive streetscapes and buildings with active frontages and detail at eye level help to create safe, people-friendly streets.

A real sense of arriving somewhere special can be experienced if well designed gateways are created.

Swadlincote benefits from a centrally located bus station and many well positioned car parks. These facilities need to stay central and opportunities exist to create more direct and obvious pedestrian links to The Delph and High Street.

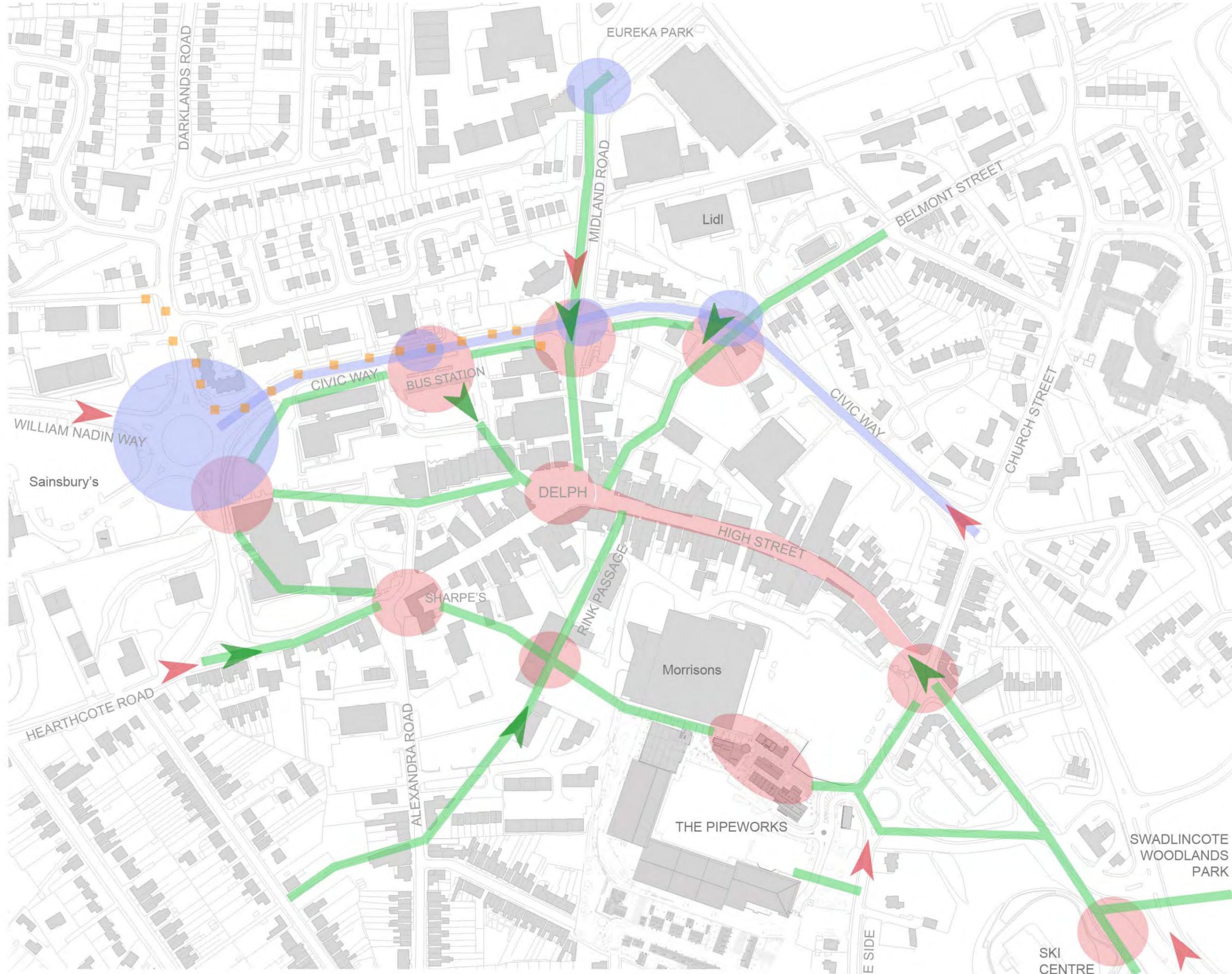
If the town is to grow sustainably, it will be important to encourage more people to walk,

cycle and travel by public transport. Traffic flows along key routes such as Civic Way, Coppice Side and Midland Road should be safe and smooth. It will be important to ensure that there is adequate parking provision that meets the needs of all town centre users. More detailed parking proposals are outlined in the Action Plan, addressing long term solutions to parking, encouraging alternative forms of travel and pursuing opportunities to increase parking provision.



Above: Making strong connections between landmarks.

-  Opportunity for pedestrian and cycle friendly junction improvement to remove the barrier created by busy road
-  Opportunity for improved pedestrian gateway (buildings and streets to be welcoming, safe and attractive)
-  Opportunity for improved vehicle gateway (buildings and / or streets to announce arrival at town centre) and traffic flow improvements on some gateways (Midland Road / Coppice Side)
-  Need for improved cycle route to connect with existing Sustrans National Route 63
-  Aspiration for improved pedestrian and cycle route
-  Existing and aspirational nodes and centres of activity
-  Civic Way improved to ensure smooth traffic flows and create a street with character that signals its town centre status



PLAN 13: MOVEMENT MASTERPLAN

“There is scope for a range of uses including retail, office, leisure and residential that will provide for the town’s growing population”.



Top: Artist's impression of Oakland Extra Care Village, Swadlincote
Bottom: Odeon Cinema and Prezzo restaurant, The Pipeworks, by night

INVESTMENT MASTERPLAN

There are more than ten potential investment sites in Swadlincote town centre capable of accommodating large scale developments. These include extensive sites with scope for major projects, property redevelopment opportunities and heritage assets with investment potential.

There is scope for a range of uses including retail, office, leisure and residential that will provide for the town's growing population. Despite recent investments, there remains underprovision of some activities.

Public bodies own a considerable amount of land in the town centre. Many are seeking to renew ageing facilities, consolidate activities and reduce operating costs. Provision of public services could be provided in a joined up way in state of the art shared buildings that would free up land for sale or reinvestment.

The recent growth of Swadlincote's market has enlivened the High Street and highlighted the importance of creating vibrant people friendly places.

Future developments should aim to spread this life to new areas of the town centre. Concentrations of attractive, active and diverse frontages, popular seating areas and the sense that something is 'going on' will help to achieve this.

The Investment Masterplan highlights some of the key potential investment opportunities in the town. The sites selected are either located in the areas of the town most in need

of redevelopment, are easier to assemble (small number of land owners) or have received some interest from developers. See Appendix F for more detailed descriptions of all of the sites.

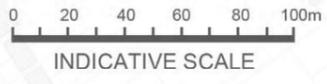
In addition to the illustrated sites, there is potential for residential and/or office developments on the edge of centre sites and also the under-utilised upper floors of town centre buildings. The regeneration of these sites presents a good opportunity to make the streets more attractive and lively. Active frontages and a continuity of building facades are key to achieving this.

Heritage landmarks have also been highlighted and these should be exploited and made into key features of the town. Grant schemes for renovation works can continue to facilitate the improvement of shop fronts and other historic frontages.

The long term aspiration remains to secure further funding to invest in key streets around the town in order to realise the Public Realm Masterplan (This can be seen at Appendix G). This would be complemented by improvements to transport infrastructure and services and car parking provision.

Building on an expanding street market, the desire is for a town centre that is vibrant throughout the day and into the evening. There is a need to attract additional private investment to further develop the evening economy and complement this with on-going public investment in facilities and leisure attractions.

- Opportunity for improved streetscape - with continuity of building facades and attractive, active frontages
- Selected potential investment opportunities
- Potential major investment site
- ✱ Opportunity for key town centre heritage landmark to enhance character
- Growth of Swadlincote Market



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PLAN 14: INVESTMENT MASTERPLAN



“The Vision for Swadlincote is of a dynamic town centre where new investment will complement a unique heritage”.

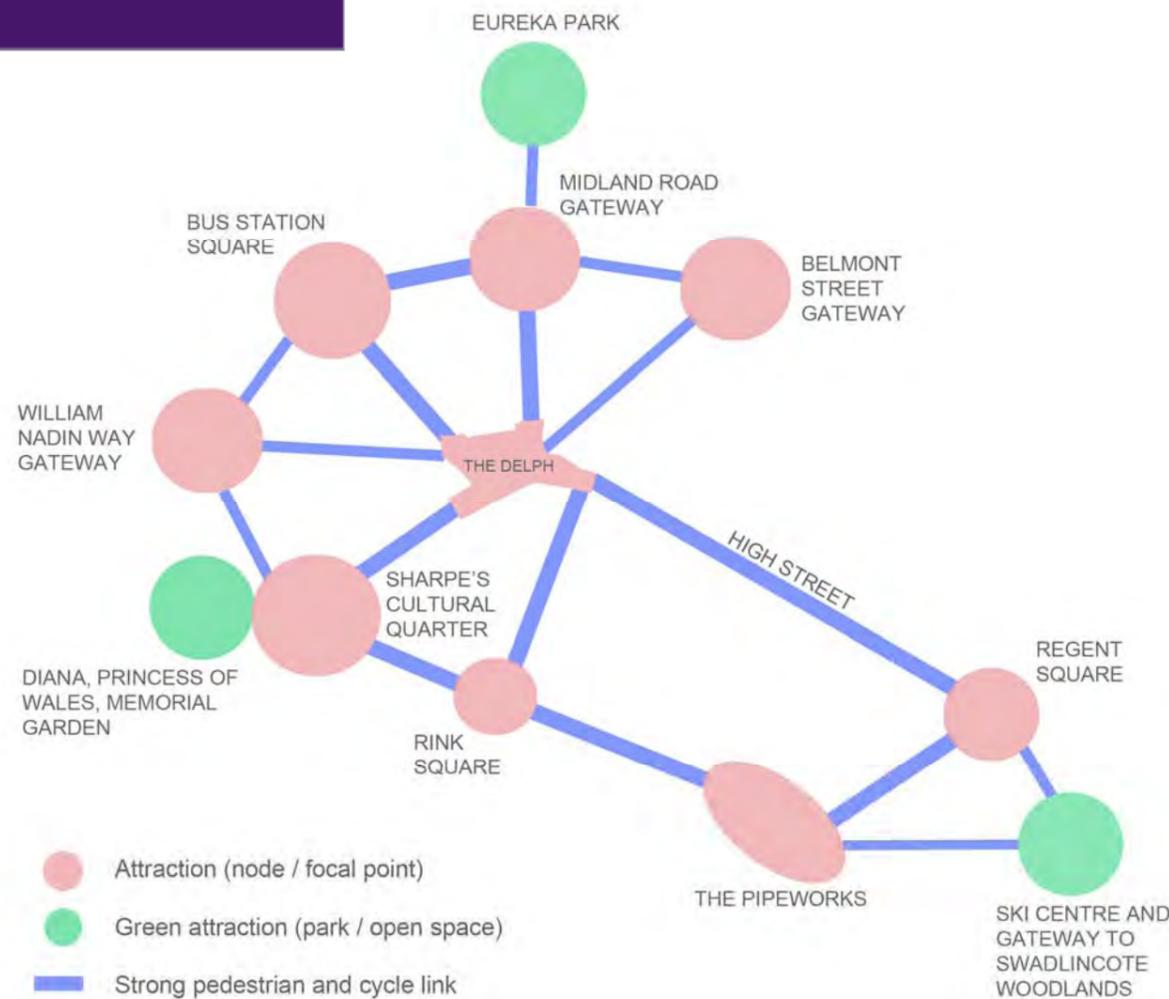


FIGURE 2: Compact Town Concept

THE MASTERPLAN

Swadlincote was once the world leading manufacturer of sanitary ware and its iconic pottery is globally recognised. The town’s unique assets can be enhanced and integrated to reinforce its revival.

The vision is to create a town centre with a series of interlinked attractions.

Each attraction will be different. Some will be specific buildings or developments, such as Sharpe’s Pottery Museum or The Pipeworks. Other attractions will be places to sit and spend time, such as The Delph or the Diana, Princess of Wales, Memorial Garden.

The links between attractions will be important too. Pedestrian movements around the town should be concentrated along these routes to maximise footfall and create safe and lively streets.

It is hoped that these streets will be lined with active frontages with a predominance of retail and leisure uses.

The Vision for Swadlincote is of a dynamic town centre where new investment will complement a unique heritage. The Masterplan is not intended to be restrictive, but rather aims to inspire, encourage and shape the next phases of its development.

The Vision draws on the concept of a ‘Compact Town/City’, with the aim of creating a diverse range of interlinked places that bring the town centre together, creating a single experience that encourages people to explore further and stay longer (See Figure 2).

-  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 nodes 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



PLAN 15: THE MASTERPLAN

ACTION PLAN



New play area at Sharpe's Pottery Museum

The following actions pursued by the public, private and voluntary/community sectors working in partnership will contribute to the realisation of the Vision:

Protect heritage

Continue to promote the restoration and enhancement of historic buildings and landmarks. Adopt a Conservation Area Character Statement for the area from which key design features can be gleaned and used to ensure that new development reflects the character of the area. Encourage the improvement of premises by property owners/tenants, for example, seeking to offer grants for frontage/signage improvements, exploring temporary hoardings around vacant sites, filling vacant shop windows with promotions/artwork, and discouraging hoardings over broken windows. The heritage of the town centre has been identified as one of its key assets that can be further exploited.

Attract investment

Identify sites that have development potential, produce design briefs including an indication of acceptable uses and identify options for delivery, within the context of the Local Plan. Attract new businesses and encourage reinvestment/expansion of existing businesses, including bringing

spaces above shops back into use. Market individual vacant premises and identified investment sites, including targeting gaps in retail/leisure provision, such as tenpin bowling, that will create interest for all age groups or develop the evening economy. Identify mixed use opportunities that will create active frontages throughout the day and night. Utilise public assets to facilitate regeneration. Encourage property owners to offer flexible terms to bring premises back into use and assist new start-up businesses. New investment provides both additional attractions and builds confidence amongst other potential investors.

Renew public facilities

Explore opportunities to renew ageing facilities and provide better services to the public by modernising facilities, integrating services and reducing operating costs. This may also free-up land and provide funds for reinvestment and for improvement of the public realm.

Develop the market

Work with the market operator to continue to expand the number and diversity of stalls, aiming to fill The Delph and the High Street. Explore the demand for themed markets such as a farmers' market that can also support local farmers and businesses. A



Artist's impression of Regent's Square

vibrant market can attract visitors as well as residents to the town centre, add to its vibrancy and increase 'dwell time', thereby supporting other retailers and businesses.

Encourage more events

Promote and support businesses and community groups in making greater use of the town centre for events and activities. Develop a programme of promotions, artistic performances and charitable events, such as community workshops or street entertainment, and promote them to a wide audience utilising Swadlincote Tourist Information Centre. Explore opportunities to integrate arts, health, community safety, environmental and other objectives and initiatives into events provision. Distinctive events that meet the needs of the local community and draw on the character and history of the town may have the greatest potential to attract media and visitor interest.

Support business development

Continue the market trader start-up scheme offering advice and assistance to new starts and explore ways to assist new retail businesses. Support business development and networks for new and existing enterprises. Work with business support agencies to offer advice, training and events, such as retailer training, shop local

promotions and help in adapting and competing with online competition through meeting customers needs. The environment in which particularly independent retailers operate is changing rapidly and becoming ever more competitive.

Enhance the public realm

Continue to pursue external funding and developer contributions to implement the remaining phases of the Public Realm Masterplan (see Appendix G), enabling further street improvement works, more attractive green spaces/seating areas and better links to and within the town centre. Enhance vistas and continue to pursue improvements to gateways and key arterial routes, together with the settings of visitor attractions, such as Sharpe's Pottery Museum and Swadlincote Ski Centre. Explore opportunities for public art and the architectural lighting of historic buildings and landmarks. Attractive and usable public spaces are fundamental to a successful town centre.

Promote community safety

Pursue opportunities for further CCTV cameras, enhanced lighting and more visible patrols. Continue to develop Shop Watch, Pub Watch and close working between businesses, the Police and the Safer South



Derbyshire Partnership. Enhance safety throughout the day and night with more active frontages, particularly on pedestrian routes. Perceptions of personal safety are key to promoting greater usage of the town centre and will be positively reinforced by higher levels of activity.

Maintain the environment

Continue to prioritise the town centre and maintain current good standards of cleanliness and landscaping, working with property owners and Derbyshire County Council. Promote responsible behaviour by businesses and members of the public. An untidy town centre can lead to perceptions of neglect and encourage vandalism and other anti-social behaviour.

Market the town

Market the town to residents (particularly new residents) who currently shop elsewhere and to visitors, including those to The National Forest, highlighting for example the new investment and free parking. Develop the image and identity of the town using marketing themes and events that build on the local narrative - its history, character, architecture, landmarks, local celebrities and independent retailers to develop a distinctiveness that will help the town to compete successfully with neighbouring

centres. Encourage partners to adopt common marketing themes, whilst engaging in all forms of media. Continue to promote the town to tourists through the destination marketing partnerships for Derbyshire and the National Forest & Beyond. Support awards that develop these themes and raise standards, such as Christmas shop window displays. Towns that can differentiate themselves and that serve a purpose for the local community tend to compete better.

Improve signage

Working with Derbyshire County Council and property owners, there is scope to improve signage to the town and within the town Centre. For example fingerposts highlighting routes to car parks, the bus station and places of special interest and explore the provision of visitor information and maps of the town centre displayed in different parts of the centre and at entry points such as car parks and bus station. Enhanced signage and visitor information could help to integrate different areas of the town centre and promote longer visits.



*2020VISION
A national exhibition of
wildlife and landscape photography
displayed on The Delph
during March/April 2013*



Top: Swadlincote bus station
Bottom: Car park to rear of bus station

Pursue innovative transport solutions

As the town centre grows there will be a need to explore innovative transport solutions to meet the growing demand for travel to, and parking within, the centre. The commitment to free car parking is important in order to support the vitality of the town centre. Working with Derbyshire County Council and public transport operators, solutions could be explored, such as park & ride, community transport services, car sharing for workers and organised trips, for example, on dedicated market day services. In the longer term, travel challenges could emerge as a constraint on the vitality and growth of the town centre.

Identify additional parking

Explore long term solutions to increasing parking provision in the town centre. Whilst existing public car parks may be used to facilitate the redevelopment of key sites, the numbers of spaces should be maintained. Working with Derbyshire County Council and developers, explore parking provision issues and the associated problems of traffic flows on key routes such as Civic Way, Coppice Side and Midland Road arising from turning traffic, waiting buses and on-street parking. The capacity of existing car parks at peak times is likely to be reached in the near future.

Improve access

Working with Derbyshire County Council, seek to improve crossing points, pedestrian and cycle facilities and key routes to and within the town centre. This could range from redesigning junctions to minor works to delineate routes, for example, through the use of common materials, landscaping design, signage, or waymarking – particularly on key routes such as jitties providing links to car parks. Facilitate improved accessibility for those with impaired mobility and promote services such as shopmobility. Enhance and promote traffic-free cycle routes into the town centre and the locations of cycle parking facilities, developing links with the national cycle network and The National Forest visitor attractions to attract tourists.

Invest in visitor attractions

Working with partner organisations continue to secure funding and undertake improvements to visitor attractions and facilities such as Eureka Park, Green Bank Leisure Centre, Sharpe's Pottery Museum, Swadlincote Tourist Information Centre, Swadlincote Woodlands, and the Skatepark. This will renew existing facilities and draw visitors from further afield.



Annual pancake race on The Delph

Integrate town centre management

Explore the potential for proactive integrated management of the town centre, for example, through a co-ordinated programme of events or providing a single point of contact.

Monitor health and vitality

The use of standard performance indicators enables the performance of the town centre to be monitored over time and benchmarked against comparable centres, for example, in terms of vacancy rates and footfall. This will inform decision making, policy making and land use planning.

Key Players

- Businesses, landowners and developers
- Swadlincote Chamber of Trade, Shop Watch, Pub Watch and other business groups and partnerships
- South Derbyshire District Council, Derbyshire County Council and other landowning public bodies
- Residents, shoppers and visitors to South Derbyshire
- English Heritage, the National Forest Company and other agencies and grant funding bodies
- Community and Voluntary Sector Organisations

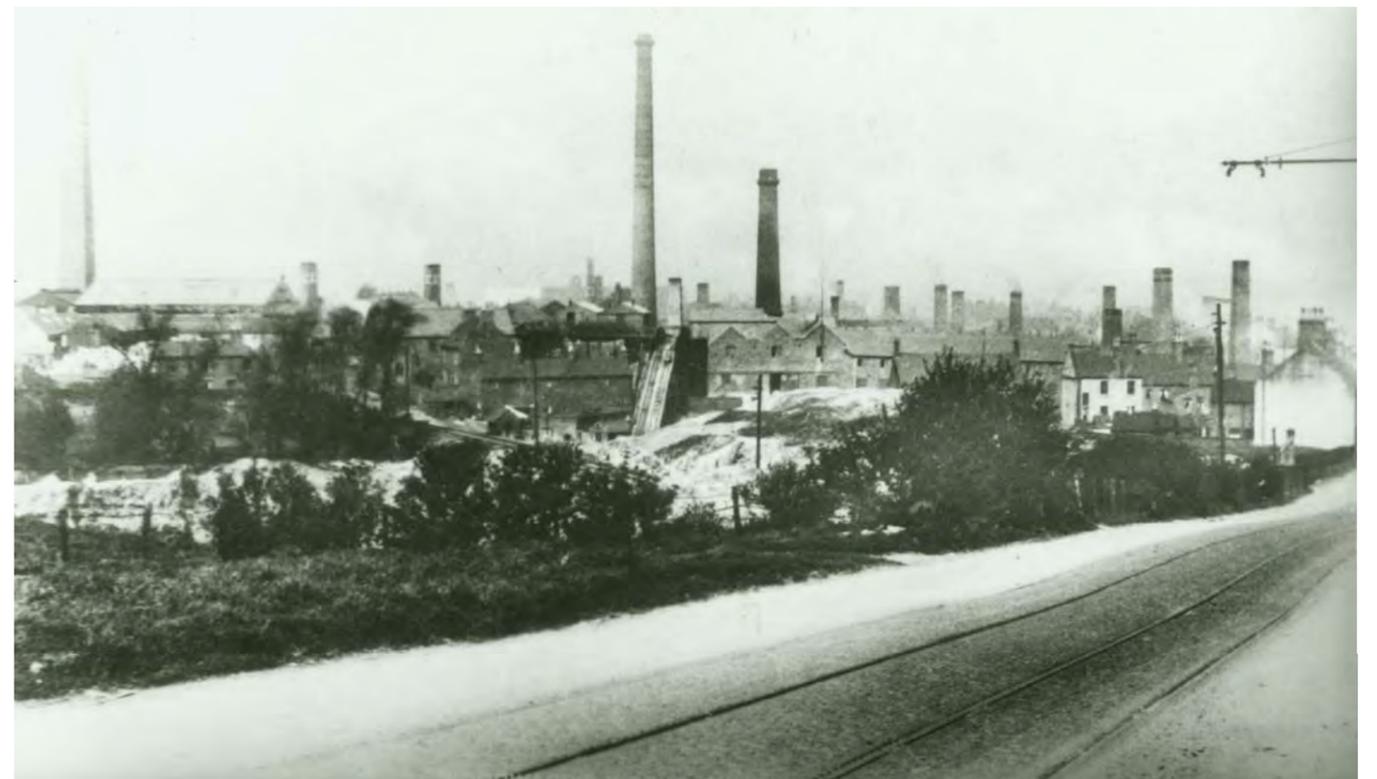
APPENDICES



View of West Street looking towards The Delph



Top: High Street viewed from the Delph, possibly c1950
 Bottom: Pipeworks chimney - amongst many others in the town - taken from Hill Street



TOWN CENTRE CONTEXT

A Snapshot History

Swadlincote is the largest urban area in South Derbyshire. It has a population of around 40,000 (ONS Mid Year Estimate, 2009), encompassing the Wards of Church Gresley, Hartshorne & Ticknall, Midway, Newhall, Swadlincote and Woodville. The Vision focuses specifically on the present and future development of the town centre of Swadlincote.

Swadlincote grew up around the collieries and potteries at the end of the 18th Century. Although from much earlier times the area was known to have been rich in mineral deposits and small pottery workshops were scattered around the district, it was not until the Health and Sanitation Acts of the mid 19th Century that the mass production of clay pipes for sewage systems began.

Swadlincote was ideally placed for the manufacture of pottery – with natural minerals providing both raw materials for the pottery and coal for firing the kilns. Woodward’s pottery was founded in 1790, Sharpe’s Pottery opened in 1821, T. G. Green & Co. in 1864, Thos. Wragg and Sons in 1872 and Aults Pottery in 1886.

With industrial development, the population expanded as people came to benefit from the economic opportunities in the area. From the

latter half of the 19th Century to just after the Second World War, the area prospered and grew. During this period, the mines and the potteries provided employment for local people. The town was, as many older members of the community will remember, a humming centre of activity both during the day – with a busy market and large department store – and at night – with the swing bands and dancing at The Rink.

Smaller factories started to close in the 1940s, and by the late 1950s and 1960s, many of the larger factories and collieries followed suit. The growth of man made materials, cheaper imports and the rising costs of mining contributed to the decline of industry in the area. The 1970s and 1980s saw the area in decline, with high unemployment and little investment.

Latterly, in many respects, Swadlincote has successfully regenerated itself, having enjoyed an extended period of generally positive change. Much of the physical legacy of the coalfield era and past industries has been successfully reversed through new business and housing development on brownfield sites.

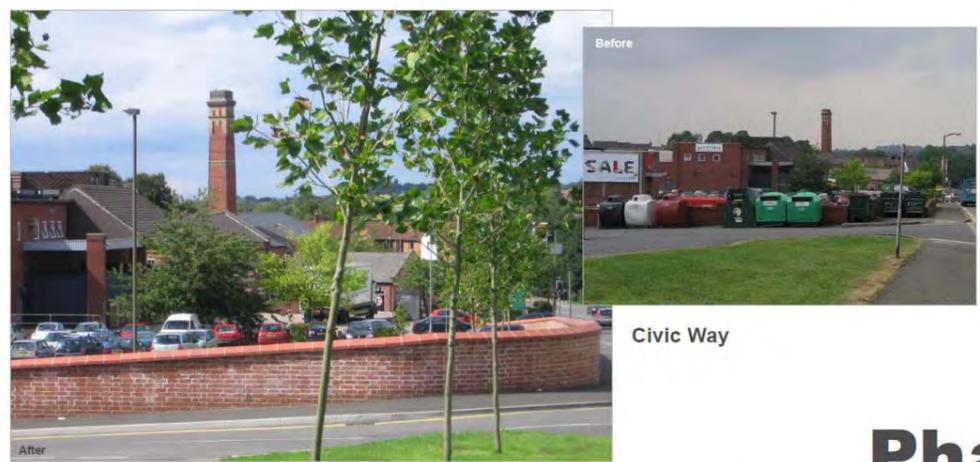
Swadlincote now lies within The National Forest, one of the country’s most ambitious environmental initiatives, exemplifying

sustainable development. The aim is to create a mosaic of land uses and activities across 200 square miles of the Midlands, framed by 33% woodland cover to be achieved through extensive new tree planting. This will enhance the environment and economy of the area and improve the quality of life for residents. To date, more than 7.8 million trees have been planted across The National Forest area, including in Swadlincote itself.

In recent years the District’s population has been amongst the fastest growing in the Country (from 82,000 in 2001 to 95,000 in 2011), with extensive new housebuilding in Swadlincote and elsewhere in South Derbyshire. This has been complemented by high levels of inward investment, as new businesses have been attracted to the town. These enterprises have diversified the economy and helped to reduce unemployment rates to well below regional and national averages.

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BEFORE & AFTER PHOTOGRAPHY



Phase 1: Eastern Approach to Town Centre



BEFORE & AFTER PHOTOGRAPHY



West Street



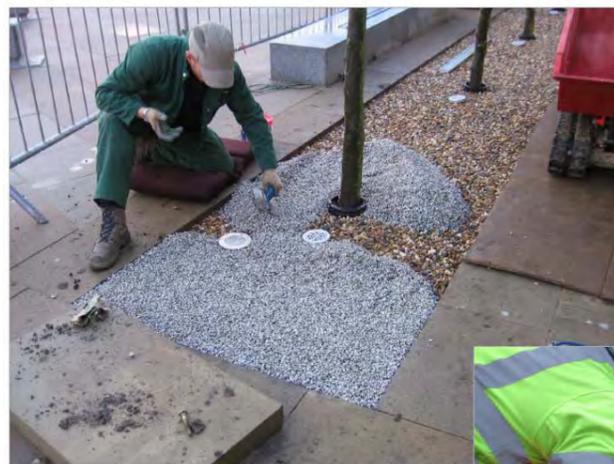
Phase 2: West Street and Ernest Hall Way



BEFORE & AFTER PHOTOGRAPHY



Phase 2: The Delph - as it was and work in progress



Laying resin bound gravel to tree pits

Grouting sandstone blocks



Setting granite kerbs



Setting sandstone strips



Sandstone blocks and plinth walls at the Town Hall



Moving the post box

BEFORE & AFTER PHOTOGRAPHY

Right: The Delph after refurbishment works



Top: 18 (Lancaster and Thorpe) and 20 (Yum Yum Sweet Shop) High Street, Swadlincote, before
Bottom: 20 High Street, Swadlincote, after

Top: 49 High Street, Swadlincote, before
Bottom: 49 High Street after



Far left: 18a High Street, Swadlincote, before
Left: 18a High Street, after. Refurbishment works funded by a Partnership Schemes in Conservation Areas (PSiCA) Grant

DEVELOPING THE VISION

TABLE 2: Activity Timetable

ACTIVITY	DETAILS
INITIAL CONSULTATION	
Member consultation	Project Plan presented to Committee on 25/8/11 (E&DS Committee)
Website promotion	Information and downloadable questionnaire on website
Community consultation	Local Plan - linked consultation – Relevant responses received to open consultations and specific questionnaires at LDF events in Summer 2011 and Autumn 2011
Partner organisation event	Presentation and discussion at the South Derbyshire Partnership's Sustainable Development Group on 20/9/11
Business/retailer event	Swadlincote Chamber of Trade consultation at meeting on 28/9/11
Partner/developer/landowner survey	Email/postal questionnaire (September/October 2011)
Town centre business/retailer survey	Drop and collect questionnaire (October 2011)
Shopper survey	Face-to-face on-street visitor survey and market stall (11 and 14 October 2011)
FOLLOWING PUBLICATION OF DRAFT MASTERPLAN PROPOSALS	
Website promotion	Plans and downloadable questionnaire on website
Partner/developer/landowner survey	Email/postal questionnaire (December 2011)
Community consultation events	Xmas Lights Switch On (Sharpe's Pottery) – 25/11/11; Town Hall 150th Birthday Celebration – 26/11/11; Swadlincote Area Forum – 24/01/12
Member consultation event	Consultation exhibition for Members on 6/12/11
Town centre business/retailer event	Swadlincote Shop Watch Group consultation at meeting on 12/12/11
15 January 2012 – Deadline for R2 consultation	
FINAL DRAFT VISION & STRATEGY	
Member consultation	Draft final report to Committee on 23/8/12 (E&DS Committee)

The Vision & Strategy set out in this document reflects a considerable amount of research and consultation. It draws on surveys undertaken for the original Vision, activity completed in recent years for other studies and new work. A list of the key documents prepared in recent years can be found at Appendix H. Consultation activities undertaken are included in the table opposite.

148 completed questionnaires were received from individual members of the public and 88 from businesses in response to the first round of consultation. Responses were also received from a range of organisations. The following outlines the most frequently received comments in the first round of consultation:

Shoppers, residents and visitors said they liked:

- Lots of free parking
- Market
- 'The Pipeworks', including the cinema
- The car parks are convenient for the shops
- Pedestrianised centre
- Variety of shops
- Friendly; community feel

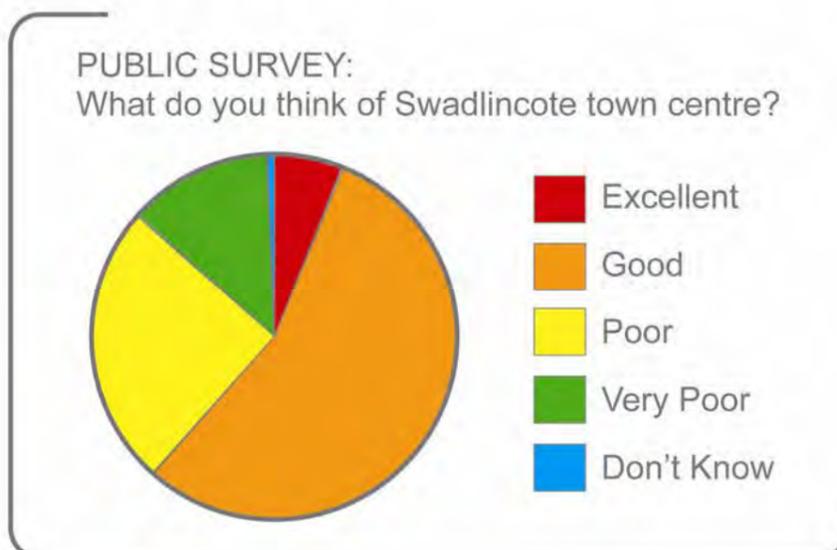
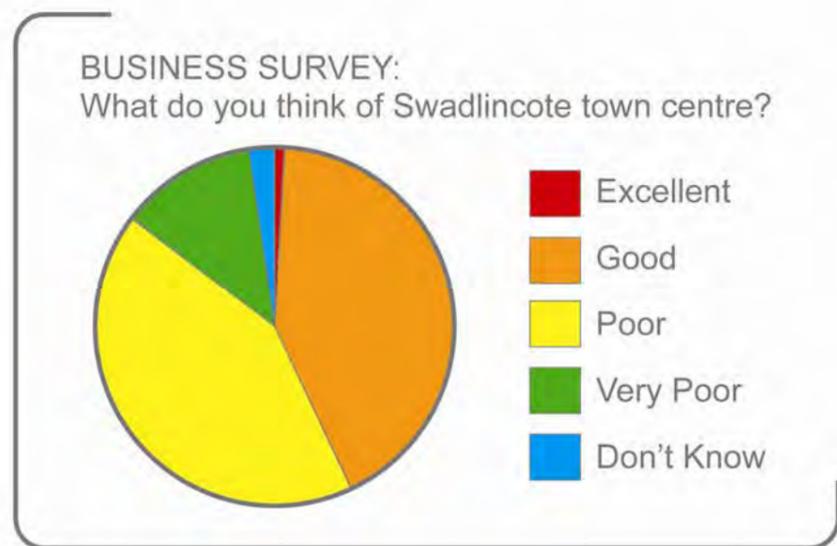
They thought the town centre would be improved by:

- Reducing the number of empty shops
- Increasing the limited range of products on offer from retailers
- Improving the mix of shops – from discount stores to High Street names
- Improving the limited range of food and drink outlets
- Updating the unimproved streets to match The Delph and West Street
- Improving the appearance of the town centre, including shop fronts
- Finding a new use for the former Market Hall
- Encouraging the use of The Delph market square for entertainment
- Providing activities for young people, such as a bowling alley

Businesses said they liked:

- Parking is free
- Market
- Generally clean and tidy
- Bus services
- 'The Pipeworks'
- Pedestrianised centre
- Alert Box Scheme
- CCTV cameras
- Historic buildings; traditional High Street character

FIGURE 3: Survey Findings



They thought the town centre would be improved by:

- Increasing the limited range of products on offer from retailers
- Improving the limited range of food & drink outlets
- Encouraging more events
- Providing more for younger age groups
- Providing more for older age groups
- Installing more CCTV cameras
- Undertaking more visible policing patrols
- Reducing the number of empty shops
- Attracting national multiple retailers
- Encouraging the upkeep of shopfronts
- Holding themed markets
- Growing the market further
- Expanding the range of products on offer from market stalls
- Providing more car parking, particularly long stay spaces
- Enhancing the public transport services
- Addressing the vehicles travelling through the pedestrianised area
- Promoting/advertising the town centre more

It should be noted that in the business survey 43% responded that the town centre was good/excellent while in the public survey 62%

thought it was good/excellent (see figure 3).

Based upon the findings of the first round of consultation and the research completed, three Draft Masterplans were prepared, addressing different aspects of the Vision for the town centre. These provided the focus for a second round of consultation.

Twenty-three completed questionnaires were received in response to the second round of consultation, with strong support for all three Draft Masterplans. 83% agreed/strongly agreed with the proposals contained in the Townscape Masterplan, 90% with the Movement Masterplan and 95% with the Investment Masterplan.

FINDINGS OF THE CONSULTATION & SURVEYS

The findings below are drawn from an assessment of all consultation and survey results. For clarity, the findings have been grouped into strengths and weaknesses.

STRENGTHS

History and Character

Swadlincote is noted for its rich industrial heritage, in particular ceramics ranging from pipes to fine tableware. Key landmarks include the former kilns and chimneys. The town's industrial history is told at Sharpe's Pottery Museum, which boasts a kiln hovel and is located amongst a cluster of attractive Victorian and Edwardian buildings. It is also home to the Magic Attic archive and Swadlincote Tourist Information Centre. A number of heritage trails and, most recently, a cultural guide for schools has been created for the town centre. Swadlincote is also noted for its historic buildings, traditional High Street character and shop fronts, independent retailers and friendly/community atmosphere. Significant progress has been made in protecting and enhancing heritage assets over recent years. Grant schemes have supported numerous improvements to the frontages of historic buildings and shop fronts in the town centre Conservation Area. Care has also been taken to retain and bring back into use historic buildings and to pursue sympathetic new developments, such as at The Pipeworks.

Free Parking

The town benefits from extensive parking in the town centre all of which is free of charge whether publicly or privately owned. The car parks are also convenient for the shops and other facilities. However the growth of the town and the loss of some private car parks and the introduction of time restrictions on others have led to problems, with long stay spaces a particular issue. As the town centre grows the issue is likely to be exacerbated.

Markets and Events

As a result of concerted efforts, the town's general market has grown rapidly in the last year. It is now thriving and has helped to reinvigorate the High Street. Annual events such as the Christmas Lights' Switch On and Pancake Races attract large audiences. However, more effort is needed to boost the vitality of the town centre on non-market days and later in the day. Encouraging greater use of The Delph for events, activities and street entertainment would attract visitors and promote longer visits to the town centre. The redesign of The Delph was undertaken with events use in mind, for example, with the incorporation of power outlets.

Recent Investment

The Pipeworks retail and leisure scheme has attracted national multiples not previously represented in the town; the Cinema has been particularly welcomed. Two major

supermarket investments have been undertaken in the town centre, together with numerous smaller schemes. Public realm improvement works have decluttered the environment and introduced designated pedestrian crossings, disabled parking bays and a traditional street pattern in high quality materials. Elsewhere the existing street furniture has been refurbished. New developments have incorporated the reuse of heritage buildings and introduced public art that reflects the local area, such as the miner's statue at The Pipeworks and National Forest-inspired railings in front of the Town Hall. These investments have boosted confidence and attracted further developer interest.

Population Growth

South Derbyshire has been one of the fastest growing areas in the country in recent years with significant new housebuilding in Swadlincote and in surrounding areas. This is leading to a larger and more affluent population with greater disposable income. Further growth is anticipated with existing permissions in place for significant residential developments at Castleton Park, Darklands Road and Alexandra Road. This has been complemented by business growth, in particular the rapid expansion of the business park at Tetron Point where a golf course and hotel are due to be constructed. Other facilities such as the new Burton & South

Derbyshire College campus and the Swadlincote Oaklands Extra Care Scheme (sheltered accommodation for the elderly) which is currently under construction close to the town centre will bring significant numbers of potential town centre users. Clearly, in the short term, the pace of growth will be influenced by national and global economic circumstances and the fortunes of key local employers.

Pedestrianised Centre

The town centre is compact and comfortable to walk around and easily accessible from adjacent residential areas. The pedestrianised area creates a safe environment and recent public realm improvements have enhanced this and led to a more attractive centre. Where streets have not been improved there is a continuing need to reduce street furniture clutter and rectify uneven pavements and surfaces. There are a number of minor unresolved conflicts in the pedestrian area to be addressed including: the clarity of signage and access by unauthorised vehicles; use of the town centre by cyclists and skaters; the operation of delivery vehicles, particularly on market days; the layout of the market and street furniture constraints and, delivery time restrictions, particularly concerning premises with no rear access.

Community Safety

The town has low and falling crime rates and has benefited from a range of measures including the introduction of a network of CCTV cameras, enhanced lighting and an award-winning Alert Box Scheme which provides a radio link between shopkeepers. Alongside this are effective Shop Watch and Pub Watch partnerships with businesses led by the Safer South Derbyshire Partnership. Despite this there is a continuing desire for additional CCTV cameras, greater lighting and more visible patrols. There are also continuing perceptions of safety concerns at night. The town centre is generally regarded as clean and well maintained, the most common concerns being maintenance of public toilets and occasional broken windows.

The National Forest

Swadlincote is close to The Heart of The National Forest and its major visitor attractions such as Conkers. Swadlincote Woodlands, on the edge of the town centre, was planted as part of The National Forest creation. More recently roadside planting has taken place along Civic Way and elsewhere as part of the Swadlincote Gateways initiative. The development of the Forest and its attractions and the associated 'National Forest & Beyond' visitor marketing campaign has led to a huge increase in tourists to the area and beneficiaries have

included the town's attractions - Swadlincote Ski Centre and Sharpe's Pottery Museum. The Museum is now also home to the Swadlincote Tourist Information Centre. The growth of the Forest has undoubtedly raised awareness of the area and the town. The National Forest brand has increasing national recognition. The Museum has recently introduced a new exhibition telling the 'Story of The National Forest'. To date, the rural areas have been the principal beneficiaries of The National Forest's growth. There is no visitor accommodation in the town centre and a limited food and drink offer. Swadlincote will need to develop its retail, and especially leisure offer, to encourage use of the town centre by tourists. The Pipeworks, including the new cinema and food and drink outlets, can be a catalyst for this. Visitors would also be attracted by specialist/distinctive (often independent) retailers.

WEAKNESSES

Competing Centres

Swadlincote suffers from its close proximity and good transport links to the larger centre of Burton, the attractive market town of Ashby and the City of Derby. Large scale retail investments, such as the City's new Westfield Shopping Centre, can shift the centre of retail gravity and influence shopping patterns across their catchment. Many of the national multiple retailers already have

outlets in Burton and consider Swadlincote too close to justify a second store. There is a need to recapture the town's natural catchment as well as compete for shoppers from further afield. The area's rural character and high levels of car ownership indicate a mobile population with limited access to public transport in the rural hinterland. The town's rapidly growing population is perceived to include new residents who have maintained old shopping habits rather than use Swadlincote town centre. However, recent developments such as the supermarket investments have begun to redress this.

Physical Appearance

Most town centres have some areas within them that are more successful than others. Whilst many areas of Swadlincote town centre have improved dramatically, there are still parts that have a poor physical appearance – both privately owned properties and parts of the public realm where streets have not been improved. Other issues include: some shop fronts and signage/advertising boards which are of poor quality or not maintained; longstanding vacant premises; specific buildings which are of a poor quality; limited green space within the town centre; and, the Civic Way 'bypass' and development of sites adjacent to the High Street which have opened up views of unsightly rear aspects of premises. The

HERS/PSiCA grant schemes and 'Swadlincote Gateways' initiative have helped to improve frontages and approaches to the town centre through targeted tree planting and physical works, but further enhancements are needed.

Empty Shops

The economic downturn has accelerated structural changes within retailing, such as the growth of Internet shopping, out-of-town retailing and the expansion of supermarkets into non-food. Swadlincote has not suffered as badly as many town centres from individual failures amongst national multiple retailers and from the mergers of banks. The level of vacant stores is one of the indicators of a town centre's health. Recently published data (Local Data Company, 2011) indicates that Swadlincote is performing above national averages in terms of vacancies (11% Swadlincote, 14.5% National) and significantly better in terms of regional levels (11% Swadlincote, 19% Midlands). Whilst overall numbers of vacancies are not high, they are clustered, in some cases due to the long term investment plans of the property owners. Most of the vacant premises will not be attractive to national multiples due to their small size or lack of flexibility. In some locations it may be appropriate to consider alternative uses, such as offices/residential particularly on upper floors. Residential uses in the core of the town centre are presently

limited and can positively contribute to perceptions of safety. If property owners are supportive, empty shop windows could be used to reinforce local identity/distinctiveness, promote South Derbyshire & The National Forest or support local businesses/organisations.

Retail Mix

The success of a town centre is linked to achieving a cohesive retail mix in terms of the range of goods and service offered and the tenant mix – multiples, independents, charity shops and vacancies. Swadlincote has a wide variety of shops, however they are predominantly convenience retailing with a significant proportion of discount stores reflecting the town's traditional secondary retail status. A good proportion of convenience shopping, reflecting a focus on essential shopping, can be a strength at times when disposable incomes are squeezed. Conversely, the town's comparison shopping offer is more constrained, with a limited range of products on sale from shops and market stalls. This can be a weakness when rising fuel costs make single destination shopping more appealing. The new retail developments within the centre have been successful in attracting national multiples to the town. Swadlincote does boast a significant number of independent retailers. High quality independents can add interest to the retail

mix and create a unique sense of place and atmosphere. There are growing numbers of services rather than retailers in core retail locations. The numbers of charity shops has increased but is still comparatively low. There is a desire for a better mix - from discounters to upmarket, from distinctive independents to well-known High Street names.

Leisure Offer

The town has a limited evening economy, with young people tending to travel to Burton and Derby. The variety of food and drink outlets has traditionally been limited - the historic growth pattern of the town has meant greater provision outside the town centre and in adjacent rural areas. However in recent years the town centre food and drink offer has grown and now includes pavement seating in The Delph Market Square. The town centre has a leisure centre, skatepark and a number of gyms but cultural and youth attractions are limited. There is a need to broaden the appeal of the centre and to provide more for younger/older age groups who will otherwise stay away or be perceived as 'groups of young people hanging about' and discourage other groups from visiting the town centre. There is a need to provide for families, different budgets and tourists, with facilities such as tenpin bowling, soft play centres and extreme sports provision. The Pipeworks development, in particular the

cinema, and a number of smaller schemes elsewhere have begun to change the situation.

Bus Services

Existing bus services and the bus station, which has recently been improved and is well situated for the High Street, are well regarded. However, the extent of services is limited, including links to villages, evening and Sunday services. Bus services are affected by high costs, low frequencies, limited destinations, poor reliability, cuts to services, the frequency of changes to services, and stopping buses interrupting traffic flows on main routes in an out of the town centre. There is no rail service to Swadlincote. Public transport services are central to the development of the town centre, particularly for younger and older age groups.

Property Offer

As a town that grew up from multiple smaller villages, Swadlincote's town centre was traditionally comparatively small. National multiple retailers are applying ever more stringent criteria in assessing new store locations with retailers increasingly trading from fewer, larger centres. As a result, secondary stock may become physically and locationally obsolete for multiple retailers. Whilst there are vacant units available in Swadlincote's High Street these are generally

poorly configured and not large enough to attract national multiple retailers. This has necessitated the expansion of the town centre to provide more space in the large flexible units demanded by major retailers. The town has benefited from the presence of former industrial sites immediately adjacent to the town centre allowing opportunities for the growth of the town centre. The challenge is in inter-linking the different areas of the town centre. Pedestrian links within the town centre can be reinforced through, for example, the use of common landscape materials to create a consistent identity. Meanwhile, the smaller premises in the core of the town centre provide opportunities for independent retailers and food & drink outlets. Office uses are currently limited and predominantly small-scale.

DEVELOPMENT GUIDANCE

A number of the plans contained in the original 2001 Vision have been updated, where appropriate. It has also been necessary to produce additional plans in order to clearly communicate an updated site and contextual analysis and some broad design principles for the town.

Improving and updating the Vision plans also means that the District Council will be following its own design guidance that has been produced since the 2001 Vision study. *Better Design for South Derbyshire (2010)* expects that all proposed development in the District follows a logical design process.

This design process aims to ensure that development sites are fully assessed and understood before any design solutions are considered and that development teams have adequate urban design skills. This approach is supported by:

- National Planning Policy Framework policies
- Local Development Framework - Core Strategy design policies
- Key national best practice design documents

The new contextual analysis plans focus on townscape, movement and investment

appraisals including:

- Town Centre Context
- Major Investments Since 2001
- Existing Land Uses (both Ground Floor and Evening Activity)
- Views, Vistas and Landmarks
- Historic Context
- Trees and Green Spaces
- Pedestrian and Cycle Movements
- Vehicle Movements and Car Parking
- Public Sector Land Ownership
- Potential Investment Opportunities

Taking this site and contextual analysis forward, the Vision then sets out some basic design principles and concepts for future development to follow. These are not intended to be restrictive, but instead aim to broadly encourage and shape future development schemes. The broad design principles are set out in the following plans:

- Townscape Masterplan
- Movement Masterplan
- Investment Masterplan
- Overall Masterplan

With respect to baseline information regarding the catchment area and spending in the town centre, in 2005 a 'Swadlincote Retail and Leisure Study' was undertaken

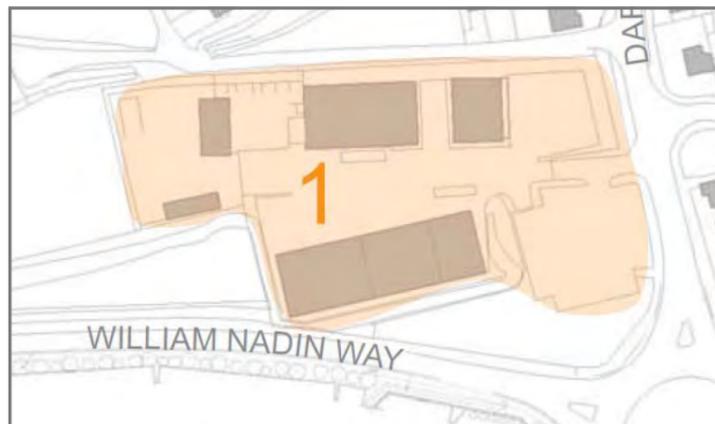
and remains the most comprehensive general study although is now becoming dated. Updates with regard to their particular scheme were submitted by applicants in regard to Morrisons, Sainsbury's, The Pipeworks and most recently the retail development proposed for Darklands Road.

The Swadlincote Retail and Leisure Study and the original Vision document included some appraisal of individual sites within the town centre. Where relevant, these sites together with other potential investment sites are outlined in the following Appendix F. The sites have not been prioritised for development given that they will suit differing uses and some will have longer lead times given individual circumstances, for example, the need for land assembly. For the purposes of the Masterplan those with the greatest potential to enhance the town centre have been highlighted.

It is hoped that for each potential investment site, where appropriate, a design brief will be produced so that proposals within the Vision and key design principles for the site can be clarified and established.

POTENTIAL INVESTMENT OPPORTUNITIES

AREA 1: Depot, Darklands Road

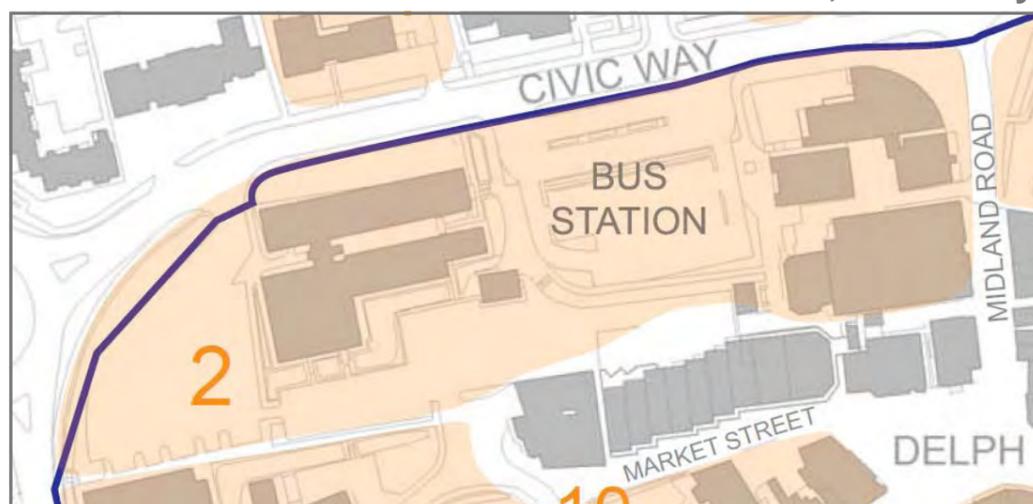


1. Depot, Darklands Road

The site is occupied by the District Council's Depot and a public car park both owned by the Council, together with presently undeveloped land to the rear. The site has prominent frontages onto Darklands Road and William Nadin Way (A514), the main road through the town centre. Opposite the site the Sainsbury's supermarket has recently been extended to some 90,000sqft.

The Council Depot is nearing the end of its life and does not need to occupy such a prominent town centre site. Outline planning permission exists for two non-food retail units and a dental surgery. This allows for some 32,000sqft of development with associated parking on a 2.6 acre site. To the rear of the site, planning permission has been granted for housing development. An alternative site for the Depot has been identified.

AREA 2: Civic Centre, Civic Way



2. Civic Centre, Civic Way

The site is occupied by a range of uses including the Civic Offices, bus station, former market hall and car parking, all owned by the District Council, together with the County Council library and Post Office delivery office. This is a prominent site with an extensive frontage on to Civic Way (A514) and Midland Road.

Buildings on the site are predominantly not significant in townscape terms. In the medium term the public facilities will need significant investment or redevelopment. Many of the uses could be relocated but would still require a town centre location.

The former market hall is presently being used as a car park and could be demolished. The market has successfully moved outside into the Pedestrian Zone and the building is of no townscape value. Part of the site lies within the Conservation Area. The Constitutional Club building in Midland Road is recognised for its architectural/historical character. There is an opportunity for a development that would give the town a notable 'edge' – in both physical and market terms. This could include landmarks to signal the town centre at key points along Civic Way. The site could also contribute to the creation of nodes and gateways at William Nadin Way, the Bus Station and

Midland Road. The Bus Station node could be designed as a square with attractive, active frontages.

An important pedestrian gateway could be created on the approach to The Delph from the Bus Station. Access to the health centre could be improved with a safer and more direct pedestrian route and crossing over Civic Way. The Sustrans National Cycle Route 63 runs along Civic Way to the north of this site.

There is scope for mixed use development and to increase parking provision within the town centre. This area is a key 'gateway' to the town centre and point of arrival and sits on a main pedestrian route adjacent to The Delph marketplace. The site offers the potential to create the largest single site within the town centre, with scope for significant redevelopment.

3. Leisure Centre, Civic Way

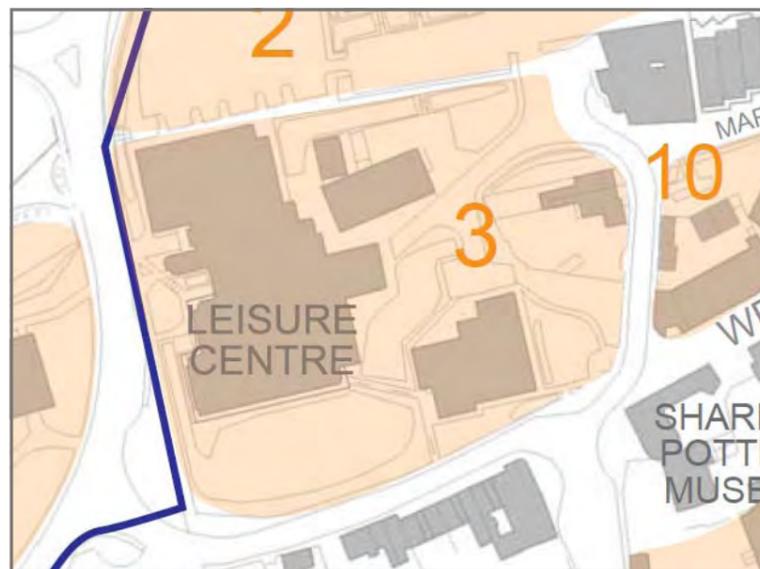
Immediately adjacent to the Civic Centre is Green Bank Leisure Centre, which is owned by the District Council. The site has frontages onto Civic Way/Hearthcote Road, Alexandra Road and Grove Street. The leisure centre is not significant in townscape terms. In the medium term the facility will need significant investment or redevelopment. The centre could be

relocated but would require an accessible location. The site lies within the Conservation Area. Part of the CVS buildings in Grove Street are listed and two neighbouring buildings are recognised for their architectural/historical character.

There is a significant change in levels across the site rising from Civic Way to the higher ground of Alexandra Road. The grounds of the leisure centre contain attractive green spaces with mature trees and border the Diana, Princess of Wales, Memorial Garden on Grove Street, presenting an opportunity for an enhanced town centre green space. Opportunities exist on this site to create a more direct pedestrian route between the William Nadin Way gateway node and the Cultural Quarter node.

The site is adjacent to Sharpe's Pottery Museum, benefits from the recent public realm works to the West Street/Grove Street junction, and has potential to contribute to the development of the Cultural Quarter node. It could also be combined with the adjacent Civic Centre site, to create a single major investment site.

AREA 3: Leisure Centre, Civic Way



AREA 4: Emergency Services, Civic Way



AREA 5: Land between Midland Road/ Belmont Street



4. Emergency Services, Civic Way

The police and fire stations occupy premises owned by the emergency services on prominent sites to the north of Civic Way (A514). The fire station is situated on the junction with Midland Road, a key vehicle and pedestrian route within the town.

The buildings are not significant in townscape terms and have shortcomings in terms of their fitness for purpose. They are relatively low density and include former fire officers' housing to the rear of the station.

There is potential to relocate these facilities to more compact, integrated and less prominent sites. Redevelopment could contribute to the creation of the Midland Road Gateway node and a more direct pedestrian route between the town centre and Eureka Park. The Sustrans National Cycle Route 63 runs along Civic Way to the south of these sites and a great opportunity exists to improve this stretch of the route.

Neighbouring sites have recently been redeveloped as apartments, along with the £6m Swadlincote Heath Centre.

The Fire Station in particular has scope for mixed use development. Part of the site could be used for additional car parking, particularly suited for longer stay town centre workers.

5. Land between Midland Road/ Belmont Street

This site is characterised by a mix of ownerships and uses, including buildings, vacant land and a bowling green. Part of the site is owned by the District Council. The site lies within the Conservation Area and contains a couple of buildings that contribute positively to its character. It is also in close proximity to The Delph market square. The site features frontages to Midland Road, Belmont Street and Civic Way (A514).

Opposite the site, a retail development has recently been constructed in Belmont Road to the north of Civic Way, including a Lidl Supermarket and food outlets.

Midland Road and Belmont Street feature traffic calming measures and are key pedestrian routes into the town centre. Midland Road also incorporates part of National Cycle Route 63. The junction of Midland Road and Civic Way is a key gateway to the town centre with views into The Delph market square.

There is an opportunity for redevelopment and/or refurbishment with mixed uses, including offices. Some existing uses would need to be incorporated or relocated elsewhere. The site could contribute

positively to the node at the junction of Midland Road and Civic Way, with the opportunity for a landmark on the main road that would signal the town centre.

6. The Delph Block

1-15 West Street comprises a block of retail, food & drink and health & beauty premises in multiple ownership. The buildings are possibly the most prominent in the town centre and dominate the town square, whilst offering little in terms of townscape and are poorly maintained. To the rear is vacant land incorporating a significant change in levels. The site presents a great opportunity to create a landmark building that both encloses The Delph and signals the town centre from Civic Way.

The site lies within the Conservation Area and immediately adjacent is a former bank (2 - 4 High Street) – an attractive building of townscape importance that is presently vacant having formerly been used for retail.

The Delph Block fronts onto The Delph, which has recently been redesigned as part of the £2.3 million Phase 2 of the town centre public realm improvements. Opposite, the frontages to the Town Hall and Sir Nigel Gresley public house have also been enhanced.

This site and land to the rear could be enhanced for the benefit of the town centre. The land to the rear is presently adjacent to a footpath (known as Rink Passage), a key pedestrian and cycle route (NCR63) linking public car parks and adjacent residential areas to the town centre. The importance of this route has grown with the opening of the Morrisons Supermarket immediately behind the High Street and The Pipeworks, the adjacent retail and leisure development.

The Pipeworks is a £15 million investment adding over 100,000 sqft of new floorspace to the town centre, incorporating a cinema, food & drink outlets and larger retail units that have attracted national multiples. As part of the development physical improvements have been made to the pedestrian route linking the site with The Delph.

The former bank building has no shop window but given its prominence would be an ideal opportunity for leisure and evening usage (bar, restaurant or nightclub) at ground floor level that would enhance the evening economy. The upper floors may be suited to office or residential uses.

The Delph block has scope for refurbishment or redevelopment with mixed uses, together with the opportunity to create an active frontage to Rink Passage. The site could

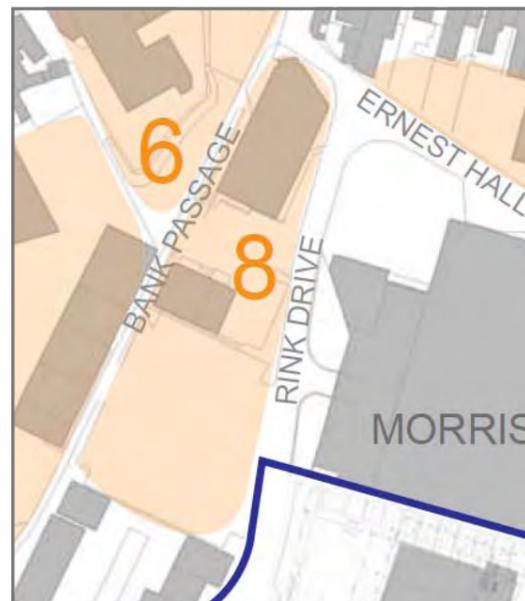
AREA 6: The Delph Block



AREA 7: Ernest Hall Way



AREA 8: Learning Centre, Rink Drive



also be integrated with other potential investment sites, including the Sharpe's Estate, Ernest Hall Way and Rink Drive. Some mature trees exist on the site and, if appropriate, may present an opportunity to create a small, intimate, enclosed green space/garden that could materially complement a new built development.

7. Ernest Hall Way

Ernest Hall Way provides a link between The Delph market square and Morrisons Supermarket. In the past it provided rear access to premises on the High Street, however with the new development that has taken place it is now more prominent and in parts is visually unappealing. The area is in multiple ownership and lies within the Conservation Area.

Public realm improvements have been undertaken as part of the Phase 2 works and the Morrisons link to the High Street has been created. In addition, individual landowners, independently or with grant assistance, have made improvements to the rear aspects of their properties. This has included creating new parking areas and residential premises.

There is scope to open up further frontages for new commercial or residential uses, potentially including providing access to new

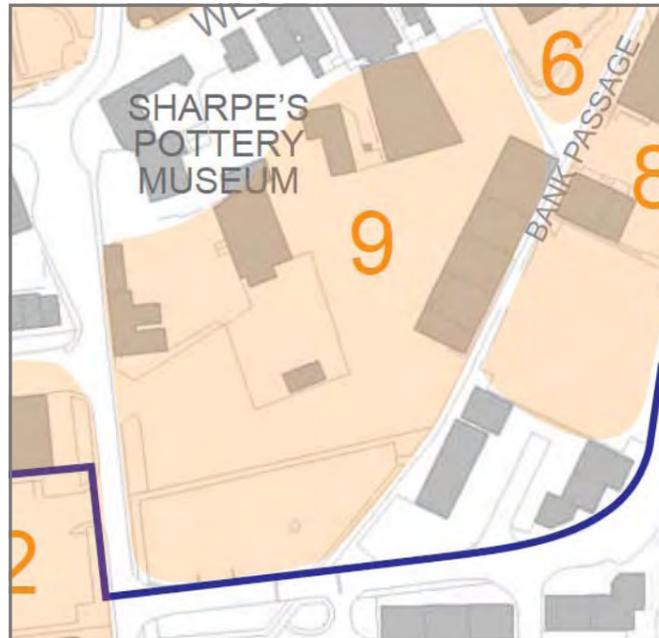
apartments above retail premises on the High Street.

8. Learning Centre, Rink Drive

Ernest Hall Way becomes Rink Drive and is home to a number of interrelated services operated by Derbyshire County Council. These are operated from two buildings and include Swadlincote Adult Community Education Centre, and the Youth Information Shop/Connexions. The County Council is reviewing all of its landholdings and there is scope to relocate and integrate these uses within the town centre. Both buildings are currently leased by the County Council. Adjacent to the facilities is a public car park owned by the District Council that again could be relocated.

The increased footfall generated along Ernest Hall Way and Rink Passage by the Morrisons store and The Pipeworks development have greatly added to the prominence of the site, which is located just off the High Street. There is scope to create more active frontages onto Rink Passage and the link to The Pipeworks and to integrate this site with neighbouring sites. As part of such a development, there is scope to reinforce the new node or centre of activity where Rink Passage and the pedestrian link to The Pipeworks intersect.

AREA 9: Sharpe's Estate, Alexandra Road



AREA 10: Land between West Street/Market Street



The site has potential for mixed uses, including offices. Redevelopment of the neighbouring Delph Block and Sharpe's Estate would further add to its potential.

9. Sharpe's Estate, Alexandra Road

Some £2.5 million has been invested to create Sharpe's Pottery Museum as a heritage, arts and community resource. The Museum and its iconic bottle kiln are a key town landmark and symbol of its industrial past. The facility is operated by a Trust and is home to a number of related organisations and the District's Tourist Information Centre.

The Museum, together with the cluster of historic buildings around the West Street Methodist Church, lie within the Conservation Area and have the potential to form the basis of a Cultural Quarter promoting the arts and creative industries.

Immediately adjacent to the site is a public car park owned by the District Council accessed from Rink Drive. There is potential to relocate this as part of the redevelopment of the site. Opposite the Sharpe's Estate is a vacant former Kwik Save site.

To the rear of the Museum is a cluster of office and industrial buildings, both historic and modern, including vacant buildings and land. This is a development opportunity and

gateway site linking into the town centre with potential for mixed uses, including residential. There is scope for further restoration works, redevelopment and infill to complement the existing buildings.

The site could be opened up and integrated with adjoining investment sites, in particular The Delph block and the Learning Centre. An attractive pedestrian route could be created between the chimney at The Pipeworks and the chimney adjacent to Sharpe's Pottery Museum, which would cross Rink Passage and help to integrate this area of the town centre. The crossing point on Rink Passage could be designed as a focal point space – Rink Square.

10. Land between West Street/Market Street

This Conservation Area site is predominantly owned by the West Street Methodist Church, which has sought to generate funds from its neighbouring properties in order to undertake improvements to the Church buildings. The frontage to West Street consists of a cluster of attractive and important buildings from a heritage perspective. A number of these buildings are presently vacant or underused.

The Post Office is a prominent building on the western side of The Delph marketsquare, with secondary frontages to Market Street

and West Street. The building represents a 'lost opportunity' in townscape terms, despite its Conservation Area location, with the partial single storey facade failing to enclose the town square.

The Post Office lies in the heart of the town's retail centre and cluster of historic buildings. Some £2.3million has recently been invested in the public realm of The Delph and West Street to provide a greatly enhanced setting for the town's historic buildings. This has been complemented by investments in individual buildings such as the conversion of the former cinema into 'The Paramount' pub/restaurant.

The existing Edwardian and Victorian buildings offer great potential for a very attractive development with huge character. There is potential for infill to the rear and an opportunity to open up a new frontage onto Market Street that would complement the existing retail units opposite. This could involve mixed uses, with active frontages on the ground floor. The District Council owns open space fronting onto Market Street.

The site connects the key nodes at The Delph and the Cultural Quarter, with great opportunity to further develop and exploit this inter-linkage.

11. Mid-High Street

The current configuration of the former Somerfield supermarket and adjacent premises have a poor relationship with the High Street. There is a long-term opportunity to remodel the entrance to include linkage and spatial improvements with the High Street. The site occupies a prime retail frontage midway along the High Street within the Conservation Area.

To the rear of the site is a prominent boundary with Civic Way (A514) and an historic former industrial premises (gasworks) with chimney, which is now retail premises. Generally, the rear aspect of the High Street premises does not create an attractive impression of the town centre. To mitigate this, public realm improvements including new boundary walls and tree planting have been undertaken alongside the main road.

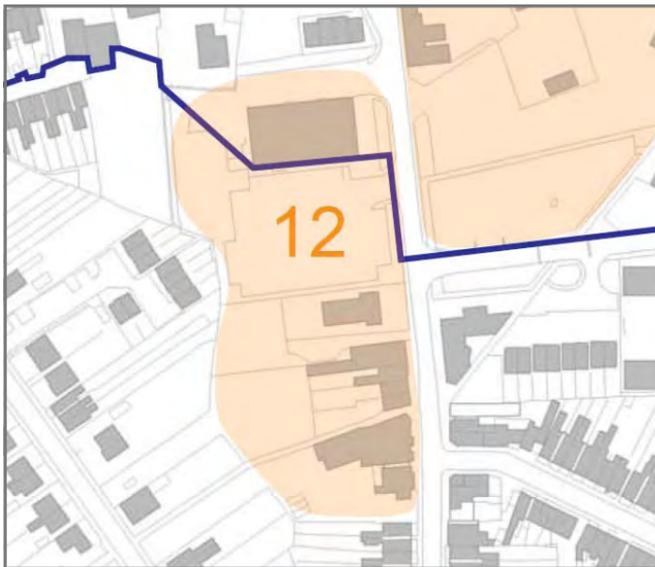
There is an opportunity to infill and open up new active frontages onto parts of Civic Way and Belmont Street and to improve the rear visual aspect of the properties fronting the High Street.

The site benefits from being adjacent to a listed building with a prominent chimney and new development could enhance the setting of this heritage landmark. This landmark

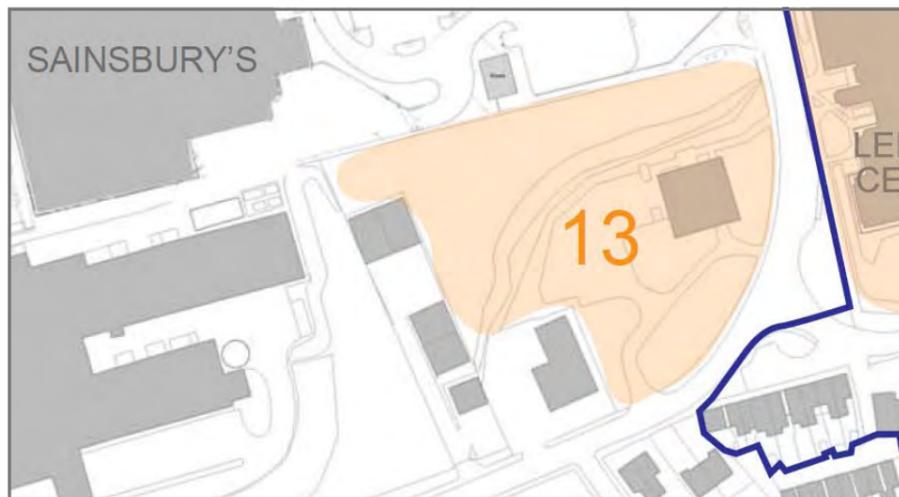
AREA 11: Mid-High Street



**AREA 12: Former Kwik Save,
Alexandra Road**



**AREA 13: Former
Social Services Offices,
Hearthcote Road**



could also be used to greatly enhance the character of development on this site.

12. Former Kwik Save, Alexandra Road

The former Kwik Save store and its dedicated car park are currently vacant. The site lies immediately adjacent to other retail and commercial uses on Alexandra Road. To the south, and within the Conservation Area, are a number of buildings fronting Alexandra Road with land to the rear. The largest of these is a vacant former printworks which is recognised for its positive contribution to the townscape.

As an edge of centre location, there is scope for a range of possible commercial and residential uses. The former Kwik Save site has planning permission for housing, which would create 59 retirement apartments. The site lies opposite the Sharpe's Pottery estate, where the Museum and adjacent buildings have recently undergone significant restoration. Redevelopment of the store would enhance the setting of the Museum. The former print works has planning permission for conversion to eight house and six apartments.

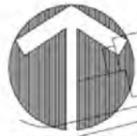
From a townscape perspective, the site relates closely to the Sharpe's Estate and

through redevelopment could interlink with the envisaged Cultural Quarter node.

**13. Former Social Services Offices,
Hearthcote Road**

This is a modern office premises with dedicated parking on Civic Way, adjacent to the recently extended Sainsbury's store and the new Holford Court offices and units. The site has recently been vacated by Derbyshire County Council, as part of the rationalisation of its property holdings with the functions moving elsewhere in the town centre. The building is presently being occupied by Derbyshire Healthcare Foundation Trust.

The site occupies a prominent frontage onto Civic Way/Hearthcote Road, with potential for a range of uses. The site includes attractive, mature landscaping which extends to adjacent land between the offices and Sainsbury's, which is owned by the District Council, and is currently unused. The site is opposite the leisure centre and presents a good opportunity to create a western gateway to the town centre.

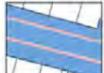
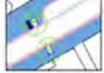
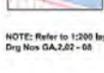


NORTH

APPENDIX G PUBLIC REALM MASTERPLAN

Drawn: m Date: Apr 06 Scale: 1:500 @ A0
 Issue: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31) (32) (33) (34) (35) (36) (37) (38) (39) (40) (41) (42) (43) (44) (45) (46) (47) (48) (49) (50) (51) (52) (53) (54) (55) (56) (57) (58) (59) (60) (61) (62) (63) (64) (65) (66) (67) (68) (69) (70) (71) (72) (73) (74) (75) (76) (77) (78) (79) (80) (81) (82) (83) (84) (85) (86) (87) (88) (89) (90) (91) (92) (93) (94) (95) (96) (97) (98) (99) (100)
 Date: 15.04.06
 Project: 01.01.06
 Rev: 1 - Initial off-site layout for the road between Market St and Peak St
 Rev: 2 - Minor alignment amendments, H&L

KEY:

-  Blue wavy line symbol for clay paving with 120mm wide pink granite bullnose kerb (150mm upstand) and 300mm wide dark grey granite flush channel kerb
-  Black macadam carriageway with 120mm upstand pink granite kerb and dark grey granite bodied channel block
-  Disabled parking layout surfaced in black macadam with 120mm upstand pink granite kerb. Parking bays marked out in white line road paint
-  Yorkstone flag paving with yorkstone radial steps. Stone block seating with radial tactile paving to top of steps
-  Light grey granite block paving to raised pedestrian crossing points to provide colour contrast to carriageway and footway
-  200 x 200 cropped yorkstone set carriageway with 120mm high pink granite kerb (flush with top of disabled crossing points)
-  Light grey granite surface raised pedestrian crossing point flush with carriageway with tactile ramp and pink granite kerb return
-  Existing trees to be retained
-  Proposed planted tree planting (Advanced Nursery Stock)
-  Proposed tree planting (Advanced Nursery Stock)
-  Existing trees replaced with new semi-mature trees
-  Electric hydraulic street scene barriers to High Street pedestrian zone

NOTE: Refer to 1:200 layout drawings for further details -
Dwg Nos GA.2.02 - 08

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Prezzo restaurant and listed chimney at The Pipeworks, Swadlincote

FURTHER INFORMATION

Key Documents

- *Better Design for South Derbyshire* (2010) – South Derbyshire District Council
- *Swadlincote Town Centre Masterplan – Design Report/Swadlincote Town Centre Study* (May 2006) – Martin Woolley Landscape Architects/Race Cottam Associates
- *Swadlincote Urban Form Analysis* (January 2006) – South Derbyshire District Council/Race Cottam Associates
- *Swadlincote Retail and Leisure Study* (September 2005) – Donaldsons LLP
- *South Derbyshire Economic Development Strategy 2008-2012* (2008) – South Derbyshire District Council
- *Asset Management Strategy 2012-17* (2012) – South Derbyshire District Council
- *South Derbyshire Adopted Local Plan* (1998) – South Derbyshire District Council
- *The National Forest Strategy 2004 - 2014* (2004) – National Forest Company
- *National Forest Design Charter – Design Principles for The National Forest* (2010) – National Forest Company

- *National Planning Policy Framework* (2012) – Department of Communities and Local Government
- *Derbyshire Local Transport Plan Three 2011-2026 – A Healthy Future for Local Transport* (2011) – Derbyshire County Council
- *Trees in the Townscape: A Guide for Decision Makers* (2012) - Trees and Design Action Group

Contacts

South Derbyshire District Council

(providing functions including inward investment, community safety, business support, housing, leisure, parks, planning, property asset management, waste collection, street cleansing and tourism)

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Derbyshire County Council

(providing functions including public transport, cycling, highways, property asset management, road maintenance and street lighting)

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Acknowledgements

South Derbyshire District Council would like to thank all those who have participated in the development of this document.

Aerial photographs courtesy of Martin Handley.

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FURTHER INFORMATION
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South
Derbyshire
District Council

The Queen's Diamond Jubilee celebrations on The Delph