

# SWADLINCOTE TOWN CENTRE **VISION & STRATEGY 2012**



South  
Derbyshire  
District Council



# LEADER'S FOREWORD

Welcome to the new Vision & Strategy for Swadlincote town centre. Since the 2001 Vision, many proposals have now been achieved, resulting in a decade of regeneration and high quality development. It is now time to build on this and create a new vision for the future.

The transformation of Swadlincote town centre has been a great success story. The combined efforts of the public, private and voluntary/community sectors have given rise to everything from major property developments and a new public square, to facilitating business development and community safety activities.

The town has many strengths. Its rich industrial heritage has been restored and regenerated, giving character and soul to new developments. All of this is backed by a dynamic business community and growing population.

The new Vision is based upon extensive research and consultation involving businesses, landowners, visitors and residents. This has identified many opportunities for investments of all sizes and types that will further enhance the vitality and enjoyment of the town centre.

Be part of our success story.

*Councillor Bob Wheeler  
Leader, South Derbyshire District Council*

## INTRODUCTION

The aim of the Vision & Strategy is 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. It provides the basis for the collaboration of public, private, community and voluntary sectors in the pursuit of an enhanced town centre.

The approach to the Vision & Strategy is based upon a number of Principles and focuses on three Areas for Action - Design, Promotion and Economic Restructuring.

### Principles:

- Comprehensive - a single project cannot regenerate a town centre
- Incremental - small projects make a difference
- Self-help and public/private partnership

- Identifying and capitalising on existing assets
- Recognising the wider value of historic buildings and landmarks
- Improvements and initiatives must be synonymous with quality
- Changing community attitudes and public perceptions
- Action-oriented - frequent, visible changes

Surveys conducted for the Vision revealed that local people and businesses considered Swadlincote's strengths to be features such as the:

- Pedestrianised centre
- Growing market
- Free parking near to shops
- Well-maintained environment
- Friendly, community feel



The Pipeworks



# CONTEXT

The town of Swadlincote grew up around a cluster of settlements based upon the potteries and collieries at the end of the eighteenth century. It is noted as once the home of the TG Green pottery, manufacturer of the iconic blue and white banded 'Cornishware' kitchen ceramics.

Swadlincote is located to the east of Burton upon Trent and to the west of Ashby de la Zouch. The three towns lie at the heart of The National Forest, one of the country's most ambitious environmental initiatives, exemplifying sustainable development. To date, nearly eight million trees have been planted across 200 square miles, transforming the setting of the town.

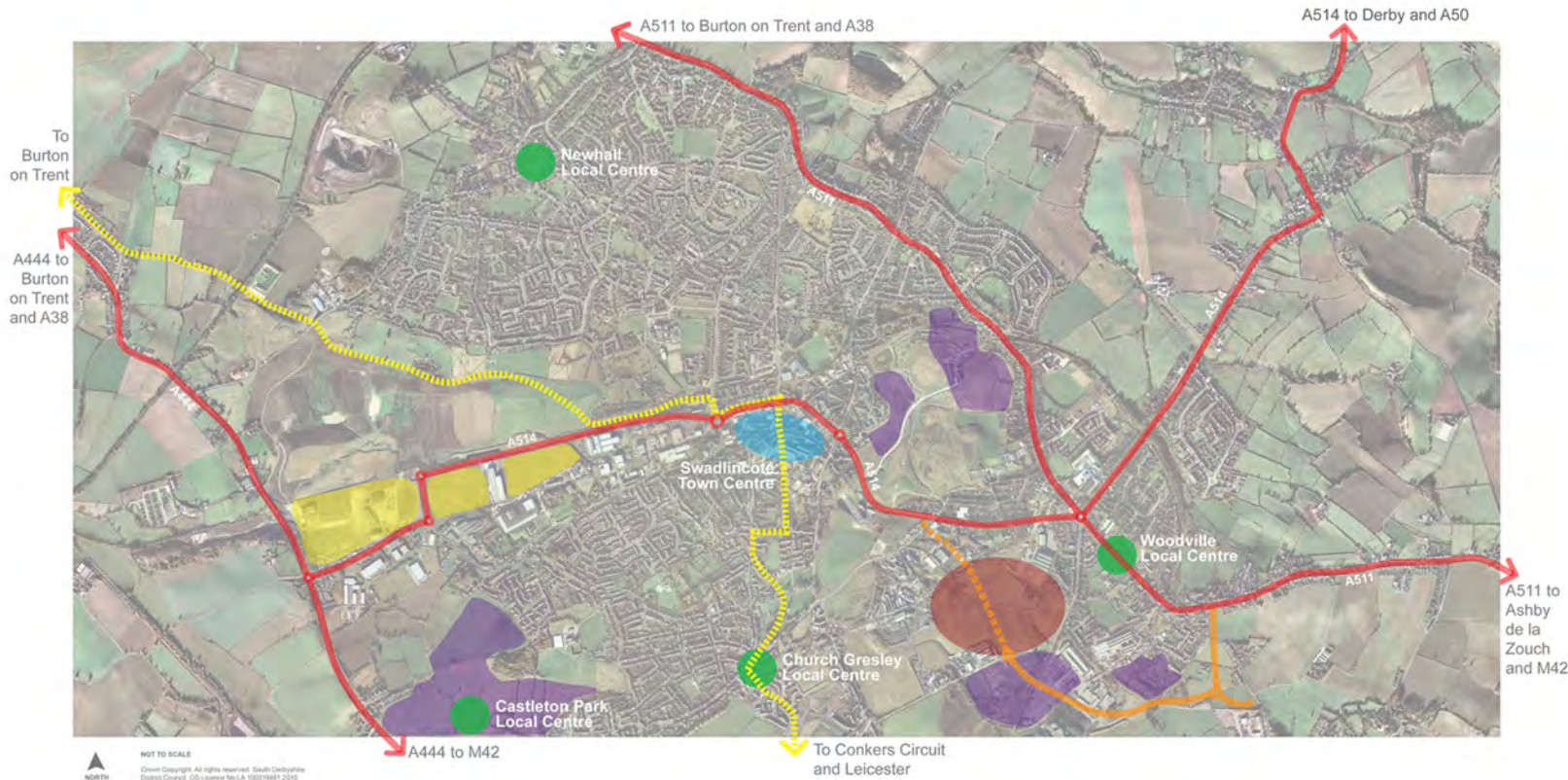
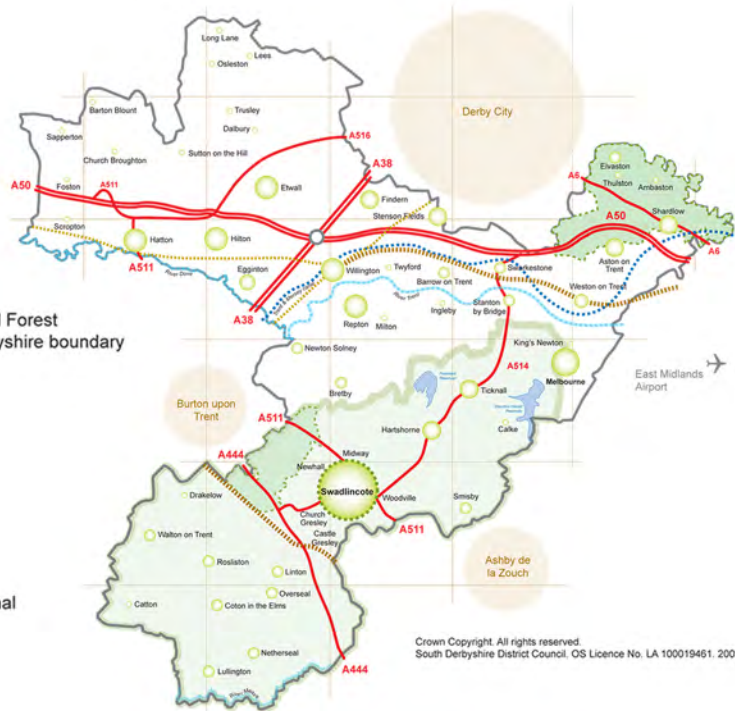
The District of South Derbyshire has been amongst the fastest growing areas of the country in recent years, with extensive new house building in Swadlincote. The population of the town is now some 40,000, with a rural catchment to the south of the City of Derby based on good road links.

This growth has been complemented by high levels of inward investment, as new businesses have been attracted to Swadlincote. This has diversified the economy and reduced unemployment rates to well below regional and national levels. The town centre itself has benefited from sustained investment over many years.










## SOUTH DERBYSHIRE

### KEY

-  Green belts
-  Extent of The National Forest within the South Derbyshire boundary
- Rail links**
  -  passenger
  -  freight
-  Road links
-  Settlements
-  Trent and Mersey Canal
-  Rivers
-  Reservoirs



## KEY - SWADLINCOTE

-  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





Farmers Market, The Delph

# TOWNSCAPE MASTERPLAN

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.

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 historic character rich streets in the town. Of particular importance are those that lead to The Delph from the surrounding areas. The award winning shop front improvement programme has been an essential part.

The Delph is the heart of the town and this public square and the buildings that form its edges need to be vibrant.

## Townscape Actions

- Protect heritage
- Enhance the public realm
- Maintain the environment

See main report for full details of Action Plan and guidance on design policies



Local blacksmith designed and built Town Hall railings



Engraved granite strips at street and jitty entrances



New trees, The Delph

High Street shop front improvements



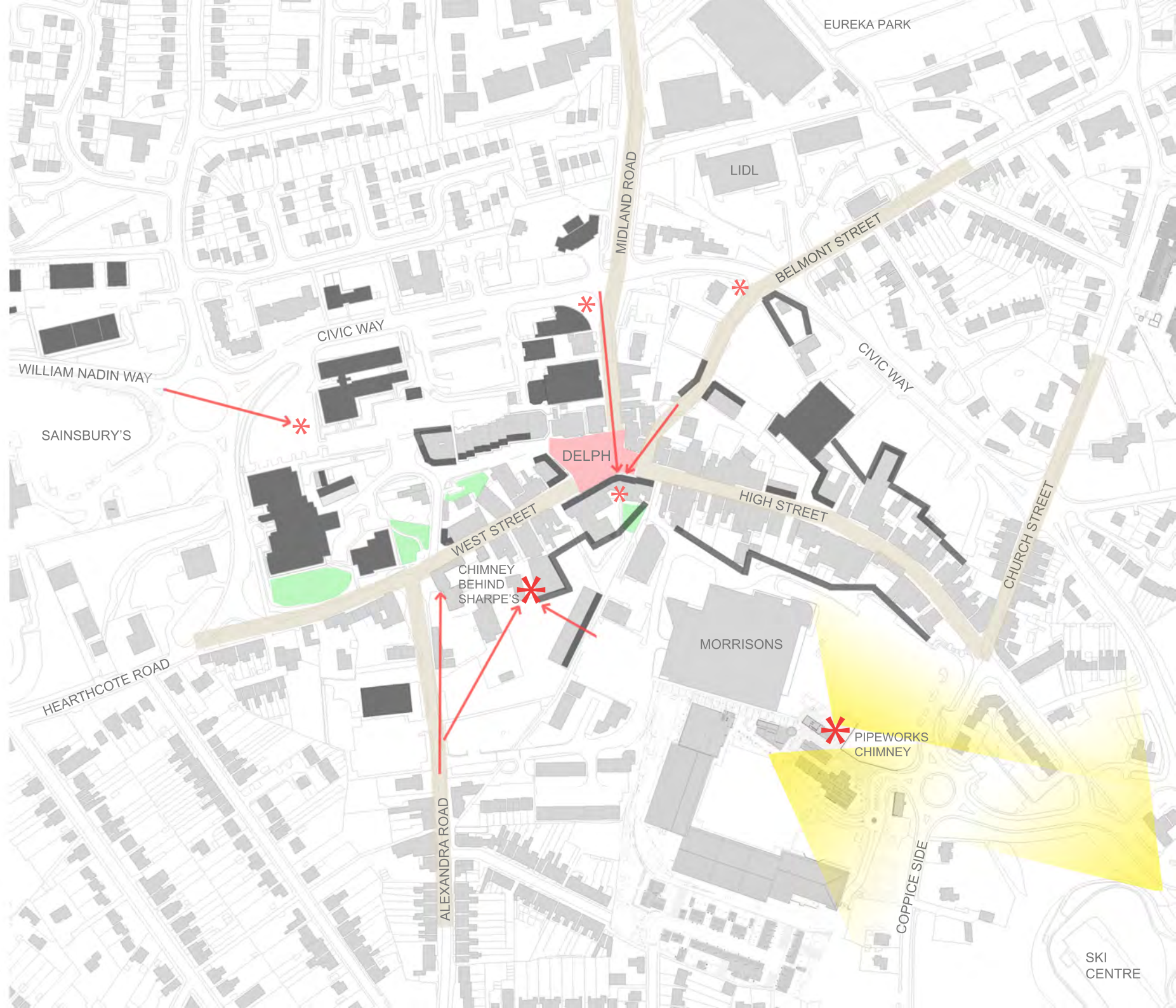


- Frontages and rears of buildings that would benefit from improvement
- Buildings that provide a good opportunity for enhancement
- Opportunity for an enhanced view towards key building
- Key vista to be preserved - opportunity to enhance enjoyment of this view
- Historic character rich streets that 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

0 20 40 60 80 100m  
INDICATIVE SCALE

NOT TO SCALE

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SKI CENTRE



# 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 free car parks. These facilities need to stay central and opportunities exist to create more direct and obvious links to The Delph and High Street.

## Movement Actions

- Improve signage
- Pursue innovative transport solutions
- Identify additional parking
- Improve access
- Promote community safety

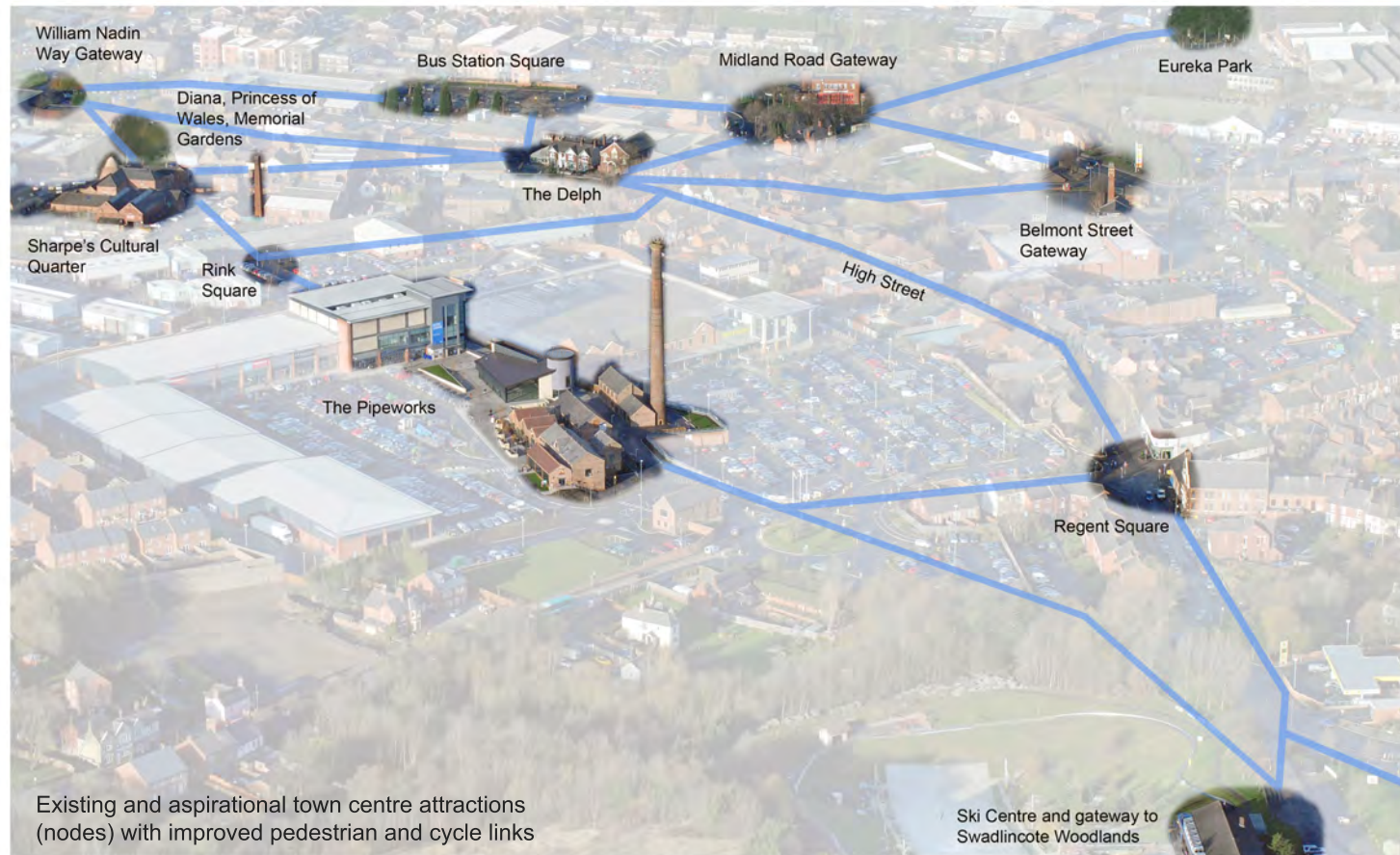
See main report for full details of Action Plan and guidance on transport policies



Making strong connections between landmarks



Midland Road Gateway - a vision for one of the improved pedestrian and cycle links and gateways into the town



Existing and aspirational town centre attractions (nodes) with improved pedestrian and cycle links



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

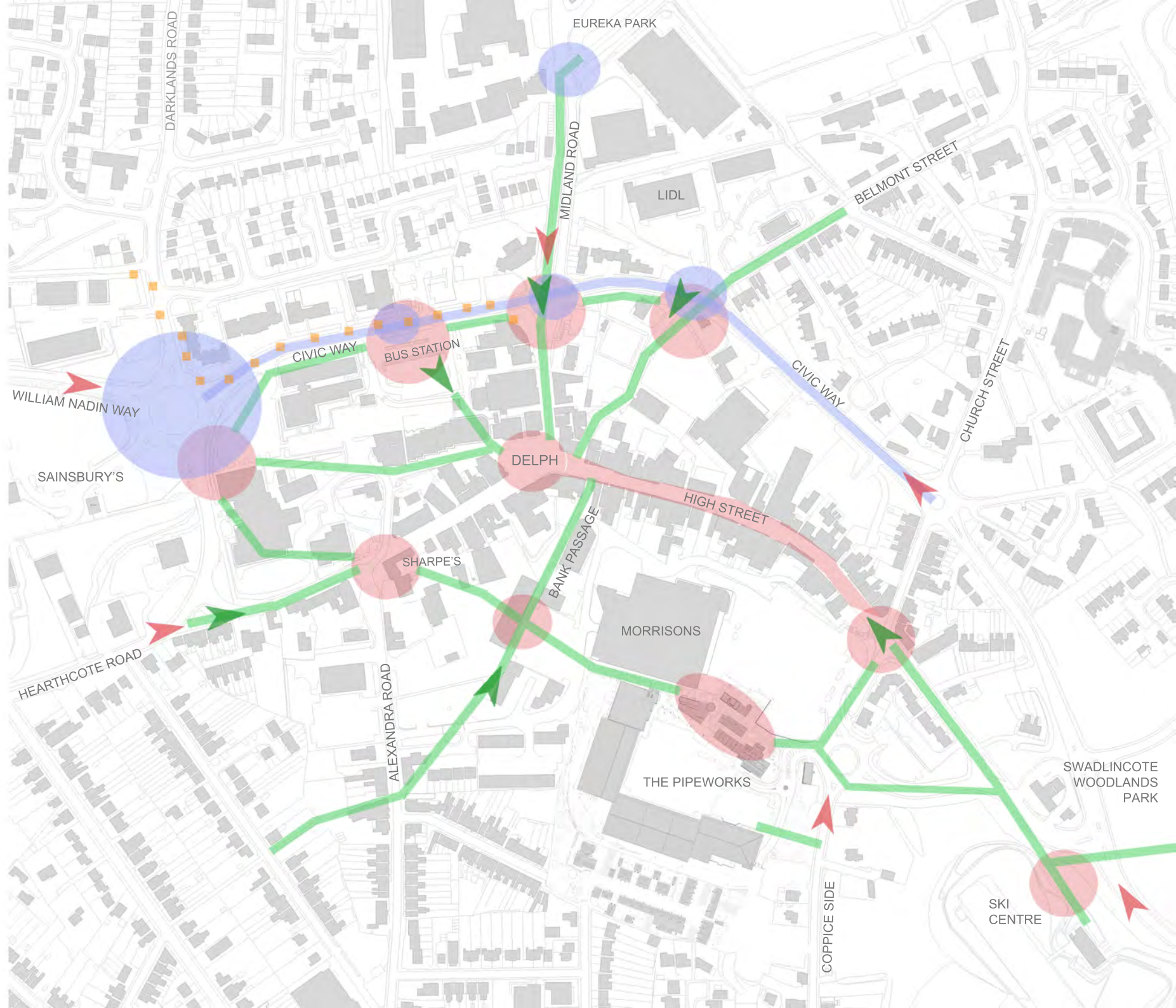
Existing and aspirational nodes and centres of activity

Civic Way improved to ensure smooth traffic flows and create a street with character that signals its town centre status

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# INVESTMENT MASTERPLAN



Oakland Village - extra care residential development



Pancake races event, The Delph

## Investment Actions

- Attract investment
- Develop the market
- Encourage more events
- Support business development
- Market the town
- Renew public facilities
- Invest in visitor attractions

See main report for full details of Action Plan and complete list of potential investment sites

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 Pipeworks



- ..... 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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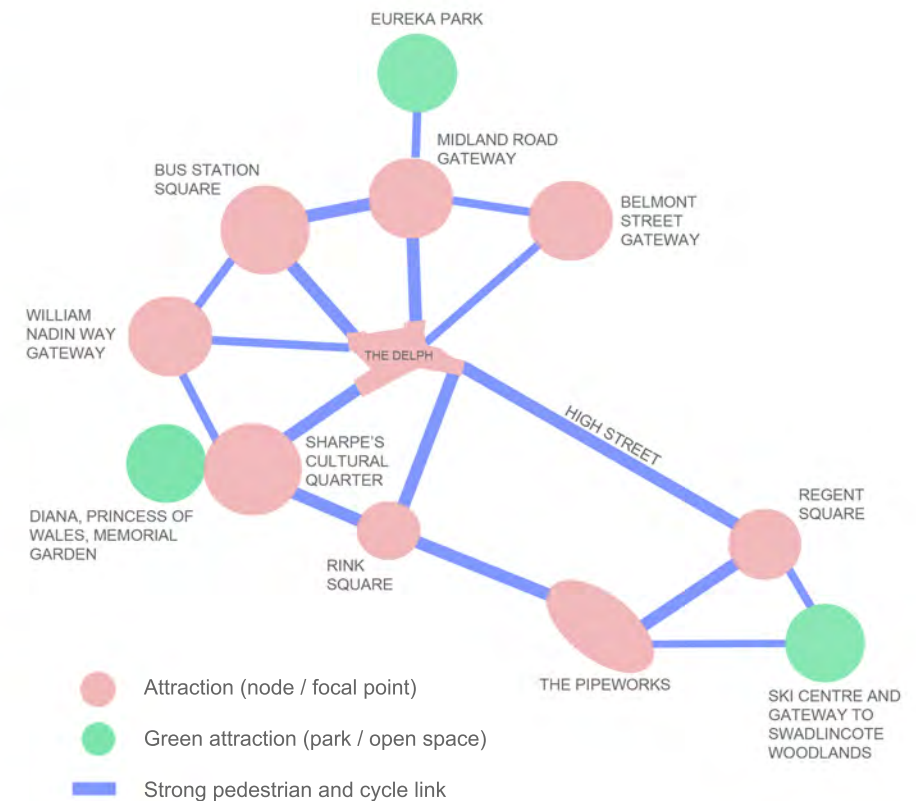


SKI CENTRE





Regent Square - a vision for one of the town's proposed new focal points



# THE MASTERPLAN

Swadlincote was once the world's 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 Masterplans are not intended to be restrictive, but rather aim to inspire, encourage and shape the next phases of its development.



Sharpe's Pottery Museum



-  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



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Aerial photograph courtesy of Martin Handley

## ACKNOWLEDGEMENTS

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

## DISCLAIMER

The plans contained within this document are for illustrative purposes only and are based on the information available at the time of production.

## FURTHER INFORMATION

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The Queen's Diamond Jubilee celebrations on The Delph