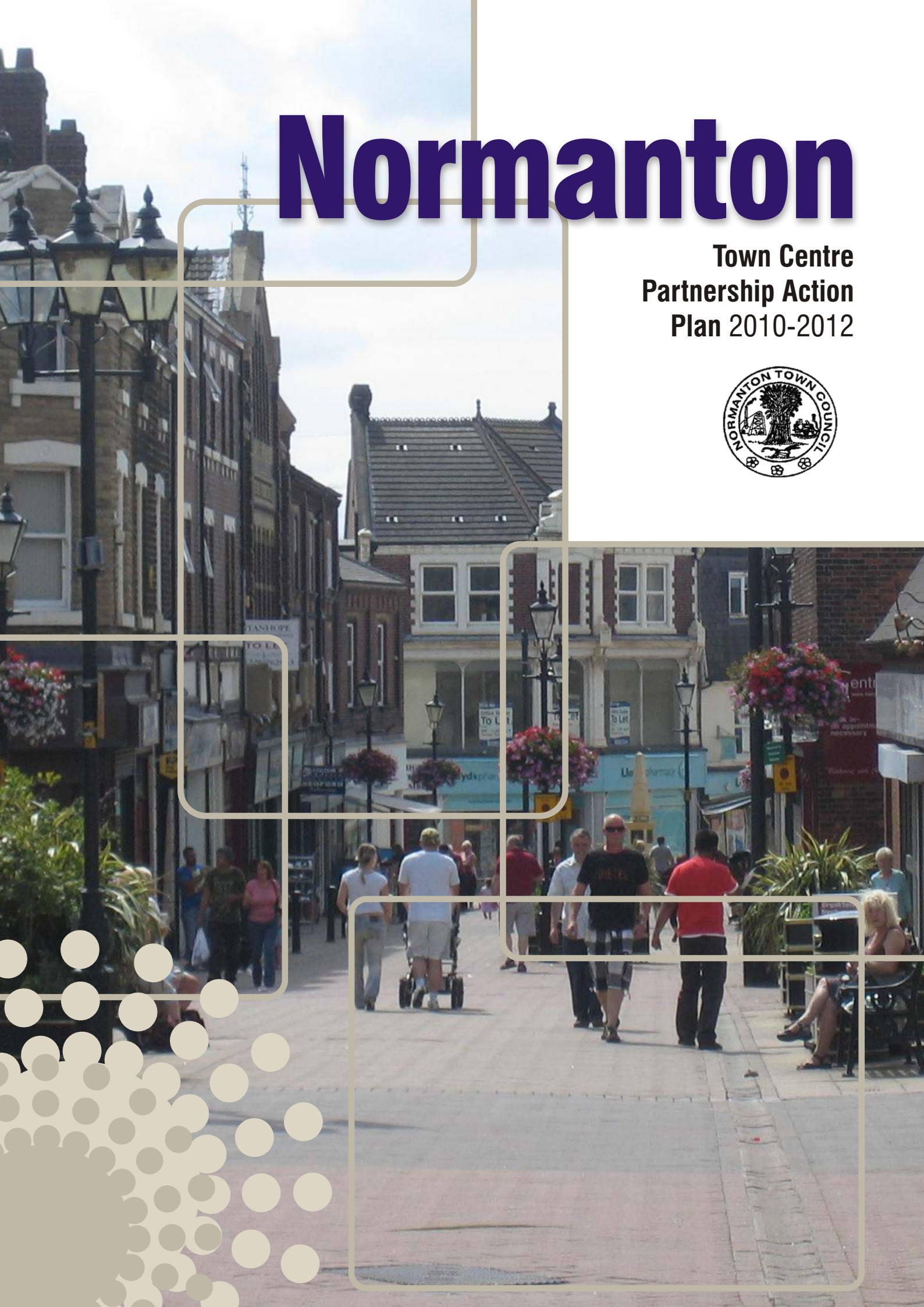


Normanton

Town Centre
Partnership Action
Plan 2010-2012





Cllr Barry Smith
Chairman
Normanton Town Centre Partnership

The Foreword

Welcome to this the second Normanton Town Centre Action Plan developed by the members of the Town Centre Partnership, with support from Wakefield Council, using existing Wakefield Council reports, plans and strategies, together with feedback given at the Master Plan public consultation event held in February 2010 as a basis to develop projects.

We are under no illusion that the coming year is going to be particularly difficult for everyone, we are going to have to look ever more closely at how we can maximise everything we do to ensure that the small resources we do have are used to their maximum potential. Better partnership working will need to be developed to ensure that projects can be resourced and delivered if we are to help our town centre through this difficult period. This plan will be updated by the Partnership as required and reviewed annually, so that the progress of projects can be monitored. The Partnership has the role of coordinating and overseeing projects. The key to achieving the aims, objectives and priorities within this plan is to work closely with other agencies, council service providers and developers as required by each project.

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**Town Centre
Management**

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Normanton Town Centre: The context

The vision of Normanton Town Centre Action Plan is:

- To build a prosperous, dynamic and vibrant town centre.
- To encourage the private, public and voluntary sectors to work together.
- To improve community cohesion and reduce anti-social behaviour.
- To build and develop a sense of community.
- To encourage managed events within the town centre.
- To build trust, tolerance and understanding through partnership working.
- To increase visitor numbers to Normanton town centre.

Normanton has a long history, being mentioned in the Domesday book of 1086 where it is listed as already having a Church. Normanton was an agricultural settlement and remained so up to the 1840's. The event that changed the shape and size of Normanton forever was the arrival of the Railway. This allowed full exploitation of the local Coal reserves that powered the Victorian industrial age. The late Victorians shaped much of the town centre of Normanton giving us much of the architecture that we know and love today. Normanton was a working town and the architecture echoes a no nonsense approach adopted by the Victorian speculative builders. By 1900 most of the buildings that make up the primary retail area had been completed, only the lesser examples have been swept away and replaced by later generations.

Today the coal is no more and the railway has lost the power of quick and easy transport to lorries and the motor car. If the 1840's gave Normanton access to rail it was the 1970's that gave Normanton access to the motorway network. Where the railway has lost, a second arrival- the M62 has shaped the Normanton we see today, A large industrial estate and large warehouses with rail freight access to the continent drive Normanton's economy today.

The Partnership was re-established in 2009 for the following purposes:

To co-ordinate the development and general improvement of Normanton town centre to encourage business and visitors to enjoy all that Normanton has to offer. To achieve our aims and objectives we work in partnership with organisations charged to deliver improvements within Normanton. We work to lobby and encourage positive management of the town centre. We aid local businesses by supporting and staging events to attract visitors to the town. The Normanton Town Centre Partnership meet monthly, where issues affecting the management and well being of the town centre are discussed with partner organisations and service providers. Actions are agreed to resolve issues, and the Partnership monitors and asks for reports on the outcome.





High Street, Normanton



Normanton Town Centre: SWOT Analysis

Strengths

- People with community spirit
- Residents who are loyal to the town
- Most businesses in the town are owner occupiers
- Businesses able to offer a knowledgeable personnel service
- Good variety of shops
- Car parking close to shopping area
- Good transport links by rail and road

Weaknesses

- Some people are apathetic and not loyal to the town
- There are dilapidated areas
- Weeds & Rubbish
- Empty shops
- Poor town centre signage
- Low wage economy
- Lack of medium and larger shop units

Opportunities

- Revamp dilapidated areas
- Repaint and regularly maintain street furniture
- Improved town centre signage
- Encourage new investment to occupy empty shops
- Improve the gateways to the town
- General tidy up planting etc.
- New housing on extremities of the town
- Normanton Master Plan

Threats

- Other larger towns and shopping centres are in close proximity
- Economic recession
- Car Parking provision vulnerable to future building developments
- The general economic down turn

Actions: Marketing and promotion

Objective:

The Town Centre Partnership would like to promote Normanton to a wider audience and encourage people from other townships to visit and shop in Normanton.

This can be achieved by promoting the market to those towns where such a provision is either weak or non-existent, and supporting business to develop and grow within the town.

Actions

1.1 Promotional leaflet

A project that started late last year and will be completed this year is to produce a promotional leaflet for the town. This is seen as the fastest way to help promote the town for relatively little cost. The finished leaflet will be distributed widely within Normanton to attract people from the newer outer housing areas to visit and shop in Normanton, and will also be distributed further afield to generate wider interest.

1.2 General Signage

The Partnership are of the opinion that Normanton Town Centre is not adequately sign posted from the main routes that bypass the town. As a result many potential visitors drive past without realising that there is a retail centre to the town. As a result a signage strategy was developed by the Town Centre Partnership, over the coming year we will endeavour to implement more of that strategy. The Partnership will also continue to lobby to improve signage within the town.



1.3 Normanton Christmas Lights 2010

Normanton Town Council have for a number of years organised and run the Normanton Christmas Lights switch on event. The Normanton Town Centre Partnership fully support this project as an effective way of encouraging families to visit, enjoy and shop in Normanton town centre. The Partnership wishes to encourage other organisations and local businesses to support and develop the Christmas in Normanton project.

Successes

As part of the Normanton Town Centre Partnerships Signage Strategy the development of a clear marked pedestrian route through the town was developed. This resulted in a series of four fingerposts being positioned at key locations within the town, which also tie in to Health Walks which were developed some time ago by Wakefield Council.



Actions:

Improving the town

Objective:

To promote and develop the appeal of the town centre to residents, visitors and shoppers by: identifying projects that would lead to visible improvements within the town; developing and implementing projects that address issues identified; and working with businesses, service providers and other interested parties to ensure successful conclusions and outcomes.

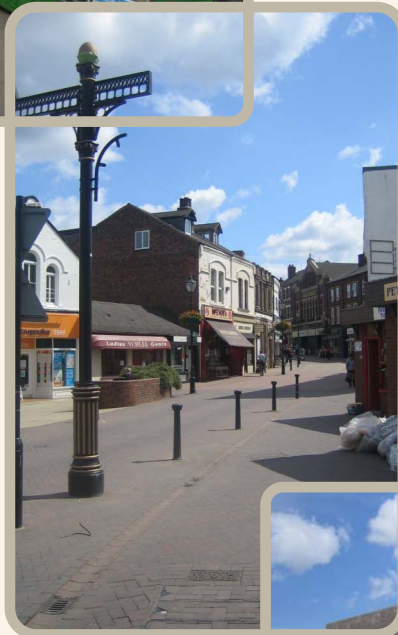
Actions

2.1 Second Street Audit

Annual street audits will be undertaken by Urban & Neighbourhood Renaissance, which will be fed back to Wakefield Council's Transportation and Highways and also Neighbourhood Environment Services. This ensures that damage to street furniture can be identified and scheduled for repair, and issues with general maintenance and cleansing can be identified and reported.

2.2 Development of outdoor market

Although developed as a project last year the Partnership feels that this is still a pressing issue that needs to be addressed. Normanton has a wonderful purpose built outdoor market area. The Partnership feels that the market is failing to attract the traders and shoppers it needs to maximise its full potential. The Partnership will lobby the Council, working with partners to ensure that funds are found to make sure that improvements and developments are made to help secure a sustainable future for Normanton Market.



2.3 Normanton Master Plan

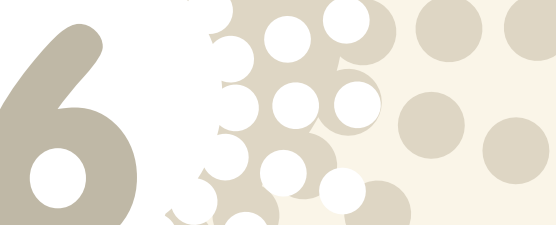
A need for a master plan was identified some time ago by both Wakefield Council and Wakefield District Housing.

Although work has started on this, recent economic problems and changes in Central Government policies have stalled development. The Partnership are still fully supportive of this project and will lobby to ensure that funding is secured to ensure that this can be completed. The Partnership understand that with a number of private companies interested in building housing developments near to the town centre, it is imperative that there is an overarching plan to ensure that all these developments follow a central plan to ensure quick and easy access between developments and the town centre. This is unlikely to happen if it has not properly planned.



Successes

The first full street audit was presented to the Partnership to demonstrate what is involved and how the systems in place work. From this Audit the need to re-paint all the street furniture was identified and works were scheduled and undertaken within 3 months. The Audit also found that some fixed wooden seating had become rotten and so some benches were removed and new seating fitted, which was an exact match to others within the town centre. New seating and painted furniture improved the visual appearance of the town centre, making it look much more cared for and inviting.



Actions: Environment

Objective:

To develop and improve the built, planted and natural environment and work with others to support projects that add to and enhance the environment of the town.

Actions

3.1 Vehicles driving on the pedestrian precinct

There is still an identified problem with vehicles driving on the pedestrian precinct. This is very dangerous given that the precinct is long established and so pedestrians are not traffic aware as they wander round this area. The use of vehicles on the precinct outside of delivery hours is illegal. In the interests of public safety the Partnership will lobby for more action to be taken.

3.2 Improve Gateways to Normanton town centre

The main routes into the town give no sense of arrival. They don't give a good lasting impression to the visitor. The Partnership will lobby to encourage Wakefield Council and stakeholders to develop feature gateways to the town including better signage- As part of the Signage strategy development.

3.3 Train links

There are a number of trains that pass through the town on their journey to and from the two major cities in the area, Leeds and Sheffield. If these trains stopped in Normanton the opportunity to access these cities and for visitors to access Normanton would be a major plus for the town. The Partnership will lobby and support any party working towards the aims of this project.

3.4 Car Parks

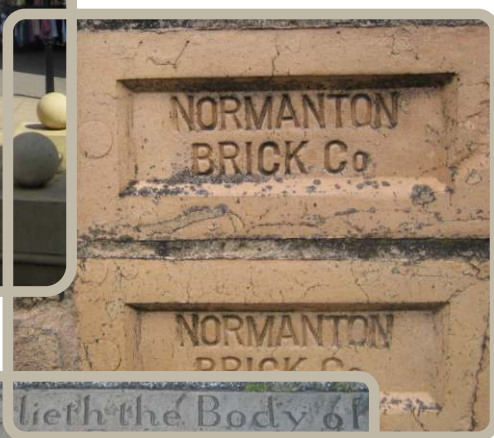
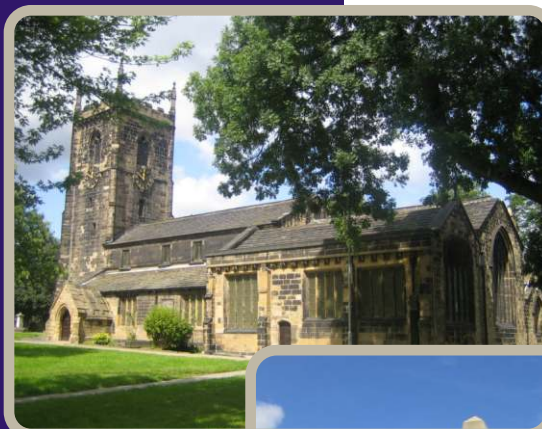
There are a number of Car Parks situated around Normanton all with good access to the town centre, the Partnership would like to review disable parking provision and its location within the town and look at a series of environment improvements for the towns car parks, to make them more inviting and greener.

3.5 In Bloom

The Partnership would like to encourage shops, local business, community organisations and the general public to get involved with Normanton in Bloom. In Bloom is an approach and includes more than just flowers, flowers are however a very important part of this. The Partnership would also like to see improvements made at the Alice Bacon Memorial Garden.

3.6 Living Street Audit

A living streets Audit is an extension of the Street Audit- it looks at how spaces within the town are used, where the crossings are, what state of repair the surfaces are within, what hampers movement and detracts from enjoying the public space. The problems identified then have recommendations to make the public spaces more user friendly.



Successes

There has been some action with the Police enforcing the traffic regulation order on the precinct, which did result in the issuing of some fines, however the Partnership is aware that vehicles are still accessing the pedestrian areas during times when there should be no traffic movements and also vehicles are accessing the precinct and they are not delivering to any premises.

Delivery

Actions	Strategic Priority	Who	Milestones
1.1 Promotional leaflet	Marketing and promotion	Normanton Town Centre Partnership	<ul style="list-style-type: none"> • Identification of funding • Production of printed leaflet • Delivery and distribution of leaflet
1.2 General Signage	Marketing and promotion	Wakefield Council	<ul style="list-style-type: none"> • Identification of gaps in existing signage • Identification of sites • Identification of funds • Installation of signs
1.3 Normanton Christmas Lights 2010	Marketing and promotion	Normanton Town Council & Town Centre Partnership	<ul style="list-style-type: none"> • Organisation and holding of event
2.1 Second Street Audit	Improving the town	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Undertake Audit & Produce Report • Liaise with Highways and Neighbourhoods • Identify funding & schedule works
2.2 Development of outdoor market	Improving the town	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Development & implementation of initiatives to attract new traders and new customers
2.3 Normanton Master Plan	Improving the town	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Development of brief • Identify funding • Appointment of consultants
3.1 Vehicles driving on the pedestrian precinct	Environment	Police, Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Letter of explanation to business • High profile campaign of enforcement
3.2 Improve Gateways to Normanton town centre	Environment	Wakefield Council, Town Council & Town Centre Partnership	<ul style="list-style-type: none"> • Identification of sites • Design and cost of Gateway feature • Identify funding • Implementation & build
3.3 Train links	Environment	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Lobby to influence decisions of rail companies
3.4 Car Parks	Environment	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Undertake Car Park Audit • Identify possible upgrades • Identify funding • Implements works
3.5 In Bloom	Environment	Town Centre Partnership, Businesses, Community Groups, members of the public, Normanton Town Council & Wakefield Council	<ul style="list-style-type: none"> • Develop the In Bloom Idea • Form a Normanton In Bloom Group • Identify funding • Allow group to develop
3.6 Living Street Audit	Environment	Town Centre Partnership & Wakefield Council	<ul style="list-style-type: none"> • Undertake living streets audit • Production of report • Identify possible funding • Implement improvements

Timescale	Cost	Main Funder	Details & Outcome
November 2010	£5000	Wakefield Council Support for town Centres Grant	Production of 12,000 two sided, A4 full colour leaflets and delivery to houses in Normanton of 10,000
March 2011	£1000	Wakefield Council & Town Centre Partnership	Installation of new signage at strategic locations within the town
November 2010	£2500	Normanton Town Council	The organisation and staging of the annual Normanton Christmas lights switch on
March 2010	£1000	Town Centre Partnership	Production of list of items defective and issues that need to be addressed, implemented to improve overall state of repair
September 2009	N/A	Wakefield Council	Development and implantation of projects to help improve Market provision within the town
On-going	£50,000	Not known at current time	Production of Master Plan based on detailed study of existing plans and strategies and steered by outcomes of public consultation work
March 2011	N/A	Police	Letter to be drafted and sent to businesses requesting that deliveries are kept within the precinct traffic orders, and any deliveries outside these times are taken to the rear of the premises- With Police enforcement if no difference is seen
September 2011	£7500	Town Centre Partnership & Wakefield Council	To build a number of gateway signs on approach roads to the town. Sites have been identified and further work is to be undertaken this year to develop this project
On-going	N/A	Not known at current time	To get all passenger trains on the Leeds and Sheffield line to stop at Normanton railway station
September 2011	£5000	Town Centre Partnership	To provide well placed disabled parking facilities in the town, and to improve the environment of the car parks within the town
September 2011	£2000	Normanton Town Council and partners	To increase involvement with Normanton in Bloom and provide more floral displays within and around the town
March 2011	£10000	Town Centre Partnership & Wakefield Council	To improve the towns public realm to ensure that it is user friendly for pedestrians and is not dominated by the motorcar

Please note all budget figures are completely based on best guess until the projects are further developed.



Participation

**Normanton Town Centre Partnership
is made up of:**

Business Owners

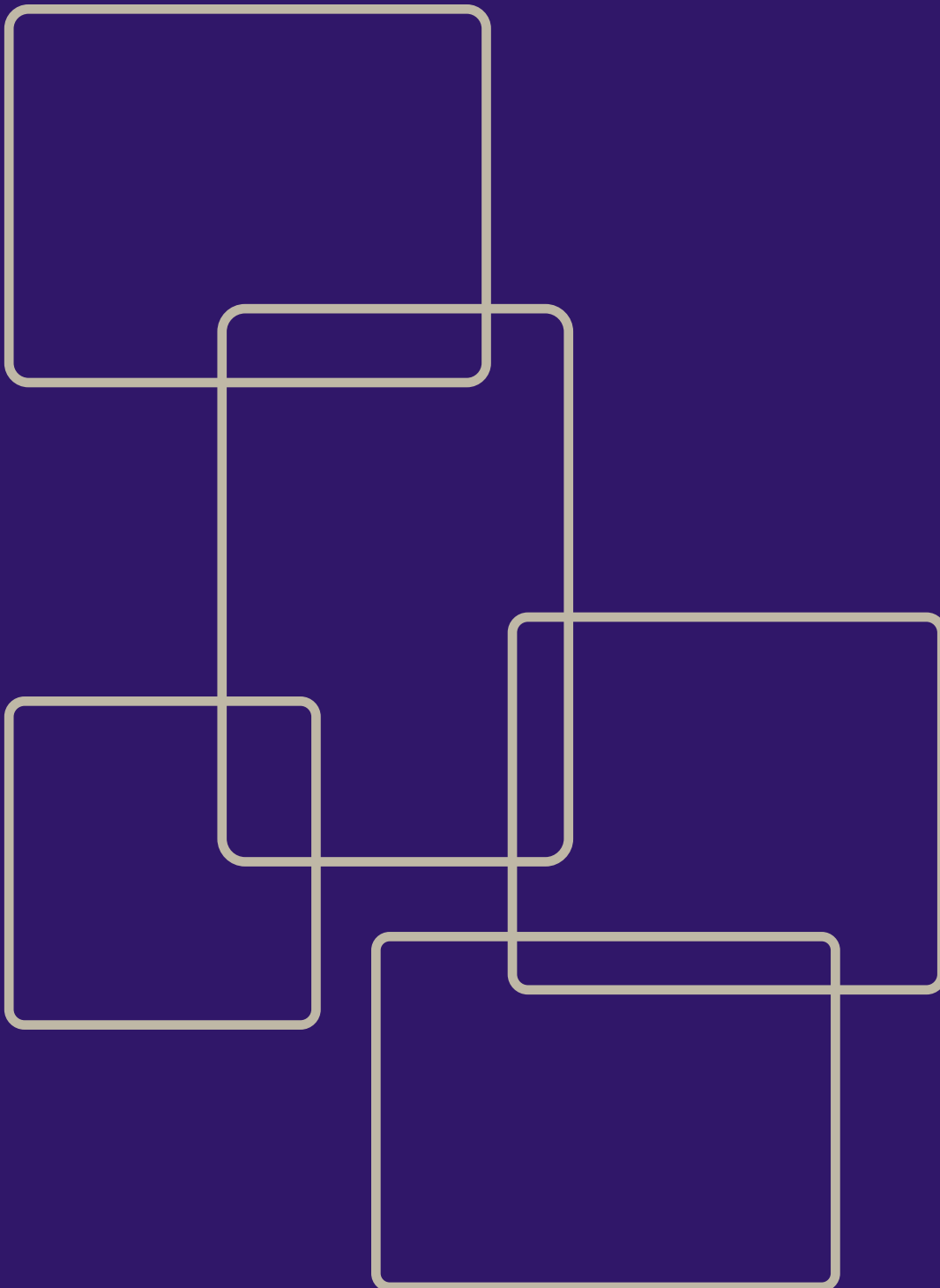
Normanton Town Council

Elected Members

Active members of local community
groups







www.wakefield.gov.uk

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