

**APPENDIX 2(vii):
STRATEGIC PRIORITIES FOR REGENERATION**

PROJECT: SHEPSHED TOWN CENTRE

Shepshed Town Centre	
Vision	A vital and viable town centre characterised by a mix of businesses, shops, cafes, bars, leisure and entertainment facilities supported by adequate convenient parking facilities and a public realm designed with pedestrian comfort and safety as a priority.
Description	<p>Situated at the gateway to Charnwood Forest and the National Forest, with excellent access to the national road network via M1, Shepshed has proved to be an attractive location for house builders and home buyers. The town has grown, but traditional industries in the hosiery and textile sectors, historically clustered around the town centre, have contracted significantly. Consequently the town centre has experienced a loss of business as workers have been obliged to look elsewhere for employment. That loss of trade has been compounded as competing centres in Loughborough and Coalville have offered a wider choice and range of service.</p> <p>Despite those challenges businesses, supported by the Town Council, have strived to sustain a viable town centre as the identifiable heart of the community. Efforts to attract and retain business have been rewarded with recent investment on the part of grocery market leaders: Tesco has opened a 372 m² “Express” format store and Asda have followed suit with a 1,631 m² (gross) [1,032 m² net] store in edge of centre locations. They afford the opportunity to retain trade and business within Shepshed to sustain smaller businesses and the independent sector stimulating a virtuous circle of investment and growth.</p> <p>There is the opportunity to promote and encourage pedestrian flows between the more active areas within the town centre to support business development along the connecting streets and lanes. Improvements to the public realm already installed reasonably might be enhanced and complemented to improve the town centre experience, both functionally and aesthetically.</p> <p>The core site falls along a broadly linear route from Brook Street in the north to Charnwood Road in the south, via Market Place, the historical open space formed by Hall Croft, and Field Street.</p> <p>Some buildings along the corridor present redevelopment opportunities while vacant units present an opportunity to establish new businesses. In some areas narrow pavements and historically poorly defined urban spaces throw pedestrians and motorists into conflict, injuring the potential of shops and businesses within the adjacent frontages and damaging the overall town centre</p>

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experience.

Deliverables

- Encouragement of mixed use redevelopment of property along the main town centre axis to add significantly to the retail offer and urban character of Shepshed Town Centre,
- Consolidation of Shepshed's role as a district centre within the wider sub-regional centre with the assistance of travel planning and effective town centre promotion.
- Potential establishment of a business centre to provide managed work space, incubator facilities and small units to encourage the establishment and growth of local businesses.
- Improvements to the public realm, connectivity to the town centre and measures to improve pedestrian safety and comfort.

Planning Policy

Shepshed Town Centre is defined as a district centre in the adopted Borough of Charnwood Local Plan wherein policy CA/8 states:

Planning permission for development within the designated district centres falling within the following uses (as defined by the Town and Country Planning (Use Classes) Order 1987) will be granted subject to satisfactory design and adequate provision for related vehicular requirements:-

- i) shops (Class A1);*
- ii) financial and professional services (Class A2);*
- iii) food and drink uses (Class A3);*
- iv) business (Class B1);*
- v) dwelling houses (Class C3);*
- vi) non-residential institutional uses (Class D1);*
- vii) assembly and leisure (Class D2).*

Any development proposal should serve to protect or enhance the vitality and viability of the centre, be of a scale appropriate to the centre and not result in the marginalisation or fragmentation of the retail function of that centre.

Pre-submission consultation in the preparation of the Local Plan Core Strategy (Charnwood 2026) has recognised structural and physical issues in Shepshed limiting its potential economic and social prosperity. It references several studies which have highlighted issues with the role and function of the town centre and its public realm. The report commissioned from "Flying Giraffe" (2002) particularly highlighted the need for improvements to the town centre along with a business centre designed to attract and

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	<p>create small businesses and support their growth alongside established enterprises.</p> <p>Emerging policy proposes the preparation of an Action Area to guide regeneration and to engage the local community, partners and agencies in the development of a coordinated strategy to tackle structural problems including the poor public realm, parking problems, poor vitality and viability of the district centre, the shortage of local jobs, out migration of younger families, low educational attainment, crime and anti-social behaviour.</p>
Planning History	There is no relevant planning history.
Issues	<p>The Shepshed Community Plan (August 2011) has reaffirmed long standing issues concerning the role and function of Shepshed town centre. The Action Plan accompanying the Community Plan calls for the provision of new shops and amenities in association with housing development. There is a sustained commitment to the regeneration of the town centre through the improvement of the pedestrian environment and layout of Market Place. There is an identified need for a large supermarket, met in part by the new Asda store, and recognition of a need for a wide range of stores catering for sectors which are not currently represented in the town centre. Finally there is identified a need for incubation units for small businesses with the vacant Manheim (car auctions) site on Charnwood Road offering a potential opportunity.</p> <p>The changing economic climate means that sources of public sector grant for investment in infrastructure to support economic growth have all but dried up. If improvements are to be delivered to the fabric of Shepshed town centre to encourage greater foot fall, investment and prosperity there will need to be a more innovative approach which will include enabling development.</p> <p>In the emerging Local Plan Core Strategy Shepshed is recognised alongside Loughborough as part of the twin centred Sub-regional centre. That approach does not deny the separate identity of Shepshed but recognises the mutual support and very strong social, economic and physical links which exist with Loughborough. It is inevitable that the sub-regional centre will be a focus for growth and in that context there is an opportunity to harness that development as a catalyst for investment in local facilities and amenities, including the regeneration of Shepshed Town Centre.</p> <p>The additional local spending power generated by housing development well connected to the town centre, coupled with legitimate developer contributions to improve access and connectivity, offers the most effective delivery vehicle for the regeneration of central Shepshed.</p>
Interventions/ Actions	<p>1 Review the potential for development proposals emerging through the Local Plan Core Strategy to support and enable the regeneration of Shepshed Town Centre.</p>

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| | 2 | Engage with Shepshed Town Council and the Shepshed Town Partnership in prioritising and delivering regeneration initiatives. |
| | 3 | Engage the highway authority to assist in the delivery of improvements to highways and the public realm and to support public transport and travel planning initiatives to improve accessibility and connectivity across Shepshed. |
| | 4 | Investigate opportunities for local businesses to demonstrate their support for local regeneration through corporate programmes for social responsibility. |
| | 5 | Prepare a comprehensive regeneration plan/Action Area Plan for Shepshed Town Centre in consultation with partners and stakeholders. |