

Project Appraisal

Haverhill

Project Title: Increasing Average Household Earnings

Description: With average earnings in the area between £10,000 and £20,000 - reflecting the regional remuneration rates, higher paying employers need encouraging into the area.

Timescales: Possibly determined by the speed of development of the Bumpstead Road site and the prestige site at the western end of the southern by-pass.
Also dependent upon the type of industry attracted.
This activity is needed within the next 2 - 5 years.

Objectives: To raise the level of pay and thereby improve the living standards and the economic security of the town and hinterland.
Offshoots of the R & D in the Cambridge area which demand higher skills and pay should be encouraged.

Project Title: Tackling Long Term unemployment

Description: A concerted effort to reduce long-term unemployment in the area.

Timescales: Ongoing.

Objectives: To encourage people back to work.

Project Title: Spread Industry Economic Dependence

Description: Create and maintain employment opportunities whilst lessening dependence upon one particular industry sector by encouraging 'high tech' employment, e.g., research and development.

Timescales: ASAP.
Investigate what is available currently and have a plan in place within the next two years.

Objectives: To raise the living standards of local people.
Reduce the need for people to commute out of the town every day to their place of work.
Get 'high tech' employment into the area.
Ensure that the required skills are available.
Stop high wage employment leaving the town/area.

Project Title: Create more diverse employment opportunities.

Description: To increase the level of manufacturing and create more diverse employment opportunities.

Timescales: Within 2 - 5 years, dependent upon the take-up of factory space/units on the sites now being developed and the success of encouraging the results of R & D in the Cambridge sub-region to come to town.

Objectives: To restore the level of manufacturing that existed a few years ago.

Project Title: Maintaining and increasing job availability.

Description: Businesses/employers need help - or be made aware of existing help - to ensure that appropriate skills are in place.

Timescales: Ongoing.

Objectives: To maintain a skilled workforce and to meet the needs of an expanding business base.

Project Title: Business Expansion

Description: Growing businesses need 'encouragement' to move on to larger premises, thereby freeing up space for new enterprises/'starter businesses'.

Timescales: ASAP.

Objectives: To meet the needs of individuals or small groups wishing to set up business on their own behalf.

Project Title: Location of Shopping Provision.

Description: Methods of providing shopping facilities within the hinterland and on town housing estates by more creative means.

Timescales: ASAP. There is an urgent need to improve these facilities in small communities. Investigate need for specialist food shops.

Objectives: To provide a service for small communities where the provision of village shops and post offices is considered uneconomic and to help maintain a lively community.
Possible restoration of the corner shop on outlying areas of the town.
Provide wider choice and variety of goods.

Project Title: Retail balance in town centre.

Description: Address the size and quality of the shops within the town centre and the geographic layout. With less than 10% turnover of shop ownership within the last three years and those new businesses being mainly fast food or hairdressing, there is a need for larger shops. Also the presence of Utility Companies, e.g., water, gas, electricity and telephone.

Timescales: ASAP. But dependent upon population growth for the larger departmental stores to show an interest. ASAP - to investigate with the utility companies a more active presence in the town.

Objectives: Develop shopping 'areas' as opposed to linear developments like High and Queen Street's.
To fill a gap which currently exists by generating appeal to a wider demographic of people from the town and its hinterland.
Increase the floor space available for both large stores and some smaller shops that are not presently represented in the town, e.g., greengrocer.
To meet the needs of the larger stores and smaller shops.
Secure a local presence of Utility Companies, either individually or jointly.

Project Title: Town Centre Promotion.

Description: Haverhill needs promoting as a town for shopping and visiting. A town centre manager/promotional campaign is required.

Timescales: ASAP., as housing development is proceeding apace and development of the industry site has just begun. Within 2 years a plan for promotion should be in place.

Objectives: To raise the profile of the town centre and make people aware of the current 'offer'.
Bring in one or more larger stores.
Reduce 'out of town' shopping trips.

Project Title: Vocational Training to reflect local needs.

Description: Regularly review training provision in liaison with providers, employers and users.

Timescales: Ongoing - via West Suffolk College through staff at castle Manor Community Upper School.

Objectives: To fulfill the needs of people seeking to undertake non-academic studies.
To respond to the identified needs of groups of people, thereby providing the training and a tutor with students paying a fee.

Project Title: Improve School Leaver Qualifications.

Description: Raise school leaver qualifications above the national average, i.e., in 43% in 2002 .

Timescales: ASAP.

Objectives: Encourage young people to appreciate the benefits of education at a young age, i.e., 16 years.
Raise the level of 'O' level passes.

Project Title: Increasing the Primary and Middle School provision.

Description: As the local population grows in line with house building developments, etc., there is likely to be a need to provide further primary and possibly middle schools for children between the ages of 4 to 18 years. Currently there exists: 11 Primary Schools and 4 Middle Schools within the catchment area of the 2 Upper Schools. 2 Independent Schools at Barnardiston and Stoke-by-Clare. Village College at Linton catering for 11 to 16 year olds.

Timescales: Ongoing review in line with housing development/population projections.

Objectives: To make available a high standard of education to the young in the town and surrounding hinterland.

Project Title: Raising the provision and awareness of the Internet.

Description: Alternative and additional Access Points for Internet usage are required.
Currently:
Learning points provided by West Suffolk College at an Upper School and in the town centre.
Haverhill Association for Voluntary Organisations provide in-house tuition for those housebound (disabled/no transport)
Access point in the County library.

Timescales: ASAP - Due to the increasing use and demand for Internet access.

Objectives: To raise the level of knowledge of the Internet.
Give access to a far greater number of people who cannot at present use it.

Project Title: Increase Tourism Activity via major Tourist and Visitor Attractions

Description: Attractions require identification, development and promoting to encourage visitors to come to the town and participate and enjoy.
Provision of Visitor Guide and Town Trail.

Timescales: ASAP - to investigate the provision of car parking, signposting and improving facilities within the parks.
5 - 10 years to have a plan in place for major attraction identification/development.
ASAP - for Visitor Guide and Town Trail.

Objectives: To attract visitors to the town and provide entertainment for the townspeople.
West Town Park requires amenities in addition to fishing.
East Town Park has been developed, but could benefit from further development.
Provide more amenities and facilities to attract tourists and visitors.
Benefit to town/hinterland economy.

Project Title: Encouraging tourism through increased amenities, e.g., accommodation, restaurants, etc.

Description: Encourage visitors to stay longer by providing suitable accommodation and restaurants, thereby increasing the economic benefit to the town and providing further employment.

Timescales: ASAP - to identify the potential need of this underdeveloped industry.

Objectives: Increase the number of annual visitors.
Encourage visitors to stay longer.
Increase the range of services available to visitors.
To secure employment in the tourist industry.
Provide much needed hotel accommodation for visitors to the area.

Project Title: Improving the towns profile.

Description: Help to improve the town's profile and make it more attractive to shoppers and visitors alike.

Timescales: ASAP - to investigate what provision there is currently available.
Within 2 years to have plan in place.

Objectives: To obtain ideas from the people and groups as to what and how improvements should be brought about.

Project Title: Improved signage to visitor attractions.

Description: Need for signposting throughout the town centre and on its fringes indicating where attractions are located, e.g., Arts Centre, Sports Centre, Community Association buildings, recreation areas, etc.

Timescales: ASAP - to assess where the need is greatest.
Within 2 years to have a plan in place.

Objectives: To let people know what is available and where to find it!

Project Title: Business Directory and/or Website.

Description: Maintain and improve the current provision, i.e., website at County and Borough Council 'site', the Haverhill Town website and that of Enterprise 2000 and business directory.

Timescales: Ongoing.

Objectives: Ensure all town/hinterland website users are identified on existing 'town' websites, e.g., Council websites.
Keep Business Directory up dated.

Project Title: Adequate meeting and Conference facilities.

Description: Facility to meet/develop a need to use Haverhill as a venue for both conferences and accommodation.

Timescales: ASAP - to canvas the needs of the business community and other potential users as to the likely viability of any such facilities.

Objectives: To provide a facility in the town for the businesses and other community groups.

Project Title: IT Strategy.

Description: Review and maintain the West Suffolk IT Strategy.

Timescales: Ongoing.

Objectives: To maintain the relevance of the strategy in this fast moving industry.

Project Title: Investment Grant Availability.

Description: Give greater encouragement to industry to come to the town by making grants available.

Timescales: Continually review over the next 5 years and dependent upon the success of new businesses encouraged into the town on the sites now becoming available - revise.

Objectives: To assist new businesses that seek to come to the town.
Help in the expansion of existing firms.
Improve the level of available grants.

Project Title: Haverhill's Active Labour Market.

Description: Whilst the labour participation rate is currently above that of the East of England, a watching brief needs to be maintained as the population changes.

Timescales: Ongoing.

Objectives: Raise the prosperity of the town and its people.

Project Title: Market Facilities in the town.

Description: Revitalise the Friday and Saturday street markets.

Timescales: Ongoing.

Objectives: Increase the variety of goods sold.

Project Title: Shop closures and vacancy rates.

Description: Shop premises 'turnover' is low (0-10% over 2 years), however this must not be allowed to lead to complacency in these competitive times when businesses fortunes can change dramatically and quickly.

Timescales: ASAP - to investigate reasons for closures.

Objectives: Identify reasons for business premises turnover.
Identify remedies and forward planning strategies to avoid vacant premises becoming a problem.

Project Title: Retail Rent Levels.

Description: Maintain in line with market forces (supply and demand).

Timescales: Ongoing.

Objectives: Maintain the status quo.

Project Title: Provision of Non-vocational courses.

Description: Provision of courses in line with requests and identified need.

Timescales: Ongoing.

Objectives: To maintain the level of courses currently available.
Provide means of running courses that are numerically under subscribed.

Project Title: High School Exclusions.

Description: Low level at present - possibly with the exception of one Middle School.

Timescales: Ongoing.

Objectives: Eliminate the problem and ensure a good educational opportunity exists for all.

Project Title: Tourist Information Centre.

Description: Provision of Tourist Information Centre.

Timescales: Within 2 years to investigate the provision of a one stop facility where information on tourism and the various council services can be obtained.

Objectives: To improve the tourist and other information available within the town.
Better promote what is available both within the town and its hinterland.

Project Title: Britain in Bloom/Best kept village competition.

Description: Entry to the Britain in Bloom for Haverhill town and local villages to participate in the Best Kept Village.

Timescales: ASAP - to investigate reasons why town has not entered Britain in Bloom previously.
Within 2 years to have a plan for competing in place.

Objectives: Raise the image of the town centre.
Give a greater sense of ownership to the townspeople.
More pleasant environment for residents and visitors/tourists.

Project Title: Business Support.

Description: Provision of financial business support for businesses to locate in the town and provision of business premises. (e.g., Holland Road Enterprise Units)

Timescales: ASAP - for negotiations between the interested parties to take place.
Dependent upon the development of suitable premises.

Objectives: Secure financial support locally for all businesses irrespective of size.
To facilitate the growth of commercial enterprises.

Project Title: Business Support Organisations.

Description: Provision of a Chamber of Commerce.

Timescales: ASAP - to set up a Chamber of Commerce embracing all aspects of commercial life in the town and hinterland.

Objectives: To provide better overall support for the business sector.

Project Title: Regular Community events.

Description: Increase business opportunities via Trade Exhibitions, Breakfast Meetings, etc.

Timescales: Bi-annual.

Objectives: To bring to the public's notice the wide range of activities undertaken by the various businesses in Haverhill.
Networking with visitors to the exhibitions, showing them what is being done and providing them with the encouragement to bring their businesses to the town.

Project Title: Broadband in Haverhill and its hinterland.

Description: Provision of service to meet increasing demand and also provide a service into the hinterland villages.

Timescales: ASAP - to establish the needs of the villages and smaller communities.

Objectives: To provide a service that all who wish to can use irrespective of where they live.

Project Title: Village Cycle and Footpaths.

Description: Improve the access into Haverhill by providing better foot and cycle paths from surrounding villages.

Timescales: Ongoing.

Objectives: To provide safe access for villagers to walk or cycle into town.
To link Kedington and Haverhill to Grampian Foods at Great Wratting.

Project Title: In-town Cycle and Footpaths.

Description: Improvement and expansion of current provision of cycle and footpaths.

Timescales: Ongoing - but requires immediate consideration in planning for the new Tesco's.

Objectives: To ensure that the town centre is easily accessible by foot and cycle.
Successful integration of town with Tesco's.
To provide traffic free walkways to and from Tesco's.

Project Title: Future Rail Link for Haverhill.

Description: Consideration given to the reinstatement of a rail link for Haverhill.

Timescales: Feasibility Study underway.
Further studies will be required ASAP.

Objectives: Completion of studies will provide a clear view on the future transport requirements for Haverhill and its hinterland over a 20 year period.
Consideration in the light of the expansion of Stansted Airport and the recommendations made by the Department of Transport could be incorporated into providing a rail link from Haverhill to Stansted and Cambridge, with links to Addenbrookes Hospital and the old St.Ives line, which could then open up alternative links to the rest of the country from Stansted Airport.

Project Title: Public Transport Timetable.

Description: Review of Bus Services to improve travel times mainly to Cambridge during peak times.

Timescales: Ongoing - although Stagecoach are already improving the service to Cambridge with buses running every 15 minutes from November.

Objectives: To provide a more regular and faster bus service to Cambridge.

Project Title: Public Transport Improvements.

Description: Provision of better bus services to West Suffolk Hospital, Railway Stations and Airports.

Timescales: Ongoing.

Objectives: To provide better public transport and reduce the reliance placed on cars.

Project Title: Early completion of Northern Bypass.

Description: The completion of the Northern Bypass is tied in with housing developers and included in the local plan for Haverhill up to 2016.

Timescales: The first phase of 400 houses has just started. The completion of the bypass needs to be a necessity of the next phase of houses and ideally completed before Tesco opens.

Objectives: Relief for the congested Cangle Junction.
Better and quicker access to Cambridge from North Haverhill and the surrounding villages.

Project Title: Car Parking

Description: Review current car parking facilities and pricing, and consider the integration of Tesco's future car park.

Timescales: ASAP.

Objectives: To provide easy to use and reasonably priced car parking for Haverhill users.

Project Title: Improvements to Cangle Junction.

Description: The Cangle Junction has been recognised in two previous transport studies as the most congested junction in town. Tesco's arrival provides an opportunity to improve matters.

Timescales: Within the next year, or when Tesco is completed.

Objectives: With careful planning, a one way system could be created around the Tesco site, reducing extra traffic generated by the store in the Pightle and the Cangle Junction.

Project Title: Pedestrian conflict in High Street.

Description: Control and clarification of pedestrianisation in the town centre.

Timescales: ASAP.

Objectives: To provide a safe environment for pedestrians in the town centre.

Project Title: Improvements to road signs and provision of maps.

Description: Improve road signage in the Haverhill area, pedestrian signage in High Street and introduce more visitor information points.

Timescales: ASAP.

Objectives: To help visitors find their way in and around Haverhill.

Project Title: Increased Health Care (Healthy Living Centre)

Description: Provide a centralised medical facility in a hospital complex.

Timescales: ASAP - to investigate need and identify suitable land. To be included in the Borough Council 10 year plan.

Objectives: To provide an effective and efficient Health Care Service.
A centre point to co-ordinate mobile services in the community and hinterland.

Project Title: Hotel and Conference Centre.

Description: Provide a venue with facilities to promote employment, business and tourism in the town and surrounding area. A quality facility providing accommodation, restaurant and conferencing facilities.

Timescales: Development in step with the Northern By-Pass development.

Objectives: Provide local employment.
Promote business opportunities.
Facility for community use.
Promote tourism.

Project Title: Town Centre Modernisation.

Description: Review and develop the retail offer, layout and architecture of the town centre, positioning it as a place to shop and visit.

Timescales: 5- 10 years.

Objectives: To provide a shopping centre which fully meets the needs of a changing and growing town, capitalising upon the features of new and old buildings, whilst maintaining a compact centre.

Project Title: Arts Centre.

Description: Provide an extension to the existing arts centre.

Timescales: 5 years.

Objectives: To provide appropriate workshop space to alleviate the shortage of space.
To further enhance and promote art and cultural facilities within the town and surrounding area.

Project Title: Specialised Housing.

Description: Provide more sheltered and respite accommodation as well as more housing for the people with physical and learning disabilities.

Timescales: ASAP.

Objectives: To open up the market by providing specialist housing, thereby releasing desirable housing.
To provide housing with a communal room for socialising within the new development.

Project Title: Parkway Community Centre for Residents

Description: To provide a community building for Parkway residents and if this proves successful, provide them in other areas.

Timescales: Within 2-3 years.

Objectives: To bring the community together by providing a multi-purpose building located on the Parkway estate.

Project Title: Active Countryside Management-Newt Pond

Description: To identify and improve open areas which can be cleaned up and look to establish a stream of funding. Possibly establish some management in the areas.

Timescales: Up to one year.

Objectives: To identify and improve open areas which can be cleaned up, in order to transform them into wildlife reserves and family picnic areas.

Project Title: Completion Of Footpaths and cycle ways

Description: To complete the footpath and cycle way alongside the old railway.

Timescales: Depending on the site's foundations, this project could take up to 10 years to complete.

Objectives: To encourage walkers to use the area by completing the footpath and cycle way alongside the old railway.
To renovate the existing footpaths.

Project Title: West Town Park Enhancement

Description: To encourage people to use the West Town Park Area by improving its facilities.

Timescales: 2-3 years.

Objectives: To develop the facilities for pushchair users, people who are disabled and the wider community in order that the park will have increased usage.
To attract long distance walkers to the area.