

What is the project trying to achieve for Leominster?

Project aims

Leominster's town centre will be a place where heritage and culture are valued and restoration of the town's key streets and spaces will be the catalyst for self-sustaining regeneration.



The success criteria for the project are:

- Establishing a refreshed, clean, safe, accessible and easy maintainable public realm which (re)uses high-quality, durable and locally distinctive materials.
- Creating a flexible, people-centred town centre to enable more events that celebrate Leominster's unique heritage and culture, for both visitors and residents to enjoy.
- Reanimating the town centre to attract inward investment and build a vibrant visitor economy that supports local shops, businesses and enterprises.
- Creating a platform that enables the community of Leominster to take future ownership of key town centre spaces they can continue to benefit from.