

# What's driving our work?

## **Environmental**



Use green design to enhance environmental and biodiversity benefits and introduce attractive natural features, whilst minimising environmental impact and infrastructure costs.

## **Economic**



Optimise design proposals to transform the commercial offer of Leominster to attract inward investment, visitors and support local shops, businesses and enterprises.



Creating spaces that allow Leominster to celebrate its unique cultural heritage. This will help boost tourism and local civic pride in the town.

Social



Consult and collaborate with local stakeholders to integrate the experience and knowledge of the Leominster community into proposals and align project objectives to local aspirations.

#### A Herefordshire Council



Historic England

### **Historical**



Retain Leominster's distinct character with sensitive materiality choices; restore and reveal historic assets to celebrate the town's unique cultural heritage to attract visitors.