

# Leominster Town Centre Improvements

Herefordshire Council and Leominster Town Council are working together to improve Leominster Town Centre with money from the High Streets Heritage Action Zone fund.

Once work is complete, the town centre will be a safer and a more attractive place for residents and visitors to spend time and money, benefiting our community and local businesses.

Following public consultation with residents and stakeholders in Summer 2022, we will address:



## The surface of roads and pavements

Update and improve the surfaces of High Street, Corn Street, Victoria Street and Corn Square; providing a level surface that better prioritises pedestrians over cars, reduces vehicle speeds and improves safety.



## Use of Corn Square

Review use of Corn Square to unlock its potential, giving priority to people and events. Disabled parking and loading bays will be retained.



## Vehicle movements along High Street

Reduce and slow vehicle movements along High Street (and, consequently, Victoria Street, Corn Street and Corn Square) to improve safety and the experience of the town centre for pedestrians.



Changes to parking and measures to reduce vehicle movements in the Town Centre would be subject to public consultation under a Traffic Regulation Order.

You can also view a copy of the map above at the Leominster Tourist Information Centre; 11 Corn Square, Leominster, HR6 8YP

or online at:

[www.herefordshire.gov.uk/history-lives/high-street-heritage-action-zone](http://www.herefordshire.gov.uk/history-lives/high-street-heritage-action-zone)

## Where have these recommendations come from?

Leominster is one of a number of high streets in England to receive High Streets Heritage Action Zone (HSHAZ) money. Some of these funds will be used alongside further investment from Herefordshire Council to improve Leominster's public realm.

HSHAZ funds are intended to breathe new life into high streets that are rich in heritage and potential.

Herefordshire Council and Leominster Town Council are working in partnership with residents, businesses, community groups, and Historic England to renew and rejuvenate Leominster's High Street and conservation area. To help the team understand and then take into account the views of local stakeholders, a six week public consultation was held in May and June 2022. The consultation collected feedback on how the public spaces in the town could be improved.

The basis of the proposals arise from the feedback received during the consultation with stakeholders and after observations of people's use of Leominster town centre. The project is underpinned by five design principles:

### 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.

### Cultural



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.

### 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.

Across the six week consultation period, we hosted a live webinar and two days (one Friday and one Saturday) of in-person consultation in Corn Square. Several virtual and physical meetings were also held with representatives of Herefordshire Council and Leominster Town Council, as well as representatives of the town's various interest groups.

In addition to creating and reviewing responses to an online and printed consultation survey, the project team also spent several days (wet and dry) in Leominster town centre carrying out ethnographic research. We looked at people's behaviour and the challenges they face on a daily basis, for example with uneven surfaces and curbs; potholes and puddles; and moving safely around the town.

These conversations and observed insights were considered alongside written responses when making final proposals.

## Leominster said...

The consultation survey collected responses from people who live, work and visit Leominster.

- **9 in 10 people (89%)** think Leominster needs this investment **“a lot”**.
- Leominster's economy was the top priority, with **boosting local businesses and trade** the most popular design principle.
- **96% of people** considered creating cleaner and safer streets as important.
- Almost **two thirds (61%)** of respondents were frustrated with the existing relationship between cars and pedestrians in the town centre.
- A majority of people were excited about potential alternative uses for Corn Square. **Fewer than 1 in 4** considering parking to be an attractive option.
- **81% of respondents** were supportive of enabling the Leominster community to take ownership of key town centre spaces.

The intention of this engagement process was to ensure that the improvements made to Leominster town centre are delivered with the support of the town's people, businesses and visitors. For further information on the Leominster HSHAZ Scheme and its projects, visit: [www.herefordshire.gov.uk/history-lives/high-streetheritage-action-zone](http://www.herefordshire.gov.uk/history-lives/high-streetheritage-action-zone)

## An Open Letter from Leominster's Mayor

The exciting improvements to the spaces we all share in the heart of Leominster will address problems that we have experienced for many years, such as ruts in the road and cramped pavements that make it hard for people to pass each other. We want to provide a modern, shopper-friendly, welcoming environment that is easy for us all to get around, including those who use wheelchairs and walking frames, those in buggies, people with poor sight, dementia and other disabilities.

We are an enterprising town, with a heritage to be proud of. We want to provide a street environment that complements our historic buildings, where visitors are encouraged to stay and explore our independent shops and eateries. An improved layout in Corn Square will support our Friday markets, while offering a better space for fantastic community events.

We are looking forward to an exciting future for our town. Please continue to support our local businesses while improvement works are underway.

Cllr Trish Marsh

**Mayor of Leominster**



# Leominster: you said, we listened

The images below provide an artist's impression of design proposals for Corn Square.



You can let us know your thoughts on the HSHAZ proposals to improve Leominster's town centre by emailing [LeominsterHSHAZ@herefordshire.gov.uk](mailto:LeominsterHSHAZ@herefordshire.gov.uk) or by filling in a feedback slip at Leominster Tourist Information Centre, 11 Corn Square, Leominster, HR6 8YP.