

Consultation Report

Leominster High Streets Heritage Action Zone

July 2022

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Introduction

In 2021 Leominster was chosen by Historic England to benefit from its £95million High Streets Heritage Action Zone programme, securing £2million of funding to 'kickstart' regeneration of the town centre. The programme seeks to create a more attractive, engaging and vibrant town centre in Leominster, which celebrates its culture and history promote tourism and economic growth. Until March 2024, Herefordshire Council and Leominster Town Council will be working in partnership with residents, businesses and community groups to deliver a range of projects to meet these aims.

The focus area covers four key character/opportunity areas:

- (a) Corn Square;
- (b) Historic core (High Street, Victoria Street, Corn Street, Drapers Lane);
- (c) West Street public realm; and
- (d) Broad Street public realm.

As part of this project an early consultation exercise was undertaken between 9th May and 21st June 2022 to ascertain the wants and needs of the people who live, work and visit Leominster and ought to benefit from the regeneration of the town centre. This report outlines the various methods of engagement during this process and the insights gathered from the public consultation survey.

Full copies of the survey and all public communications as well as formal submissions from stakeholder groups and meeting notes are included in the Appendices at the end of this document. The report concludes Stage 2 of the project and provides insights for the Design Team, from which they will develop proposals.

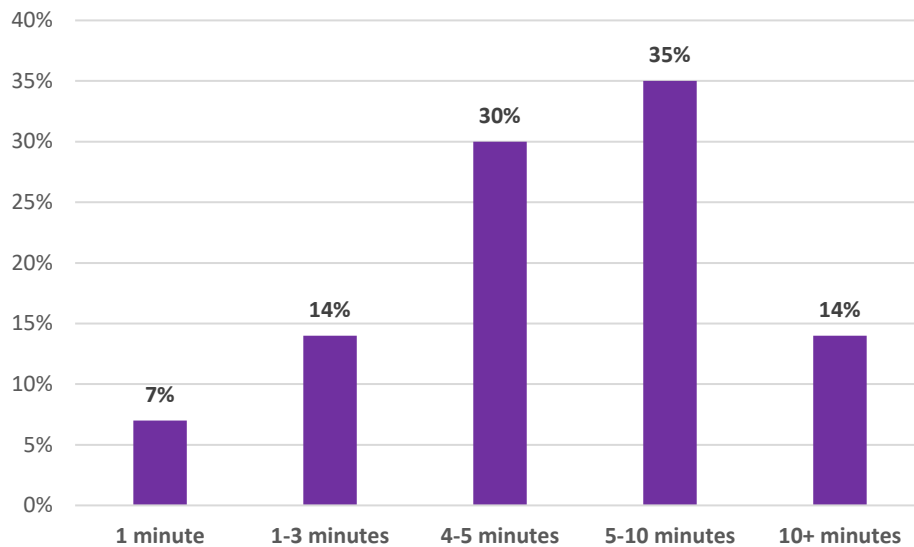
“Leominster has a great deal of potential that can be realised and nurtured through appropriate and community-shaped investment.”

Someone who works in Leominster

“Leominster is a town with great potential, especially regarding increased visitors and growing businesses, bringing prosperity back to the town as well as restoring its heritage. However, the centre is unattractive at present due to the state of the roads and the conflict between cars and pedestrians”

Self-employed resident of Leominster

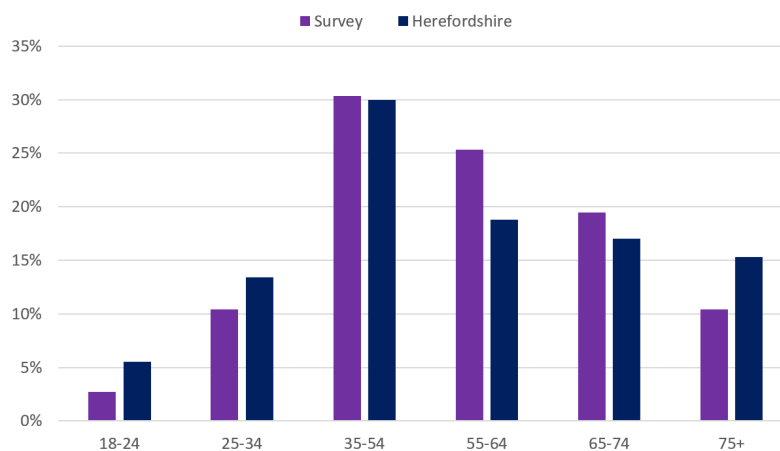
6. One frustration identified by 41% of people was with the lighting on streets and passageways. However, there was little concern about fixing wayfinding and signage in Leominster, which a majority of respondents saying they hadn't noticed this as an issue.
7. 79% of respondents indicated they were willing to walk for more than 3 minutes into Leominster town centre for free parking.



8. Having considered the combined results of the qualitative and quantitative data generated from the survey, a number of clear themes emerge which, although not unanimous, assure us the community feel strongly about:

- The most important aim for regeneration should be to support the local economy
- Corn Square ought to be the focus of regeneration efforts
- Parking is not an attractive use of the town centre
- The roads and pavements are in need of repairs

9. The survey was completed by a fairly representative group of the local adult population.



Stakeholder Engagement Methodology

10. An early consultation process with Leominster's stakeholders and members of the local community commenced in May 2022.
11. The consultation coalesced around a preliminary survey (open for six weeks from 9th May to 21st June), an online consultation webinar and a number of physical public events in the town centre to promote the survey.
12. The public information webinar took place on Monday 16th May from 6pm-8pm.

Consultation Survey

13. The primary purpose of the survey was to gather quantitative and qualitative insights people with an interest in Leominster and its town centre.
14. This data has been analysed and presented in graphs and prose through the survey. A word cloud was generated to best display the qualitative data, which is included in the executive summary of this report. Some words, such as prepositions, and obvious words ('Leominster' and 'Town') were removed, and the word 'Park' was removed, due to the ambiguity between its meaning (park as a place, or with a car).
15. As part of the public consultation, a questionnaire received a total of 234 responses (equivalent to c.2% of the population of Leominster as per the 2020 population estimates). The respondents represented a range of stakeholders with an interest in Leominster and its town centre, including residents, workers and visitors.
16. The survey (see Appendix 1) set out to gather participant feedback on the scope of the project and our aims and objective, respondents' own perceptions of Leominster and views on potential schemes, and how they view other nearby town centres which they may visit.
17. A total of 15 questions (closed and open queries) informed the survey.
18. The survey was hosted on a dedicated project webpage on Herefordshire County Council's website <https://consultations.herefordshire.gov.uk/consultations/article/78/leominster-high-streets-heritage-action-zone>
19. The survey was promoted through a series of public events, two physical and one virtual.

Public Information Webinar

20. A digital public information event (see Appendix 2) took place on Monday 16th May.
21. The aim of the webinar was to promote consultation survey and provide information regarding the aims and timeline of the High Streets Heritage Action Zone.
22. A total of 14 people registered to attend the event, with 11 people attending.
23. A recording of the webinar was hosted on the consultation website and Herefordshire County Council's YouTube channel.
24. A number of the project team were present on the webinar, including representatives from Turley Strategic Communications, the project managers McBains and the project architects Ares.

25. During the information event, the project team presented a summary of the High Streets Heritage Action Zone, an overview of the project's aims and objectives and a number of proposed schemes.
26. The project team also facilitated a Q&A session with attendees, who could ask questions of members of the project team.

Public In-person Events

27. Two physical consultation events were hosted in Leominster town centre to promote the survey and provide an opportunity for the people of Leominster to meet the project team and ask any questions they may have.
28. The first consultation event was held on Saturday 14th May at a stall within the Leominster Farmer's Market located in Corn Square.
29. The second consultation event was held on Friday 27th May at a stall within Leominster's weekly market located in Corn Square.
30. Both consultation events were attended by representatives from Turley Strategic Communications, the project managers McBains and the project architects Ares.
31. Information banners and leaflets were available for visitors to read, which both included a QR code to scan, diverting people directly to the consultation survey (see Appendix 5 and 6).

Additional consultation

32. Physical channels for engagement were also used during the consultation process alongside the digital channels to ensure broad accessibility to the consultation process.
33. The consultation project established a dedicated Freephone number 0808 168 8296 and the project team could also be contacted via a dedicated email address contact@leominsterconsultation.info
34. Paper copies were made available at the Leominster Tourist Information Office, and this channel of feedback was advertised on all promotional materials. In total 5 hard copies were returned and included in the survey.
35. Herefordshire County Council held two focus groups at the ECHO shop in Leominster, to discuss the accessibility aspects of the proposals. This feedback was included in forms returned to the project team and included in the results below.

Respondent Profile

37. The survey was hosted online and received 229 completed responses and an additional 5 physical feedback forms were submitted. This gave a total of 234 respondents.
38. Under Leominster’s population estimate for 2020, the town was predicted to have 11,623 inhabitants. This survey is representative of 2.01% of the people who live in Leominster.
39. Of the 225 responses to this question, 75% (169 respondents) live in Leominster, 35% (81 respondents) work in Leominster, 22% (52 respondents) visit Leominster regularly, and 2% (5 respondents) indicated they had none of the above connections to Leominster. 29% (68 respondents) both lived and worked in Leominster.
40. **Figure 1** below illustrates the breakdown of how respondents identified any connection to Leominster.

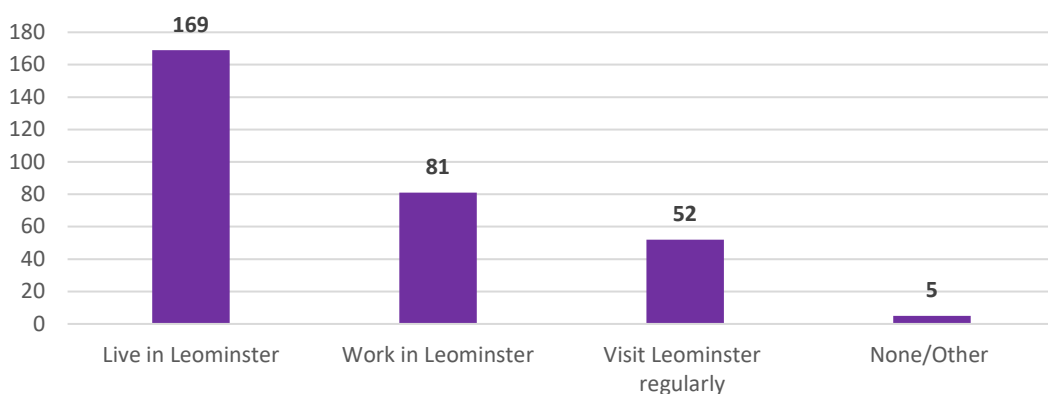


Figure 1: Respondents’ connection to Leominster

41. To understand the level of usage of Leominster town centre among respondents, the survey asked how frequently they visited Leominster town centre.
42. Of the 228 responses to this question, respondents were very likely to visit Leominster town centre, with 90% (205 respondents) indicating they visit Leominster town centre at least once a week. The remaining 10% (22 respondents) visited either 1-2 times per month or less.
43. **Figure 2** below illustrates the frequency with which respondents visit Leominster town centre.

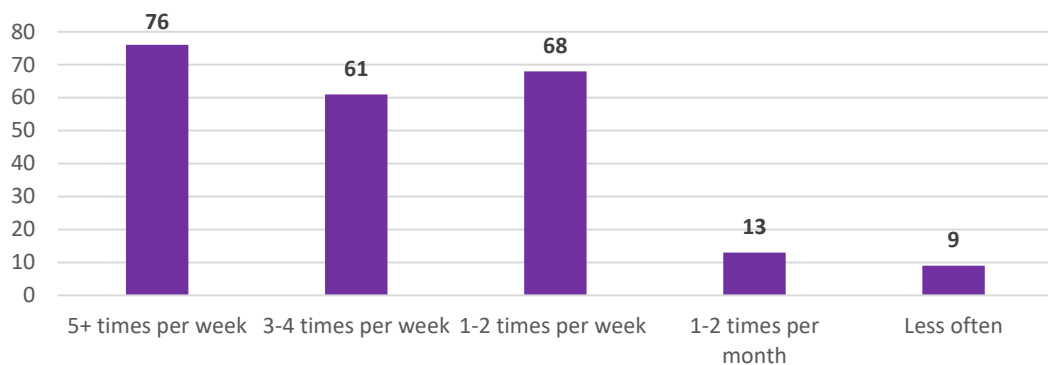


Figure 2: How often respondents visit Leominster town centre

44. Of those that indicated they live in Leominster, 39% (64 respondents) indicated that they visited Leominster town centre 5+ times per week, 26% (43 respondents) indicated that they visited 3-4 times per week, 27% (45 respondents) indicated that they visited 1-2 times per week, 1% (11 respondents) indicated that they visited 1-2 times per month, and 0.2% (3 respondents) indicated that they visited less often than all the available options.
45. When isolating those that indicated they work in Leominster, 43% (34 respondents) indicated that they visited Leominster town centre 5+ times per week, 24% (19 respondents) indicated that they visited 3-4 times per week, 25% (20 respondents) indicated that they visited 1-2 times per week, 5% (4 respondents) indicated that they visited 1-2 times per month, and 3% (2 respondents) indicated that they visited less often than all the available options.
46. Additionally, when considering those that indicated they visit Leominster regularly, 21% (11 respondents) indicated that they visited Leominster town centre 5+ times per week, 29% (15 respondents) indicated that they visited 3-4 times per week, 40% (21 respondents) indicated that they visited 1-2 times per week, 6% (3 respondents) indicated that they visited 1-2 times per month, and 4% (2 respondents) indicated that they visited less often than all the available options.
47. Controlling for the frequency with which each group visits Leominster town centre, those who exclusively live in Leominster and those who exclusively work in Leominster have similar rates to each other. However, those whose connection to Leominster is through regular visits, visit Leominster town centre less frequently.
48. **Figure 3** below illustrates the frequency with which respondents visit Leominster town centre by their connection.

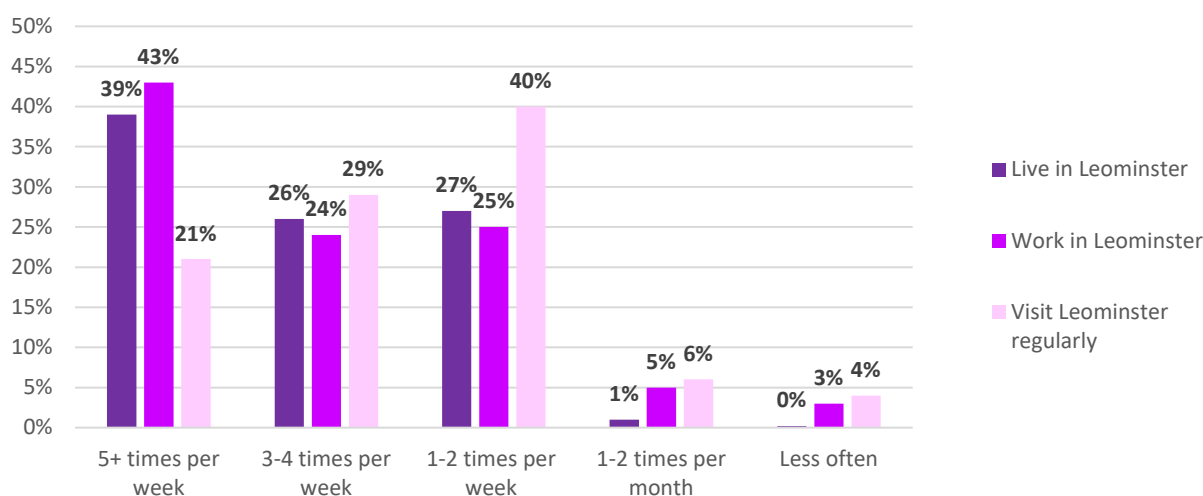


Figure 3: Breakdown of the frequency of respondents' visits to Leominster town centre by their connection to the town

49. For those that regularly visit Leominster, of the 44 responses, retail came out as a top reason. 75% (33 respondents) visited Leominster town centre to shop for everyday items, 36% (16 respondents) to shop for a specialist item, and 20% (9 respondents) to shop for a special occasion.
50. Another important single reason for regular visits to Leominster town centre was for access to essential services with 55% (24 respondents) indicated as such.

51. **Figure 4** below provides a full breakdown of the reasons for regular visits to Leominster from those that identified that as their connection to Leominster.

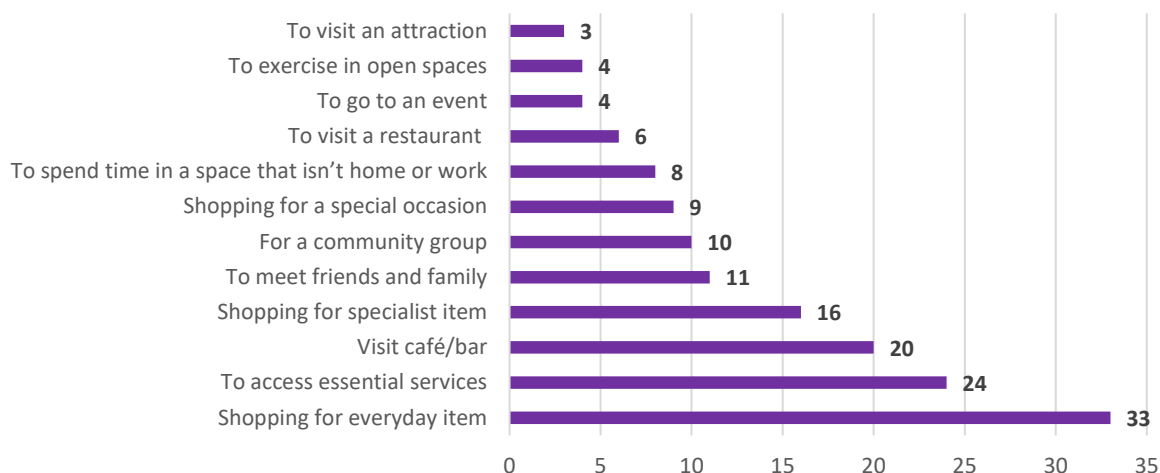


Figure 4: Frequency of reasons selected in response to question “If you are a visitor, why do you visit Leominster town centre?”

52. When asked which days of the week respondents visited Leominster town centre, of the 226 responses, Friday was the most frequent day for visitors with 79.2% (179 of respondents), closely followed by Saturday with 78.8% (178 respondents). Sunday was the day on which people were least likely to visit Leominster town centre on 30% (67 respondents).

53. There was little difference in the likelihood people would visit Leominster town centre during the remainder of the work week. Respondents indicated for Monday to Thursday as follows:

- 62.8% (142 respondents) visited on a Monday
- 64.2% (145 respondents) visited on a Tuesday
- 66.8% (151 respondents) visited on a Wednesday
- 61.9% (140 respondents) visited on a Thursday

54. In **figure 5** below the number of respondents to visit Leominster town centre by the day of the week is shown.

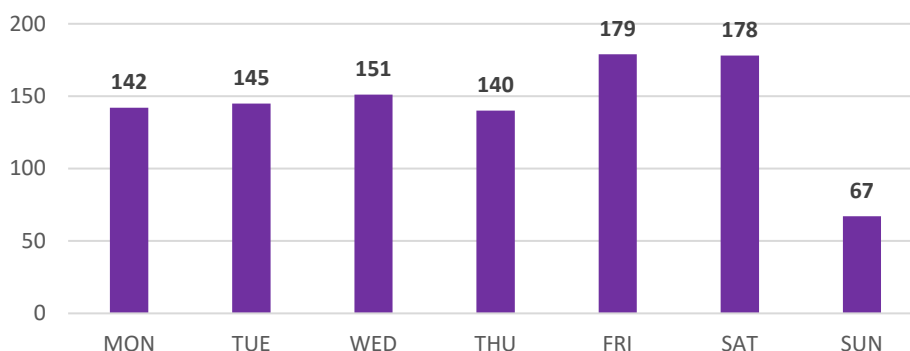


Figure 5: Number of respondents who visit Leominster town centre on each day of the week

55. It is worth considering that the result of this question is biased to Friday and Saturday as the consultation held one public event on each of these days. This may explain why our results indicate they are the days people most frequently visit Leominster town centre.
56. To better understand the pattern of visits to Leominster town centre, respondents indicated the time of day they visited, and from the results it can be shown the likelihood of visits to the town centre tails off during the day. Of the 228 responses to this question:
- 83% (190 respondents) visited Leominster town centre in the morning;
 - 72% (164 respondents) visited in the afternoon; and
 - 29% (67 respondents) visited in the evening.
57. Respondents were asked by which means of transport they use in order to access Leominster town centre. Of the 226 responses to this question:
- 48% (109 respondents) usually travel by car
 - 45% (102 respondents) usually walk
 - 5% (11 respondents) usually cycle
 - 1% (2 respondents) usually travel by bus
 - 1% (2 respondents) usually travel by train
58. **Figure 6** below shows the composition of how respondents usually travel to the town centre.

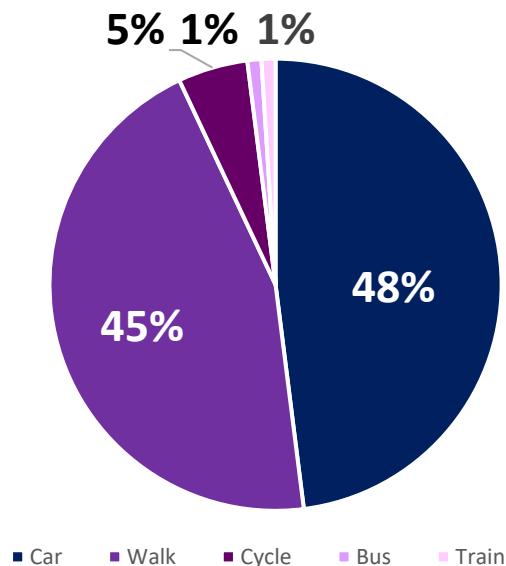


Figure 6: Composition of responses to “How do you usually travel to Leominster town centre?”

59. In order to assess the age profile of the survey’s results, respondents were asked to indicate their age range. Of the 221 responses to this question, 3% (6 respondents) were 18-24 years old, 10% (23 respondents) were 25-34 years old, 30% (67 respondents) were 35-54 years old, 25% (56 respondents) were 55-64 years old, 19% (43 respondents) were 65-74 years old, and 10% (23 respondents) were over and including 75 years old.

60. As part of the survey 1% (3 respondents) indicated they were under 18 years old. This age group was not targeted as part of the survey.
61. In **figure 7** below the age profile of the survey's respondents is compared with the adult age profile of Herefordshire recorded at the 2021 census. This shows that the adult age profile of the survey is broad representative of local people.

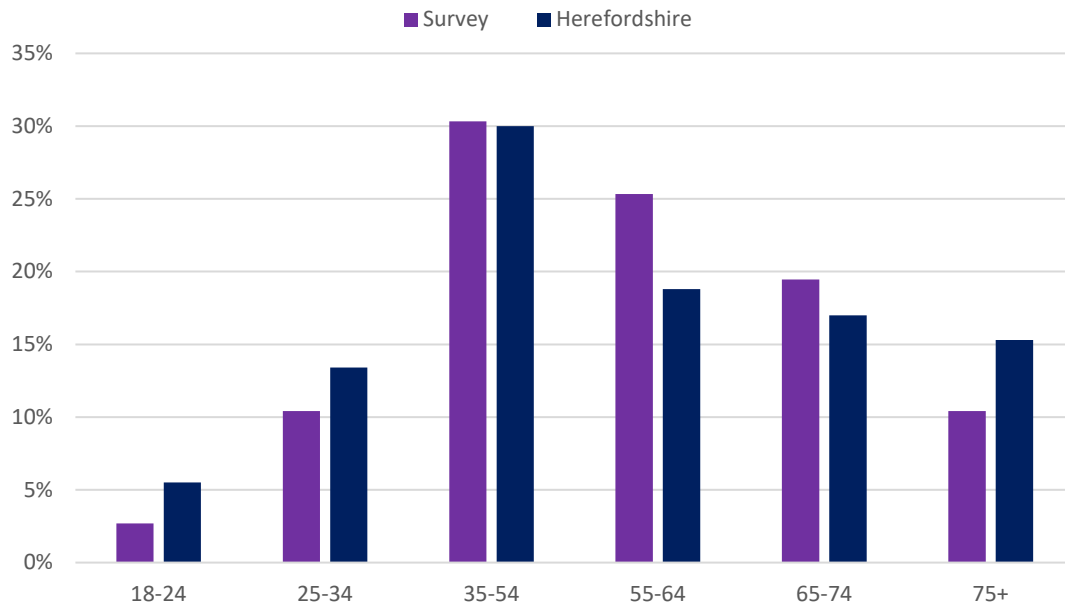


Figure 7: Age % profile of the survey compared with the adult age profile of Herefordshire (2021 census)

Aims and objectives

62. The survey asked respondents to give their views on the projects aims and objectives.
63. Respondents were asked how important it is that Leominster receives this investment in its town centre as part of the Heritage High Streets Action Zone which underpins the project's aim of rejuvenation.
64. Of the 228 responses to this question, an overwhelming majority of 89% (204 respondents) believe that Leominster needs the money a lot. This was followed by 8% (18 respondents) saying that Leominster somewhat needs the investment, while 1 indicated 'don't know'. Only 2% (5 respondents) indicated that Leominster does not need the investment very much or at all.
65. **Figure 8** below shows the composition of how much respondents believe Leominster needs the proposed investment.

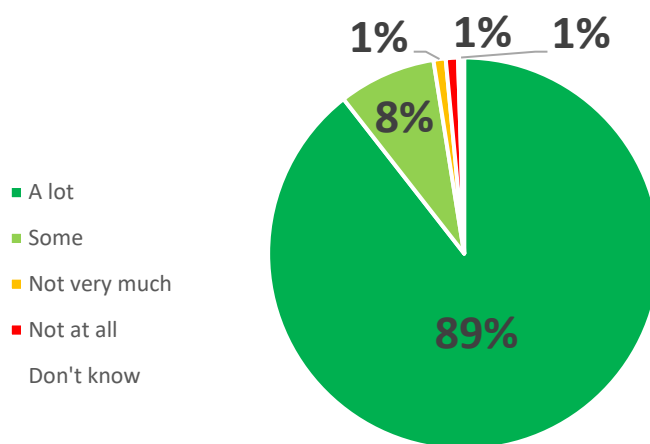


Figure 8: Composition of responses to “How much do you believe Leominster needs the High Streets Heritage Action Zone investment?”

66. The survey detailed the design principles guiding the project team as they consider options to regenerate the town centre. They were covered by five areas:
- Environmental
 - Economic
 - Cultural
 - Social
 - Historic
67. Respondents were asked to rank the five areas in descending order of appeal, with '1' being the most appealing and '5' being the least appealing. A weighted average was constructed with all first preference votes awarded a weight of '5', second preference votes awarded a weight of '4', and so on.

68. **Figure 9** below shows the weighted result from respondents' ranking of the design principles by their appeal.

Design Principle	Overall Ranking	Weight
Economic	1	812
Environmental	2	801
Historic	3	722
Social	4	715
Cultural	5	698

Figure 9: Weighted average of ranking of design principles by their appeal to the respondent

69. The economic design principle, which stressed the need to transform the commercial offer in Leominster by supporting local businesses, was ranked as the most appealing principle overall. This was closely followed by the Environmental design principle, which focuses the project on green design and introducing natural features, all while minimising the scheme's impact on the environment.
70. Similarly ranked, the historic, social and cultural design principles were seen as less appealing to respondents, relative to economic and environmental considerations.
71. The project has developed six placemaking themes which will be incorporated into the design of the scheme. They are:
- Cleaner and safer streets
 - Better connectivity and access for people
 - Supporting local shops, businesses and enterprises
 - Heritage revealed, restored and celebrated
 - Flexible culture and event spaces
 - High quality streetscape and creating public spaces
72. The survey asked respondents to indicate how important they viewed each placemaking theme as part of the project.
73. Of the 227 responses to this question, 79% (179 respondents) indicated that cleaner and safer streets were very important to them, the highest share for this option within any of the placemaking themes. 17% (39 respondents) indicated that this theme was quite important to them, 3% (7 respondents) were neutral, and 1% (2 respondents) believed cleaner and safer streets to be not at all important.

74. **Figure 10** below shows the response to the 'Cleaner and safer streets' theme.

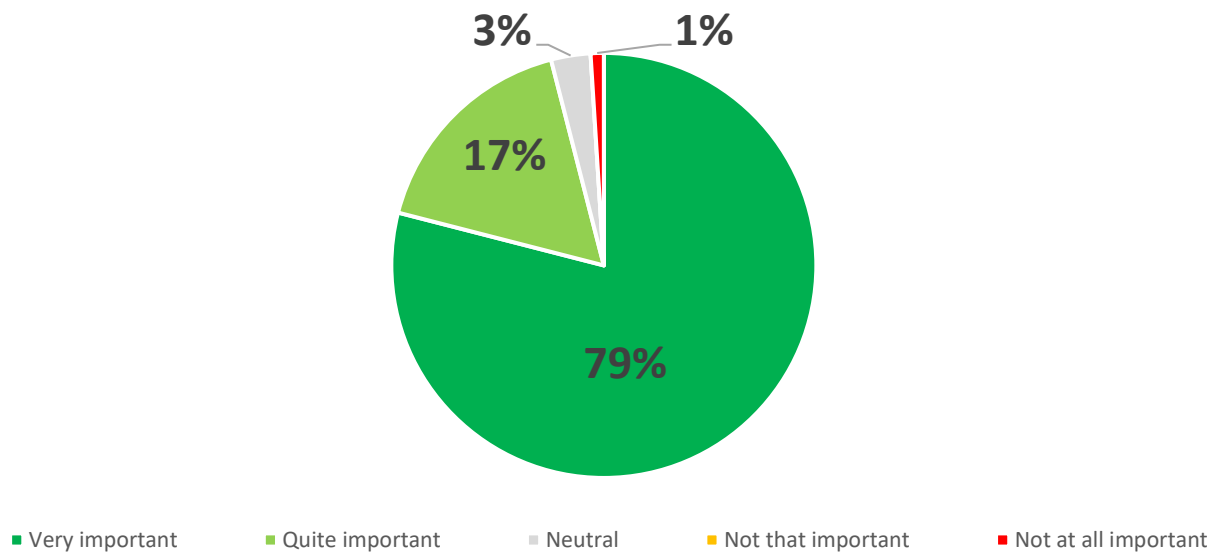


Figure 10: Response to how important is 'Cleaner and safer streets' as a placemaking theme

75. Of the 228 responses to this question, 49% (112 respondents) indicated that better connectivity and access for people was very important to them and 36% (83 respondents) indicated that this was quite important to them. 12% (28 respondents) were neutral, 1% (3 respondents) indicated they thought this was not that important, and 1% (2 respondents) considered it to be not at all important.

76. **Figure 11** below shows the response to the 'Better connectivity and access for people' theme.

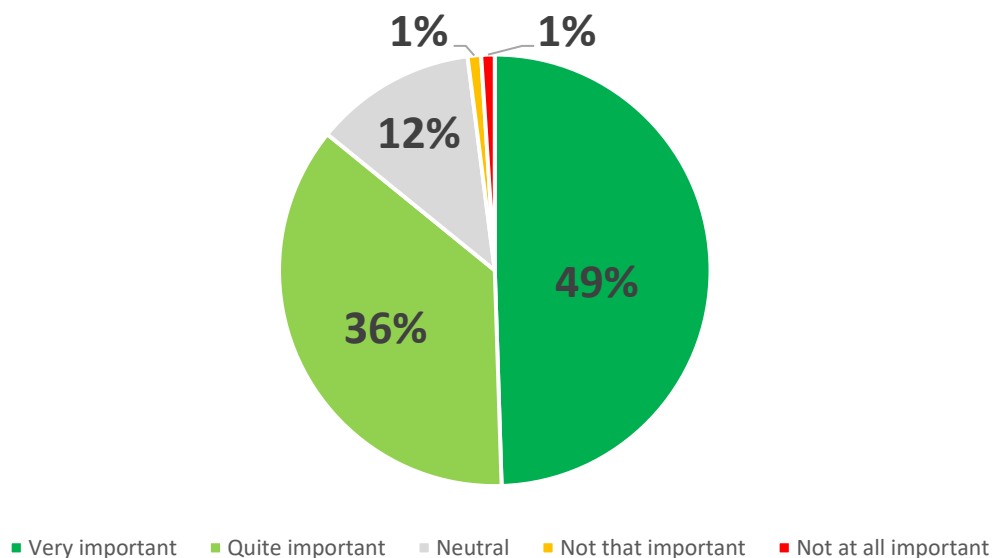


Figure 11: Response to how important is 'Better connectivity and access for people' as a placemaking theme

77. Of the 231 responses to this question, 72% (167 respondents) indicated that supporting local shops, businesses and enterprises were very important to them, 22% (51 respondents) indicated it was quite important and 3% (8 respondents) were neutral. 1% (3 respondents) believed supporting shops, businesses and enterprises to be not that important, with an additional 1% (2 respondents) saying it is not at all important.
78. **Figure 12** below shows the response to the ‘Supporting local shops, businesses and enterprises’ theme.

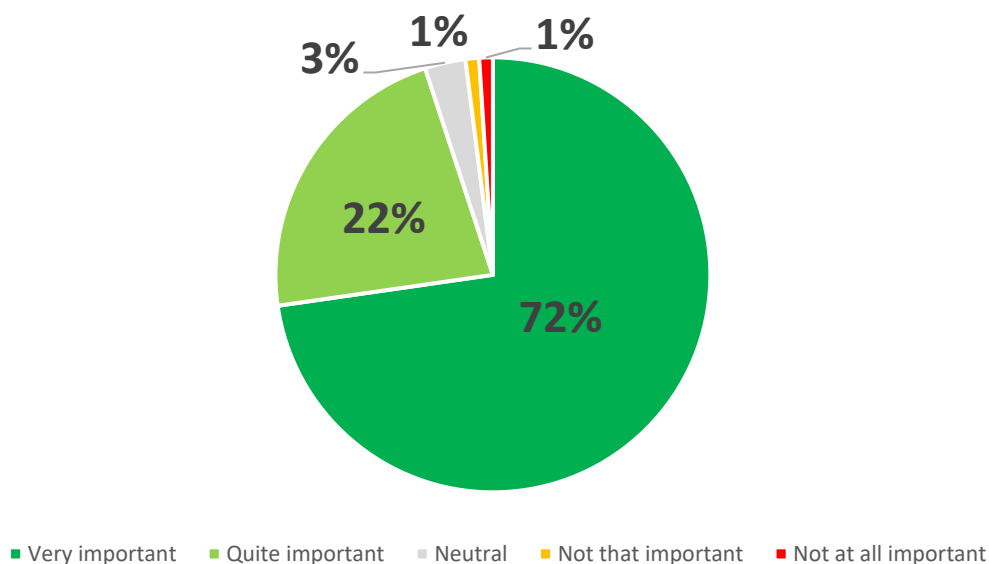


Figure 12: Response to how important is ‘Supporting local shops, businesses and enterprises’ as a placemaking theme

79. Of the 228 responses to this question, 49% (112 respondents) said that heritage revealed, restored and celebrated was very important to them, 34% (78 respondents) indicated that this theme was quite important to them, and 12% (28 respondents) were neutral. 3% (6 respondents) and 2% (4 respondents) believed heritage revealed, restored and celebrated to be not that important and not at all important respectively.
80. **Figure 13** below shows the response to the ‘Heritage revealed, restored and celebrated’ theme.

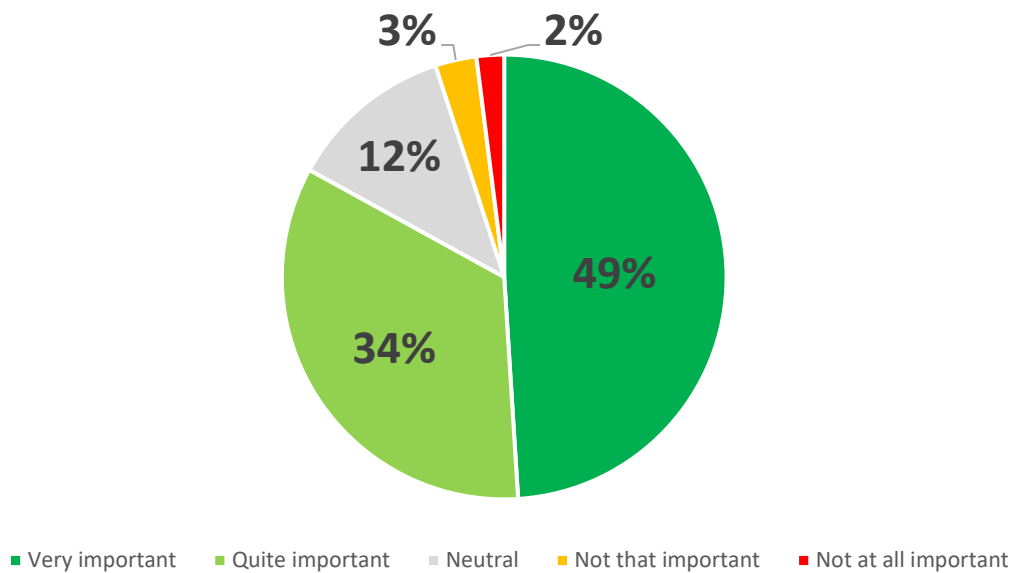


Figure 13: Response to how important is 'Heritage revealed, restored and celebrated' as a placemaking theme

81. Of the 225 responses to this question, 40% (90 respondents) indicated that flexible culture and events space was very important to them, the lowest share for this option within any of the placemaking themes. An additional 30% (68 respondents) indicated that this theme was quite important to them. The highest proportional of neutral responses on 21% (48 respondents) was found on this placemaking theme. Similarly, the highest proportion of those who replied with not that important or not at all important at 5% (12 respondents) and 3% (7 respondents) respectively were registered for this question.
82. **Figure 14** below shows the response to the 'Flexible culture and events space' theme.

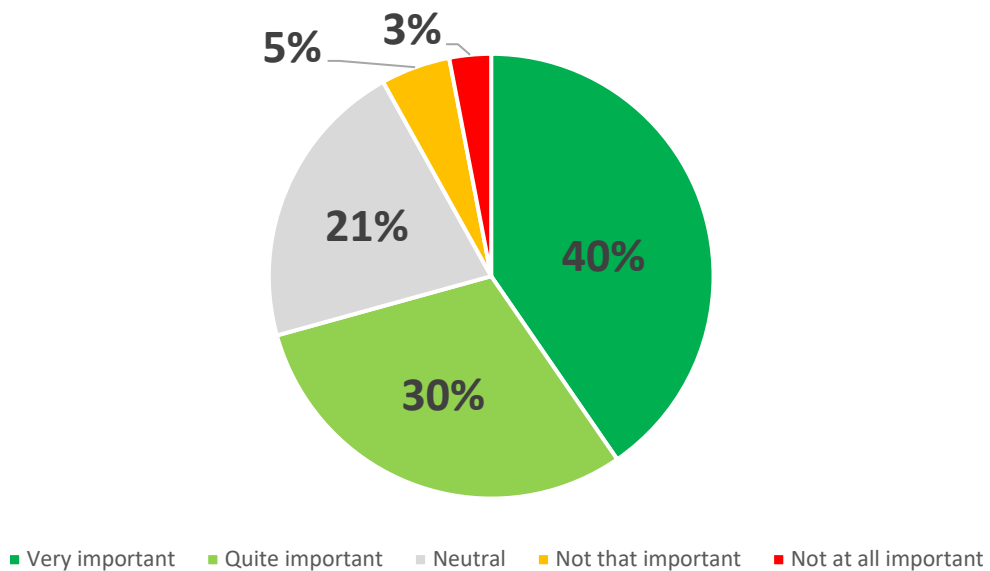


Figure 14: Response to how important is 'Flexible culture and events space' as a placemaking theme

83. Of the 229 responses to this question, 74% (169 respondents) indicated that high quality streetscape and creating public spaces was very important to them and 17% (39 respondents) indicated that this was quite important to them. 5% (12 respondents) were neutral, 3% (6 respondents) indicated they thought this was not that important, and 1% (3 respondents) considered it to be not at all important.
84. **Figure 15** below shows the response to the ‘High quality streetscape and creating public spaces’ theme.

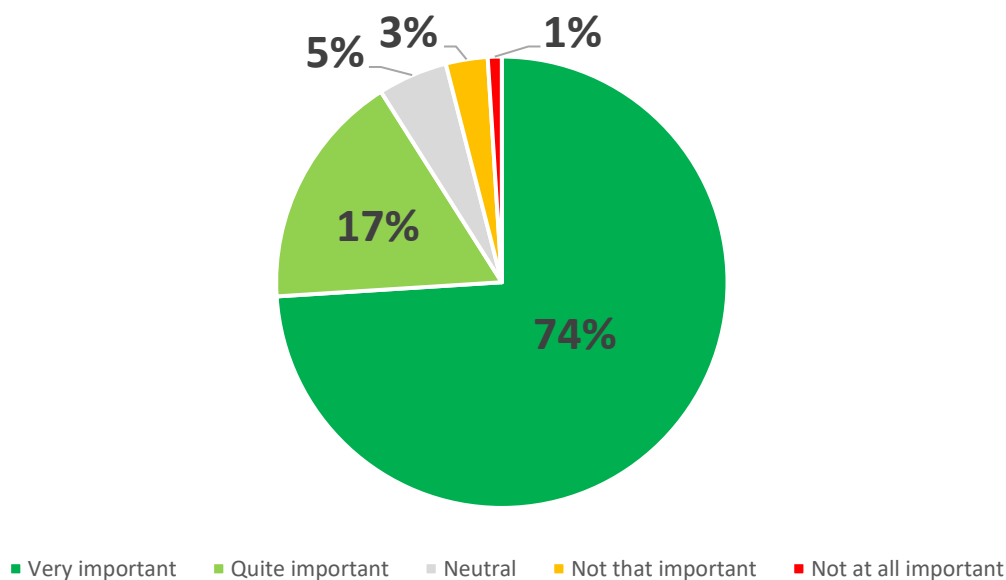


Figure 15: Response to how important is ‘High quality streetscape and creating public spaces’ as a placemaking theme

85. The placemaking themes with the highest levels of importance in the view of the respondents were ‘Cleaner and safer streets’ on 96% of very or quite important responses, closely followed by ‘Supporting local shops, businesses and enterprises’ on 94% and ‘High quality streetscape and creating public spaces’ on 91% of very and quite important indications.
86. The survey asked how supportive respondents were towards the project’s success criteria, which will measure how much of a positive impact the scheme will have on Leominster town centre. They were covered by four areas:
- A refreshed, clean, safe, accessible, and easily maintainable public realm which (re)uses high quality, durable and locally distinctive materials.
 - Facilitating more events that celebrate Leominster’s unique heritage and culture, for both visitors and residents to enjoy.
 - Attracting investment and building a vibrant visitor economy that supports local shops, businesses, and enterprises.
 - Enabling the Leominster community to take ownership for the use and benefits of key town centre spaces.

87. Of the 231 responses to this question, 70% (179 respondents) and 20% (47 respondents) were very and quite supportive of a refreshed, clean, safe, accessible, and easily maintainable public realm as a measure of the project's success. 5% (11 respondents) were neutral towards this criterion, while 4% (10 respondents) viewed it as either not a priority or that money should be spent elsewhere. 1% (2 respondents) indicated they didn't know.

88. **Figure 16** below shows the response to the first of our success criteria.

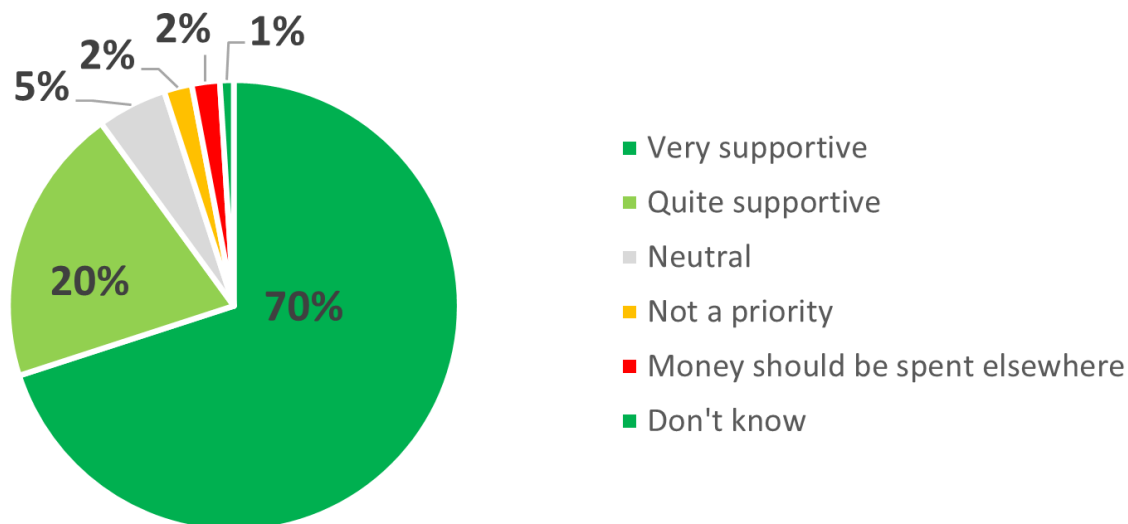


Figure 16: Response to level of support for 'A refreshed, clean, safe, accessible, and easily maintainable public realm which (re)uses high quality, durable and locally distinctive materials' as a success criterion

89. Of the 230 responses to this question, 54% (125 respondents) and 28% (64 respondents) were very and quite supportive of facilitating more events that celebrate Leominster's unique heritage and culture, for both visitors and residents to enjoy. 9% (19 respondents) were neutral towards this criterion, while 9% (19 respondents) viewed it as either not a priority or that money should be spent elsewhere. 1% (3 respondents) indicated they didn't know.

90. **Figure 17** below shows the response to the second of our success criteria.

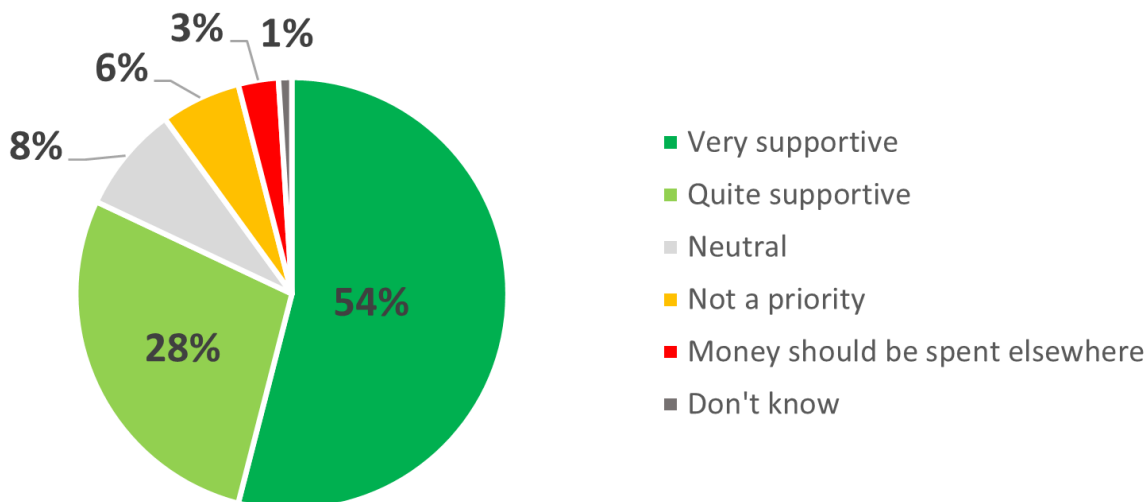


Figure 17: Response to level of support for 'Facilitating more events that celebrate Leominster's unique heritage and culture, for both visitors and residents to enjoy' as a success criterion

91. Of the 228 responses to this question, 72% (164 respondents) and 19% (44 respondents) were very and quite supportive of attracting investment and building a vibrant visitor economy that supports local shops, businesses, and enterprises, which was the highest share of supportive indications for any of the success criteria. 5% (12 respondents) were neutral towards this criterion, while just 3% (7 respondents) viewed it as either not a priority or that money should be spent elsewhere. 1% (1 respondent) indicated they didn't know.

92. **Figure 18** below shows the response to the third of our success criteria.

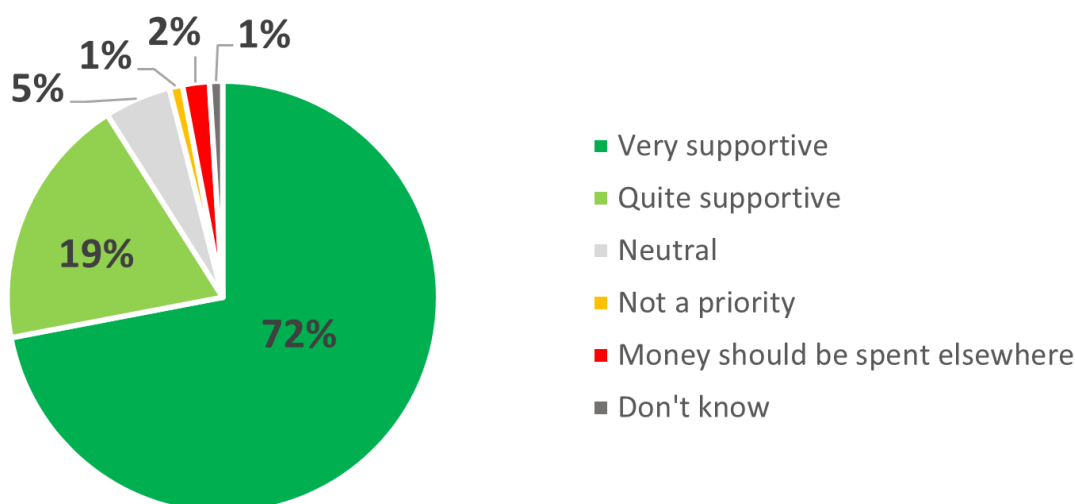


Figure 18: Response to level of support for 'Attracting investment and building a vibrant visitor economy that supports local shops, businesses, and enterprises' as a success criterion

93. Of the 230 responses to this question, 56% (129 respondents) and 25% (58 respondents) were very and quite supportive of enabling the Leominster community to take ownership for the use and benefits of key town centre spaces. 13% (31 respondents) were neutral towards this criterion, while 5% (11 respondents) viewed it as either not a priority or that money should be spent elsewhere. 1% (1 respondent) indicated they didn't know.

94. **Figure 19** below shows the response to the fourth of our success criteria.

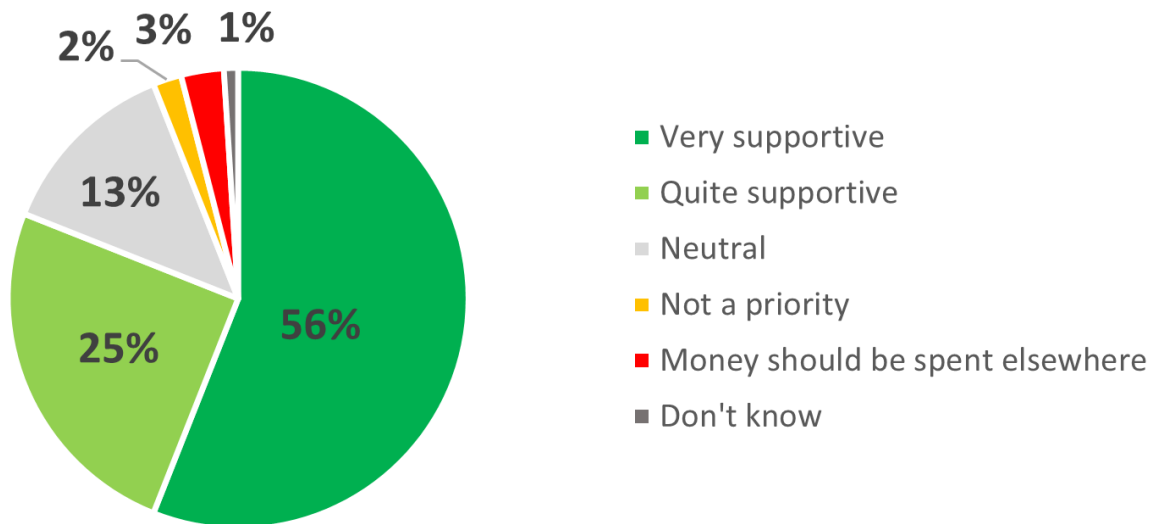


Figure 19: Response to level of support for 'Enabling the Leominster community to take ownership for the use and benefits of key town centre spaces' as a success criterion

95. On 91% and 90% respectively the success criteria with the most supportive responses were 'Attracting investment and building a vibrant visitor economy that supports local shops, businesses, and enterprises' and 'A refreshed, clean, safe, accessible, and easily maintainable public realm which (re)uses high quality, durable and locally distinctive materials'.

Perceptions and aspirations

96. After sharing the aspirations from the project team as part of the High Streets Heritage Action Zone, the survey seeks the views of the public about how they perceive Leominster and what aspirations they possess as part of the scheme.
97. To gauge respondents' views on the town the survey asked respondents to choose the top three aspects of Leominster which they are proud of.
98. Of the 234 responses to this question, the most selected aspect was Leominster's independent shops, chosen by 69% (162 respondents), closely followed by Leominster's historic buildings on 66% (155 respondents). Leominster's people and the town's role in history were opted for by 36% (84 respondents) and 27% (63 respondents) respectively.
99. While markets were chosen by 21% (51 respondents), there was a drop in the number of times food and drink, artistic culture and how Leominster tells its story were chosen, on 11% (25 respondents), 9% (22 respondents) and 5% (12 respondents) respectively.
100. **Figure 20** below shows the response to which aspects of Leominster people are most proud of.

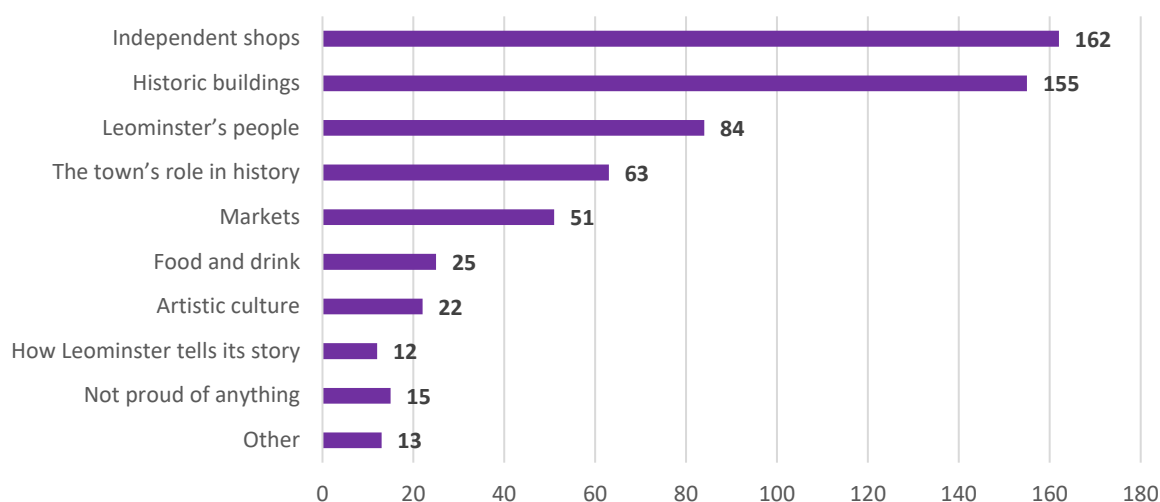


Figure 20: Response to question 'What are you most proud of about Leominster? Please select your top three of the options below:'

101. Respondents were asked about where they believed the scheme should focus its attention. This will help guide the design team which areas projects should be prioritised at.
102. The survey permitted respondents to select up to five places each.
103. Of the 230 responses to this question, the most popular areas respondents want to see as the focus of the scheme is at Corn Square on 79% (181 respondents), closely followed by the historic core (High Street, Victoria Street, Corn Street) on 78% (179 respondents).
104. Other areas which people considered to be of secondary importance were the approach from the station (along Etnam Street) selected by 44% (101 respondents), Broad Street by 42% (96 respondents), South Street by 42% (96 respondents) and the Grange by 34% (78 respondents).

105. The results indicated that some areas were not seen as such a priority, relative to all options. This included Rainbow Street on 18% (41 respondents), Burgess Street on 17% (40 respondents) and the Priory on 17% (38 respondents).
106. 16% (36 respondents) indicated another area in Leominster which ought to be the focus of the investment. This included:
- Investing in pavement and road surfaces across the town centre
 - Improving the hotel offer of the town with investment in The Royal Oak and The Talbot
 - Connecting the suburban housing estates to the town centre
 - Roads to the west of the town centre, West Street and Bargates
107. **Figure 21** below shows the response to which areas of Leominster most in need of the investment.

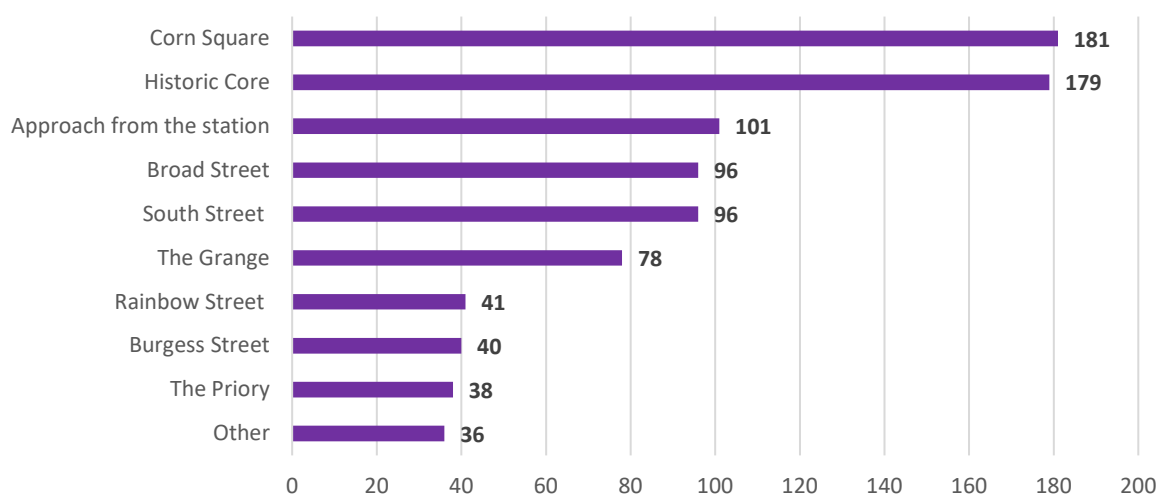


Figure 21: Response to question 'Where do you think investment is most needed in Leominster? Please select up to 5 answers.'

Frustrations

108. In order to understand what needs to improve in Leominster town centre, the survey asked respondents to give their views about a number of problems the project team have identified.
109. Of the 231 responses to this question, 40% (92 respondents) found the narrow pavements and kerbs as very frustrating, with an additional 31% (71 respondents) finding them quite frustrating. 15% (34 respondents) noted that they don't mind it and 3% (7 respondents) said they liked them they way that they are. A remaining 12% (27 respondents) said they hadn't noticed.
110. **Figure 22** below shows the response to 'Narrow pavements and kerbs' as a problem in Leominster.

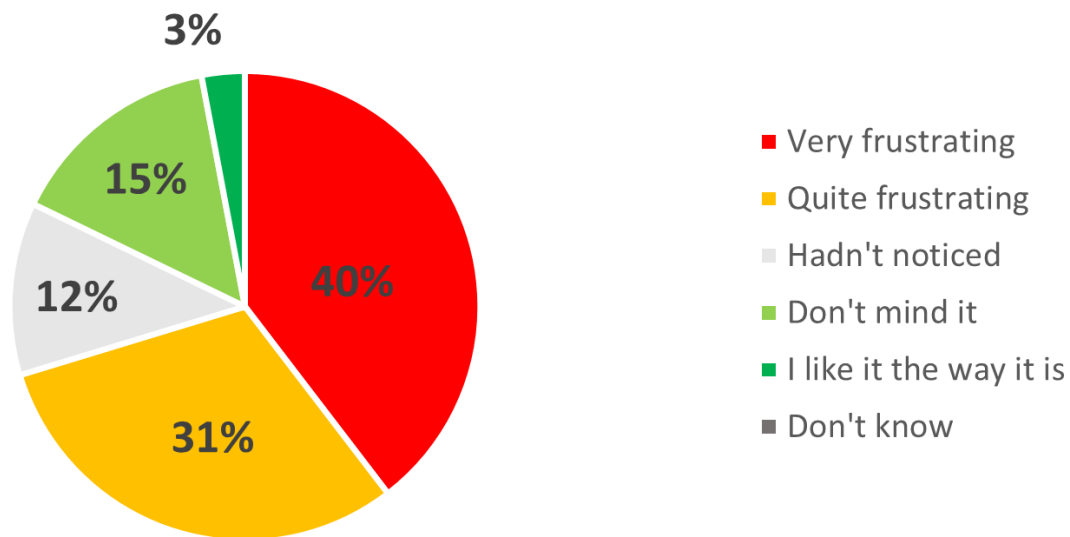


Figure 22: Response to feelings about 'Narrow pavements and kerbs' as a problem in Leominster.

111. Of the 232 responses to this question, there was overwhelming frustration with the uneven paving surfaces and puddles, as 78% (180 respondents) found them very frustrating, with an additional 15% (34 respondents) finding them quite frustrating. Just 2% (5 respondents) noted that they don't mind it and 1% (1 respondent) said they liked them the way that they are. A remaining 5% (12 respondents) said they hadn't noticed.
112. **Figure 23** below shows the response to 'Uneven paving surfaces and puddles' as a problem in Leominster.

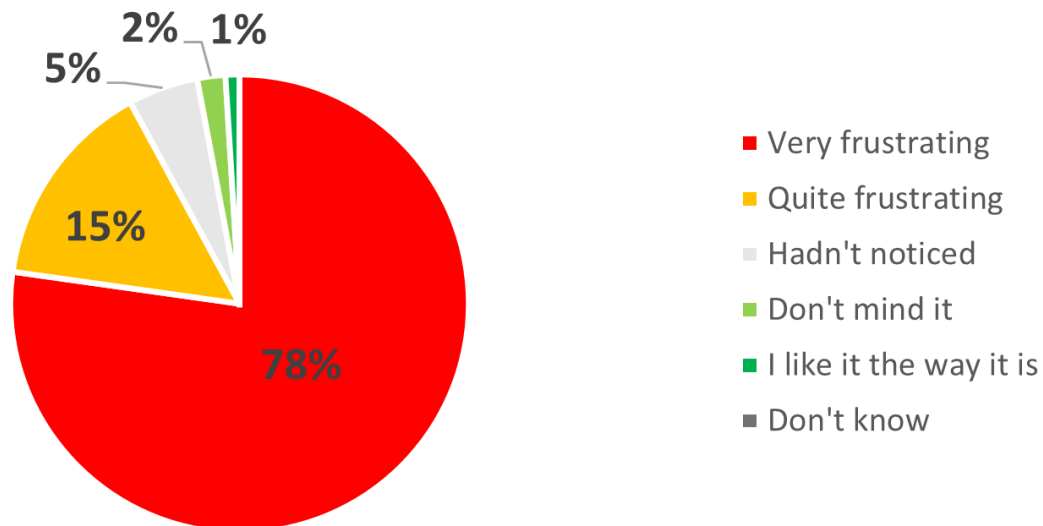


Figure 23: Response to feelings about 'Uneven paving surfaces and puddles' as a problem in Leominster.

113. Of the 226 responses to this question, a majority at 51% (115 respondents) said they hadn't noticed signage and wayfinding as a problem. 7% (15 respondents) found it very frustrating, with an additional 15% (35 respondents) finding them quite frustrating. 15% (34 respondents) noted that they don't mind it and 11% (24 respondents) said they liked it the way it is.

114. **Figure 24** below shows the response to ‘The availability of signage and wayfinding’ as a problem in Leominster.

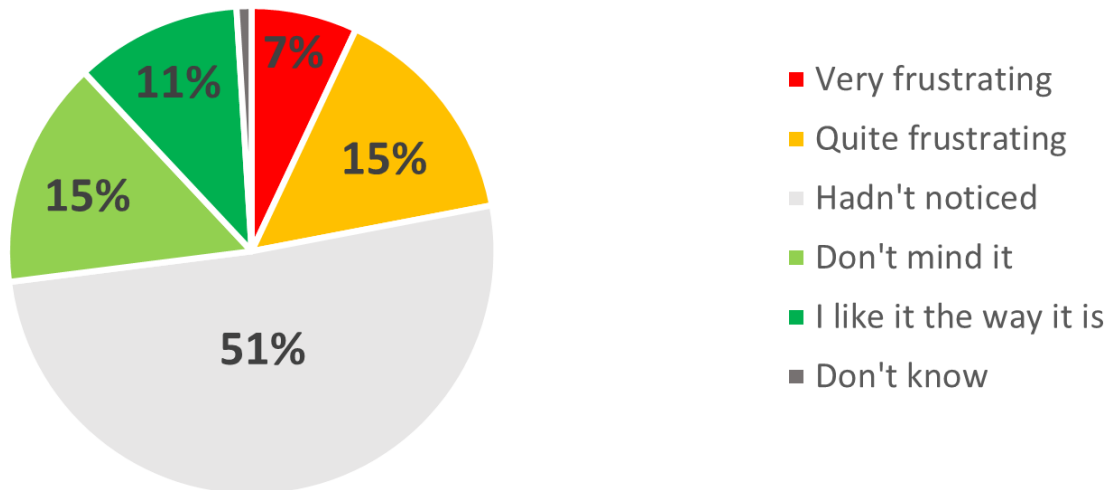


Figure 24: Response to feelings about ‘The availability of signage and wayfinding’ as a problem in Leominster.

115. Of the 228 responses to this question, there was a majority of frustration with the speed of vehicles through the town centre, as 29% (65 respondents) found it very frustrating, with an additional 25% (56 respondents) finding it quite frustrating. 20% (46 respondents) noted that they don’t mind it and 4% (10 respondents) said they liked it the way that it is. A remaining 22% (50 respondents) said they hadn’t noticed and 1% (1 respondent) didn’t know.

116. **Figure 25** below shows the response to ‘The speed of vehicles through the town centre’ as a problem in Leominster.

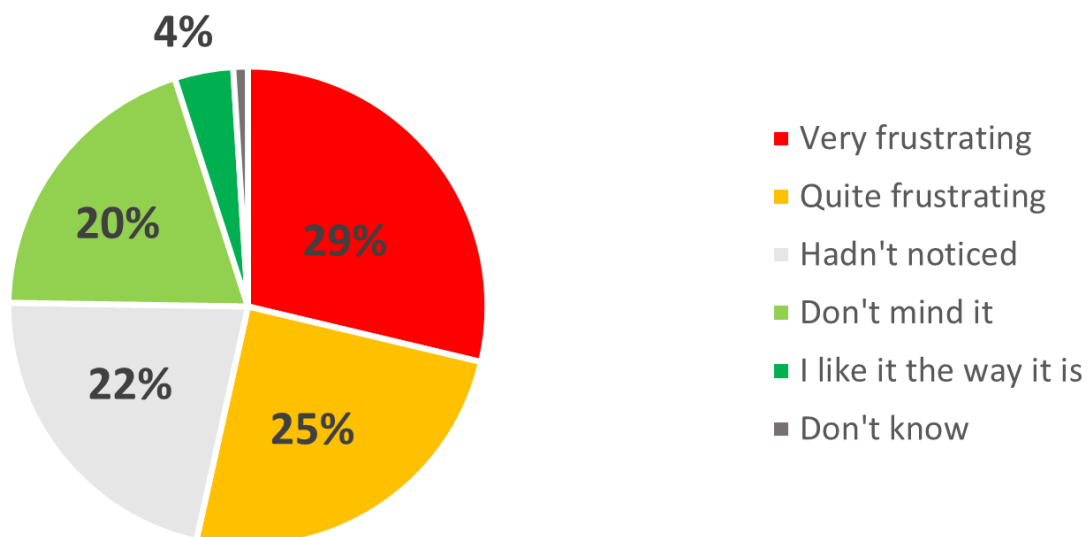


Figure 25: Response to feelings about ‘The speed of vehicles through the town centre’ as a problem in Leominster.

117. Of the 229 responses to this question, a large segment at 44% (101 respondents) indicated they hadn’t noticed the bollards and barriers on walking routes. 10% (23 respondents) found them very frustrating, with an additional 23% (53 respondents) finding them quite frustrating. 17% (39

respondents) noted that they don't mind them and 5% (11 respondents) said they liked them the way that they are. A remaining 1% (2 respondents) said they didn't know.

118. **Figure 26** below shows the response to 'Bollards and barriers on walking routes' as a problem in Leominster.

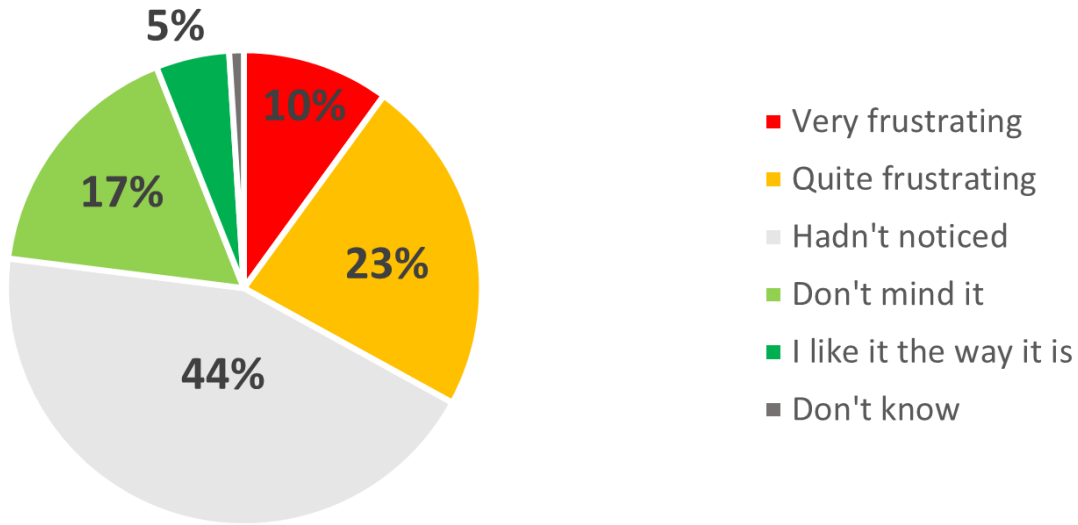


Figure 26: Response to feelings about 'Bollards and barriers on walking routes' as a problem in Leominster.

119. Of the 226 responses to this question, there was a strong sense of frustration with the relationship between cars and pedestrians, as 27% (60 respondents) found it very frustrating, with an even bigger number at 34% (76 respondents) finding it quite frustrating. 19% (34 respondents) noted that they don't mind it and 7% (15 respondents) said they liked it the way that it is. A remaining 13% (29 respondents) said they hadn't noticed and 1% (2 respondents) didn't know.

120. **Figure 27** below shows the response to 'Relationship between cars and pedestrians' as a problem in Leominster.

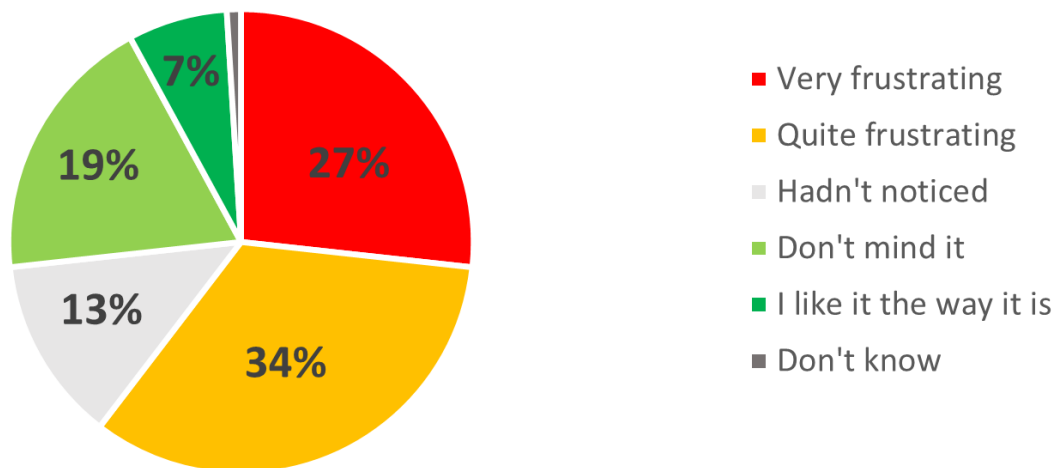


Figure 27: Response to feelings about 'Relationship between cars and pedestrians' as a problem in Leominster.

121. Of the 227 responses to this question, there was again a great feeling of frustration with the availability of public spaces to sit and dwell, as 22% (49 respondents) found it very frustrating, with an even bigger number at 37% (83 respondents) finding it quite frustrating. 19% (43 respondents) noted that they don't mind it and 7% (15 respondents) said they liked it the way that it is. A remaining 16% (37 respondents) said they hadn't noticed.
122. **Figure 28** below shows the response to 'The availability of public spaces to sit and dwell' as a problem in Leominster.

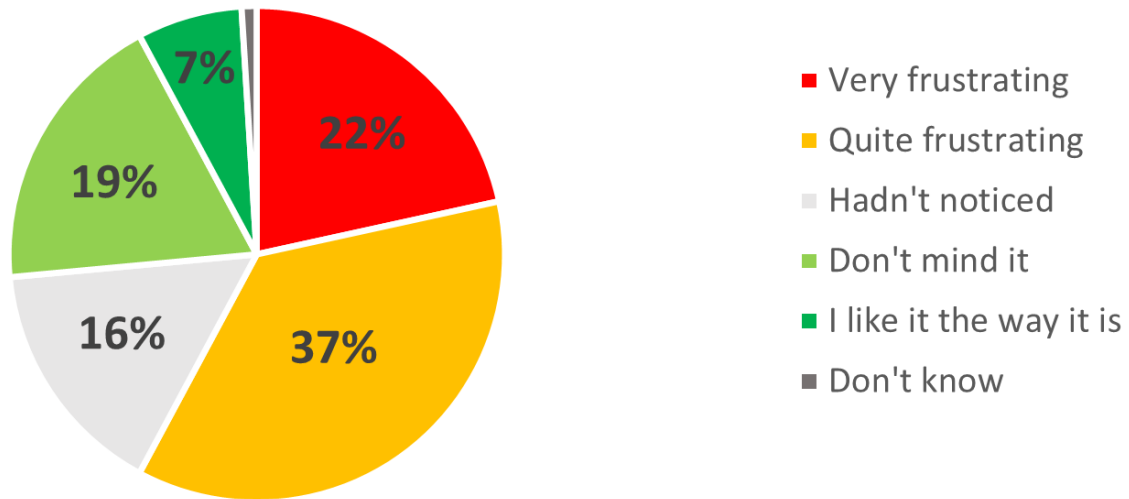


Figure 28: Response to feelings about 'The availability of public spaces to sit and dwell' as a problem in Leominster.

123. Of the 230 responses to this question, 18% (42 respondents) found the current state of lighting of streets and passageways very frustrating, with an additional 23% (52 respondents) finding it quite frustrating. 17% (39 respondents) noted that they don't mind it and 5% (11 respondents) said they liked it the way that it is. A large remaining share at 36% (82 respondents) said they hadn't noticed and 2% (4 respondents) didn't know.
124. **Figure 29** below shows the response to 'Current lighting of streets and passageways' as a problem in Leominster.

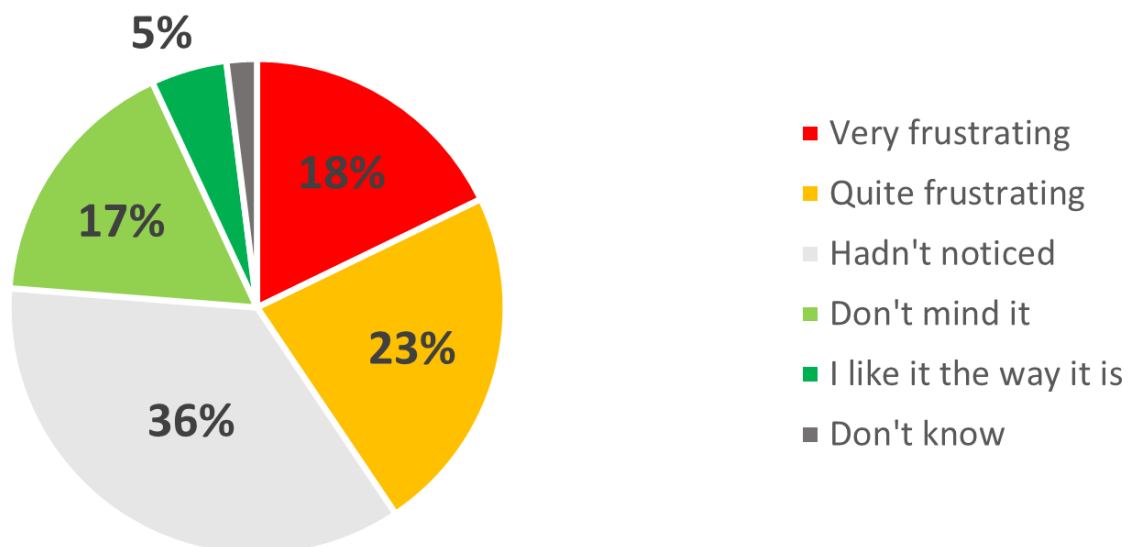


Figure 29: Response to feelings about 'Current lighting of streets and passageways' as a problem in Leominster.

Corn Square

125. The survey put forward a range of possible uses for Corn Square and asked respondents to rate each's appeal, ranging from 'very excited' to 'opposed'.
126. Of the 221 responses to this question, Parking was the most opposed use of Corn Square, as a sizeable 42% (93 respondents) indicated they were opposed to using Corn Square for parking, with an additional 9% (19 respondents) feeling disinterested with parking in Corn Square. On the other hand 10% (21 respondents) indicated they were quite excited and 13% (29 respondents) said they were very excited by parking as a use of Corn Square. A remaining 26% (58 respondents) were neutral on the use and 1% (1 respondent) didn't know.
127. **Figure 30** below shows the response to parking as a use of Corn Square.

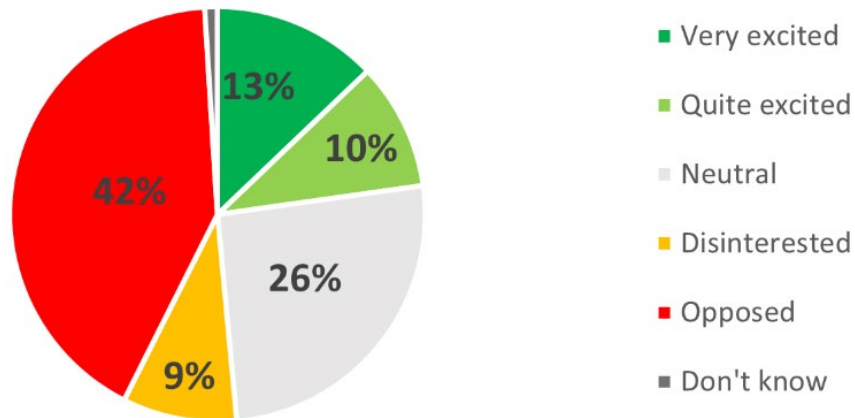


Figure 30: Response to feelings of parking as a use of Corn Square.

128. Of the 222 responses to this question, a large proportion at 45% (100 respondents) indicated they were very excited about introducing a café culture in Corn Square, with an additional 34% (76 respondents) were quite excited. Only 3% (6 respondents) were opposed to this use and another 3% (6 respondents) said they were disinterested. A remaining 15% (33 respondents) were neutral on the use and 1% (1 respondent) didn't know.
129. **Figure 31** below shows the response to implementing a Café culture as a use of Corn Square.

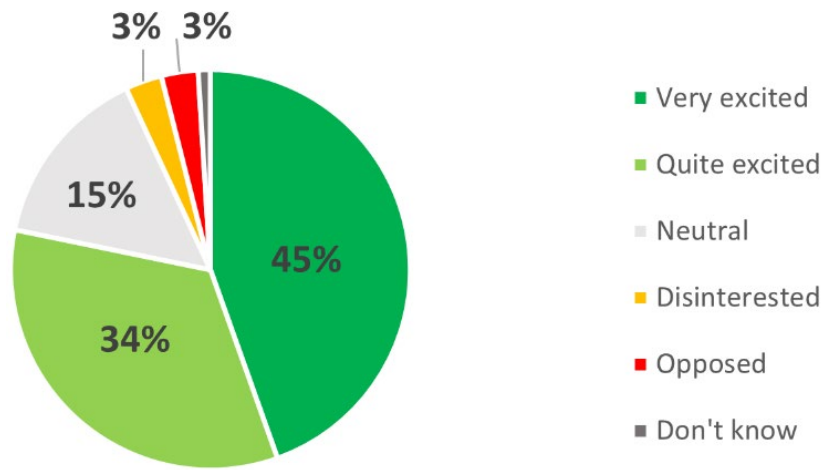


Figure 31: Response to feelings of café culture as a use of Corn Square.

130. Of the 225 responses to this question, 42% (94 respondents) indicated they were very excited about market days in Corn Square, with an additional 38% (86 respondents) were quite excited. This made market days in Corn Square the most exciting use according to respondents. Only 1% (2 respondents) were opposed to this use and another 4% (8 respondents) said they were disinterested. A remaining 16% (35 respondents) were neutral on the use.

131. **Figure 32** below shows the response to market days as a use of Corn Square.

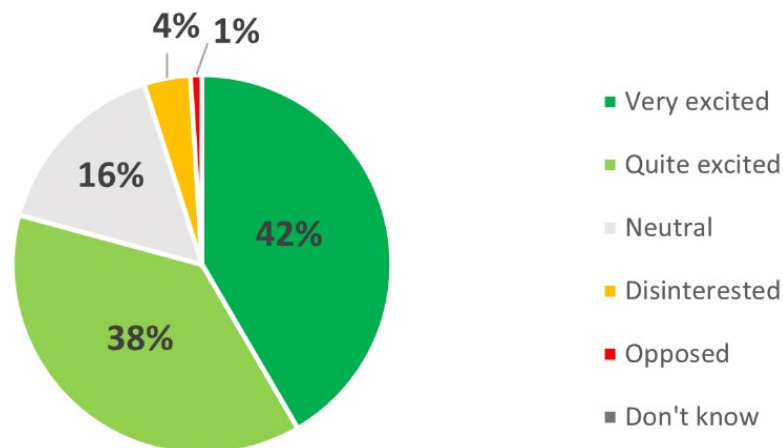


Figure 32: Response to feelings of market days as a use of Corn Square.

132. Of the 224 responses to this question, 32% (71 respondents) indicated they were very excited about using Corn Square as a performance space, with an additional 33% (74 respondents) were quite excited. Only 5% (12 respondents) were opposed to this use and another 8% (17 respondents) said they were disinterested. A remaining 22% (50 respondents) were neutral on the use.

133. **Figure 33** below shows the response to performance space as a use of Corn Square.

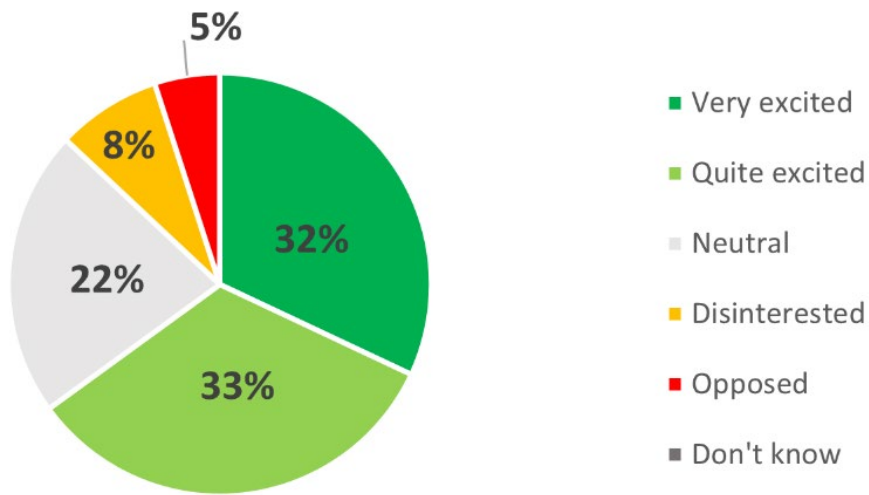


Figure 33: Response to feelings of performance space as a use of Corn Square.

134. Of the 223 responses to this question, 35% (79 respondents) indicated they were very excited about Christmas-related events in Corn Square, with an additional 39% (88 respondents) were quite excited. This made market days in Corn Square the most exciting use according to respondents. Only 1% (1 respondent) were opposed and another 5% (11 respondents) said they were disinterested. A remaining 19% (43 respondents) were neutral on the use.
135. **Figure 34** below shows the response to Christmas-related uses in Corn Square.

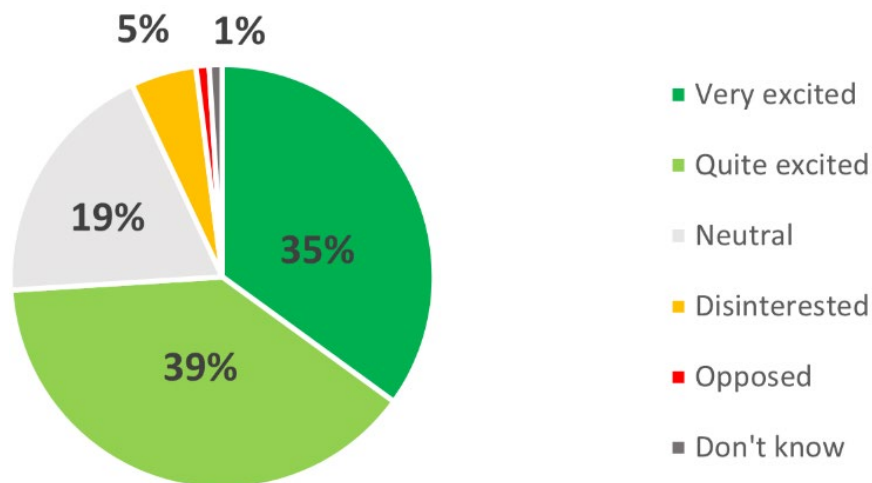


Figure 34: Response to feelings of more Christmas-related activity as a use of Corn Square.

136. Of the 216 responses to this question, 23% (49 respondents) indicated they were very excited about introducing street parties in Corn Square, with an additional 30% (64 respondents) were quite excited. 6% (12 respondents) were opposed and another 14% (30 respondents) said they were disinterested. A remaining 28% (61 respondents) were neutral on the use.
137. **Figure 35** below shows the response to street parties as a use of Corn Square.

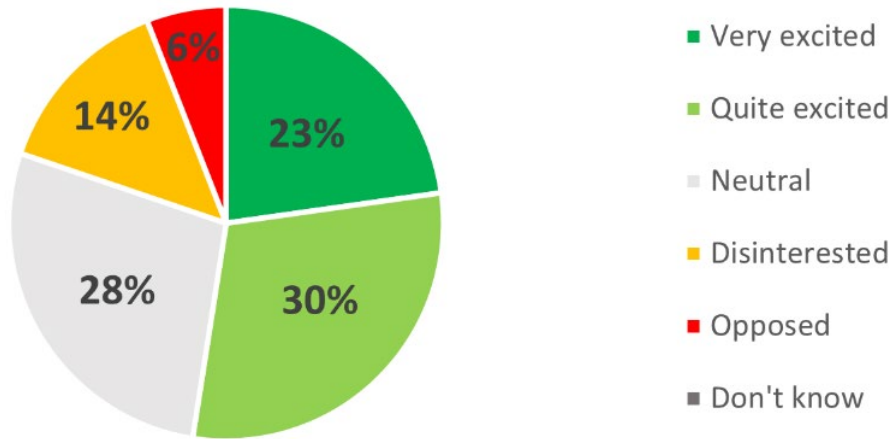


Figure 35: Response to feelings of street parties as a use of Corn Square.

138. Of the 224 responses to this question, 29% (65 respondents) indicated they were very excited about introducing an open-air cinema to Corn Square, with an additional 24% (53 respondents) quite excited. 7% (16 respondents) were opposed and another 15% (33 respondents) said they were disinterested. A remaining 25% (56 respondents) were neutral on the use and 1% (1 respondent) didn't know.

139. **Figure 36** below shows the response to an open-air cinema as a use of Corn Square.

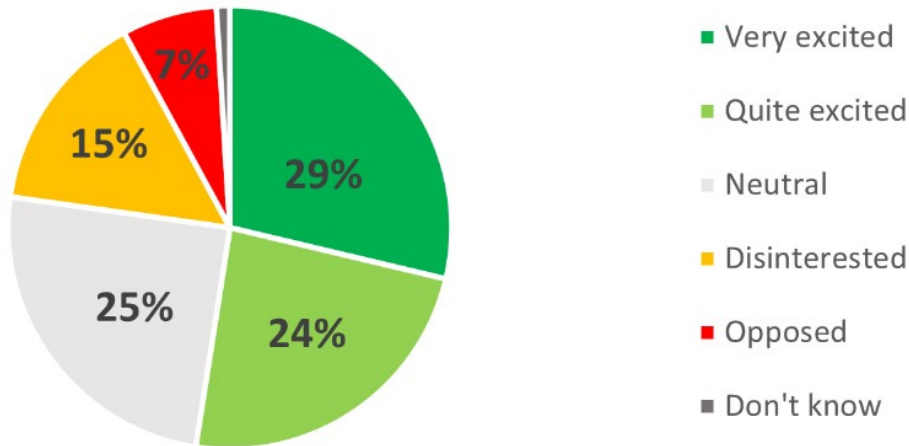


Figure 36: Response to feelings of an open-air cinema as a use of Corn Square.

Parking

140. The survey asked respondents to indicate how long they would be willing to walk to Leominster Town Centre for free parking (non-disabled).

141. **Figure 37** below gives a spatial indication of how long people are prepared to walk into Leominster town centre for free parking.

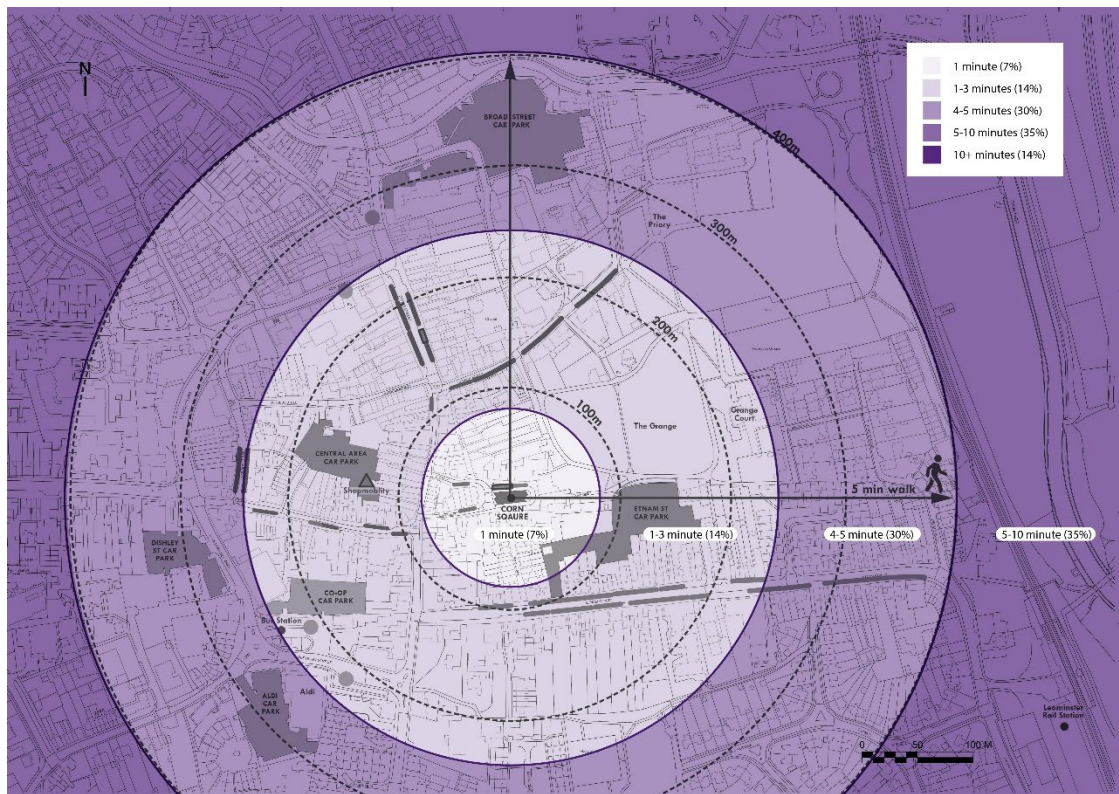


Figure 36: Response to feelings of an open-air cinema as a use of Corn Square.

142. Of 230 respondents, just 7% (15 respondents) indicated they were only willing to walk 1 minute for free parking. 44% (101 respondents) were willing to either walk between 1-3 minutes or 4 to 5 minutes for free parking in Leominster town centre. An additional 49% (114 respondents) were prepared to walk more than 5 minutes

Comparison with neighbouring settlements

143. To understand how best to improve Leominster town centre, the survey asked respondents why they visit neighbouring locations' town centres instead of Leominster's. By asking why people travel elsewhere, we can analyse what Leominster lacks.

Surrounding Villages (within a 5 mile radius)

144. Leominster was identified as a local centre for those living in the villages surrounding the town. It was also fed back that people visited nearby villages instead of Leominster.

145. **Figure 38** below illustrates the frequency with which respondents visit the surrounding villages.

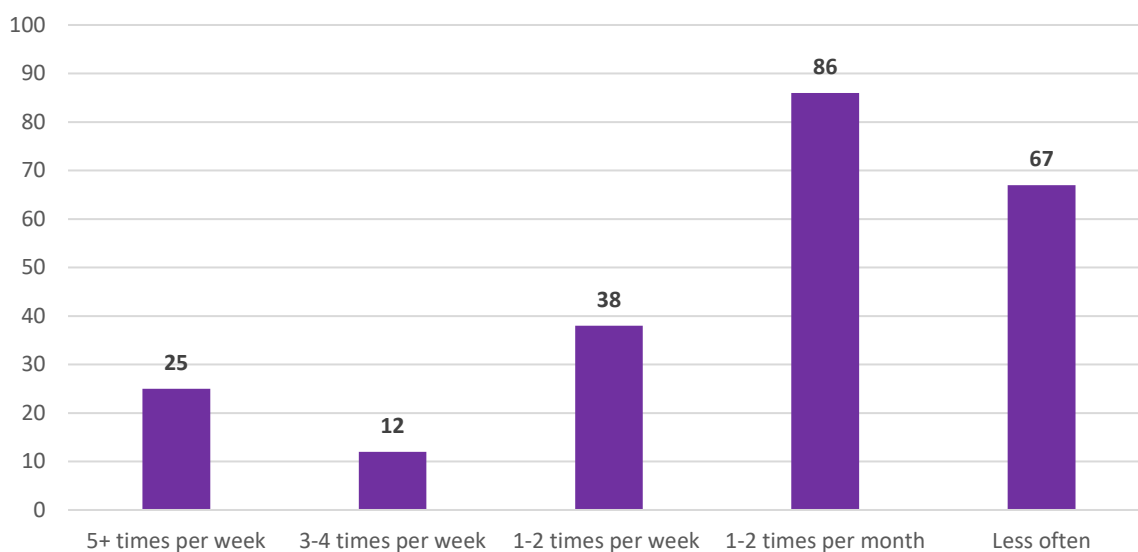


Figure 38: How often respondents visit the surrounding villages (within a 5 mile radius)

146. Of the 228 responses to this question, 11% (25 respondents) visited the surrounding villages more than or exactly 5 times a week, followed by 5% (12 respondents) and 17% (38 respondents) visiting 3-4 times and 1-2 times per week respectively. However, the majority of respondents either visited 1-2 times per month or less with a combined rate of 67% (153 respondents).
147. For those that visit the surrounding villages, of the 202 responses, meeting with friends and family came out as the top reason, with 43% (86 respondents) indicating it as a reason. Respondents were also motivated to visit for leisure and hospitality, with visiting a café/bar, exercising in open spaces and visiting a restaurant following consecutively on 38% (77 respondents), 32% (65 respondents) and 30% (60 respondents) respectively.
148. Respondents were less motivated to visit the surrounding villages for retail, as shopping for everyday items and accessing essential services were both selected by 9% (19 and 18 respondents respectively) of those surveyed.
149. **Figure 39** below illustrates the reasons respondents visited the surrounding villages.

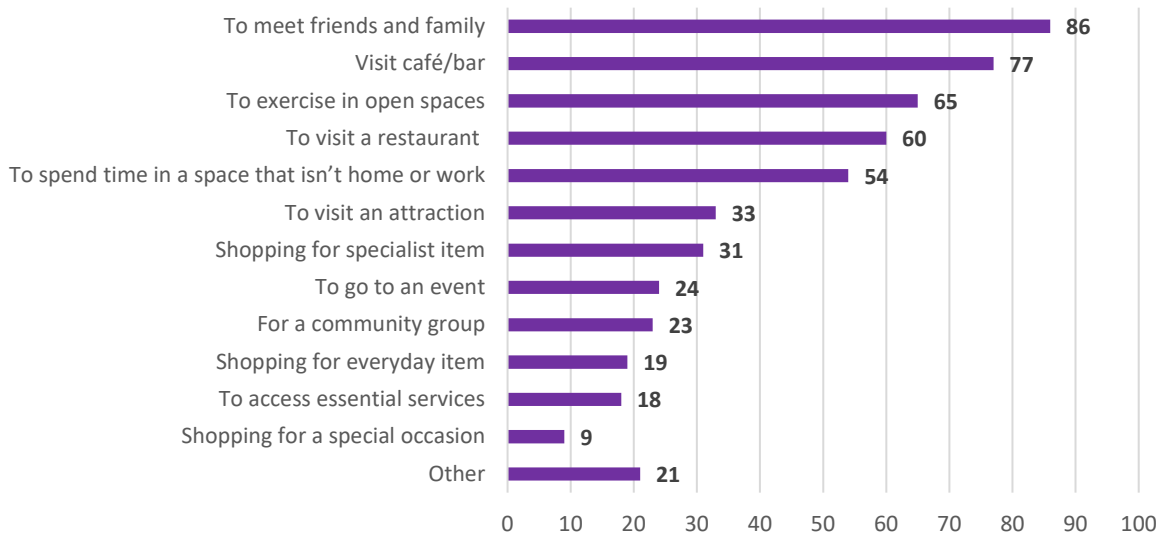


Figure 39: Frequency of reasons selected in response to question “Why do you visit the surrounding villages (within a five mile radius)?”

Ludlow

150. Ludlow is an important neighbouring settlement which can draw similarities to Leominster. The survey asked respondents for their thoughts on the Shropshire town to understand what Ludlow provides that Leominster may not.

151. **Figure 40** below illustrates the frequency with which respondents visit the surrounding villages.

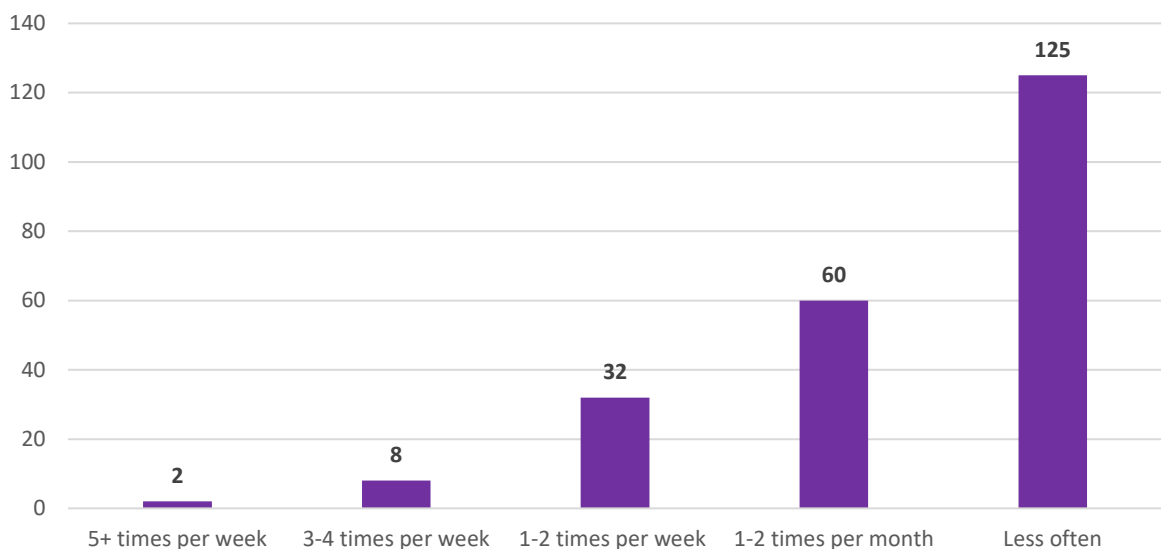


Figure 40: How often respondents visit Ludlow

152. Of the 228 responses to this question, the overwhelming majority of 81% (185 respondents) indicated they visit Ludlow 1-2 times per month or less. Only 1% (2 respondents) visit 5 times a week or more; as one respondent lived in Ludlow and one worked there.

153. 4% (8 respondents) and 14% (32 respondents) visit 3-4 times and 1-2 times per week respectively.

154. Of the 201 responses to this question, those visiting Ludlow similarly ranked hospitality as a key reason for visiting, with 47% (95 respondents) visiting for cafes/bars and 36% (70 respondents) visiting for restaurants, as the first and third most selected reasons. Respondents also considered Ludlow as an important place to shop for a specialist item they may consider unable to purchase in Leominster, making it the second most common reason chosen by 39% (78 respondents) in the survey.

155. **Figure 41** below illustrates the reasons respondents visited Ludlow.

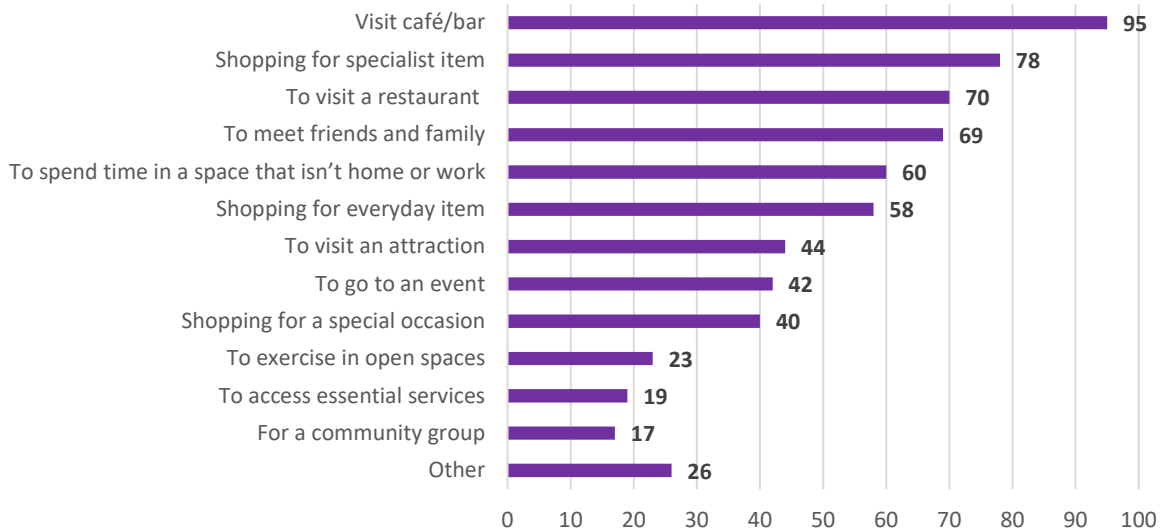


Figure 41: Frequency of reasons selected in response to question "Why do you visit Ludlow?"

Hereford

156. As the administrative hub for the county, Hereford plays an important role for those living in Leominster. The survey asked respondents how frequently they visited and why they did so.

157. **Figure 42** below illustrates the frequency with which respondents visit Hereford.

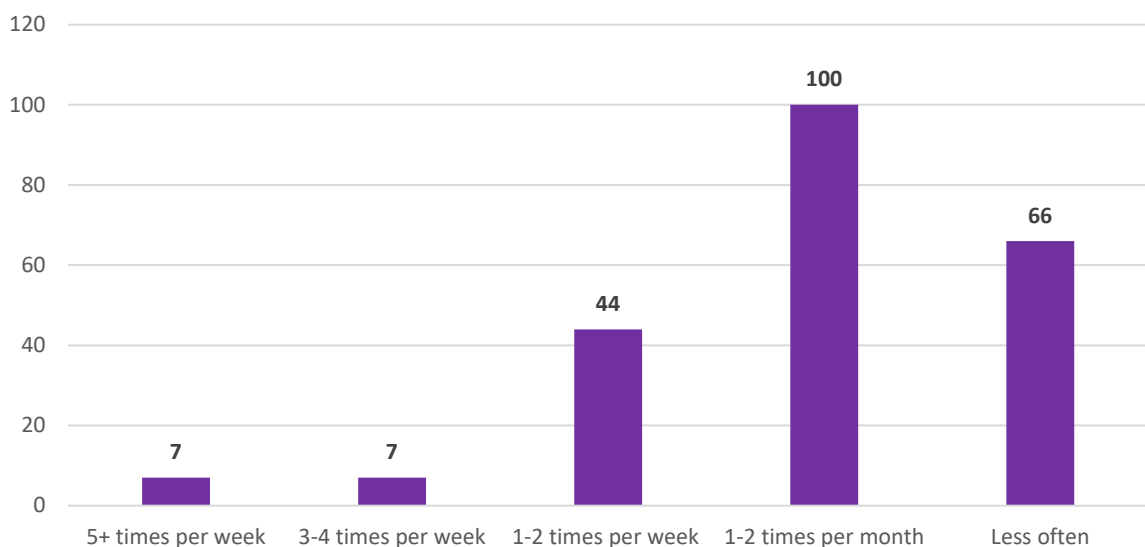


Figure 42: How often respondents visit Hereford

158. Of the 224 responses to this question, respondents were more likely to visit Hereford than Ludlow. However, the number of people who visited 1-2 times per month or less was a substantial 74% (166 respondents). Meanwhile 20% (44 respondents) visit 1-2 times per week, and just 3% (7 respondents) visited 3-4 times per week. Similarly, 3% (7 respondents) visited more than or equal to 5 times per week.
159. Of the 220 responses to this question, those visiting Hereford are more strongly motivated by retail, with the top two reasons given as shopping for a specialist item on 56% (124 respondents) and shopping for everyday items on 45% (100 respondents). Like Leominster’s surrounding villages and Ludlow, hospitality featured highly, as 39% (86 respondents) and 38% (83 respondents) indicated they visit Hereford to visit a café/bar and restaurant respectively.
160. **Figure 43** below illustrates the reasons respondents visited Hereford.

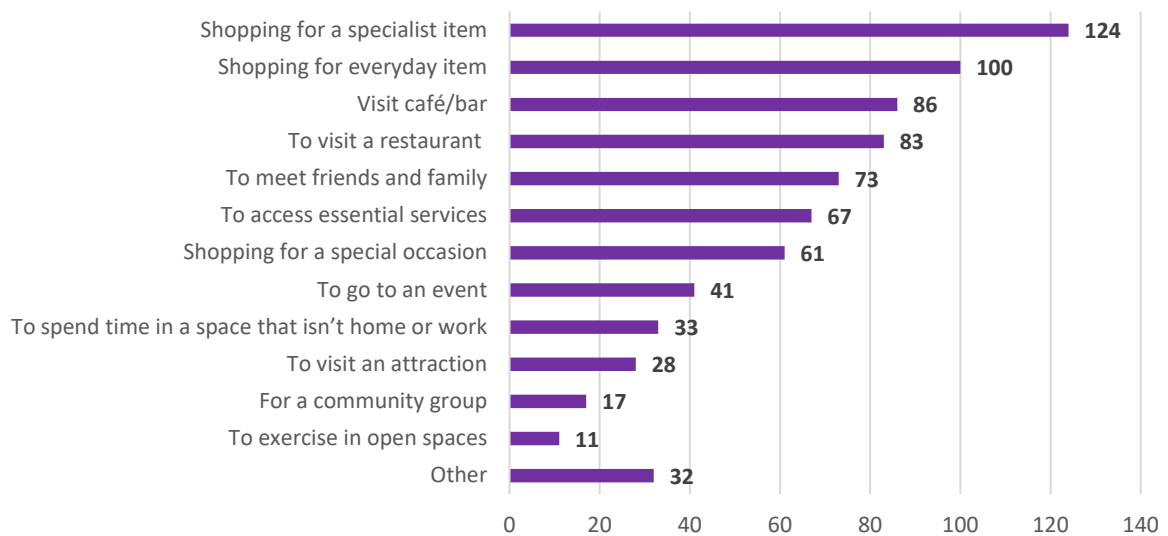


Figure 43: Frequency of reasons selected in response to question “Why do you visit Hereford?”

Worcester

161. Worcester is considered a major nearby city for Leominster and has been included in the survey to capture how often and why respondents travel there.
162. **Figure 44** below illustrates the frequency with which respondents visit Hereford.

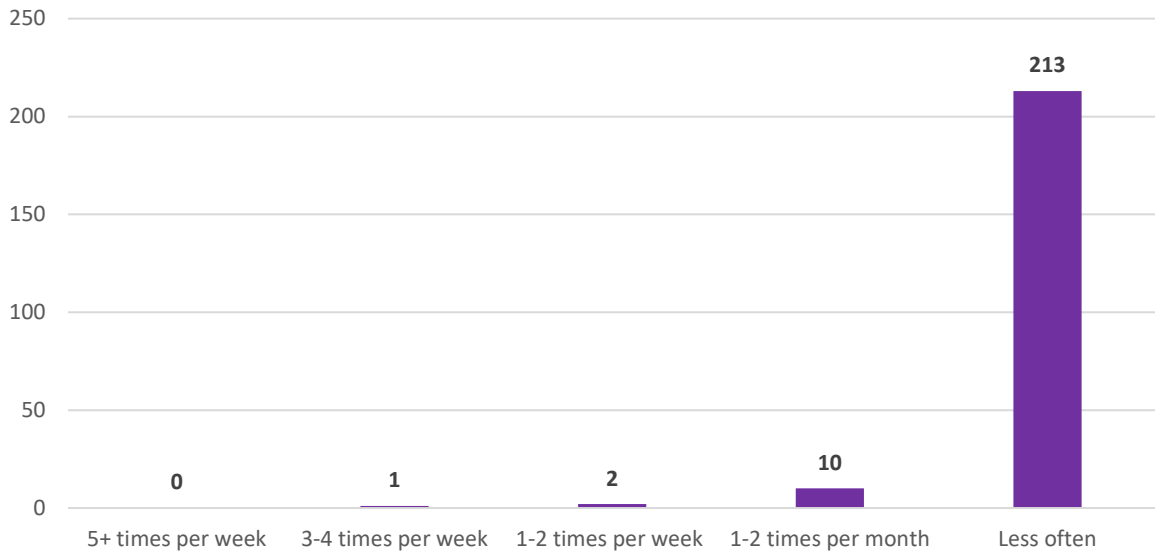


Figure 44: How often respondents visit Worcester

- 163. The 226 responses to this question make it clear that Worcester is not visited frequently. An almost unanimous 99% (223 respondents) visit Worcester 1-2 times per month or less, while only 1% (3 respondents) visit 1-4 times per week. No respondents indicated they visited Worcester 5 or more times per week. In all 3 instances the reason given was for commuting to work.
- 164. Of the 120 responses to this question, the most common reasons for visiting Worcester were for tasks that could not be completed in Leominster. As the second most common reason 23% (28 respondents) visited Worcester to meet friends and family, and retail featured highly as 42% (50 respondents) shopped for a specialist item and 23% (27 respondents) shopped for a special occasion.
- 165. **Figure 45** below illustrates the reasons respondents visited Worcester.

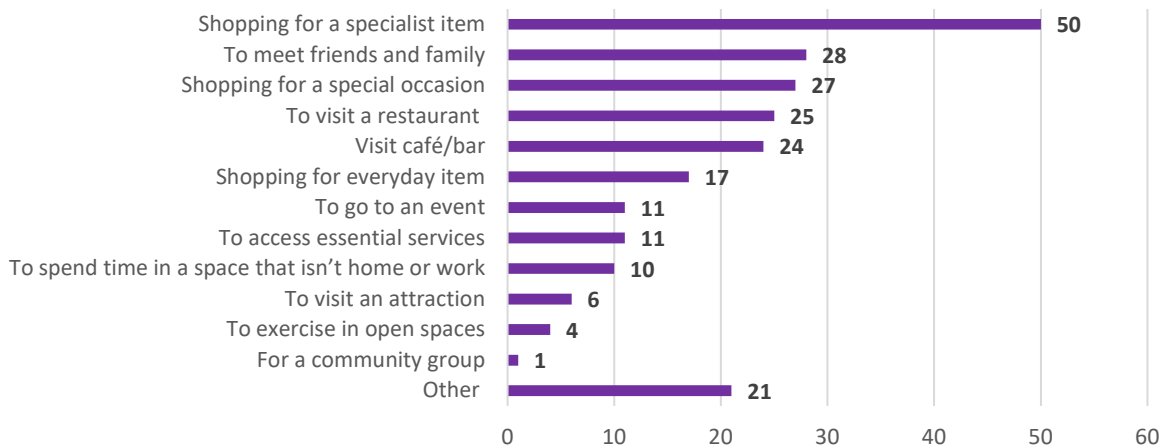


Figure 45: Frequency of reasons selected in response to question "Why do you visit Worcester?"

Conclusion

166. The ambition for this Leominster project is far-reaching with support across all levels of local government and the local community to ensure appropriate and successful regeneration of the town centre.
167. Our engagement has shown there is a strong appetite for this work and a strong desire for public engagement and interaction on the overall project. This is vital for the success of the project. The stakeholders and community within Leominster are engaged in relation to any and all development in the area and are keen to see the regeneration of the town through to fruition.
168. The project team acknowledges the important role that the stakeholders and community play in ensuring the success of this project and look forward to continuing to work closely with all these groups and representatives to work on the regeneration of Leominster

Appendix 1: Copy of the survey

Leominster High Streets Heritage Action Zone Public consultation questionnaire

Leominster is one of a number of high streets in England to receive a share of the government's £95 million High Streets Heritage Action Zone (HSHAZ) Fund. This seeks to breathe new life into high streets that are rich in heritage and potential.

Until March 2024, Herefordshire Council and Leominster Town Council will be working in partnership with residents, businesses and community groups to deliver a range of projects, agreed with Historic England, that aim to renew and rejuvenate Leominster's High Street and conservation area.

One element of work will be to improve public spaces (public realm) in the town, with a focus on Corn Square, to make the most of the town's historic heart. The investment will help to make the most of its potential as a retail area, visitor attraction, and events venue for our local community. Improvements to roads and pavements are needed to improve the look of our town centre and ensure that it is accessible for all residents and visitors.

To help us understand the views of local residents and businesses we are undertaking a six week public consultation. As part of the consultation we are seeking feedback on how the public spaces in the town can be improved. **We would be grateful if you can complete the survey below in conjunction with our information slides.**

The consultation will run until Tuesday 21 June 2022. We will review and consider all feedback received and use it to inform the final plans. A summary of feedback received during the consultation and how this has been used to inform the design process, will be published later this summer with the final designs.

Privacy Notice

Herefordshire Council is the Data Controller under data protection law and will use the indication of your consent (by completing this the questionnaire) to process the data you provide within this consultation. The legal basis for processing this data is your consent to do so. The responses you provide will be processed by McBains through Turley on behalf of the council. You can withdraw your consent at any time, however, please note that once your data has been anonymised for use within the final report your information cannot be removed. No identifying data will be included in the final report. Our contact details to discuss this issue, or for any other queries is contact@leominsterconsultation.info Your data will be kept in a secure manner in line with the Council's retention policy. The information you provide will only be used for the stated purpose.

Individuals have a number of rights under data protection law, including the right to request their information. You also have a right to make a complaint about our handling of your personal data to the Information Commissioner's Office <https://ico.org.uk/>

Further information about the processing of your data can be found on our website at <https://www.herefordshire.gov.uk/directory-record/5880/consultations-and-surveys-privacy-notice>. You can contact the council's Data Protection Officer at informationgovernance@herefordshire.gov.uk

If you require this information in an alternative format, please contact the Turley consultation team who are running the consultation. You can contact them on Freephone 0808 168 8296 or via email at contact@leominsterconsultation.info

Before you begin, tick all that apply.

Do you:

- Live in Leominster
- Work in Leominster
- Visit Leominster regularly (If you have ticked this option please can you tell us how many times a week you visit Leominster)
- None of these

Please can you tell us how many times a week you visit Leominster?

Leominster public realm consultation



Why are we consulting?

Introduction

What? The High Streets Heritage Action Zone programme is a £95 million government-funded scheme delivered by Historic England working in partnership with local authorities.

Why? The objective is to 'kick-start' regeneration of selected high streets across England; to promote economic, social and cultural recovery; and to unlock their potential for future generations.

What does this mean for Leominster? The heritage-led programme aims to create a more attractive, engaging and vibrant town centre of Leominster, which celebrates its culture and history to boost tourism and economic growth.

How Much? Leominster has secured £2,000,000 from the High Streets Heritage Action Zone programme.

We want to get your feedback on the initial ideas shown in this presentation.



Question 1 - How much do you believe Leominster needs the High Streets Heritage Action Zone investment?

- A lot
- Some
- Not very much
- Not at all
- Don't know

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.

Question 2 – How do you feel about the project's success criteria?

	Very Supportive	Quite supportive	Neutral	Not a priority	Money should be spent elsewhere	Don't Know
A refreshed, clean, safe, accessible, and easily maintainable public realm which (re)uses high quality, durable and locally distinctive materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitating more events that celebrate Leominster's unique heritage and culture, for both visitors and residents to enjoy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attracting investment and building a vibrant visitor economy that supports local shops, businesses, and enterprises.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enabling the Leominster community to take ownership for the use and benefits of key town centre spaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What are you most proud of about Leominster?



Historic buildings



Market days and community



The Grange



Intriguing streets and historic passageways



Heritage artefacts



Storytelling



Festivals of culture



Traditional industry



Community art



Historic architecture

Question 3 – What are you most proud of about Leominster? Please select your top three of the options below:

- Leominster's people
- Artistic culture
- Independent shops
- Food and drink
- Historic buildings
- The town's role in history
- How Leominster tells its story
- Markets
- Other (please specify)
- Not proud of anything

Other (please specify)

What's driving our work?

<p>Environmental</p>  <p>Use green design to enhance environmental and biodiversity benefits and introduce attractive natural features, whilst minimising environmental impact and infrastructure costs.</p>	<p>Economic</p>  <p>Optimise design proposals to transform the commercial offer of Leominster to attract inward investment, visitors and support local shops, businesses and enterprises.</p>	<p>Cultural</p>  <p>Creating spaces that allow Leominster to celebrate its unique cultural heritage. This will help boost tourism and local civic pride in the town.</p>	<p>Social</p>  <p>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.</p>	<p>Historical</p>  <p>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.</p>
--	---	--	--	---

Question 4 – Which of our design principles appeals to you most? Please rank the principles from 1 to 5 with 1 being the principle which appeals to you most.

	1	2	3	4	5
Environmental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What's driving our work?

Placemaking themes

Placemaking is a means of creating places that strengthen connections with people. Following initial consultation with stakeholders in the town, we have developed a number of placemaking themes to help guide and inform design development.

Cleaner and safer streets	Reduce clutter and improve pedestrian surfaces to mitigate trips, slips and falls	Heritage revealed, restored and celebrated	Retain and restore damaged and 'hidden' historic features to reveal and enhance the town's heritage
Better connectivity and access for people	Improve pedestrian links for better accessibility and connectivity in the town centre, and promote active travel	Flexible culture and event spaces	Re-establish key civic spaces to enable more markets and events for the local community and visitors
Supporting local shops, businesses and enterprises	Restore shop frontages to increase footfall and dwell time, and create new spaces for commercial activity	High quality streetscape and creating public spaces	Restore and transform the material quality and durability of a streetscape that prioritises pedestrians, not cars

Question 5 – How important do you think each of our placemaking themes are?

	Very important	Quite important	Neutral	Not that important	Not at all important	Don't Know
Cleaner and safer streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better connectivity and access for people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting local shops, businesses, and enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restoring, revealing and celebrating heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating flexible cultural and events spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Higher quality streetscape and public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The problems we're trying to solve...

Pedestrian experience



Narrow pavements and high kerbs



Car dominated streets and parking on both sides



Speeding cars and inconsiderate driving

Accessibility



Physical barriers sever key walking routes



Poor paving surfaces and water puddling



Inappropriate and poorly maintained street furniture

Wayfinding & Storytelling



Not enough signage to tell Leominster's story



Lack of wayfinding signage at important junctions



Dark and uninviting passageways

Activity / spaces



Empty units



Car dominated civic spaces



Underused public areas

Question 6 – How do you feel about:

	Very frustrating	Quite frustrating	Hadn't noticed	Don't mind it	I like it the way it is	Don't know
Narrow pavements and kerbs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uneven paving surfaces and puddles?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of signage and wayfinding?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The speed of vehicles through the town centre?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bollards and barriers on walking routes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationship between cars and pedestrians?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of public places to sit and dwell?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current lighting of streets and passageways?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which areas are we focusing on?

The opportunities

These are the areas of Leominster Town Centre we are focussing our work on...

Broad Street arrival space

Broad Street public realm

Burgess Street connection

Rainbow Street connection

Historic core public realm

Corn Square civic space

West Street public realm

South Street arrival space

South Street Station

Approach from station



Key
 Welcome features/artwork
 Connecting nodes
 Active frontages
 Heritage & Culture
 Existing pedestrian connections
 Opportunity for green connections
 Retail streets
 Historic core
 Flexible events space

Question 7 - Where do you think investment is most needed in Leominster? Please select up to 5 answers.

- The Priory
- The Grange
- Historic Core (High Street, Victoria Street, Corn Street)
- Corn Square
- Approach from the station
- Broad Street
- South Street
- Rainbow Street
- Burgess Street

Other (please specify)

What are the possibilities for Corn Square?

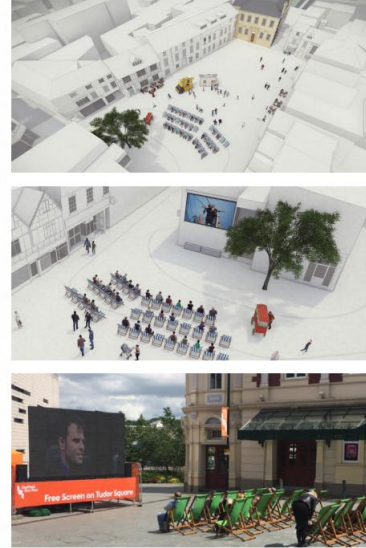
Parking



Outdoor Eating and Drinking



Summertime Film Screenings



What are the possibilities for Corn Square?

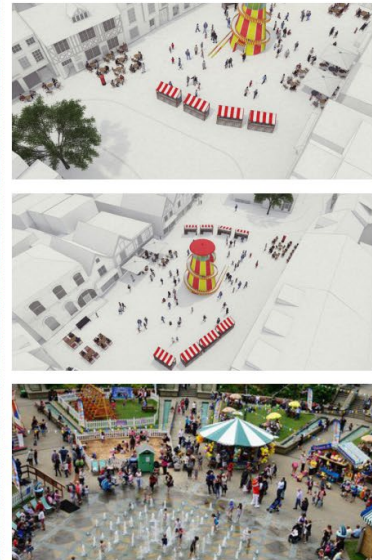
Performance Venue



Markets

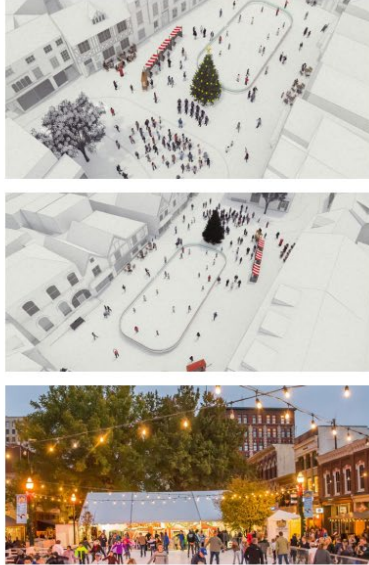


Family Fun and Fairs

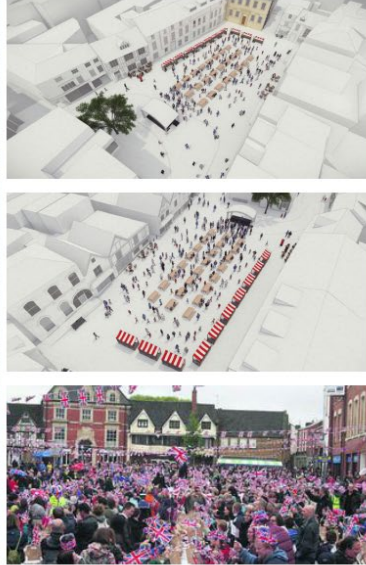


What are the possibilities for Corn Square?

Christmas Events and Ice Rink



Events Hub



Question 8 - How do you feel about the potential uses for Corn Square?

	Very excited	Quite excited	Neutral	Disinterested	Opposed	Don't Know
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Café culture/ revised daily use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open-air cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

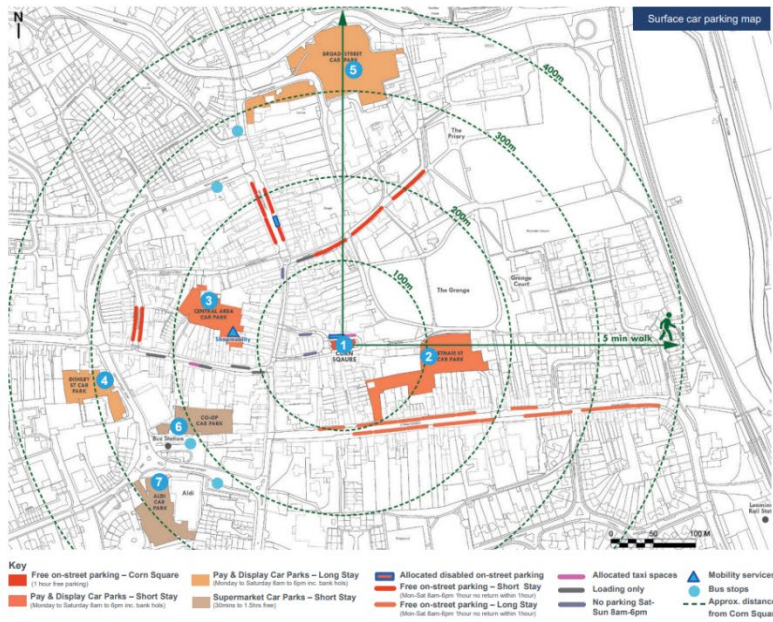
Parking in Leominster

Existing parking provision

Leominster has approximately 575 car parking spaces across four main car parks with further parking provided by supermarkets and on-street provision - all within close proximity of shops and amenities in the town centre. Both free short stay and long-stay as well as paid for long-stay options are provided.

Car parks and tariffs:

- 1 **Corn Square On-street Parking**
23 Spaces
1hr free
- 2 **Etnam Street Short Stay Car Park**
163 spaces
70p (1 hr) £2 (2 hrs) £2.10 (3hr) £3.50 (4hr+)
Sunday free
- 3 **Central Area Short Stay Car Park**
79 spaces
£1 (1 hr) £2 (2 hrs)
Sunday free
- 4 **Dishley Street Long Stay Car Park**
64 spaces
£1 (1 hr) £2 (2 hrs) £3 (2-4hrs)
Sunday free
- 5 **Broad Street Long Stay Car Park**
269 spaces
£1 (1 hr) £2 (2 hrs) £3 (2-4hrs)
Sunday free
- 6 **Co-Op Car Park**
85 spaces
30mins free
- 7 **Aldi Car Park**
88 spaces
1.5hrs free



Question 9 – How far are you willing to walk for free (non-disabled) parking?

- 1 minute
- 1 to 3 minutes
- 4 to 5 minutes
- 5 to 10 minutes
- More than 10 minutes

Question 10.A – Usually, how often do you visit Leominster town centre?

- 5+ times per week
- 3-4 times per week
- 1-2 times per week
- 1-2 times per month
- Less often

Question 10.B – What time of day do you visit Leominster town centre?

Please select all that apply.

- Morning
- Afternoon
- Evening

Question 10.C – Which days of the week do you visit Leominster town centre?

Please select all that apply

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Question 10.D – How do you usually travel to Leominster?

- Walk
- Cycle
- Car
- Bus
- Train

Other (please specify)

Question 10.E – If you are a visitor, why do you visit Leominster town centre?

Please select all that apply

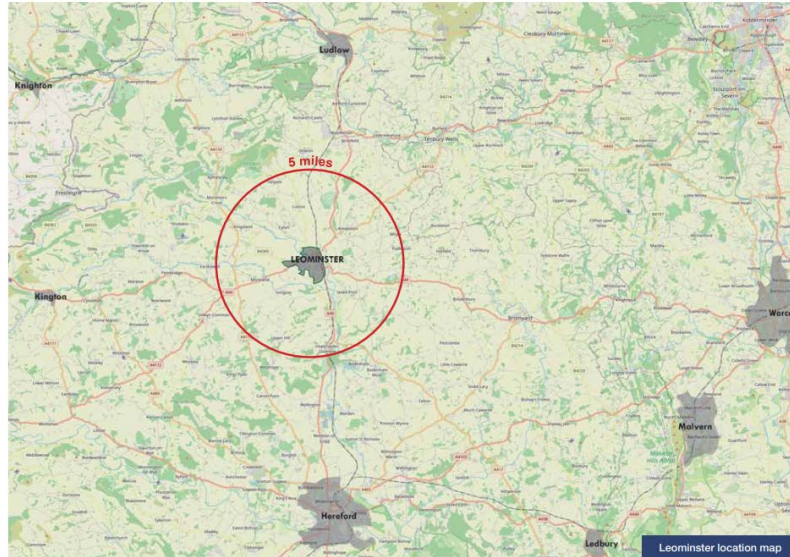
- | | |
|--|---|
| <input type="checkbox"/> To access essential services | <input type="checkbox"/> To visit an attraction (please specify) |
| <input type="checkbox"/> Shopping for everyday items | <input type="checkbox"/> To go to an event (please specify) |
| <input type="checkbox"/> Shopping for specialist items | <input type="checkbox"/> To exercise in open spaces |
| <input type="checkbox"/> Shopping for a special occasion | <input type="checkbox"/> For a community group |
| <input type="checkbox"/> To visit a café/bar | <input type="checkbox"/> To spend time in a space that isn't home or work |
| <input type="checkbox"/> To visit a restaurant | |
| <input type="checkbox"/> To meet friends and family | |

Other (please specify)

Visiting Leominster and the surrounding area

How and why do you visit Leominster?

We'd like to hear why you visit Leominster town centre and its surrounding towns and villages...



Question 11.A – How often do you visit the surrounding villages (within a five mile radius)?

- 5+ times per week
- 3-4 times per week
- 1-2 times per week
- 1-2 times per month
- Less often

Question 11.B - Why do you visit the surrounding villages (within a five mile radius)?

Please select all that apply

- | | |
|--|---|
| <input type="checkbox"/> To access essential services | <input type="checkbox"/> To visit an attraction (please specify) |
| <input type="checkbox"/> Shopping for everyday items | <input type="checkbox"/> To go to an event (please specify) |
| <input type="checkbox"/> Shopping for specialist items | <input type="checkbox"/> To exercise in open spaces |
| <input type="checkbox"/> Shopping for a special occasion | <input type="checkbox"/> For a community group |
| <input type="checkbox"/> To visit a café/bar | <input type="checkbox"/> To spend time in a space that isn't home or work |
| <input type="checkbox"/> To visit a restaurant | |
| <input type="checkbox"/> To meet friends and family | |

Other (please specify)

Question 12.A – How often do you visit Ludlow?

- 5+ times per week
- 3-4 times per week
- 1-2 times per week
- 1-2 times per month
- Less often

Question 12.B - Why do you visit Ludlow? Please select all that apply

- | | |
|--|---|
| <input type="checkbox"/> To access essential services | <input type="checkbox"/> To visit an attraction (please specify) |
| <input type="checkbox"/> Shopping for everyday items | <input type="checkbox"/> To go to an event (please specify) |
| <input type="checkbox"/> Shopping for specialist items | <input type="checkbox"/> To exercise in open spaces |
| <input type="checkbox"/> Shopping for a special occasion | <input type="checkbox"/> For a community group |
| <input type="checkbox"/> To visit a café/bar | <input type="checkbox"/> To spend time in a space that isn't home or work |
| <input type="checkbox"/> To visit a restaurant | |
| <input type="checkbox"/> To meet friends and family | |

Other (please specify)

Question 13.A – How often do you visit Hereford?

- 5+ times per week
- 3-4 times per week
- 1-2 times per week
- 1-2 times per month
- Less often

Question 13.B – Why do you visit Hereford? Please select all that apply

- | | |
|--|---|
| <input type="checkbox"/> To access essential services | <input type="checkbox"/> To visit an attraction (please specify) |
| <input type="checkbox"/> Shopping for everyday items | <input type="checkbox"/> To go to an event (please specify) |
| <input type="checkbox"/> Shopping for specialist items | <input type="checkbox"/> To exercise in open spaces |
| <input type="checkbox"/> Shopping for a special occasion | <input type="checkbox"/> For a community group |
| <input type="checkbox"/> To visit a café/bar | <input type="checkbox"/> To spend time in a space that isn't home or work |
| <input type="checkbox"/> To visit a restaurant | |
| <input type="checkbox"/> To meet friends and family | |

Other (please specify)

Question 14.A – How often do you visit Worcester?

- 5+ times per week
- 3-4 times per week
- 1-2 times per week
- 1-2 times per month
- Less often

Question 14.B – Why do you visit Worcester? Please select all that apply

- | | |
|--|---|
| <input type="checkbox"/> To access essential services | <input type="checkbox"/> To visit an attraction (please specify) |
| <input type="checkbox"/> Shopping for everyday items | <input type="checkbox"/> To go to an event (please specify) |
| <input type="checkbox"/> Shopping for specialist items | <input type="checkbox"/> To exercise in open spaces |
| <input type="checkbox"/> Shopping for a special occasion | <input type="checkbox"/> For a community group |
| <input type="checkbox"/> To visit a café/bar | <input type="checkbox"/> To spend time in a space that isn't home or work |
| <input type="checkbox"/> To visit a restaurant | |
| <input type="checkbox"/> To meet friends and family | |

Other (please specify)

Question 15 – Is there anything else you would like to say about life in Leominster or the High Streets Heritage Action Zone project?



Appendix 2: Copy of webinar presentation

Leominster Heritage Highstreet Action Zone Consultation Webinar

Monday 16th May, 18:00-19:00





Project Team



Why are we consulting?

Introduction

What? The High Streets Heritage Action Zone programme is a £95 million government-funded scheme delivered by Historic England working in partnership with local authorities.

Why? The objective is to ‘kick-start’ regeneration of selected high streets across England; to promote economic, social and cultural recovery; and to unlock their potential for future generations.

What does this mean for Leominster? The heritage-led programme aims to create a more attractive, engaging and vibrant town centre of Leominster, which celebrates its culture and history to boost tourism and economic growth.

How Much? Leominster has secured £2,000,000 from the High Streets Heritage Action Zone programme.

We want to get your feedback on the initial ideas shown in this presentation.



 HM Government

 Historic England

**REVITALISING
YOUR Hi!STREET**

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.

What are you most proud of about Leominster?



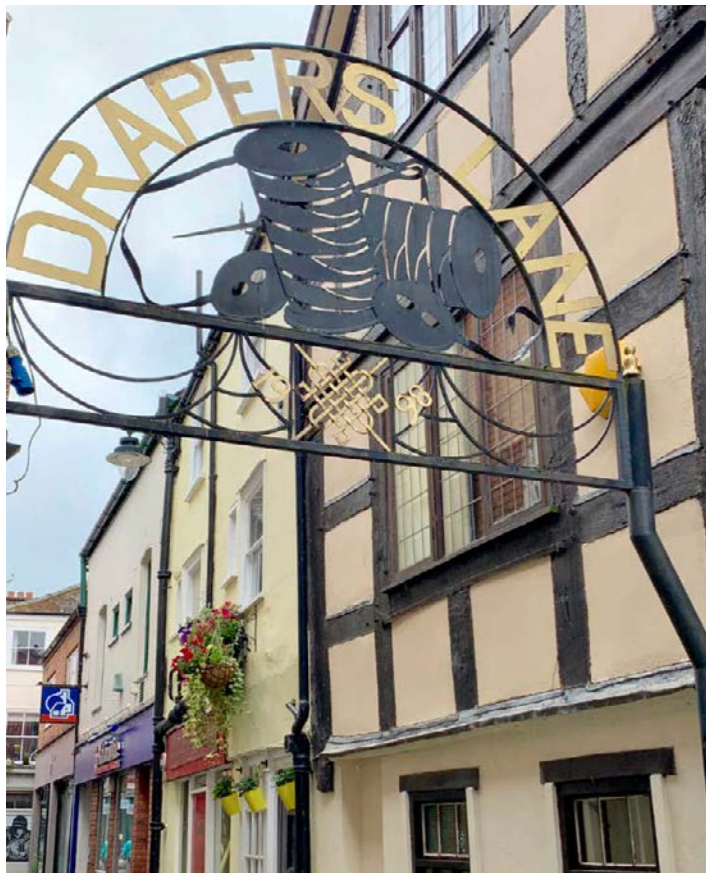
Historic buildings



Market days and community



The Grange



Intriguing streets and historic passageways



Heritage artefacts



Storytelling



Festivals of culture



Traditional industry



Community art



Historic architecture

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.

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.

What's driving our work?

Placemaking themes

Placemaking is a means of creating places that strengthen connections with people. Following initial consultation with stakeholders in the town, we have developed a number of placemaking themes to help guide and inform design development.

Cleaner and safer streets

Reduce clutter and improve pedestrian surfaces to mitigate trips, slips and falls

Better connectivity and access for people

Improve pedestrian links for better accessibility and connectivity in the town centre, and promote active travel

Supporting local shops, businesses and enterprises

Restore shop frontages to increase footfall and dwell time, and create new spaces for commercial activity

Heritage revealed, restored and celebrated

Retain and restore damaged and 'hidden' historic features to reveal and enhance the town's heritage

Flexible culture and event spaces

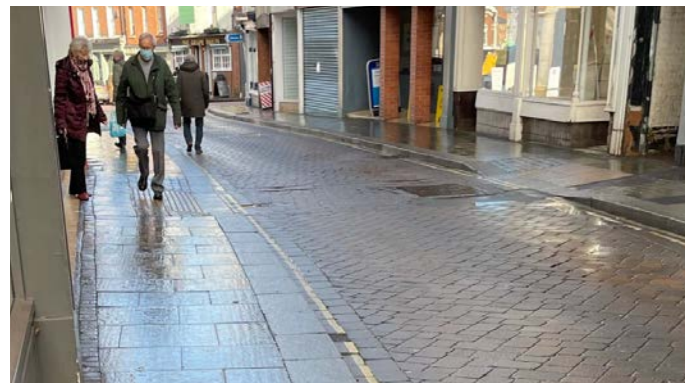
Re-establish key civic spaces to enable more markets and events for the local community and visitors

High quality streetscape and creating public spaces

Restore and transform the material quality and durability of a streetscape that prioritises pedestrians, not cars

The problems we're trying to solve...

Pedestrian experience



Narrow pavements and high kerbs

Accessibility



Physical barriers sever key walking routes

Wayfinding & Storytelling



Not enough signage to tell Leominster's story

Activity / spaces



Empty units



Car dominated streets and parking on both sides



Poor paving surfaces and water puddling



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Speeding cars and inconsiderate driving



Inappropriate and poorly maintained street furniture



Dark and uninviting passageways



Underused public areas

Which areas are we focusing on?

The opportunities

These are the areas of Leominster Town Centre we are focussing our work on...

Broad Street arrival space

Broad Street public realm

Burgess Street connection

Rainbow Street connection

Historic core public realm

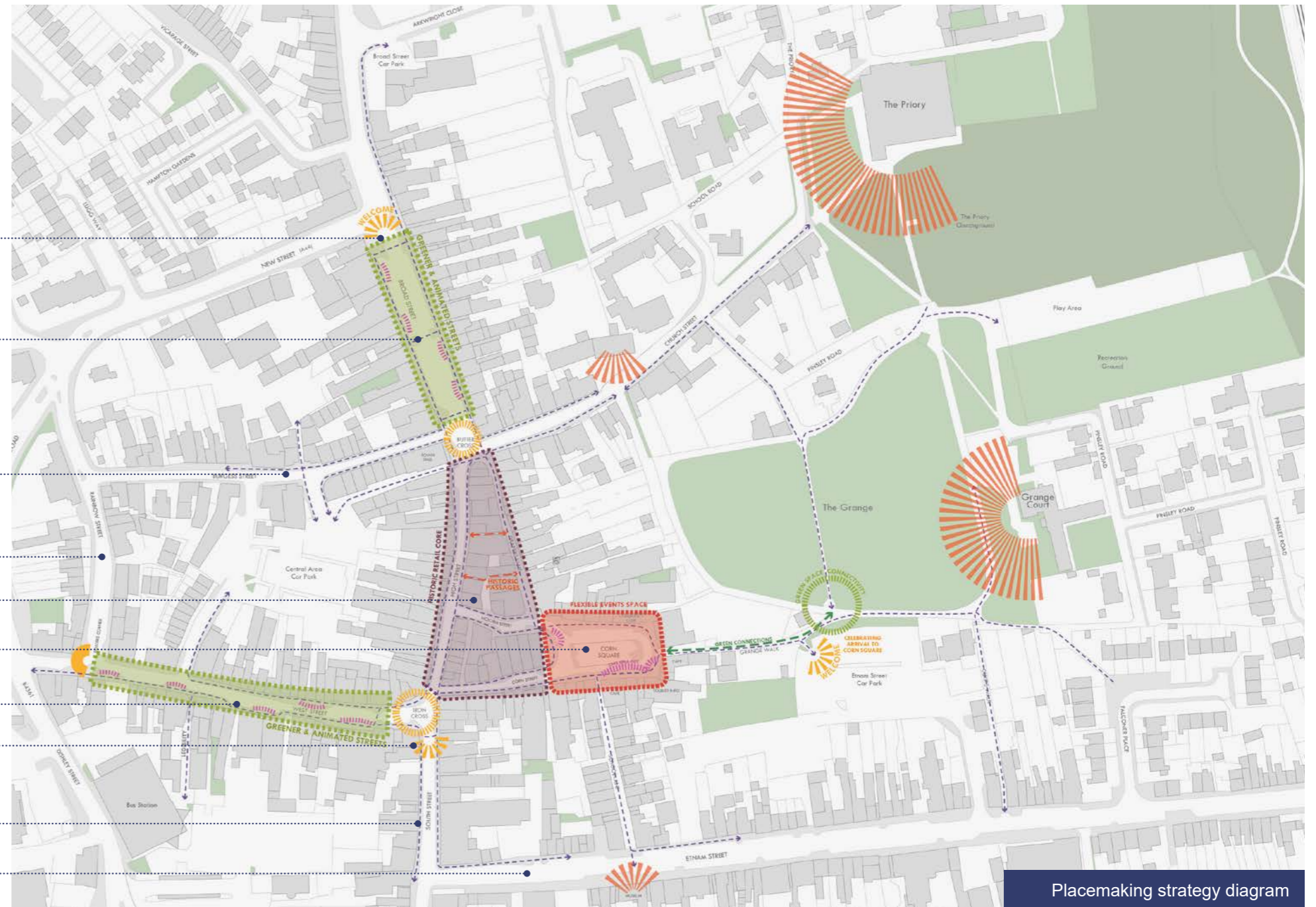
Corn Square civic space

West Street public realm

South Street arrival space

South Street Station

Approach from station



Placemaking strategy diagram

Key

- Welcome features/artwork
- Connecting nodes

- Active frontages
- Heritage & Culture

- Existing pedestrian connections
- Opportunity for green connections

- Retail streets (pedestrian priority)
- Historic core (pedestrian priority)
- Flexible events space (pedestrianised)

What are the possibilities for Corn Square?

Parking



Outdoor Eating and Drinking



Summertime Film Screenings



What are the possibilities for Corn Square?

Performance Venue



Markets



Family Fun and Fairs



What are the possibilities for Corn Square?

Christmas Events and Ice Rink



Events Hub



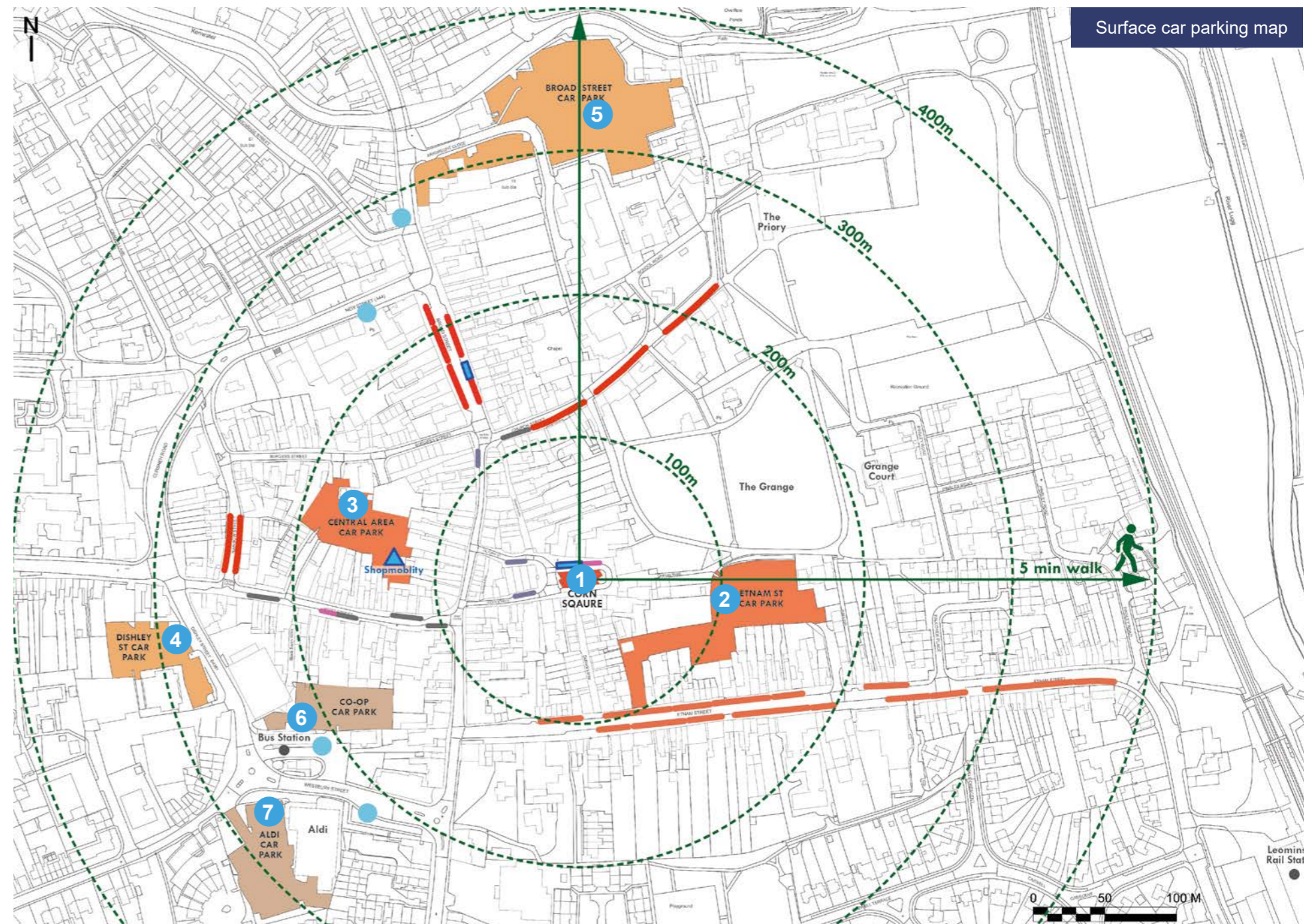
Parking in Leominster

Existing parking provision

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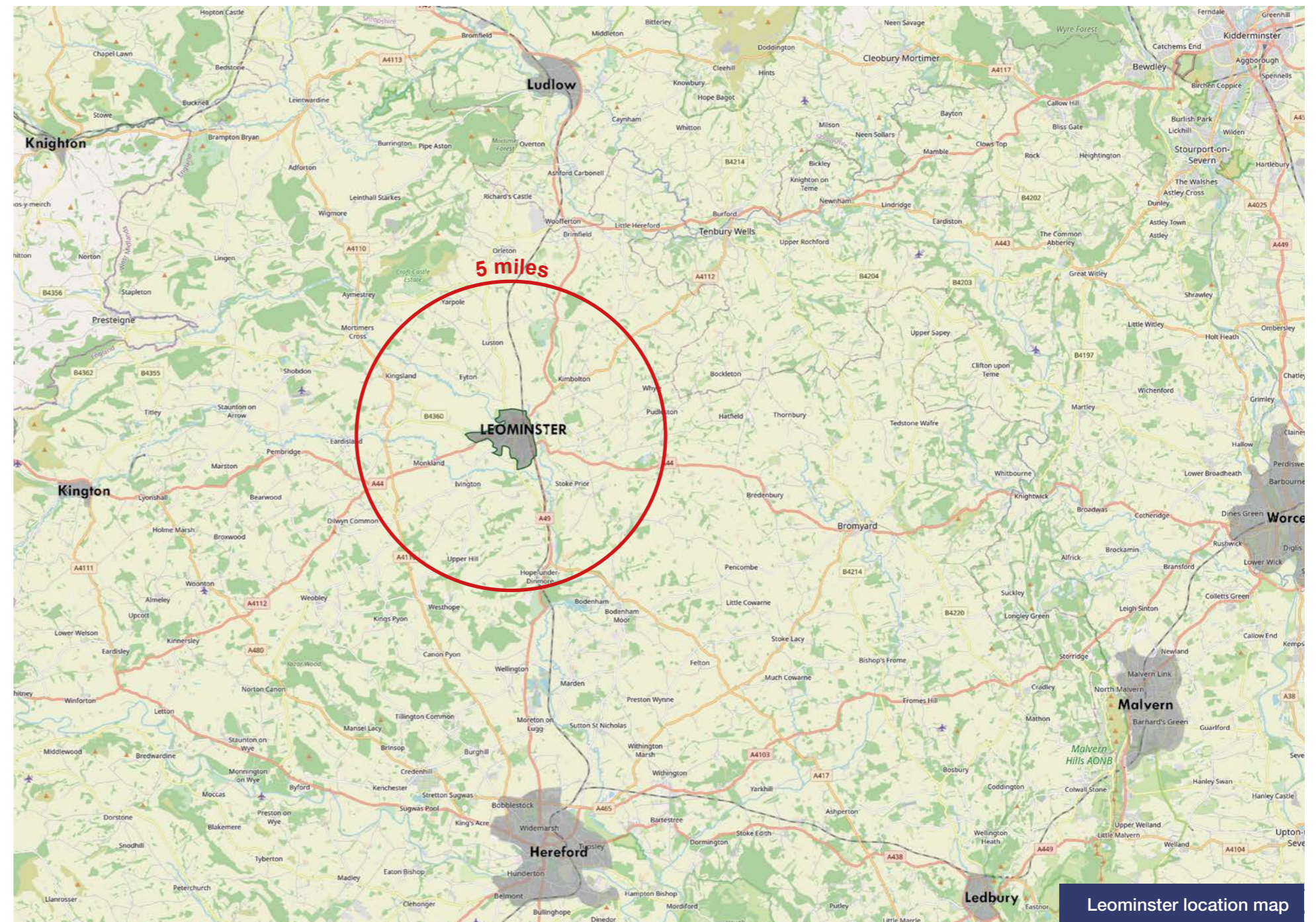
Key

Free on-street parking – Corn Square (1 hour free parking)	Pay & Display Car Parks – Long Stay (Monday to Saturday 8am to 6pm inc. bank hols)	Allocated disabled on-street parking	Allocated taxi spaces	Mobility services
Pay & Display Car Parks – Short Stay (Monday to Saturday 8am to 6pm inc. bank hols)	Supermarket Car Parks – Short Stay (30mins to 1.5hrs free)	Free on-street parking – Short Stay (Mon-Sat 8am-6pm 1hour no return within 1hour)	Loading only	Bus stops
		Free on-street parking – Long Stay (Mon-Sat 8am-6pm 1hour no return within 1hour)	No parking Sat-Sun 8am-6pm	Approx. distance from Corn Square

Visiting Leominster and the surrounding area

How and why do you visit Leominster?

We'd like to hear why you visit Leominster town centre and its surrounding towns and villages...



Next steps...

To help us understand the views of local residents and businesses we are undertaking a six week public consultation. We would like to know what you think.

How to share your feedback

You can complete an [online survey here](#). You can also email your comments to contact@leominsterconsultation.info or call the community information line on Freephone **0808 168 8296**.

You can also meet the team and share your thoughts at one of our upcoming events:

In person events

- Farmers market on **Saturday 14th May**
- Market Day on **Friday 27th May**

Digital events

- Webinar on **Monday 16th May 6pm – 7pm**

The consultation will run until **Tuesday 21st June 2022**.

We will review and consider all feedback received and use the feedback to inform the final plans. A summary of feedback received during the consultation and how this has been used to inform the design process, will be published with the final designs.

What is the timeline for the project?



Q&A



Appendix 3: Copy of consultation banner



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What is the timeline for the project?

May - June 2022	Public consultation
Summer 2022	Consideration of feedback and development of design proposals
Late summer / autumn 2022	Publication of final design proposals
Early 2023	Construction begins
Autumn / winter 2023	Completion





Which areas are we focusing on?

The opportunities

These are the areas of Leominster Town Centre we are focussing our work on...

Broad Street arrival space

Broad Street public realm

Burgess Street connection

Rainbow Street connection

Historic core public realm

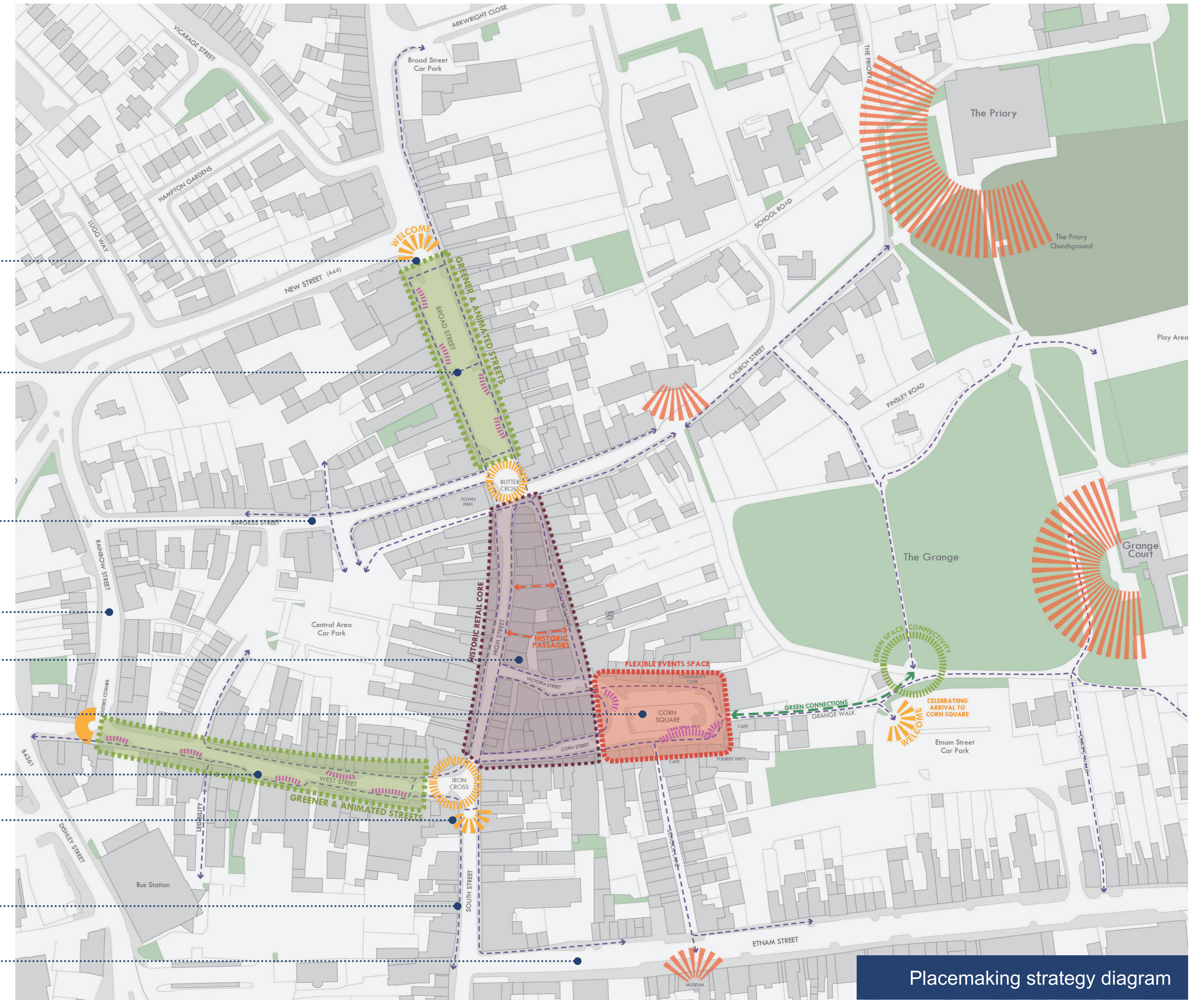
Corn Square civic space

West Street public realm

South Street arrival space

South Street Station

Approach from station



- Key
- Welcome features/artwork
 - Connecting nodes
 - Active frontages
 - Heritage & Culture
 - Existing pedestrian connections
 - Opportunity for green connections
 - Retail streets (pedestrian priority)
 - Historic core (pedestrian priority)
 - Flexible events space (pedestrianised)

What are the possibilities for Corn Square?

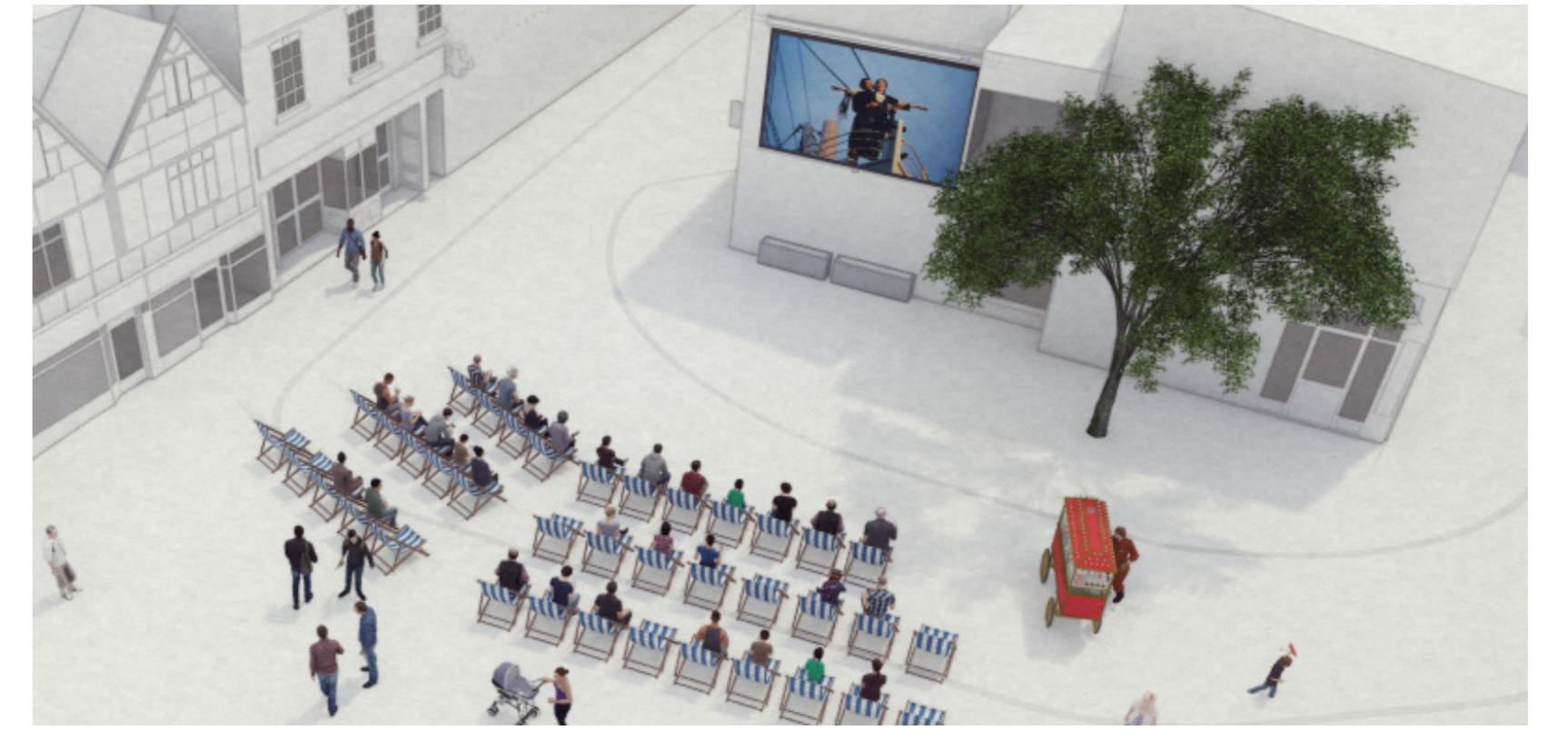
Parking



Outdoor Eating and Drinking



Summertime Film Screenings



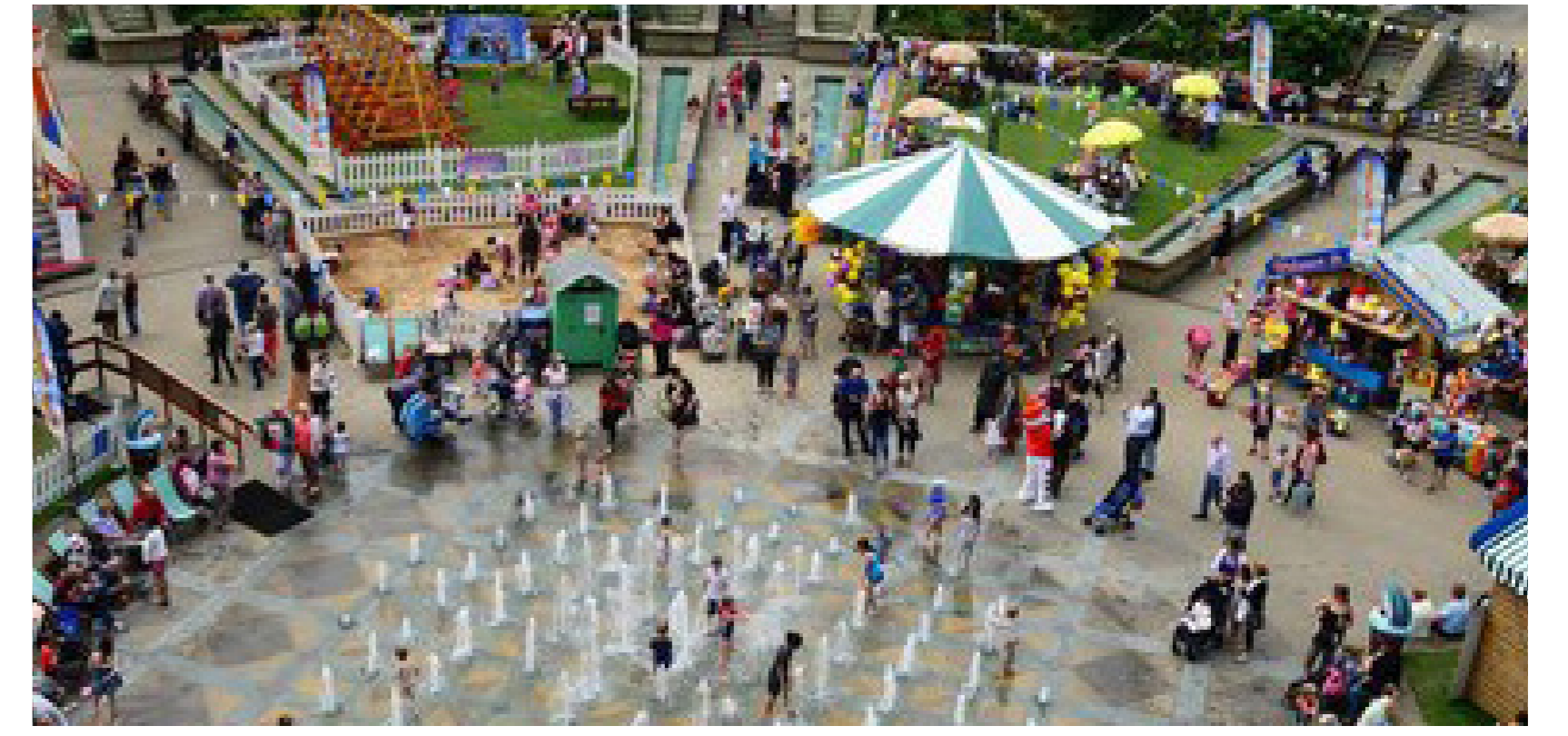
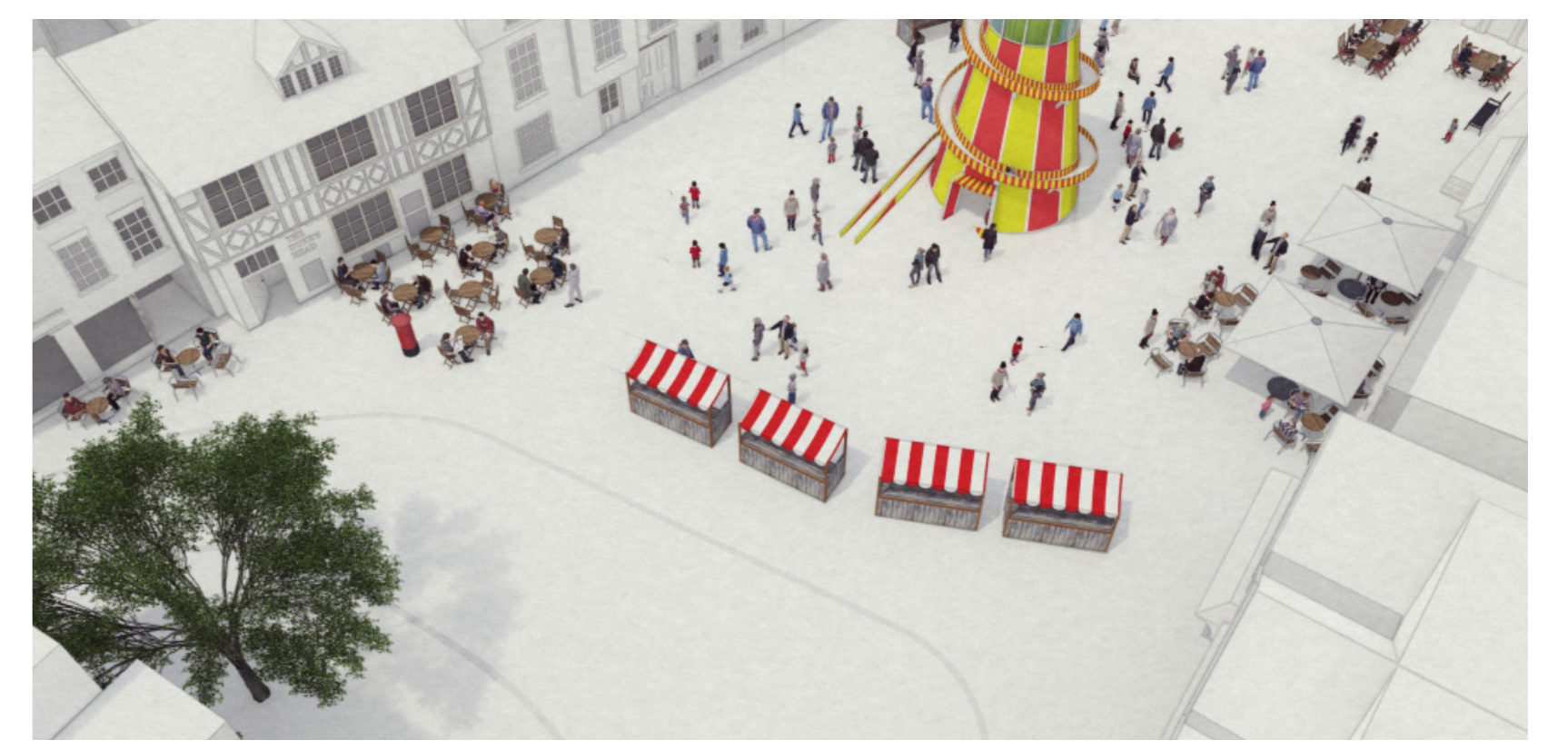
Performance Venue



Markets



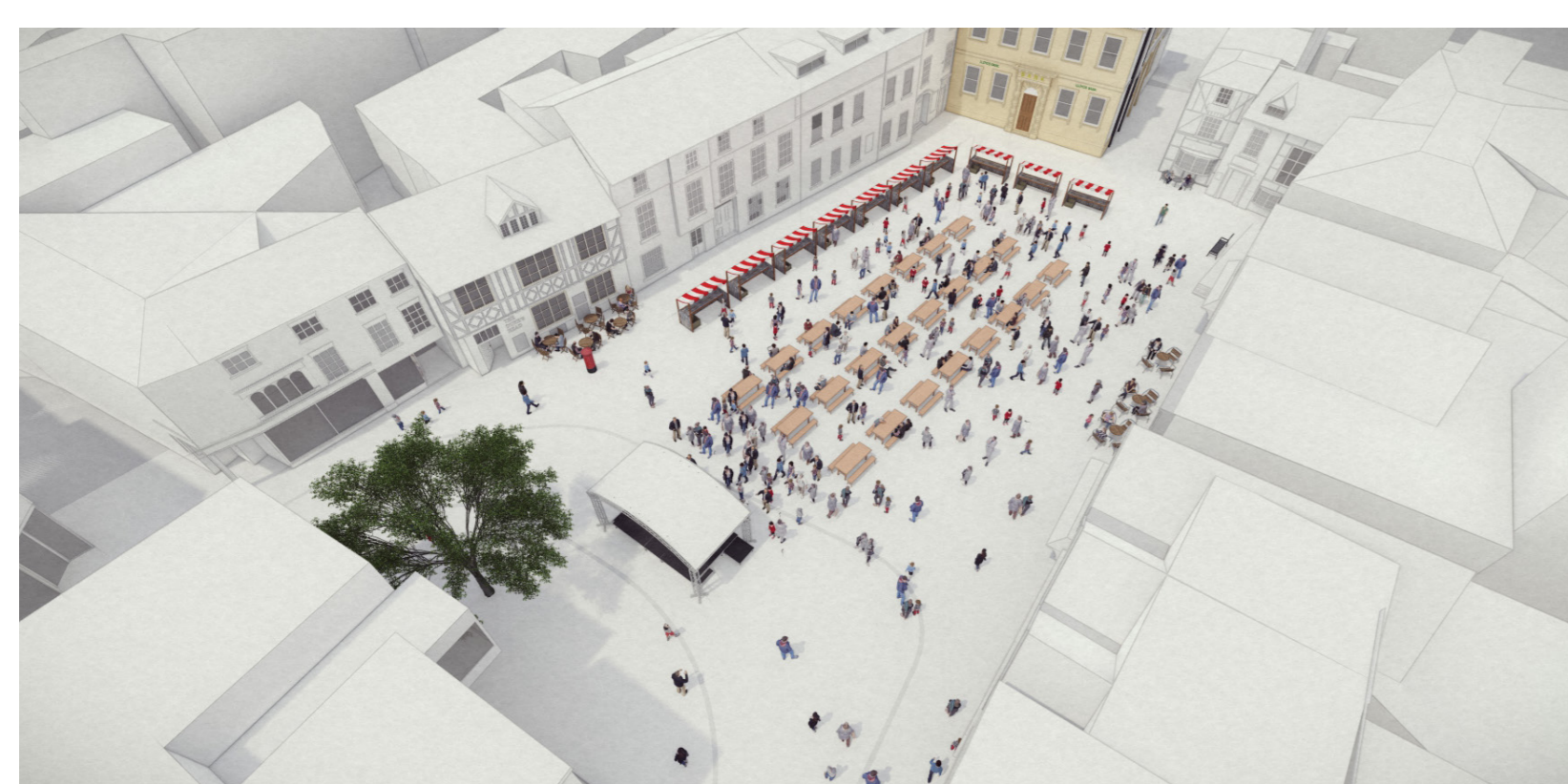
Family Fun and Fairs



Christmas Events and Ice Rink



Events Hub



Appendix 4: Copy of consultation leaflet

What is 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.

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.

How to share your feedback

To help us understand the views of local residents and businesses we are undertaking a six week public consultation. We would like to know what you think.

You can complete an online survey at www.herefordshire.gov.uk/leominsterhaz. You can also email your comments to contact@leominsterconsultation.info or call the community information line on Freephone 0808 168 8296.



You can also meet the team and share your thoughts at one of our upcoming events:

In person events

- Farmers market on Saturday 14th May
- Market Day on Friday 27th May

Digital events

- Webinar on **Monday 16th June 6pm – 7pm**

The consultation will run until **Tuesday 21st June 2022**.

We will review and consider all feedback received and use the feedback to inform the final plans. A summary of feedback received during the consultation and how this has been used to inform the design process, will be published with the final designs.

What is the timeline for the project?

May - June 2022	Public consultation
Summer 2022	Consideration of feedback and development of design proposals
Late summer / autumn 2022	Publication of final design proposals
Early 2023	Construction begins
Autumn / winter 2023	Completion

Leominster public realm consultation



HM Government



Historic England

REVITALISING YOUR Hi!STREET

Why are we consulting?

Introduction

What? The High Streets Heritage Action Zone programme is a £95 million government-funded scheme delivered by Historic England working in partnership with local authorities.

Why? The objective is to 'kick-start' regeneration of selected high streets across England; to promote economic, social and cultural recovery; and to unlock their potential for future generations.

What does this mean for Leominster? The heritage-led programme aims to create a more attractive, engaging and vibrant town centre of Leominster, which celebrates its culture and history to boost tourism and economic growth.

How Much? Leominster has secured £2,000,000 from the High Streets Heritage Action Zone programme.

We want to get your feedback on the initial ideas shown in this presentation.

Which areas are we focusing on?



The opportunities

These are the areas of Leominster Town Centre we are focussing our work on...

Broad Street arrival space

Broad Street public realm

Burgess Street connection

Rainbow Street connection

Historic core public realm

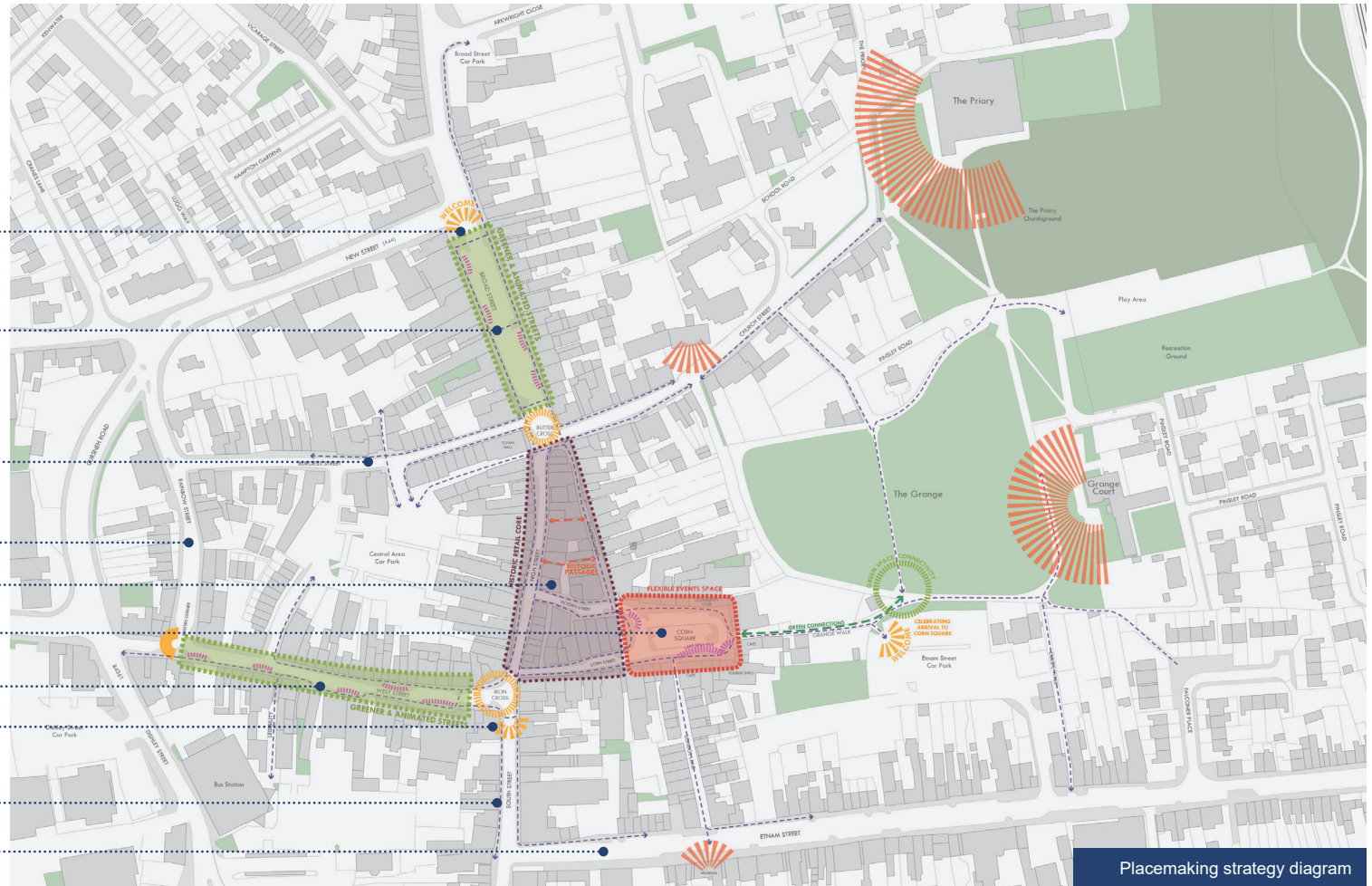
Corn Square civic space

West Street public realm

South Street arrival space

South Street Station

Approach from station



Placemaking strategy diagram

Key

- Welcome features/artwork
- Connecting nodes

- Active frontages
- Heritage & Culture

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