

HAVERHILL TOWN CENTRE MASTERPLAN

ISSUES & OPTIONS REPORT

PREPARED ON BEHALF OF
ONE HAVERHILL

BY
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FEBRUARY 2015



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APPENDIX 1: Baseline summary

Photo opposite: Gateway to Queen Street

1.0 INTRODUCTION

Project scope and purpose

- 1.1 With a population just over 27,000, Haverhill is the second largest town in the borough of St Edmundsbury and the population will be around 35,000 in 2031. It is positioned on the Suffolk, Cambridgeshire, and Essex borders, just off the A1307. Haverhill is in close proximity to two of the eastern region's most important roads, the A11 and the M11. The town is 18 miles from Cambridge, 21 miles from London Stansted Airport and just 64 miles from London.
- 1.2 ONE Haverhill, together with St Edmundsbury Borough Council, want Haverhill to flourish, capitalising on the town's existing assets and exploiting its strategic location.
- 1.3 In order to positively plan for growth St Edmundsbury Borough Council have produced the Haverhill Vision 2031. The Vision was adopted as the Local Plan for Haverhill in September 2014 and forms the planning policy framework for Haverhill. It sets out key growth ambitions and aspirations for the town.
- 1.4 In terms of the town centre the Vision recognises it as a key location, a focus for Haverhill and an asset for the whole community. ONE Haverhill's aspirations for the town centre are that by 2031 Haverhill Town Centre will be:

A place to live, work and play - a mixed use town centre which welcomes people, makes the most of existing attractions and adds to them so that people want to live, work, shop and relax in the town.

Ready for growth - a centre which grows out from the High Street to provide the retail and other attractions an increasing population needs. A centre which is well promoted as part of the wider offer of the town.

Connectivity - a centre which relates to the wider town, which traffic flows around, where access for deliveries and services has been planned and with well-signed and attractive walking routes around the centre and from the car parks.

An attractive environment - a town centre which develops its physical environment, celebrates its local heritage and encourages people to spend quality time in it.

- 1.5 In order to help achieve these aspirations ONE Haverhill has identified the need for a masterplan to be prepared for the town centre. The masterplan will need to ensure that a transformational approach to development is achieved, creating the jobs for the future and enabling a new chapter in the economic growth of Haverhill to be achieved. It should contain proposals and initiatives that will deliver investment over the period to 2031, helping to implement the Haverhill Vision 2031.

Above all, the masterplan will need to be **aspirational**, setting out a clear direction for the future development of the town centre, but also **realistic**, having regard to what is achievable and, importantly, **deliverable**.

Planning policy framework

- 1.6 The masterplan is being prepared in order to supplement and help implement policies set out within the Haverhill Vision 2031, which was adopted in September 2014, and the St Edmundsbury Core Strategy which was adopted in December 2010. The masterplan will be formally prepared as a **supplementary planning document** (SPD) thereby forming part of the statutory planning policy framework for Haverhill.
- 1.7 It will also replace the **Town Centre Masterplan** which was adopted in 2005. This document has provided a robust framework for regeneration in the town centre and has guided significant investment into the town centre particularly through securing enhanced leisure and retail provision.
- 1.8 Much work has already been undertaken by the Council and ONE Haverhill to establish a robust and supporting policy framework for the town centre. This provides a strong basis from which to take forward work on the masterplan.

Haverhill Vision 2031

- 1.9 The Vision 2031 sets out a number of policy ambitions and aspirations for the town. Of particular relevance to the town centre is **Aspiration 29** which seeks to ensure that:

“The town centre is vibrant and attractive with a varied retail offer.”

- 1.10 The actions required to achieve this aspiration are:
- a) **Develop the town centre as a destination for shoppers and visitors by improving the retail, leisure and culture offer, the quality of its public realm and the gateways to the centre.**
 - b) **Enhance the Town Centre, including the pedestrian environment.**
 - c) **Make provision for the expansion of the retail offer.**
 - d) **Continue efforts to promote the town and improve its image.**
 - e) **Maximise the Stour Brook’s amenity value as an asset for the town.**
 - f) **Encourage uses above shop premises, including residential, to maximize the use of space and ensure the town centre has life and natural surveillance after shops have closed.**
 - g) **Through widespread consultation, we will prepare a separate, more detailed, masterplan for the town centre.**
 - h) **Provide safe and convenient access to the town centre by all modes of travel, including delivery vehicles, and manage parking provision that enhances vitality and viability.**
- 1.11 The preparation of the masterplan is a key action towards securing the enhancement of the town centre.

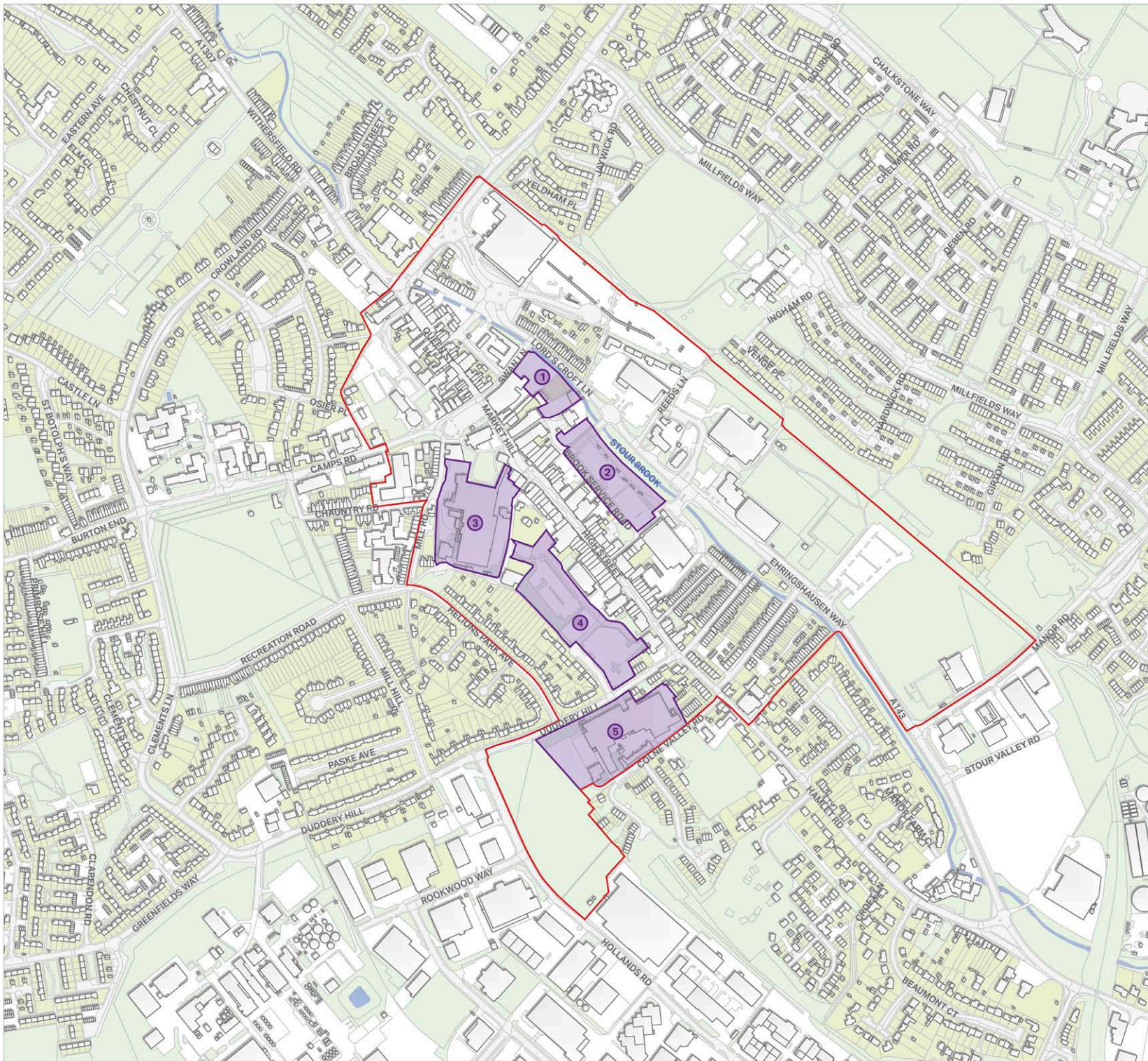
St Edmundsbury Core Strategy

- 1.12 The Core Strategy also provides planning policy context for the development of the masterplan. **Policy CS10** of the Core Strategy provides an overview of retail, leisure, cultural and office provision, taking account of recently completed development. The Core Strategy recognises that Haverhill town centre will continue to be the focus for new retail, leisure, cultural and office development.
- 1.13 **Policy HV19** of the Vision 2031 recognises the importance of the town centre as a suitable location for regeneration and new development. The policy states that the amount of land available for development, including appropriate adjoining sites that will support the regeneration objectives, the location and distribution of uses, access arrangements, design and landscaping will be informed by a masterplan and subsequent individual site development briefs, which will be adopted as guidance.
- 1.14 **Policy HV7** of the Vision 2031 also identifies five brownfield sites within the town centre. The urban sites are allocated for mixed use development which may include residential development and commercial uses (including retail) and car parking and comprise:
- **Land to the rear of Argos and the Post Office adjoining Swan Lane.**
 - **Land at the Brook Service Road and car park.**
 - **Chantry Mill.**
 - **Cleales and Town Hall car park.**
 - **The former Wisdom Factory on Duddery Hill**
- 1.15 These sites will provide a focus for the masterplan identifying opportunities for the types of uses, built form and layout that could be accommodated on each.

Masterplan preparation and timescales

- 1.16 ONE Haverhill has appointed a team of town planning and urban design specialists, led by David Lock Associates (DLA), to produce the masterplan for the town centre. Supported by St Edmundsbury Council DLA will work alongside ONE Haverhill to examine a range of potential opportunities in the town centre in order to produce a deliverable masterplan.
- 1.17 As well as town planning and urban design expertise DLA will also carefully consider the local property market and development viability, bringing a fresh set of eyes to the issues facing Haverhill and drawing from experience delivering similar projects elsewhere in the UK.
- 1.18 The town centre masterplan is being prepared over an 8 month period. There are 4 main project stages:
- **Stage 1: Baseline and information review**
 - **Stage 2: Issues and options to include engagement and consultation from the 09 March to 17 April**
 - **Stage 3: Drafting the masterplan to include engagement and consultation from 08 June to 17 July.**
 - **Stage 4: Finalising and handover with completion in September 2015.**

*Plan opposite:
Masterplan boundary and mixed-use development sites*



- ① REAR OF ARGOS / POST OFFICE
- ② BROOK SERVICE ROAD / CAR PARK
- ③ CHAUNTRY MILL, HIGH STREET
- ④ CLEALES / TOWN HALL CAR PARK
- ⑤ WISDOM FACTORY, DUDDERY HILL

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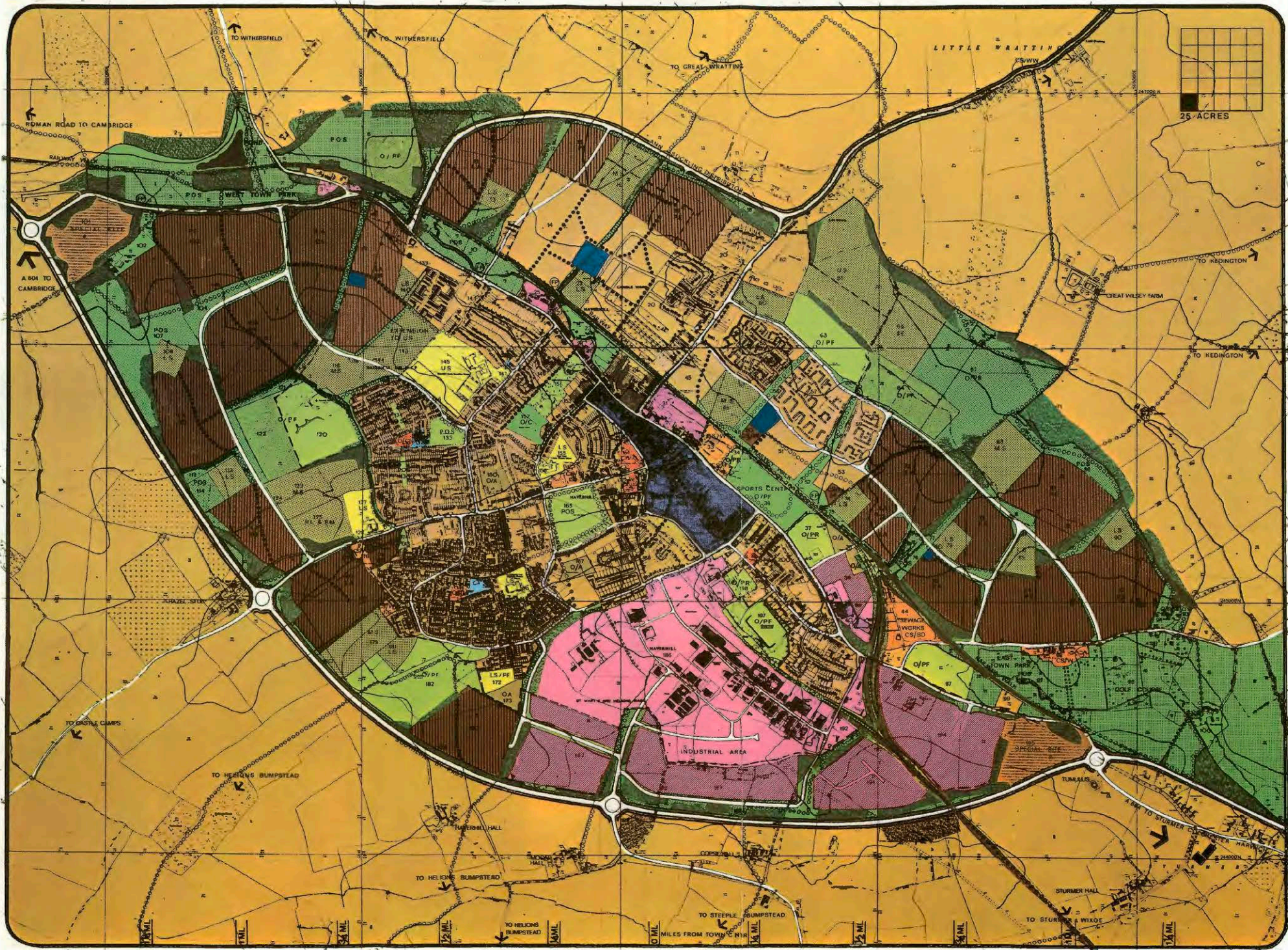
Haverhill Masterplan
Town Centre Boundary



About this Issues and Options Report

- 1.19 This Issues and Options report has been prepared by DLA working on behalf of ONE Haverhill. It sets out an analysis of the initial issues and options for Haverhill and represents the first stage of the production of the masterplan for the town centre. It represents the culmination of stages 1 and 2 of the masterplan project.
- 1.20 The Issues and Options report is structured around four main sections in addition to this initial introduction:
- **Section 2** sets out the to the project and baseline information that has been reviewed, provides an overview of property market issues and summarises an urban design analysis of the design and function of the town centre.
 - **Section 3** details overarching themes that have been identified as result of the review and analysis of issues including recommended options for the masterplan to consider.
 - **Section 4** sets out the next steps towards the preparation of a draft masterplan.
- 1.21 The Issues and Options report will be subject to a six week period of consultation and engagement with stakeholders and the wider community. The aim is to gain a clear understanding of the issues the town centre faces, and gain consensus around a set of options that can be explored and developed as part of drafting a masterplan for Haverhill.

*Plan opposite:
The Master Plan for Haverhill, Frederick Gibberd and Partners, 1971*



- KEY**
- RESIDENTIAL**
- Existing
 - Proposed
- PE** Private Enterprise
- LA** Local Authority
- SHOPPING**
- Existing
 - New
- SPECIAL SITE**
- Existing
 - New
- INDUSTRIAL**
- Existing
 - New
 - Existing Service Industry
 - New Service Industry
- CIVIC SERVICES**
- Existing
 - Proposed
 - CS/W Welfare
 - CS/FS Fire Station
 - CS/SD Sewage Disposal
 - CS/WW Water Works
- CIVIC**
- Existing
 - Proposed
 - C/P Police
 - C/Ch Church
 - C/LG Local Government
- SCHOOLS**
- Existing
 - Proposed
 - LS Lower
 - MS Middle
 - US Upper
 - RL Roman Catholic Lower
 - RM Roman Catholic Middle
 - FE Further Education
 - PF Playing Field
- RECREATION**
- Existing
 - Proposed
 - Q/A Allotments
 - O/C Cemetery
 - O/PR Private Recreation
 - POS Public Open Space
 - PLP Planting
- VEHICULAR**
- CP Car Park
 - BS Bus Station
 - Primary Road Network
 - Main Distributor Roads
 - Local Distributor Roads
 - FP Flood Parks
- PEDESTRIAN**
- ● Footpaths in built-up areas
 - ○ Footpaths in landscaped areas
 - UD boundary
 - Existing TDA Map Boundary
 - County/UD boundary
- Based upon the Ordnance Survey map with the sanction of the Controller of H.M. Stationery Office (Crown copyright reserved)
- J.M. GIBBERD, M.B.E., M.R.S.M. M.I.N.E.
 Planning and Surveying
 Haverrill Urban District Council
- Frederick Gibberd & Partners**
 8 Percy Street
 London W1

HAVERRILL MASTER PLAN

2.0 BASELINE REVIEW AND ANALYSIS

Understanding Haverhill town centre

- 2.1 In order to fully understand the issues affecting Haverhill, and thereby inform the development of the masterplan, a review of existing baseline information has been undertaken together with an urban design analysis of the town centre.
- 2.2 The review and analysis has focused on four main areas:
- **Background documents comprising existing studies, appraisals, policies and plans (the 'evidence base' for the town centre);**
 - **The physical character and function of the town centre focusing on its strengths, weaknesses and historic growth;**
 - **Access and movement around the town centre; and**
 - **The property market in Haverhill.**
- 2.3 By gaining a thorough understanding of the town centre a robust set of themes emerge which summarise the main issues, together with a number of options which the masterplan will need to consider. These are set out in **Section 3** of this Issues and Options report.

Existing evidence base

- 2.4 It is important for the masterplan to build on the work already undertaken in establishing the Vision for the town centre, ensuring that it is an action orientated document focused on delivery of realistic and viable projects that address identified issues. This includes issues identified through previous stakeholder and community engagement exercises and workshops, particularly associated with the preparation of the Haverhill Vision 2031. Together they form the starting point for the masterplan.
- 2.5 The following documents have been reviewed as part of the exercise:
- Drivers Jonas Deloitte, 2012. *St Edmundsbury Retail Appraisal*
 - Frederick Gibberd and Partners, 1971, Haverhill *Masterplan*
 - Haverhill Area Working Party, 2012. *Destination Haverhill Shopper Survey results*
 - Haverhill Area Working Party, 2014. *Development of the Haverhill Masterplan: Update*
 - Kent Business School, 2012. *Destination Haverhill Shopper Survey & Focus Group Report*
 - Kent Business School, 2014. *Destination Haverhill Revisited: KBS Shopper Survey, Master classes & Mentoring*

-
- Kevin Murray Associates and Suffolk County Council, 2013. *Haverhill Town Centre Study*
 - ONE Haverhill, 2014. *Haverhill Town Centre Masterplan: Issues and Options exploration workshop – 19 May 2014*
 - ONE Haverhill, 2014. *Haverhill Town Centre Masterplan: ONE Haverhill Board presentation*
 - ONE Haverhill, 2014. *Haverhill Town Centre Masterplan: Public Forum*
 - ONE Haverhill, 2014. *Haverhill Town Centre Masterplan: Summary of Issues and Options identified to date*
 - St Edmundsbury Borough Council, 1999. *Supplementary Planning Guidance No. 9: Shopfront and Advertisement Design Guide and draft update 2015*
 - St Edmundsbury Borough Council, 2004. *Developing a Masterplan for the 21st Century*
 - St Edmundsbury District Council, 2005, *Haverhill Town Centre Masterplan Vision 2016*
 - St Edmundsbury Borough Council, 2007. *Bury St Edmunds and Haverhill Retail, Leisure and Offices Study*
 - St Edmundsbury Borough Council, 2008. *Hamlet Road Haverhill: Conservation Area Appraisal and Management Plan*
 - St Edmundsbury Borough Council, 2008. *Queen Street Haverhill: Conservation Area Appraisal and Management Plan*
 - St Edmundsbury Borough Council, 2010. *St Edmundsbury Core Strategy*
 - St Edmundsbury Council, 2013. *Haverhill Town Centre Masterplan workshop*
 - St Edmundsbury Borough Council, 2014. *Haverhill Masterplanning: Attractive Environment*
 - St Edmundsbury Borough Council, 2014. *Haverhill Vision 2031*
 - West Suffolk Major Projects Planning Team Visit, 2014. *Haverhill Town Centre Masterplan*
 - West Suffolk Council, 2014. *Haverhill Masterplan – ‘Ready for Growth’ Group Minutes: 15.05.2014*
 - West Suffolk Council, 2015. *Six point plan for jobs and growth*
- 2.6 A summary of the main points from the evidence base is provided in **Appendix 1** of this report.

Urban design analysis

- 2.7 The urban design analysis of the town centre provides a basis for recognising existing strengths, identifying weakness and in so doing understanding where opportunities exist for enhancement. It is particularly useful in gaining an insight into the way the town centre functions and how this may be improved through the development of the masterplan. The findings of the analysis are set out on the following pages.

Historic Haverhill

- 2.8 The historic growth and development of Haverhill can be traced back to the medieval period. A review of maps dating back to 1737 clearly show the High Street and Market place forming a focus for the town. The historic environment is recognised through the designation of two conservation areas in the town centre, Queen Street and Hamlet Road, and through the listing of a number of key buildings. The historic environment also contributes to the character and identity of Haverhill.
- 2.9 A key element of the more recent history of the town is provided through the decision to accommodate post-War growth particularly from the London overspill programme. This culminated in the preparation of a masterplan for Haverhill by Sir Frederick Gibberd, an important legacy and one that demonstrates a positive approach to growth and development.

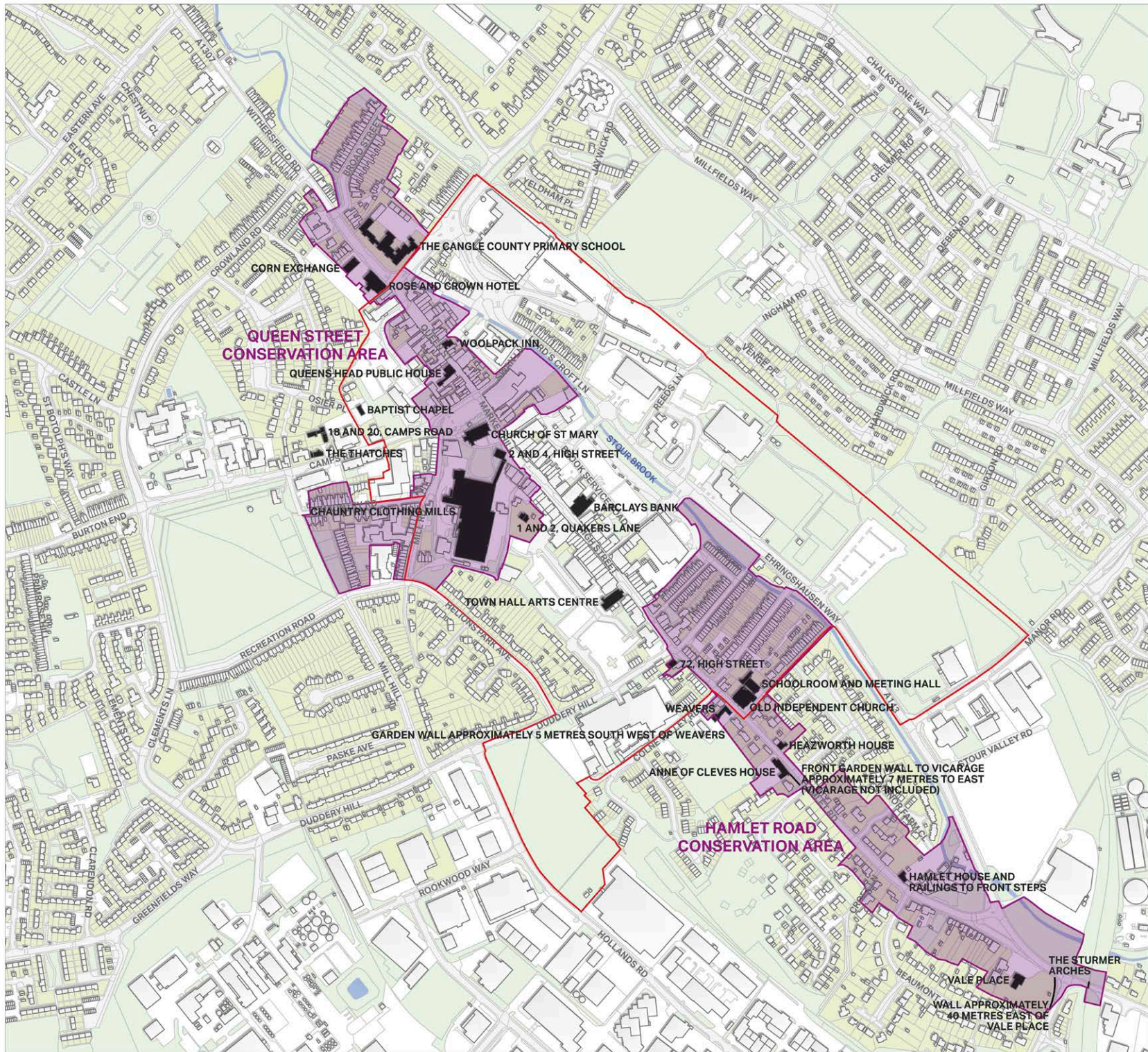
It will be important for the masterplan to celebrate and enhance the historic character and identity of Haverhill. It will also be important for the masterplan to capitalise on the tradition of growth and development in the town, providing a focus for both the existing and future residents of Haverhill, as well as visitors and workers.

A strong High Street

- 2.10 Undoubtedly one of the key assets of Haverhill town centre is the High Street including Queen Street. It runs the length of the town centre and offers a relatively diverse mix of national and local retailers, commercial and other services. At Market Hill and Market Square, adjoining St Mary's Church, a market adds to the quality of the town's offer on Fridays and Saturdays.
- 2.11 The High Street is supported by carefully planned convenience retail and leisure interventions and investments off Ehringshausen Way, the latter being part of Sir Frederick Gibberd's masterplan for Haverhill which sought to remove through-traffic from the High Street. Although the High Street is important to the town centre, it suffers from areas of vacancy with activity tailing off particularly towards the northern and southern ends. The length of the High Street also means that activity is somewhat diluted in places.

It will be important for the masterplan to consider opportunities to reinforce different character areas or activity zones along the High Street strengthening its offer and building on existing agglomerations of uses. In addition, consideration should be given to focusing retail and other activities to establish a critical mass, perhaps allowing more peripheral locations to be given over to other uses. Finally, achieving an appropriate balance between pedestrian and vehicular access will be important, supporting businesses whilst enhancing the pedestrian environment.

*Plan opposite:
Haverhill's historic environment*



- SITE BOUNDARY
- CONSERVATION AREAS
- LISTED BUILDINGS

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Haverhill Masterplan Historic Environment



Burgage Plots: exploring east/west connections

- 2.12 Remnants of the historic development of Haverhill are evident via the alleyways that run between a number of buildings along the High Street. These provide important points of pedestrian access, particularly between parking and servicing locations and also the premises on Ehringshausen Way.
- 2.13 The quality of some of these routes is mixed however, with limited opportunities for surveillance and fragmented urban forms. They nevertheless provide an opportunity to enhance accessibility and provide a focus for smaller scale, mixed-use development.

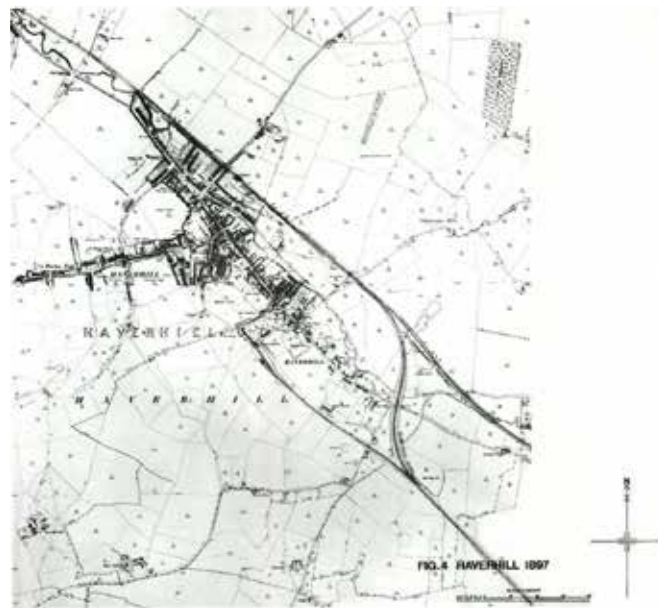
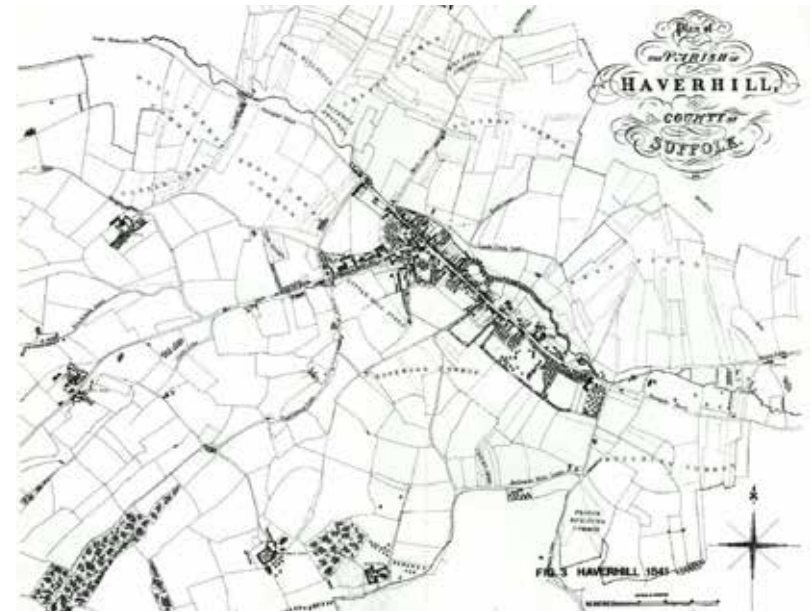
It will be important for the masterplan to identify the role and function of each of these east/west routes between the High Street and other parts of the town centre. Opportunities for environmental enhancement, infill development and redevelopment, and niche uses that complement and enhance the diversity of the town centre will be explored.

A Mixed Use Centre

- 2.14 The town centre already benefits from a good mix of retail, leisure, cultural and community uses. The Haverhill Arts centre, associated events including the summer arts festival, and the weekly market all contribute to the life of the town centre and the identity of Haverhill. It will be important to capitalise on the mix of uses currently present identifying how these may be supported and how additional diversity can be introduced to complement the role, function and vitality of the town centre.

It will be important for the masterplan to identify a robust mix of uses that can be delivered within the town centre, exploiting space in existing premises as well as bringing forward development on the four principal brownfield sites identified through policy HV7 of the Vision 2031. The strength of existing cultural and arts events, including the role of the market, must be supported and encouraged. Opportunities for enhanced spaces and locations will be identified in the masterplan within which activities can take place. In addition, a new resident population within the town centre will support existing businesses and services whilst also increasing safety 'after hours' through opportunities for passive surveillance of streets and spaces. Finally, options for better linking the town centre together will also be explored through the masterplanning process.

*Plan opposite:
Historic plans of Haverhill dating from 1737*



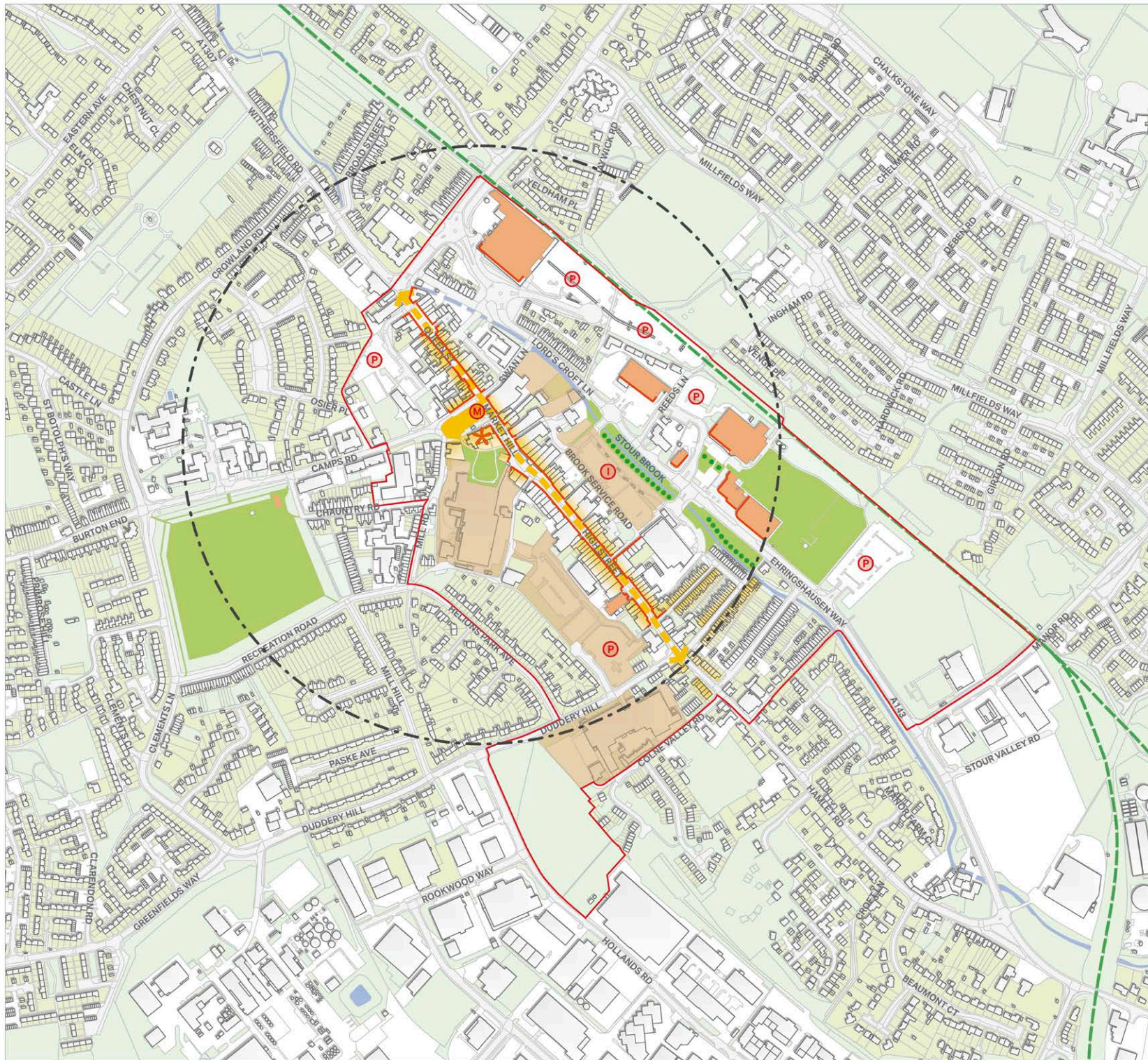
Townscape, public realm and design quality

- 2.15 As with many town centres that have grown and developed through the years Haverhill town centre has a varied townscape. Along the High Street, particularly around Market Hill, Market Square and Queen Street, there are a number of very fine buildings and groupings that positively address the street and make a strong contribution to the character and identity of the area. This is reflected in the designation of much of this part of the town centre as a conservation area which also includes several notable listed buildings.
- 2.16 Elsewhere, particularly reflecting the late 20th century growth of the town, the built form is more fragmented with areas of parking and servicing disrupting the historic grain of the town centre. Whilst parking and servicing facilities are vital for the functioning of the town centre, they can be accommodated sensitively as required.
- 2.17 In terms of the public realm there are areas of quality intervention along parts of the High Street, and this should be consistently rolled out to other locations particularly where this helps to reinforce the town centre, zipping it together more effectively and establishing a uniform and joined-up environment.

It will be important for the masterplan to work with the existing urban grain and townscape of the town centre, identifying opportunities to repair and 'stitch-in' new mixed-use development. The masterplan will need to contain an appropriate level of guidance on design, particularly relating to the principal opportunity sites, to ensure consistent design quality objectives are met. This will cover matters of scale, form, massing, broad layout, access and service arrangements, key frontages and appearance. The masterplan will dovetail with other initiatives being progressed by ONE Haverhill including the 'Spring Clean', empty shop window decoration and up-lighting of key premises.

*Plan opposite:
Town Centre Strengths*

*Plan over page:
Town Centre Weaknesses*



-  SITE BOUNDARY
-  CENTRALLY LOCATED AND ACCESSIBLE BUS INTERCHANGE
-  ATTRACTIVE GREEN SPACES AND MATURE TREES
-  MEDIEVAL HIGH STREET AND MARKET SQUARE PROVIDE TRADITIONAL TOWN CENTRE FOCUS
-  ACTIVE AND MIXED USE FRONTAGES LINE THE HIGH STREET
-  CHURCH PROVIDES A DISTINCTIVE LOCAL LANDMARK
-  STRONG LEISURE, RECREATION AND RETAIL OFFER ADJOINING THE HIGH STREET
-  WALKABLE TOWN CENTRE WITH RESIDENTIAL NEIGHBOURHOODS CLOSE BY
-  AREAS OF ATTRACTIVE TOWNSCAPE FRONTING HIGH STREET
-  SIGNIFICANT MIXED USE DEVELOPMENT OPPORTUNITIES ALREADY IDENTIFIED
-  PLENTIFUL CAR PARKING AVAILABLE
-  POPULAR MARKET IS AN IMPORTANT ATTRACTOR
-  LEISURE ROUTE

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Haverhill Masterplan Strengths



Approaches and Gateways

- 2.18 The highway network around the town centre provides for efficient movement of vehicles, part of the implementation of the Gibberd masterplan for Haverhill, but leaves the main High Street relatively isolated. This means that although the High Street is freed from significant through traffic movement, enhancing the pedestrian environment, it is not as visible.
- 2.19 The rear of premises, service yards and areas of car parking, albeit screened in places by riparian planting associated with the watercourse, do not provide a positive impression of the High Street when viewed from Ehringshausen Way. It is not immediately apparent where the town centre begins, with the leisure and retail uses along Ehringshausen Way feeling divorced from the High Street albeit in close proximity.

It will be important for the masterplan to identify opportunities for enhancing the experience of arriving in Haverhill, signposting the attractions that are available, making the public realm safe, convenient and attractive for users and addressing the impression of disconnection between different locations. This will include examining onward pedestrian routes from car parks and bus stops as these often inform the first impressions of the town centre for visitors. A comprehensive movement strategy will form a component of the masterplan which will consider these and other issues associated with accessing the town centre by all modes. Finally new development opportunities should front onto and frame streets and spaces within the town centre.

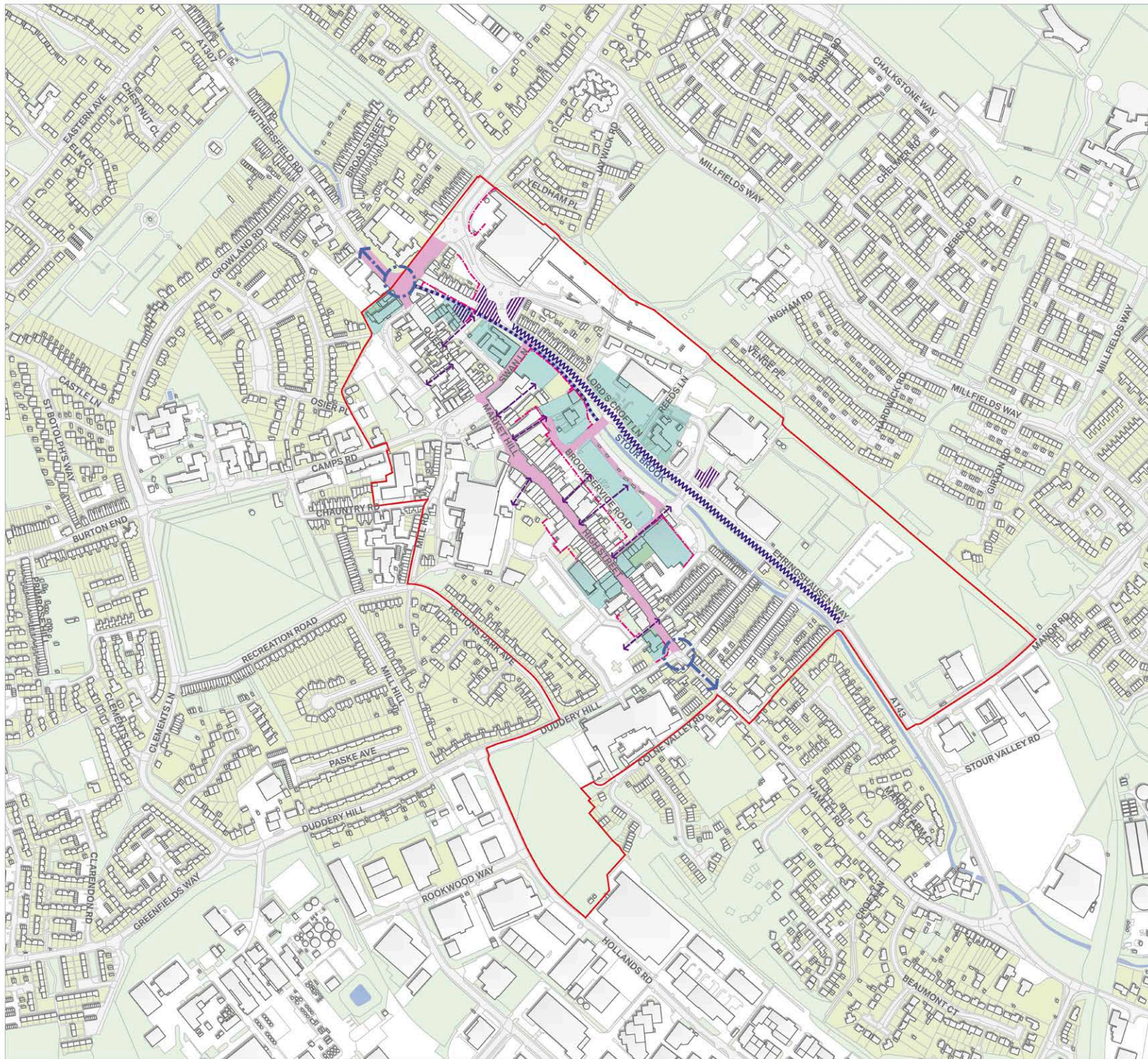
- 2.20 To summarise the urban design analysis of the town centre design and function:

Summary strengths

- Medieval High Street and Market Square provide traditional town centre focus
- Attractive green spaces and mature trees
- Areas of attractive townscape
- Church provides a distinctive local landmark
- Popular (award winning) market is an important attractor
- Active and mixed use frontages line the High Street
- Strong leisure and recreation offer and investment
- Significant mixed use development opportunities already identified
- Walkable town centre – residential neighbourhoods close by
- Centrally located and accessible bus interchange

Summary weaknesses (opportunities)

- Approaches and gateway spaces do not signal arrival into the town centre – High Street is less ‘visible’ as a result
- Ehringshausen Way has an engineered character with limited formal crossing points
- Poorly used and defined open spaces have no clear role or function
- Public realm is tired in places and inconsistent across the town centre
- The Stour Brook is an underplayed resource and could be given greater prominence
- Open service yards and rear elevations give poor impression of the town centre
- Weak and fragmented areas of townscape detract from the overall character
- Walkways and alleyways are not fully used and exploited
- Blank elevations discourage walking making the town centre feel less accessible than it is



- SITE BOUNDARY
- ▨ POORLY USED AND DEFINED OPEN SPACES HAVE NO CLEAR ROLE OR FUNCTION
- PUBLIC REALM IS TIRED IN PLACES AND INCONSISTENT ACROSS THE TOWN CENTRE
- - - OPEN SERVICE YARDS AND REAR ELEVATIONS GIVE POOR IMPRESSION OF THE TOWN CENTRE
- ↔ APPROACHES AND GATEWAY SPACES DO NOT SIGNAL ARRIVAL INTO THE TOWN CENTRE - HIGH STREET IS LESS 'VISIBLE' AS A RESULT
- WEAK AND FRAGMENTED AREAS OF TOWNSCAPE DETRACT FROM OVERALL CHARACTER
- ↔ WALKWAYS AND ALLEYS ARE NOT FULLY USED AND EXPLOITED AND BLANK ELEVATIONS TO SOME STREETS AND ALLEYS DISCOURAGE WALKING MAKING TOWN CENTRE FEEL LESS ACCESSIBLE THAN IT IS
- ~~~~~ EHRINGSHAUSEN WAY HAS AN ENGINEERED CHARACTER WITH LIMITED FORMAL CROSSING POINTS
- ~~~~~ STOUR BROOK NOT ALWAYS POSITIVELY CELEBRATED

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Haverhill Masterplan

Weaknesses



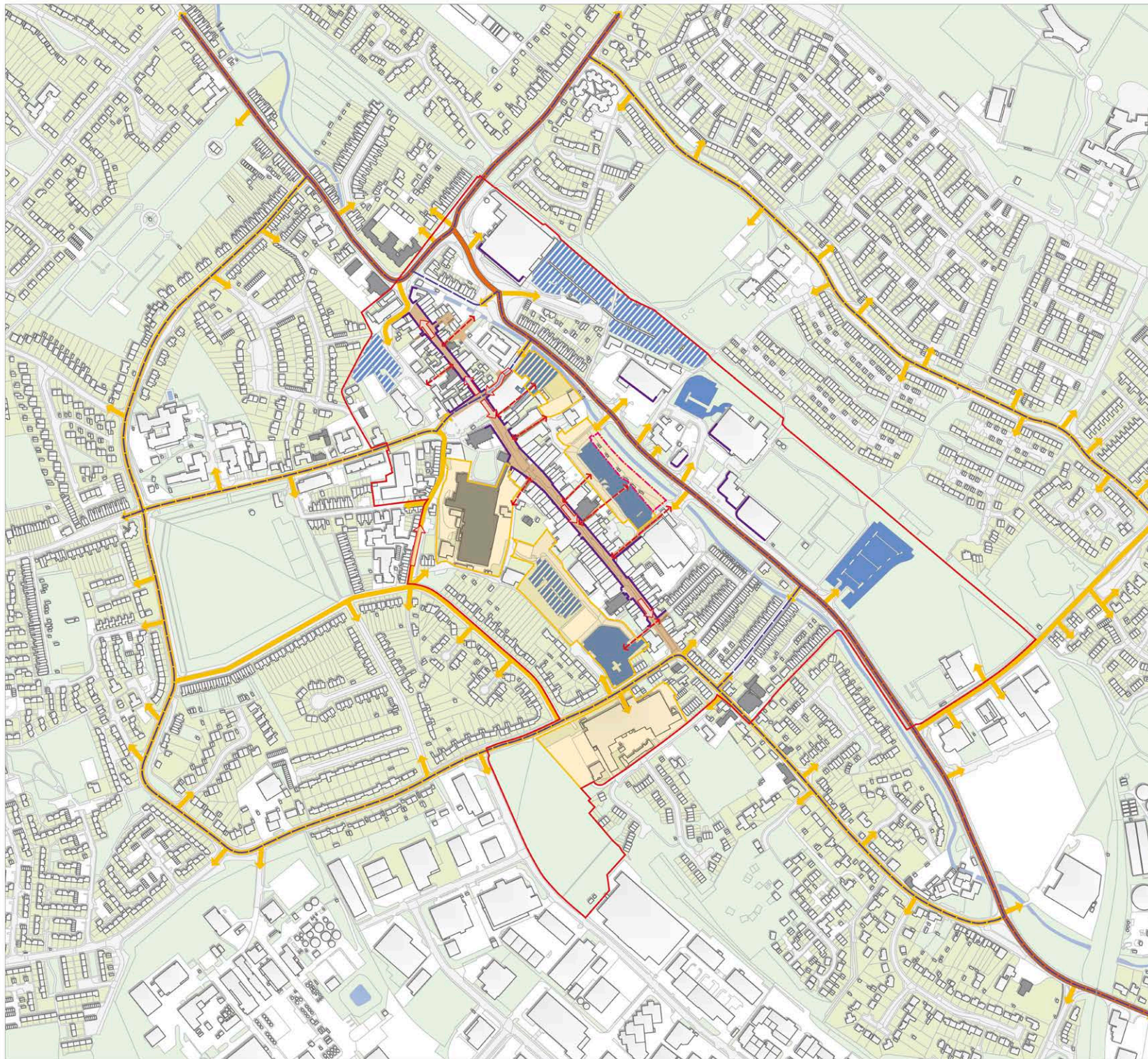
Access and movement

- 2.21 The strategy for movement for the Haverhill Masterplan will be developed in partnership with One Haverhill, Suffolk County Council, key stakeholders and through an understanding/ analysis of the current situation today. The movement and connectivity plans will be integral to the masterplan, building on previous studies, emerging proposals and the local and county transport policy platforms.
- 2.22 Suffolk County Council (SCC) as the highway authority have a long term transport strategy, which aims to support Suffolk's economic and sustainable growth. The Council has identified eleven market towns in the County as growth areas with Haverhill being one of these towns. To support the growth of Haverhill, SCC are looking at ways to reduce the impact of congestion on the town – this will be through developing the cycling and walking networks to encourage sustainable travel and reduction in the use of the car for short journeys.

Understanding movement today

- 2.23 Haverhill town centre is highly accessible by all modes, with a compact and walkable central area, well-connected car parking facilities and a relatively new bus interchange. The main retail heart of the town centre benefits from being compact and walkable, with a partly pedestrianised High Street making it easy to get around. Evening vehicular access to the High Street positively encourages access to the evening and night-time economy. Car parking is conveniently located around the town centre area.
- 2.24 However, surrounding routes are more heavily trafficked, particularly Ehringshausen Way, which means that more recent development around the leisure centre and cinema feels relatively distant from the town centre despite the actual distance being quite short. This is not helped by the absence of street frontages to add interest and provide opportunities for overlooking, and the limited number of crossing points.
- 2.25 The town centre also suffers from limited east –west connections, some functional servicing issues and a poor quality public realm in places. There is also a legacy of Gibberd Masterplan where some elements of the historic transport plan were not delivered, for example the outer connections to remove all through traffic.
- 2.26 Initial movement analysis undertaken for the baseline studies highlight the following components:

*Plan opposite:
Movement and connectivity*



- SITE BOUNDARY
- HIGH STREET SPINE
- STREET CIRCULATION
- STRATEGIC ROUTES
- ONE-WAY STREETS
- INTERCHANGE
- BUS ROUTES
- ↔ WALKWAYS AND ALLEYWAYS ARE NOT FULLY USED AND EXPLOITED AND BLANK ELEVATIONS TO SOME STREETS AND ALLEYWAYS DISCOURAGE WALKING MAKING TOWN CENTRE FEEL LESS ACCESSIBLE THAN IT IS
- ACTIVE AND MIXED USE FRONTAGES LINE THE HIGH STREET
- SIGNIFICANT MIXED USE DEVELOPMENT OPPORTUNITIES ALREADY IDENTIFIED
- LONG STAY PARKING
- SHORT STAY PARKING
- █ LISTED BUILDINGS

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10/02/2015 SEC001 / 004 / - 1:2500@A1








Haverhill Masterplan Movement & Connectivity



- High Street spine – consisting of Queen Street, Market Hill, High Street and the alleyways and local streets that connect the High Street environment with the car parks, bus interchange and key destinations (i.e. Leisure centre/retail stores). The focus is to understand how traffic, pedestrians, cyclists, car park users, bus users, etc use the High Street spine and consider ways of improving both the movement and place functions.
 - Street circulation pattern – this shows general vehicle circulation around the town, whether this is through traffic or destination traffic. Closely associated with general traffic circulation is the strategic routes that provide the connections to the surrounding towns and villages in Suffolk. The objective is to understand the pattern and/or complexity of movement across the different means of transport and see how any issues can be tackled using a hierarchy of user priority with pedestrians and cyclists on top.
 - One-way streets – the town centre has a one-way system in and around the High Street which provides a number of different transport and access functions, like restricting northbound movement. But the one-way system can also distort peoples' overall image and perception of this important part of the town centre. The objective will be to understand the benefits of this traffic device and to examine the extent to which this particular system is valid, necessary and/or desirable in the future.
 - Interchange – the town centre bus station/interchange provides connections to bus services in the wider area and has some passenger waiting facilities. The aim will be to see whether future enhancements are required to the existing facilities and how any improvements can be made to better integrate the bus interchange with its surroundings. This relates to the connections across Ehringshausen Way and the walkways/alleyways that link the High Street area.
 - Long stay and short stay parking – the town currently has plenty of surface car parks that provide a good level of parking across the town. The accessibility, and general capacity/demand for car parking will need to be considered in the event that some car parks are redeveloped.
- It will be important for the masterplan to maximise accessibility around the town centre, particularly for pedestrians and cyclists, making routes attractive to use, safe and legible. This will be achieved through exploring opportunities for improving lighting, surface materials, introducing direct and convenient crossing routes, improving wayfinding and introducing new frontage development that increases overlooking of the public realm. In addition, options to 'calm' and humanise the existing highway infrastructure, making it more attractive and less of a barrier to the town centre, will also be important.*

*Plan opposite:
Town centre opportunities*



-  GATEWAY TO TOWN CENTRE
-  MEDIEVAL HIGH STREET & MARKET SQUARE
-  OPPORTUNITIES TO CONSIDER DISCRETE CHARACTER AREAS ALONG HIGH STREET
-  ATTRACTIVE TOWNSCAPE FRONTING HIGH STREET
-  GREEN FRAMEWORK
-  DEVELOPMENT OPPORTUNITY WITH NEW FRONTAGES
-  LEISURE & RETAIL ATTRACTORS ADJOINING HIGH STREET
-  MAIN VEHICULAR ROUTE
-  OPPORTUNITIES TO EXPLORE ENHANCED PEDESTRIAN CROSS ROUTES
-  RESIDENTIAL CATCHMENT WITHIN AND ADJOINING TOWN CENTRE
-  400M WALKING CATCHMENT FROM MARKET PLACE

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Haverhill Masterplan

Opportunities



Property market overview

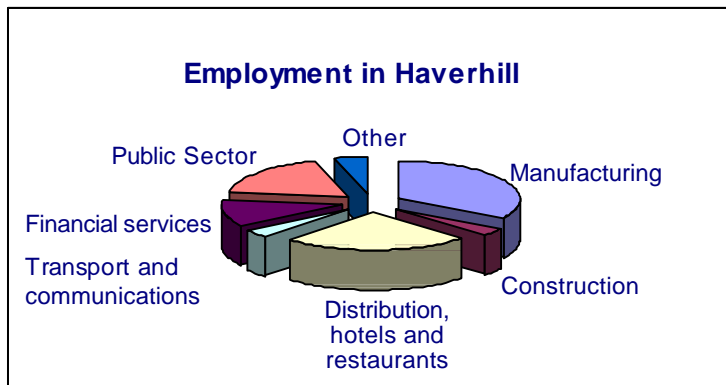
2.27 An initial examination of the local property market has been undertaken in order to inform the identification of issues and options. The overview sets out initial findings on different sectors of the market comprising:

- **Employment and commercial floorspace;**
- **The residential market; and**
- **Town centre, retail and leisure uses.**

2.28 Conclusions are summarised which identify key findings that the masterplan will need to take into account to ensure a mix of viable and deliverable town centre uses are considered.

Employment and commercial floorspace

2.29 Although some 50% of working residents commute out, there remains significant local employment, with the local economy dominated by its industrial history. Haverhill has a higher proportion of manufacturing jobs than most, possibly all, other towns and cities in the eastern region. Industry in the town has experienced mixed fortunes over recent years, with some closures during the recession, but also new businesses locating into the area.



Source: ABI 2008

2.30 The town has the capacity to offer competitively priced land for commercial development. This has underpinned its attractions for business expansion in recent years. Its unique position on the borders of three counties – Suffolk, Essex and Cambridgeshire - along with its proximity to Stansted Airport has further enhanced its market attraction as a strong location for business.

2.31 There are five business parks and industrial estates in Haverhill. Most of the new businesses that have come in recent years have located on the Homefield Business Park. The Haverhill Research Park offers ongoing development opportunities. This provides a specific targeted offer for office / research and development / start-up industries related to the knowledge based industry emanating from Cambridge. It lies at the entrance to the town on the road from Cambridge, a site chosen to draw interest from businesses from London or Cambridge.

2.32 Haverhill has a strong business culture with the Chamber of Commerce involved in the local community and in attracting new businesses to the area. It also has a strong established business base, including organisations that have traded from Haverhill for many years, particularly Gurteens textile business, and more latterly technology based businesses such as Ardex UK and Mansol Preforms.

2.33 According to local agents, Haverhill's unique selling point is the availability of a cost effective and highly skilled manufacturing based workforce which offers transferable skills to the biotech/medtech/hi-tech sectors, which are its focus.

2.34 The history of sustainable industrial and commercial provision, together with a relatively young workforce provides a sustainable platform for the development of further employment and business opportunities. The recent commitment made by the developers of the Haverhill Research Park underpins the prospects for growth.

Residential market

2.35 Average house prices in Haverhill are lower than for Cambridgeshire as a whole, and lower than the national average. With strong nearby motorway links to London, and access to Stansted Airport and Cambridge, this makes Haverhill a relatively affordable place to live. This has led to increased demand for housing from both maturing local families and incomers to the area.

CB9 (Haverhill) Average current values

CB9	Cambridge	National
<i>1 Bedroom properties</i> £126,700	£195,500	£183,100
<i>2 Bedroom properties</i> £170,300	£253,900	£200,700
<i>3 Bedroom properties</i> £191,900	£316,100	£228,500
<i>4 Bedroom properties</i> £307,300	£481,800	£409,300
<i>5+ Bedroom properties</i> £466,500	£759,600	£699,400

Source: Mouseprice

2.36 Whilst the reputation of the town suffers from now outdated perceptions based on its history as a London overspill development in the 1960's, the attraction of the surrounding countryside and the availability of development land is attracting buyers from across the demographic range, and is impacting on the nature of the local catchment. As the area is becoming more affluent this will offer opportunities for a diversification in the range of goods and services provided to meet the needs of local residents.

2.37 The strength of local demand is underpinned by the evidence in the rise in median house prices of properties sold in the 12 months to August 2014:

Median house prices in Haverhill 2013 - 2014

	Aug 2013	Aug 2014	Change
Detached	£226,500	£249,995	+10%
Semi	£151,950	£205,000	+35%
Terraced	£128,000	£158,000	+23%
Flat	£113,975	£128,000	+12%

Source: home.co.uk

2.38 This indicates a strong rise in prices, supported by strong demand, particularly for semi-detached and terraced family homes. The existence of strong demand reinforces the potential for residential use to play a part in underpinning improvements to the town centre.

2.39 Overall, the Haverhill market shows strength in commercial/industrial uses and in residential demand, which creates a positive environment for future improvements in the town centre.

Town centre, retail and leisure uses

2.40 The town centre serves a local catchment made up primarily of Haverhill residents and to those of close by surrounding villages. It is primarily a convenience based centre, which does not compete (on either size or quality) with nearby Bury St. Edmunds, nor with Cambridge. Both centres draw major comparison shopping spend from the same catchment, particularly at Christmas and for major destination shopping trips.

2.41 The town centre is linear, and provides what is perceived to be a mixed quality offer with scope for improvement. To achieve this it will need to play to its local strengths and provide for the local market. Arguably, the retail frontages are possibly too long and linear – as value and quality tends to peter out at the extremities of the central area. There could therefore be an argument for concentrating future retail development in a shorter more focused retail pitch, thus maximising the value of the Prime retail area, and enabling housing development in more peripheral parts of the town centre to increase footfall, local demand and evening activity.

2.42 Compared to nearby centres, retail rents are relatively low. Whilst this may provide opportunity for small or local business development it can be an obstacle to the viability of new privately sponsored retail based investment. Growth of the local population will however increase demand over time, and where there is demand, trade will inevitably develop, increasing the critical mass and broadening the offer in Haverhill.

2.43 Recent developments within the town centre include Cineworld, and associated restaurant provision including Frankie & Benny's, Prezzo and KFC. This represents a major benefit to the town, and has strengthened the local leisure and evening economy offer, reinforcing the draw of the town centre.

-
- 2.44 Similarly, the Tesco development, completed in 2009, has to some extent redressed the balance with the out of town Sainsbury's. The provision of free car parking at Tesco, and pedestrian links from the car park to the town centre, clearly create the right environment to encourage linked trips, but there could be an opportunity for greater integration to further harness the benefit offered to the town as a whole.
- 2.45 Consent has also recently been granted for the conversion of the former Bell Public House to provide a mixed-use commercial and residential development in the High Street.
- 2.46 The investment made in securing the leisure scheme, and support for appropriate new development demonstrates there is clear recognition of the need to improve the town centre, both in terms of its offer and function, and its environment.
- 2.47 Nationally, the retail development environment is challenging. Recent years have seen structural changes in the way people shop, with significant growth in mobile and internet shopping, resulting in a review by many national multiple retailers of the model they seek to secure full UK market coverage. Many retailers are reducing store numbers and retaining only those in the stronger centres. This will impact on occupier demand for representation in new developments in lower order town centres like Haverhill, as traditionally, new retail development is underpinned by the ability to attract anchor tenants from the national multiple retail sector.
- 2.48 That said, there are new retailers coming into the market all the time and change is part of the dynamic nature of the retail sector. Ironically, there is an emerging role for some outlets where they serve a strong local "Click and collect" or returns role for a significant catchment.
- 2.49 There will therefore need to be an imaginative and flexible approach to securing a better retail offer in future, linked to a range of attractions to encourage local loyalty and extend the time people spend in the town centre. This will involve active town centre management, and targeted investment that builds on the strengths of the town, and looking for early opportunities (where possible) to address the weaknesses.
- Main findings: an appetite for growth and development***
- 2.50 A key aspect of the local property market is that there is a welcoming attitude towards progress, development and growth. A lot of work has already been done to explore what needs to be done to improve Haverhill, in particular 2010 economic assessment and action plan, and Haverhill Vision 2031. This sends a positive message to those considering a location for investment. The fact that Haverhill is "open for business" and looking towards the next phase of growth provides a strong platform for sustainable investment.
- 2.51 Conclusions based on the market overview of Haverhill are as follows:
- **There is a strong supply of affordable employment land and development opportunities for new businesses** – The Haverhill Research Park and Homefield Business Park offer a wide range of business opportunity, including space for innovative start-up businesses, through high quality opportunities for HQ development, research facilities and sites/existing buildings for more traditional industries to locate in Haverhill. There is a strong industrial critical mass in the town with a proven track record of longevity, which provides a thriving environment for business growth and development.

- **There is a local skilled and relatively young workforce -** The most predominant age band is those aged between 30 and 44 for males, and also 30-44 for females, with fewer leaving for higher education than the national average. The numbers of children aged 0-15 is above the national average, indicating the prospect of a growing local economically active labour force. In 2001, 56.1% of the working population travelled less than 2km to work showing the ability of the town to provide ample employment opportunities within a close proximity, and the propensity for the population to seek local employment. As a result, employment costs in Haverhill are around 13% lower than the national average and 30% lower than Greater London which presents employers with an opportunity to procure skilled personnel at a competitive rate.
- **There is clear potential for housing growth** – Haverhill is the fastest growing town in Suffolk, and is set to expand by circa 4000 new homes to 2031. Average current house prices are rising, but remain below the local and national average, this offers good value for money.
- **There is good proximity to key infrastructure - M11, Stansted, Cambridge** – From a national perspective the location of Haverhill can be seen as being reasonably well connected to strategic development locations – Cambridge and London via the M11, and to key infrastructure for international trade, including both Stansted airport and the port of Felixstowe. Travel time by road to the M25 is around 1 hour, giving access to the rest of the south east.
- **There is evidence of recent investment** – New homes and employment at Haverhill Research Park, new Leisure and associated evening entertainment in the town centre with the Cineworld, Prezzo and Frankie & Benny's, and smaller scale development being progressed such as the proposals for the former Bell public house in the High Street
- **There is an appetite for change and sustainable development** – Local adoption of Haverhill Vision 2031, informed by a history based on embracing change and enabling development, but aimed at the local population, anticipated growth and the needs this generates.
- **Haverhill is not immune to the nationally challenging context for town centres** – There is little evidence of significant or viable retail demand that will significantly alter the retail offer of Haverhill centre. The retail market nationally is going through a period of structural change which is exacerbated by changing shopping habits including internet and mobile shopping, and a move to more, smaller or shorter convenience shopping trips, which is impacting on expansion plans and commitments. It is anticipated that smaller towns will require innovative public intervention in future to secure significant retail change.
- **There is a better perception of Haverhill from within than from without** – The internal energy and ambitions for Haverhill are not yet as well recognised by the wider market as they could be. Changing perceptions and communicating opportunity will be part of establishing the right environment for ongoing investment.

Photo opposite: recent investment in the Town Centre



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3.0 MASTERPLAN ISSUES AND OPTIONS

Ten identified themes

3.1 Having considered the relevant evidence base for Haverhill, and also undertaken an analysis of the role and function of the town centre, ten key themes emerge. The themes provide a clear foundation from which to consider options that the masterplan should consider in order to address issues that affect the town centre and comprise:

- Theme 1: **ENVIRONMENT**
- Theme 2: **IDENTITY**
- Theme 3: **ACCESSIBILITY**
- Theme 4: **WALKABILITY**
- Theme 5: **ATTRACTIONS**
- Theme 6: **ECONOMY**
- Theme 7: **HOUSING**
- Theme 8: **COMMUNITY**
- Theme 9: **POPULATION**
- Theme 10: **RESPONSIBILITY**

3.2 The ten themes are set out on the following pages, together with those principal options that the masterplan will need to consider. Some are grouped together where the master options needed to address them are similar.

Options for consideration

Theme 1: **ENVIRONMENT**

Providing for a locally distinctive and quality town centre environment.

Theme 2: **IDENTITY**

Celebrating Haverhill's past, promoting local history and heritage assets to enhance Haverhill's distinctive character.

3.3 In order to address issues around the themes of environment and identity it will be important for the masterplan to consider options for:

- *promoting the town and improving its image*
- *providing opportunities for enhancing the historic environment*
- *contributing towards initiatives that will build Haverhill's character and identity highlighting the town's many strengths*
- *creating an improved 'welcome' reinforcing town centre gateways*
- *providing good quality green infrastructure within the town centre*
- *maximising the Stour Brook's amenity value as an asset*
- *rationalising parking areas and the bus interchange whilst maintaining accessibility*

Photo opposite: St Mary's Church



Theme 3: ACCESSIBILITY

Ensuring that all uses across the town are easily accessible by sustainable modes of transport.

Theme 4: WALKABILITY

Providing convenient, safe and attractive routes to enable communities to meet their day-to-day needs without requiring them to drive.

3.4 In order to address issues around accessibility and walkability it will be important for the masterplan to consider options for:

- *improving the layout and facilities of the bus station to make it a more integrated transport hub*
- *encourage people to make cross-town trips by non-car modes*
- *establishing a safer and more comfortable environment in which pedestrians and other non-car users move around through improved linkages*
- *breaking down movement barriers, particularly east/west, from the High Street across Lord's Croft Lane/Ehringshausen Way better using existing alleys and walkways*
- *promoting and improving links to 'Railway Walk' and beyond*

Theme 5: ATTRACTIONS

Improving the attractiveness of the town centre for everyone both in terms of appearance and the range of facilities and uses on offer.

3.5 In order to address issues around attractions within the town centre it will be important for the masterplan to consider options for:

- *further improving the appearance and facilities of the town centre, enhancing the High Street and Market Place, giving Haverhill a stronger heart and a focal point*
- *meeting the shopping, cultural, leisure, housing and employment needs of residents of Haverhill and the surrounding villages by designing viable mixed use schemes on identified sites*
- *managing the town centre providing opportunities for a coordinated schedule of events to bring in footfall and promote the town*
- *identifying a clear role and function for underused areas of open space in the town centre as part of a comprehensive public realm strategy*

Photo opposite: Market Hill



M&Co

Jacobs Allen

Balmforth

100+ CYCLES AND TOURS

AE63 FMZ

AK64 EKG

AU61 OYP

GK57 TUN

Theme 6: ECONOMY

Facilitating long term sustainable growth of the local economy, and in particular promoting employment opportunities for young people.

Theme 7: HOUSING

Providing the mix of housing needed by local people.

3.6 In order to address issues around the economy and housing within the town centre it will be important for the masterplan to consider options for:

- *maintaining, developing and diversifying the economic base of the town centre by identifying opportunities to meet the needs of existing and future businesses*
- *providing new housing in the town centre (few people currently live in the centre itself) including affordable housing*
- *encouraging the regeneration and improvement of key sites identified in the town centre to provide new job opportunities*

Theme 8: COMMUNITY

Bring together community activity by co-locating community meeting places and facilities.

Theme 9: POPULATION

Providing more services and facilities for older people as well as other sections of the community.

3.7 In order to address issues around community and an ageing population within the town centre it will be important for the masterplan to consider options for:

- *provision of community facilities where local people can meet, to provide a location for leisure activities and a base for community and voluntary groups*
- *integrate new cultural and leisure facilities with new school and community provision*
- *bringing people together in an attractive town centre environment strengthening a sense of belonging to a distinctive local community*
- *considering the needs of all sections of the community, including older people, tailoring facilities for them*

Theme 10: **RESPONSIBILITY**

Instilling community and civic pride in Haverhill through good design and effective town centre management

3.8 In order to address issues concerning responsibility within the town centre it will be important for the masterplan to consider options for:

- *promoting a sense of community through making the town centre safe and attractive to all*
- *by introducing more activity into the town centre, including residential development to help combat instances of crime and antisocial behaviour*
- *making the town centre easier to walk and cycle around creating a healthier environment*
- *encouraging school and community projects and involvements that promotes pride in Haverhill*

4.0 NEXT STEPS

Understanding the issues, refining the options

4.1 The Issues and Options report is the culmination of the initial stages of preparing the masterplan for Haverhill town centre. The report will be subject to a six week period of consultation and engagement. This is important in order to:

- *test the baseline analysis;*
- *ensure that there is a consensus around the issues facing the town centre; and*
- *seek agreement on those options that the masterplan must consider going forward.*

Drafting the masterplan

4.2 Following on from the consultation and engagement process a report of key finding and inputs will be compiled as a basis for preparing the draft masterplan.

4.3 The draft masterplan will be prepared for ONE Haverhill by David Lock Associates. It will be subject to a further period of engagement and consultation in the summer of 2015.

Photo opposite: The Arts Centre



APPENDIX ONE: BASELINE DOCUMENT REVIEW**St Edmundsbury Borough Council, 2014. *Haverhill Vision 2031***

- A series of consultation roadshows and drop-in sessions as well as numerous written and online responses, helped to inform the content of the Vision document.
- Decrease the amount of out commuting by providing a more attractive retail, leisure and employment offer to its residents.
- Establish a safer and more comfortable environment in which pedestrians and other non-car users can move around – high quality environment & improved cycling and pedestrian links.
- St Edmundsbury has a much younger population structure to the rest of the borough.
- Need for affordable housing – median house price to median income ratio ranges from 4.46 (Haverhill West) to 6.21 (Haverhill North).
- Movement barriers – the geography of the valley, the town centre and A1307/A143 roads act as barriers to cross town movement affecting all modes of transport. It is especially difficult to get from the northern side of the town to the main employment areas on Haverhill Industrial Estate and Business Park. Links from Hanchet End to the town centre are poor and only encourage the use of the car to make trips to the town centre.
- Crime, littering, low-level damage within the Chalkstone and Clements estates.
- Health problems (associated with obesity and smoking) within areas of mainly social housing – the temporary drop-in Crown Clinic (located to the rear of Lower Downs Slade) closed in July 2012.

- Population is ageing – more services and facilities to keep older people fit and healthy will be needed.

Key challenges/Objectives:

- a) **Provision of housing:** There is a significant demand for new housing in Haverhill to meet the needs of existing residents and a growing population. A variety of different house types and tenures will be required to meet needs and address affordability issues.
- b) **Character and image of the town:** Haverhill has suffered from a poor image and from a lack of identity in the past. It has perhaps been disadvantaged by comparison with other Suffolk towns: it's a manufacturing town with a modern, hard-working and forward-looking character. To maintain, develop and diversify the economic base through the provision of employment sites to meet the needs of existing and future businesses. To ensure that the necessary infrastructure required to meet the needs of new development is provided at the appropriate time.
- c) **Employment:** Encourage the regeneration and improvement of older employment areas to provide new job opportunities for residents and investors alike. There is a lack of jobs and opportunities for young people.
- d) **Local identity and distinctiveness:** To ensure that any new development conserves and, where opportunities arise, enhances the natural, built and historic environment, local identity and distinctiveness of Haverhill and increases and improves access to green space and surrounding countryside. There is a need to undertake initiatives that will build its character and identity and to highlight its many good features. Promote access to, and appreciation of, local history and heritage assets within the landscape as part of a multi-functional approach (weaving town).
- e) **The Town Centre:** For a town with a population of over 27,000, Haverhill has a small and dated town centre. It is also very linear.

Recent initiatives, such as the building of the multiplex cinema and the Queen Street enhancements, have greatly improved and enlarged the town centre, but further improvements to the appearance and facilities of the town centre are needed to give the town a heart and a focal point. To meet the shopping, cultural and leisure needs of residents of Haverhill and the surrounding villages. Continue efforts to promote the town and improve its image.

- f) **Leisure facilities:** Sport England's facilities calculator suggests that people in Haverhill lack access to swimming pools, sports pitches and sports halls. Identify opportunities for additional open space for Haverhill residents, including the expansion of East Town Park. Maximise the Stour Brook's amenity value as an asset for the town. The provision of good quality green infrastructure will remain a high priority.
- g) **Walkability:** Walkable neighbourhoods enable communities to meet their day-to-day needs without necessarily requiring them to drive. Demand for car travel can be reduced by co-locating housing, key services and jobs. Haverhill has a good network of walking and cycling routes but many are incomplete. Increase the number of pedestrian routes across Lord's Croft Lane/Ehringshausen Way and other main roads which act as barriers to pedestrians.
- h) **Transport:** Improve the size and facilities of the bus station and make it a more integrated transport hub to encourage people to combine different methods of transport. Ways of encouraging cross town trips by non-car traffic will particularly be encouraged.
- i) **An ageing population:** Population projections suggest that by 2031 over a quarter of local residents will be aged 65 or over. Older people are likely to need health care services. Many of them would like jobs and they would also like leisure services tailored for them. This is less of a problem for Haverhill than for many other places, as Haverhill still has a relatively young population.
- j) **Schools:** Find new sites for existing schools, or help facilitate the upgrade of existing sites, for example a new site for Castle Manor Academy on the old Parkway Middle School.
- k) **Multi use of schools:** Maximising the use of facilities is a recurrent theme, as it is far more cost-effective than building new community facilities. Integrate new cultural and leisure facilities with new school and community provision.
- l) **Community facilities:** Need for places where local people can meet, and hubs for delivering services in the community, as locations for leisure activities and as a base for community and voluntary groups.
- m) **Young people and jobs:** The local community is very concerned about whether there will be enough jobs for young people in 2031, and whether the education system is equipping young people for the likely jobs of the future. The separate worlds of education and employment need to be brought much closer together.
- n) **Responsibility:** Need for people and groups to take more responsibility for aspects of their own lives, for example, combating local crime and antisocial behaviour and looking after their own health. The education sector suggests that educating young people in citizenship would be a good way to start this process. Encourage both school and community projects that promote pride in Haverhill and good citizenship in all members of the community, addressing issues such as vandalism and littering and encouraging neighbourliness. Promoting the sense of community which helps to reduce the fear of crime and the incidence of anti-social behaviour.
- o) **Community:** Bringing people together and creating a sense of belonging to a distinctive local community.

St Edmundsbury Borough Council, 2010. *St Edmundsbury Core Strategy*

- The town will grow by at least 4,260 new homes between 2009 and 2031.
- Most new housing will be located to the north-west and north-east of the town.
- 12 hectares of land at Hanchet End is allocated for employment.
- The town centre will be the main focus for new retail, leisure and office development.
- Higher than average levels of manufacturing based industry in the town has led to an imbalance in the employment base and a high level of out-commuting.
- Ways of encouraging cross town trips by non-car traffic will particularly be encouraged.
- The provision of good quality green infrastructure will remain a high priority.

St Edmundsbury Council, 2013. *Haverhill Town Centre Masterplan workshop*

Themes:

- **Environment** – Providing for a locally distinctive and quality environment
- **Accessibility** – Ensuring that the town centre is safe and attractive to all
- **Attractions** – Improving the attractiveness of the town centre for everyone
- **Economy** – Facilitating long term sustainable growth of the local economy

ONE Haverhill, 2014. *Haverhill Town Centre Masterplan: Summary of Issues and Options identified to date*

- Promote and improve links to 'Railway Walk'
- Coordinate a schedule of events (e.g. festivals and sporting events for the whole community) to bring in footfall and promote the town
- Make better use of the attractiveness of the river
- Negligence of historic buildings such as window fronts

ONE Haverhill, 2014. Haverhill Town Centre Masterplan: Public Forum

- Poor welcome to town centre
- Links from car parks to destination
- Lack of interpretation of history
- Few people living in town centre

St Edmundsbury Borough Council, 2014. Haverhill Masterplanning: Attractive Environment

- Hidden Victorian architecture
- Links from Tesco and leisure centre to town
- Entrances to town – highlight heritage
- Parking areas and bus station – need to be rationalised

Development of the Haverhill Masterplan: Update, Haverhill Area Working Party, 11 Sept 2014

- A place to live, work and play – a mixed use town centre
- Ready for growth – a centre which grows out from the High Street to provide the retail and other attractions an increasing population needs.
- Connectivity – a centre which relates to the wider town, which traffic flows around
- An attractive environment – a town centre which develops its physical environment, celebrates its local heritage and encourages people to spend quality time in it.

ONE Haverhill Masterplanning Core Team – Engagement initiatives:

- a) *Production of “Our Historic Haverhill” leaflet* – to engender pride in Haverhill and its achievements to date;
- b) *High Street up-lighting scheme* – working with landlords to get up-lighting and colour wash on some buildings;
- c) *Spring cleaning* – following previous community workshops and walkabouts there is a list of ‘quick win’ environmental improvements that will be actioned; and
- d) *Empty shop window decoration* – the aim of this is to improve the look of the shop windows, whilst utilising the space to promote the Haverhill Masterplan process.

St Edmundsbury Borough Council, 2004. Developing a Masterplan for the 21st Century

Current issues:

- To protect and enhance community buildings such as the Town Hall Arts Centre, Leisure Centre and various churches;
- Redesign the bus station to provide a positive gateway into the town;
- Provide ongoing maintenance to maintain the town centre’s appearance;
- Increase provision of facilities and activities for the young, families and elderly people;
- Resolve pedestrian / vehicle conflict;

Current strengths:

- Attractive little streets and older buildings;

- Low shop vacancy rates;

Current weaknesses:

- Rear service yards dominant and result in an inefficient use of space;
- Haverhill's image/reputation;
- Competition from Cambridge;
- No local identity;
- Limited evening economy;

West Suffolk Council, 2014. Haverhill Masterplan – 'Ready for Growth' Group Minutes: 15.05.2014

Issues:

- Broader choice of shops is needed;
- Haverhill needs to be better promoted;
- Lack of 'attractiveness' and 'animation' which is needed for growth;

ONE Haverhill, 2014. Haverhill Town Centre Masterplan: Issues and Options exploration workshop – 19 May 2014

Issues identified:

- Lack of signs
- Car parks are un-inviting
- Routes from car parks to town centre not clear/ not attractive/ arrival points generally at the backs of unattractive buildings;

- Nobody wants to walk from new car park – too far and perception of unsafe to use rear route to Leisure Centre;
- Town centre offer is disjointed – day time for shopping/ early evening for the takeaway run/ night time is cinema and Arts Centre – but little associated offers e.g. restaurants/ need to consider the links between leisure centre, arts centre and Queen Street;

Opportunities:

- Railway Walk – promote it/ improve links;
- Improve local transport and bus routes to town centre;
- Create opportunities for café culture;

West Suffolk Major Projects Planning Team Visit, 2014. Haverhill Town Centre Masterplan

Assets:

- River
- Railway Walk
- Cinema/ Leisure Quarter
- High quality Victorian architecture
- Trees
- Vibrant retail sector – few vacant shops

Room for improvement:

- River – concrete gully
- Connections to High Street

- Ehringhausen Way a barrier
- Range of street furniture
- No homes

Haverhill Town Centre Study
Kevin Murray Associates and Suffolk County Council, 2013

Positives:

- Few vacant units;
- Really interesting buildings;
- Proud of Haverhill;
- Good number of alleyways;

Negatives:

- Access from car parks to town centre – lanes and alleys
- Blank fronts of the walk from Tesco
- First impression from Bus Station not good
- Parking problems – short-term stopping – 10-4 restriction needs enforcement

ONE Haverhill, 2014. Haverhill Town Centre Masterplan: ONE Haverhill Board presentation

Priorities:

- An attractive shopping environment;
- A place where business can thrive;
- A place where people can enjoy themselves;

- An environment where people want to live;

West Suffolk Council, 2015. Six point plan for jobs and growth

Six point plan:

- Meeting and understanding West Suffolk businesses
- Promoting the West Suffolk economic region
- Supporting our market towns
- Ensuring the right conditions for growth
- Developing skills and increasing employment opportunities for all
- Capitalising upon our key sectors

St Edmundsbury Borough Council, 2007. Bury St Edmunds and Haverhill Retail, Leisure and Offices Study

- Tesco foreseen to attract many more shoppers to the vicinity of the town centre and thus help to create the conditions in which further retail development can be undertaken;
- Lack of provision in Haverhill of eating out venues – further provision would improve the town centre and make it more attractive to visit;
- Demand for new offices in Haverhill is weak;
- Need to widen the range of shops and services, and develop the shopping centre and encourage greater concentration of retail uses.

Drivers Jonas Deloitte, 2012. St Edmundsbury Retail Appraisal

- Relatively high outflow of expenditure from residents to Cambridge for comparison goods purchases;
- Haverhill has benefitted from an improved convenience goods offer (Tesco store) which has been reflected in an increase in the expenditure retention rate from its catchment;
- An expenditure capacity justification for new convenience goods floorspace provision is unlikely before 2021, other than as part of any local provision to serve new housing;
- The key need in Haverhill is to put existing town centre floorspace to more productive use;
- Tesco foodstore, Aldi foodstore, Cineworld, Leisure Centre and restaurants has had a major positive impact on the offer of Haverhill town centre;
- Ehringhausen Way is heavily trafficked and is a deterrent to pedestrian movement from the new facilities to the town centre core area along Queen Street / Market Hill / High Street;
- The traffic calming measures in the High Street have provided a reasonably safe and attractive shopping environment. Any further traffic control measures in the centre would need to be judged against the need to retain a feeling of activity in the centre. The fully pedestrianised Queen Street is noticeably quiet;
- The former Co-Op business premises / Jubilee Walk car parks / bus station should be the priority area within which to encourage new investment and development that would assist the vitality and viability of the core shopping area;
- Reuse of the Gurteens Chantry Mills site might in part include some retail uses that would be beneficial, because of the proximity to the High Street / Market Hill frontages;

- The street interview surveys indicated that only 2% of respondents home addresses lay outside the Study Area boundary of Haverhill presenting the restricted role and draw of Haverhill;
- Haverhill town centre is linear in nature with limited retail provision off the main thoroughfare;
- In the street interview surveys, people were asked what improvements to the centre they felt were required – the top five most popular improvements comprised:
 - More / better shops (38.5%)
 - No improvements (29%)
 - More traffic free pedestrian streets (10.5%)
 - Marks & Spencer (6%)
 - Better range of clothes shops (4%)

Photo opposite: The cinema



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