

Oakham Town Centre Vision

For Oakham to be a unique, attractive and vibrant heart of the county...



...a historic town for the future.

Building the foundations for change

- We are not unique in developing a vision for change
- Towns around the country are reinventing themselves
- Starting with a change to the built environment



Building the foundations for change

For example

Hucknall decided to change and went from...



Building the foundations for change

For example

Poynton decided to change and went from...



Building the foundations for change

For example

Preston decided to change and went from...



Building the foundations for change

For example

Brighton decided to change and went from...



Building the foundations for change

But does Oakham's built environment really need to change?



Building the foundations for change

Unfortunately in many places it looks like this...



Building the foundations for change

Or like this...



Building the foundations for change

When it could be like this – these are only examples. This will be resolved at Detailed Design Stage



Building the foundations for change

And this can only improve



Building the foundations for change

95% of those responding to the consultation process said – “we must do something”



- Some of these issues have been around for a long time
- There has long been support to do something.... in fact there is frustration that we haven't
- But there has been at least 10 years of debate and procrastination meanwhile the situation has got worse
- Can we delay forever?

Building the foundations for change

“Great idea to improve the town centre...”

“Very pleased you're doing this. Oakham deserves it.”

“Really excited at Oakham town centre being regenerated.”

“Brilliant idea, should have happened years ago.”

“Oakham town desperately needs to be more appealing for pedestrians.”

“At last! A more pedestrian oriented town centre.”

“Oakham town centre is dying. Something drastic is needed.”

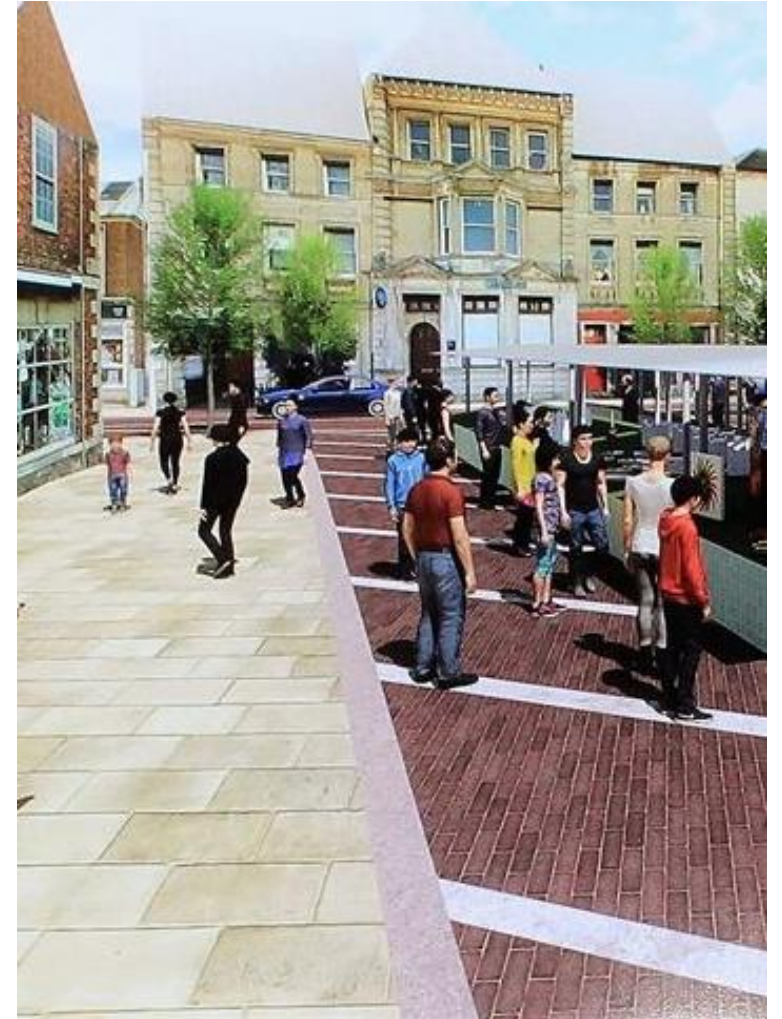
“Such significant investment is brilliant for the town.”

“I totally agree that Oakham needs to be improved to make it the beautiful market town it once was”



Lets just paint over the cracks

- The town must be fit for the future but remain true to it's past
- Regardless of the option, including a facelift, it is appropriate materials that are the true cost
- Replacing like for like, using Concrete and tarmac, will not enhance the heritage of the town for the future
- Around £3.2m investment in heritage and pride
- If we are to spend significant money we should deliver a scheme that has wider benefits



Lets just paint over the cracks

What we had then...



...doesn't work for now



Some specific issues that need addressing

- The perception and reality of an unsafe environment
- A 'tired' high street that doesn't support growth in retail or hospitality sectors
- More specific issues:
 - The level crossing
 - Parking
 - Roundabout
 - Pinch points

Some specific issues that need addressing

A drive through the town



Some specific issues that need addressing

The level crossing



Some specific issues that need addressing

The level crossing



Some specific issues that need addressing

Parking

- The recommended option does not reduce the total parking provision
- Behaviour needs to change for both business and community to accept that continuing to park outside each premises you visit is an unreasonable expectation
- Part of the 'experience' should be the 'promenade'
- Our parking provision is within easy walking distance



Some specific issues that need addressing

Pinch Points



Some specific issues that need addressing

Roundabout

Mill St, High St & Catmos St



HGV's





We need to act

90% of those responding to the consultation process said – “we must do something”

- We have been advised that over time the crossing will be down more minutes out of every hour
- How long before traffic backs up the length of the High Street?
- We have to look at improvements for the next 50 years
- Our High Street and Town Centre must
 - evolve to meet changing needs
 - reflect our growing population



Its about more than just the highway

- More than a facelift – it must support cultural and behavioural change
- Not just about roads or a One-way system
- A safe environment in which people want to – live, learn, work, play and visit
- An environment where business can thrive and grow supporting our increasing resident and visitor population
- A change in the way people and businesses perceive and use the environment in Oakham and recognising that peoples lives are different now
 - The Internet and on-line shopping
 - Increased 'eating out'
 - The Coffee society
 - The traditional high street is becoming a thing of the past
 - Less independent traders
 - 24/7/365 – Not opening on a Sunday is becoming unacceptable

Its about more than just the highway

Cultural and Behavioural Change

There is an appetite for using outdoor space but its an uphill struggle



Its about more than just the highway

Or what about?



Its about more than just the highway

Using our assets better

- A Town Centre Strategy
- Oakham Castle
- The Retail Offer
- The Market Square



Its about more than just the highway

Oakham Castle

- Establish as a 'must visit' tourist destination
- Full 12 month activity programme
- Better signposting and enhanced offer



Its about more than just the highway

Our Retail and Hospitality Offer

- We have sufficient supermarkets with a wide choice predominantly out of at edge of town
- We have some fabulous 'niche' shops, galleries and 'one offs'
- Outstanding and varied food and drink offer
- They can become our USP matched with a fabulous hospitality offer
- They need to be open on Sundays



Its about more than just the highway

The Market Square

- An events space – all year around:
 - Outdoor theatre / concerts
 - Continental & Farmers Markets
 - Gin festival
 - Cinema
 - Outdoor dining
 - Beach for a weekend
 - Oktoberfest



So much more would be possible if.....

- We improve the environment
- Tackle the problems
- Support cultural and behavioural change
- So:
Residents and visitors will benefit from a better experience
More people will visit
Footfall and spend will increase
- Business will respond to the challenge
- Now is the time to plan and deliver for the future

