

Newton Abbot 2021 Future High Street Fund

Newton Abbot - Historic Market Town since 1220



Vision for Newton Abbot - 10 years in the making:

- Newton Abbot Regeneration Study 2010 (Fielden Clegg Bradley)
- Teignbridge Local Plan 2013 - 33
- Newton Abbot Masterplan 2018 (LHC Design)
- Newton Abbot Neighbourhood Plan 2016 – 33
- Teignbridge Council Strategy 2020 – 30
- Future High Street Fund
- Newton Abbot Garden Community

Newton Abbot Vision:

Devon's Premier Market Town, providing facilities for an increasing local and wider population.

The town centre will become a pedestrian friendly place with good active transport connections, increased leisure and entertainment opportunities, a high quality market and retail offer, and an enhanced night time economy.

FHSF £9.2m investment:

- Scope of the fund:
 - Physical Infrastructure
 - Local enhancement to support local economy
 - Transport, traffic flow & access improvements
 - Supporting change of use of buildings
- Elements to the bid:
 - Markets Quarter inc new build Cinema Development
 - Queen Street Pedestrian Realm Enhancements
 - National Cycle Network Route 2 improvements

Markets Quarter

The Markets Quarter project will incorporate a mix of uses including retail, leisure, community and business.

The changes will respect the town's heritage, whilst stimulating the local economy and providing a strong identity, through place making and place management.

Markets Quarter

- Market Hall & Corn Exchange were commercially and socially important
- Later renovations have inhibited the building
- Market Hall footfall has decreased by 35% 2015 to March 2020



Cultural Quarter

A destination:

- A flexible, mixed use space
- A heritage building
- Enhanced daytime and evening activities
- Good markets attract 25% more footfall to a town



Perspective- Market hall
Group Ginger

Market Hall & Alexandra Cinema



Elsewhere:

Altrincham:

- £15 million investment in
- Market
- Improved streets, pavements & crossing points
- Footfall increased by 25% 2010 to 2017



Summary – Market & Alexandra Cinema engagement survey 2020

- 86% agree the market is important (877 respondents, 99% with TQ postcode)
- Not seen as a destination in its own right
- Main demographic surveyed 45 years +
- Need to appeal to a broader customer
- Public survey showed widespread support for the scheme in principle, with a desire for more fresh food retail, the addition of street food and a modern market aesthetic which offers independent retailers, with more live music, events and evening entertainment.
- Memorandum of Understanding being developed with NADMACS and Friends of The Alexandra Theatre to bring forward the theatre element in the wider scheme.

Modern Multi-Screen Cinema



Modern Multi-Screen Cinema

- Delivery of a new multi screen Cinema has been a common theme through the numerous Master Plan and Local Plan work for the Town.
- The proposal was approved in principle by the Executive in 2018 but stalled due to viability challenges.
- The effect of covid19 has been significant on Cinema attendance. Scotts, the selected tenant, remain committed to the Town, this being the first premises of the original WT Scott.
- The Film Distributors Association study on 'return to cinema' (sample date September 2020)
- Most missed out of home leisure activity – 54% cited cinema (33% pubs & 55% friends and family)
- Top missed activity for ages 13-17 / Parents of 4-12 & BAME.
- Second most missed activity for 18-24 / 25-35 & 35-54
- Attitudes on the return to cinema are however cautious on returning, giving some time from the end of lockdown. However the delivery programme does look for cinema opening by the start of 2023.

Cultural Quarter projects

Newton's Place

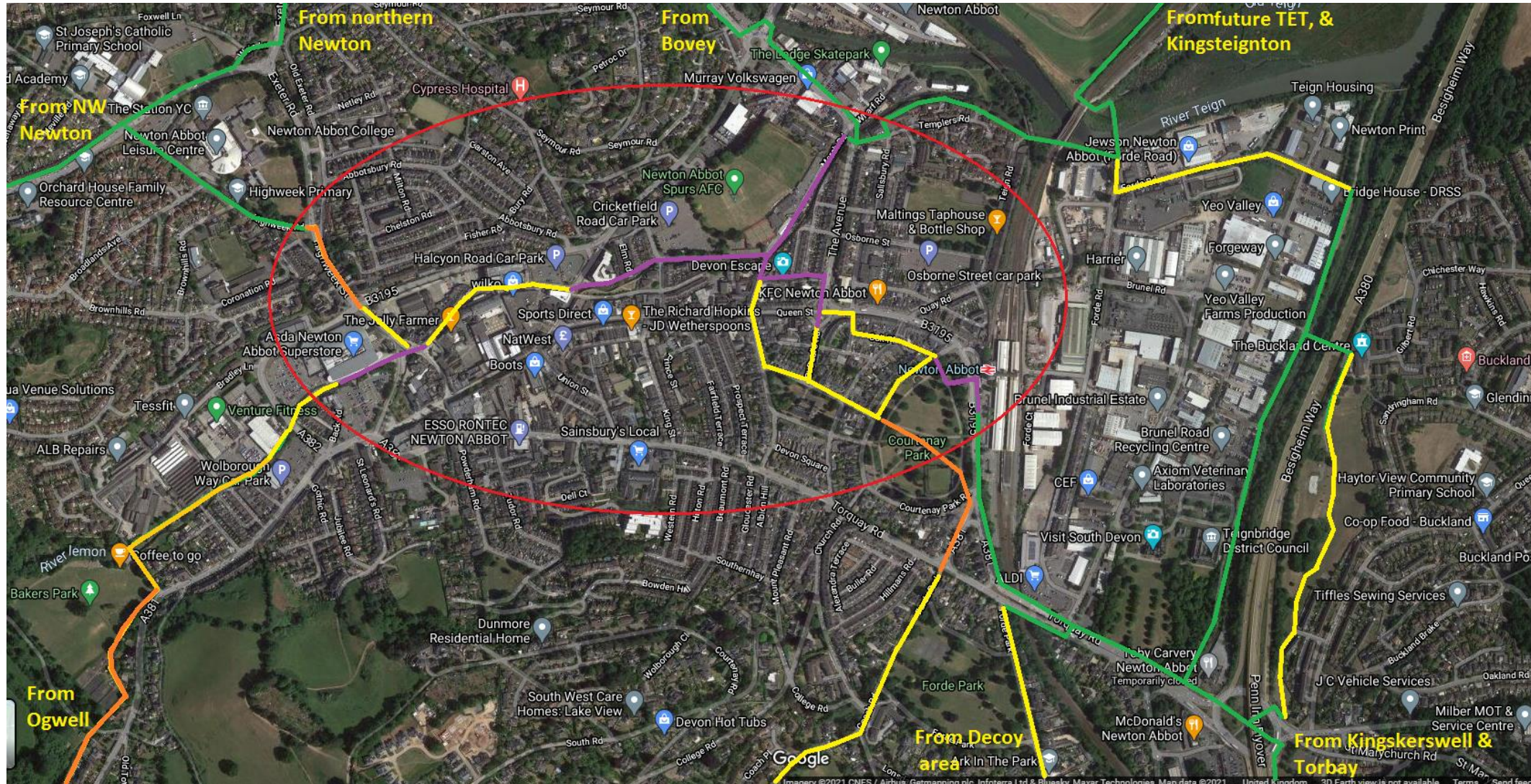
Passmore Edwards Library

Market Hall & Alexandra Cinema



www.teignbridge.gov.uk

National Cycle Network Route 2 Improvements



- Existing route
- FHSF proposed
- Proposed future
- Existing, proposed future enhancement



Active Travel

- Creating a safe, appealing network of active travel routes that enable a varied mix of users, including those with mobility challenges.
- Enabling more 'every-day trips', for work, shopping and education, to be made attractive via walking or cycling delivery, as well as safe connectivity into leisure routes.
- Newton Abbot can lead by example in delivering active travel that secures the notable physical and mental wellbeing benefits, both for those being active and for the whole local community. It can contribute to an enhanced local environment, social cohesion and economic opportunities.

Summary – NCN improvements survey 2020 (66 respondees):

- Around 70% agree or strongly agree with the need for improvements to this stretch of national cycle network route
- Around 25% use their bicycle for shopping in Newton Abbot at least a few times per month
- Around 55% do not currently use their bicycle for shopping.
- Around 60% of respondents would use their bicycle for shopping more often, or would take-up cycling for shopping trips, if the links are improved and cycle parking increased.

Queen Street Improvements



Supporting sustainable modes and promoting walkable, accessible neighbourhoods

Summary - Queen St. public survey 2020 (130 respondees):

- 59% agreed that the pavements along Queen Street need to be widened for improved quality of experience for pedestrians shopping and walking through town
- 48% wanted an increase in disabled access parking spaces on or close to Queen Street
- 86% supported enhanced greening of Queen Street, provided it is well maintained,
- 55% agreed they would visit Queen Street more often if notable improvements to the public realm were made.

Queen Street Businesses Comparison / Trends

	2021	1999
Shops	44	82
Of which are charity shops	11	5
Take away	13	13
Café	14	4
Office/banks	18	19
Residential	6	0
Hairdressers/barbers	11	4
Services	20	5
Opticians	6	3
Vacant	7	2
Pubs	2	3

Informal records indicate that 2019 footfall was at lowest levels since 2011 – 2012 (2020 non-representative)

Next Steps

- Develop detailed engagement plans
- Market & cinema project delivery process 2021-2024/5, led by TDC, and to include planning application/s.
- Cycling enhancement delivery 2021/22, led by DCC (with key TDC support)
- Queen Street enhancement delivery process 2021–2023/4, led by DCC (with key TDC support)

Summary

Outcomes from the Future High Street Funded projects:

- Develop Newton Abbot into Devon's Premier Market Town
- Increase footfall into the town centre
- Appeal to a wider range of visitors
- Enhance the evening economy offer
- Create a modern, flexible town centre offering

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