



Working towards a shared vision for Sudbury

“A local destination town, providing leisure, shopping, cultural experiences and a night time economy”

A few minutes to remind ourselves of the role and purpose of the group

- Overall role

- To bring co-ordination, leadership and greater consensus to the many opportunities and issues that will contribute to the growth development and sustainability of Sudbury as a vibrant and important local centre.
- Provide a focal point for public bodies, the Town Council, community groups, business and others to be able to develop plans, take soundings, receive recommendations to ensure progress is more expedient.
- Provide a clear steer to the relevant decision makers.

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- Purpose

- To provide leadership and co-ordination on key issues and opportunities affecting Sudbury.
- To be clear about the local vision for the future of Sudbury and how this fits with the bigger picture for the wider Sudbury area, Babergh and Suffolk.
- To consider proposals received from a range of partners and sources to give a clear steer on how they may progress in the local context bringing local understanding and clarity over priorities.
- To seek options and solutions through consensus in the Group. This will require members of the Group bringing the wider views of the community or organisations they represent as well as interpreting these and providing feedback and communication to these organisations.

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- Recognition of the group’s role
  - SCC and BDC now fully recognise the group as a valuable vehicle to help drive forward initiatives through its consensus steer rather than a disjointed approach which had been seen in the past.
  - Build on what has been achieved to date and maintain/improve two way feedback with the community and organisations/groups we represent.
  - Recognition of our model – Ingham Pinnock (2014)
  - *“In our experience, the ‘Sudbury Model’ is an exemplar. We have been involved with many local authorities seeking to establish vehicles in their market towns with varying degrees of success. None have achieved the balance between strategic governance / direction and practical implementation as well as is operating in Sudbury”*
  - BDC/MSDC adopting an approach built on the Sudbury model to support other market towns across the two districts.

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- **Current Membership**

- Chamber of Commerce
- Sudbury Market Town Partnership
- Gainsborough’s House Museum
- Sudbury Society
- Suffolk County Council member Sudbury East and Waldingfield
- Sudbury South ward members
- Town Council member
- Advisory support from SCC, BDC & STC

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- Review of current priorities, where are we now?
  - Belle Vue
    - Disposal process ongoing for house and former swimming pool
    - Junction improvement options being progressed
  - Bus Station & Hamilton Road Quarter
    - Early soundings for potential alternative options for bus provision
    - Wider public exhibition on option and concept aims for HRQ to follow
  - Town Centre/Market Hill
    - Town Centre Development Manager in place. 3<sup>rd</sup> Taste of Sudbury event, improved partnerships
    - Shared space option not being pursued



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- What should we focus on in the future?

*Some thoughts*

- Wider vision for Sudbury
- Market Hill – public realm improvement
- Bus Station and HRQ regeneration
- Raising the profile of Sudbury as a destination

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- Tourism other initiatives
- Destination Management Organisations (DMOs)
  - Recognition across Suffolk that a different approach to support tourism is required with all Suffolk authorities continuing to support the “Suffolk” brand but to work alongside this to develop local DMOs.
  - DMOs locally based and industry led tourism bodies set up following change in national circumstances.
  - The Suffolk Tourism Partnership (LA’s and Visit Suffolk) is working together to develop a strategy for increasing the value of tourism and effective delivery via a network of DMOs supported by an overarching Marketing body.

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- Destination Management Organisations (DMOs) for BDC/MSDC
  - To kick start the process, AECOM (a specialist Tourism consultancy) has been commissioned to research the opportunities and produce a Visitor Destination Plan.
  - Initial analysis including a SWOT has been carried out with extensive consultation with sector stakeholders. Later in June advice and stakeholder guidance on what format and content the DMO network might take.
  - A commitment to appoint a dedicated officer to progress DMOs across the two districts working with the private sector and tourism officers across Suffolk .
  - A three year timescale.
  - Sudbury will need to be part of the DMO approach, however this will be wider than Sudbury itself.



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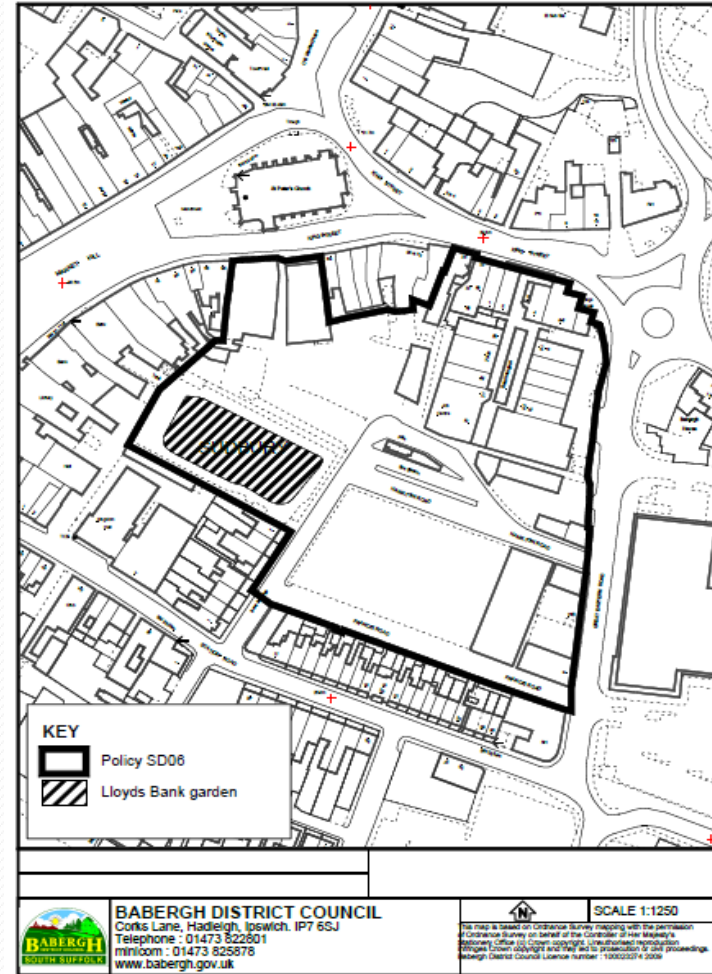
- **Wider Vision for Sudbury**

- Currently in middle of review of Local Plan work an opportunity to look at key growth areas.
- More we can do in planning context to take forward a vision for Sudbury.
- Recognise and conscious that some visioning work has been done for the town centre but need to look beyond this.
- Important to agree firstly principles, what do you want to achieve?
- Do you agree in principle the need for a wider vision for Sudbury?
- How does the steering group see this taken forward & what role do you want to play?

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- Policy SDo6 Hamilton Road Quarter



- Hamilton Road Quarter



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- Bus Station and Hamilton Road Quarter - what are we doing and why?
- Looking to maximise the opportunities the site provides to enhance the vitality and viability of the town centre and to ensure Sudbury is an accessible and sustainable, vibrant centre.
- Remains a priority for BDC, STC and Steering Group and the community to regenerate this key town centre site.
- Challenging to develop with the bus station in situ.
- Drivers to seek relocation of the bus station
  - Feedback from SCC public engagement events on Local Transport issues
  - Changing town centre trends
  - Viability feedback

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- Bus Station and Hamilton Road Quarter – what have we done so far?
  - Reviewed options for alternative bus provision
  - Initial discussions with some landowners, bus operators, developers and agents.
  - What next?
    - Steering Group to host a public engagement exhibition to illustrate its preferred option and concept aims for HRQ
    - BDC is able to dedicate resources to drive this forward following support of a relocation of the bus station.



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- Next meeting
- Thoughts around our ideas and priorities and workplan
- Town Centre workshop following report from retail consultant
- Tourism Strategy
  - Destination Management Organisation