

APPENDIX 5: BALDOCK TOWN CENTRE STRATEGY DRAFT ACTION PLAN: 2005 – 2009 (DEC 2005)

Enhancement Opportunities:

NHDC Corporate Strategic Objectives	BTC Strategy Aims	Actions	Output	Key Dates	Lead Agency / Officer(s)	BTC Strategy Policies & Links to other Plans/ Strategies
1, 2, 3, 4, 5 & 6	<ul style="list-style-type: none"> • <i>ensure the long term economic sustainability and viability of the town centre;</i> • <i>enhance the environment of the town centre by promoting and conserving the historic character and layout of the town, achieving good quality design and improving public spaces;</i> • <i>actively promote the weekly chartered street market and ensure it continues to operate successfully;</i> • <i>provide a safe and secure environment;</i> • <i>encourage development to the highest quality achievable which complements and enhances the historic character of the town;</i> 	<p>Prepare a design brief/scheme for enhancement works to High Street, Whitehorse Street, Hitchin Street and Church Street.</p> <p>This will include the following preliminary design works:</p> <ol style="list-style-type: none"> 1. Appoint consultants to undertake a parking review of all on and off street parking provision within the town centre and surrounding streets. 2. Carry out an origin/destination survey of all people parking in the town centre 3. Assess pedestrian flow counts and movements 4. Assess service delivery requirements to commercial businesses within the town centre 5. Appoint consultants to undertake a cellar survey – (Radar survey and site inspection) 	Design Brief/scheme produced for public consultation.	<p>By Oct 2006</p> <p>By Aug 2006</p> <p>By Aug 2006</p> <p>By May 2006</p> <p>By April 2007</p>	<p>NHDC / Louise Symes;</p> <p>HCC / Roxanne Glaud</p> <p>Herts Highways / Steve Greenhill</p> <p>Consultants</p>	<p>P7, P5, P11, P13, P23, P24, P25,P26, P27, P28, P29,P30, P33, P35</p> <p>NHDC Car Parking Strategy</p> <p>NHATP</p> <p>Baldock & District Area Visioning Action Plan</p>

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1, 2, 3, 4, 5 & 6	<ul style="list-style-type: none"> • <i>promote a town centre accessible to all by encouraging a choice of transport modes;</i> • <i>improve access for pedestrians and other non-car users to and within the town centre;</i> • <i>improve tourism and inward investment to the town;</i> • <i>encourage greater community involvement in the life of the town centre;</i> 	6. Survey all existing street furniture, signage and lighting. 7. Document information about utility services 8. Meet with BTC Stakeholder Group and local Members to discuss preliminary design codes. 9. Undertake Post – Bypass traffic survey.	As Above	By March 2006 By Oct 2006 By Dec 2006 By April 2007	As Above	As Above
		Report to Baldock & District Committee & Cabinet to agree Design Scheme for public consultation.	Scheme for public consultation.	By July 2007	NHDC / Louise Symes	As Above
		Amend design scheme in light of public consultation and seek Member agreement of preferred scheme.	An agreed scheme approved by members and public.	By Sept 2007	NHDC / HCC & consultant	
		Prepare brief and contract documents for contractor.	Brief prepared for tenders	By November 2007	NHDC / HCC	
		Appoint contractors and start implementation of scheme.	Implementation of Scheme	Start Spring 2008	NHDC; HCC; Herts Highways & Contractors	

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Land Use Activities:

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SHOPPING, COMMERCIAL AND RESIDENTIAL ACTIVITIES						
1, 2, 3, 4 & 5	<ul style="list-style-type: none"> Ensure long term economic sustainability and viability of the town centre 	Carry out town centre monitoring and health checks	Publication of results of town centre monitoring and health checks	Town centre monitoring annually – April 2006 to 2009 Health checks biennially: Oct 2006 and Oct 2008	NHDC, Mark Wilson/ Louise Symes Baldock Town Centre Partnership	P8 LDF Annual Monitoring Report
1 & 5	<ul style="list-style-type: none"> Promote a balanced mix and range of land uses within the town centre that will contribute to its vitality and local character. 	Preparation of appropriate retail/town centre policies for inclusion in the Council's Local Development Framework (LDF) to identify and addresses any undesirable concentrations of non-retail uses.	Adopted retail/town centre policies in the Council's Local Development Framework	Draft policies – Jan 2007; Adopted policies – Jan 2009	NHDC Mark Wilson Louise Symes	P9 & P10 LDF Core Strategy and Development Control Policies Preferred Option Paper
1	<ul style="list-style-type: none"> Generate employment opportunities and housing for the benefit of the local community 	Produce housing policies in the Council's Local Development Framework	Adopted housing policies in the Council's Local Development Framework	Draft policies – Jan 2007; Adopted policies Jan 2009	NHDC Andy Beavan	P15, & P16 LDF Core Strategy and Development Control Policies Preferred Option Paper NHDC Housing Needs Study
		Produce Supplementary Planning Document (SPD) on affordable housing	Adopted SPD on affordable housing	Draft document July 2007; Adopted document Jan 2009	NHDC Andy Beavan	P17 Core Strategy & Development Control Policies LDD

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1, 2, 3 & 5	<ul style="list-style-type: none"> • <i>Ensure the long term economic sustainability and vitality of the town centre</i> 	Produce Supplementary Planning Document (SPD) on planning contributions	Adopted SPD on planning contributions	Draft document April 2006; Adopted document August 2006	NHDC Karen Allen/ Louise Symes	P17, P22, P29 & P31 NHDC Local Plan No.2
BALDOCK MARKET						
1 & 5	<ul style="list-style-type: none"> • <i>Actively promote the weekly chartered market and ensure it continues to operate successfully</i> • <i>Ensure the long term economic sustainability and viability of the town centre.</i> • <i>Enhance the environment of the town centre by promoting and conserving the historic character and layout of the town, achieving good quality design and improving public spaces.</i> 	Seeking external funding from EEDA or other agencies for short term enhancements/improvements to the market	Improved market	2006/7	NHDC Tara Page	P12 & P13
		Exploring opportunities to open up the market on bank holidays and linking in with specialist markets, including holding a farmers market.	Promotion for a more successful market	2006/7	NHDC Tara Page	P12 & P13
		Review experimental Traffic Regulation Order for the market area in High Street	Proposing to formalise experimental order with shorter period	By Sept 2006	NHDC Terry Nickolls	P12 & P24

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Community Facilities:

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YOUNG PEOPLE							
3 & 4	<ul style="list-style-type: none"> • <i>Promote a balanced mix and range of land uses within the town centre that will contribute to its vitality and local character.</i> 	Formation of a representative Youth Forum/Council for Baldock	Improved Youth Participation & Inclusive Consultation	Commence April 06	NHDC Stuart Izzard	P19 & P20 Youth Services FSR Development Plan	
3 & 4		<ul style="list-style-type: none"> • <i>Improve and replace existing community facilities</i> 	Improve partnership working with statutory and voluntary agencies	NH Youth Issues Group Co-ordinated & joint approach to service provision and support	Current	NHDC Stuart Izzard HCC Youth Services Andy Manson	P19 & P20 Youth Services FSR Development Plan
3 & 4			<ul style="list-style-type: none"> • <i>Encourage greater community involvement in the life of the town centre.</i> 	Promote Grant Aiding for Youth Activities & Youth Projects	Financial support given to existing and new groups/initiatives	Current	NHDC Stuart Izzard
BALDOCK TOWN HALL							
5 & 6	<ul style="list-style-type: none"> • <i>Improve and replace existing community facilities</i> 	Prepare options appraisal brief for consultants for Baldock Town Hall.	Ensure that the future use of the town hall will benefit the vitality and viability of the town centre and the local community	By end Jan 2006	NHDC Peter Underwood/ Jim Turner	P19 & P20	

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5 & 6	<ul style="list-style-type: none"> • <i>Improve and replace existing community facilities</i> • <i>Promote a balanced mix and range of land uses within the town centre that will contribute to its vitality and local character.</i> • <i>Encourage greater community involvement in the life of the town centre.</i> 	Invite fee quotations from suitably qualified and experienced design and planning consultants	Ensure that the future use of the town hall will benefit the vitality and viability of the town centre and the local community	By end Feb 2006	NHDC Peter Underwood/ Jim Turner	P19 & P20 Asset Management Review & Review of Public Halls & Conveniences
		Assess quotations and appoint consultant		By mid Mar 2006	NHDC Peter Underwood/ Jim Turner	
		Consult relevant local bodies to establish preferences for future use of the building.		By end April 2006	NHDC & Consultant	
		Complete outline options appraisal for possible uses and prioritise these against a range of agreed criteria such as community benefit, cost, risk, conformity of use etc		By end June 2006	Consultant	
		Prepare report for assessment and shortlisting of identified options.		By end July 2006	Consultant	
		Agree most suitable option(s) for further consideration as part of the agreed plans for the Town Centre		By end Aug 2006	NHDC / Consultant	
BALDOCK MUSEUM						
3 & 6	<ul style="list-style-type: none"> • <i>Improve and replace existing community facilities</i> 	Prepare a project plan for implementing the key works of the Museums Improvement Plan	Part Project Plan to improve partnership working with non NHDC museums	1 st Draft Discussed at Dec 2005 Project Board Meeting	NHDC/ Lynn Saville	P19 & P20 Museum FSR

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3 & 6	<ul style="list-style-type: none"> • <i>Improve tourism and inward investment to the town</i> • <i>Improve and replace existing community facilities</i> 	Work with local volunteers who operate Baldock Museum to identify new opportunities for joint working	Viability to be considered as part of Museum FSR project within context of new Heritage and Cultural Strategy.	<p>First meeting of stakeholder forum January 2006</p> <p>Further dates will be subsumed into work programme.</p>	NHDC / Patrick Candler	<p>P19 & P20</p> <p>Museum FSR</p> <p>Asset Management Review & Review of Public Halls & Conveniences</p> <p>Baldock & District Area Vision Action Plan</p>

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Transport & Access:

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1, 3 & 5	<ul style="list-style-type: none"> • <i>Ensure the long term economic sustainability and vitality of the town centre.</i> 	Appoint consultants to undertake a town wide Parking review of provision and usage	To meet the objectives of the North Herts Car Parking Strategy.	By Oct 2006	NHDC/ Simon Young Terry Nickolls & Consultants	P24 NHDC Car Parking Strategy
	<ul style="list-style-type: none"> • <i>Promote a town centre accessible to all by encouraging a choice of transport modes</i> 	Prepare Baldock & Letchworth Garden City Urban Transport Plan	Draft prepared for public consultation	Draft by May 2006 Final Report by July 2006	HCC/ Herts Highways Roxanne Glaud	P23, P24,P25, P26, P27, P28 &P29 NHATP
	<ul style="list-style-type: none"> • <i>Improve access for pedestrians and other non-car users to and within the town centre</i> • <i>Ensure the long term management and maintenance of the town centre as a whole, for the benefit of shoppers, businesses and residents</i> 	Improvements to pavement network and pedestrian crossings as part of Enhancement Schemes and HCC Integrated Works Programme (IWP)	To strengthen and improve pedestrian links within and to the town centre.	Enhancement works by 2009 IWP ongoing	NHDC Simon Young HCC Roxanne Glaud Herts Highways Mike Morelee	P27, P28, P6, P7 & P11 NHATP Hertfordshire Highways Integrated Works Programme Baldock & District Visioning Area Action Plan

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1, 3 & 5	<ul style="list-style-type: none"> • <i>Ensure the long term economic sustainability and vitality of the town centre.</i> • <i>Promote a town centre accessible to all by encouraging a choice of transport modes</i> 	Review NHDC Cycling Strategy and Network Review as part of policies for the LDF and to inform the Baldock & Letchworth Garden City Urban Transport Plan.	To improve access by bicycle to the town centre	Start Nov 2006	NHDC Simon Young HCC	P29 NHATP NHDC Cycling Strategy NHDC Network Review Baldock & District Visioning Area Action Plan
		Prepare a Passenger Transport Strategy for Baldock, Letchworth & Hitchin to link in with the HCC North Herts Area Network Review and to inform the Baldock & Letchworth Garden City Urban Transport Plan.	Improved bus services, infrastructure and information	Start April 2006	NHDC Simon Young HCC Kieth White	P25, P26 & P28 NHATP LTP Herts Bus, Rail and Intalink Strategies Baldock & District Visioning Area Action Plan

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Community Safety:

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2	<ul style="list-style-type: none"> <i>Provide a safe and secure environment</i> 	Monitor hotspots and work to make them safer through the Crime and Disorder Reduction Partnership.	Ensure Baldock Town Centre remains an area with low crime rates.	Ongoing	NHDC Michael Nadasdy Crime Reduction Partnership, Local Police /	P32 & P33 Community Safety Strategy for North Herts
2	<ul style="list-style-type: none"> <i>Provide a safe and secure environment</i> 	To encourage licensees to form a PubWatch scheme to work in partnership with the local Police to tackle anti-social behaviour as and when it arises.	Ensure Baldock town Centre remains an area with high levels of community safety.	Ongoing	Local Police; Pub Licensees; NHDC - Michael Nadasdy	P32 Community Safety Strategy for North Herts
2	<ul style="list-style-type: none"> <i>Provide a safe and secure environment</i> 	Sign up to an Enforcement Protocol with neighbouring authorities and Herts Constabulary in dealing with licensed/unlicensed venues	Ensure that the aims and objectives of the Licensing Act 2003 Joint Enforcement Statement ¹ are promoted and met.	By March 2006	NHDC Giovanna Silverio / Herts Constabulary, Neighbouring Local Authorities/	P32

¹ The Licensing Act 2003 Joint Enforcement Statement, is a Statement between Local Authority Coordinators of Regulatory Services (LACORS), the Local Government Association (LGA) and the Association of Chief Police Officers (ACPO).

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Promotion & Marketing:

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1, 2, 5 & 6	<ul style="list-style-type: none"> • <i>Ensure the long term economic sustainability and viability of the town centre</i> • <i>Improve tourism and inward investment to the town</i> 	<p>To investigate setting up a Town Centre Partnership:</p> <ul style="list-style-type: none"> • First set of meetings arranged with interested individuals to form/select the Partnership. • To develop an Action Plan for the TCP and consider necessary funding requirements. 	To work with local businesses to raise the profile of the town Centre	<p>Nov/Dec 2005</p> <p>By April 2006</p>	NHDC Ron Chalkley /Herts Chamber of Commerce	P36, P11, P12 & P14
1, 3 & 5	<ul style="list-style-type: none"> • <i>Improve tourism and inward investment to the town</i> 	Improve co-ordination and networking links with Herts County Council and EEDA to promote Baldock through various tourism initiatives	Raise the profile of Baldock town across the County and regionally.	Start May 2006	NHDC Ron Chalkley/ HCC/ TCP	P37 & P14
5	<ul style="list-style-type: none"> • <i>Improve tourism and inward investment to the town</i> 	Install Directional Tourist Information Road signs for Baldock as part of Bypass works And Gateway signs as part of enhancement works	To encourage motorists to visit the historic Market Town of Baldock	<p>Directional signs by April 2006</p> <p>Gateway signs by 2009</p>	HCC / Herts Highways	P35