The Civic Trust Report July 2004

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And all the residents and businesses who wrote or e-mailed us and responded so magnificently to the questionnaires, exhibitions, meetings and workshops

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## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Executive Summary</td>
<td>4</td>
</tr>
<tr>
<td>2. Introduction: the story so far</td>
<td>5</td>
</tr>
<tr>
<td>3. Plans for Development</td>
<td>13</td>
</tr>
<tr>
<td>4. Plans for Improvement</td>
<td>22</td>
</tr>
<tr>
<td>5. Plans for Management</td>
<td>24</td>
</tr>
<tr>
<td>6. ‘External’ Issues</td>
<td>25</td>
</tr>
<tr>
<td>7. Implementation Plan</td>
<td>26</td>
</tr>
</tbody>
</table>
1. EXECUTIVE SUMMARY

1.1 The Civic Trust was appointed by Daventry District Council to prepare a Vision for the future of Daventry town centre in December 2002. This is the Daventry Town Centre Vision 2021, the last of four stages: issues, ideas, plans, and action.

1.2 The Vision has been provided with a firm foundation through a Commercial Review and a Retail Capacity Study (RCS) prepared by the commercial consultants Chesterton and Donaldsons. The RCS demonstrated that the town centre shopping offer is poor compared to the demand for shopping from the town and surrounding area, and that this gap will become worse unless action is taken. A key part of the proposals, therefore, are measures to make it possible to increase the range of shops. However, it is clear from the consultation that while people do want more and better shops, they also want the town centre’s community and cultural facilities to improve. These are therefore included within the Vision.

1.3 In what follows, the results of the consultation during the plans stage are first presented, with an indication of how the proposals in the ‘Plans’ document were altered in response to them. The plans proposals received widespread support, but this was not unanimous on every point, as would be expected. One potentially significant development since the publication of the Plans document has been an approach from the Daventry Tertiary College (soon to merge with Northampton College).

1.4 The main part of the document presents the plans for the town centre vision. It is set out in four sections: developments (including phasing and car parking provision), physical improvements, management initiatives and issues not in the town centre but which affect it. The areas for development are:

- North of High Street (area of the Primrose Hill car park, Library, etc.)
- Bowen Square and Police Block
- A New Canal Arm (at Eastern Way)
- Town Centre East (land along South Way, the Civic Offices and Leisure Centre area)
- Town Centre West (Waterloo and Gas Works Sites, and Outdoor Pool area)
- Possible use of land on the northern edge of the town centre for a new College Campus and community facilities. This only partly falls within the scope of the Town Centre Vision and will require further work with all those involved.

Proposals for improvements include plaques to commemorate historical connections of buildings in the town centre, improvements to the ‘Rec’ and to the churchyard, including security.

Proposals for management look at town centre management in a broad sense, including the way public bodies deliver their services to the town centre. They also include town centre events and means of measuring the performance of the town centre so that future management can be based on evidence.

1.5 This Town Centre Vision has been prepared jointly by the Civic Trust and Daventry District Council, with input from Daventry businesses and residents, the Daventry & District Civic Society, Daventry Town Council, Northamptonshire County Council and Parish Councils in the surrounding parishes.

1.6 The Town Centre Vision is not a formal ‘planning’ document. The new Development Plan for the area is to be prepared by Daventry District Council in accordance with planning law; this will involve further public consultation.

The Civic Trust
Daventry District Council
May 2004
2. INTRODUCTION: THE STORY SO FAR

2.1 Background

Since December 2002, Daventry District Council has been working with the Civic Trust to establish a new Vision for the future of Daventry town centre. The Vision has been developed through in four stages:

- ‘Issues’ – discovering what residents, businesses and users of Daventry town centre felt were its strengths and weaknesses, and the challenges and opportunities it faced, based on a town centre business survey, and on-street and telephone shoppers’ surveys in the town and surrounding villages.
- ‘Ideas’ – the presentation of a range of ideas about the ways the town centre could move forward, in the light of what residents and businesses said, and also based on research carried out by the Civic Trust and commercial consultants Chestertons and Donaldsons.
- ‘Plans’ – the presentation of a coherent set of proposals for the town’s future, again for consultation.
- ‘Action’ – the final Vision, including the Implementation Plan, to be approved by the Council and put into effect.

During the work on the Vision, the sub-regional circumstances changed significantly; in particular, a draft ‘Milton Keynes and South Midlands Sub-Regional Strategy’ has been published for consultation by the regional planning bodies. This designated Daventry as a ‘sub-regional centre,’ to take more than local growth, and Daventry District Council responded to this by proposing a plan for the population of the town to reach 40,000 by 2021, with only natural growth thereafter. Such growth in the town’s population needs to be taken into account when planning for the future of the town centre.

2.2 Retail capacity study

The retail capacity study showed the demand for shopping floorspace is already markedly higher than what the town centre provides, and will continue to grow with the population and increasing prosperity.

<table>
<thead>
<tr>
<th>Type of shop</th>
<th>Estimated Floorspace Requirement, square metres</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2003</td>
</tr>
<tr>
<td>DIY</td>
<td>1,940</td>
</tr>
<tr>
<td>Clothing &amp; footwear</td>
<td>1,934</td>
</tr>
<tr>
<td>Furniture &amp; carpets</td>
<td>1,774</td>
</tr>
<tr>
<td>Electrical</td>
<td>749</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,197</strong></td>
</tr>
</tbody>
</table>

The RCS suggested that no new floorspace for food would be needed up to 2021. This does not mean it should be opposed, particularly if it introduced additional options for people, but that if there is competition for limited additional floor space other forms of shops should be preferred.

2.3 Employment

Employment in shops: If all the shops the Retail Capacity Study suggested are needed by 2021 were provided, they would employ something like 1,800 people. It should, however, be recognised that this is a very approximate figure.

Employment in offices: A recent report¹ suggests Daventry District requires an additional 68,000 square metres of office space in the period to 2021, in which something like 2,300 people would work. This is a very large area, and if accurate, it would be very difficult to accommodate it all in the current town centre. However, offices in town centres contribute to the overall mix and provide custom for shops. The Vision therefore seeks to provide for as much as possible of this space in the town centre, including above shops in both existing and new development.

2.4 Responses to the ‘Plans’ Consultation

The exhibitions and questionnaires

The ‘Plans’ exhibition was displayed at the public meeting on 19 February 2004 at the Conference Hall, Daventry Tertiary College, about 175 people were in attendance. A staffed mobile unit also took the exhibition into the heart of the town centre on two two-day blocks: 6th and 7th and 20th and 21st February 2004. In the order of 1,000 people passed thorough the exhibition over the four days. The Daventry Calling winter edition contained a central spread with cut out questionnaire (Daventry Calling is sent to all households in the District). A presentation was also made to the Daventry Business Breakfast Club, and at a seminar of representative and interested groups on 19 February 2004.

The project achieved widespread media coverage, including local papers and BBC Radio Northampton. The exhibitions and public meeting were also advertised through letters to all known community groups in the town and town centre businesses, including posters they are asked to display.

Combining all questionnaires from the exhibitions and meeting, 94 questionnaires were returned. The main responses to the 19 questions were overwhelmingly positive. There were also 25 responses to the questionnaire in Daventry Calling, and these responses were markedly less positive, in some cases because the diagrams had been misunderstood. These combined results are presented (below) as bar charts under the main consultation questions they most closely relate to. A good spread of ages and male/female ratio were obtained, and there were a fair number of responses from the surrounding area as well as Daventry town itself.

In addition 18 letters were received. Many of these gave interesting background information. There was also a petition from the Playhouse Nursery expressing concerns about the potential impact of developments in the area of the St John’s Ambulance Hall, this appears to contain in the order of 150 valid individual names. Further work is being carried out by the Council to establish the nature of the concerns and ensure they are taken into account in any works in that area.

We received letters of response from the following organisations:

- Daventry Town Council
- Parish Councils (Norton, Badby, Welton)
- Northampton County Council
- Daventry & District Civic Society
- Barton Wilmore, on behalf of Waitrose plc
- Daventry Tertiary College
- Inland Waterways Association
- Daventry William Parker School

Danetre School
Charles Planning Associates (CPA) on behalf of Croudace Limited, who wish to develop land to the North-East of Daventry

Responses to Questions in the report

Q1 Do you agree that this is an appropriate wording for the overall Vision for Daventry town centre? If not, what would you suggest?

Daventry Town Council agreed with the wording, with the suggestion that improving size and diversity of shops should be added to the text. Northamptonshire County Council also supported the overall Vision statement, in particular the mention of the town’s history and that the vision for future development should build on this legacy.

The Daventry & District Civic Society and the seminar supported the wording, also suggesting the phrase ‘rapidly expanding’ be added. CPA felt the wording “represents a suitable starting point,” and pointed out that the Vision would need to be reviewed if the projected growth of the town’s population to 40,000 did not seem likely.

A slightly amended wording for the overall Vision and also the themes, taking these comments into account, is given at the end of this section.

Q2 Do you agree with the general thrust of the plans for development?

Questionnaire/Daventry Calling responses on this issue are shown on chart 1.

Also relevant to this issue is a further question asked specifically in the questionnaires and in Daventry Calling: “Should Daventry town centre aim for a greater range and number of shops?” The responses on this issue are shown on chart 2.

Daventry Town Council agreed, as did Norton and Badby Parish Councils, with the general thrust of the Vision. The Town Council, however, expressed with reservations about “high density” housing, including a concern for quality of life for future residents of such housing. Badby Parish Council felt that an even greater emphasis on car parking was needed. Norton Parish Council were also concerned that funding sources for all the proposals be identified.

Welton Parish Council was not supportive of the overall thrust of the Vision because it felt that not enough detail was given on the types of retail businesses, and they suggest the Vision should be revised following the examination of the Milton Keynes - South Midlands Study and if the West Northamptonshire Urban Development Corporation (UDC) is implemented.
Northamptonshire County Council broadly supported the proposed Vision. They also emphasise the archaeology in the historical area, and have undertaken studies of the history and archaeology of the town which should be of use in drawing up detailed development proposals.

Daventry Tertiary College expressed support for the thrust of the Vision, suggesting that it be amplified to ‘support the improvement of educational provision for the town and surrounding communities.’ Daventry William Parker School and Danetre School also expressed support.

The Daventry & District Civic Society supported the thrust of the Vision, but felt that the issue of Vicar Lane and the possible need to expand Abbey Junior School should be reconsidered at a future date. The seminar took a similar view. The CPA response generally agreed, but suggested that more detailed work on the proposals was required.

There is therefore broad support for the thrust of the Vision, and no fundamental change to the strategy set out in the Plans document seems necessary. (It would be inappropriate to attempt to specify the level of detail suggested by Welton Parish Council, and the Vision already allows for the effects of the growth of the town associated with the Milton Keynes - South Midlands Sub-Regional Strategy.)

Q3 Do you agree that a quality educational use should remain an option for Eastern Way?

Daventry Town Council, Daventry Tertiary College, Daventry William Parker School and Danetre School agreed that a quality educational use should remain an option for Eastern Way. The schools state that this ‘...supports and complements ambitious plans of the Daventry Learning Partnership and would be a beacon for other Councils to follow.’ The County Council emphasised the importance of ‘extended schools’ and a forthcoming review of 16+ education.

The local Civic Society are in favour of educational use on Eastern Way, suggesting there is room for both this and a Canal arm, but also commenting that the roundabouts and highway issues should be addressed first, before deciding on the exact development areas. The seminar agreed, although some participants also raised again the question of the future of the two existing town centre schools. The educational use of Eastern Way was not specifically raised at the public meeting, although the importance of education and facilities for young people was.

Norton Parish Council preferred to see the land on Eastern Way remaining as a leisure site. They suggested a more suitable location for a College campus would be to the North of the High Street or adjacent to Daventry William Parker School.

Only one of the letters from the public referred to this question, suggesting a cultural and leisure quarter would be more appropriate than school use. CPA did not object to an education use, but suggested the area of land might not be sufficient for that and a canal basin.

It is clear that the education sector sees this area as having the potential to make a major contribution to the improvement of educational attainment in Daventry and the surrounding area. However, the exact nature of the contribution it could make cannot be defined at this time - while, for example, the merger of Daventry and Northampton Colleges is finalised. Accordingly, and given that the site is on the edge of the town centre area, an ‘optional’ 6th development area has been added. Actual decisions on this area will need to be made once the educational position is clearer.

Q4 Do you agree with proposals 1a and 1b (North of High Street developments)? Would you make any changes to them?

Questionnaire/Daventry Calling responses on this issue are shown on chart 3.

Daventry Town Council offered its support for this proposal, with the comment that it would also wish shops on the site to use a courtyard link to High Street, as in Bishop’s Court. Norton Parish Council, however, would prefer library and college use for this site.

Daventry & District Civic Society felt the access to the car parking arrangements needed to be defined. They also suggested that the museum could be located with the relocated library. The seminar supported these proposals, but some participants stressed the need for the new library, if indeed on the first floor, to be accessible.

The County Council supported the general proposal but has reservations about an upper floor library - good design will be important. County Councillor Janet Penrose suggested there might be a problem of a library being open in the evening above closed shops. She also said that a relocated Social Services office would still require a separate building entrance to meet client needs and in particular for user-friendly out-of-hours access.

Norton Parish did not support this proposal. ‘It is agreed that substantial parking will be required. However, the proposed shopping complex in this area is flawed, as it is remote from the town’s main shopping area. Better use would be to locate the Sixth Form College and a modern library in this area.’

Chart 3: North of High Street

<table>
<thead>
<tr>
<th>% of Those who expressed a View</th>
<th>Agree strongly</th>
<th>Agree</th>
<th>Disagree</th>
<th>Disagree strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<td>10</td>
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<td>100</td>
<td>70</td>
<td>60</td>
<td>5</td>
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</table>

Daventry Town Centre Vision 2021
July 2004
Barton Wilmore (for Waitrose plc) seeks to build a case against the site being suitable for supermarket food retailing, commenting that site 1 ‘would not provide a suitable site for a food store, or replacement food store, within the town’. They base this on statements that levels on the site would make servicing difficult, access could be difficult, parking may not be adequate, the site lacks the ‘visual prominence’ a food retailers would require and that if mixed-use the site may not be large enough to accommodate the requirements of a supermarket.

One letter from the public was critical of the market (although commenting that their prices are ‘about half those in the shops’ for fruit and vegetables) as it will block access to site 1 new shops. This seems unlike in practice.

There is thus widespread support for the proposals for this site, while a range of details need to be addressed when detailed proposals are drawn up. Barton Wilmore’s comments need to be taken seriously, but so does national planning policy that requires retailers to be flexible in their requirements in order to achieve development within town centres. In Daventry’s case, the pressing need for town centre retail space identified in the Retail Capacity Study should outweigh any suggestion on non-retail space at ground floor in this area. (Norton Parish Council’s proposal for a College campus would not be practical given the size of the site, and has not been endorsed by any of the educational institutions.)

Q5 Do you agree with the proposals 2a, 2b, 2c (Bowen Square and Police Block)? Would you make any changes to them?

Questionnaire/Daventry Calling responses on this issue are shown on chart 4.

Three letters support Bowen Square (2a), one the foundry Court link (2b), and two the police block (2c); one of them suggests the Magistrate’s Court should also improve at the same time. One wished to keep the police presence in the central location, one supports a plan to pedestrianise New Street, and one is against this.

The seminar supported these proposals, with three subsidiary comments: (i) need to ‘look after’ Waitrose (on which see below), (ii) Shopmobility needs to remain central, and (iii) Joseph Priestly Court would be better used for older persons’ accommodation.

Barton Wilmore (for Waitrose plc) expressed concern at the loss of the car park and comments that: ‘the proposals for the redevelopment of Bowen Square, if implemented, would be detrimental to the operation and functioning of the existing Waitrose store. Waitrose would therefore be prepared to consider commercially viable relocation opportunities within or close to the town centre in order to facilitate the proposed development.

The local Civic Society supported the proposals, with the proviso that a police presence in Daventry centre should be retained to deter bad behaviour. The Magistrate’s Court should not be lost in Daventry, as the Juvenile Court has already gone to Northampton. Norton Parish supported the proposals: ‘the plan for a covered mall is a good one. If expansion in this area were to proceed then it would be beneficial to pedestrianise North Street’.

Highways concerns were raised by the County Council on any proposals affecting vehicular use of New Street.

There is thus general support for the proposal, and any relocation of Waitrose (to another town centre site) could actually be helpful in making more space available for ‘comparison’ goods such as clothing. It would also help with the balance of parking demand. Any changes to the highways such as New Street would need to be agreed with the County Council and subject to Transport Assessment.

Q6 Do you agree with proposal 3 (New Canal Arm)? Would you make any changes to it?

Questionnaire/Daventry Calling responses on this issue are shown on chart 5.

Daventry Town Council supported the canal concept and recommend a feasibility study is carried out in the near future. Norton Parish also offered support. ‘This area of the Grand Union Canal is already very popular with tourists on boats but lacks any major town and shopping facilities. Daventry would certainly be a very popular stopping area for shopping and the restaurant trade would certainly benefit.’ Their main concern with the canal is the cost, the amount of water required and the need to lift boats by such a large height.

Barton Wilmore commented that the canal plan proposal appears to be less than fully worked-up; this is the case as it was only a minor idea at the ideas stage.

Four public letters supported the canal, four were against. Of those in favour, it was suggested, ‘perhaps the canal could have a brook and wide path into the park for jogging / walkers / cyclists to have a pleasant through way from west to east. Daventry supporting the government’s Health initiative’. One against the canal also suggested sporting use - an athletic track - instead. One of the objections to the canal is related to safety ‘a danger to children’ and maintaining it free of litter. The other main concerns are: water supply, and the height to be scaled from Braunston to Daventry. Another response suggested de-culverting the brook at Fishponds and featuring it as a walk to the Country Park.

The Civic Society suggest a park/water feature would be a suitable replacement should the canal not be feasible. The seminar’s support for the canal was lukewarm, due to unknown cost. This may well have been affected by suggestion from some at the seminar that the cost could be £50 million, £15 million is a more likely figure.
CPC expressed strong opposition to the proposal, on the basis that “it is an impractical project that represents a very poor use of the land and raises substantial concerns in relation to the cost and resource implications when set against the likely benefit” and set out some issues which needed to be addressed.

The Inland Waterways Association are supportive of the canal and suggest the engineering difficulty of levels ‘can be overcome with either an inclined plane or a water slope, would save water and be a visitor attraction.’

The conclusion from these responses is that, provided a feasibility study shows that it is practical and worthwhile in terms of overall costs and benefits, the canal arm should be pursued.

Q7 Do you agree with proposals 4a, 4b, 4c, 4d, 4e, 4f, 4g (Town Centre East)? Would you make any changes to them?

Questionnaire/Daventry Calling responses on this issue are shown on chart 6.

The Civic Society supported these proposals. Daventry Town Council suggested all sites except 4e should be included. Design should be ‘in harmony with the Holy Cross church yard setting’. The seminar was supportive, but concerned that the decked car parks should not be too high. Views on the desirability of roundabouts (even if smaller than currently) rather than traffic signals, and the definite need for the Working Men’s Club site for retailing were expressed.

Northamptonshire County Council commented about the possible the reconfiguration of the two roundabouts (Q 7 & 8). ‘In relation to both of these proposals the Highway Authority would welcome further details in order to determine whether changes may be necessary to highways. It is noted though that any proposal for the outside pool site is likely to require major alteration to the existing ring road junction layout. The County Council is concerned about the movement of traffic, which may be affected by such a redesign.’

CPC raised no objections to these proposals, but suggested that retail provision could be included in development of land to the North-East of Daventry, some of which is “less than 0.5km from the existing town centre”.

Thus these proposals have general support, subject to important details such as highway junction considerations. The CPA suggestion for out-of-centre retail should be resisted, except for purely local shopping, as it would risk undermining the town centre and also be counter to national planning policies.

Q8 Do you agree with the proposals 5a, 5b (Town Centre West)? Would you make any changes to them?

Questionnaire/Daventry Calling responses on this issue are shown on chart 7.

Daventry Town Council supported these proposals, but not the single-aspect housing suggested to ‘mask’ the new decked car parking. The Civic Society specifically supports site 5(a). The seminar had mixed views, although broadly supportive; it was felt that the impact on nearby houses and road layout needed clarification. At the public meeting, representatives of the community groups in this area expressed concern that redevelopment and relocation might disadvantage them.

The County Council supports the proposals, particularly 5b as such a development has the potential to encourage increased tourism as well as provide an opportunity for quality recreational facilities.

There were two letters with support, one suggesting a bowling alley and a church / recital hall. Three expressed concern at the proposed re-location of the St John’s Ambulance Hall and Playhouse Nursery (which meets within it). There was also a petition expressing concern about the redevelopment of that site and the desire that the Nursery remain an important part of the local community.

Bringing these proposals forward will thus require close working with the community groups to ensure the needs of those they serve are protected.

Q9 Do you agree with the phasing proposals? If not, what would you alter and why?

The Town Council supported, in particular, North of High Street (Site 1) being developed first, followed by Bowen Square (Site 2). However, it was concerned that parking should remain available throughout the development works. The County Council, conversely, stressed the need to retain library provision until a new library is available.

Barton Wilmore object to starting works in Bowen Square (which would close the Bowen Square car park) until suitable relocation options for the Waitrose store have been fully explored.

Daventry & District Civic Society said that new leisure facilities should be developed before the existing Leisure Centre was re-used. They (and the seminar) also felt that a traffic study should be conducted before any of the developments take place. (In practice this will happen through a ‘Transport Assessment’ relating to each of the planning applications – it is necessary to have the detail of the proposals before final judgements about their effect on the road system can be made.)

No comments on phasing were received from the general public.
Daventry Town Centre Vision 2021

Q10  Which of the major parking proposals do you support, and why?

The Civic Society supported decked car parking at Waterloo. It commented that the idea put forward by others of a car park between the High Street and Bowen Square would be difficult to achieve, given the large number of property interests and restricted space. The County Council said that a decked car park at Primrose Hill might cause problems regarding links into the main distributor roads. Norton Parish Council supported provision of parking in general.

A public letter suggested that multi-storey car parks implied longer walking distances and changes, whilst the loss of parking to Bowen Square ‘would benefit Tesco but hit Waitrose’. The seminar had split views, with only Waterloo having clear general support. No-one expressed support for the remote surface car park option, and CPA argued it would be “wholly inappropriate”.

While no specific survey question was asked on this issue, the public support for the proposals for sites 1, 4 and 5 would suggest support for decked car parking at Waterloo and Lodge Road, and not at Primrose Hill.

Q11  Do you agree with each of the proposals for improvement? Are there other improvements which should be made?

Questionnaire/Daventry Calling responses on this issue are shown on chart 8.

Daventry Town Council, Norton Parish Council, the Daventry & District Civic Society and the seminar all supported the proposals. The Town Council confirmed that Christmas Lights are now their responsibility and expressed willingness to develop and improve this service.

Five letters from members of the public addressed these ideas: Flags etc. are suggested for all the entrance points to Daventry (not just in the town centre); Sculpture; colour, architecture, shrubs, flowers; trees; bandstands (in both the ‘Rec’ and at Eastern Way), new market stall structures and general lighting for decoration rather than just at Christmas. One thought the bowling green was not well enough supported to justify continuing to occupy a central location in the ‘Rec’.

Q12  Do you support the proposals for ‘town centre management’? Are there other things which should be considered?

Questionnaire/Daventry Calling responses to a question about town centre management and events (Q12 and 13) are shown on chart 9.

Daventry Town Council and Norton Parish Council supported the proposals for town centre management. The County Council expressed support in principle the introduction of a town centre manager. The Seminar had split views, partly supporting a specific Manager and partly expressing a view that funding questions needed to be resolved.

Q13  Do you support the idea of town centre events?

CPA and Daventry Town Council, Daventry & District Civic Society, CPA and the seminar expressed support, as did Norton Parish Council, which suggested that well-publicised events would be popular and attract visitors. The County Council supported the proposal and said that studies show that there is significant economic benefit from events. Barton Wilmore on behalf of Waitrose welcomed both the proposed plans for environmental improvement and management initiatives in the town centre.

Q14  Would your organisation we willing to support or run such events?

The Daventry & District Civic Society expressed a willingness participate in organising events. Informal discussions with Daventry Brass Band also suggest that if a bandstand were provided in the town centre, for example at the ‘Rec,’ they may be able to contribute to the atmosphere of the town centre on some occasions.

CPA commented that “Croudace is prepared and would expect as part of its involvement in the expansion of Daventry to support and contribute/organise appropriate events in relation to the future of the town”

Q15  Do you agree that it is not the right time for Daventry town centre to consider a Business Improvement District?

It was agreed by the Town Council and County Council that this is not the right time to seek to introduce a BID for the town centre. The Daventry & District Civic Society and the seminar concurred, although hoped the District Council will monitor progress elsewhere with this system.

Q16  Do you have any views of the specific indicators which should be used to measure the performance of the town centre?

The concept of measuring performance using indicators – and acting on the results – was supported by the County Council and the Civic Society. Daventry Town Council suggested a specific indicator to monitor footfall in the secondary shopping streets. It was also suggested that an opinion poll survey on cleanliness etc. would be useful, as would a measure of vacant properties. It was proposed that the local Disability Forum should be asked to test the accessibility of shops and public buildings on a regular basis.
Q17 Do you have any views on the ‘external issues’ outlined?

Norton Parish Council supported the cattle market and want improved bus services to meet the proposed expansion. Part of the seminar opposed the cattle market concept.

Daventry Town Council suggested low cost family-friendly housing with gardens is needed in Daventry, with good town centre accommodation for older residents to free up the family homes. They also requested that allotments should be added to the town centre external issues.

The County Council pointed out the current weakness of public transport within the area – highlighting that the shuttle buses do not generate income to cover the driver employment costs. It also highlighted the potential capital costs of PRT.

CPA questions the public transport proposals, supports the provision of community facilities and questions the viability of a cattle market. On the canal, it re-iterates its opposition and in relation to education mentions the importance of this being included within mixed-use communities. On the question of offices, it states “Croudace supports the principle of office redevelopment in the town centre. Should additional demand exist thereafter, then the North East Daventry area could accommodate some B1 office provision as part of a sustainable mixed-use development.”

The Civic Society supported community facilities, is opposed to the cattle market idea, definitely support the canal arm, including canal side on the route from the town centre to Grand Union. It wished to see improved public transport, including a serious investigation of PRT.

Five letters from members of the public referred to this question. One suggests a combined Performing Arts and Youth Centre; another proposes a multi-purpose building. One suggests schools should be a priority before considering the canal and other leisure facilities. One is against a cattle market as being economically unviable: Banbury cattle market and Crick abattoir closed and there is now little livestock farming in Northamptonshire. One was not in favour of the PRT idea.

Several speakers at the public meeting highlighted the importance of more and better facilities for young people. Many of the current facilities fall in an area around the western and northern edges of the town centre, between Daventry William Parker School and the Band Hall.

The responses from Daventry Tertiary College and the two secondary schools highlighted the creation of the Daventry Learning Partnership and their ambitions to transform educational provision. This may include a College Campus or other educational facilities in the town centre area.

Norton Parish Council felt that if the population of Daventry were to expand to 40,000 people by 2021 then a much larger Police Station would be required, manned 24 hours. In addition, provision should be made for expanding other emergency services (Fire, Ambulance, Hospital etc.) to be in place to meet the progressive growth of the town.

Several changes to the ‘external issues’ in the Plans document have been made to address these comments.

Q18 Does the implementation plan cover all the issues you feel are important to the future of Daventry town centre?

The Civic Society requested the addition of an appraisal of traffic and parking needs as a first step towards implementation. As mentioned above, while parking has been addressed globally as part of the Vision, detailed arrangements for parking and traffic flows will form part of Transport Assessments related to each major planning application.

Barton Wilmore suggested partner organisations should include all parties with an interest in the land or buildings in question, including lessees and occupiers of site as well as owners.

Two letters proposed additional items. One suggested there will be a need to re-explore the Abbey School location in the future. The other referred to the need for a good housing design guide for developers (in relation to the town centre, good design is covered in 4.12 below).

Q19 If your organisation is named as being involved in an action, do you agree to be involved and do you feel the timescales etc. are realistic? If your organisation is not named for an action, should it be?

Daventry & District Civic Society expressed willingness to help with items in the Implementation Plan which mentioned them.
Other issues commented upon

Which shops and how development will be funded were the two key questions asked. There is some concern that council taxes, rents and rates should not rise as a result of the implementation of the Vision, and that smaller independent shops are not driven out. It does, however, need to be recognised that rising rents are actually a sign of economic success and is related to the quality of the shopping offer - in part this is recognised in another comment: A ‘well maintained pleasant market town’ should have ‘shops of quality as well as the existing cheap and cheerful shops’.

Barton Wilmore suggested that ‘Further consideration needs to be given to the issue of funding. It is unreasonable and unrealistic to assume that the proposals will be developer-funded and sufficient public funding should be provided to facilitate the regeneration of the town centre.’

The CPA response raised a number of issues, partly under the headings of questions 18 and 19, which appear to reflect a misunderstanding of the nature and purpose of the Vision document. In particular, it seeks a longer consultation period and greater detail on the proposals. These issues will, in fact, receive further consideration as part of the preparation of the new Development Plan for the District and briefs for development sites.

2.5 Overall Vision and Themes

The overall vision proposed in the ‘Plans’ document, which sought to reflect the aspiration for better shops alongside other activities, was generally supported (see above) but many felt that some further detail was needed. Taking these into account, the Vision for Daventry Town Centre is:

Daventry Town Centre will develop to become an attractive and vibrant heart of the town and wider area, building on its history as a market town, and increasing the diversity and range of shopping, commercial, community and cultural activities. It will seek to provide facilities which are accessible to all.

Bearing in mind the comments made, the themes have also been slightly revised and the final Themes are:

Theme 1 Increase the range and diversity of the shopping offer in Daventry town centre.
Theme 2 Consolidate and improve public spaces and linkages in and around the town centre.
Theme 3 Improve the image and attractiveness of Daventry by building on its existing heritage and historical assets.
Theme 4 Create more activities and events and improve management of the town.
Theme 5 Concentrate on the future for young people.
Theme 6 Leisure and Recreation opportunities.
Theme 7 Evening Economy for all.
3. PLANS FOR DEVELOPMENT

3.1 Overview

This section sets out five clusters of development, and one potential cluster, to enable the town centre to meet the needs and aspirations of the people of the area over the period of the Vision. These are based upon the results of consultation on the Ideas phase, the commercial consultants’ reports and discussions with potential developers about the types of things which would work in practice.

Physical options for providing new retail development and car parking are discussed below. However, the Vision and site options also include other site uses, such as leisure and culture, as this emerged strongly from consultation.

The intention is to outline a coherent set of proposals which should meet the needs and desires of local people for a range of facilities, including shopping, looking towards 2021. Many of the issues are inter-related. For example:

Objective of providing more and better shopping in the Bowen Square area is partly met by reuse or redevelop all or part of police station and yard area.

The consultation response indicates that a police station is considered to be an important part of town centre; therefore a replacement space to accommodate some or all of the police facilities is required.

Propose an extension to Lodge Road Civic Offices to accommodate police needs.

Overview: Town Centre Opportunities

Main Sites
1. North of High Street
2. Bowen Square and Police block
3. A New Canal Arm
4. Town Centre East
5. Town Centre West
6. Northern Edge – New College Campus and Community Facilities?
3.2 Site 1: North of High Street

a. Primrose Hill, Library and adjacent land

This substantial new site in the town centre is a key opportunity for a major new shopping complex. It should be the first site to consider for additional development. Objectives are to:

- Support the life of the High Street by drawing people through High Street into the new development.
- Re-balance the development of the town centre.
- Provide good quality design.
- Respect and enhance the conservation area and setting of nearby listed buildings.
- Create an interesting and attractive roofscape.
- If possible, provide additional office accommodation and/or housing at first floor level and above.

Substantial parking will be required. The existing library should be replaced in a new building, ideally combined with adult learning facilities, such as an ‘annex’ of the College and perhaps also with a Museum. The Library would probably be on an upper floor above retail, but with a welcoming open entrance including both an escalator and lift. An alternative may be to include the replacement Library in a new town centre College campus, if this happens (see 3.7).

Action: North of High Street: DDC to prepare a development brief, in consultation with interested parties, and then to seek developer interest.

b. A new link on the western end of the High Street.

To create a new pedestrian link from this part of the High Street to the north of High Street development by removing a suitable building or buildings and replacing it with a shopping arcade leading to the new development. A store without listed building status should be chosen for such a link, where possible building back sympathetic upper floor development for office use.

Action: North of High Street Link: DDC to include this action with other North of High Street actions.
3.3 Site 2: Bowen Square and Police block

a. Bowen Square

In the short term this site is the most commercially-achievable project as this area is Daventry’s prime (“Zone A”) retail area. Objectives:

- Reuse and reorganisation of the existing Bowen Square shops as new, larger size comparison goods units
- Improved links from the Bowen Square area to the High Street
- Creating a better link to New Street
- Ensuring that all main shopping frontages are attractive and include shop window displays
- General improvement in appearance.
- Provision of additional retail units by using the area of the Bowen Square car park
- A covered mall for at least part of the area.
- Maximising the benefits of reuse, if Waitrose decides to relocate to another town centre site.

Various configurations of links and combinations of covered and open spaces can be discussed in developing a brief for the area.

To replace the lost 87 parking spaces, a link to New Street car park will be retained, and West Court, a new car park of 35 spaces to the rear of Boots and Waitrose, should have spaces allocated for disabled and parent and toddler parking. The total parking demand in the town centre needs to be planned for as a whole - see separate section below.

**Action:** Bowen Square: DDC to discuss with owners and seek to agree way ahead. If appropriate, DDC to prepare a development brief, in consultation with interested parties.

b. Foundry Court link to High Street

Improve this link from Bowen Square to the High Street, providing an increase in the shopping floorspace and creating an attractive through route. This should enhance the conservation area in this location.

Agreement over changes to highways may be necessary.

**Action:** DDC to draw up development brief, in consultation with interested parties, and seek developer interest.
c. Police Block

The police block, just across New Street, is also a commercially attractive potential retail location. Objectives:

- Continue the ‘presence’ and good design quality of the block
- Provide good servicing access
- The upper floors of this block could be developed to provide attractive housing or offices overlooking the Rec.
- Respect and enhance conservation area.

If the development extends that far, provision would need to be made for replacement facilities for public toilets and Shopmobility. In any event, it is likely that a larger Shopmobility facility will be needed to handle increased demand for its services arising from the enlarged town centre.

A decision on whether it would be practical and desirable to close New Street to through traffic would be subject to further traffic planning studies and agreement with Northamptonshire County Council.

**Action:** Police block: DDC to draw up development brief, in consultation with interested parties, and seek developer interest. Plans for relocation of police station to Lodge Road (See 4f) to be drawn up.
3.4 Site 3: A New Canal Arm

A canal ‘cut’ to Daventry was first authorised by Parliament in 1793. It was, however, never actually built. The idea re-emerged in the initial Town Centre Vision ideas consultation and was then developed for the ‘Plans’ stage. The concept is driven by the need to enhance the quality of the town centre as a place to shop, work, do business and live, and as such it would be likely to end in a marina or basin. Given that the section of Grand Union Canal it would link to is one of the busiest waterways in the country, there is a good prospect of attracting a level of use that would create the desired visual interest.

The canal arm could make a real focus for informal recreational uses at the edge of the town centre on Eastern Way, and add a tourist attraction to Daventry. It would also act as a natural focus for recreation and facilities such as restaurants. In the event that it does not prove possible to provide an actual canal for any reason, then - as suggested by some consultation respondents - it’s place in the Vision should be taken with another water feature, ideally including re-opening of the culverted brook (known as ‘North’ or ‘Pickle’ Brook, and perhaps linked to the street name ‘The Pyghtles’) which used to run through that area.

It has been suggested that an alternative to locks, such as a ‘water slope’ or incline plane could help minimise water use and also act as a further tourist attraction.

Should the new College Campus prospect (see 3.7) proceed, the canal arm should still be possible, but the configuration may need to be altered.

**Action:** Canal arm: DDC to continue to discuss with British Waterways, and owners of land along the possible route. Full feasibility study to be carried out, including consideration of the issues raised by CPA. If shown to be appropriate by the feasibility study, design to be drawn up and funding sought, including from related development. If not, another water feature to be provided.

3.5 Site 4: Town Centre East

a. Working Men’s Club

This substantial site has the potential to accommodate the size of bulky goods stores that cannot be accommodated in the current town centre. Such an ‘edge of centre’ development would be in accordance with draft national planning policy statement 6 (PPS6) on town centres.

Bulk goods retail use is therefore shown here, combined with housing or office uses on upper floors. However, this should not have the character of a ‘retail park’, but aim for:

- Higher design quality, including making use of appropriate materials.
- Outward facing ‘street’ frontage to Abbey Street.
- Good pedestrian access and orientation to secure pedestrian linkage with the rest of the town centre.
- Some recognition in design of the history of the site as ‘The Lodge’ and its grounds.
- A reflection of the location of the site adjacent to the conservation area, specifically, enhance the setting of Holy Cross church.
- Making positive use of the protected trees by incorporating them into the design solution.

It may deliver greater value for both the owners and the town centre to combine this area with adjacent land.

Agreement over changes to highways may be necessary.

**Action:** Working Men’s Club: DDC to draw up development brief, in consultation with interested parties, and seek developer interest.

b. Civic Car Park

If shops were provided along Abbey Street and the Working Men’s Club site is developed, it would encourage people to walk between this area and other parts of the town centre.

One opportunity may be the development of the current small civic car park at the southern end of the Civic Offices (see also Leisure Centre section below). The loss of a small number of reserved parking places should be made up in plans for overall parking provision in the town. The development should retain protected trees on the site.

**Action:** Civic Car Park: Particularly if Working Men’s Club site seems likely to proceed, DDC to draw up development brief, in consultation with interested parties, and seek developer interest.

c. Vicar Lane / Station Close

It would be possible to make use the Post Office Sorting Office site for the type of bulky goods retail store such as a DIY or electrical, furniture etc. that is often difficult to accommodate in restricted town centre sites. For this to take place the Post Office would need to relocate its sorting office. While this is not something the Post Office has planned, it might be appropriate as sorting post is not an essential town centre activity.

**Action:** Vicar Lane Sorting Office: DDC to monitor situation. Development of this site for retail should only take place once sites which can be better linked to the rest of the town centre have been brought into use or are not available.
d. Leisure Centre and St John’s Square

Increase the attraction and use of the Leisure Centre by using the large central foyer, and perhaps reusing all or part of the ‘dry side’ areas, as a venue for shopping, possibly offering an indoor craft market. As a first step, consider reopening the entrance via St John’s Square. (If any ‘dry side’ facilities were removed, DDC would need to plan for suitable replacements at either the Outdoor Swimming Pool or Browns Road sports complex.)

Action: Leisure Centre and St John’s Square: DDC to (a) work with the current contractor to seek early introduction of, for example foyer stalls, and (b) examine the feasibility of options for re-use as part of its planned ‘Best Value’ review of the leisure centre and outdoor pool.

Note: The Leisure Centre and Outdoor Swimming Pool will be the subject of a DDC Best Value Review during 2004, and therefore a definitive statement about the future of these facilities cannot be made at this stage. However, the Vision can propose a context within which that future should be considered.

e. Abbey Street Shops

Even if the main Leisure Centre ‘dry side’ facilities remain for sporting use, it would be worthwhile examining the practicality of providing ‘siosk’ style shops along Abbey Street which could be available to new retail businesses. These would increase the interest for people walking past, and help reinforce a pedestrian link between the South Way sites and the current town centre.

Action: Abbey Street shops: DDC to draw up development brief, in consultation with interested parties, and seek implementation either as part of 4d or linked with 4a.

f. Lodge Road Joint Civic Offices

The Lodge Road Civic Offices, currently occupied exclusively by DDC, offers a suitable site for expanding office provision and for providing a range of public services to the area. In particular, the police facilities are proposed to be relocated from New Street and accommodated here. Other public services could also be included. An adjacent decked car park (see parking) is also proposed to absorb some parking requirements, including long-stay commuter parking.

Action: Lodge Road Joint Civic Offices: DDC to seek agreement with the police and other interested parties about requirements and plan to implement in stages appropriately timed with other developments.
9. Waterside office development

Well-designed canal side office park buildings could attract a range of high quality office B1 activities to a purpose-designed site with good road connections. Design objectives:

- Make the most of a waterside location with active uses overlooking the towpath.
- Redesign roundabout to release land.
- The waterside location allows for convenient access to the cycle network, and cycle storage would be expected in the development in order to ensure maximum use for cycling to work.
- Pedestrian access to the development should be safe, well lit and direct. Developers will be expected to ensure that suitable public footpath surfaces are provided around the curtilage of the site following completion of the development including convenient access from the canal towpath. The development should be fully accessible for disabled people.

This is a prominent, highly visible site at the entrance to the town centre which demands a creative high quality approach to the design and layout of buildings, and use of high quality, durable hard and soft landscaping materials.

Agreement over changes to highways would be necessary.

**Action:** Waterside office development: DDC to draw up development brief, in consultation with interested parties, and seek developer interest.

3.6 Site 5: Town Centre West

a. Waterloo and Old Gas Works sites

The Gas Works site is suitable for bulky goods retail outlets, with parking next to it. Such an ‘edge of centre’ development would be in accordance with draft national planning policy statement 6 (PPS6) on town centres.

This should be the first town centre site for a decked car park (see section on parking) because:

- It is physically near the town centre, and will bring more pedestrian footfall to this end of the High Street and Sheaf Street.
- Decked parking can be absorbed into the hill levels and, by using a lift, those parking at the bottom of the hill will avoid having to walk up it. The current surface car park in the Gas Works is not well used because of this uphill walk.

**New ‘Leisure Quarter’**
- new canal basin
- refurbished/new outdoor pool
- hotel
- restaurant

**New ‘Pickle Brook’ Square**

**New canalside housing**

**Millenium Way**

**Link to new retail north of High Street**

**Glasgow Road**

**Warwick Street**

**Warwick Court**

**Residential facing ‘The Hollow’ open space**

**Bowen Square**

**New retail development around new square**

**Pickle Brook re-instated**

**Decked Car Parking**

**New canal side housing**
The site proposal also includes single-aspect houses to face ‘The Hollow’ green area and shield the car park from public view. Relocation of the ATC, St John’s Ambulance Hall and the Band Hall would be necessary (see section 3.7). Discussions have also been held with the occupiers of existing premises on this site.

Agreement over changes to highways would be necessary.

**Action:** Waterloo Area: DDC in consultation with other owners to prepare a development brief and seek developer interest. DDC in consultation with all affected bodies to draw up plans for new location(s) for the community uses.

3.7 Site 6: Northern Edge – College Campus and Community Facilities?

a. College Campus?

During consultation on the Vision, public desire for a greater range of secondary and tertiary educational opportunities became apparent. In parallel with this, the Tertiary College (soon to merge with Northampton College) and the two secondary schools have made their ambitious plans for developing secondary and tertiary education in the town known. They are working together under the banner of the ‘Daventry Learning Partnership’.

It may therefore be appropriate - although this is subject to the finalised plans of the merged College - for land at Eastern Way to become the site for a new Campus of the merged College. This is not something that can be determined within the Town Centre Vision, and is therefore left as an option. However, if it should happen, it would interact well with other items within the Vision, such as the Leisure Quarter - with the potential for shared public/College leisure facilities - and perhaps also the new Library.

**Action:** New College Campus: College and schools to continue discussions with DDC, Northamptonshire County Council and Northamptonshire LSC (Learning & Skills Council). If appropriate, land for a new campus to be allocated within the Town Centre Area Action Plan (part of the new Development Plan for the District).

b. Communities Facilities

Many people called for a wider range of leisure activities (mentioned in Section 2) or asked for better provision for musical events, including the Choral Society. In addition, the Town Centre West development proposals would have the effect of necessitating the relocation of the ATC, Band Hall and St John’s Ambulance Hall. All of these groups provide valuable services to the community and would need to be offered good alternative accommodation.

One possibility to address at least some of these issues would be the renewal/rebuilding of Ashby Road Community Centre and Phoenix Youth Centre, to include the current users and perhaps also some of the relocated groups. With the link to music, this might provide a location for a Performing Arts Centre. Alternatively, if the new College Campus were to come into existence it may be appropriate for some of these uses to share the site. For example, a Campus would need a hall, and this might be designed with acoustics suitable for concerts as well as the other requirements.

**Action:** Community facilities: DDC in collaboration with the community groups to investigate options and come up with plans which meet the community’s needs and aspirations.
### 3.8 Phasing of Development – What Goes When?

In line with the "sequential test" set out in national planning policy, new shops should first be allocated to sites within existing town centres. Following this, the early sites would be and the development to the north of the High Street and the Bowen Square area (sites 1 and 2). If found to be practical, providing shops to replace or around the Leisure Centre (site 4d) would be a logical next step, followed by either of the sites on the eastern or western edges of the town centre. However, there is also a need to consider the type of goods on sale - for example, DIY and other bulky goods need fairly large areas, so there is an argument for one of sites 3 or 4 being allocated for this type of retail fairly early.

On this basis, DDC should seek to achieve development of the sites in accordance with the phasing shown below.

#### ‘Non-Bulky’ Goods (clothes etc.)

<table>
<thead>
<tr>
<th>Site</th>
<th>Floor Space, square meters</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowen Square West Block (Regal Centre)</td>
<td>560</td>
<td>Underway</td>
</tr>
<tr>
<td>1a and 1b - North of High Street</td>
<td>2,480</td>
<td>1</td>
</tr>
<tr>
<td>2a and 2b - Bowen Square and links to High Street</td>
<td>1,440</td>
<td>1</td>
</tr>
<tr>
<td>2c - Police Block</td>
<td>1,894</td>
<td>1</td>
</tr>
<tr>
<td>3b - Civic car park</td>
<td>240</td>
<td>2</td>
</tr>
<tr>
<td>3e - Abbey Street shops</td>
<td>240</td>
<td>1</td>
</tr>
<tr>
<td>3d - Leisure Centre Foyer</td>
<td>180</td>
<td>Any</td>
</tr>
<tr>
<td>3d - Leisure Centre conversion (dry, two levels)</td>
<td>2,880</td>
<td>2</td>
</tr>
<tr>
<td>Leisure Centre (pool, two levels)</td>
<td>3,740</td>
<td>2</td>
</tr>
</tbody>
</table>

#### ‘Bulky’ Goods (DIY, etc.)

<table>
<thead>
<tr>
<th>Site</th>
<th>Floor Space, square metres</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>4a - Working Men’s Club</td>
<td>11,270</td>
<td>2</td>
</tr>
<tr>
<td>5a - Old Gas Works area</td>
<td>10,080</td>
<td>3</td>
</tr>
<tr>
<td>6c - Vicar Lane Sorting Office</td>
<td>650</td>
<td>3</td>
</tr>
</tbody>
</table>

Sites in later phases could be released in advance where their development would not prejudice development/investment prospects of sites in earlier phases nor would create unsustainable travel/movement patterns.

It should be recognised that this list is only indicative, and especially towards the second half of the period (that is, 2011 - 2021) developments in retailing practice and markets will almost certainly require a revised strategy. Likewise, the exact split of ‘bulky’ and ‘non-bulky’ goods and provision for them may well alter and adjustments will need to be made to reflect this. For example, if DDC decided not to convert some of the Leisure Centre to retail uses, it might be appropriate to allow the part of site 4a nearest High Street to switch to non-bulky goods - provided that 4b and 4e where in place. It may also, of course, be the case that one or more sites do not become available for retail use, in which case other areas would need to be brought into use sooner.

### 3.9 Parking Demand and Supply

The need for more car parking, especially as the shopping provision grows, is clear from the retail capacity study. The table below gives an idea of the amount of additional parked cars there are likely to be in the future, if the shops and other facilities are provided as suggested by the Vision.

<table>
<thead>
<tr>
<th>Year</th>
<th>Additional parking spaces needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>300</td>
</tr>
<tr>
<td>2011</td>
<td>1,200</td>
</tr>
<tr>
<td>2015</td>
<td>1,400</td>
</tr>
<tr>
<td>2021</td>
<td>1,600</td>
</tr>
</tbody>
</table>

These figures do not take into account the surplus parking spaces which currently exist at the Old Gas Works or Chaucer Way, because of their location and the fact they may cease to be available. It also excludes the potential for additional parking demand from new offices, if any are built. These could add demand for anything up to another 500 spaces, but the extent and timing of any such development is not predictable.

There would be a large increase in short term parking near the centre, but there also needs to be parking for half day or full day trips by increased numbers of workers and visitors. Thus priority should be given to providing parking at Waterloo (site i) providing level access to High Street, with the Old Gas Works (site ii) as an alternative if this proves impractical, and Lodge Road (site iii) providing for the remaining parking need, particularly including long stay parking:

<table>
<thead>
<tr>
<th>Site</th>
<th>Location</th>
<th>Indicative Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>i</td>
<td>Waterloo</td>
<td>550 spaces on two levels</td>
</tr>
<tr>
<td>ii</td>
<td>Old Gas Works</td>
<td>450 spaces on three levels</td>
</tr>
<tr>
<td>iii</td>
<td>Lodge Road/Welton Road</td>
<td>700 or 1,100 spaces on 2 or 3 levels</td>
</tr>
</tbody>
</table>

It is not felt that a conventional ‘park and ride’ system would work in Daventry – the town is too small for people to tolerate the disruption to their journey that transfer to a bus would involve.

**Action:** Parking: DDC to implement in partnership with developers and/or commercial parking providers.
4. PLANS FOR IMPROVEMENT

4.1 Improvements

Apart from the site developments, there are a range of physical changes, some very small, some larger, which could improve Daventry town centre in ways which emerge with good local support. Money would need to be found either from local sources or grants - having the comprehensive Vision into which improvements fit should help with many grant applications. In some cases developments may be able cross-fund these smaller improvements.

4.2 History Plaques

A trail and informative commemorative plaques are a way to increase knowledge of Daventry’s history. These seem to have good local support, and the County Council has offered support through its Historic Environment Team.

Action: History plaques: DDC to implement history plaques, seeking guidance from knowledgeable people and Northamptonshire County Council.

4.3 New Shop Front Designs

In both Sheaf Street and High Street over time modern unsympathetic frontages can be redeveloped in a more appropriate scale and use of materials, and access for all implemented.

Action: New shop designs: DDC and owners to consider identifying grant opportunities. Shop owners to identify opportunities to improve their shop fronts to collectively create a better shopping environment (see also 4.12)

4.4 Lighting and CCTV

There are several physical ideas which are aimed at increasing the feel of Daventry as a safe, secure, well-lit and well-managed town, that apply to many sites around the centre. A number of people said that they felt unsafe in the town centre, especially in the evening, despite the presence of CCTV.

Improved lighting should be considered on three levels:
- General pedestrian lighting on specified streets such as the High Street and Market Square, and in recreation sites such as the Rec.
- Location-specific lighting to pick out historic landmarks.
- Detailed lighting schemes to make the most of architectural detail and to create the relevant atmosphere for chosen sites e.g. highlighting of the best Georgian features in upper floors on High Street.

Better lighting discourages crime and encourages public confidence in its own right, and also would allow CCTV to be used even more widely in the town centre. As far as possible, it should be designed to cast light downwards, to avoid contributing to visual pollution.

Actions: Lighting and CCTV: DDC to prepare a strategy for lighting (in conjunction with the County Council as highway authority) and CCTV

4.5 Signage

The signs both on the edge of the town centre and around the town can be improved so they provide visitors with a ‘sense of place’ in the town centre. The town should also be better branded, including information on events in town.

Actions: Signage: DDC to initiate a branding and signage working group (as part of the new partnership, see Section 4).

4.6 The Recreation Ground (“Rec”)

Improvements are suggested to the entrance, security, lighting, seating and more diverse uses, including support for sports such as the tennis club.

Action: Rec: Plan to be drawn up by DDC in conjunction with other interested people/parties, and funding opportunities to be followed.

4.7 Improvements to the Churchyard

- Pedestrian lighting to pathways and feature lighting to the church
- Heritage information boards in the churchyard, signage
- Tree work where required including new planting scheme
- Consideration of security improvements, perhaps including CCTV (although some practical limitations with this)

Action: Holy Cross Churchyard: DDC to draw up and implement a strategy, in conjunction with the church and other interested bodies.

4.8 Creating Visitor Features

Other suggestions which may be worth pursuing (although not raised at the Ideas stage) are making Daventry, and especially the town centre, worth visiting through:
- Creating visual interest in the less historic parts of the town centre through flags. Daventry could become known for having interesting displays of flags, ranging from the nations of the British Isles to civil war flags. One suitable location might be Eastern Way, where the long straight road could be Daventry’s own Mall or Champs-Elysee.
- Establishing groups of trees of more than local interest, perhaps in the new open space on Eastern Way. Examples could include an African Grove, to celebrate Daventry’s link with the town of Iganga in Uganda
- Introducing public art and other features throughout the town centre area.

Public art can enhance the experience of the town centre.
Any other opportunities which arise to make Daventry a ‘place to visit’ should be considered.

**Action:** Creating Visitor Features: DDC to provide flag poles and initial flags, Daventry Town Council to assume responsibility for operation. DDC to include special tree planting to be included in plans for Eastern Way. DDC and Daventry Town Council to consider opportunities to introduce public art and other features to the town centre.

4.9 Access for All

Creating access is an obligation for businesses and other service providers. However, this can often be done most effectively if done comprehensively. Comprehensive action also makes it possible to market the town centre as ‘open to all.’

**Action:** Access for All: The new Town Centre Partnership (see section 4) to draw up programme of alterations to both public and private spaces to create, as far as is possible, a town centre which is comprehensively accessible to people with mobility impairments (and also considering the needs of people with other types of disability). Funding to be sought to implement.

4.10 Christmas

Daventry’s Christmas decorations appear quite old and no longer comparable to those of many other towns. The need for improvements was commented upon during the consultation.

**Action:** Christmas: Daventry Town Council (which has just become responsible for the decorations) should consider an improved range of decorations. (Checks should also be made so that alterations can minimise the extent to which they obstruct CCTV views.)

4.11 Maintenance

It is apparent that significant investment has been made in the quality of many of the town centre streets. However, this investment is not being maximised due to actions by utility companies and a ‘patch and mend’ approach to maintenance, which is resulting in increasing amounts of high-quality materials being replaced by tarmac and grey slabs.

To ensure that standards are maintained, the County Council should have a best practice approach with the utility and service companies. In support of this, a maintenance ‘manual’ for the town centre should be produced, setting out where various materials and details are used and should be reinstated in kind.

**Action:** Maintenance: Northamptonshire County Council, in conjunction with DDC and other interested parties to draw up maintenance manual for Daventry town centre.

4.12 Encouraging Higher Standards of Design

Design controls should seek to avoid standardisation by protecting and enhancing the unique characteristics of the centre, respecting both heritage matters and a sense of place.

**Action:** Higher Standards of Design: The new Development Plan should set out the policy framework within which key design factors, such as scale, massing, height, form, materials and linkages, can be judged.

Further initiatives could involve:
- a design guide or streetscape manual, which sets out agreed policies and practices (on design, choice of materials, management etc) to be followed by those agencies with services affecting the appearance of the centre;
- the preparation of development briefs;
- improvements to building fascias, signs and shutters, and shop front and building refurbishments;
- provision of street furniture and public art, wherever possible designed to reflect local ‘themes’;
- making use of appropriate materials, which take account of use, durability, and local factors. Ironstone for example, whilst a delicate building material, can be used carefully for walls, and external landscaping.

In particular, while DDC has already produced supplementary planning guidance covering topics such as security and shop fronts, some of this guidance covers only the Conservation Area. There is a need for general guidance which covers all of the town centre area to include indications of styles, features and colours which would contribute towards a Daventry identity, drawn from its heritage but not a pastiche or slavishly bound by it. This would include the full range of uses, from retail to housing.

**Action:** Design code: DDC, under its Design Champion, in consultation with the Daventry & District Civic Society and others to draw up new design code for whole, enlarged town centre, including both the conservation area (based on the current guidance) and the other areas - although with appropriately different requirements.
5. PLANS FOR MANAGEMENT

5.1 Management Structures

In terms of managing the town centre, the main priority is to create a new effective public-private sector partnership which has the most substantial players on board. This should be focused on delivery.

**Action:** Town Centre Partnership: Civic Trust to hold a half-day seminar on town centre partnerships in the spring 2004. All those who may be interested in forming a new partnership to be invited.

5.2 Town Centre ‘Manager’

There is support for having a town centre manager post. The main problem for a smaller town is ensuring there is adequate long term funding for the post. Private sector contributions raised from local businesses are unlikely to be substantial, so the main cost will inevitably fall on to the local authority. In some areas towns share managers, but this can lead to problems in time allocation. In the case of Daventry there are no obvious similar sized towns to share with in the locality.

**Action:** Town centre manager: DDC and Daventry Town Council to consider jointly funding a town centre manager post. The Town Centre Partnership to keep the issue of a town centre manager under review.

5.3 Town Centre Services

DDC has recently put in place an economic development officer with responsibility for town centre management. However, that post is still ‘settling in’ and it is not clear that it provides sufficient focus to deliver real changes in the operation of the town centre.

DDC, the County Council, the Town Council and other bodies should consider whether they could ‘pool’ services for the town centre into a common structure, focused on creating a quality environment - in much the same way as a shopping centre is managed as a ‘total place’ to create a welcoming environment for its users.

Such a structure should be accountable to the new Town Centre Partnership, as well as, of course, to the bodies providing services.

**Action:** Town centre services: DDC, County Council, Town Council and Local Strategic Partnership to discuss and see if a suitable model can be agreed.

5.4 Events

A range of events and activities should help to bring life to the town centre. Good examples are found in Faversham, Kent, Melton Mowbray, Hay-on-Wye etc. A process is needed to promote and fund such events, e.g. extra markets, festivals.

**Action:** Events: DDC and Daventry Town Council should consider jointly funding a programme of events, to build confidence. Offers from developers to support these should be welcomed. Once established, local businesses should be encouraged to share the costs.

5.5 A Business Improvement District?

A Business Improvement District (BID) is a step on from a well-working partnership. Based on American models, it allows businesses to choose to charge themselves a ‘BID levy’ (based on business rates) which acts as a service charge in a shopping centre. The levy can be used to fund improvements or services the businesses would benefit from, in addition to those already provided by the council. Once a BID is established the contributions are not voluntary, which has the benefit of preventing ‘free loading.’

Only once the new partnership is working well should a BID be considered for Daventry town centre. There could be a good long term BID proposal once the new development in the Bowen Square area, the High Street and north of the High Street development are in place, provided that businesses felt it was worthwhile. Rugby town centre is one of the places implementing an early BID under a government-supported programme and Daventry should seek to learn from its experience.

**Action:** BID: DDC and Town Centre Partnership to keep the issue of a Business Improvement District under review.

5.6 Measuring Town Centre Performance

Performance Indicators are useful for measuring town centre performance and also monitoring the success of relationships between the various bodies which deliver public services in/to the town centre. There are a range of possible indicators, which range in their usefulness and ease of measurement. The type of indicators widely used by retail analysts could be appropriate to monitor success in growing the retail offer. These are shown in Table 1, opposite. The government advocates the measures shown in Table 2, opposite, to measure vitality and viability in PPG6. It will also be important to measure the change in retail floor space, to ensure that the requirements predicted by the Retail Capacity Study are at least broadly met.

**Action:** Performance Measurement: Civic Trust to recommend suitable indicators, especially for monitoring the success of independent retail activity and market town character that could be used regularly to chart progress. A suitable ‘basket’ of measures to be monitored by DDC and the Town Centre Partnership.

---

Table 1: Indicators Used by Retail Analysts

| Number of multiple retailer outlets |
| Number of service and other outlets |
| Number of comparison retailer outlets |
| Floor space of multiple retailer outlets |
| Floor space of retail outlets |
| Floor space of vacant outlets |
| Number of key retail attractors |

Table 2: Indicators Recommended in PPG6

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Diversity of uses</td>
<td></td>
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<tr>
<td>2. Retail representation and intention to change</td>
<td></td>
</tr>
<tr>
<td>3. Shopping rents</td>
<td></td>
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<tr>
<td>4. Proportion of vacant street level property</td>
<td></td>
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<tr>
<td>5. Commercial yield on non domestic property</td>
<td></td>
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<tr>
<td>6. Pedestrian flows</td>
<td></td>
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<tr>
<td>7. Accessibility</td>
<td></td>
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<tr>
<td>8. Customer views and behaviour</td>
<td></td>
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<tr>
<td>9. Perception of safety</td>
<td></td>
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<tr>
<td>10. State of the town centre environmental quality</td>
<td></td>
</tr>
<tr>
<td>11. The size of retail units</td>
<td></td>
</tr>
</tbody>
</table>
6. EXTERNAL ISSUES

6.1 Introduction
Daventry town centre does not exist in isolation. It needs to be well linked to the rest of the town and area, and shares its image with the town and area as a whole. It is not a surprise, therefore, that many suggestions that came up during the consultation look at wider issues.

Those felt to have a direct bearing on the town centre or its image, or are needed to allow improvements in the town centre to take place, are listed here. The responsibilities for implementation are various, and many other issues are involved, so their inclusion here is simply a means of highlighting their importance.

6.2 Traffic Management and Public Transport
The need for a plan for managing traffic in and to the town centre and its relationship with car parking, to be implemented as the town grows, was emphasised by a substantial number of consultation respondents throughout the development of the Vision. The importance of creating better public transport from outlying villages was also raised by a number of people responding to the consultation.

A common theme is that there was a danger that the residents of new housing areas to be built over the next 20 years would simply drive away to other towns such as Northampton if there were not good access to Daventry town centre. One part of addressing this is seen as the provision of high quality public transport links within the town, including the new development areas.

One option under consideration by Daventry DC was the use of PRT (Personal Rapid Transport) systems such as ULTra, considered because of the great flexibility and ease of use. However, while significantly cheaper than light rail, the base costs may still be too high for the demand in Daventry. Other ‘improved’ forms of public transport, should also be investigated, particularly for a high quality transport corridor between the new housing areas and the town centre.

Action: Traffic management and public transport: DDC to continue investigations into improved public transport in collaboration with Northamptonshire County Council. DDC and the County Council to ensure that changes to the highway network are sustainable.

6.3 Offices
It seems unlikely that all the office space predicted to be required in the area can be met in the town centre. While the town centre should accommodate as much as possible, locations for the remainder should be planned for. Ideally these should support the town centre as far as possible, and therefore be near to the town centre and on good transport links to it.

Action: Commercial office provision: DDC to consider suitable sites as part of the new Development Plan, if any demand remains once town centre sites are allowed for.

6.4 New Canal Arm
If the town centre is to benefit from a new canal arm, this will need to pass through land outside the centre down to the Grand Union Canal. This offers opportunities throughout the route, for example for canalside housing, which could enhance the image of Daventry as a whole.

Action: Canal arm: DCC to continue discussions with landowners and British Waterways. Full feasibility study to be carried out, including consideration of the issues raised by CPA. If shown to be appropriate by the feasibility study, design to be drawn up and funding sought, including from related development, appropriate provision to be made in the new Development Plan.

6.5 Fire and Rescue Service
The County Council as fire and rescue authority has informally expressed a view that developments of the town and town centre may make it appropriate to consider a relocation of the current Daventry Fire Station.

Action: Fire and Rescue Service: Discussions between DDC and the County Council to continue. If the Town Centre Vision or wider developments in the town make a relocation desirable, provision for this to be included in the new Development Plan.

Liaison with the Ambulance Service (which occupies the site adjacent to the Fire Station) should also be maintained.
### 7. IMPLEMENTATION PLAN

<table>
<thead>
<tr>
<th>Action</th>
<th>Timescale</th>
<th>Lead organisation</th>
<th>Partner organisations</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Plan (replacement document for Local Plan)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Publication of Deposit Draft Core Strategy and Area Action Plan for Daventry Town Centre</td>
<td>Autumn 2004</td>
<td>DDC</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td>Approval of final Area Action Plan for Daventry Town Centre</td>
<td>Spring 2005</td>
<td>DDC</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td>Approval of final Core Strategy</td>
<td>Autumn 2005</td>
<td>DDC</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td>Plans for Development</td>
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</tr>
<tr>
<td>Site 1a: North of High Street: DDC to prepare a development brief, in consultation with interested parties, and then to seek developer interest.</td>
<td>2004</td>
<td>DDC</td>
<td>NCC, other owners</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 1b: North of High Street Link: DDC to include this action with other North of High Street actions.</td>
<td></td>
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<tr>
<td>Site 2a: Bowen Square: DDC to discuss with owners and seek to agree way ahead. If appropriate, DDC to prepare a development brief, in consultation with interested parties.</td>
<td>2004</td>
<td>DDC</td>
<td>Owners</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 2b: Foundry Court: DDC to draw up development brief, in consultation with interested parties, and seek developer interest.</td>
<td>2004</td>
<td>DDC</td>
<td>Owners</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 2c: Police block: DDC to draw up development brief, in consultation with interested parties, and seek developer interest. Plans for relocation of police station to Lodge Road (See 4f) to be drawn up.</td>
<td>2006</td>
<td>DDC</td>
<td>Police</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Action</td>
<td>timescale</td>
<td>Lead organisation</td>
<td>Partner organisations</td>
<td>funding</td>
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<tr>
<td>Site 3: Canal arm: DDC to continue to discuss with British Waterways, and owners of land along the possible route. Full feasibility study to be carried out, including consideration of the issues raised by CPA. If shown to be appropriate by the feasibility study, design to be drawn up and funding sought, including from related development. If not, another water feature to be provided.</td>
<td>Summer 2004</td>
<td>DDC</td>
<td>British Waterways, developers of adjacent land, Tourist Board</td>
<td>DDC, private, development, seek grants (including Milton Keynes - South Midlands Strategy)</td>
</tr>
<tr>
<td>Site 4a: Working Men's Club: DDC to draw up development brief, in consultation with interested parties, and seek developer interest.</td>
<td>2004</td>
<td>DDC</td>
<td>Owners</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 4b: Civic Car Park: Particularly if Working Men's Club site seems likely to proceed, DDC to draw up development brief, in consultation with interested parties, and seek developer interest.</td>
<td>2005</td>
<td>DDC</td>
<td>-</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 4c: Vicar Lane Sorting Office: DDC to monitor situation. Development of this site for retail should only take place once sites which can be better linked to the rest of the town centre have been brought into use or are not available.</td>
<td>Ongoing (towards 2020)</td>
<td>DDC</td>
<td>Royal Mail</td>
<td>Developer</td>
</tr>
<tr>
<td>Site 4d: Leisure Centre and St John's Square: DDC to (a) work with the current contractor to seek early introduction of, for example foyer stalls, and (b) examine the feasibility of options for re-use as part of its planned 'Best Value' review of the leisure centre and outdoor pool.</td>
<td>(a) ASAP (b) 2005</td>
<td>DDC</td>
<td>Contractor</td>
<td>(a) DDC/operator (b) Developer</td>
</tr>
<tr>
<td>Action</td>
<td>Timescale</td>
<td>Lead organisation</td>
<td>Partner organisations</td>
<td>Funding</td>
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<tr>
<td>Site 4e: Abbey Street shops: DDC to draw up development brief, in consultation with interested parties, and seek implementation either as part of 4d or linked with 4a.</td>
<td>2005</td>
<td>DDC</td>
<td>-</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 4f: Lodge Road Joint Civic Offices: DDC to seek agreement with the police and other interested parties about requirements and plan to implement in stages appropriately timed with other developments.</td>
<td>2006</td>
<td>DDC</td>
<td>NCC, Police, other service providers?</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 4g: Waterside office development: DDC to draw up development brief, in consultation with interested parties, and seek developer interest.</td>
<td>2007</td>
<td>DDC</td>
<td>NCC</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 5a: Waterloo Area: DDC in consultation with other owners to prepare a development brief and seek developer interest. DDC in consultation with all affected bodies to draw up plans for new location(s) for the community uses.</td>
<td>2008</td>
<td>DDC</td>
<td>NCC, other owners, community groups, Town Council</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Site 5b: Outdoor Pool area: DDC in conjunction with NCC to agree redesign of highway network in this area, and DDC to draw up development brief, in consultation with interested parties, and seek developer interest.</td>
<td>2008</td>
<td>DDC</td>
<td>NCC</td>
<td>Developer, Milton Keynes - South Midlands Strategy grants?</td>
</tr>
<tr>
<td>Action</td>
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<td>Lead Organisation</td>
<td>Partner Organisations</td>
<td>Funding</td>
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</tbody>
</table>
| Site 6a: New College Campus:  
College and schools to continue discussions with DDC, Northamptonshire County Council and Northamptonshire LSC (Learning & Skills Council). If appropriate, land for a new campus to be allocated within the Town Centre Area Action Plan (part of the new Development Plan for the District). | 2005 | Merged college, LSC | Daventry William Parker and Danetre Schools, NCC, DDC | College, LSC |
| Site 6b: Community facilities:  
DDC in collaboration with the community groups to investigate options and come up with plans which meet the community’s needs and aspirations. | 2006 | DDC | Community groups, Town Council | Development of released sites, Milton Keynes - South Midlands Strategy grants? |
<p>| Parking: DDC to implement in partnership with developers and/or commercial parking providers. | Spring 2004 | DDC | NCC as highway authority | Parking provider and/or developers (perhaps planning agreements) |
| Plans for Improvement | | | | |
| History plaques: DDC to implement history plaques, seeking guidance from knowledgeable people and Northamptonshire County Council. | 2005 | DDC | Daventry &amp; District Civic Society, Town Centre Partnership, Town Council, etc. | DDC |
| New shop designs: DDC and owners to consider identifying grant opportunities. Shop owners to identify opportunities to improve their shop fronts to collectively create a better shopping environment | Ongoing | DDC, shop owners | - | Grants, shop owners |</p>
<table>
<thead>
<tr>
<th>Action</th>
<th>Timescale</th>
<th>Lead Organisation</th>
<th>Partner Organisations</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting and CCTV: DDC to prepare a strategy for lighting (in conjunction with the County Council as highway authority) and CCTV</td>
<td>2005</td>
<td>DDC</td>
<td>NCC, Town Centre Partnership, Town Council</td>
<td>DDC, NCC, Town Council, businesses, grants?</td>
</tr>
<tr>
<td>Signage: DDC to initiate a branding and signage working group (as part of the new Partnership, see Section 4).</td>
<td>2004</td>
<td>DDC, Town Centre Partnership</td>
<td>Daventry &amp; District Civic Society</td>
<td>DDC, NCC, businesses?</td>
</tr>
<tr>
<td>Rec: Plan to be drawn up by DDC in conjunction with other interested people/parties, and funding opportunities to be followed.</td>
<td>2004 (plan)</td>
<td>DDC</td>
<td>Town Centre Partnership</td>
<td>Grants (e.g. Liveability Fund)</td>
</tr>
<tr>
<td>Holy Cross Churchyard: DDC to draw up and implement a strategy, in conjunction with the church and other interested bodies.</td>
<td>2006</td>
<td>DDC</td>
<td>Holy Cross Church, Daventry &amp; District Civic Society, etc.</td>
<td>DDC, grants</td>
</tr>
<tr>
<td>Creating Visitor Features: DDC to provide flagpoles and initial flags, Daventry Town Council to assume responsibility for operation. DDC to include special tree planting to be included in plans for Eastern Way. DDC and Daventry Town Council to consider opportunities to introduce public art and other features to the town centre.</td>
<td>2005</td>
<td>DDC, Town Council</td>
<td>Town centre partnership, NCC, businesses</td>
<td>DDC and Town Council, grants</td>
</tr>
<tr>
<td>Access for All: The new Town Centre Partnership (see section 4) to draw up programme of alterations to both public and private spaces to create, as far as is possible, a town centre which is comprehensively accessible to people with mobility impairments (and also considering the needs of people with other types of disability). Funding to be sought to implement.</td>
<td>2005</td>
<td>Town Centre Partnership</td>
<td>DDC, businesses</td>
<td>Seek grants from English Heritage, Architectural Heritage Fund, HLF etc.</td>
</tr>
<tr>
<td>Action</td>
<td>Timescale</td>
<td>Lead Organisation</td>
<td>Partner Organisations</td>
<td>Funding</td>
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<tr>
<td>Christmas: Daventry Town Council (which has just become responsible for the decorations) should consider an improved range of decorations. (Checks should also be made so that alterations can minimise the extent to which they obstruct CCTV views.)</td>
<td>2005</td>
<td>Town Council</td>
<td>Town Centre Partnership, businesses</td>
<td>Town Council, businesses</td>
</tr>
<tr>
<td>Maintenance: Northamptonshire County Council, in conjunction with DDC and other interested parties to draw up maintenance manual for Daventry town centre.</td>
<td>2004</td>
<td>NCC</td>
<td>DDC, Town Council, Town Centre Partnership</td>
<td>NCC</td>
</tr>
<tr>
<td>Higher Standards of Design: The new Development Plan should set out the policy framework within which key design factors, such as scale, massing, height, form, materials and linkages, can be judged.</td>
<td>2005</td>
<td>DDC</td>
<td>Various</td>
<td>N/A</td>
</tr>
<tr>
<td>Design code: DDC, under its Design Champion, in consultation with the Daventry &amp; District Civic Society and others to draw up new design code for whole, enlarged town centre, including both the conservation area (based on the current guidance) and the other areas - although with appropriately different requirements.</td>
<td>2004/5</td>
<td>DDC</td>
<td>Daventry &amp; District Civic Society, Town Centre Partnership, businesses</td>
<td>DDC</td>
</tr>
<tr>
<td>Plans for Management</td>
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<tr>
<td>Town Centre Partnership: Civic Trust to hold a half-day seminar on town centre partnerships in the spring 2004. All those who may be interested in forming a new partnership to be invited.</td>
<td>Spring 2004</td>
<td>Civic Trust, Local Strategic Partnership, key businesses and DDC</td>
<td>Business Breakfast Club, other businesses, County Council, Town Council</td>
<td>DDC to kick-start?</td>
</tr>
</tbody>
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### Daventry Town Centre Vision 2021

<table>
<thead>
<tr>
<th>Action</th>
<th>timescale</th>
<th>Lead organisation</th>
<th>Partner organisations</th>
<th>funding</th>
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</thead>
<tbody>
<tr>
<td>Town centre manager: DDC and new Town Centre Partnership to keep the issue of a town centre manager under review.</td>
<td>As required</td>
<td>DDC, Town Centre Partnership</td>
<td>Town Council</td>
<td>N/A</td>
</tr>
<tr>
<td>Town centre services: DDC, County Council, Town Council and Local Strategic Partnership to discuss and see if a suitable model can be agreed.</td>
<td>2005</td>
<td>NCC, DDC, Town Council, other service providers</td>
<td>Town centre businesses</td>
<td>Service funding may be pooled</td>
</tr>
<tr>
<td>Events: DDC and Daventry Town Council should consider jointly funding a programme of events, to build confidence. Offers from developers to support these should be welcomed. Once established, local businesses should be encouraged to share the costs.</td>
<td>2005 and ongoing</td>
<td>DDC, Town Council</td>
<td>Town centre businesses</td>
<td>DDC, Town Council, grants?</td>
</tr>
<tr>
<td>BID: DDC and Town Centre Partnership to keep the issue of a Business Improvement District under review.</td>
<td>As required</td>
<td>DDC, Town Centre Partnership</td>
<td>Town Council</td>
<td>N/A</td>
</tr>
<tr>
<td>Performance Measurement: Civic Trust to recommend suitable indicators, especially for monitoring the success of independent retail activity and market town character, that could be used regularly to chart progress. A suitable 'basket' of measures to be monitored by DDC and the Town Centre Partnership</td>
<td>Spring 2004</td>
<td>Civic Trust</td>
<td>DDC, Town Centre Partnership</td>
<td>Ongoing costs - DDC/Town Centre Partnership</td>
</tr>
</tbody>
</table>

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**DDC** - Daventry District Council

**NCC** - Northamptonshire County Council

**Town Council**

**Local Strategic Partnership**

**Service providers**

**Town centre businesses**

**BID** - Business Improvement District
<table>
<thead>
<tr>
<th>Action</th>
<th>Timescale</th>
<th>Lead Organisation</th>
<th>Partner Organisations</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic management and public transport: DDC to continue investigations into improved public transport in collaboration with Northamptonshire County Council. DDC and the County Council to ensure that changes to the highway network are sustainable.</td>
<td>2005</td>
<td>DDC</td>
<td>NCC</td>
<td>DDC, perhaps Milton Keynes - South Midlands Strategy grants</td>
</tr>
<tr>
<td>Commercial office provision: DDC to consider suitable sites as part of the new Development Plan, if any demand remains once town centre sites are allowed for.</td>
<td>2006</td>
<td>DDC</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td>Canal arm: DDC to continue discussions with landowners and British Waterways. Full feasibility study to be carried out, including consideration of the issues raised by CPA. If shown to be appropriate by the feasibility study, design to be drawn up and funding sought, including from related development; appropriate provision to be made in the new Development Plan.</td>
<td>2005</td>
<td>DDC</td>
<td>NCC, Town Council, businesses, etc.</td>
<td>Increased development values, possibly grants.</td>
</tr>
<tr>
<td>Fire and Rescue Service: Discussions between DDC and the County Council to continue. If the Town Centre Vision or wider developments in the town make a relocation desirable, provision for this to be included in the new Development Plan. Liaison with the Ambulance Service (which occupies the site adjacent to the Fire Station) should also be maintained.</td>
<td>As required</td>
<td>NCC</td>
<td>DDC, Two Shire Ambulance NHS Trust</td>
<td>Normal service finance, Milton Keynes - South Midlands Strategy grants, development of existing sites.</td>
</tr>
</tbody>
</table>