

Public Engagement on a Future Vision for Garstang Town Centre

Welcome!

The Greater Garstang Partnership and Wyre Borough Council have commissioned a study to consider how Garstang Town Centre might be improved to address future challenges and opportunities. This is to ensure the economic wellbeing of the town so that it can better meet the needs of its residents, surrounding communities and visitors for the next 15 years and beyond.

This exhibition is a follow up to a previous exhibition and consultation event held in August. This exhibition:

- provides feedback on the August consultation;
- explains progress on the wider study including the definition of a 'Vision' and set of 'Objectives' to guide Garstang's development;
- previews the key interventions that could deliver the Vision and;
- confirms 'next steps', including the publication of a Regeneration Framework Report in early 2022 which will be made publicly available.

If you have any questions or views about the information presented we would like to hear them via the feedback forms available at the physical exhibition or via the link below if you are viewing online.

greatergarstangpartnership.co.uk



The Greater Garstang Partnership is a group of individuals and organisations who, together, have the expertise needed to develop and deliver a Regeneration and Investment Framework for the town and its surrounding villages which will ensure the area thrives in the coming years.



The study is structured around ten 'themes' or areas of interest that are important to the success of the town centre.



Existing Garstang Town Centre Boundary

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Feedback on the August 2021 Consultation

At the August Consultation we presented three future scenarios and asked:

“What level of development and investment should Garstang aim for in the future?”

Scenario 1: ‘Modest, incremental change’

A “business as usual” approach with only modest improvements and growth.

Scenario 2: ‘Balanced ambitions for economic growth’

A more ambitious approach to address a range of issues and opportunities, but without radically altering the nature or role of the town.

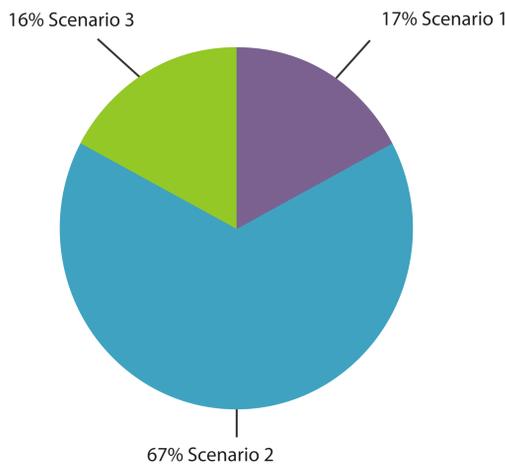
Scenario 3: ‘More significant growth and better connectivity’

An ambitious plan for growth to justify investment in new rail and motorway connections.



Responses were made via forms available at the consultation event and on-line where the exhibition was available to view for a further 2 weeks

What level of development and investment should Garstang aim for in the future?



Value	Percent
Scenario 1	16.8%
Scenario 2	67.4%
Scenario 3	15.8%

Summary results of consultation responses

The consultation responses indicated a clear majority in favour of Scenario 2 – Balanced ambitions for economic growth.

Responding to this, the Greater Garstang Partnership Board and its consultants have defined a Vision Statement for the future of the town and a set of Objectives that underpin this Vision.

The Vision and Objectives can be seen on the next panel.

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Vision

“Garstang will be a contemporary market town – a friendly and welcoming place with both a rich heritage and a vibrant future.

It will be known for its canal and river; as a focal point for its surrounding communities, and as a gateway to Lancashire’s great outdoors; but most importantly as a town with a huge community spirit.”

Objectives

In order to deliver The Vision, The Greater Garstang Partnership’s objectives for the town centre are to:

1. Protect and enhance the historic character of the town centre whilst promoting active uses within the town’s historic buildings and spaces.
2. Deliver public realm improvements, including a focus on reducing the impact of traffic in order to enhance the pedestrian experience.
3. Identify sites with opportunities for future change that will support The Vision.
4. Provide more effective links to areas outside the town centre, including the river and the canal.
5. Encourage a stronger town centre food and drink offer and an evening economy.
6. Promote a strong sense of localism, an economy that provides opportunities for local people, and be an attractive location for new models of flexible working.
7. Develop an ethos of partnership working both within the town and between the town and wider stakeholder organisations.
8. Be known as a place with community strength and social values.
9. Be a place that is digitally connected and sustainable.
10. Promote improved health and wellbeing.
11. Develop a quality visitor economy based on heritage, town centre experience and access to the surrounding countryside.
12. Improve access from and to the surrounding villages and suburbs, focussing on sustainable, active travel.
13. Ensure a diversity of town centre uses so that it is an attractive destination for all user groups.

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Interventions

The Greater Garstang Partnership and its consultants have defined a set of over 50 'interventions', or actions that will positively impact the town's future. The full list can be seen here:

greatergarstangpartnership.co.uk

A summary of the "Top 20" interventions is set out below.



The High Street

1. Explore options for improved public realm, including removing/reducing traffic from the High Street.



2. Consider how Cherestanc Square could be better used for a wider range of pop-up events and activities, potentially in combination with nearby spaces on Park Hill Road.

3. Improve connections between the town centre and the river / canal.



Heritage and Culture (inc. the visitor economy)

4. Make more of Garstang's market offer.



5. Encourage a food and drink offer and an evening economy.

6. Explore the potential for a Heritage Centre.



7. Promote a town-centre 'outdoors' hub - cycle café, walker-friendly, bike-hire, attract outdoor enterprise businesses. Linked to this, explore the potential to create a new (funded) signature outdoor-arts event for families.

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Transport and Linkage

8. Explore options for community led transport services to connect to the surrounding local villages.



9. Explore options for improving town centre car parking.



Community

10. Explore the potential of a new multi-functional community facility in Garstang Town Centre (potentially linked to a Heritage Centre – see previous panel).



Sustainability and Low Carbon

11. Explore the establishment of a Community Energy Trust. This will be a forum through which to explore responses to a range of energy related issues.



Health and Wellbeing

12. Establish a Carers' Support Group.



13. Explore measures to make Garstang a dementia friendly town.

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Health and Wellbeing cont.

14. Link other interventions recommended across the Town Centre Regeneration Framework to opportunities for social prescribing. (Social prescribing enables GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services to support their health and wellbeing).



Technology and Digital

15. Development of a 'Smart Place Strategy' to consider all digital opportunities and trends holistically, and in a manner that is coordinated with other parts of Wyre.



16. Promote improved Wi-Fi connectivity within the town centre, but also within the surrounding villages.



Business and Economy

17. Explore the establishment of a business and tech support hub (possibly as part of a new community facility).



18. Develop a 'plan' for the land near Brockholes Industrial Estate at Catterall to explore how development of this land can support the local economy in a range of ways.



Education and Skills

19. Develop a forum/digital space to link local schools/colleges and local businesses.



20. Explore opportunities for a Garstang Digital Hub (potentially part of a new community facility) linked to schools/colleges to disseminate skills training opportunities.

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Your Views

Thank you for reviewing this exhibition.

If you have any questions or views about the information presented we would like to hear them. If printed feedback forms are available where you are viewing this exhibition you may leave your comments now.

You can also leave comments via the web address below, where the information presented here can also be accessed:

greatergarstangpartnership.co.uk

Alternatively, you can also post your comments to the address below:

Future Garstang, Wyre Council,
Economic Development, Civic Centre,
Breck Road, Poulton-le-Flyde,
Lancashire, FY6 7PU

Comments can be made up until
Sunday 19th December 2021.



Next Steps

The Greater Garstang Partnership, Wyre Council and consultants will consider all comments received as a result of this engagement process. From this the team will make any appropriate refinements to the Vision, Objectives and Interventions. These will be incorporated into a Town Centre Regeneration Framework Report which will be produced in draft for public comment in early 2022. Following review, a final report will be offered to the Greater Garstang Partnership Board, Wyre Council and Garstang Town Council for endorsement.

The final report will be a plan for Garstang's future containing recommendations for the interventions and actions that will position the town to address future challenges and opportunities. The report will also support potential funding bids for moneys to enable the delivery of Garstang's future vision.

Contacts

If you have any queries about the information displayed here or about the process described you can email:

regeneration@wyre.gov.uk

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