



Building Confidence in Coalville

January 2016

The Coalville Project is a wide ranging project that aims to regenerate and build confidence in Coalville over the next three years and beyond. Our intention is that projects and changes in the town that have a positive impact will carry the 'Coalville Project' stamp.

Principles:



- Deliverability
- Street by street
- Iconic building each year
- Multiple wins

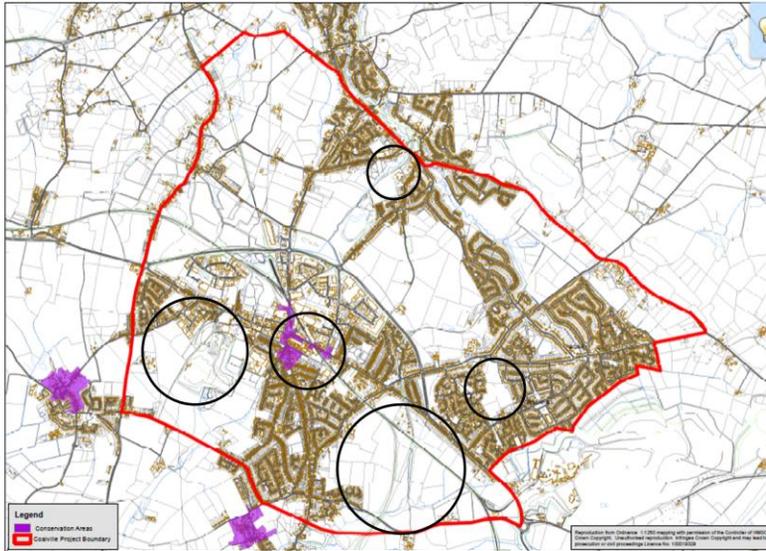
We need to work with partners to affect visible change in the town with schemes that are achievable and tick lots of boxes. E.g. The former Pick and Shovel has now been transformed from a derelict pub that had been empty for over a decade into a good looking building that provides much needed affordable housing.

Aims for stakeholders:



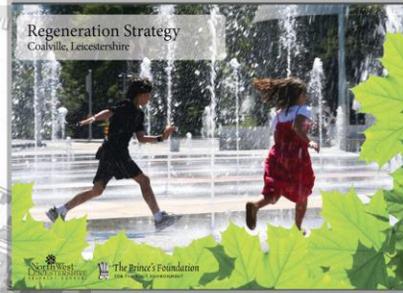
- To build confidence in the town for all parts of the community
- To help businesses, groups and organisations work together on projects that will benefit Coalville
- To challenge NWLDC about what it can do differently

Stakeholders and partners can contribute ideas and actions to the project, challenge decisions and provide links out into the communities of Coalville, as well as expertise in any relevant areas.



The project covers wider Coalville and includes five specific areas. 1. Centre of town and the four squares (see next slide). 2. Bardon Grange. With around 3,000 new houses planned for this area over the next two decades, this is an important site, particularly in terms of our Local Plan. Once they're built, we need to make sure that households use services and shops in and around Coalville, and that Section 106 contributions from developers help towards the aim of regenerating the town. 3. Snibston. Now that Leicestershire County Council has made its decision about the Discovery Museum, we need to make the most of the assets – the Century Theatre, the country park and the Scheduled Ancient Monuments – on the site, as well as the collections previously held in the museum. We also need to make sure the town's rich heritage is celebrated in new ways that are accessible to all. 4. Hermitage Leisure Centre. This is included as it is the major leisure provider for people in the area. We need to make sure it is being used in the best way and decide how our investment in leisure should be spent in the future. 5. Cropston Drive. This is one of the council's biggest land assets. A decision needs to be made about whether or not to sell the land and use the funds elsewhere – possibly providing funds for elements of the Coalville Project.

Four Squares Linked by Vibrant Streets
The Four Squares Proposal:
Two improved squares and two new ones



The Four Squares proposal was put together in 2007 by the Prince's Foundation and looked at linking Stenson Square (where the Council Offices are) with Marlborough Square, Memorial Square and the Belvoir Shopping centre area via vibrant streets. This town centre area is one that the Coalville Project is focused on. The leader has an aspiration to see one iconic building either built or regenerated each year for the next three years. This could be something like the new Royal Oak development where the Pick and Shovel pub used to be, which has turned an eyesore into an attractive building on this important crossroads in Coalville.

What do people think of Coalville?

Positive things about Coalville

Community Parks
 Partnership Easy to walk
Events Green spaces
Close knit Cycle paths
Transport Location **Heritage**
Friendly people
Community spirit Central
 History Potential Opportunities

Challenges for Coalville

Empty shops Precinct
 Evening public transport
 Alcohol **Car parking**
 Cinema Footfall
 Drugs **Crime** Bowling
 Night time transport **Museum**
 Nothing for young people
Leisure activities

We carried out some research in September, which gave us an insight into how people feel about Coalville. Whilst they acknowledged it has its problems (mainly to do with the precinct, car parking, leisure activities and empty shops), we found that people are really positive about the town's people, its sense of community and its heritage. They were also very keen to contribute ideas for the future regeneration of the town. We aim to tap into this enthusiasm by working with all parts of the community and giving ownership to others to help build confidence in Coalville.

Level 1	Control	NWLDC is in control of delivery and has funding for the work / project.
Level 2	Partners	NWLDC can work with credible partners with a track record of delivery.
Level 3	Aspirational	Aspirational projects over which NWLDC has very little control or influence.

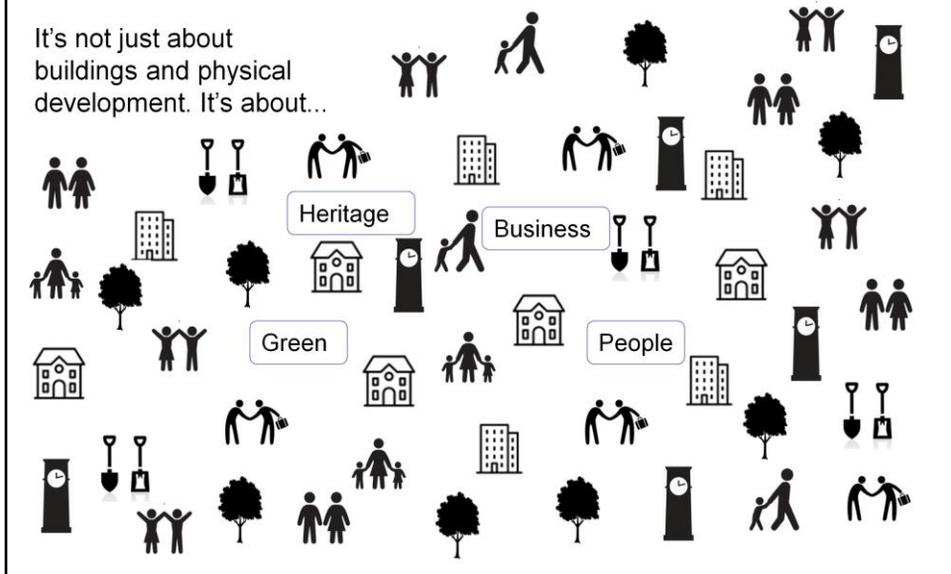
A lot of the change that people tell us they want to see in Coalville is completely out of the district council's control (e.g. the Belvoir Shopping Centre, the type of shops that locate here etc). We're concentrating on the things that we have complete control over and the things we can work on with credible partners, whilst still talking to retailers and business owners about their plans, supporting them where we can.

The Coalville Project is about.....

..... collective responsibility.

The district council clearly can't regenerate Coalville on its own. There is a limit to its resources and its power. But we believe that a lot can be achieved by working together with organisations and partners from all sectors.

It's not just about buildings and physical development. It's about...



A lot of Coalville's regeneration will be about how people interact with buildings and spaces, so physical change is important. But this is only one element of the Coalville Project. The work with stakeholders will incorporate heritage, business, people and the green agenda into the project.

Stakeholder engagement:

- **Ward members**
- **Community / schools**
- **Businesses / women's network**
- **Council staff**

We're using groups that already exist, wherever possible:

- VCSE steering group
- NWL Business and People Group
- Coalville Heritage Society
- Schools network

Plus lots of individual meetings

We have established four main engagement groups; Members, staff, community and schools and businesses. We're also tapping into existing groups, to make sure the message and workload is spread as far as possible. Members of the project group are also meeting with key individuals on a one to one basis to emphasise our commitment to this project and see how we can work together.

Building confidence in Coalville

- Our narrative and presence



People

Opportunity

Action

Working together

Community

Development

Drive

Partnership

Potential

Confidence

Collective responsibility

Listening

Contribution

Stamp can be used by credible partners across Coalville for their projects / activity.

As it is used more, it will become synonymous with positive things in the town.

Overall control of stamp held by NWLDC communications.

A lot of this project is about the way we all talk about the town. We want to celebrate positivity and challenge negativity – in our words and our actions. This can be as simple as sharing each other’s positive news on social media, or it can be sharing information between ourselves. Publicity will be part of this, and we can use the Coalville Project stamp on positive projects and schemes to start showing the public that things are changing.

Already underway – NWLDC investment

Royal Oak

- £500,000 from NWLDC, partnership with emh group and HCA, 14 affordable housing units, removal of derelict building



Shop front improvement scheme

- £225,000 for improvements to shop fronts on Hotel and High Street, potential to extend scheme



Enterprising North West Leicestershire

- £500,000 in council funding available to SMEs, grants awarded to Coalville businesses

Already underway – discussions and studies

Our Heritage

Speaking to Heritage Lottery Fund about potential to celebrate district heritage, emphasis on Coalville's 19th and 20th century heritage, potential to bid for funding to create heritage opportunities beyond coal mining, in partnership with local heritage groups

Stenson Square

Feasibility study ongoing into potential for better use of space

Market Towns project

Countywide study into market towns including Coalville and Ashby de la Zouch - £5,000 invested from NWLDC

Women's network

Established a women in business network to support those businesses and feed into the regeneration of Coalville

VCSE steering group

NWLDC Officer appointed to help coordinate partnership working between groups

Contact

communications@nwleicestershire.gov.uk

Anyone with ideas about how to improve Coalville or comments about the project can contact us directly.

