

Bromyard Investment Plan 2021



JUNE 2021



We're 90 minutes from Birmingham, Bristol and Cardiff but a world away from the rat-race. Bromyard has something for everyone and we're open for business. Bromyard will build on its proud market town heritage to attract people to live, to work, to invest, to visit and to play. Our vision is rooted in our location in some of Britain's most beautiful countryside and in our ambitions to connect to the advanced industries and services in engineering, green technology, agri food, digital and circular economies which are emerging on our doorstep and to lead the way in artisan food and drink tourism. We will collaborate with our friends and neighbours to develop the lifelong skills of future generations, to create an ever-more vibrant and attractive visitor economy and to realise our full potential as a sustainable, cohesive and dynamic community

Bromyard Town Investment Plan Statement 2021

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EXECUTIVE SUMMARY

Market Town Investment Plans

This Bromyard Town Investment Plan is one of five Market Town Investment Plans (MTIPs) commissioned by Herefordshire Council. Herefordshire's market towns, including Bromyard, play a critical role in the county's economy, as focal points for employment; for retail, tourism, leisure and culture; for business investment and growth; for housing; and for access to services. The market towns often provide the key interface between the wider rural areas, access to employment and local services, and connectivity to and from Hereford and other neighbouring areas.

The MTIPs identify a long term vision for the growth of the towns and a programme of potential projects to enable sustainable economic development to deliver the vision. The MTIPs will also play a key role in the development a new long term county wide 'big plan'. The big plan will identify how we will address long term economic challenges in creating new opportunities for growth across the county and how we retain/ attract younger generations, creating great places to live, study, work and invest.

The Vision for Bromyard

Key strategic objectives include making Bromyard:

- a place that encourages inward investment and new talent, with an excellent skills development offer, providing diverse career opportunities for our school and college leavers
- a place which is recognised regionally, nationally and globally for its artisan food and drink culture and experiential tourism offer, operates as a gateway for walking and cycling and has a national profile in terms of its festivals and events
- a place with a diverse and exciting retail offer a place which engages with and supports all parts of our community
- a more accessible place by improving our green transport connection links and active travel options

The Main Challenges facing the town

Bromyard is one of the smallest market towns in the county with a population of 9,050 (2019 Mid-Year Population Estimates ONS), 4,700 in the town itself.

Bromyard is more deprived on most domains in the Indices of Deprivation than the England average with particular challenges around the skills profile of the town. Bromyard has 5% more over 65s than the England average of 20%. It has a modestly smaller stock of jobs per capita than the Herefordshire average and experienced an increase in Job Seekers' Allowance (JSA) claimants during the first half (April-October 2020) of the lockdown period, from 220 to 265, an increase of 20%.

The Town's Assets and Strengths

Bromyard is well placed with transport and connectivity to South Wales, Birmingham and the Midlands. It has a strong festival and events calendar and the potential to act as a base for walking and cycling to develop its economic potential.

Bromyard has history and heritage buildings from the medieval, Georgian, Victorian, inter-war, post war and post millennium periods which are host to a high number of independent retailers. The town is a traditional small rural service centre supporting a wider dispersed population.

Issues in Bromyard

Issues in Bromyard	Targets
Shortage of employment opportunities	Employment opportunities will rise to the county average within 5 years and the national average within 15
Low property values/weak independent retail/weak visitor economy	Visitor arrivals and expenditure will rise to the national average within 5 years
Weak visitor economy	
Lower than average skills and limited local training infrastructure	Local skills gap will close within 10 years to support new businesses and inward investment

Project summary

The MTIP identifies a number of potential projects that will contribute to the delivery of the town's vision. These include:

Development of employment opportunities:

- EcoHub – development of new employment land

Improvements to support the visitor economy:

- Bromyard Eastern Enhancement – a range of proposals including a permanent festival site; community facilities; public realm improvements; and shop front grants scheme
- Greenway – phased development of a multi-user track from Bromyard to Rowden

Civic amenities, skills development and projects aimed at young people

- Health and Wellbeing Hub in the centre of Bromyard
- Skills Development – development of the Skills Foundry, a collaboration between NMITE, HCA and Rural Media as part of Hereford's Stronger Towns Funding bid, to include Bromyard in a hub and spoke delivery model

The MTIP shows how each of these projects contribute to the delivery of Bromyard's Vision. It will provide a platform for successful funding bids as suitable funding opportunities become available.

Herefordshire Council will continue to work with Bromyard and Winslow Town Council and other local stakeholders to identify new project and funding opportunities, carry out feasibility and foundation work, and support local organisations to apply for funding.

BACKGROUND

This Bromyard Town Investment Plan is one of five Market Town Investment Plans commissioned by Herefordshire Council. Herefordshire’s market towns, including Bromyard, play a critical role in the county’s economy, as focal points for employment; retail, tourism, leisure and culture; business investment and growth; housing; and access to services. The market towns often provide the key interface between the wider rural areas, access to employment and local services, and connectivity to and from Hereford and other neighbouring areas.

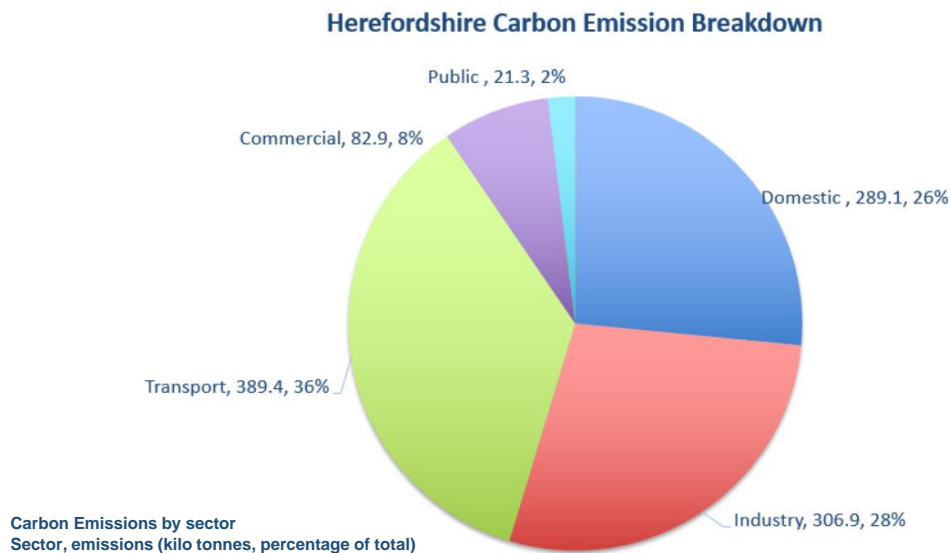
The MTIPs identify a long term vision for the growth of the towns and a programme of potential projects to enable sustainable economic development to deliver the vision. The market town investment plans will also play a key role in the development a new long term county wide ‘big plan’. The big plan will identify how we will address long term economic challenges in creating new opportunities for growth across the county and how we retain/ attract younger generations, creating great places to live, study, work and invest.

Climate and Ecological Emergency

On 8 March 2019 Herefordshire Council declared a Climate Emergency following unanimous support for a climate emergency resolution at full council. This declaration was subsequently updated and strengthened on 11 December 2020 when Herefordshire Council declared a Climate and Ecological Emergency (CEE) following support for a climate and ecological emergency resolution at full council.

Further to these declarations the council approved the ambitious new target to become zero carbon and nature rich by 2030.

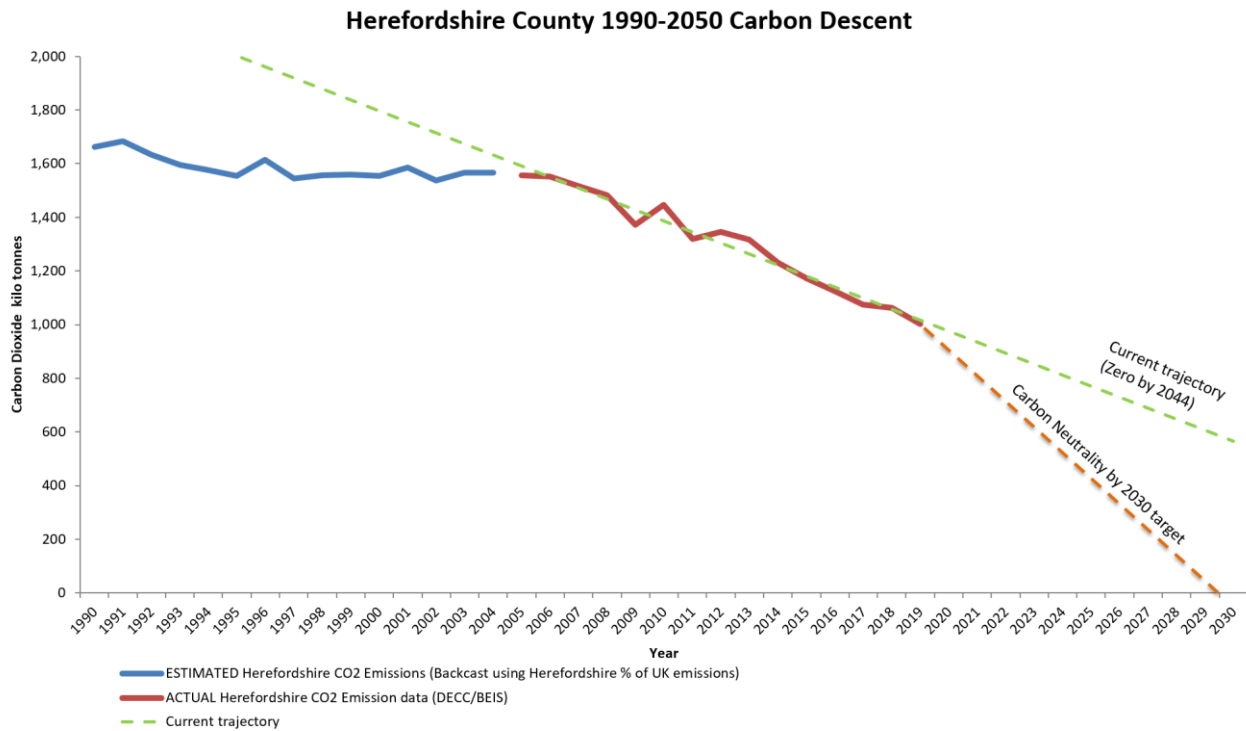
The below chart illustrates Herefordshire’s current carbon emission split and the areas of focus for the Bromyard MTIP to support the Herefordshire’s journey to net zero.



In order to achieve this target, as illustrated below, a new Herefordshire Climate & Nature Partnership and Board have been established to catalyse and coordinate new action across the

County. These actions have been grouped into a series of six different action plans including: Housing & Buildings; Transport; Energy; Farming & Land Use; Waste and Food.

The details of the Herefordshire Climate & Nature Partnership, including the six themed action plans are set out: <https://zerocarbon.herefordshire.gov.uk/>



As a key strategic plan the Bromyard MTIP is strongly committed to delivering Herefordshire’s net zero and nature rich commitment and will work in partnership with its communities, businesses and the Herefordshire Climate & Nature Board to achieve this through the development and delivery of the plan.

Economy

Herefordshire faces a number long term economic challenges such as the lowest level of productivity of any county in England¹, a low wage economy (19% below the national average²), a deficit of higher level skills (41.4% of the population has NVQ level 4 national average of 43.1%³), an aging population (25% over 65 compared to a 18% nationally), and a significant shortage of labour (2.9% claiming unemployment benefits⁴).

However, the county has a significant number of opportunities, including local strengths in food and drink, tourism, and agriculture, specialisms in fast growing global markets like cyber security, an outstanding quality of life, and new university (New Model Institute in Technology and Engineering). The county is also very well placed to benefit from a post Covid lifestyle trend, as people now look to increasingly work remotely away from populated cities to locations offering a better quality of life.

¹ [ONS Regional Differences in Productivity July 2021](#)

² [Understanding Herefordshire ONS data 2019](#)

³ [ONS Population Survey 2020](#)

⁴ [ONS claimant count October 2021](#)

The market towns have a crucial role to play in addressing the long term economic challenges, and realising the county's many opportunities. They are key local centres for housing, culture, access to public services, tourism, with strong local communities and identities. Establishing great vibrant places to live and meaningful employment opportunities will be key to rebalancing the aging population by retaining/ attracting younger generations to study, live and work in the county for generations to come.

Bromyard is particularly well placed to realise some of these opportunities, significantly contributing the future economic success of the county as a whole. A highly attractive and popular market town, strategically well placed in terms of relationship to Hereford and Worcester, offering a great place to live, visit and work.

As people's approach to work and quality of life requirements change, Bromyard is well placed to benefit from an increasing transition to a digital economy, with people working from home or flexible workspaces in attractive, less densely populated locations away from city centres.

The Plan identifies a vision for growth and a programme of investment projects required to deliver the vision and support the economic development of Bromyard over the next fifteen years. Funding from many different sources will be needed to achieve them. The Plan identifies the timetable for delivery, lead body and potential sources of investment for each of the projects.

Community Including the Impact of Covid-19

The damage to the economy and to health from Covid-19 has been felt across Herefordshire. During 2020 and the early part of 2021, the pandemic reached all corners of the county and has had an impact on every community. During 2020, the UK economy contracted by 9.9%. (source: Office for National Statistics⁵) It remains to be seen what the long-term impact of the pandemic will be, but within many sectors we are likely to see a shift to working, learning and engaging in commerce remotely on digital platforms.

The projects proposed in this Plan have been developed through engagement with key stakeholders in Bromyard and will help the town to attract essential investment as the need to promote recovery opens up new funding opportunities.

Attitudes towards working from home have changed substantially since the start of the COVID pandemic and many workers will continue to work from home long after it has ended.

There could be positive implications for Herefordshire's market towns in what is being termed 'hybrid working'. The Centre for Towns recently reported that its research indicates "big potential for places to market themselves as online working destinations" as predictions indicate that the longer people are required to work at home, the greater the adoption of home working will be beyond the current situation.

The best performing towns are ones with a healthy mix of age groups and professions. An increase in home working would have a significant positive impact in rebalancing Herefordshire's market towns demographics and towns should therefore actively promote themselves to attract in and retain a thriving working age population.

Towns will need to work closely with Herefordshire Council to ensure that digital connectivity is adequate to support the needs of home workers. Clearly, Herefordshire market towns have a significant 'quality of life' offer, with a good range of local services.

⁵ <https://www.ons.gov.uk/economy/grossdomesticproductgdp/articles/coronavirusandtheimpactonoutputintheukeconomy/december2020>

CONTEXT

Bromyard is a typical English market town, with a population of approximately 4,500 within the town itself (2011 census). It is located in the valley of the river Frome, approximately fifteen miles to the north-east of Hereford and is the centre for a number of parishes in the north-east of the county of Herefordshire, as well as several villages in neighbouring Worcestershire.

It is surrounded by and supports a spectacular rural hinterland and is often referred to as the 'Town of Festivals'; its festivals and events calendar is an example of what could be developed across the county and includes: an annual Speed Festival and Foodie Tour; a Town Crier Festival which involves representatives from across the UK; a highly successful rock music festival, Nozstock; a Folk Festival which includes music, crafts and workshops; and a Christmas tree festival.

The town has great potential to build on its existing visitor offer. It is mentioned in the Domesday Book and contains beautiful black and white half-timbered buildings, Georgian and Victorian facades, a Norman church, a toll house, a heritage centre, arts and crafts galleries, and a mix of local retail outlets.

In recent years, Bromyard has effectively become a dormitory town with many residents commuting to Worcester or Hereford for employment. The need for local employment opportunities, particularly in the manufacturing sector, was a consistent theme in discussions with stakeholders.

The town is bisected by the A44 which provides an important cross regional route for long distance freight, commercial and tourist traffic. Unlike many towns in Herefordshire, it has few problems with accessibility, although public transport provision is weak.

Bromyard town centre is home to a variety of independent retail businesses and has the potential capacity to host a regular weekly market in the market square. Bromyard is a primary location for food shopping for residents but, with targeted investment, its historic environment and niche retail offer could be developed to attract regional and national visitors.

The town centre has suffered from a lack of strategic investment for many years and it is widely accepted that improving the town's public realm and making it a more attractive destination for both residents and visitors will benefit the local economy and promote future growth within the town.

For the purpose of Rose Regeneration's work, Bromyard's town boundaries are those based on the Lower Layer Super Output Areas (LSOA's) that we have used to inform the data analysis based on the 2019 Index of deprivation. The work has also been cognisant of the boundaries set out in the Herefordshire Core Strategy (2015).

THE VISION FOR BROMYARD

Rose Regeneration has worked closely with stakeholders in Bromyard's future to develop an updated vision and key strategic objectives for the town within the next fifteen years:

We're 90 minutes from Birmingham, Bristol and Cardiff but a world away from the rat-race. Bromyard has something for everyone and we're open for business. Bromyard will build on its proud market town heritage to attract people to live, to work, to invest, to visit and to play.

Our vision is rooted in our location in some of Britain's most beautiful countryside and in our ambitions to connect to the advanced industries and services in engineering, green technology, agri food, digital and circular economies which are emerging on our doorstep and to lead the way in artisan food and drink tourism. We will collaborate with our friends and neighbours to develop the lifelong skills of future

generations, to create an ever-more vibrant and attractive visitor economy and to realise our full potential as a sustainable, cohesive and dynamic community.

Key strategic objectives include making Bromyard:

- a place that encourages inward investment and new talent, with an excellent skills development offer, providing diverse career opportunities for our school and college leavers
- a place which is recognised regionally, nationally and globally for its artisan food and drink culture and experiential tourism offer, operates as a gateway for walking and cycling and has a national profile in terms of its festivals and events
- a place with a diverse and exciting retail offer a place which engages with and supports all parts of our community
- a more accessible place by improving our green transport connection links and active travel options

This vision provides the basis for our Town Investment Plan.

THE MAIN CHALLENGES FACING THE TOWN

Bromyard is one of the smallest settlements in the county with a population in the town itself of 4,700 (2011 census) and surrounding hinterland of 9,050 (2019 Mid-Year Population Estimates ONS)

According to our economic analysis Bromyard:

- is more deprived on most domains in the English Indices of Deprivation than the England average with particular challenges around the skills profile of the town – the diagram below shows how Bromyard fares in relation to each domain against the national average;
- 25% of Bromyard's population is over 65 years old, 5% more than the England average of 20%;
- has a modestly smaller stock of jobs than the Herefordshire average;
- has a limited stock of jobs in knowledge intensive businesses;
- has experienced an increase in JSA claimants from 220 to 265 (a 20% increase) during the first half of the lockdown period (April-October 2020);
- has a higher proportion of jobs in agriculture, manufacturing and health than the national average;
- has a significantly higher proportion of low value properties than the national average.

THE TOWN'S ASSETS AND STRENGTHS

This plan highlights some of the town's key assets including:

- Transport and connectivity to South Wales, Birmingham and the Midlands – Bromyard is perhaps best placed of all the towns in Herefordshire in relation to its geographic connections. There is also a challenge in this context, however, in that it has real potential to become a desirable commuter settlement rather than a place with a significant “live-work” character. Our proposals involve looking to make it more sustainable by developing new employment and enterprise opportunities.
- History and heritage buildings from the medieval, Georgian, Victorian, inter-war, post war and post millennium periods which are host to a high number of independent retailers both within the envelope of the town itself and its wider hinterland. This represents the particular history and development of the town outside of the focus of large multiples, mainly as a consequence of its small scale and relative isolation. As with many small locations, its retail and wider service catchment is threatened by a lack of financial capacity amongst many of its businesses. Our plans involve support for established and new indigenous entrepreneurs to grow its innate potential. The current character and townscape of the town makes a major contribution to its desirability and our proposed focus on its town centre as a location for investment is a key theme within this plan.
- Wye Valley AONB and Special Area of Conservation – Bromyard, whilst small, has a large visitor and domestic hinterland. This is enhanced by its setting as a traditional small rural service centre supporting a wider dispersed population – our proposals seek to build on the external recognition of its wider environment and the significance in the context of its setting.
- Tourism and the Visitor economy – taking a wider perspective, in addition to its established credentials as a festival base, our plans around enhancing the walking and cycling credentials of the town will complement its economic potential. The town benefits from the desire of individuals and businesses to unlock its economic potential.

SPATIAL CONTEXT

Herefordshire Council's 2015 Core Strategy will be revised in the next eighteen months but the document contains a chapter on Place Shaping. This includes a vision for Bromyard focused on the town continuing to fulfil:

“a diverse range of important roles as a focus for residential, employment, recreational and cultural uses. The town will continue to act as a service centre for the surrounding rural area. The strategy promotes the continued economic development of the town and the vision is centred on meeting housing need (including affordable housing), reducing the need to travel, facilitating employment generation and diversification and improving delivery and access to services”. (Section 4.1)

The Core Strategy takes a spatial approach in signalling how Bromyard can accommodate a strategic urban extension for residential development in the northwest area of the town. This includes a minimum of 500 new homes together with five hectares of new employment land. A minimum of 250 new homes were proposed within the Hardwick Bank area, North West of the town.

The Core Strategy recommends coordinating housing and employment developments to achieve greater economies of scale and ensure land uses are compatible (e.g. allowing small employment/mixed use opportunities within residential developments to reduce the need to travel).

The spatial impact of potential projects below will make Bromyard a more attractive place to live, work, invest and visit:

- Investment in the High Street and public realm will enhance Bromyard's appeal for both residents and visitors, opening up the market square, improving the functionality and appearance of empty retail units, promoting the town's indigenous artisan food and drink heritage and rationalising car parking provision.
- The development of a permanent festival site will underpin the success of a key county visitor attraction.
- The development of new employment land on the Linton Trading Estate will facilitate employment generation and place Bromyard at the heart county's ambitions to support the growth of green technology capacity.

Looking more widely at employment land, there appears to be a failure of the market to provide new employment land in the market towns. In the 10 years since 2011, there has been no significant (sites > 1 Ha) development of employment land in any of the market towns. This compares to a requirement identified in the Core Strategy for the period 2011 to 2031 of 40 Ha. There is some evidence that the lack of availability of employment land has led to investment being delayed or being made outside of the county.

In the north of Herefordshire – affecting Bromyard and Leominster there is currently a planning moratorium linked to phosphate levels in the River Lugg.

STAKEHOLDER ENGAGEMENT

Following an initial introductory meeting in October 2020, Rose Regeneration worked with the Mayor, Town Clerk and other stakeholders to establish a steering group representing different interests, businesses and communities in Bromyard. A full list of steering group members is included in Appendix 3.

Early members of the steering group met Councillor Chowns during her visit to Bromyard in November and the full steering group has met subsequently in the ensuing period, identifying a long-list of more than 20 individual project proposals.

Group meetings have been complemented by one-on-one conversations with project sponsors and regular contact has been maintained with the Mayor, Councillor Chowns and MP for North Herefordshire to seek their views and advice on emerging project ideas.

Project ideas have been refined and developed through this process, supplemented by contact with business owners and potential funders, including a range of service areas within Herefordshire Council. In early March, the steering group reviewed a long list of project proposals and a short list of six projects was identified for inclusion in the Investment Plan. A meeting on 1st April agreed to the formation of a Community Interest Company (CIC) to ensure that these projects could seek funding not only from Herefordshire Council's capital funding programme but also from other public and private sources over the next ten to fifteen years.

THEORY OF CHANGE

A Theory of Change linked to the projects proposed arising from the strategy is set out below:

Project	Intervention Framework	Issues in Bromyard	Action	Outputs	Outcomes	Impact	Transformation
EcoHub	Business and Economy	Shortage of employment opportunities	Acquire and encourage the development of new employment land	Up to 8 hectares of employment space	HCA job density 50 jobs/ha – extrapolated – 400 jobs	More sustainable community Rising local per capita GVA	Employment opportunities will rise to the county average within 5 years and the national average within 15
Bromyard Eastern Enhancement	Town/civic amenities Visitor economy Business and Economy	Low property values/weak independent retail/weak visitor economy	Revivify key elements of the tourism offer and stimulate new uses for key buildings	A 10% increase in average shopping spend in Bromyard according to our calculations would deliver £117,000 spend increase per week to local businesses. 10,000 more visitor spend in the area per year £70 per tourist - £700,000 per annum.	Stronger visitor economy and more inward migration. Promotion of local independent artisan food and drink and other businesses.	More sustainable/cohesive community Rising local per capita GVA.	Visitor arrivals and expenditure will rise to the national average within 5 years
				10,000 more visitors spend in the area per year £70 per tourist - £700,00 per year £79,000 - 9 jobs			

Project	Intervention Framework	Issues in Bromyard	Action	Outputs	Outcomes	Impact	Transformation
Greenway	Visitor economy	Weak visitor economy	Revivify key elements of the tourism offer and stimulate new uses for key buildings	New cycling and walking space with Bromyard as a hub – 1000 tourists per year at £70 per tourist - £70,000 per annum	Stronger visitor economy	Healthier and more cohesive community	Visitor arrivals and expenditure will rise to the national average within 5 years
Health and Wellbeing Hub – (further discussion with Halo planned)	Town/civic amenities	Weak visitor economy	Revivify key elements of the tourism offer and stimulate new uses for key buildings	200m2 new health space 3 jobs, £325,000 £100,000 turnover per year	Increase footfall and repurposing of a key feature of the town centre	Healthier and more cohesive community	Visitor arrivals and expenditure will rise to the national average within 5 years
Skills Development	Skills	Lower than average skills and limited local training infrastructure	Link to other skills initiatives which are active in Herefordshire including the Hereford Towns Fund	Based on the overall targets and capacity for the Skills Foundry project 50 learners per year – for a minimum of 5 years	Better match between skills and employer needs in the local area	More vibrant local economy with better live/work opportunities	Local skills gap will close within 10 years to support new businesses and inward investment

SUGGESTED PROJECTS

Projects and ‘investment themes’ emerged through the stakeholder engagement process. These projects and themes were validated through a wider stakeholder meeting in late December 2020 and subsequent group and one to one discussions in the first quarter of 2021.

The table above provides a short form summary by way of an overview of projects and themes, those projects that could be considered appropriate for Herefordshire Capital funding (amongst other sources) and individual descriptions of those projects that are considered strategically significant, with the potential to attract funding outside of Herefordshire Council Capital fund. It incorporates a Theory of Change, showing our aspirations for impact.

The package of projects identified in this Town Investment Plan will need to access a range of funding sources in order to be delivered.

In May 2021 the Town Council and wider stakeholders met to consider the relative priority to allocate to each project. A scoring matrix based on the good practice methodology identified by the Town Fund was used to assess the relative merit of each project. Within the matrix there are 8 themes chosen through a reflection by the consultancy team leading the research and validated as part of the prioritisation process in each town.

For Bromyard the key criteria were agreed following a discussion with the Steering Group from the town:

- contribution to net zero, attraction of more visitors/inward investment;
- Increased GVA (a measure of the productivity of businesses);
- increased business diversity (an increase to the range and variety of businesses operating locally);
- higher skills;
- better population balance (supporting a wide demographic spread of age groups);
- greater equity (supporting fairer access to all determinants of quality of life);
- equality agenda (eliminating any form of discrimination).

Each project was scored by the group on a scale of 1-5 (where one is lowest) to provide a group composite score. These scores were then used to rank the project. As set out in appendix 2.

FUNDING

In addition to possible funding from the Council’s Employment Land and Incubation Space capital programme allocation budget (see introduction above) the majority of the projects identified will need to explore funding options which could include: private investment, including Section 106 funding; other council resources such as the Highways Capital Programme; Heritage Lottery; charitable trusts; other public sector funding such as the capital programmes of the West Mercia Police Service; the Hereford and Worcester Fire service; the Herefordshire Clinical Commissioning Group; the Marches LEP; Homes England etc.

In addition to these sources of funding there are a range of Government funding opportunities already in place and more will be announced going forward. Some of the projects in the Plan will require revenue funding as well as capital investment. There may be opportunities to package projects together to bid for funding as well as to bid for funds in phases on the larger projects. Different funders will require different information and governance arrangements which will need to be considered on a bid by bid basis. The evidence base and supporting information produced to support this Plan will be a useful information and policy context to help inform bids for funding.

Projects

The individual projects, set out in the templates below, have been identified as strategically important to the development of Bromyard's economy. The project summaries explain which intervention framework the projects will address, a brief project description, cost, timescales and outputs. There is also an explanation of the potential or identified demand for the projects as well as suggested funding sources and a possible exit strategy for each project to ensure sustainability.

Bromyard Eastern Enhancement Project									
<p>The eastern side of Bromyard, has great potential for the development as a transformative and integrated attraction of both existing and new residents and incoming visitors.</p> <p>Key elements:</p> <ol style="list-style-type: none"> 1) Acquisition of 16.5 ha farmland to create a permanent festival site, new festival site access and link road between A44 and Tenbury Rd (removing HGV traffic through town). 2) Community building and lake on festival site. 3) Reconfiguration of parking provision. 4) Market square improvements to encourage a sustainable street culture and evening economy, supporting a market, festivals, and arts projects and including a performance space. 5) Improvement and full utilisation of empty independent retail units (shop front grants included) 6) Public realm improvement – enhancement of environmental quality, by delivering new street furniture, signage, planters etc, in keeping with the town’s heritage 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><i>Indicative Cost and Matched Funding</i></td> <td style="width: 20%;"></td> <td style="width: 20%;"><i>How Long to Deliver?</i></td> <td style="width: 40%;"><i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i></td> </tr> <tr> <td style="text-align: center;">£6.2M</td> <td></td> <td style="text-align: center;">Up to 6 years</td> <td> <p>Improved community cohesion</p> <p>Attract more residents, businesses and visitors</p> <p>Public realm significantly enhanced</p> <p>100 new jobs</p> <p>100% increase in visitor numbers and visitor spend</p> <p>Local SME support</p> <p>Reduced traffic congestion</p> </td> </tr> </table>	<i>Indicative Cost and Matched Funding</i>		<i>How Long to Deliver?</i>	<i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i>	£6.2M		Up to 6 years	<p>Improved community cohesion</p> <p>Attract more residents, businesses and visitors</p> <p>Public realm significantly enhanced</p> <p>100 new jobs</p> <p>100% increase in visitor numbers and visitor spend</p> <p>Local SME support</p> <p>Reduced traffic congestion</p>
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<i>Economy and business</i>	Yes								
<i>Tourism & the Visitor Economy</i>	Yes								
<i>Town & Civic amenities</i>	Yes								
<i>Demand Analysis</i>	This is seen as a core priority by the group involved in the development of this plan based on their lived experience in Bromyard								
<i>Funding Sources</i>	Private sector, public grant funding								

Bromyard Eco-hub							
<p>Herefordshire has an opportunity to develop a competitive presence in the emerging green technology sector.</p> <p>Acquisition and development of saleable/leasable employment land on/adjacent to Linton Trading Estate (direct access to A44 equidistant between Worcester and Hereford and to M5) to create manufacturing capacity focussing on green technology.</p> <p>Founder owner/tenant being the Bromyard Electric Motor Vehicle Company, currently in the process of securing private sector funding to produce an electric waste-collection vehicle for Pedicargo in Hereford. Attractive sale/lease terms to attract new and established businesses with modern buildings and appropriate services.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><i>Cost and Matched Funding</i></th> <th style="text-align: left;"><i>How Long to Deliver?</i></th> <th style="text-align: left;"><i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i></th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <p>£2.0-£3.0 million Herefordshire Council £20-25 million private/public sector</p> </td> <td style="vertical-align: top;"> <p>2021-2023 2023-2031</p> </td> <td style="vertical-align: top;"> <p>8 hectares of employment space</p> <p>HCA job density 50 jobs/ha – extrapolated – 400 jobs</p> </td> </tr> </tbody> </table>	<i>Cost and Matched Funding</i>	<i>How Long to Deliver?</i>	<i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i>	<p>£2.0-£3.0 million Herefordshire Council £20-25 million private/public sector</p>	<p>2021-2023 2023-2031</p>	<p>8 hectares of employment space</p> <p>HCA job density 50 jobs/ha – extrapolated – 400 jobs</p>
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<i>Economy and business</i>	Yes						
<i>Tourism & the Visitor Economy</i>	No						
<i>Town & Civic amenities</i>	No						
<i>Demand Analysis</i>	Bromyard currently has no capacity to incubate and support local businesses due to a decline in the availability of employment land						
<i>Funding Sources</i>	Herefordshire Council; Private sector, public grant funding						

Health and Wellbeing Centre (Bromyard High Street)			
	<i>Cost and Matched Funding</i>	<i>How Long to Deliver? From When to When?</i>	<i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i>
<p>Bromyard is well served by beauty boutiques. There would be a demand from residents from in and outside Bromyard for more friendly, up to date exercise options (particularly focused on modern trends like yoga pilates spinning etc).</p> <p>This demand would increase if the proposals were put in place to encourage opportunities for school and college leavers to stay live and work in Bromyard and would enhance the attractiveness of the town for a younger generation.</p> <p>It is envisaged that the project would involve identifying the space, investing a little in fitting out and then looking for independent businesses wanting to take on the running of the studios.</p>	£100-£150k	2021-23	<p>200m2 new health space 42 j3 obs, £325100,000 turnover per year</p>
<i>Economy and business</i>	Yes		
<i>Tourism & the Visitor Economy</i>	Yes		
<i>Town & Civic amenities</i>	Yes		
Demand Analysis	This is based on discussions with the development group in Bromyard and their local intelligence		
Funding Sources	Private sector		

Greenway			
<p>Phase 1: Permissive footpath along the disused railway line from Bromyard – A44 at Linton adjacent to proposed festival site.</p> <p>Phase 2: Create a multi-user track for walkers, cyclists, equestrians and people with limited mobility along the same route.</p> <p>Phase 3: Create similar multi-user track from Bromyard to Rowden benefitting Town Centre businesses with potential.</p>	<p><i>Cost and Matched Funding</i></p> <p>£700k</p>	<p><i>How Long to Deliver? From When to When?</i></p> <p>2021-2028</p>	<p><i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i></p> <p>1000 tourists per year at £70 per tourist - £70,000 per annum</p>
<i>Economy and business</i>	Yes		
<i>Tourism & the Visitor Economy</i>	Yes		
<i>Town & Civic amenities</i>	Yes		
Demand Analysis	On-going investigations with the proponents of this Herefordshire wide scheme in the context of its Bromyard components.		
Funding Sources	Central Government grant funding; private sector crowd-funding		

Skills Development - Ledbury, Leominster and Bromyard			
<p>To support the town's viability as a thriving balanced economy, the town needs to develop integrated and forward-looking skills development capacity to support its residents and to attract inward investment.</p> <p>The project, developed as a collaboration between NMITE, HCA and Rural Media as part of Hereford's Stronger Towns Funding bid, aims to include Herefordshire's market towns in a hub and spoke delivery model and will actively engage with Bromyard</p>	<p><i>Cost and Matched Funding</i></p> <p>500,000</p>	<p><i>How Long to Deliver?</i></p> <p>2021-2023</p>	<p><i>Outputs (eg jobs created, floorspace created/reused, businesses supported, skills developed)</i></p> <p>Based on the overall targets and capacity for the Skills Foundry project 50 learners per year – for a minimum of 5 years</p>
<i>Economy and business</i>	Yes		
<i>Tourism & the Visitor Economy</i>	No		
<i>Town & Civic amenities</i>	No		
Demand Analysis	Extensive steering group demand to be tested through second stage town engagement.		
Funding Sources	Private sector, DfE, UK Shared Prosperity Fund		

Next Steps

This is one of five Market Town Economic Investment Plans commissioned by Herefordshire Council for each of Herefordshire's market towns.

Herefordshire Council has identified a number of projects which could be funded by them. As a result in addition to this Market Town Investment Plan, Rose Regeneration has completed Outline Business Cases (OBCs) and Project Mandates for the following projects for the Council's consideration.

- An OBC has been developed and submitted for the Bromyard Eco-Hub

Once the Plans, OBCs and Project Mandates have been considered by Herefordshire Council it is recommended that the council works with the five market town councils to establish an appropriate delivery mechanism to oversee, secure funding for, and monitor the delivery of the MTIPs. This delivery mechanism should be led and supported by Herefordshire Council and should involve representatives from each Town Council.

APPENDIX 1 – STRATEGIC CONTEXT SUMMARY

National context	Regional Context	Herefordshire Context	Bromyard Context
<p>Industrial Strategy – ‘places’ foundation: tackling entrenched regional disparities.</p> <p>Industrial Strategy Productivity Evidence Review – some cities and rural county areas have been falling behind, including Herefordshire. County Councils Network analysis of GVA in 36 county areas found Herefordshire to be experiencing the smallest economic growth 5.3% between 2014 and 2018).</p> <p>A low carbon future in a changing climate – UK obligations under the 2015 Paris Agreement - setting a net zero target for carbon emissions by 2050.</p> <p>HM Treasury/Government department resources - levelling up economic opportunity across all nations and regions of the country by investing in infrastructure, innovation and people.</p> <p>Build Better, Build Greener, Build Faster - reforming the planning system (NPPF, Planning for the Future White Paper) to give more emphasis to quality, design and the environment.</p> <p>COVID-19 recovery measures - protecting and restoring livelihoods, improving living standards and new economic opportunities.</p>	<p>Local Industrial Strategy and Strategic Economic Plan – inclusive growth, connectivity, skills, enterprise and innovation, trade and investment. Herefordshire’s sectoral specialisms: food and drink, education, advanced manufacturing and engineering, defence and construction. Growth opportunities for (i) manufacturing and engineering, (ii) food supply chain/agri-tech innovation, and (iii) cyber security and resilience.</p> <p>Skills Plan and Skills Sectors Deep Dives – the provision of Higher Education provision and Further Education courses relevant to these growth opportunities in Herefordshire.</p> <p>Cyber Resilience Alliance / Science and Innovation Audit – the largest cluster of cyber security activity outside of London: growth in direct jobs, wider investment in products and processes and acting as a regional testbed.</p> <p>Growth Hub and Enterprise Zone with specialisms in defence and security at Skylon Park, Hereford.</p> <p>Economic recovery plan – investment in infrastructure and jobs: Hereford city streetscape improvements and NMITE Skylon campus development.</p>	<p>Herefordshire is a cold spot for social mobility – it is in the bottom 20 list of Local Authorities in England in terms of the chances that disadvantaged children will do well at school and get a good job.</p> <p>The importance of creating high-quality, highly skilled jobs against a backdrop of traditional low-skill, low-wage economy.</p> <p>County Plan – improving sustainability, connectivity, wellbeing and becoming carbon neutral by 2030-2031: Talk Community (hubs), community wealth building (increasing the amount of money that stays in the local economy); and Sustainable Food County (a whole system approach to tackling obesity, diet related ill health, food poverty, waste and climate change).</p> <p>Hereford Town Investment Plan – intended to deliver urban regeneration, a stronger skills base, and improved connectivity in the city. Under the strapline ‘green and fair’ the TIP recognises Hereford’s connectivity to market towns and countryside (e.g. tourism – attract and disperse approach). Telling stories about place, identifying and implementing a vision, strong partnership working and securing funding/investment are all needed for pandemic Recovery and Transformation.</p> <p>Skylon Park – Enterprise Zone for defence and security, advanced manufacturing, food and drink processing and sustainable technologies. Local Development Order to simplify planning arrangements. Weaving old industrial landscape with future proofing to allow for growth and change. Intended to act as a catalyst for economic growth across Herefordshire.</p> <p>Hereford Transport Strategy describes traffic flows, delays and congestion. It promotes schemes which increase physical activity (e.g. cycling, walking) and generate high value-for-money.</p>	<p>Herefordshire’s Economic Vision – enabling market towns to maximise their role in building thriving, distinctive, service centres that support their communities and rural hinterlands is a countywide ambition.</p> <p>Place-shaping for Bromyard is focused upon is centred on meeting housing need (including affordable housing), reducing the need to travel, facilitating employment generation and diversification and improving delivery and access to services’.</p> <p>Bromyard has Georgian and Victorian facades, a Norman church, toll house, heritage centre, arts and crafts galleries, and a mix of local retail outlets.</p> <p>Bromyard is often described as the ‘Town of Festivals’ – with events including a speed festival, town crier festival, scarecrow festival, a gala, art walk weekend and folk festival.</p> <p>In response to COVID-19, the Town Council and Community Foundation provided funding to Citizens Advice Herefordshire and The Hope Family Centre to provide a new Citizens Advice service for Bromyard residents. This provides potential to support people helping them to address the issues related to their employment challenges.</p>

APPENDIX 2 - PROJECT PRIORITISATION

This process was undertaken on a facilitated basis by the TIP Steering Group

Title	Category of Intervention	Description	Indicative Cost (,000)	Contribution to Zero Carbon	More Visitors and Inward Investment	Increased GVA	Increased Business Diversity	Higher Skills	Leads to Better Population Balance	Greater Equity	Equality Agenda	Score
EcoHub Bromyard -	Employment Space	Light industrial units facilitating development of distinctive Green Technology hub	£2,000	5	2	5	5	4	4	4	3	80%
Bromyard Eastern Enhancement Project	Public Realm	Shop-front grants; market square repurposing; community food and drink enterprise; weekend market	£6,200	3	5	5	5	3	3	4	3	78%
Skills Development - Ledbury, Leominster and Bromyard	Skills Investment	To support the town's viability as a thriving balanced economy, the town needs to develop integrated and forward-looking skills development capacity to support its residents and to attract inward investment. The Skills Foundry project, developed as a collaboration between NMITE, HCA and Rural Media as part of Hereford's Stronger Towns Funding bid, aims to include Herefordshire's market towns in a hub and spoke delivery model and will actively engage with Bromyard	£500	0	0	4	4	5	4	5	5	68%
Greenway Bromyard -	Green Infrastructure	Gateway to Worcester-Bromyard-Leominster greenway	£700	3	5	4	4	1	3	3	3	65%
Health and Wellbeing Bromyard -	Commercial Development	High Street facility supporting/attracting local residents	£250	2	3	3	4	2	4	4	3	63%

APPENDIX 3 MEMBERS OF BROMYARD TIP STEERING GROUP

Suzette Brunsdon- chair of Bromyard Town Council and Mayor of Bromyard

Annabel Moore- Company director and retired Solicitor

Jayne Bradley Ghosh- Director at Kitchen Food School and Business Manager at K4 architects

Charlie Martin - Director at Beautifully Bromyard Tourist Information

Jeremy Holden- Owner, Holden Vintage and Classic Ltd

John Clayton - Technical and Business Development Director

Susanna Forbes - Owner of Little Pomona Orchard & Cider

Roger Wilkins - retired Chartered Surveyor

Stuart Dawson - Chartered Surveyor

Mark Franklin- retired Accountant and Bromyard Town Councillor

Dee Dunne- Thomas Deputy Mayor of Bromyard and Vice chair of Bromyard Town Council

Alan Seldon- Herefordshire Council Councillor

Nigel Shaw - Herefordshire Council Councillor

Sheenagh Davis MBE Founder of the H.O.P.E. Centre Bromyard

Tom Fisher - Worcester Leominster Bromyard Greenway