What is the Dereham Action Partnership?

- **Dereham** - our focus is on the town and what it needs
- **Action** - We want to keep making the case for town centre improvements
- **Partnership** - we are a committed grouping of local businesses, local community organisations and representatives from the three councils working together towards common goals.

The case for improvements in the town centre is overwhelming.

The key projects to make our town centre a more pleasant and welcoming environment and fit for the future are identified in the Dereham Town Delivery Plan. (access via QR code)

These projects came from extensive consultation with residents, businesses, people from nearby villages who use Dereham as a shopping or service centre, community groups and stakeholders including local, county and district council representatives.

- **The hurdles**

The biggest hurdle will be to put together a funding package big enough to do what is needed. It may be that action has to be taken step by step to make incremental changes toward the ultimate goal.

- **Primary goals**

- Redesign the Market Place and remove or at least reduce traffic and pollution
- Improve shops and properties around the Market Place, on Quebec Street and along the High Street
- Clean up the town centre and make it pedestrian, cycle and wheelchair friendly

Any questions? Or would you like to help?

To join the Dereham Action Partnership, please contact: 07903 950056

or write to: Dereham Action Partnership,
Church House, Church Street, Dereham NR19 1DN

What is the Dereham Town Delivery Plan?

Breckland Council hired consultants to produce plans for each of the five market towns. The Dereham Town Delivery Plan (DTDP) was published in 2021. This is a very brief summary of the main project ideas:

1. **Re-Imagined Dereham** : **Reconfiguring the Town Centre**

Re-design and re-configure the marketplace and town centre to attract people to spend time

2. **Future Proofed Dereham : Improving the High Street Offer**

Shopfront upgrades; Meanwhile programme Purchasing and repurposing units Innovation grants and loans; Business support programme

3. **Prosperous Dereham : Strengthening the Local Economy**

Refurbish and adapt the operating model of the Breckland Business Centre; Redevelopment and intensification of Breckland Council's industrial units on Bertie Ward Way; Activation and development of employment site behind Elizabeth House

4. **Diversified Dereham : Creating a New Mixed-Use Quarter**

Re-develop Nelson's Place, Cowpers Road Car Park and surrounding shops into a high-quality scheme that provides a mix of uses

5. **Active Dereham : Improving Sustainable Travel Infrastructure**

Enhanced cycling routes across the town with trunk routes that link up to the town centre; Several linking routes to ensure major assets are accessible and to link up proposed trunk routes; Cycle parking and servicing station

6. **Quick wins: Short Term Tactical Interventions**

- Public realm enhancements: seating, public art, short-term improvements to Nelson's Place;
- Public amenity improvements; community toilet scheme, free town centre WiFi, electric vehicle charging, improved bicycle parking
- Improved wayfinding throughout the town and digital signage with car parking information;
- Enhancing green space; new trees and plants in town centre, upgrades to Queen Mother's Garden;
- Marketing campaign involving all attractions;
- Place activation - new regular events programme

The Dereham Action Partnership wishes to bring as much support to bear as we possibly can so as to aid local councils' efforts to secure funding for the changes that will make the biggest improvements in the town. If you would like to help this effort, please contact us.