

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

United Kingdom

REGENERATION STRATEGY FOR WHITCHURCH

For the Civic Trust, 1995

Mike Sharrocks prepared a regeneration strategy for Whitchurch (Shropshire) for the Civic Trust as part of their Rural Development Commission regeneration programme. Whitchurch (population of 8,000) is a town with a strong heritage and a large number of historic buildings. It had been dependant upon the agricultural sector and had suffered during the economic recessions of the last 15 years. There was a need to pursue a diversified economic base for Whitchurch and to identify opportunities for improving its tourism attractiveness.

The preparation of a regeneration strategy necessitated a strong degree of community participation in the decision-making process. This involved open workshops, community steering groups, and a residents' survey, all of which were co-ordinated with the study team's work on economic and environmental matters.



The Regeneration Strategy outlined a five-year programme of projects that were practical and would contribute towards sustainable regeneration for the town. Projects were clearly set out and designed to tackle the social, economic, and environmental problems that had been identified during the study.



Mike Sharrocks managed this process, provided the planning and design input to the project, co-ordinated other inputs from a multi-disciplinary team, and produced the Regeneration Strategy report. The report was a wide-ranging practical document that functioned as a framework for further community-oriented action.



Whitchurch had benefited from recent town centre environmental improvements as well as the completion of a by-pass. It was therefore important that new projects should build on these achievements and that they improve the conditions for private sector investment.

Some 30 projects were detailed together with outline costs, a suggested timescale for implementation, and potential funding sources. It was important that the community should be involved in the implementation of the projects. Recommendations were therefore made on the form and operation of a Partnership Group that could implement the strategy and promote regeneration for the town.

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