

Regeneration of Wickford town centre



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Wickford town centre will be undergoing significant and exciting change over the next 18 months, with a number of major projects to be completed that will benefit the local community, and help to re-establish Wickford as a popular destination and thriving market town.

Key projects to be delivered include:

- A new and improved market
- New public toilets
- High Street improvements
- Investing in leisure - Wickford Pool refurbishment and a new fitness suite

A new and improved market

Wickford was once renowned for its market, with a history dating back over one hundred years.

The market has declined in recent years, and the council is working with the new operator to reinvigorate this valued amenity for the town.

It is proposed to move the market from its current location to a newly christened 'Market Lane' (the alleyway leading from High Street to Market Road and public toilets) with a number of new stalls leading into the High Street. High Street improvements will also allow for market stalls to be moved onto the High Street itself. Regular road closures are also being considered to promote the market, starting off with four Saturday festive markets leading up to Christmas.

The aim is to start work in the New Year, to be completed and opened by late spring/early summer 2014.



Illustration of proposed changes to High Street

New public toilets

Basildon Council recognises how important public toilets can be to local people.

The old toilets that have been standing for nearly sixty years have been demolished and will make way for a modern but traditional looking toilet block, due to open by the end of December.

Have your say:

To have your say on the developments visit: www.basildon.gov.uk/wtc or come and see us at the Wickford Christmas Market on 7 or 14 December (see back page for more info).

High Street improvements

The public realm of a town centre, such as its paving, landscaping and lighting is absolutely vital to the feel of a place for shoppers, and its attractiveness to investors and retailers. Wickford town centre has had some investment in the public realm in recent years, but it needs more.

The aspirations of the council to improve the town offer the opportunity to create a new feel in the High Street, create a new Square and generate a better environment that will lead to more investment and increase the popularity of the town as a shopping and eating destination.

A new Square, Market Lane and some market stalls and changes to the road layout in the

High Street will reinvigorate this central area of the town and encourage new investment and more retailers and shoppers to Wickford.

In the New Year, we will also be launching a programme of improvements to shop fronts on the High Street to make sure the shops look as good as the new paving and greenery.

Some concerns have been raised about the number of empty shops. In fact, almost all empty shops on the High Street are simply the result of turnover from one business to the next. Nevertheless, we will also be working with landlords to improve the appearance of shops while they are empty.



Illustration of proposed new Wickford Town Square

SMALL BUSINESS
SATURDAY
7TH DECEMBER

Join the special High St Christmas market with **FREE parking**, face painting, fairground ride and Heart Angels

Investing in leisure: Wickford Pool refurbishment and a new fitness suite

Basildon Council is to fund a complete £2.4m renovation and refurbishment of Wickford swimming pool to bring it up to modern standards.

The plans are for a new fitness suite to be created as part of an extension and alteration to the existing building.

The new extension will include a new main entrance and reception, changing rooms, studios and fitness suite. The swimming pool will also be refurbished and the works will significantly expand the range of services available.

Work is due to start by January 2014, with the refurbishment of the pool and changing rooms completed by early April 2014 and the new fitness suite opening by the end of June 2014.

Wickford Christmas Market

Wickford High Street is hosting a festive market on the four Saturdays leading up to Christmas.

This started on 30 November, and will run until 21 December. On 7 and 14 December, Basildon Council will be present to discuss the regeneration plans for the town.

Come and see us in our council gazebo which will be in Market Lane.

If you cannot come and see us at the market, visit www.basildon.gov.uk/wtc and fill in the online survey.

Are you a budding Shopkeeper?

The council is aiming to host some pop up shop stalls at the Christmas markets in December. These will be for budding local shopkeepers who may be looking to set up business. If you are interested in this, please contact Lucy Payne on **01268 294108**.



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everyone - together - achieving - more

Creating Opportunity

Illustration of proposed Wickford Pool