

MARKET TOWNS PROGRAMME (PHASE 1): SUMMARY OF OUTPUTS (COMPLETED PROJECTS)

Project Name:	Authority:	Outputs:
St Ives Footfall Cameras	HDC	<ul style="list-style-type: none"> This project delivered a camera system located at key footfall locations within St Ives town centre. The purpose of the cameras is to monitor footfall levels. The cameras provide reliable verified data monthly which can be used to appraise how well the town centre is performing, which will enable the Council to better plan and develop interventions or activities in support of the local economy.
Huntingdonshire Feasibility Development Work	HDC	<ul style="list-style-type: none"> Development and completion of three masterplans or vision documents focused on redevelopment and regeneration opportunities in the towns of Ramsey, Huntingdon and St Ives. Project was evaluated on an ongoing basis as part of Programme Management. All anticipated outputs and outcomes delivered.
Wisbech Market Place Improvements	Wisbech TC	<ul style="list-style-type: none"> Improvements have included re-paving of the entire area, installation of new seating, waste bins, planters, bollards (to prevent car parking), a digital notice board and a water refill station. The dwell time of visitors to that area has increased; this is, in part, due to the new benches and bollards, plus the fact that, because of the new traffic management arrangement in place, the Market Place area is safer, quieter and greener. The Town Council believes that this scheme has improved the whole town centre and will lead to continued increases in footfall and shopper/visitor dwell time; assisting the local economy.
Whittlesey Interactive Flood Signs	FDC	<ul style="list-style-type: none"> Interactive traffic signs have been fitted, in use and operating well.
Whittlesey Heritage Walk	FDC	<ul style="list-style-type: none"> Accessibility along the route has been improved by upgrading / refurbishing 5108 m2 of existing footpaths and surfaces. New dropped kerbs were introduced to ensure level access for mobility aids and pushchairs is available at every crossing point. New seating was introduced at regular intervals to allow people to rest along the route, especially those unable to walk continuously for longer periods.
Chatteris Town Centre Renaissance Fund	Chatteris TC	<ul style="list-style-type: none"> All street furniture and street lighting has been refurbished. Several businesses have been busier following improvements to their premises. Several businesses received grant funding.
Ely Town Centre Covid-19 Recovery	ECDC	<ul style="list-style-type: none"> Town Centre enhancements completed.
Ely Digital Connectivity	ECDC	<ul style="list-style-type: none"> Extended Public Wi-fi via additional access points integrated into Cambs Wi-Fi.
Ely Evidence Strategy	ECDC	<ul style="list-style-type: none"> Evidence based study for Market Town has been completed.
Soham Evidence Strategy	ECDC	<ul style="list-style-type: none"> Evidence Based Study for Market Town has been completed.
Ely Steeple Row	ECDC	<ul style="list-style-type: none"> Enhanced Steeple Row area completed.

Market Trader Pop Ups	HDC	<ul style="list-style-type: none"> • Development and installation of equipment to support Market traders pop ups in St Ives, Huntingdon and Ramsey. • This project provided new opportunities for local market traders to trade from new or improved locations and encouraged new start-ups to the sector. • Project was evaluated on an ongoing basis as part of Programme Management. All anticipated outputs and outcomes delivered.
Modern Waste Solutions	HDC	<ul style="list-style-type: none"> • This project delivered enhanced waste management infrastructure. • The initiative delivered all anticipated outputs and outcomes.
Modern Simplified Street Furniture	HDC	<ul style="list-style-type: none"> • Solar benches have been installed on the high streets of both Huntingdon and Ramsey, offering revamped seating with digital infrastructure in the form of free street Wi-Fi and device charging capabilities. • These state-of-the-art benches work on clean solar energy and offer additional user benefits as well as providing new places for residents and visitors to relax and take in what each town centre has to offer. • The new street furniture also provides an enhanced visual impact to sites, in addition to creating new and innovative spaces to dwell and socialise.
Parklets Beyond Barriers	HDC	<ul style="list-style-type: none"> • Parklets have been installed in St Ives and in Ramsey. They are small, designated areas that not only provide a place for visitors to the town centres to relax, but also a host of benefits to the high street. • The parklets were designed to enhance the attractiveness of these locations as the local economy recovered from covid measures. The parklets have been well received and are now a popular addition to each of the respective town.
Town Walks	HDC	<ul style="list-style-type: none"> • Working alongside the Go Jauntly app, the District Council has organised a selection of walks to encourage people to get out and about in the green spaces across the district. • To encourage residents to think about walking or cycling rather than jumping in the car, especially for shorter journeys as its better for the environment and improves health and wellbeing. • As of the end of May 2022, 4,550 walks have been embarked on with the app across the district.
Places to Dwell	HDC	<ul style="list-style-type: none"> • Solar benches have been installed on the high streets of both Huntingdon and Ramsey, offering revamped seating with digital infrastructure in the form of free street Wi-Fi and device charging capabilities. • These state-of-the-art benches work on clean solar energy and offer additional user benefits as well as providing new places for residents and visitors to relax and take in what each town centre has to offer. The new street furniture also provides an enhanced visual impact to sites, in addition to creating new and innovative spaces to dwell and socialise.

Cycle Storage Infrastructure	HDC	<ul style="list-style-type: none"> • Cycle storage shelters have been installed in eight different locations across the district, including St Neots, Huntingdon, and St Ives. • These brand-new shelters offer an increase in capacity for cycle storage allowing for more residents and visitors to town centres to store their bicycles securely and confidently during extended visits. • Project was evaluated on an ongoing basis as part of Programme Management. All anticipated outputs and outcomes delivered.
Electric Vehicle Charging Infrastructure	HDC	<ul style="list-style-type: none"> • The infrastructure delivered is supporting the roll out of Electric Vehicles and will consequently support the move towards net zero, with additional benefits such as reduce pollution and improved air quality. • Project was evaluated on an ongoing basis as part of Programme Management. All anticipated outputs and outcomes delivered.
Wisbech Footfall Counters	Wisbech TC	<ul style="list-style-type: none"> • The project has resulted in the installation of 2 footfall counters in the town centre; these are enabling the Town Council to monitor the vibrancy and vitality of the town centre. • The Town Council has been able to demonstrate that events and festivals in the town centre result in increased footfall (and associated spending). • The Town Council is firmly of the belief that this scheme can assist in making Wisbech more attractive to potential new retailers.
Whittlesey Business Capital Grants Scheme	FDC	
Wisbech Water Park	FDC	<ul style="list-style-type: none"> • Splash pad was opened on time (summer 2022) and objectives in terms of people attending, being more active and people getting together in an open space have been achieved. • Ongoing benefits of people being more active and coming together as a community.
Chatteris Local Skills Development	MetalCraft	<ul style="list-style-type: none"> • This project is to provide PC equipment to enable the development of digital skills in Chatteris and the surrounding villages either remotely in learner homes, virtually or at the new North Cambs Training Centre (NCTC). • A total of 49 PC have been purchased - all located at the NCTC building and include: 19 Laptop PC's, 20 Desktop PC's, 10 Higher End Desktop PC's. • The equipment is now starting to be used by the local community at the NCTC centre, to date a total of 26 learners have had access to the equipment provided.