

ACTION PLAN INTRODUCTION

Meridian Links has translated the views of residents into a series of actions. Short term actions are those which can be completed within a year, medium term from one to three years and long term up to the year 2020.

Alongside the actions are the names of suggested partners to take the work forward.

Residents want much more to be done to make the town an attractive place to live, work, study and visit.

Individuality and attractiveness

Objectives 1 and 2 are written to maintain the prosperity of the town's shops, market and the farmers' market as well as promoting and branding the town as a shopping and food town. **Objective 3** gives ideas on how to preserve redundant buildings to help new businesses and traditional craftsmen.

Moves to end the centuries old tradition of running the Louth Cattle Market was met with consternation in Louth and four actions in **Objective 4** have been included to help breathe new life into the Newmarket site.

Objective 5 encourages both tourists and local people to get out and enjoy the delights of walking in Louth and the surrounding countryside.

Crime

Despite having low crime levels in general, Louth does suffer from annoying vandalism and anti-social behaviour across the board. Indeed while people felt quite safe walking about the centre during the day time, all ages agreed this sense of security disappeared at night.

Objective 6, which has six actions, is designed to ensure that crime and the fear of crime is minimised, and given the need to peg costs, at an affordable level of expenditure.

Objective 7 came out of the youth survey and concentrates the need to provide safe environments for young people, particularly at weekends and in evenings.

Education and Skills

A good basic education and skills training is vital to a lively economy. **Objective 8** has actions to promote Louth as a place to learn, work and do business while

Objective 9 is designed to give support to local businesses and others to sustain the local economy. **Objective 10** is aiming to encourage general, specialist and vocational training to keep people in the area.

Community

Louth is a tight knit community but various issues need to be addressed to ensure this continues well into the 21st century.

Objective 11 is written to ensure there is mutual understanding between the generations and **Objective 12** aims to improve access to leisure for all ages.

Louth Hospital won universal support in the survey and **Objective 13** is written to keep top quality care as local as possible, with the addition of scanner provision on site. **Objective 14** will encourage better help to address drink and drug problems.

Climate change could bring about problems which will affect the people of the town and coastal flooding could have long term consequences for Louth. There has been a series of floods within Louth and this problem has been addressed in **Objective 25**.

Objective 24 looks at reducing landfill.

Transport

There was much dissatisfaction with public transport provision in the area and the Objectives and Actions address this problem along with getting to grips with car and heavy transport within the town centre.

Objective 15 looks at improving public transport through a series of initiatives including small buses linking residential areas and the industrial estate as well as better links with national railway stations. **Objective 16** looks at improving car parking facilities in Louth including safe parking zones and more free parking sites. **Objective 17** is designed to improve traffic flow in Louth by actions such as restricting truck loading and delivery times. **Objective 18** looks at improving life for pedestrians in the town centre with wider pavements and an investigation into the pros and cons of pedestrianisation.

Objective 19 gets people on their bikes with improved facilities within Louth while **Objective 29** sees Louth developing safer walking and cycling routes out of town.

Better Streets and Open Spaces

Objective 21 looks at improving the street scene in Louth by various means including sympathetic landscaping and flowers in the town centre as well as more public seating and better signage.

Objective 23 is concerned with adopting an holistic approach to the town's development with actions which would ensure Louth is no longer developed piecemeal.

Louth's precious open areas are valuable breathing spaces in the tightly packed town. **Objective 30** seeks to promote and conserve these open spaces in a variety of innovative ways. Hubbard's Hills is close to everyone's hearts and **Objective 31** has four actions to ensure that the Hills are preserved for future generations to enjoy.

The town's conservation area makes Louth very special and **Objective 32** seeks to promote and protect this important area and **Objective 34** looks at safeguarding the buildings within the Conservation Area.

Assistance

Town Centre Managers are employed in many thriving market towns and the Plan's **Objective 20** seeks to improve the promotion of Louth and co-ordination of actions relating to the town by the employment of a Town Manager. **Objective 22** looks at opening a hub which will signpost local people to where they can get a wide range of community information.

Louth Navigation

The idea of bringing the Louth Canal back to life to boost the regeneration of the eastern end of the town received considerable support from local people and **Objectives 26, 27** and **28** are in place to ensure that this happens.

Pride in Louth

Civic pride is the hallmark of a successful market town and there are three actions in **Objective 33** that are targeted to promote this. Local arts provision is under the microscope in **Objective 35** which seeks to bring the Mansion House in Uppate back to life.