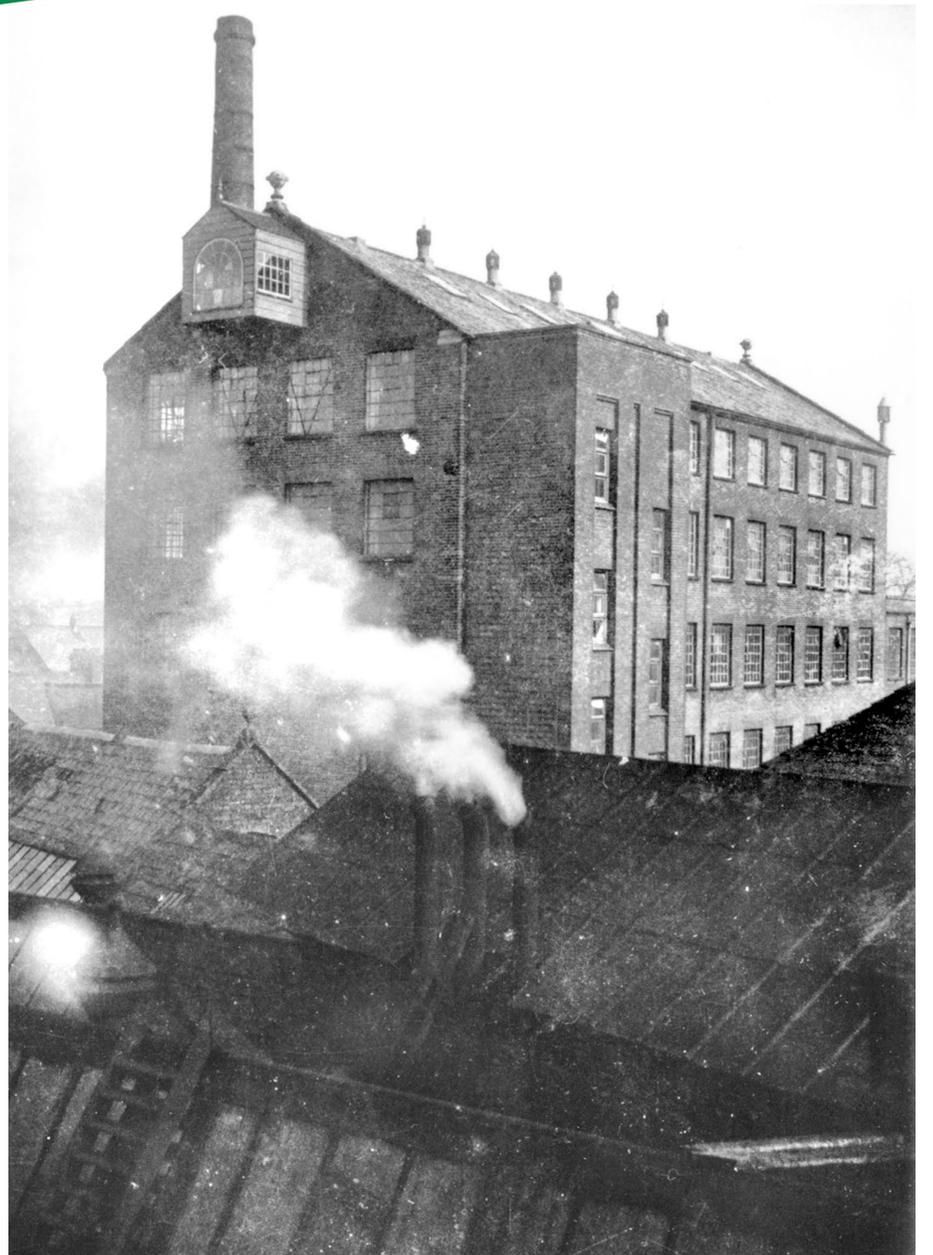


Chard

History of Chard

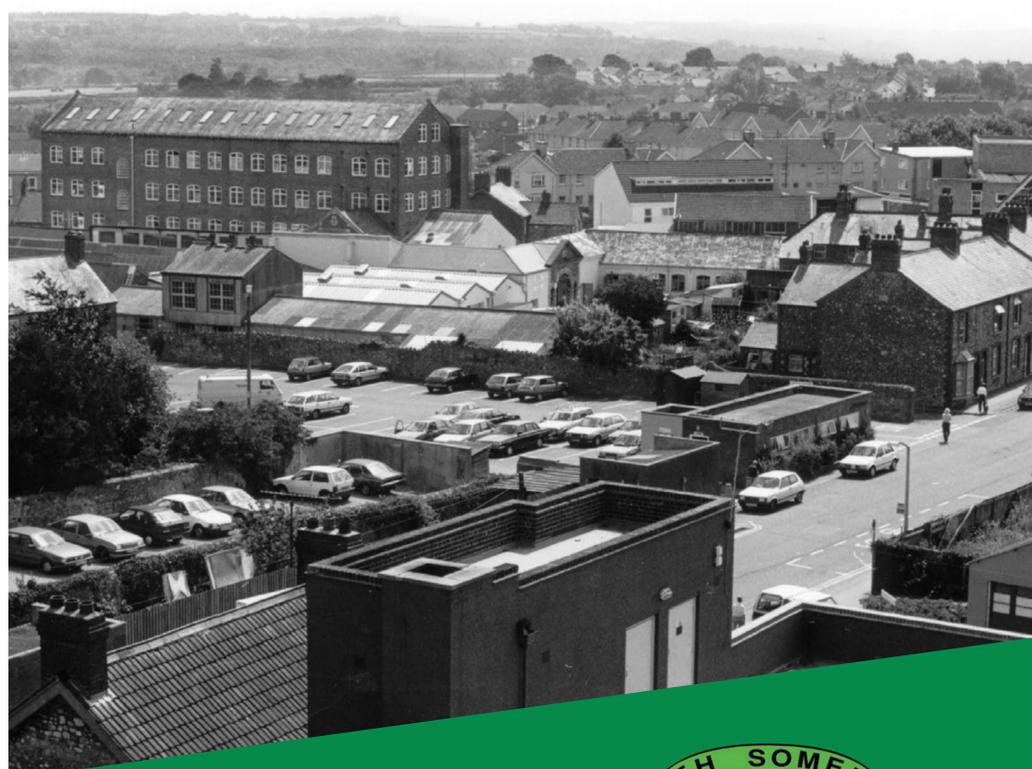


Chard has a rich manufacturing history, particularly in the wool trade, with mills in and around the town producing bobbin lace net which was exported worldwide.

This manufacturing legacy continued when a thriving engineering industry developed alongside the lace mills.

We need to ensure that these former sites within the town contribute to Chard's ability to attract and retain businesses, consumers and visitors.

The Chard regeneration scheme will revitalise the town and encourage more people to visit, boosting the local economy and creating more opportunities for residents.



Objectives and Vision

Chard Refresh is an ambitious plan to help realise the vision and aims agreed in 2010. By regenerating key sites in the centre of Chard the objectives supporting the vision and aims will be:



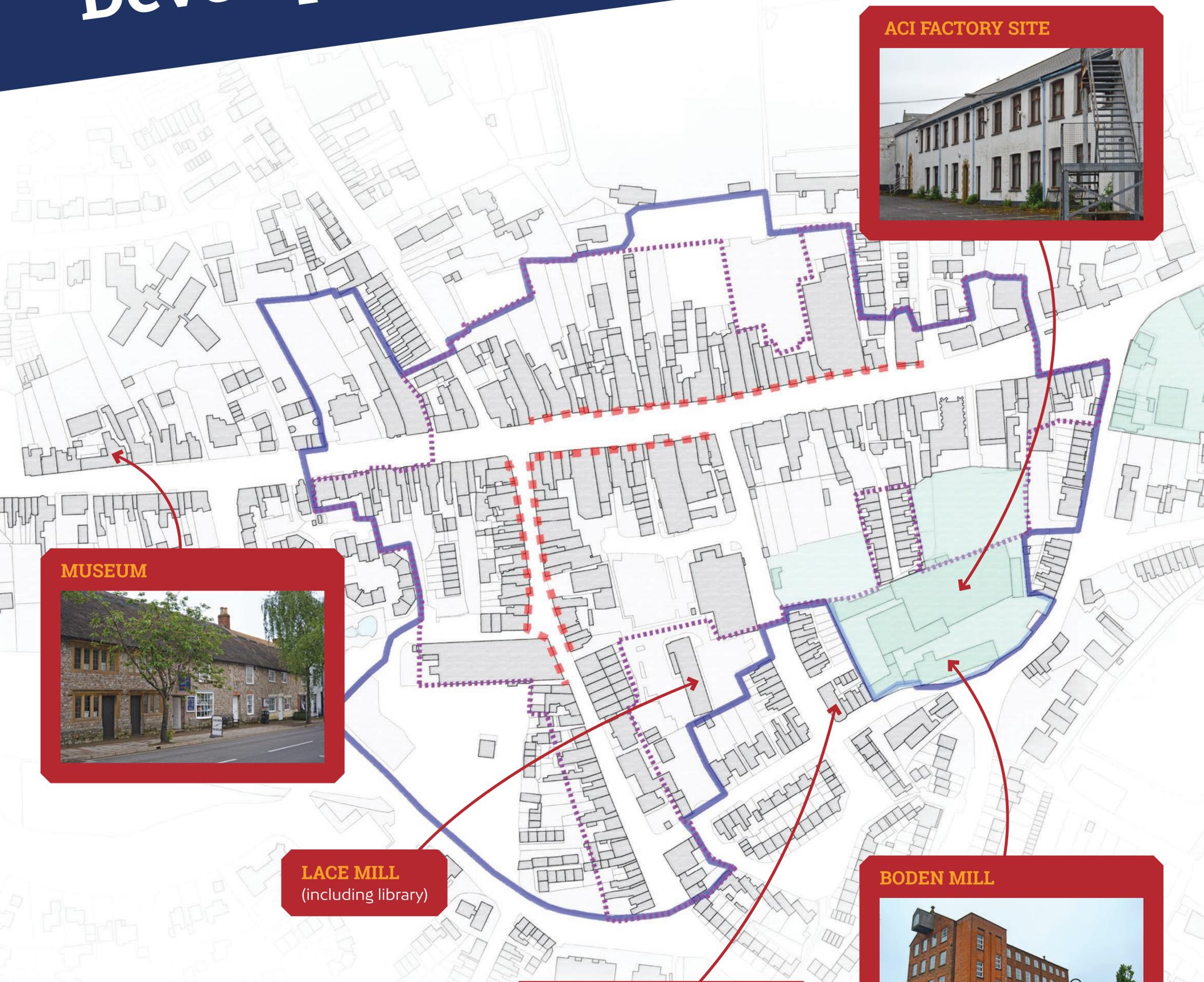
High Street

- To provide a compelling reason for residents and visitors to visit and use Chard town centre.
- To bring the key sites and buildings in Chard Town Centre back into economic and community use. This will stimulate physical regeneration and improve the vitality of the town centre.
- To increase the footfall within the town and support existing businesses.
- To improve the leisure and health offer in Chard for both local people and new visitors.
- To reinvigorate and bolster the role of Chard as a Market Town and economic centre. This would be done by supporting the growth of businesses within the town and strengthening Chard's links with its hinterland and the wider economy.
- To address market failure and stimulate wider commercially led development in the town including the allocated housing developments within CEDA.

The vision is to create a mixed use development with a new swimming pool and fitness provision at its heart. This would create a leisure, culture and health focus that is complemented by a blend of housing and commercial development to create an exciting redevelopment with increased footfall and quality, environmental improvements to the heart of Chard Town Centre.



Potential Development Sites



ACI FACTORY SITE



MUSEUM



LACE MILL
(including library)

BODEN MILL



BODEN CENTRE



KEY

-  Potential Town Centre Development Sites
-  Primary Shopping Area
-  Primary Shopping Frontage
-  Town Centre Boundary

Boden Mill



The Boden Mill could become a cultural and public sector hub, with everything you need in one space. The scheme may include residential units on the upper floors.

The ground floor could include a variety of services, such as the library, museum, a learning hub and a customer hub where residents can speak to their local team.

WE WANT TO KNOW...

- What do you think of the hub?
- Is there anything you think is missing or would prefer to see here?
- What would make you visit the town centre more?

Leisure Centre



A brand new leisure centre would include improved facilities for the local community and visitors. Proposed facilities could include a pool, café and studio space.

We are looking to provide a high quality, modern, new development to support health and wellbeing for residents, and increased footfall from people visiting the town.

WE WANT TO KNOW...

- What are your thoughts on a new leisure centre?
- Are there any particular facilities within the leisure centre that you would like to see?

Public Spaces



We believe there is insufficient public space in the town centre that the community can enjoy to the full. We want to create a new, attractive, open public space in the town that the community can use for a variety of purposes and functions.

This versatile space could be used by the community as a place for social gatherings, public art, family play areas, and community events. There will also be space allocated for car and coach parking.

WE WANT TO KNOW...

- How would you like to use this space?
- Would you use a family area?
- Would you be interested in attending community events here?

Other Components of the Scheme

The Chard Regeneration Scheme is about more than just physical changes, and will include ongoing support for local businesses and residents.

We will support local and independent businesses with:

- Special events and promotions
- Developing the current market
- Improving broadband connectivity
- Business advice



In addition to these proposals, there is potential to consider different elements including:

- A medical centre
- Business units
- A covered market
- Play area



WE WANT TO KNOW...

- What do you think about the potential additional elements?
- What do you think about the business support options?

Next Steps

This is just a glimpse of the exciting work we're planning for the town centre – it is the first in a number of stages of ongoing public consultation on the regeneration of Chard town centre. The next steps will include:

- Submitting a planning application for demolition of the ACI factory site by the end of 2018
- Procuring a Leisure partner to design a leisure centre
- Developing detailed plans for the Boden Mill
- Continuing to engage with key partners and stakeholders

South Somerset District Council is committed to the regeneration of Chard. The Council has pledged funding to the scheme and will seek additional funding from partners and grants.



YOU CAN GIVE US YOUR FEEDBACK BY:

- Filling in one of our feedback forms and dropping it into the suggestion box at **The Guildhall**
- Visiting our website www.southsomerset.gov.uk and following the links to our feedback forms online
- Emailing us at chard.refresh@SouthSomerset.Gov.uk
- Contacting us by post
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