

Market Town Initiative (Breckland)

SCOPE

The Market Town Initiative will focus on Breckland's five market towns (Attleborough, Dereham, Swaffham, Thetford and Watton) and the surrounding areas they serve.

In the **SHORT TERM** the Market Town Initiative will ensure that the council services delivered in each of the district's five market towns are well organised and demand-led. It will work collaboratively (internally and externally) with key stakeholders to better focus resources on the '*things that matter*' and have impact.

In the **MEDIUM TERM** the Market Town Initiative will secure inward investment in each town, taking a strategic approach to, for example, market provision, car parking, asset management and better alignment with [amongst others] Norfolk County Council's work on highways and their own discrete review of market towns (e.g. Dereham).

In the **LONG TERM** the Market Town Initiative will coalesce with the Government's long term economic plans, which include support for local shops and high streets, changes to business rates, parking policies, support for local leadership, business improvement districts, support for local markets and planning changes. The relationship with the New Anglia Local Enterprise Partnership will be key to this work.
