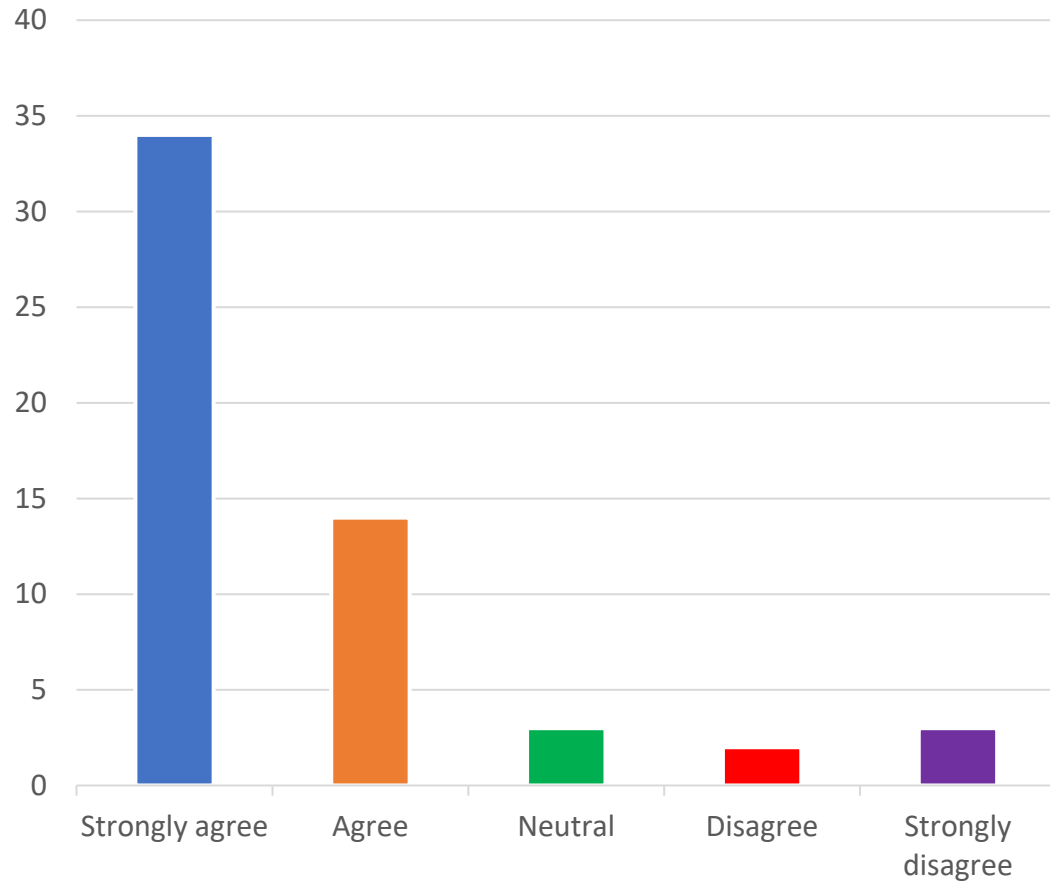
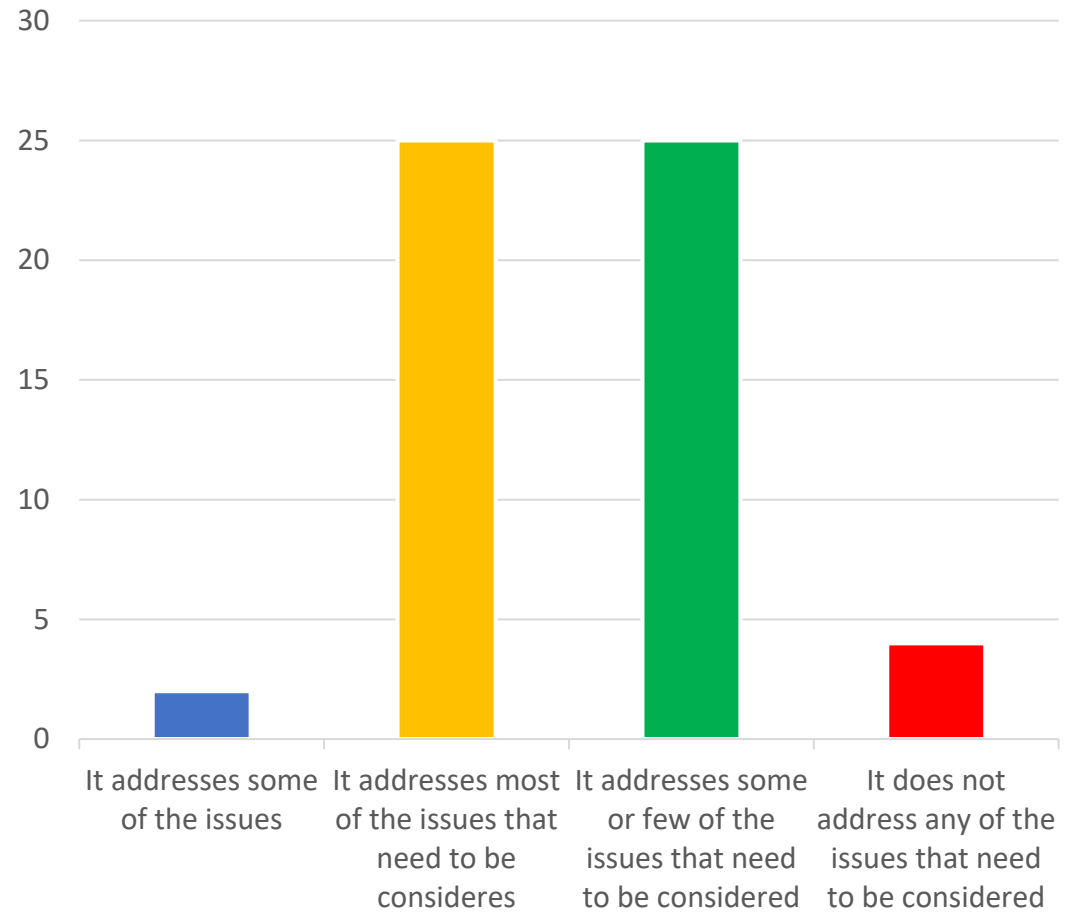


Huntingdon Masterplan Feedback summary

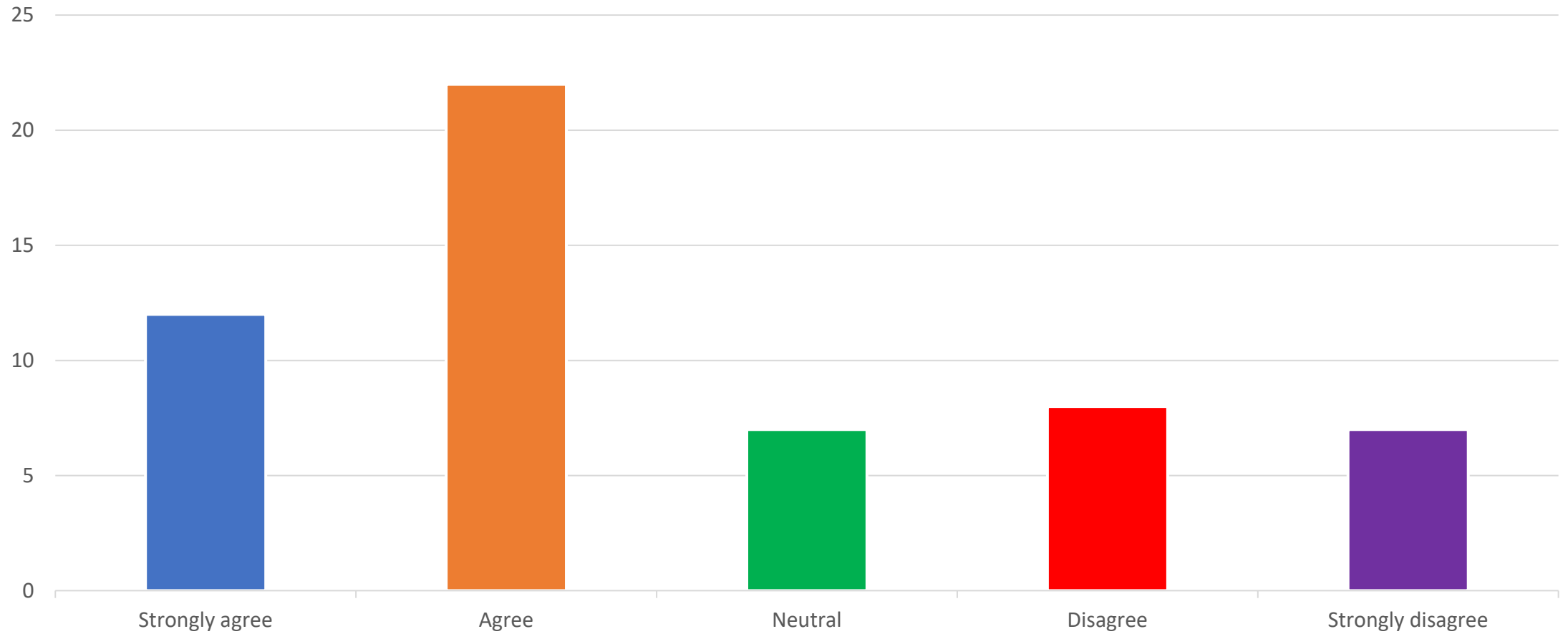
Is there merit in considering how Huntingdon might be revitalised over the next five to ten years?



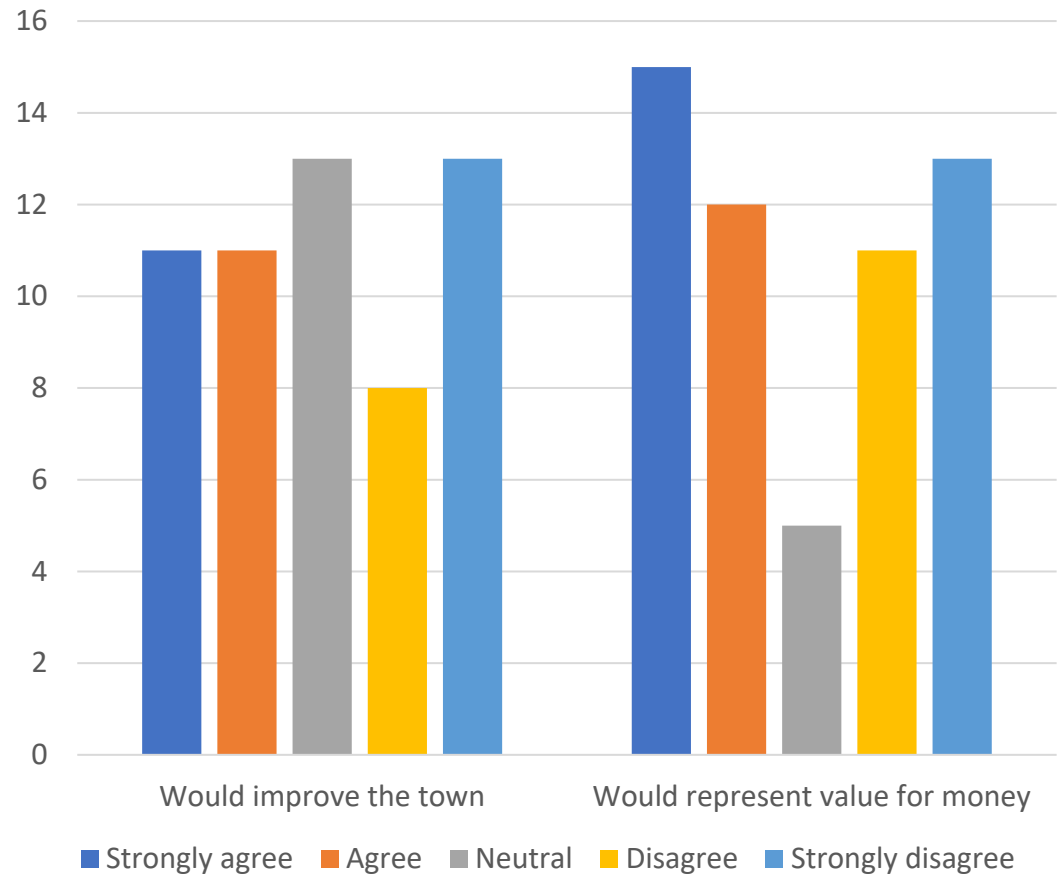
What are your views on the masterplan framework so far?



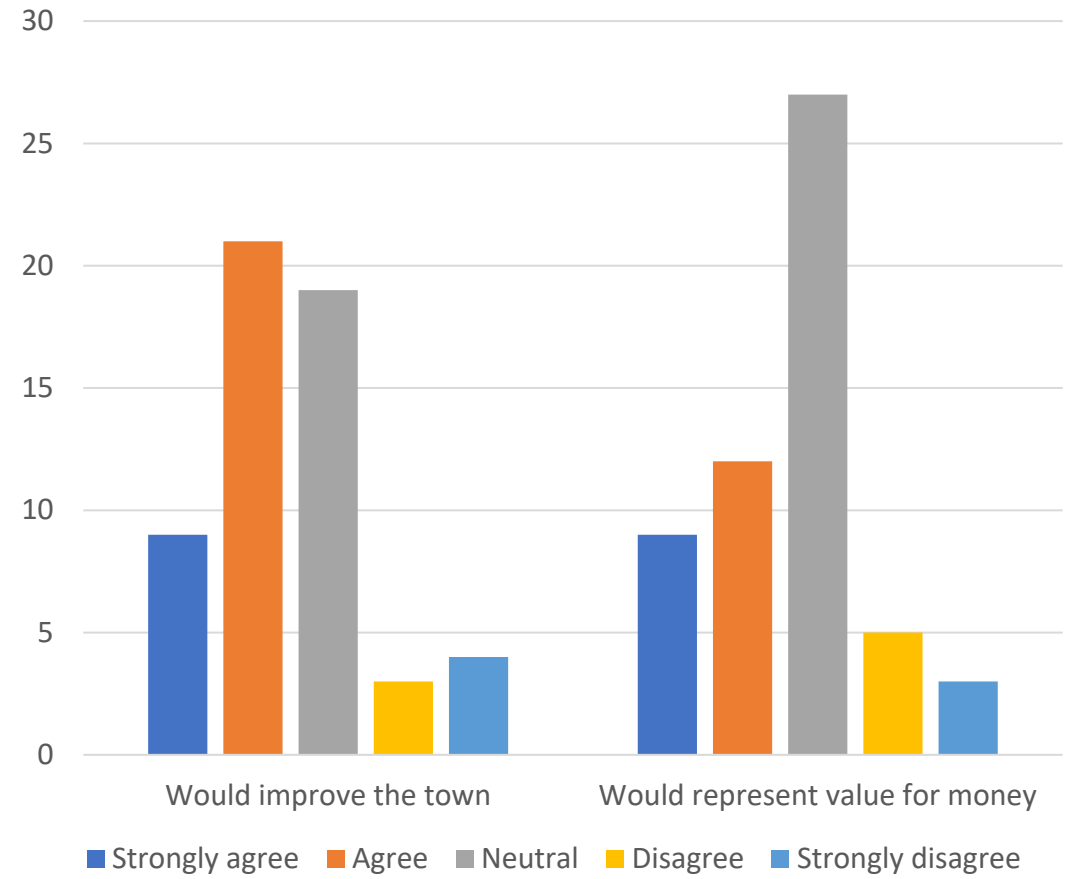
Do you agree with the broad vision and ambition for Huntingdon, outlined in the draft masterplan document?



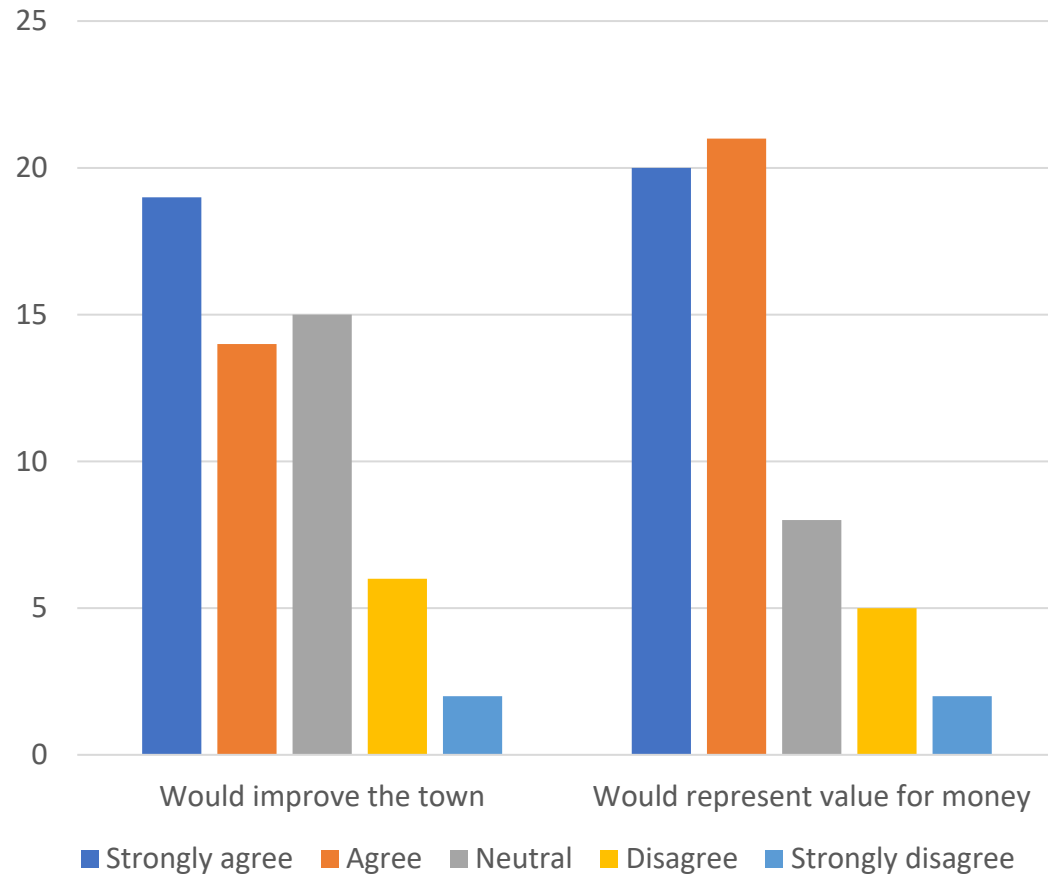
H1 – Town Centre Living



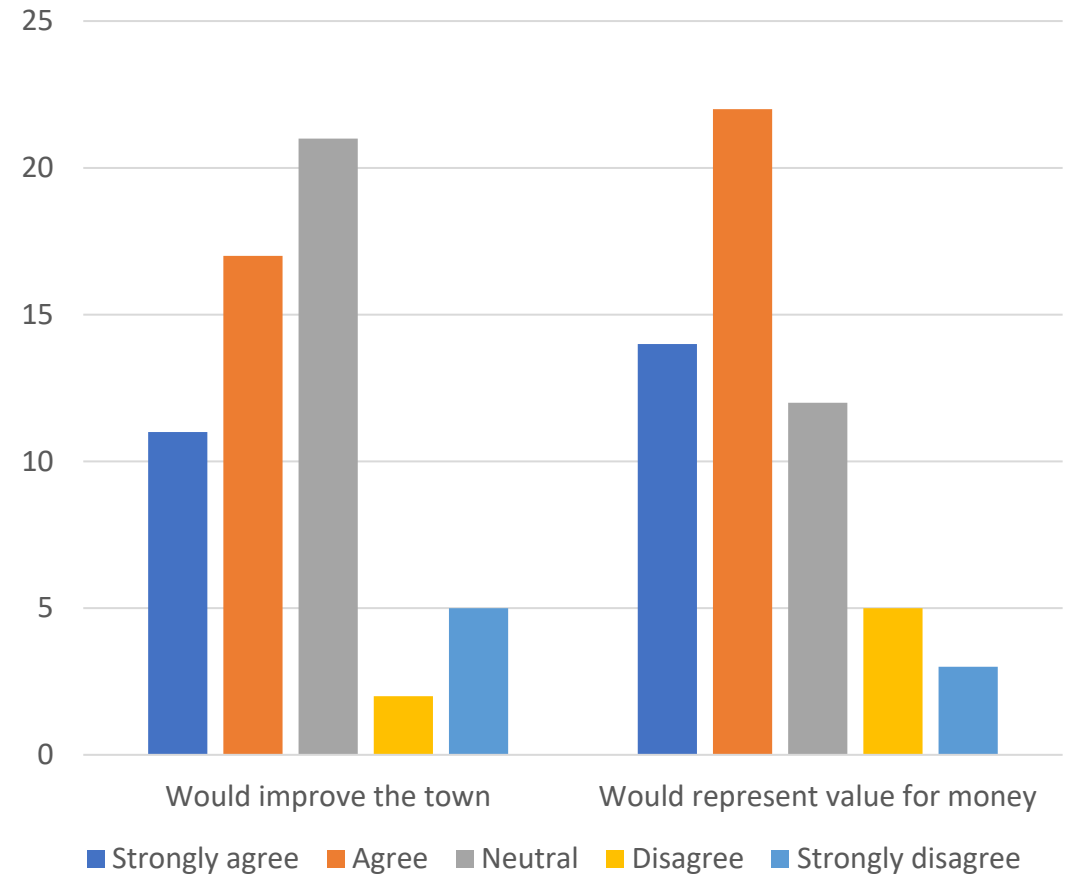
H2 – Business Skills & Support: Business workspace and commercial space



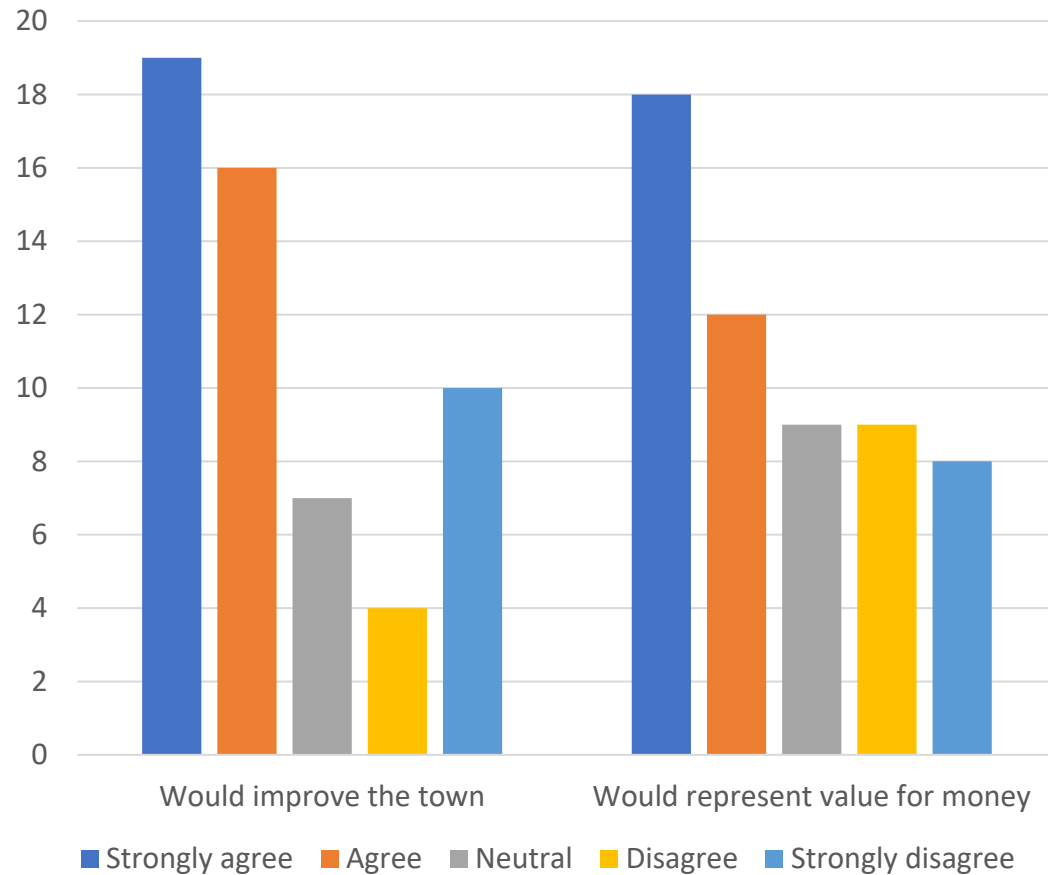
H3 – Evening Economy



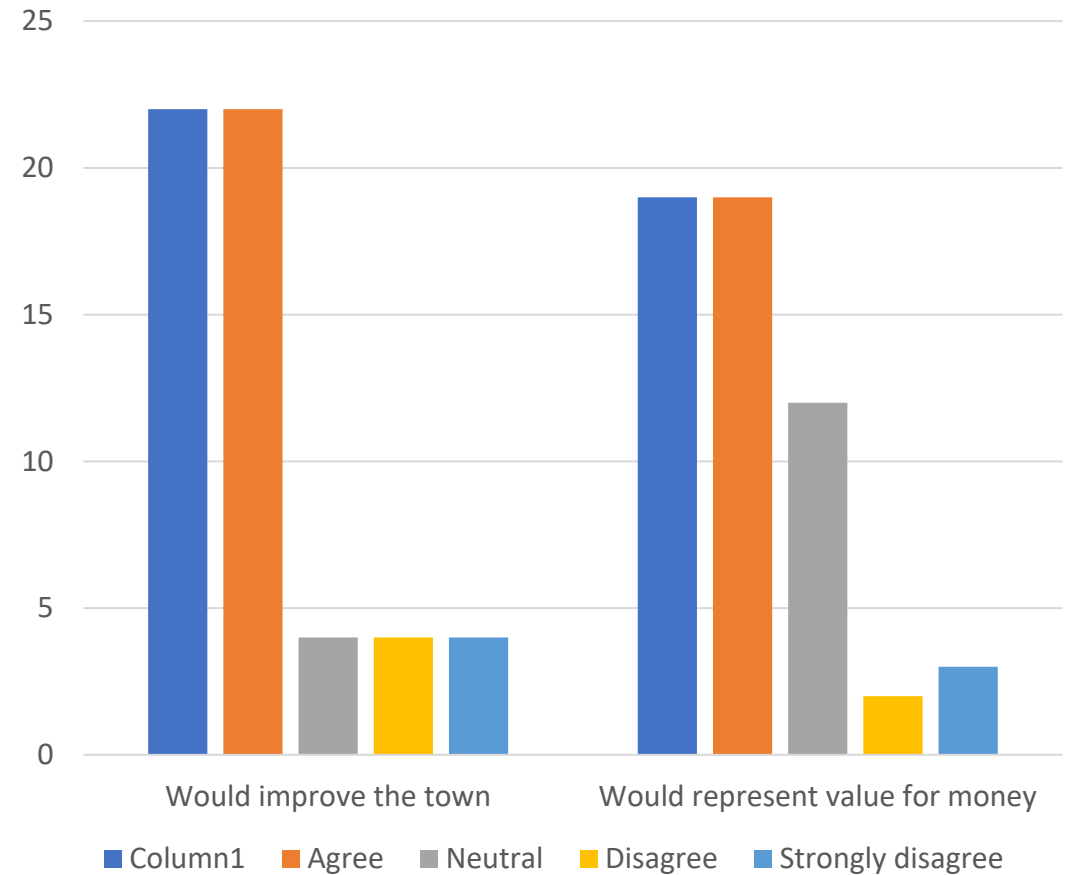
H4 – Celebration of Culture



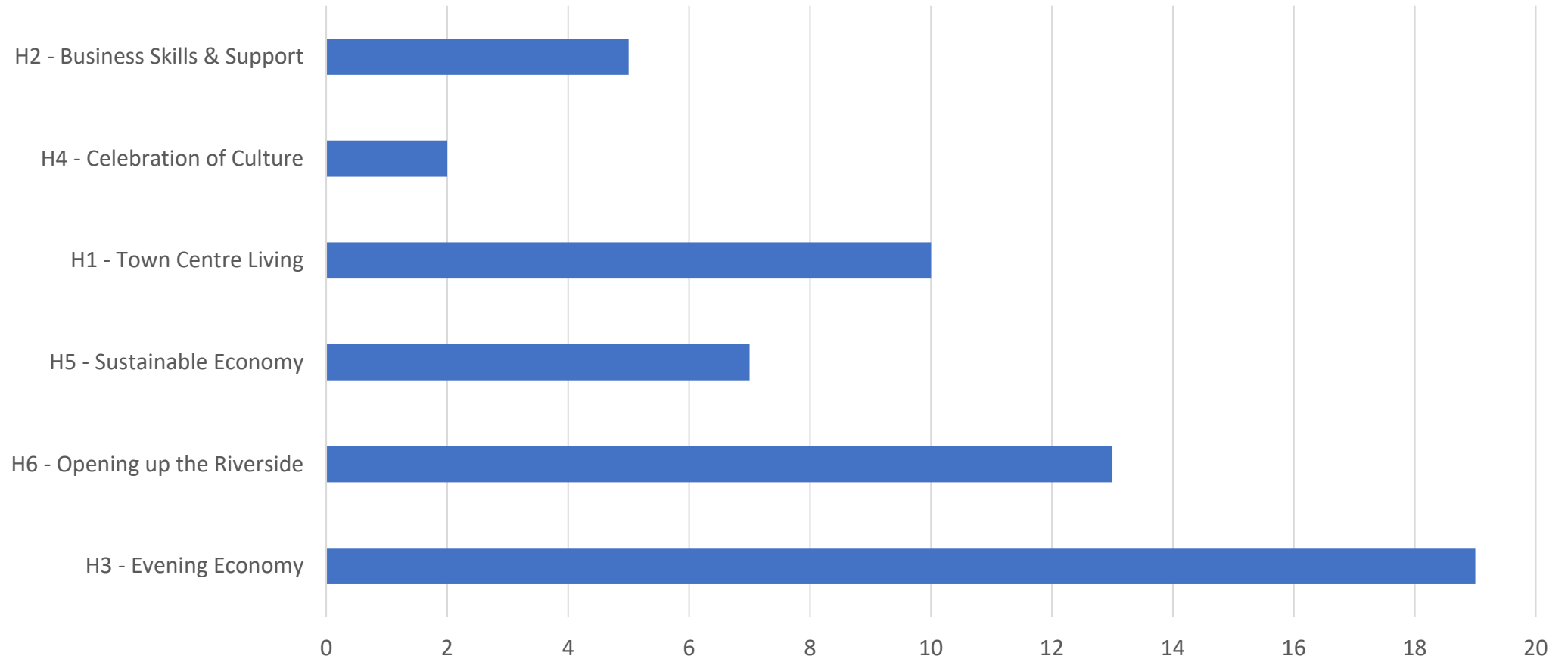
H5 – Sustainable Economy



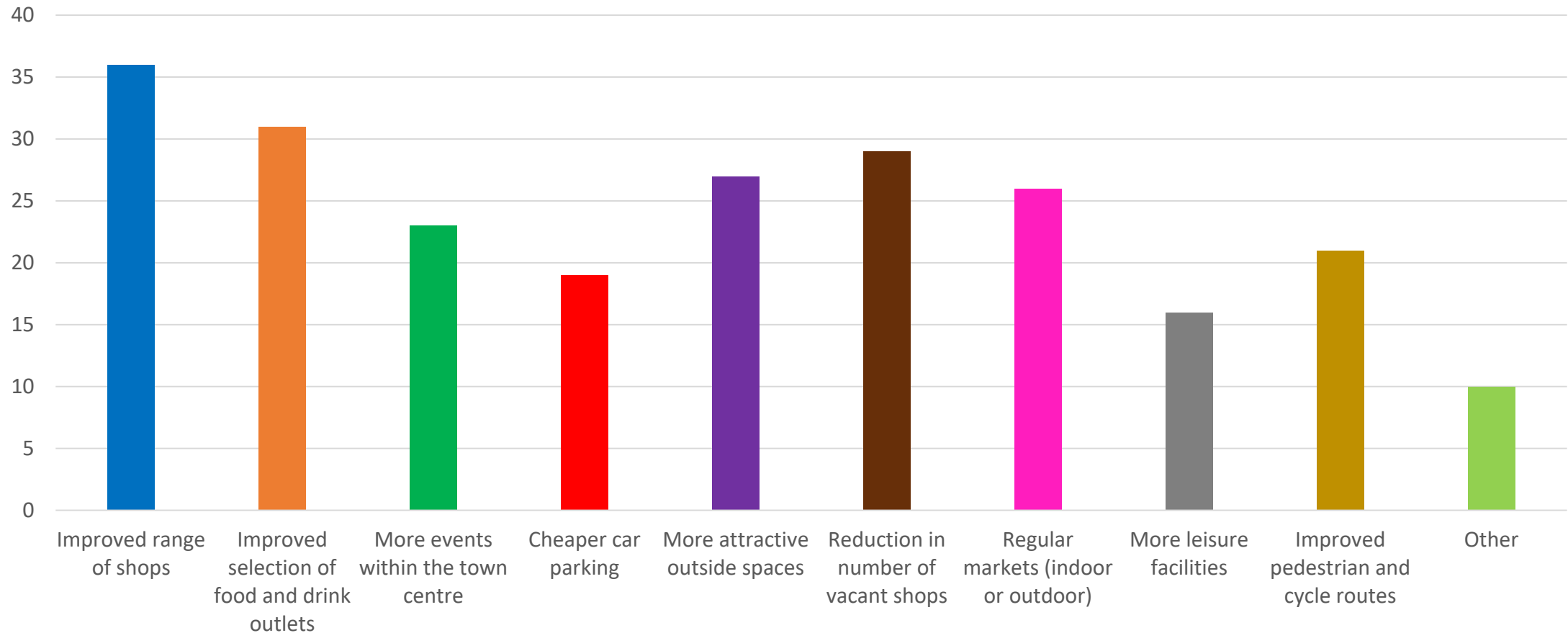
H6 – Opening up the Riverside



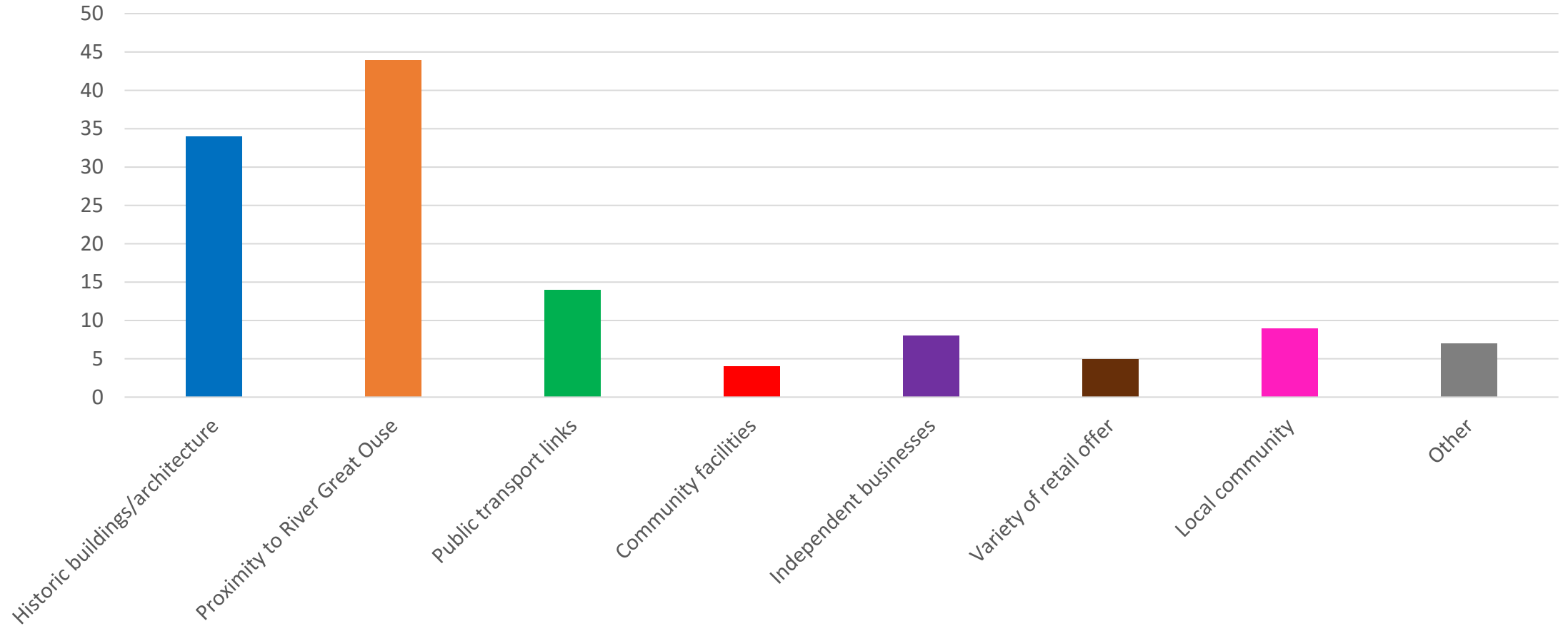
Which projects HDC should prioritise according to respondents:



What would encourage the respondents to spend more time in the town centre?



Huntingdon's best assets according to respondents:



H1 – Town Centre Living

- Residential dwelling would increase footfall, which would draw new retail and hospitality businesses to the area and boost the economy.
- The area surrounding St Benedict's Court requires redevelopment as it currently gives the wrong impression to visitors.
- Removal of the bus station and Princes Street car park could lead to accessibility issues overall.

H3 – Evening Economy

- Improving the Market Square is a good suggestion, however there is an opportunity to develop the surrounding area as part of a Heritage Quarter (incorporating the Museum, All Saints' Church, and the Town Hall).

H2 – Business skills & support

- The current proposal lacks some detail, however the failure of businesses is cited as being down to vacant units, footfall and promotion of the town as a destination rather than due to business skills.
- An incubator for new businesses (e.g., a multi-use retail space) could encourage them to grow and develop before committing to a long-term lease.

H4 – Celebration of Culture

- Developing the Town Centre to celebrate its history alongside the Cromwell Museum would be beneficial in increasing footfall and developing the tourism offerings of the town.

H5 – Sustainable Connectivity

- Increased connectivity would encourage visitors to the Town Centre.
- Including EV charging points in car parks and improved cycle routes may encourage sustainable travel.
- Wayfinding signage is an issue, and is misleading at the moment. Consistent signage would encourage visitors to the Town Centre.

H6 – Opening up the Riverside

- Joining up the Town Centre and the Riverside would create a great deal of engagement.
- If the Riverside is to be pedestrianised, safe cycle routes and accessibility along the Ring Road would need to be considered.

Written Feedback: Huntingdon Town Council

- H1 – Making better use of the space in the Town Centre is a welcome proposal, however removing the bus station is a concern, and improved car parking facilities is needed for this project to come to fruition.
- H2 – The Council stated that this proposal is relatively thin as it stands, but suggested that a co-working space, in addition to small office units, would attract business owners and workers operating remotely.
- H3 – The proposals may not have a significant impact on the Evening Economy. A cinema or a popular music venue or club may be an attractive link. However, they raised the idea of making improvements to the Market Square, as it would be used for seasonal markets and civic events.

Written Feedback: Huntingdon Town Council

- H4 – The Council are in strong support of improvements to the Cromwell Museum, and welcome engagement and support on the project. The idea of including redeveloping the ground floor of the Town Hall into a Huntingdon Museum would champion the broader history of the town.
- H5 – Improved connectivity is a welcome proposal, and improved signage is needed.
- H6 – Opening up the Riverside would make better use of Riverside Park, and also offer a connection to the High Street. However, the Council highlighted that restricting traffic over the bridge would need to be thoroughly explained to the public.