

# Ashbourne Reborn

Connecting People and Places

## ASHBOURNE REBORN

*A bright future for  
a historic town*

### STEVE CAPES

Derbyshire Dales District Council



# Ashbourne Reborn

Connecting People and Places

**One programme, two projects**

**Preparation 2022 & 2023**

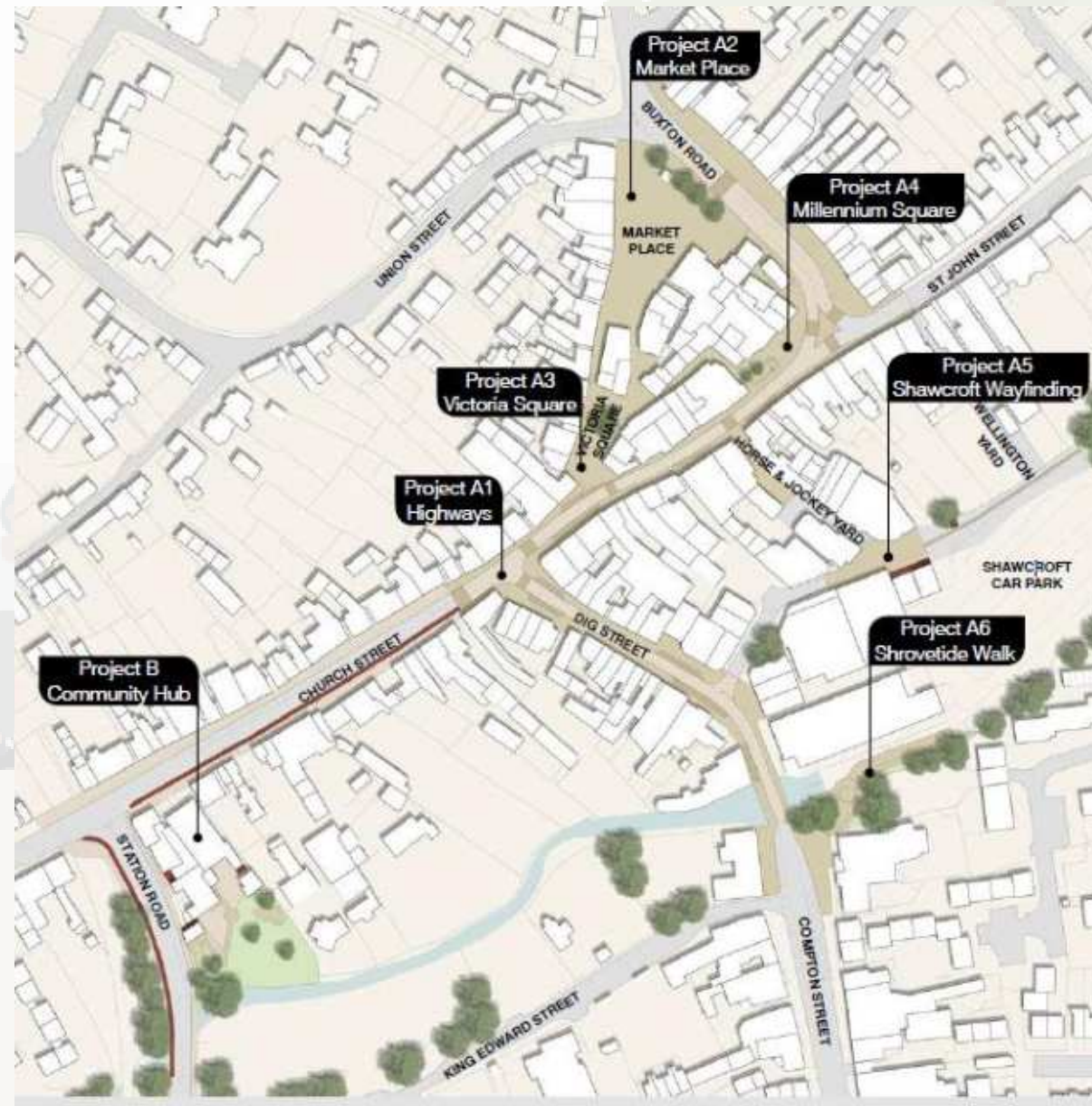
**Building 2024 & 2025**

**Public realm and highways improvements**

- Lead : Derbyshire County Council
- £8.81m (LUF = £8.4m)

**The Link Community Hub**

- Lead : Ashbourne Methodist Church
- £6.42m (LUF = £4.97m)



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## Connecting People and Places

### What will the projects deliver for the town?

- An attractive trading environment which protects and enhances the town's heritage
- A safer town centre where people want to spend their time and money
- New indoor and outdoor spaces for events and activities, bringing footfall and vibrancy
- An improved accommodation offer, linked to the Tissington Trail, helping to capture more visitor spend in the town
- A positive business sentiment attracting further investment, jobs and skills
- **Restored pride in place**



# Public Realm and Highways



Existing



Proposed preliminary design

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## What success looks like

- Spaces connected, safe and well-lit
- Events and activities driving footfall and creating interest
- Local businesses thriving
- Vacancies falling and buildings brought back into use
- Investors choosing Ashbourne
- Visitors spending time and money



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# Community Hub



# The Link

LINKING BUILDINGS : LINKING PEOPLE : BUILDING COMMUNITY

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## What success looks like

- A significant contribution to the revitalisation of the town
- A vibrant and busy community space
- Regular performance and arts events
- Visitor accommodation creating links to the Tissington trail
- Café, breakout rooms and flexible working space
- Transport hub with signposting to bus, cycle hire and visitor attractions



# Ashbourne Reborn

## Connecting People and Places







Engagement with young people - QEGs and Ashbourne Primary School

## Public engagement

- Well attended events March and July 2023
- Over 250 survey responses
- 18,745 facebook interactions (72,000 impressions)
- 2,235 website hits



- **High profile locally**
  - Successful public meeting
  - Branding competition
- **Comms and Engagement Plan**
  - stakeholder List



# UK Shared Prosperity Fund



**Business support**

# BUSINESS GRANTS – RURAL INNOVATION GRANT

- **Develop, grow or diversify your business**
- **Micro, small and medium businesses**

## 1. Business Development Grant

- Project costs £10,001 and £50,000
- Grant intervention rate up to 50%.

## 2. Business Adaptation Grant

- Project costs £2,500 and £10,000
- Grant intervention rate up to 80%

- **Energy saving grants and advice**
- **Community grants**
- **Business advice**



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# SMALL BUSINESS GRANT

## Hattersley Wines Ltd, Bakewell

### Enomatic Wine Dispensing machine

- offer a unique inhouse wine tasting experience at their premises in Bakewell
- reduce wastage at tasting sessions for up to 25 people
- provide an additional marketing element

Outcomes: 1 new full-time position and increase in turnover

Grant Awarded approx. 65% of total cost



# FIND OUT MORE

Invest in Derbyshire Dales

Starting, Growing or Relocating?

We Can Help...

If you're about to take the plunge, looking to grow your business in the Derbyshire Dales or thinking of moving your business here, we can help.

- Get free advice, support and information to move your business forward.
- Sign up for the latest business news and events.
- Find information on grants and other funding opportunities.
- Search for commercial property and key local area data.
- Hear what it's like doing business in the Dales from those already here.

READ MORE

AUDIO TRANSCRIPT ON YOUTUBE

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**Thank you**

