Appendix 2 – Creating a new vision for Central West Bridgford - Rushcliffe Borough Council Response

Brand Identity

- Creation of the West Bridgford Way Brand and a physical map
- Link WBW to the delivery of window dressing opportunities
- Consultation and stakeholder events linked to key project delivery

General Management

- Continue to monitor and respond to reports of litter and dog mess
- Work with key partners to consider the need for ANPR technology

STRATEGIC AMBITION

- Redevelopment of Tudor Square to create a public realm focal point
- Redevelopment of
 Bridgford Rd car park to
 increase car parking and
 create a new development
 opportunity

Digitalisation/Town Centre

- Work with partners to explore the development of the library into a knowledge hub
- Launch the #WDYT project and consider the need for further digital support
- Build on #WDYT with a town APP
- Investigate the coordination of overall town management

Physical Environment and Access

- Identify further tree planting opportunities
- Work with existing building owners to 'green' their appearance
- Consider & trial flexible parking schemes
- Increase the frequency of traffic free events on Central Avenue
- Secure more electric/low emission buses on key routes
- Work with key partners to improve cycling routes and create more secure cycling storage

Retail Mix/ Independents

- Identify and consider potential incentives for start-ups and to encourage more independents & local businesses
- Engage with Landlords to influence the drive for more independents
- Review of Business Rates
- Prioritise high quality fashion/clothing
- Review local charity shops & donation arrangements