SCOPING DOCUMENT

**Theme 5: A vibrant and welcoming high street / Maintaining and enhancing the unique character of the town**

**Aim**

To facilitate the sustainable development of the historic centre of Moreton in Marsh, to ensure that it remains an attractive working town for residents and visitors alike.

*[We have decided to focus on the High Street and its immediate surrounds, which we refer to as 'the historic centre' (also ties in with the Conservation Area) – however, need to check how that will tie in with the areas of study as defined by the other sub-groups]*

**Key areas of enquiry**

1. To understand how residents and visitors perceive Moreton (specifically, what makes it special to them and what do people not like) – and to incorporate and acknowledge these views (for example, regarding the identification of 'landmarks') within a Conservation Area Appraisal.
2. To investigate the extent to which residents use Moreton services as opposed to non-Moreton services (i.e. how much activity is 'within' and how much is 'without' the town).
3. And vice versa: which services/facilities do individuals living within a 20-minute drive of Moreton come into town for, why and how long do they stay in town, and what could be done to encourage them to stay longer.
4. Ditto, to ascertain the reason for and duration of tourists’ trips to Moreton – and what would encourage them to stay longer.
5. To understand the business types within the historic centre and to quantify the occupancy of housing units above retail units.
6. To identify adverse environmental factors (such as air pollution, noise pollution, traffic, parking, signage/street clutter) that may affect the character of the historic centre and what can be done to improve them.

**Key activities/events**

1. Events on 2nd February and at a later date (perhaps inviting Mark Turner to talk about the history of the town) – to foster one-to-one and group discussions with residents and visitors (can also make use of flipchart and/or post-it notes).
2. Undertaking a Conservation Area Appraisal of the town (by EP with support from other members of the sub-group and/or broader group; draft document to be subject to public consultation, followed by revisions as appropriate, and final checking).
3. Engaging with business owners to request demographic data of their customers and organising public surveys (Survey monkey – advertised and circulated online via Facebook, Nextdoor, and Moreton 2031 website and as posters in the library and Budgens and a feature in the Cotswold Times).
4. Undertaking street-based and online surveys to capture views of tourists and non- Moreton residents as well as people living within the parish.
5. Liaise with Sub Group 2: Good Quality Jobs and Thriving Economy and Sub Group 3: Affordable Housing.
6. Commission research from specialist environmental consultant(s).

**Key interdependencies:**

* Residential consumers
* Visiting consumers (live within a 20-minute drive)
* Tourists (live a 20-minute drive or more from MIM)
* Business owners / Business Association (glean information from business rates and Thompson directory)