

BID/Love Loughborough – The Case for Option C (No buses through Market Place)

- **This is a once in a generation opportunity**
 - The main purpose of the Inner Relief Road is regeneration
 - The best way to regenerate the Town Centre is to have it fully pedestrianized – all the case study evidence supports this
 - We can create, promote and market a unique public space with a range of activities and events which will tie the two halves of the town centre together, spread trade and footfall and justify the huge expenditure on the Relief Road
 - On the strength of that we can re-launch the town centre after having suffered 18 months of disruption
 - We know we can increase footfall on the back of this to the benefit of bus companies as well as town centre businesses
 - We are a Portas Pilot Town - we need to do transformational things to give Loughborough a chance to fight back against the power of the internet
 - The Country's two leading Retail gurus – Mary Portas and Bill Grimsey – support us
- **Local wishes should be respected**
 - Option C is the preferred Option of 55%, Option A of only 38% and Option B of less than 3%
 - All business organisations favour Option C – the BID, The Loughborough Chamber of Trade and Commerce, The Leicestershire Chamber of Trade, the Federation of Small Businesses
 - The vast majority of town centre businesses favour Option C – 96% in our sample of 70.
 - Other bodies too support Option C – The Loughborough Town Team, The Love Loughborough Partnership, SARG, Pedestrians First, Loughborough Area Forums, the RNIB
- **You face a difficult decision and you need evidence**
 - Only Option C will produce evidence on both sides
 - The BID is installing automatic footfall counters which will measure the success of the events and activities in attracting people to town and uniting the two halves of the centre
 - The bus companies will be able to monitor the impact on journey times and bus use
 - Option A is the status quo as far as bus services are concerned and a trial will produce no new evidence, but it will mean the business benefits of full pedestrianisation cannot be measured
 - Option B still prevents use of the new space that would be created through pedestrianisation.
- **This is only a trial**
 - You will be able to make a rational final decision in due course, armed with comprehensive evidence from both sides of the argument – but only if you trial Option C
 - The trial should be kept as simple as possible and there is no need for the bus companies to make any major alterations to routes or to split services for the trial
 - The trial will not threaten the viability of the bus services as long as they use the new road and the proposed new bus stops
 - Option C would simply be an extension of arrangements that will need to be put in place whilst the next phase is completed