

1. Full refurbishment of Public Conveniences (£15,000)

The Public Conveniences at the Town Hall, although kept clean, are in need of refurbishment. Complaints have been received regarding their condition, and they are in urgent need of updating. Due to the age of the facility, they are difficult to keep clean, and although they are inspected on a two hourly basis, it leaves them vulnerable to inconsiderate usage by some members of the public. Toilet facilities are an important way of enhancing the visitor experience to the town, and will give a good impression, thereby encouraging return visits.

2. Bandstand in Market Square and associated seating (£40,000)

As the town centre is struggling in today's economic climate, a way to encourage town centre visits would be music. The installation and usage of a bandstand would encourage both residents and visitors into the town centre. Events could be staged round the bandstand, and it would become a focal point within the townscape.

3. Statue on the town entry roundabout - Highbridge Street (£15,000)

This project will mark one of the major entry points to the town, and will draw visitors from the Lee Valley White Water Course into the town centre. It will be another major landmark within the town, and possibly heritage for the future. It is envisaged that a brief will be written, and an artist commissioned to produce art that will identify with the spirit and heritage of the town.

4. Signage to raise awareness of the WWCC on Highbridge Street/Station Road (£5,000)

To be carried out in conjunction with the Statue, this project street dressing the route between Waltham Abbey and the LVWWC, again, will help draw people into the town. It will give a visual trail from the LVWWC into the town centre.

5. Enhancements to King Harold's Tomb (£5,000)

One of the major attractions supporting the heritage offer of Waltham Abbey, is the burial site of King Harold II, Harold Godwinson, of the Battle of Hastings. The site is marked in a very low key way at the moment, although marked by commemorative roses in October. By enhancing the burial site, it is considered that it will become a more obvious attraction to those visitors with heritage in mind.

6. Match funding for shop fascia refurbishment (£10,000)

By matching funds for shop fascia refurbishment in Sun Street, the Town Council hopes to raise the visual amenity, and consequently the shopper offer within the town centre. The town centre retail offer is struggling at the moment, and it is hoped by making Sun Street in particular a more attractive shopping area, it will become more popular and enhance the local economy.

7. Re-instatement of the pavement mosaics (£3,000)

Back in the 1990s, a series of pictorial mosaics were installed within the pavements of the town centre, in particular the Abbey path, and Sun Street. Over time these have become damaged, and it would again enhance civic pride and the visitor offer if these were to be repaired.

8. Quaker Lane Toilet Building renovated and change of use (£15,000)

Currently, there is no formal taxi rank within the town centre. It is envisaged that the Quaker Lane Toilet Building when renovated, could be put to use as a Taxi Office, and a small number of taxi bays installed. This would provide another service for the hospitality sector of the town centre offer.

9. Campsite at Town Mead (£10,000)

Waltham Abbey is served by two major hotel chains, the Marriott and the Premier Inn. However, some of the users of the LVWWC may not be in a financial position to be able to afford to stay in hotels. It is considered that there is an opportunity to provide a facility for camping within the Town Mead. This would mean that visitors would be staying within the town, and would be using the town centre facilities, thereby assisting the local economy.

10. Pub Trail (£5,000)

Waltham Abbey has been known for the number of public houses within the town centre. Many of these public houses are a part of the history of the town, for example, the Welsh Harp, in Market Square. They are a part of the heritage of the town, and each is interesting in its own right. The aim of this project is to highlight the heritage of the town, through the public houses, and to encourage visitors to explore this side of Waltham Abbey. It will be made up of an information board outside each public house, with a map locating the next one along the trail.

11. Heritage Trail production (£10,000)

As previously stated, Waltham Abbey is an ancient town, that has many stories to tell, from Tovi, to Turpin, Harold to Henry. It is proposed that a booklet be produced, indicating a trail round the various heritage sites of the town, thereby creating a purpose within the visit to the town. It will also tie in with the project currently being undertaken regarding blue plaques.

12. Business signage Brooker Road Industrial Estate (£5,000)

With the construction of the Lidl Supermarket on the corner of Cartersfield Road, the sign indicating the businesses on the Brooker Road Industrial Estate was removed. It is proposed that an up to date sign be installed, thereby allowing notification of the businesses trading on the estate.

13. Flag Poles (Town Hall Square) (£5,000)

Building upon the visitor draw from the LVWWC, it is proposed to install flag poles on the opposite site of the road from the Town Hall. These flag poles will be seen from the roundabout on Station Road/Highbridge Street, and so encourage footfall into the town centre. The idea is to fly the flags of the various competing countries at the LVWWC and is part of the Olympic site dressing as well as potential legacy use.

14. Replace bollards (street furniture enhancements) (£5,000)

The bollards in Market Square have been damaged and scratched over the past years and are in need of replacement. This, along with other street furniture enhancements will improve the visual amenity of the town and consequently the tourism offer.

15. Cycle Parking (£3,000)

Due to the location of the town within the Lee Valley Regional Park, there are considerable numbers of cyclists. To encourage cyclists to stop in the town and use the town centre offers, it is important that there are suitable facilities available. This includes town centre cycle parking.