

KEY PROJECTS:

Shopfront Enhancement

Utilising funds available from the Town Centre Enhancement Scheme, support high street businesses to upgrade their shop fronts. Identifying buildings that are most in need and working collaboratively and closely with those businesses will help to build ownership and trust in the scheme, in turn encouraging more shops to participate, which will only serve to improve the visitor experience.

Youth-focused Meanwhile

Like many high streets, Ilfracombe High Street is peppered with vacant units which are prime for activation. Utilising these spaces for youth-focused meanwhile activity such as workshops, talks, shows, meet-ups and performance is a great way to help local young people feel safer on the High Street whilst also contributing to changing the perception of the area through positive promotion.

A Celebratory Narrative

There is lots to celebrate about this character area, however the current narrative from businesses and residents alike, focuses on the negative elements. Working collaboratively with the business community to develop a PR campaign that draws positive attention to the Historic Spine and celebrates the wealth of independents and artisan goods available is key in attracting visitors and improving footfall.

Evening Events

Events such as the 'Lighting of the Lights' demonstrate how impactful evening events on the High Street can be for the community and businesses of Ilfracombe. Developing an annual evening events programme that celebrates the High Street is a great way to attract visitors to the area whilst simultaneously challenging existing safety concerns. Joining an accreditation programme such as Purple Flag will further support this initiative by providing a comprehensive set of standards, management processes and good practice examples to help transform the evening and night time economy in Ilfracombe.

KEY PROJECTS:

Community-led Culture

Safeguard the SPACE within Ilfracombe, even if required to relocate, as vital cultural infrastructure to seed and grow grassroots cultural events and activity. Increase activation of The Promenade for civic gatherings, community festivals, performances, parades and protests by making it easy to book and use the space. Bring together local stakeholders to develop a year-round programme of events and activities that will serve to enhance the town's reputation as a destination for outdoor culture in line with the Northern Devon Culture Strategy.

Power to the Public Realm

When surrounded by such captivating views it is easy to take the rest of the public realm for granted, however it is a fundamental tool in creating ownership and pride in place. Working collaboratively with the community via a co-design approach, explore ways in which the public realm within The Promenade can be improved, looking into seating provision, art installations and lighting interventions.

Landmark Talent & Participation

Grow the Landmark's role as a centre for seeding talent and creative skills through programmes such as the Inspired Minds partnership with The Creative Development Foundation (CDF) and Petroc College; creative attachments supporting mid-career artists; the Young Producers Programme; the Speak Up festival and their ongoing Talent and Participation programmes with primary and secondary schools.

Ilfracombe Museum

Developing a robust strategy to support the relocation of Ilfracombe Museum is a fundamental project that will have an impact on The Promenade, whatever the outcome. Working collaboratively with the museum staff and trustees to develop a shared vision for the museum alongside a clear action plan will be key in protecting the collection and ensuring that the museum remains a distinct part of Ilfracombe's cultural landscape.

Tourist Information Centre

Work with the IBTA and relevant stakeholders to identify suitable options for the future of the Tourist Information Centre, exploring relocation, partnerships and collaborations with other local services, funding opportunities and new model testing and development if appropriate.

KEY PROJECTS:

Activities for All

Bring together relevant partners to develop a subsidised maritime-focused programme for young people in Ilfracombe, building in opportunities to learn about sea safety and well-being alongside providing activities such as watersports and sailing. Linking this to career development and celebration of the local maritime industry will support some of the existing work being delivered by One Ilfracombe, whilst also breaking down barriers to participation and engagement.

Celebration and Stories

The public realm surrounding Maritime Gem is an exciting landscape, filled with some of the area's key attractions and surrounded by stunning scenery. 'Celebration and Stories' sees the development of a promotional campaign that champions the area's cultural assets yet also shares the lesser known stories of the local business owners, harbour characters and underwater wrecks, sharing important information regarding the working nature of the harbour whilst retaining a personal and intimate approach that appeals to locals and visitors alike.

Heritage Trail

Incorporate Maritime Gem into a town wide heritage trail that ushers footfall across the town, whilst also actively promoting Ilfracombe's captivating yet curious history. Ensure that the interactive trail utilises both digital and physical information points creating a trail that is open to all and underpinned by eye-catching and distinctive signage that develops a visual identity for the town and enhances visitor experience.

Public Art

Utilise the internationally renowned Verity as a springboard to launch a public art project that invites the general public to submit artwork ideas for a new public art commission/s in Ilfracombe, inspired by or as a response to the original sculpture. Bring together a commissioning group of local people, including creatives, students, business owners and Local Authority to oversee the project, developing local ownership of the initiative whilst creating substantial marketing opportunities that drive footfall to the area.

KEY PROJECTS:

The Ilfracombe Walking Festival

Underpinned by a programme of activity that champions health, well-being and exploration including pursuits such as foraging and mindfulness, 'The Ilfracombe Walking Festival' can provide a much-needed opportunity for the community to come together and celebrate the stunning local landscapes. It also serves as a fantastic mechanism to attract visitors during quieter seasons, raise the profile of Ilfracombe and support the development of a deeper understanding of the town's cultural and natural heritage.

The Four Peak Art Trail

Develop an art trail that takes in each peak of the 'Four Peak Challenge' (The Cairn, The Torrs, Capstone Hill and Hillsborough) encouraging new audiences to explore Ilfracombe through a cultural lens. In this instance public art can act as a mechanism to engage local communities in the transformation and celebration of the place that they live whilst also creating an experience that encourages visitor numbers throughout the year.

BioBlitz

An informal and fun way for young people and other members of the public to learn alongside experts whilst sharing and developing their enthusiasm for nature, BioBlitz' utilise a set amount of time, to find and identify as many species of plants, animals and fungi as possible in a given area. The Wild Surrounds provide a perfect canvas for this type of activity which should offer a range of school activities and public events to underpin part of a genuine scientific survey of the area.

Celebrate the Sky

Taking place in national parks across the UK, Dark Skies festivals are all about discovering, learning and enjoying the dark and the stars that you can see as a result. Taking inspiration from this ethos, The Wild Surrounds offer a fantastic canvas to develop evening events and activities that celebrate the sky and support local people in becoming bonafide stargazers. Working with local outdoor arts organisations such as Red Herring to test evening programming would provide a great first step in this process.

KEY PROJECTS:

Shared Decision-making

Develop a steering committee enabling residents to be actively involved in making their neighbourhood a better place to live. Support these groups with small funding pots to develop community-led initiatives, helping to build trust and developing confidence in shared-decision making processes. Underpin this project with robust, transparent yet simple governance that removes all barriers to engagement and encourages buy-in from a broad range of people.

Ilfracombe Open House

'Ilfracombe Open House' empowers local communities, civic organisations and local businesses to showcase their buildings to the wider public and community. As a concept it encourages audiences to explore new places, learn about different communities and experience diverse local architecture first-hand. It should be combined with an informative yet fun educational programme that offers practical advice on how to maintain heritage buildings, ensuring that old skills and expertise are not lost.

Urban Greening

As a whole, Ilfracombe can hardly be described as urban, however there are some areas within On Our Doorstep that could benefit from greening projects and initiatives. Developing community-led greening projects that focus on the development of interventions such as pocket parks, skip gardens and bus stop greening is a great way to develop local ownership of place-making initiatives whilst making tangible change to the local area. Working with schools and community groups to develop maintenance plans also ensure longevity of the project.

Get Tough on Vacant Property

Work collaboratively across Local Authority departments to identify vacant and vandalised properties in Ilfracombe which require immediate attention and upkeep. Utilise the Empty Homes Programme, Environmental Health (Section 215 Notice) and heritage routes to kickstart conversations with landowners and if needed exercise Local Authority powers to demand improved preservation of the buildings in question.