

# Our manifesto



This document sets out the headline focus of WSCIC following feedback from the public consultation survey earlier in 2017.

## Areas

## Specifics



### The place / brand

- To position Winckley Square and the surrounding area as a thriving and desirable place to visit, live, invest and locate a business, building a fan base of stakeholders.



### Winckley Quarter

- To expand the remit of WSCIC and oversee the creation of a dedicated Winckley Quarter connecting Winckley Square Gardens, Winckley Street, Cross Street, Guildhall Street, Cannon Street and Glovers Court.
- To promote the area as a historic quarter while being a destination / place for residential investment, restaurants, cafes, independent businesses and high quality business service providers.



### Surfaces and public realm

- To work with partners to secure investment into resurfacing pathways and roads in and around the Winckley Quarter area.
- To seek further investment to strengthen links throughout the Quarter / city including items such as better signage, public realm and cycling stations.



### Friends of Winckley Square

- To oversee and support the creation of a new Friends of Winckley Square (FoWS), helping recruit volunteers to form a strong and sustainable management team.
- To oversee a smooth working partnership with Groundwork in the delivery of its heritage plan until the end of 2018.



### Events calendar

- To work with our partners and form a co-ordinated calendar of inclusive and relevant events that would appeal to a variety of stakeholders, attracting visitors and promoting the area. This also involves the creation of a new Winckley Square website.
- To bring back the Winckley Square Food Festival and make this an annual event.



### Maintenance plan and security

- To work with Preston City Council and Friends of Winckley Square to create a dedicated plan that will maintain the Gardens' high-quality appearance throughout the year.
- To work with Preston City Council and other local authorities / partners to ensure the Gardens and surrounding area are safe and secure.



### Representation

- To continue to represent the Business Improvement District (BID) and ensure funds are appropriately managed and invested.
- To continue to be a sounding board for all other Winckley Square stakeholders.