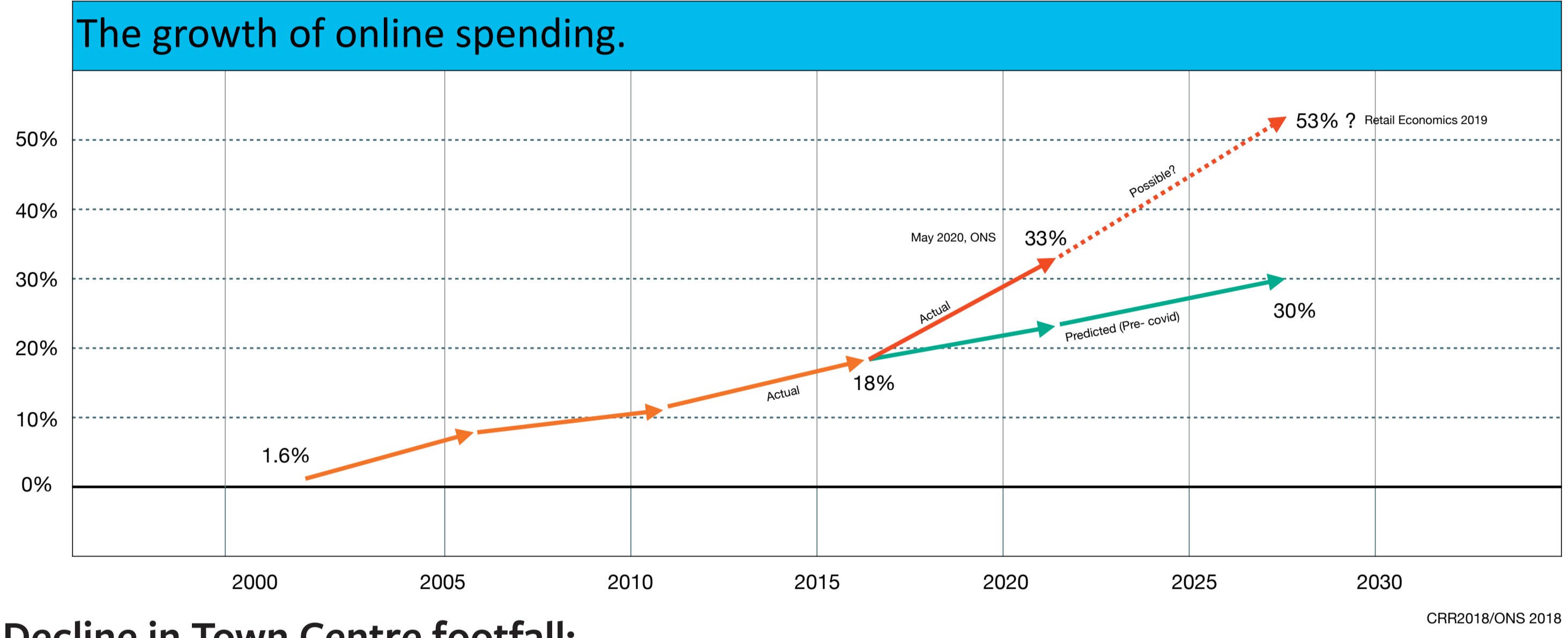


# Re-imagining Helston's High Streets

Helston's streets have been neglected for decades, and we now demand better. The kennels and the streets are a symbol of the care taken in the town and the pride in Helston's heritage and community. It is time to invest in Helston's core assets, bring life back to our streets and ensure that Helston is again an attractive place to live, work and visit.

We want more people to use the town centre on foot, increasing the time they stay in Helston, to use and re-activate the streets and public spaces.

*Like many town centres, Helston's high streets are in decline.*



## Decline in Town Centre footfall:

Between 2009 & 2017, (Pre-Covid19) there was a total **17.4% REDUCTION** in town centre footfall. By October 2020 this had **reduced to around 34%** for small - medium size towns.

# WHY HELSTON? WHY NOW?

*There is an opportunity NOW to repair damaged kennels, pavements and streets. And to restore and conserve architecture and built form...*



*...activate the streets and frontages, and to restore, repair, enhance and conserve the streets and Helston's high quality architecture.*

Oslo has removed cars from much of its city centre to create pedestrian priority streets. Despite fears from business owners that trade would suffer as a result, there are 10% more pedestrians in Oslo. (statistics from the World Economic Forum)

