

30 March 2021

Dear Richard,

I am writing to let you know about an exciting piece of work that is now getting underway to support the long-term success of the Breckland district, our businesses, and the livelihoods of our residents.

The Breckland 'Town Delivery Plan' Programme will provide a robust evidence base and compelling shared vision for the future, set in the context of significant projects we can deliver in each of our five market towns. This work will put Breckland's towns in pole-position for leveraging new external resources and investment while also using our shared resources more efficiently and effectively, to deliver transformational change across the district.

You may be aware this activity was originally conceived in 2019 and having reappraised the need for this work in the context of the pandemic, we have agreed that now is an even more important time to invest in the future. Through an extensive tender exercise to identify the right partner to bring this forward, we are delighted to have secured a market-leading and globally-renowned specialist – Hatch, in partnership with We Made That.

As Hatch now begin their commission and are establishing the joint team to take this work forwards, I wanted to write to you at the outset as you are a key partner and will be vital to both the success of the work – and what we do with it afterwards. There is a lot more detail to follow, but for now I thought it would be helpful to confirm what the project is expected to involve.

The Town Delivery Plan project will be:

- A significant and detailed undertaking. It will last c. 12 months to cover all Breckland in the required detail and involve generating significant new evidence and a lot of hard work.
- A process through which we can align our aspirations and vision, define the exciting roles our Market Towns will play in the future, and the action-orientated plan we need to achieve them.
- A means to identify those projects, activities and interventions which will make the biggest difference in the future – so we have laser focus in where we look to target precious resources.
- An iterative process built through, data, insight, and dialogue. With many touch points for yourself, our communities and other key stakeholder from inception through to definition.

It is important that this is not a standalone 'Breckland Council' project – we have taken the step to resource this, as we know it is important and want to invest in a bright future for our district, but it is intended to be an opportunity for a number of bodies to share their views.

Further, it will not be Statutory Planning exercise. Though we will absolutely use insight from this in future Local Plan reviews, it is deliberately separate and complimentary to Planning. The team are keen to engage with you to understand your perspective on our places, and to ensure that the Town Delivery Plans meet our collective needs and expectations.

As a valued local partner, I ask that you share some of your time, input, insight, and frankness in helping shape the project and the outcomes. From the project you can expect to see targeted communication, particularly when this comes to your town, data being generated, and multiple touch points throughout the work.

One of the early outputs from the project will be more detailed stakeholder briefing, including timelines and activity. However, I hope for now you are enthusiastic about the potential of this work – and able to support the project moving forwards.

If you have any questions, please do let me know – or get in touch with the project team directly via [tdps@breckland.gov.uk](mailto:tdps@breckland.gov.uk)

Yours sincerely,

A handwritten signature in black ink that reads "Sam Chapman-Allen". The signature is written in a cursive, flowing style.

**Cllr. Sam Chapman-Allen**  
**Leader, Breckland Council**