



A new initiative has been launched by the Highcliffe & Walkford Parish Council under the name **'Revitalise the High Street, Highcliffe'** to revitalise the retail and business centre along Lymington Road, which is in effect Highcliffe's 'high street'.

The project will tackle a whole range of issues including traffic management, pedestrian safety, parking provision, the condition of the pavements and the overall environmental issues for residents, visitors, shoppers and traders.

The Parish Council have asked traffic management consultants to investigate options for easing the growing congestion, especially in the summer months. The problem of HGVs passing through the village will also be assessed.

Highcliffe and Walkford Parish Council was established last April as part of the local government reorganisation which also created the BCP Council, bringing Bournemouth, Christchurch and Poole together.

A sub-group of the Council has been set up to spearhead the initiative.

The project is being led by Parish Council Vice Chairman Cllr Andy Martin and BCP Ward councillor for Highcliffe and Walkford, Cllr Nigel Brooks.

Cllr Martin said: "Residents and businesses feedback from the Neighbourhood Plan process Workshop before Christmas as well as direct feedback from residents over the past few months have left us in no doubt that that high street is one of the most pressing issues we need to tackle. This is where the new Parish Council can make a real difference to the quality of life in the village and to its future prosperity and sustainability. The traffic management consultants report will give us the evidence we need to present to BCP Council, who are the Highways Authority and from whom funding for improvements will be important."

Cllr Brooks, also a Parish Councillor and a member of BCP Council's Transport Advisory Group, added: "As the project progresses, we will be consulting as widely as possible with residents, our business community and visitors. It's important that we develop an inspiring local vision for the future of Highcliffe's high street and this is the first step."

Anyone wishing to assist in the project is asked to contact Cllr Martin or Cllr Brooks.

Councillor Nigel Brooks

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