

Appendix C

	Pursue Land Transfer	Not to Pursue Land Transfer
Adopt the Strategy	<p>RECOMMENDED</p> <ul style="list-style-type: none"> • Control of The Square will allow enhanced use and ability to maximise income. • The Strategy will provide a clear focus for enhancing the use of The Square. • The Strategy will provide a clear focus for maximising income opportunities. • The Strategy will assist with increasing footfall to the town centre and preventing “leakage” to competing centres. 	<ul style="list-style-type: none"> • Continued lack of control of The Square will inhibit enhanced use and affect the ability to maximise income. However the Council could continue to apply for temporary road traffic regulation orders from the highways authority to close the area to the public for the duration of the events. • The Strategy will provide a clear focus for enhancing the use of The Square. • The Strategy will provide a clear focus for maximising income opportunities. • The Strategy will assist with increasing footfall to the town centre and preventing “leakage” to competing centres.
Not to Adopt the Strategy	<ul style="list-style-type: none"> • Control of The Square will allow enhanced use and ability to maximise income. • Without a Strategy there will be no clear focus for enhancing the use of The Square. • Without a Strategy there will be no clear focus for maximising income opportunities. • Without a Strategy it will difficult to assist with increasing footfall to the town centre and preventing “leakage” to competing centres. 	<ul style="list-style-type: none"> • Continued lack of control of The Square will inhibit enhanced use and affect the ability to maximise income. • Without a Strategy there will be no clear focus for enhancing the use of The Square. • Without a Strategy there will be no clear focus for maximising income opportunities. • Without a Strategy it will difficult to assist with increasing footfall to the town centre and preventing “leakage” to competing centres.