

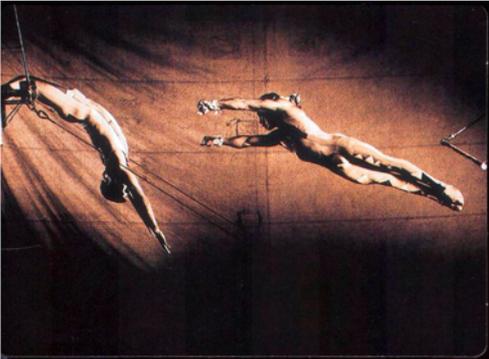
In summary the participants identified Wellingborough in 2006 as a place with a confused role, an ordinary place that stumbles along with an unclear relationship with its neighbours. It is seen as having a high level of potential to improve if all the interested parties work together and it has a key attribute of being very well connected.

2.2 Defining the role of Wellingborough in 2021

Having identified Wellingborough's role and image in 2006 the participants were asked to undertake two tasks in relation to where the town should be in twenty years time. The groups were instructed to choose one statement from the list below that they felt would best describe Wellingborough in 2021 and to then select an image that the group felt best illustrated that statement.

1. The image of town should be as a centre that serves a predominantly local set of inhabitants;
2. The town should have an image that represents a countywide presence;
3. The town should raise its image to be an East Midlands-wide centre; and
4. The town should try and make its mark at a UK-wide level

Having selected a statement and an image the groups were instructed to write down the single most important ADDITIONAL attribute the town should obtain in order to meet the selected statement and select an image to portray that attribute. The results of these exercises are shown in table 6.0.

Table 6.0 Defining the role of Wellingborough in 2021 (images courtesy of DEGW).	
Role image	Attribute image
Group A. The town should raise its image to be an East Midlands-wide centre	
 <p>Growth, Education, Economy, Green Play Ground (including tourism).</p>	 <p>Intelligence, Working Hard Co-operation, Leadership, Business, Good Product.</p>
Group B. The town should raise its image to be an East Midlands-wide centre	
 <p>Working together, Trust, Success, Risk, Aiming High.</p>	 <p>Leadership driving aspiration. Leading to wider investment. Gateway. Attractions.</p>

Group C. The town should raise its image to be an East Midlands-wide centre – but for the South Midlands/Oxford-Cambridge Arc NOT East Midlands

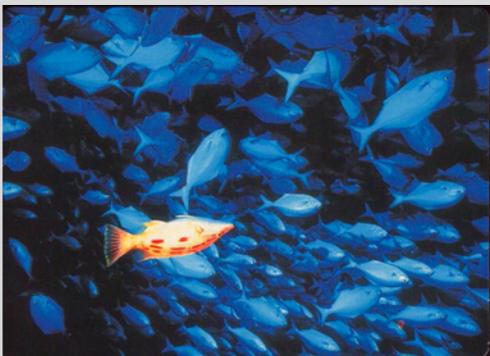


Hive of activity.

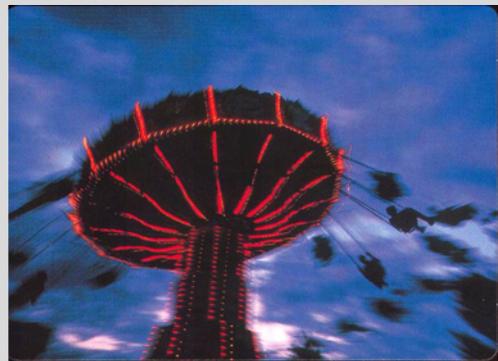


Skilled jobs, skilled opportunities & town centre to be vibrant and welcoming.

Group D. The town should try and make its mark at a UK-wide level



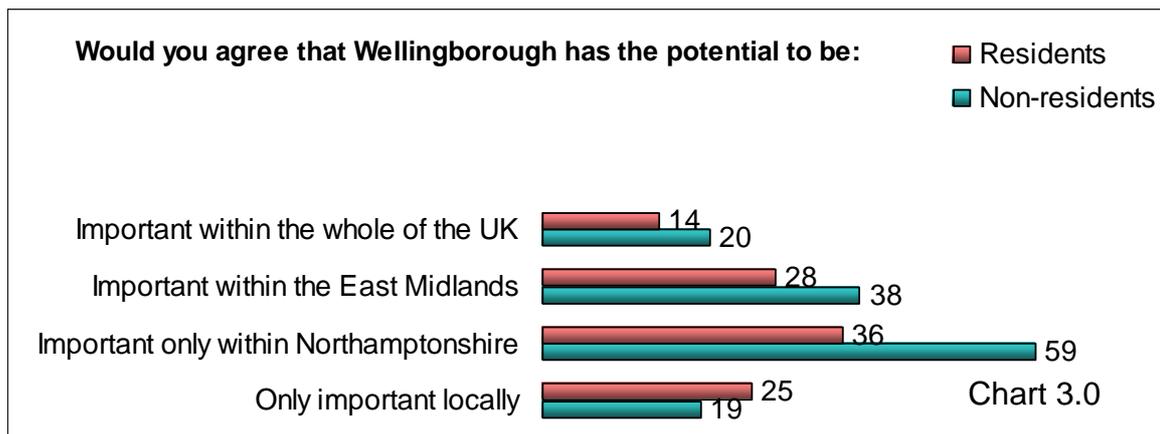
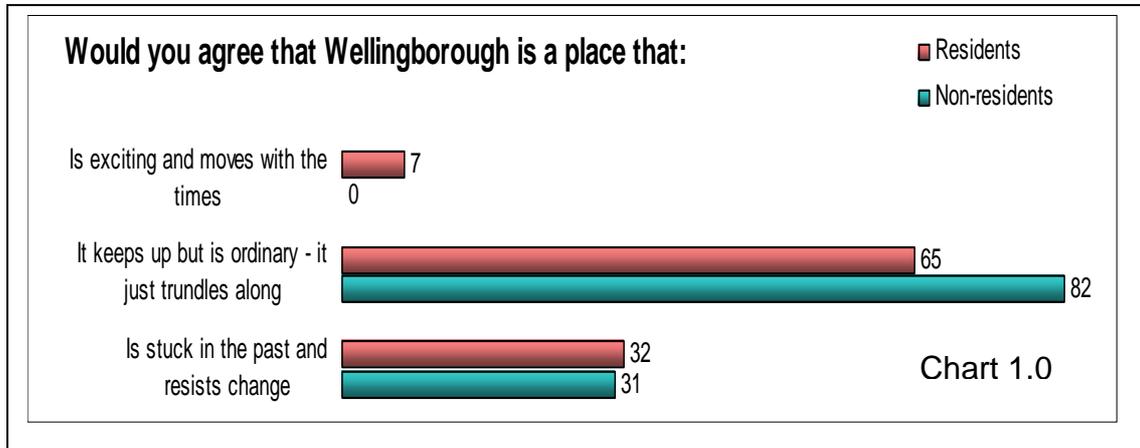
Stand out via unique qualities (urban living/recreation and ecology).

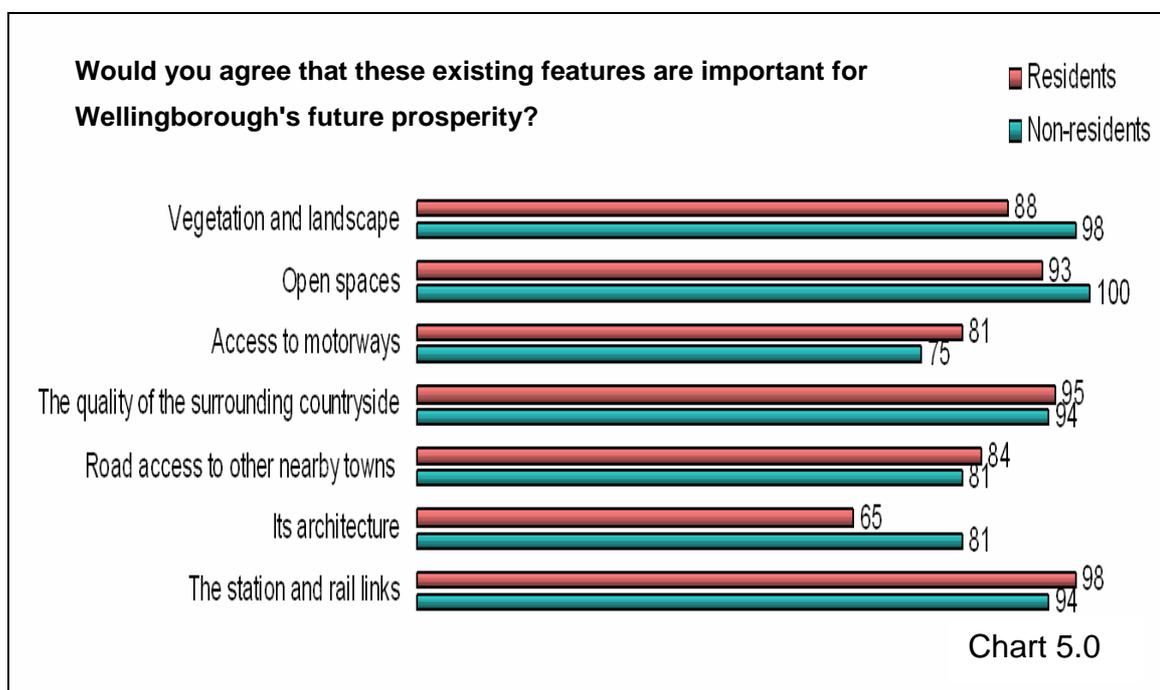
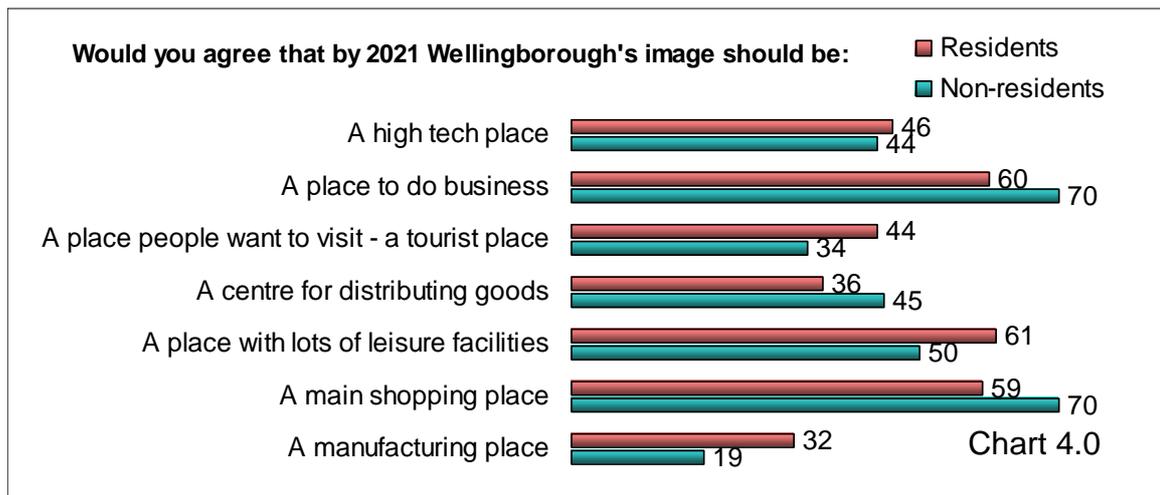


Attractive environment to live and work (urban quality blending with rural).

At this point in the workshop the results of a public exhibition and questionnaire survey that had taken place on May 12th 2006 were presented. Participants in the survey (81) had been asked broadly similar questions to those put to the workshop participants. The results of the survey are very similar to the views offered by the workshop participants. This suggests that the perceptions of Wellingborough are widely held not just by the stakeholders present at the workshop but by a large number of local residents. The results

of the survey are shown on Charts 1.0 to 5.0. (Note: percentage results may not add up to exactly 100 as respondents could select more than one answer or category).





Discussion at the workshop, inspection of the survey results and an evaluation of table 6.0 highlights 6 key issues in terms the aspirations that the participants have for Wellingborough and for its role in 2021:

- **The town should have a regional role. Three groups at the workshop identified that the town should have a regional role, with group D proposing that it have a UK wide role.**
- **All groups agreed that the town's role should focus on the South Midlands/Oxford Cambridge arc – as suggested by Group C.**
- **A synopsis of the 2021 role images and key words suggests that the town is seen as being a “hive of activity”, with high**

aspirations based on the development of its green/ecological attributes as unique selling points.

- **In terms of additional attributes two groups (A & B) specifically mention coordination and leadership – this echoes the earlier identification of leadership as an issue in section 2.1 above.**
- **The attraction of intelligent workers and skilled jobs emerge as important themes from groups A & C.**
- **Group D proposes the development of a new unique model of urban/rural living. This is also reflected in Groups A's mention of Wellingborough being a Green Playground.**

In summary the participants felt that Wellingborough should have a regional role by 2021 focused on the South Midlands/Oxford Cambridge arc. In order to achieve this it would need leadership and coordination of effort to attract high levels of skilled jobs and harness its existing green character to create a unique urban/rural living experience.