

Welcome to the fifth edition of the Growth Area Newsletter.

I am delighted to be able to bring you this newsletter which gives you more information about our achievements so far and our plans for the future regeneration of the Borough.

It is very rewarding to see that many of the schemes in the 2020 Vision have been either completed or are under way already. We are aiming for high quality projects that we and future generations can be proud of and I believe that our new Town Centre street scene, affordable housing and heritage improvements such as 28 Church St, fit that criteria admirably.



Councillor Graham Lawman
Chairman of Development Committee

Public Realm

Brand new streets for Wellingborough's Shoppers!

Improvements to Sheep Street/Silver Street began on 4th May 2010 and completed ahead of schedule on the 17th September 2010.

The £2 million initiative has been delivered by the Northamptonshire Capital Programme Delivery Team which consists of Northamptonshire County Council (NCC), the Borough Council of Wellingborough (BCW), North Northants Development Company (NNDC) and MGWSP (NCC's service provider). It is funded through Government Growth Area Funding.



Launch Party

The new road provides more space for pedestrians, with improved road crossings, and a rejuvenation of public spaces. There has also been the introduction of a dedicated bus lane with bus priority to encourage public transport use.

Sheep Street/Silver Street is just the start of a series of improvement phases. It is all part of a much wider approach to enhance the town centre, which will see improvements taking place in Market Street/Gloucester Place, Croyland Gardens and the High Street.



Sheep Street/Silver Street completed

Market Street Gloucester Place Improvement

Improvement works have already begun on Market Street/Gloucester Place which will bring new, attractive and wider pavements and road resurfacing. Kerbing is being replaced and the definition between road and path will be distinguished by the use of different materials.

Buses will be given priority and the restricted cut through from Church Street to Market Street will be enforced. The area is NOT being pedestrianised.

It is always difficult to balance the disruption from construction and the need for public realm improvements

but the Borough Council is working closely with MGWSP and local traders to ensure that the works are as painless as possible. Although the road closures will continue until March 2011, work will stop for 5 weeks over Christmas and shoppers and retailers will have full access over this vital shopping period.

Although there will be restrictions to traffic, all shops and businesses will be open as usual throughout the improvement works. The Council's ambition is to make the town centre more accessible, convenient and safer for pedestrians while maintaining access to the town for vehicles.



Market Street phasing map

28 Church Street - Historic Building plays important part in Town Centre Regeneration

The refurbishment of this prominent building, adjacent to the Tresham College, celebrates traditional historic features with new and innovative additions. The development proposes to be distinctive, vibrant, desirable and safe. New tenants of the new look 28 Church Street, Bewitched Sandwich and coffee house, opened on 20th October.



Before



After

Croyland Gardens

Zoo Themed Play Area

A new play area is being introduced to Croyland Gardens, featuring a Zoo theme to mark the heritage of the site. Local school children were invited to design engravings which will be used in stepping stones and paving throughout the play area.



Holly Walker, aged 7

The play area has been designed to have a natural element i.e. wooden play equipment to ensure that the play area is sympathetic to the environment of the more formal gardens.

Zoo Memories

Can you remember Wellingborough Zoo? Did you visit Simba the Lion or Blondie the Polar Bear? December will see work commence on a new play area in Croyland Gardens which will have a zoo theme to mark the heritage of the site.

We are hoping to put together a collection of photographs and memories of the zoo to mark the opening of the play area in March 2011.

If you have any stories or photographs that you would like to share with us, please get in touch with the Growth and Development team on 01933 231989/1659/1849 or email: growthanddevelopment@wellingborough.gov.uk



Townscape Heritage Initiative

In May 2010 Wellingborough was successful in a bid for a Heritage Lottery Fund (HLF) of £50k. The second round of this application is for £1.4 million of much needed funding for Wellingborough's heritage projects. The process involves designing a sustainable programme of delivery to support our final application for a grant. This funding will become available in 2011.

- Supporting current Public Realm Improvements, shop owners from Sheep Street, Silver Street, Market Street and Gloucester Place will have access to a Shop Front.

Improvement Grant to help restore and repair key historic features of their trade fronts. It is hoped that the scheme can be extended to other streets within the town, if further funding is awarded.

At this development stage these projects rely on the support and enthusiasm of local residents, property owners, organisations, community groups, and businesses from whom we welcome any input.

Please contact John Udall on 01933 231918 or Amanda Johnson on 231659. Or email us at: heritage@wellingborough.gov.uk

The project is aimed at improving and protecting the heritage of Wellingborough.

- Owners of key buildings will be eligible to apply for grants to repair and restore historic features. Buildings identified as potentially eligible include The Hind Hotel and the RAOB club. Other building owners are invited to contact us at this stage to discuss eligibility.

- There will also be training schemes available for property owners and contractors in order to teach historic repair techniques.

- The Heritage trail will be enhanced around the town, with updated publications and way markers.

Access to grants and improvement works will commence on completion of the second round application in August 2011.



LOTTERY FUNDED

Sheep Street/Silver Street Launch Party!

On Saturday, 25th September the highly anticipated opening of the new look Sheep Street/Silver Street took place, after five months of closure.

The Circus themed Street Party was organised by the Borough Council of Wellingborough in partnership with Northamptonshire County Council (NCC), MGWSP (NCC Service Providers), North Northamptonshire Development Committee (NNDC), Wellingborough Traders Association and the Wellingborough Town Centre Partnership. The two streets were transformed into a fun-filled circus for the day, with live music, magicians, clowns and plenty of entertainment for the whole family.

The Mayor of Wellingborough, Councillor Lora Lawman opened the event thanking the public and the town's traders for their patience during the project.

Thankfully the rain stayed away and we were blessed with glorious sunshine for most of the day. Resident businesses also got into the spirit of the theme, decorating their shop fronts and creating competitions and offering unique prizes for local shoppers.



Many of the local shops entered a 'Best Dressed Shop Front' Competition which was won by **Halsey and Parkinson Opticians** in Sheep Street. The winning prize; An advert and two weeks air time on local radio station Connect Fm.

Back to Business



To attract more people into our Town Centre we need to make it look better and make it more accessible. We know you want more choice in the town. When people see that a Town Centre is being invested in, they are more likely to invest themselves and bring even more services and shops to us. Better pavements and public areas may seem like a small step but it has been proven in other towns that it's a very important first stage in improving the Town Centre.

High Street Regeneration Update

In line with an important part of the Town Centre Area Action Plan, the Borough Council, having been awarded £1million in Growth Area Funding from the Government, is currently building the first phase of infrastructure onto the High Street development site.

The first phase, which is being delivered in partnership with Northamptonshire County Council, MGWSP and NNDC, includes the construction of an access road from Oxford Street onto the site, with an additional secondary road to the rear properties on West Street.

The Borough Council are currently in the process of appointing a developer to provide the town with high quality homes, shops, offices a hotel and car parking. The road will be an important factor in attracting developers to this prime development site.

Work is due to be completed by the end of March 2011.



Artists Impression

Wellingborough Site Specific Proposals Development Plan Document



The Site Specific Proposals Development Plan Document (the Plan) aims to achieve the right balance between the need for development in the Borough and the protection of the environment.

The Plan must generally conform to the North Northamptonshire Core Spatial Strategy, which requires provision to be made for:

- Up to 12,800 dwellings between 2001 and 2021 of which most should be built in, or adjacent to, the town, with about 1,200 of these constructed in villages.
- A net increase of 12,400 jobs, mainly on sites in or adjacent to, the town.
- The protection and enhancement of the built and natural environment.

It should be noted that, as a consequence of the recession in the housing market, consideration is being given to extending the timescale over which the housing targets should be met

Housing and Employment:

- More housing will help to meet the needs of the local population and other people who wish to live in Wellingborough.
- More job opportunities need to be created in order to provide not only for the growing population but also to reduce the need to travel to other towns to work; to replace jobs that are lost; and to create an environment that will produce higher paid jobs.
- Outline Planning permission has been granted for many of the homes that the Plan must provide for. This includes two major urban extensions to the east and north of the town.
- Other, smaller housing sites and further employment land, however, need to be included in the Plan in order to ensure that sufficient land is identified. If the Council fails to do this, it could prove difficult to prevent development on less favourable sites.
- Preferred housing sites included in the Plan are located within the town and larger villages of Earls Barton, Finedon, Irchester and Wollaston.
- Existing employment sites which are of the right quality and suitably located will be safeguarded.



Map showing development sites and infrastructure in Wellingborough.

Services and facilities:

- Population growth will increase pressure on existing services and facilities such as schools, doctors' surgeries, community/sports facilities and roads.
- Growth can, however, also bring opportunities to provide new facilities and services and improve existing provision.
- In consultation with service providers and through surveys undertaken in recent years, key land use requirements for services and facilities have been identified.

Open space:

- Open space is important to our quality of life, providing valuable places for recreation and wildlife and contributing to the aesthetic quality of our environment.
- Areas of open space that should be protected and improved, where possible, are identified in the Plan.
- Proposed standards for the provision of different types of open space are identified, together with opportunities to create open space in new developments, with potential links into existing green spaces in order to improve overall accessibility.

Want to know more or comment on the proposals in the Plan?

- During the consultation period (up to 31st December 2010) you can view the Plan on our website at: www.wellingborough.gov.uk, at libraries throughout the Borough or at our Croyland Abbey reception.
- Comments can be submitted online using our consultation portal at: www.wellingborough.gov.uk/portal/ssdpdp or by email to planning@wellingborough.gov.uk

FAQ

1. What are the growth plans for Wellingborough town and surrounding villages?

Growth within the borough is primarily directed by the North Northants Core Spatial Strategy and the Local Development Framework. For further details of these documents and individual projects, please visit the web pages at www.wellingborough.gov.uk/planning

2. How can I comment on growth and development plans?

All Planning guidance and planning documents are open to comments during consultation periods. For a list of past and present consultations please visit our Consultation home page, available through www.wellingborough.gov.uk/portal

3. Does the Council listen to my opinion regarding development?

Yes. Both Councillors and Council Officers are very interested in public opinion. Feedback from multiple consultation exercises and events provide the backbone of development design. It is impossible to please everyone, but Officers aim to provide Councillors with as much information as possible in order for them to make considered and informed decisions. If you wish to be notified of future consultations relating to the town centre regeneration please register as a consultee on our on-line consultation system available via the growth home page (www.wellingborough.gov.uk/portal).

4. Why are the Council bothering to regenerate the town?

It is clear that the developments of the 1970s are still overshadowing the strong heritage that is hidden in the town. For a number of years the Council has been preparing plans which will see Wellingborough have an attractive town centre, taking advantage of its medieval street layout and architecture.

Wellingborough also has enormous potential – being at the hub of the Country's major road infrastructure, and having a very good rail service to London and other British Cities. Its population is due to substantially increase over the next 20 years and we need to ensure that we provide an attractive town for residents both old and new and somewhere that people will want to work and visit time and time again.

5. Why is the Council building lots of houses?

Wellingborough fell within the sub region of Milton Keynes/South Midlands (MKSM) growth area. MKSM was an area designated by the government to accommodate sustainable growth, although these targets have been removed. The increased need for Housing has also been influenced by other factors such as increased life expectancy and changes in family dynamics.

6. Why can't we have better shops in the town?

The Council recognises the need to attract more retail and industry in to the town but also recognises that to do this, we need to provide an attractive town centre from which companies wish to trade and residents/visitors wish to visit. Areas for improvement were identified within the Town Centre Area Action Plan and examples of Public Realm Plans are available at www.wellingborough.gov.uk/publicrealm

There are no guarantees however, the type of retail we are likely to attract are the popular outlets of major stores and independent retailers. The Council's objectives for the future of the town are outlined in the 2020 Vision Strategy www.wellingborough.gov.uk/2020

7. What is going to happen to the High Street Site in the town centre?

A Development Brief was adopted by the Council in July 2006 and this aims to provide clear design, layout and land use planning guidance for the future redevelopment of the site. In order to regenerate this site, the Council applied for a Compulsory Purchase Order for High Street, Jackson Lane, West Street and Oxford Street which was confirmed by the Central Government on the 19th December 2008 (www.wellingborough.gov.uk/highstreet).

The site is intended to be mixed use including residential, small office and retail uses and public car parking. The site will be developed in phases, the first being the south west corner of the site with the construction of a new access road from Oxford Street into the site. This work is expected to commence in November 2010 and has been funded by Growth Area Funding.

8. How will changing the pavements and roads help the businesses in the town?

The appearance and attractiveness of a town centre is key to encouraging people into the town to live, visit and work. The plans to improve the quality and appearance of the pavements and roads are a key aspect of this 'makeover'. More people mean more business and the Council hopes that by regenerating all aspects of the town centre, it will encourage a thriving local economy.

You can read more details about the growth team and the other sections within the Built Environment Handbook available at <http://www.planningguide.co.uk/wellingborough>



Growth Area Development

November 2010

Fact Sheet 5

Welcome!

With the approach of a new decade, Wellingborough can enjoy freshly laid streets for brand new foot prints and new money for old buildings. Wellingborough is faced with the challenge of competing with other growth towns for business, jobs, shoppers, and making the town an attractive place for people to live and work. Regeneration is about transformation and revitalisation. It involves making improvements to housing, businesses, transport networks, shopping and leisure facilities, as well as improving people's skills, raising people's

aspirations and introducing new people and vitality to the area.

This issue of our newsletter shows the outputs of the work completed so far to improve Silver Street/Sheep Street and the Launch party held to encourage shoppers back to these streets after this disruption.

Now the works are completed on Silver Street/Sheep Street, the focus moves to Market Street/Gloucester Place, Croyland Gardens and the first phase of the infrastructure on the High Street, all of which are due to be completed before the end of March 2011.

Combined with these street improvements is the Wellingborough Heritage Initiative which will provide grants to key buildings and shops within the Town Centre to preserve our heritage.

The Site Specific Plan is out for consultation, this identifies where additional houses/employment could go, what services/facilities and open space are needed and where they are needed within the borough. Take a look inside for more information on how to comment.

INSIDE

- Silver St/Sheep St Improvements
- Townscape Heritage Initiative
- Market Street/Gloucester Place
- Croyland Gardens
- High Street Regeneration
- Site Specific Plan

Housing

There are 5 affordable housing schemes currently under construction in the borough



London Road, Lt Irchester (used to be the cottage pub) - with added eco measures ie solar panels (visible from the A45) provided by funding from BCW. This scheme has been completed and a ceremony was held on 8th October to mark this with the Mayor attending.

Hardwick Rd, Lt Harrowden - rural exception site providing affordable housing for local people in the village - this will be completed by the end of the year. Also with added level of eco measures due to BCW funding.

Eskdale Close - BCW and Derwent Housing Association are working in partnership to bring forward a scheme for

affordable housing that includes a family home that is wheelchair accessible - the latter with added funding from BCW.

Castle St - the first development of affordable housing in the borough in partnership with Metropolitan Housing Association - the Mayor visited the site on 4th October to mark the beginning of the development.

Sywell - work has begun on an exception site for affordable housing in Sywell. This will provide needed housing for local people in the village. There are added eco measures, including a ground source heating system going in with funding from BCW.

Designed and produced by williamsdesignstudio.co.uk email: jez@williamsdesignstudio.co.uk

Contact

If you would like further information on any of these projects, please visit our website at: www.wellingborough.gov.uk

Or contact:

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Tel: 01933 231989/849/985/659/918
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