

**Report on the Wellingborough Stakeholder Design
Workshop – 23rd, 24th & 25th May 2006**

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Executive Summary.

The executive summary reflects a focused and consensual set of design outcomes by participants from the workshop held on the 23rd, 24th and 25th May 2006. The key points are:

- an identification of 6 key aspirations for Wellingborough's role in 2021 (pages 27 & 28);
- the identification of 15 town-wide strengths and 21 opportunities that could contribute to the town's future prosperity (page 29);
- the listing of 4 actionable themes that provide guidance for the forward planning of action delivery plans for the town that could provide a focus for Local Development Frameworks (page 39);
- an identification of 6 key actions specific to the eastern expansion area that would contribute towards delivering the 2021 aspirations set by the participants (page 69); and
- an identification of 4 key actions specific to the northern expansion area that would contribute towards delivering the 2021 aspirations set by the participants (page 101).

The report concludes with 6 key recommendations:

- **the workshop ideas must be audited against current planning policy to ensure that policy allows their deliverability. Any gaps in policy should then be addressed;**
- **the aspiration and site specific data must be cross referenced in a way that clearly states the intention of the principle and clearly demonstrates how it is expected to be delivered – both in terms of policy back up, physical layout and construction;**
- **the master planning design teams need to establish which issues can be accommodated into the design rationale for the sites -**

checking their feasibility and deliverability - and which will require further negotiation/investigation;

- **the client(s) should consider how the momentum of the collaborative workshops can inform other strategies for public participation;**
- **we strongly recommend that all organisations represented at the workshops be issued with a copy of the final report;**
- **the results of the workshop should be used as the basis for a branding and detailed marketing strategy for Wellingborough to be formulated and executed. This branding could provide the town with a Unique Selling Point (USP) in order to compete with neighbouring towns to attract inward investment and raise the urban quality of the built environment**

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Purpose of the report:

To present the results of the collaborative stakeholder workshop held on 23rd, 24th and 25th of May 2006 commissioned by the Borough Council of Wellingborough in conjunction with Bee Bee Developments Limited and Bovis Homes.

Wellingborough is one of the four local authorities that comprise the North Northamptonshire growth area. The growth area is identified in the Milton Keynes and South Midlands Sub-Regional Strategy and in Regional Spatial Strategy 8 (RSS8) for the East Midlands.

Some 34,000 new homes are planned in the three towns of Wellingborough, Corby and Kettering to 2021, and an uncommitted planning assumption for a further 28,000 to 2031, along with an employment growth guide of some 43,800 jobs to 2021. Wellingborough district's share to 2021 is 12,800 new homes.

The Joint Planning Unit formed by the four authorities in North Northamptonshire and Northamptonshire County Council to prepare the Core Spatial Strategy (CSS) document (the Local Development Framework) has repeated earlier studies undertaken to inform the MKSM sub-regional strategy by identifying potential for growth to the east and north of Wellingborough.

It is within this context that the workshop considered the potential role of Wellingborough in 2021 and the contribution that growth to the east and north of the town could make to the achievement of that role. The purpose of the event was to establish the basis for the preparation of policy and development frameworks for proposed growth to the east and north of Wellingborough.

The Wellingborough stakeholder workshop was based on a collaborative process whereby selected stakeholders such as local and parish councillors, residents' group representatives, local authority officers, consultants and developers were invited to actively participate in formulating design and

development principles for the development. An objective of the process was to engage a broad range of local and national expertise in order to identify areas of agreement that could be used to enhance, support and sometimes challenge proposals for development.

An overall aim was to avoid a prescriptive approach to the production of a policy and development framework but to provide generic principles that could be interpreted by developers as part of their design consultant's rationale in developing more detailed proposals. This rationale would form the basis for on-going discussions with the other stakeholders.

This report reflects this approach and aims to present an accurate account of the agreed ideas and key issues of concern raised during the three workshop days. Those facilitators' comments that have been included are for reasons of either explanation and/or clarity. Within the context of the aim and objectives of the process the consensual views of the participating groups have been included, whereas individual comments have been excluded. This reflects the ethos of the process whereby a mix of stakeholders in participating groups were asked to come together to share expertise and find common ground.

Inevitably there will be principles and issues that will be open for further reflected interpretation by individuals and individual organisation members. This should be perceived as a good thing as much work was produced over a short period of time and a degree of flexibility and interpretation guarantees the avoidance of a prescriptive approach and provides the scope to develop ideas further.

Structure of the report:

The report follows the format of the event and is divided into 5 sections.

1. **Outline of the workshop structure and format** - with participant's details and levels of representation by organisation.
2. **Workshop Day 1: Defining the Role of Wellingborough in 2021: the growth of the town and its presence in the sub-region** - generated from the 23rd May workshop.
 - 2.1 *Defining Wellingborough's role in 2006*
 - 2.2 *Defining the role of Wellingborough in 2021*
 - 2.3 *SWOB (Strengths, Weaknesses, Opportunities and Barriers) analysis of Wellingborough*
 - 2.4 *Role delivery plans.*
3. **Workshop day 2: The Role for Wellingborough in 2021 - addressing growth to the East** – generated from the 24th May workshop.
 - 3.1 **Eastern area context** – results of mental mapping and the strengths, weaknesses, opportunities and barriers (S.W.O.B.) analysis.
 - 3.2 **Eastern area proposals:**
 - 3.2.1 *Calibrating levels of coalescence;*
 - 3.2.2 *Movement and activity;*
 - 3.3 **Summary of role delivery actions.**
 - 3.4 **Identification of other emerging issues.**
4. **Workshop day 3: The Role for Wellingborough in 2021 - addressing growth to the North** – generated from the 24th May workshop.
 - 4.1 **Northern area context** – results of mental mapping and the strengths, weaknesses, opportunities and barriers (S.W.O.B.) analysis.
 - 4.2 **Northern area proposals:**
 - 4.2.1 *Calibrating levels of coalescence;*
 - 4.2.2 *Movement and activity;*
 - 4.3 **Summary of role delivery actions.**
 - 4.4 **Identification of other emerging issues.**
5. **Concluding comments and recommendations.**