

**Section 5.0: Concluding comments and recommendations.**

## **5.1 Summary.**

Over the three days of the workshop the participant stakeholders identified aspirations for Wellingborough in 2021 that broadly matched those suggested by public survey. The participants then identified key actions necessary to deliver those aspirations as a series of role delivery plans – overall these actions mirrored public perceptions and gained public support (although this was limited to only 21 respondents). The summary of this report lists the aspiration and role agreed for Wellingborough and the key actions necessary to deliver that role by 2021. The key actions are copied from the relevant sections contained in the body of the report.

**Wellingborough's 2021 role and town scale actions** - Wellingborough will have a regional role by 2021 focused on the South Midlands/Oxford Cambridge arc. In order to achieve this it will secure clear leadership and coordination of effort, attract high levels of skilled jobs and harness its existing green character to create a unique urban/rural living experience.

**Growth to the east of the town will contribute to the achievement of this aim by:**

- 1. Developing a nationally important ecology and heritage attraction – Nene valley lakes and Chester Farm Roman site.**
- 2. Ensuring that development becomes a UK bench mark for ecologically responsive, energy efficient, urban/rural living.**
- 3. Relieving congestion and improving access by providing an eastern by pass.**
- 4. Providing investment hubs for innovative business on major development sites and gateways**
- 5. Selling the concept of Wellingborough being well connected.**
- 6. Developing a public transport system linking the town, station, WEAST, green and heritage features.**

**Growth to the north of the town will contribute to the achievement of this aim by:**

- 1. using the existing topography, drainage patterns and vegetation to provide a green setting for new homes and businesses;**
- 2. developing a national rural and urban environment education centre (NATURE) possibly annexed to a regional University;**
- 3. developing horticulture and other green productive process in the existing landscape;**
- 4. insisting on and applying only the highest standards of environmentally friendly master planning, building design and construction;**
- 5. providing high quality business/science parks with ancillary education, research and skill development facilities –in conjunction with a regional University;**
- 6. Connecting the site into the rest of Wellingborough and maximising regional connectivity by road and rail;**
- 7. ensuring access for adjacent communities to new facilities; and**
- 8. providing a regular and reliable public transport system ensuring connectivity to the railway station.**

For the local authority and developer's master planning design teams the workshop results should be used as a design rationale against which further consideration can be given to the specific proposals for the development of Wellingborough and against which the planning authority and community can verify subsequent detail proposals.

The workshops raised key emerging issues that require further consideration in terms of policy and design implementation. These are likely to affect the way in which the development at the Wellingborough occurs. Many of these are beyond the scope of this project but should be considered during the

formulation of the design and development framework and future master planning.

In terms of gauging public response to these ideas a second public exhibition was held at the Swansgate centre, Wellingborough to present the initial results of the stakeholder's discussions. The main results were paraphrased and presented to the public for comment. The results of 21 responses are presented in tables 27.0 and 28.0 below.

<b>Table 27.0 Wellingborough East and Beyond: Questionnaire Results – 2.6.06</b>			
<b>Item</b>	<b>Agree</b>	<b>Disagree</b>	<b>Blank</b>
Development should help to integrate open spaces and places into and around the development.	17	1	2
Development should ensure that the Nene Valley and its wider landscape should be conserved and enhanced as a resource of national significance.	19	0	1
Development east of Wellingborough should act as a 'front door' to Wellingborough, using wildlife and archaeological attractions to achieve this.	17	2	1
Development should offer a mix of high quality, attractive and sustainable homes.	17	1	2
The station should act as a business location as well as a hub and gateway to the town and region.	17	1	2
High quality public transport should be used to ease movement through a high quality environment to the town and attractions beyond.	19	0	1

<b>Table 27.0 Wellingborough North: Questionnaire Results – 2.6.06</b>			
<b>Item</b>	<b>Agree</b>	<b>Disagree</b>	<b>Blank</b>
Development should attract high quality jobs in new and renewed employment areas.	14	2	4
A centre for innovation, such as a science/business park and skills centre, should be developed.	16	2	2
Development should promote investment in first class education.	15	2	3
Existing facilities should be developed to create a regional sport and recreation centre of excellence.	15	2	3
Development should help to integrate Redhill Grange back into the town.	14	4	2
Development should achieve good connections into the town and to the railway station.	16	1	4
Development should connect and extend the wider network of green spaces.	15	2	3
Development should be designed in an attractive way to physically and visually connect to the wider countryside setting.	15	2	3
Development should harness the opportunity of south facing slopes to create a truly sustainable development.	14	2	4

In relation to key actions proposed for both the eastern and northern growth areas there was a high level of agreement from those people who responded. It must however be noted that only 21 responses were received. It may be advisable to place this questionnaire on a web based survey system to obtain wider public feedback.

Overall the workshop process has defined an aspiration for Wellingborough in 2021, identified key actions and provided a focus for development.

## **5.2 Facilitator's recommendations.**

Finally, in relation to observations made by the facilitators during the workshops and during the formulation of this report there are six 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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