



Regenerating Wellingborough

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.

The new town centre will be able to support the present population of the Borough while providing future capacity for the expected growth up to and beyond 2021. These plans will also see improvements to the railway station to take advantage of improved services and further Rail Track investments to the East Midland line.

Town Centre Update

More shops, increased leisure and community facilities and extra housing could all be part of the changing face of Wellingborough town centre. The proposals form part of the Town Centre Area Action Plan, a document which describes the aims and objectives for the regeneration of Wellingborough Town Centre up until the year 2021. The Plan was submitted to the Secretary of State on 26th June 2008, various stages of consultation followed along with a Public Examination. A favourable Inspector's report has been received, which will be binding on the council.

The Council needs to ensure that the regeneration of the town centre is balanced with the desire to conserve and enhance the town's heritage. To help achieve this and to assist the implementation of the Town Centre Area Action Plan, the council has produced three supporting documents; Public Realm Strategy, Conservation Area Assessment and the Shop Front Advertisement and Design Guide. These include assessments of the value and significance of architectural and historic interest in the town centre, proposals to promote the improvement

of shops and the wider street scene, plus a strategy for high quality, attractive and accessible public areas including streets, squares and parks and are available to view at www.wellingborough.gov.uk/tcaap

The Town Centre Action Plan aims to create the following:

- A place for people providing a safe environment for meeting, recreation and play
- A celebration of heritage; promoting the historic elements of the town and drawing inspiration from the past to influence the future
- A town served by sustainable public transport, improved cycle routes and easy access for pedestrians
- Improvements to existing open spaces and guidance for new and enhanced landscapes
- Promotion of green links and ecology; connection of the various open spaces by a network of 'green links', new planting, new and improved cycle routes, new ecological habitats and places of interest including an educational arboretum; introduction of Sustainable Urban Drainage Systems (SUDS) to reduce flood risks.

For Further information on the town centre plans, please contact Planning Policy on **01933 231921/2/6** or e-mail sustainablecommunities@wellingborough.gov.uk





Regenerating The Town Centre – Conservation Area Assessment (CAA)

English Heritage guidance is the basis for the CAA methodology which consists of:

Map-Based Assessment

This examines the geographical and historic context of Wellingborough including the medieval origins of the town.

Site Based Studies

The CAA subdivides the town centre into 10 character areas described in terms of its listed buildings and other 'buildings of townscape merit', distinctive details and features of interest, green spaces and vegetation etc. Each area is analysed to establish key opportunities and threats.

Proposals

It is proposed that the existing Conservation Area be expanded based upon the location of listed buildings, 'buildings of townscape merit', the remarkably intact medieval street pattern and inclusion of 'secondary areas' that provide a setting and context for areas of higher heritage quality.

An expanded conservation area and identification of 'buildings of townscape merit' will provide greater protection to the town centre's rich heritage.

Improving Wellingborough Rail Station: The East Midlands Gateway



By 2031 North Northamptonshire's population will rise from 298,000 to 445,000 with over 73,000 new homes and an estimated 71,000 new jobs. Plans to 2021 are already formally adopted. By 2031 Wellingborough alone will have about 20,000 new dwellings.

Wellingborough Station is a critical economic catalyst for regeneration and growth and will be a Strategic Transport Hub supporting Wellingborough's growing population.

The station is already a major business commuter hub, and connectivity with Eurostar further emphasises the station's convenience to East Midlands, Luton and London Airports, St Pancras and services to the European continent. Wellingborough station enables commuters and travellers to arrive in the centre of Paris within 4 hours.

This provides further opportunities to enhance the station and business potential around its vicinity.

Suggested improvements to the station:

- Disabled access via lifts to all platforms
- New footbridge to existing platforms and platform 4
- Enhanced vehicular access, drop off area to the west of the railway
- Enhanced parking, increasing capacity from circa 500 to 1000 spaces
- Improved bus interchange, taxi facilities, plaza and drop off area to the east of the railway
- New Category C station building, east of the rail including: buffet, retail facilities, toilets, improved staff facilities etc.

For further information, please contact Growth and Development on **01933 231985** or e-mail growthanddevelopment@wellingborough.gov.uk



'Recession To Recovery' Conference

The Council and its partners have been looking at how they can support businesses through the recession and ensure that the impact on the local economy is minimised.

In conjunction with the Wellingborough Partnership, the Council hosted a 'Recession to Recovery' Conference in March which sought ideas from attendees regarding steps that could be taken to strengthen the local economy. The event was well attended, with over 70 people present, including representatives from the Council and a wide variety of businesses and partnership organisations.

Guests included representatives from local businesses, educational establishments, housing associations and voluntary sector organisations, as well as delegates from partner organisations such as Business Link East Midlands and the Northamptonshire Chamber of Commerce. A range of ideas were suggested, which are now being collated and will be analysed by the Wellingborough Partnership Steering Group before they are presented to Councillors for consideration and discussion. It is hoped that, with the Councillors' input, an action plan will be formulated to assist the businesses and people of the Borough.

Councillor Paul Bell, Chair of the Wellingborough Partnership had this to say about the event:

“ I have never seen so many organisations wanting to work together including the police, Council, voluntary sector and businesses. It really was encouraging. ”

This event is a prime example of how Wellingborough Council is committed to working with its partners to tackle some fundamental issues within the Borough. It demonstrates how Councillors and officers alike are dedicated towards coming up with workable strategies to help make Wellingborough a place that we can all be proud of.

For Further information, please contact Nicola Dennis, Economic Development Manager on 01933 231983 or e-mail ndennis@wellingborough.gov.uk



Why you should 'Shop Local'

Helping the local economy, reducing our impact on the environment and becoming more involved in the community are just three of the many benefits of shopping locally.

The Council recently ran a successful pilot Shop Local scheme in Finedon, championed by Councillors John Bailey and Malcolm Ward using funds from the Council's Ward Support Programme. The business community rose to the challenge and even offered special discounts during the campaign. As a result, retailers reported a boost in trade and a draw, with cash prizes up for grabs, attracted more than 500 entries.

Mike Sumner, of Harrowden Books, was delighted at the increased trade that resulted. He said, "The initiative was a good one and certainly benefited my business. We had a marked increase in customers through the door."

Kerry Prowse, of Escape Health & Beauty, added, "We benefited from the Shop Local Week. We had bookings for a special offer we ran and quite a few of them were for new clients."

Many of the traders agreed a week wasn't long enough; which is one of the reasons why the Borough Council has agreed to support a wider-reaching and longer-running campaign. Economic Development Officer, Nicola Dennis, said, "The Shop Local Week in Finedon proved a great success and has spurred us on to see how we can develop it to the benefit of businesses, local people, our community and the environment. The Council is continuing to work with the Town Centre Partnership in a bid to promote local businesses and work is also underway to enhance the reputation of Wellingborough market – go to www.wellingborough.gov.uk/market for more details."