

Inspiration from elsewhere..



Exeter



Frome



Wiveliscombe



Frome

Places people mentioned through the engagement highlighting positive aspects to draw on

Wiveliscombe



Hay-on-Wye



Exmouth



3 Vision, priorities and spatial strategies



OUR VISION FOR WELLINGTON

Wellington will be a successful, welcoming town, clearly rooted in its landscape setting of the Blackdown Hills, and the proud industrial and commercial heritage at Tonedale Mill and Tone Works.

The town centre will form the beating heart of Wellington, a focus for local people and visitors who enjoy its vibrant uses, charming and restored historic buildings, and social spaces.

Wellington will be easily accessible, with walking, cycling and buses creating safe and easy connections between the town centre, community facilities, neighbourhoods, the new railway station and beyond to Taunton.



Wellington will be resilient, embracing an ambitious approach to sustainability in all its forms, and being responsive to changing economic context through a wide range of employment and training opportunities.

New, sustainable neighbourhoods and employment areas will be integrated with the existing settlement, complementing Wellington's character, and having a well-rounded sense of identity and community.

The town will benefit from generous swathes of green open space connecting to the surrounding countryside, and well managed waterways. These will provide rich and diverse habitats, community open space, sports and recreation facilities and productive landscapes.

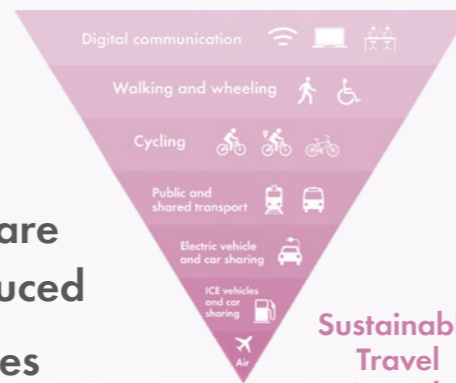


AN ACCESSIBLE PLACE

linking existing and new neighbourhoods with the town centre, prioritising active travel and buses within a sustainable travel hierarchy. Making safe and easy connections to the railway station, community facilities, employment areas, surrounding landscape and settlements including Taunton.

Principles / objectives

- A town where existing residents can easily walk or cycle to their destination rather than relying on the car; where short car journeys are minimised and town centre congestion is reduced
- A town in which all residents can rely on buses throughout the day and evening and are within a 5 minute walk of a bus stop
- A well-used railway station that is easily accessible by walking routes, cycling links and infrastructure and on bus routes
- New neighbourhoods with active travel as a feasible and attractive alternative to car journeys
- Industry and workspace in accessible locations that do not create congestion
- A town that is accessible to all levels of mobility including provision for mobility scooters and wheelchairs



Sustainable Travel Hierarchy (Energy Saving Trust)





A TOWN ROOTED IN ITS SETTING

respectful of its productive landscapes of growing, craft and industry

Principles/objectives

- A town which maintains its identity as a discrete market town in a rural setting
- A town with visual and physical links to its surrounding landscapes, particularly the Blackdown Hills
- A town connected to its surrounding productive landscapes and craft heritage
- A town serving a network of satellite villages, each also discrete in their rural setting
- The town and villages' craft and industry evident through the building types and vernacular
- A town which invests in its historic waterways to realise their character, and environmental and recreational benefits
- A town with irreplaceable habitats such as Ancient Woodland



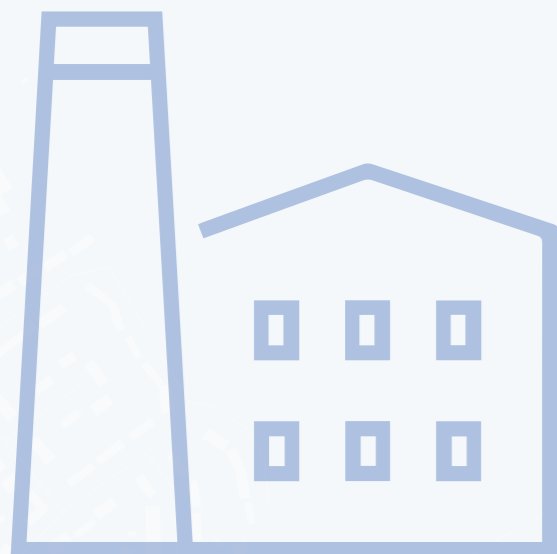


CELEBRATING OUR INDUSTRIAL AND COMMERCIAL HERITAGE

A town proud of its outstanding heritage and Fox Brothers legacy, re-imagining its old buildings and landscapes for the 21st century

Principles/objectives

- A town which conserves and adaptively reuses its industrial built heritage
- A town which values, maintains and enhances its town centre heritage
- A town which celebrates, draws on and creatively re-imagines its craft heritage
- A town which protects and enhances its historic landscapes





A HIGH BAR FOR SUSTAINABILITY

A carbon neutral town which draws on its rich natural resources and local passion for a resilient future

Principles/objectives

- A town which protects and enhances its natural environment, ecological diversity and habitat continuity
- A town which prioritises sustainable travel and provides feasible alternatives to private car journeys
- A town which champions zero carbon sustainable buildings where the carbon is measured across the lifetime of the buildings
- A town which uses water efficiently and effectively minimises nutrient pollution in its water network
- A town which effectively mitigates and adapts to climate change through tree planting and flood risk management
- A town which encourages and facilitates local food production
- A town with sustainable and community based energy generation



Photo: Andreas Hofmeyr



A WELCOMING TOWN AND CENTRE *for all at the heart of Wellington, which meets local needs and draws people in with its charming buildings, social spaces and varied activities and uses*

Principles/objectives

- A town centre which meets the practical amenity needs of its residents
- A charming town with independent shops and businesses that attracts visitors
- A sociable town with a range of events and activities for all residents, and venues and spaces to support these
- A town which meets the needs of all ages (including young people) and encourages intergenerational sociability
- A town with an active network of community groups and businesses and appropriate venues for these
- A town that is lively at different times of the day and evening
- A town with strong links to sports and arts in its leisure and recreation provision
- A town with business premises adaptable for modern business needs



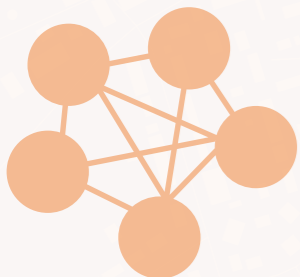


A RESILIENT TOWN

that can respond to economic and social shifts and provide good training and employment opportunities for residents and the local workforce

Principles/objectives

- A town that understands its role in a wider economic ecosystem and responds to this
- A town that works with its major employers to understand their needs
- A town with a strong business voice
- A town that encourages emerging industries and supports green businesses
- A town which creates the right environment for innovation
- A town which supports its local community in accessing skills training and jobs and retains its young people
- A town that celebrates its current industries and the employment that is provided
- A town that addresses local housing needs in terms of affordability, tenures, sizes and accessibility





AN ACCESSIBLE PLACE

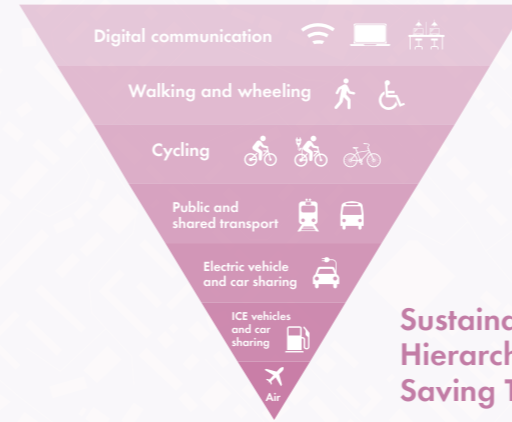
linking existing and new neighbourhoods with the town centre, prioritising active travel and buses within a sustainable travel hierarchy. Making safe and easy connections to the railway station, community facilities, employment areas, surrounding landscape and settlements including Taunton.

Town related spatial priorities, projects and guidance

1. Re-establish a railway station for Wellington as a transport hub, with strategic connections to Taunton and Bristol Airport, integrated sustainable transport modes and a mix of uses co-located with the station
2. Investment in the public realm, pavement widening and direct crossings to improve key walking routes in the town centre and to schools as well as considering those who travel on roller skates, skateboards and scooters
3. Investment in historic footpaths to clear these and prevent them falling into disrepair and out of use, and to provide better signage and

4. Establishing an integrated cycling network with direct routes, segregated paths where possible, clear signage with distances, infrastructure such as cycle parking and maintenance points. Ensure that these feel safe and are overlooked
5. Cycle hubs at key locations such as the town centre, large employers, schools and the proposed railway station with secure and weather protected parking, maintenance tools, e-bike charging points, bike hire such as Brompton lockers
6. Good cycle connections and signage to Sustrans route 3 (at Nynhead) to Taunton (a leisure route of 10 miles), directly between Wellington and Taunton and to/from surrounding villages
7. Review potential for a Park and Ride scheme with parking close to the M5/A38 junction and links to the town centre and railway station

wayfinding. The same applies to woodland connections being improved. Links to the town centre, employment locations and out to the Blackdown Hills to be improved



Sustainable Travel Hierarchy (Energy Saving Trust)

8. Review opportunities and establish on-street EV charging points via lamp posts and other options in existing neighbourhoods, at petrol stations and at key employers
9. Explore improvements to bus service coverage, either through amendments to the existing routes or through an on-demand app based minibus system, with a particular focus on connections to/from Taunton and evening bus services.
10. Review all options for removing articulated lorries from the town centre, including a new link road to the north of the town centre or use of existing alternative roads such as Lillebonne Way, to decrease congestion and improve air quality
11. Utilise a “vision and validate” approach to transport assessment and travel planning – moving away from traditional “predict and provide” which results in ever increasing road capacity building.
12. Wellington Movement and Traffic Study to consider the overall approach to strategic



SEGREGATED SCHOOL CYCLE LANES
Segregated cycle lanes with greening and tree planting on routes to primary and secondary schools in north Cambridge.



PAVEMENT WIDENING
Resurfacing, planting and bike storage to improve walking and cycling facilities in north London.



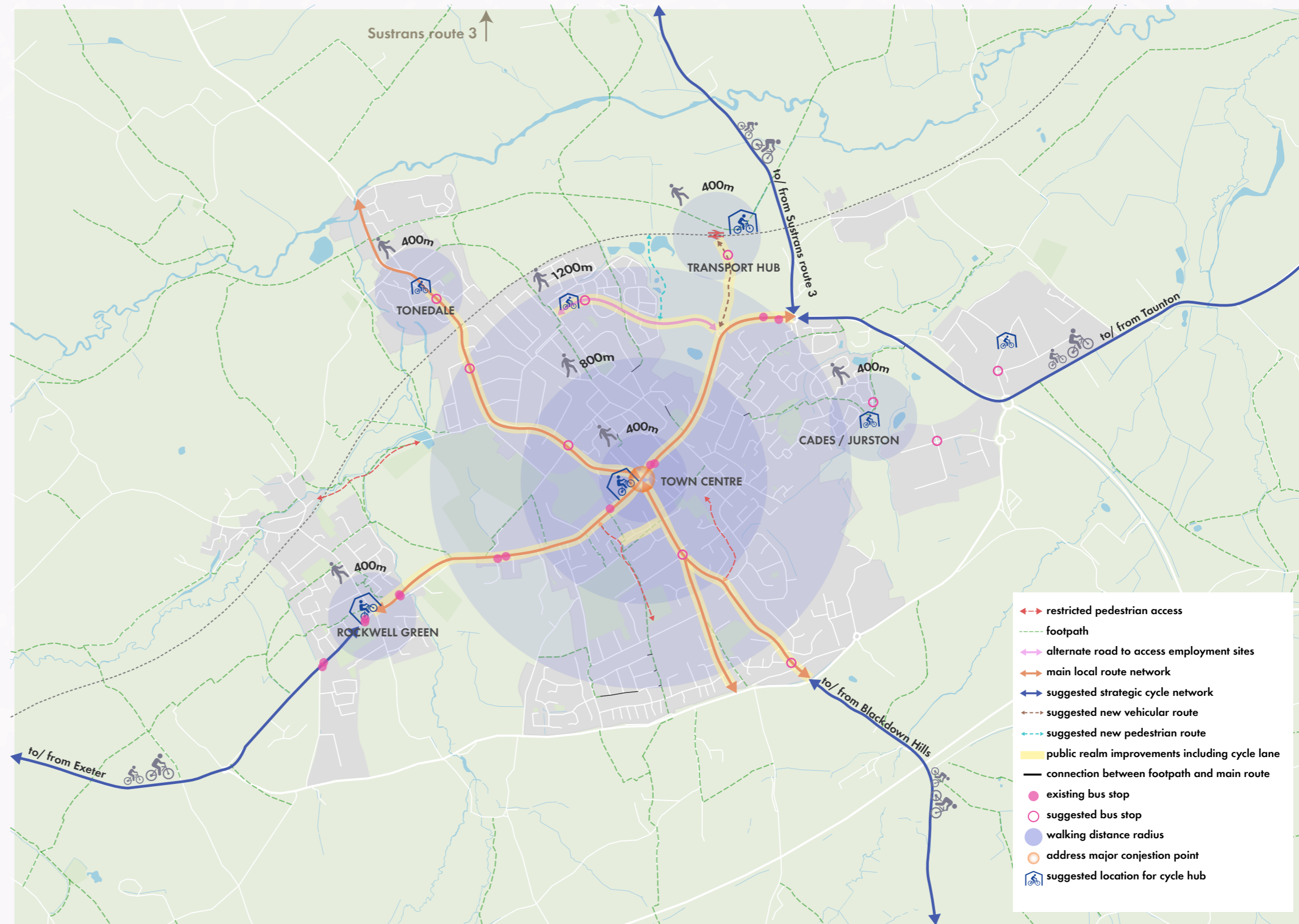
CYCLE HUBS
A series of cycle hubs in Waltham Forest with secure, weather-proof cycle parking with cycle maintenance tools. Can also include cycle hire and e-bike charge points.



movement issues and opportunities as set out in the Place Plan. This should include consideration of potential cumulative traffic impacts of the growth scenarios and how this will be addressed through a “vision and validate” approach

Growth related spatial priorities, projects and guidance

- 13. Direct pedestrian and cycle links to local amenities, the town centre, large employers and the station to be priorities during the strategic masterplanning stage of new neighbourhoods. These links must be well lit
- 14. Cycle provision to be integrated into new home design, with convenient, safe parking and e-bike charging
- 15. Off-road and on-road EV charging points to be provided in new neighbourhoods and considered at the masterplanning stage
- 16. New developments close to the town centre and the proposed railway station to be designed as car-free or with reduced parking levels
- 17. Bus routes to be amended to serve new neighbourhoods from the point residents move in so that good habits can be formed, with review of the potential for a Bus Rapid Transit system
- 18. Developments must consider different housing tenures and types and mobility levels of residents



Spatial strategy plan: An accessible place



WELLINGTON RAILWAY STATION

The proposal and funding to re-establish a railway station in Wellington is a once in a generation opportunity to transform the town's connections; improve accessibility for residents and visitors; and attract businesses to the town. It is critical to realise the full positive potential of the station by setting out a sustainable, strategic approach.

Station related spatial priorities, projects and guidance

1. Establish the station as a transport hub which integrates different modes of public transport and active travel, including local bus routes and connections to Taunton; and coach links to Bristol airport. Ensure this has real time information for passengers
2. Establish a cycle hub at the station, with secure and weather protected parking and maintenance tools. Explore potential for establishing a cycle hire point at the station, such as Brompton lockers.
3. Plan cycle routes to and from the railway station early in the masterplanning process for sites near the station. Coordinate

across masterplan areas and beyond site boundaries, to ensure a continuous, high quality cycle network between the station and the town centre, large employers and neighbourhoods

4. Carefully consider the level and cost of private parking at the station, and assess this against the Sustainable Travel Hierarchy and the Council's 'vision and validate' approach to planning across transport modes. Avoid the station area simply becoming a large car park
5. Explore design options for creating a public space which the new station can front, which is vibrant and has natural surveillance. This should include a drop off 'kiss and ride' area and a taxi waiting. Consider the roles of these amenities in tandem, so that drop-off elements do not compromise the quality of the public space
6. Continue work to develop a clear vision, identity and role for the station area beyond the pure transportation benefits based on Wellington's community and economic needs. Incorporate this into masterplanning work

7. Capitalise on the opportunity to locate active uses, such as employment space, shops and/or community uses and homes close to the station, to make best use of the sustainable transport connections. Give particular focus to affordable and small work space
8. Carefully explore the potential for a road link over the rail line, to connect the areas to the south and north of the station. This is considered a critical piece of infrastructure for any development to come forward to the north of the rail line.
9. Explore the opportunity for contemporary architecture immediately around the station area that has regard for the commonality of station buildings across the country



NEW STATION DESIGNS
Network Rail and the Royal Institute of British Architects' (RIBA) competition identified designs for new, low impact stations. The winning scheme was by 7N Architects (image by 7N Architects).



COMMUNITY ROLE OF STATION BUILDINGS
A sustainable community, training and arts facility was incorporated into the railway station improvement programme at Burnham-on-Crouch



STATION BIKE HIRE
Brompton has bike hire lockers in 68 town stations across the country to support active travel





A TOWN ROOTED IN ITS SETTING

respectful of its productive and cultural landscapes of growing, craft and industry

Town related spatial priorities, projects and guidance

1. Review food production businesses and outlets - support farm shops within the town centre and at local farms and prevent these from being undermined by out-of-centre alternatives
2. Explore opportunities to expand the market offer in Wellington, working with local food and craft producers*
3. Identify spaces in the town centre and other strategic locations to support local food and craft based businesses - matching vacant units to micro-businesses and working with landlords

*Waste sites and facilities in Poole must be safeguarded when considering spaces for food, arts and crafts around Tonedale

4. Improve walking routes and wayfinding for accessible connections from the town centre to PROWs and surrounding villages and hiking trails
5. Retain and enhance Wellington's green corridors that connect neighbourhoods to the surrounding landscape
6. Explore the heritage, environmental, ecological, energy generation and amenity potential of the River Tone, its tributaries and infrastructure
- 7.

8. Growth related spatial principles and projects
9. Maintain the rural character of the A38 by ensuring that development doesn't span this and that a landscape buffer and planted bund is provided for any development to the north
10. Maintain the discrete setting of satellite villages surrounding Wellington, and avoid coalescence between these and Wellington
11. Take a landscape-led approach to neighbourhoods, shaped by the retention of historic hedgerows, mature trees, enclosed field boundaries, orchards and waterways and an appreciation of the cultural landscapes that these represent, drawing on landscape character assessments.
12. Use the vernacular of historic farm buildings and settlement forms for the design of new neighbourhood structures and buildings, including local materials such as clay, stone and timber



FOX'S FIELD
Wellington Mills CIC and Transition Town Wellington are restoring the fields as a wild flower meadow and forest garden, with pathways laid with material donated by local businesses. A food growing area will be established



RIGHTS OF WAY
Nailsworth, Stroud walking and cycling track along old Midland rail route. Resurfaced recently using material mostly made from old tyres

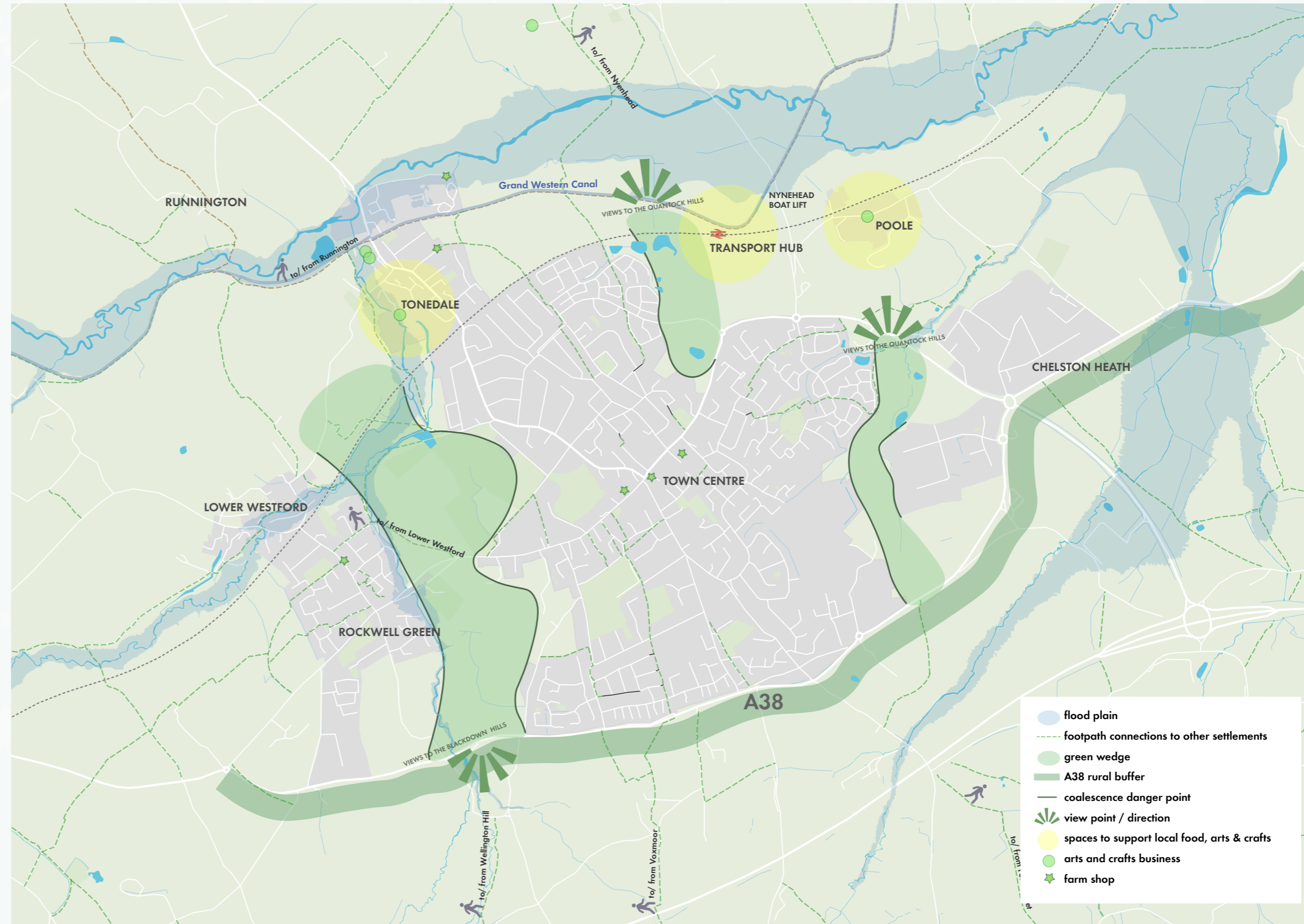


WELLY'S FARM SHOPS
Wellington has a number of high quality farm shops, some of which are related to the surrounding landscapes and production





13. Consider the potential for small business space in new neighbourhoods, related to existing industries
14. Preserve and enhance views to the surrounding hills, including views to: the Quantock Hills and Brendon Hills to the north; the Blackdown Hills to the south; and other strategic landscape views in general
15. Take the opportunity to enhance the green infrastructure within neighbourhoods to strengthen the landscape character of the area and improve ecological networks
16. Balance the requirement for phosphate mitigation associated with new homes, with the need to maintain agricultural land and food production in the surrounding area



Spatial strategy plan: A town rooted in its setting



CELEBRATING OUR INDUSTRIAL AND COMMERCIAL HERITAGE

A town proud of its outstanding heritage and Fox Brothers legacy, re-imagining its old buildings and landscapes for the 21st century

Town related spatial priorities, projects and guidance

1. Continue to actively work with Historic England and seek funding for securing, conserving and renovating Tonedale Mills and Tone Works

2. Review opportunities for creative adaptive reuse of structures, with input from heritage professionals and local communities

3. Raise the profile of continuing craft businesses within the Mills and Tone Works and promote Wellington's identity as a centre for craft

4. Actively work with statutory bodies, landowners and partners to preserve and adapt empty town centre buildings within the Conservation Area

5. Review opportunities for maintenance, facade and shop front improvements to historic buildings within the town centre Conservation Area, including funding streams

6. Diversifying the town's economic base and supporting new industries by providing suitable space in the right locations at Tonedale and Chelston and understanding the employment and educational networks

7. Providing training opportunities in existing and new industries for local residents, including craft skills related to industrial heritage conservation

8. Understanding the balance of appropriate commercial uses that could be brought in to successfully use and support the space



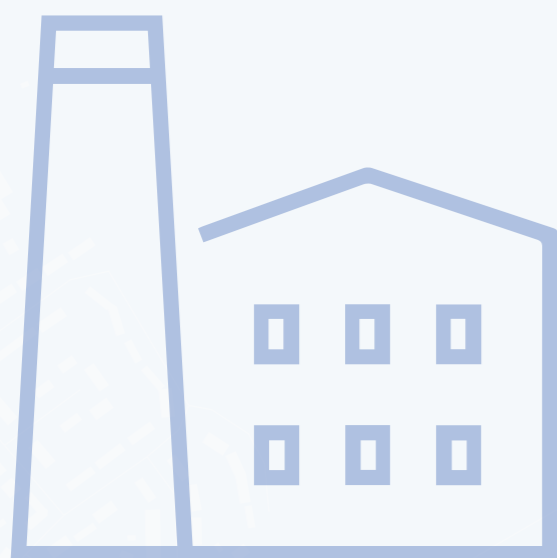
KAMPUS, MANCHESTER
Two refurbished Grade II Listed warehouses, with new homes alongside and a pavilion structure linking these



ADA BELFIELD CENTRE, BELPER
Former Thornton's factory in Derbyshire, re-purposed as a residential care home and public library



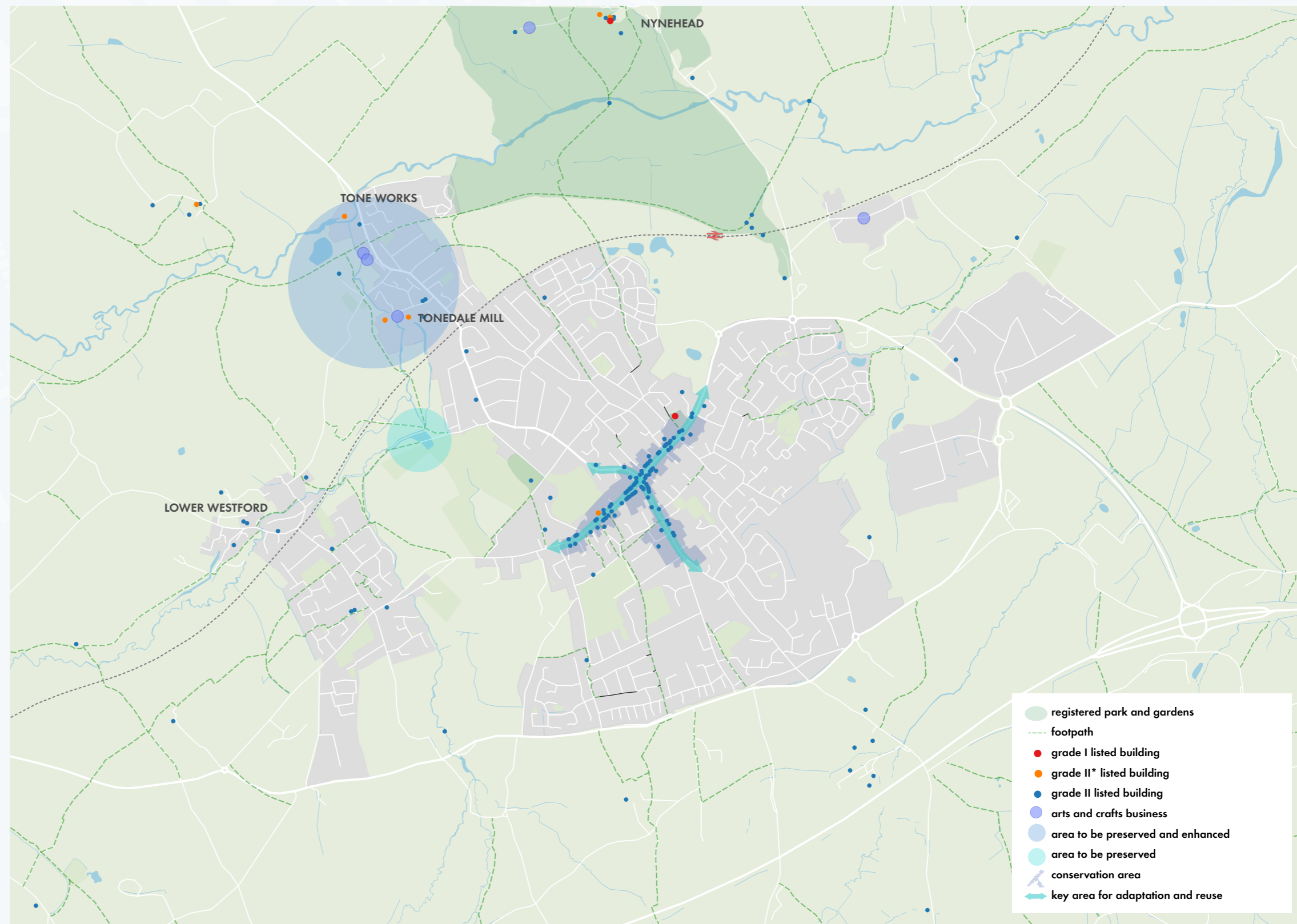
SHOP FRONT IMPROVEMENTS. DARWEN
A Townscape Heritage Initiative working with local landowners and retailers to refurbish historic buildings and improve shop fronts





Growth related spatial priorities, projects and guidance

9. Preserve and enhance the setting of Tonedale Mill and Tone Works and ensure that any future development does not compromise this
10. Take cues from Wellington's town centre Georgian heritage and workers cottages for new development, particularly within the existing settlement
11. Take cues from the mill vernacular and architectural detail of Tonedale Mill, Tone Works and other historic industrial buildings
12. Preserve the historic landscape of the Basins, avoid development unduly reducing this green corridor
13. Preserve and respond to historic boundary treatments such as stone, brick walls and wrought iron railings
14. Consider potential for energy generation on River Tone as part of wider opportunities for waterways



Spatial strategy plan: Celebrating our industrial and commercial heritage