

5 Achieving our goals: transport and environment

Transport and the environment are not specific goals within the Wincanton vision. Nonetheless they play a part in most of the goals and are embedded in many of the priority projects as outlined below.

Transport-related projects within the Wincanton People's Plan

Employment & business

B2 and B3. Assess needs of and constraints on businesses and ensure Wincanton addresses these.

Shops

S2. Adequate free car parking.

S4. Consider how edge-of-town shoppers can be drawn into the High Street shopping area, for example through pony-and-trap rides to the town centre.

Community

C1. Develop a well-lit footpath to the Sports Ground.

C2. Create safe cycle routes to school.

Housing

HO2 and H04. Develop a flagship housing project to showcase quality and sustainability and create a quality-design framework. Integral to both will be the management of traffic within the development and the minimising of car usage to and from the development.



View from Bayford Hill © Elaine Fraser, 2004.

Environment-related projects within the Wincanton People’s Plan

Employment & business
B2. Ensure employment land meets identified needs in order to facilitate travel to work on foot and by bicycle.
B3. Conduct business surveys. These can be used to alert policymakers to unmet needs concerning, for example, energy- and water-efficient workspaces, micro-generation of energy for small businesses, recycling, and so on.

Shops
S1. Create the UK’s first completely environmentally friendly wholefood supermarket. This will be a showcase of environmental best practice.
S2. Enhance Wincanton High Street.
S3. Establish community scaffolding project to help make renovating High Street premises affordable.

Tourism & leisure
T5. Extend farmers’ markets to some weekends. This could expand the market for and access to food produced in sustainable ways.

Health
H3. Promote healthy eating through allotments and ‘future farms’. This could expand the market for and access to food produced in sustainable ways. It also eliminates the ‘food miles’ that most of the food we eat has travelled before reaching our plates.

Community
C1. Develop a well-lit footpath to the Sports Ground. This will encourage access on foot and by bike rather than by car.
C2. Create safe cycle routes to schools. This will help to minimise car journeys.

Housing
HO1. Optimise the use of the New Barns Farm key site. The key site is being designed with sustainability in mind through, for example, mixing employment and residential land use and paying attention to traffic routes to, from and through the site. Building more densely on the key site will also help to save other green spaces.
HO2 and HO4. Develop a flagship housing project to showcase quality and sustainability. Create a quality-design framework. Environmental good practice will be central to both of these.

Environment, in its widest sense, is fundamental to the whole Wincanton People’s Plan which to succeed must be sustainable and deliver not just for today’s community but tomorrow’s as well. All the specific projects will be developed against this framework and will be required to meet good environmental standards and practice.