

6 Bringing it all together: the Plan

Chapters 3 to 5 have described the elements of the Plan and how they were arrived at. Overleaf, you'll find a table summarising all the projects and showing how they meet the goals in the Wincanton People's Plan and the wider framework policies.

The rest of this chapter brings together all the projects in one place as a reference resource. We hope that you are as excited by these projects as the Steering Group members are and will want to get involved in the projects that interest you most.

Chapter 7 describes how we will now take the Plan and its projects forward in order to achieve Wincanton's vision.



Wincanton Market Place © Elaine Fraser, 2006.

Our vision: Wincanton - a welcoming, thriving, caring community

Project	Our goals Project helps to meet this goal:						Framework policies Project meets the aims of this policy:							Other aims	
	Employment & business	Shops	Tourism & Leisure	Health	Community	Housing	Government Sustainable Development Strategy	Regional Economic Strategy	NHS Plan	UK Crime Reduction Strategy	UK National Drug Strategy	Somerset Local Area Agreement	SSDC Local Plan	Transport implications	Environment implications
B1. Research employment land needs and reasons why businesses don't locate in Wincanton	0						0	0				0		0	
B2. Ensure employment land meets identified needs	0						0	0				0	0	0	0
B3. Conduct business surveys at two-yearly intervals	0						0	0				0			0
S1. Create the UK's first completely environmentally friendly wholefood supermarket	0	0	0	0			0	0				0			0
S2. Enhance Wincanton High Street		0	0				0					0	0	0	
S3. Establish a community scaffolding project to help make renovating high Street premises affordable		0	0				0							0	
S4. Work together with retailers to enhance the shopping experience		0	0	0	0		0	0				0		0	
T1. Expand tourist accommodation	0		0				0	0							
T2. Guide tourists with maps in the car parks	0		0				0								
T3. Establish a joint catering venture so local businesses profit from local events	0		0				0	0				0			
T4. Encourage local cafes to extend their opening hours	0		0				0	0							
T5. Extend farmers' market to some weekends	0		0				0	0				0			0
T6. Re-establish a local fair		0	0	0	0		0	0				0			

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H1. Research existing health provision and identify gaps				o			o		o						
H2. Promote healthy eating through, for example, themed food festivals	o	o	o	o	o		o	o				o			
H3. Promote healthy eating through allotments and 'future farms'	o			o	o		o	o				o			o
H4. Use planning gain to expand health facilities as the town grows				o			o		o						
C1. Develop a well-lit footpath to the Sports Ground				o	o		o					o		o	o
C2. Create safe cycle routes to schools				o	o		o					o		o	
C3. Enhance skate park facilities and host contests				o	o		o					o			
C4. Extend CCTV coverage					o		o		o						
C5. Establish regular whole community events	o	o	o	o	o		o	o							
C6. Expand Linx Project for young people				o	o		o					o			
C7. Create a web-based community directory					o		o					o			
HO1. Optimise our use of the New Barns Farm key site by locating more of the homes we need there						o	o					o		o	
HO2. Develop a flagship housing project to show off quality and sustainability						o	o					o	o	o	
HO3. Increase affordable housing to meet local needs	o				o	o	o	o				o			
HO4. Create a design-quality framework for Wincanton and the surrounding area						o	o					o	o	o	

Summary of the projects

B1. Research employment land needs and reasons why businesses don't locate in Wincanton.

- **The aim** is to gather information that can then be used to make Wincanton a sought-after business location.
- **What's involved?** This project is likely to include: recording the location and attributes of existing employment land available locally; surveying businesses that are already located here or have moved away; reviewing existing economic studies and commissioning new ones as appropriate; and gathering information about businesses that show an interest in locating here but then don't go ahead.
- **Key partners** in this project are likely to be South West Regional Development Agency, South Somerset District Council, Wincanton Town Council, Wincanton Chamber of Commerce, local businesses and local developers.

B2. Ensure employment land meets identified needs.

- **The aim** is to ensure that Wincanton provides the quantity and variety of local jobs to meet the local population's needs and in particular to provide work and career opportunities for our young people. Informed by project B1 above, this will include ensuring that the supply of business land and premises matches demand in terms of location and attributes, and using effective lobbying to promote a consistent approach to planning applications.
- **What's involved?** This project is likely to include surveying Wincanton and the surrounding settlements to identify suitable sites for different types of business, engaging with the local planning process and marketing the availability of sites to appropriate business sectors.
- **Key partners** in this project are likely to be South Somerset District Council, Wincanton Town Council, Wincanton Chamber of Commerce, local and other businesses and developers.

B3. Conduct business surveys at two-yearly intervals.

- **The aim** is to assess the needs of businesses (in addition to land requirements) and the constraints on business growth.
- **What's involved?** This project involves identifying appropriate survey methods, conducting surveys, analysing the results and ensuring results are effectively used to influence business-related policies.
- **Key partners** in this project are likely to be South Somerset District Council, Wincanton Town Council, Wincanton Chamber of Commerce and local businesses.

S1. Create the UK's first completely environmentally friendly wholefood supermarket.

- **The aim** is to create a unique selling point for Wincanton as a shopping destination. The goods sold would address healthy living and many could be locally sourced. But the building itself would use sustainable straw-build technology and be energy self-sufficient (through using, say, solar and wind power). In this way, the project targets not just the shops goal but also health and the environmental framework. The unusual nature of the project is also expected to attract visitors to the town and so incidentally to address the tourism goal. The project also addresses the business and employment goal both during its construction and when up and running.
- **What's involved?** The project is likely to involve identifying a suitable site, physical design, business skills, financing, engaging with the planning system, developing appropriate sustainable building skills and other skills locally.
- **Key partners** in this project are likely to be South West Regional Development Agency, South Somerset District Council, Wincanton Town Council, local farmers and food producers, local business people and environmental bodies.

S2. Enhance Wincanton High Street.

- **The aim** is to make Wincanton shopping centre an attractive location and enjoyable place to be.
- **What's involved?** It is likely to involve looking at ways to make the town centre more pedestrian friendly, addressing issues around planting, railings, adequate free parking, minimising yellow lines and resurfacing the High Street. (Some progress on resurfacing the High Street has already been initiated with improvements expected in 2007.)
- **Key partners** in this project are likely to be Somerset County Council, South Somerset District Council, Wincanton Town Council, Wincanton Chamber of Commerce and local businesses.

S3. Establish a community scaffolding project to help make renovating High Street premises affordable.

- **The aim.** The appearance of buildings in the High Street has a huge impact on the attractiveness of the town centre as a whole. While grants are from time to time available to help with the cost of renovation and repairs, owners must usually pay a large part of the cost. This project aims to reduce the cost by having community-owned (or leased) scaffolding that would be available either free or at a discounted rate.
- **What's involved?** The project is likely to involve business skills, financing and procurement.
- **Key partners** in this project are likely to be Wincanton Town Council, Wincanton Chamber of Commerce and High Street businesses and residents.

S4. Work together with retailers to enhance the shopping experience.

- **The aim.** High Street business owners could share skills and experience in presenting their businesses to the public (for example, through marketing, window-dressing, and so on) to give the High Street an integrated, marketing appearance. Businesses could also join together in staging and marketing promotional events, such as an annual food fair, pre-Christmas shopping, and so on, to draw shoppers into the town. Such events could also simultaneously address the health, community and tourism and leisure goals. To enable the High Street to benefit from edge-of-town shoppers, consider pony-and-trap rides - say, during the summer months - from the supermarket to the High Street.
- **What's involved?** These related projects are likely to involve establishing networking between local businesses, organising events and marketing.
- **Key partners** are likely to be Wincanton Chamber of Commerce, High Street and other local businesses, Wincanton Town Council, South Somerset District Council, Wincanton Tourist Information Centre, Somerset Food Links.

T1. Expand tourist accommodation.

- **The aim.** This is seen as urgent to meet existing excess demand and also a prerequisite to expanding the tourist trade. The most immediate solution would be to encourage more local residents to offer bed-and-breakfast (B&B) accommodation. This could be targeted by producing an information leaflet making residents aware of what's involved and the tax breaks on offer and expanding a local register of B&B premises.
- **What's involved?** This project is likely to involve research, writing and design, publication skills, distribution, administration and marketing.
- **Key partners** are likely to be existing Wincanton Tourist Information Centre, B&B businesses, Wincanton Town Council and local information distribution networks

T2. Guide tourists with maps in the car parks.

- **The aim** is to promote local attractions (such as the museum) and provide an advertising opportunity for local businesses who wish particularly to attract tourists.
- **What's involved?** The project is likely to involve artistic/mapping skills or obtaining copyrights, selling advertising space, financing, procurement, liaison with car park owners and installation.
- **Key partners** are likely to be Wincanton Tourist Information Centre, Somerset County Council, South Somerset District Council, Wincanton Town Council and local businesses.

T3. Establish a joint catering venture so local businesses profit from local events.

- **The aim** is to encourage visitors to events (such as the Honda Goldwing Treffen in 2006) to buy food and drink, in particular, from local businesses. A way of doing this would be for local businesses to organise a joint catering venture that could respond to events.
- **What's involved?** This project is likely to involve establishing networking between local businesses and ensuring businesses are aware of forthcoming events.
- **Key partners** are likely to be Wincanton Tourist Information Centre, Wincanton Chamber of Commerce and local businesses.

T4. Encourage local cafes to extend their opening hours.

- **The aim.** There is anecdotal evidence that visitors to the town often cannot find the refreshments they seek, especially in the late afternoon and evenings.
- **What's involved?** This project is likely to involve gathering evidence of unmet demand (for example, through surveys of tourists and coach companies, local Tourist Information Centre feedback, B&B owners' views, and so on) and liaising with local businesses to show them that there is a commercial opportunity available.
- **Key partners** are likely to be Wincanton Tourist Information Centre, Wincanton Chamber of Commerce and local businesses.

T5. Extend farmers' market to some weekends.

- **The aim** is to enable people who are at work on Friday mornings to have the opportunity to buy from the local farmers' market.
- **What's involved?** The project is likely to involve negotiation with the organisers of the local farmers' market and marketing.
- **Key partners** are likely to be the farmers' market organisers, local venue suppliers.

T6. Re-establish a local fair.

- **The aim** is to resurrect a traditional custom of holding fairs - for example, at Michaelmas. As well as drawing visitors to the town, this would meet the community goal. If the theme of the fair were local food and/or healthy eating, it could also target the shops and/or health goals too.
- **What's involved?** The project is likely to involve organising events and marketing.
- **Key partners** are likely to be South Somerset District Council, Wincanton Town Council, Wincanton Tourist Information Centre, Wincanton Chamber of Commerce, local businesses and Somerset Food Links.

H1. Research existing health provision and identify gaps.

- **The aim** is to improve understanding of the many, existing health facilities and how they are responding to the growth of Wincanton.
- **What's involved?** This project is likely to involve research, discussions with health providers and surveys of healthcare and social care users.
- **Key partners** are likely to be South Somerset Primary Care Trust, Verrington Hospital, local doctors, dentists and other health providers, Wincanton Healthy Living Centre (the Balsam Centre), Somerset County Council (social services department), local residents.

H2. Promote healthy eating through, for example, themed food festivals.

- **The aim** is, over time, to improve the health of the community as a whole. The idea is to achieve this by, in a fun way, informing people about, and encouraging them to make, healthy choices. This project overlaps with projects identified to meet the shops, tourism and leisure and community goals.
- **What's involved?** This project is likely to involve organising events and marketing.
- **Key partners** are likely to be Wincanton Healthy Living Centre (the Balsam Centre), Wincanton Chamber of Commerce, High Street and other local businesses, Wincanton Town Council, South Somerset District Council, Wincanton Tourist Information Centre, Somerset Food Links.

H3. Promote healthy eating through allotments and 'future farms'.

- **The aim** is to create a source of high quality, fresh, organic food within walking and cycling distance, particularly for people in villages. There are two proposed models: 'allotment-plus' where allotment owners form a collective to sell locally the produce that they grow; and 'future farms' which are very small, local farms. This project also addresses community and health aims by encouraging local people to become involved in gardening and farming and to meet socially at weekly produce markets. The farms, in particular, would also target environmental issues through, for example, production without chemicals, use of renewable energy and elimination of 'food miles'. A Wincanton-based farm could be operated alongside the environmentally friendly wholefood supermarket (see project S1 under Shops on page 25).
- **What's involved?** The allotment project is likely to involve: negotiating with town and parish councils (which have a duty to meet demand for allotments); and developing a viable plan for the sale of produce. The farm project is likely to involve: finding financial support at least for the early stages; negotiating with the planning authority; creating a viable business blueprint for the future farm concept; identifying suitable parcels of land (approximately 3 to 4 hectares per farm) on the edge of participating villages; deciding on a suitable form of farm ownership

- for example, a community land trust: supporting individuals and communities in getting each farm off the ground.

- **Key partners** are likely to be town and parish councils; local landowners (including Somerset County Council which is currently selling of many of its own farms), South Somerset District Council, Somerset Local Strategic Partnership and Somerset Food Links.

H4. Use planning gain to expand health facilities as the town grows.

- **The aim** is to ensure that some of the profits from residential development are used to meet some of the cost of the infrastructure consequences of the resulting expansion in population.
- **What's involved?** This project is likely to involve monitoring major planning applications, consulting healthcare providers, and negotiating with and lobbying developers and the planning authority.
- **Key partners** are likely to be healthcare providers, South Somerset District Council, Wincanton Town Council, developers.

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

- **The aim** is to encourage greater community use of Sports Ground, in particular by providing safe access for young people. This project also targets the health goal and addresses environmental issues by encouraging access without the use of fuelled transport.
- **What's involved?** This project is likely to include negotiation and financing. Some progress has already been made in obtaining relevant landowners' permission for the path and initial commitment from relevant bodies towards funding.
- **Key partners** are likely to be Somerset County Council, South Somerset District Council, Wincanton Town Council and the Wincanton Recreational Trust.

C2. Create safe cycle routes to schools.

- **The aim** is enable children to reach school without the use of a car via safe routes. This project simultaneously targets the community and health goals and addresses environmental issues.
- **What's involved?** The project is likely to involve identifying and mapping appropriate routes, negotiating with the local Highways department and landowners, promoting use of the routes, and ensuring schools have cycle storage facilities.
- **Key partners** are likely to be Somerset County Council, relevant landowners, local schools.

C3. Enhance the skate park facilities and host contests.

- **The aim** is to provide a shelter and lighting for skate park users and generally to bring the facility up to a standard suitable for hosting contests with teams and individuals from other areas.
- **What's involved?** The project is likely to involve working with users to identify needs, financing and procurement.

- **Key partners** are likely to be skate park users, Wincanton Town Council and South Somerset District Council and possibly UK Skateboarding Association.

C4. Extend CCTV coverage.

- **The aim** is to increase residents' safety and perception of safety, improve crime detection and deter crime.
- **What's involved?** This project is already underway and involves working with other towns and local government.
- **Key partners** are Wincanton Town Council, town councils in Bruton and Castle Cary and South Somerset District Council.

C5. Establish regular whole community events.

- **The aim.** A sense of community depends in part on the participants sharing common experiences, such as arranging and taking part in local events. Steering Group suggestions included a summer event with a children's carnival, a music/fun day, a pre-Christmas event and re-establishing the annual street market. Specific projects targeting the shops, health and tourism and leisure goals include suggestions for a Michaelmas fair, healthy-eating food festival or similar. There is considerable overlap between these ideas which could be tackled as a single project targeting multiple goals.
- **What's involved?** This project is likely to involve organising events and marketing.
- **Key partners** are likely to be (depending on the type of event) local residents, local clubs, organisations and schools, local businesses, Wincanton Chamber of Commerce, Wincanton Town Council and local parish councils, South Somerset District Council, Wincanton Tourist Information Centre, Somerset Food Links, Wincanton Healthy Living Centre (the Balsam Centre).

C6. Expand the Linx Project for young people.

- **The aim** is to provide more activities and facilities for young people, building on the existing infrastructure.
- **What's involved?** This project is likely to involve research with young people to establish needs and wishes and then taking forward ideas through negotiation, fundraising and organisation with relevant bodies.
- **Key partners** are likely to be young people, Linx Project, Somerset County Youth Service, South Somerset District Council, Wincanton Town Council and local parish councils.

C7. Create a web-based community directory.

- **The aim** is to enhance awareness of local organisations and activities. The Town Hall community office currently compiles a directory of all groups active in Wincanton and the surrounding villages. But the directory dates frequently and can be accessed only at the community office. By transferring the directory to the

internet, both updating and access will be greatly improved and also print costs saved.

- **What's involved?** This project involves establishing and maintaining contact with local organisations, database and website skills, and publicising the existence of the directory. Work on compiling the directory has already started.
- **Key partners** are likely to be local organisations and Wincanton Town Council (which operates the community office and the hosting website).

HO1. Optimise our use of the New Barns Farm key site by locating more of the homes we need there.

- **The aim** is to use our land efficiently and retain our green spaces. Given that Wincanton has been designated for additional housing, it would be better to build more densely on the key site rather than lose more green space to development.
- **What's involved?** This project is likely to involve negotiating with local government and possibly central government.
- **Key partners** are likely to be South Somerset District Council, Wincanton Town Council and the developer of the key site.

HO2. Develop a flagship housing project to showcase quality and sustainability.

- **The aim.** There is much talk about quality design and environmental principles, but not always a consensus on what it entails or what is feasible in a commercial project. The aim is to showcase what can be done as a model for other developments.
- **What's involved?** This project may involve negotiation with developers, the local planning department and environmental organisations, but could involve the establishment of a local land trust and more direct involvement in the development. Once complete, the project should be widely marketed to stimulate similar developments
- **Key partners** are likely to be South Somerset District Council, Somerset Trust for Sustainable Development, Wincanton Town Council and developers.

HO3. Increase affordable housing to meet local needs.

- **The aim** is to ensure that young people in particular can rent or buy a local home rather than having to move out of the area.
- **What's involved?** This project is likely to involve lobbying local government and negotiation with local developers, but could involve the establishment of a local land trust and more direct involvement in the development of affordable housing.
- **Key partners** are likely to be South Somerset District Council, Wincanton Town Council and developers.

HO4. Create a quality-design framework for Wincanton and the surrounding area.

- **The aim** is to identify what high-quality design means in the context of our local heritage and environment and produce guidelines that developers should follow when implementing local developments.
- **What's involved?** This project is likely to involve consultation with the public, architects, planners and developers, production of an illustrated document and distribution of the document to relevant people and organisations.
- **Key partners** are likely to be local residents, South Somerset District Council, Somerset Trust for Sustainable Development, Wincanton Town Council and developers.