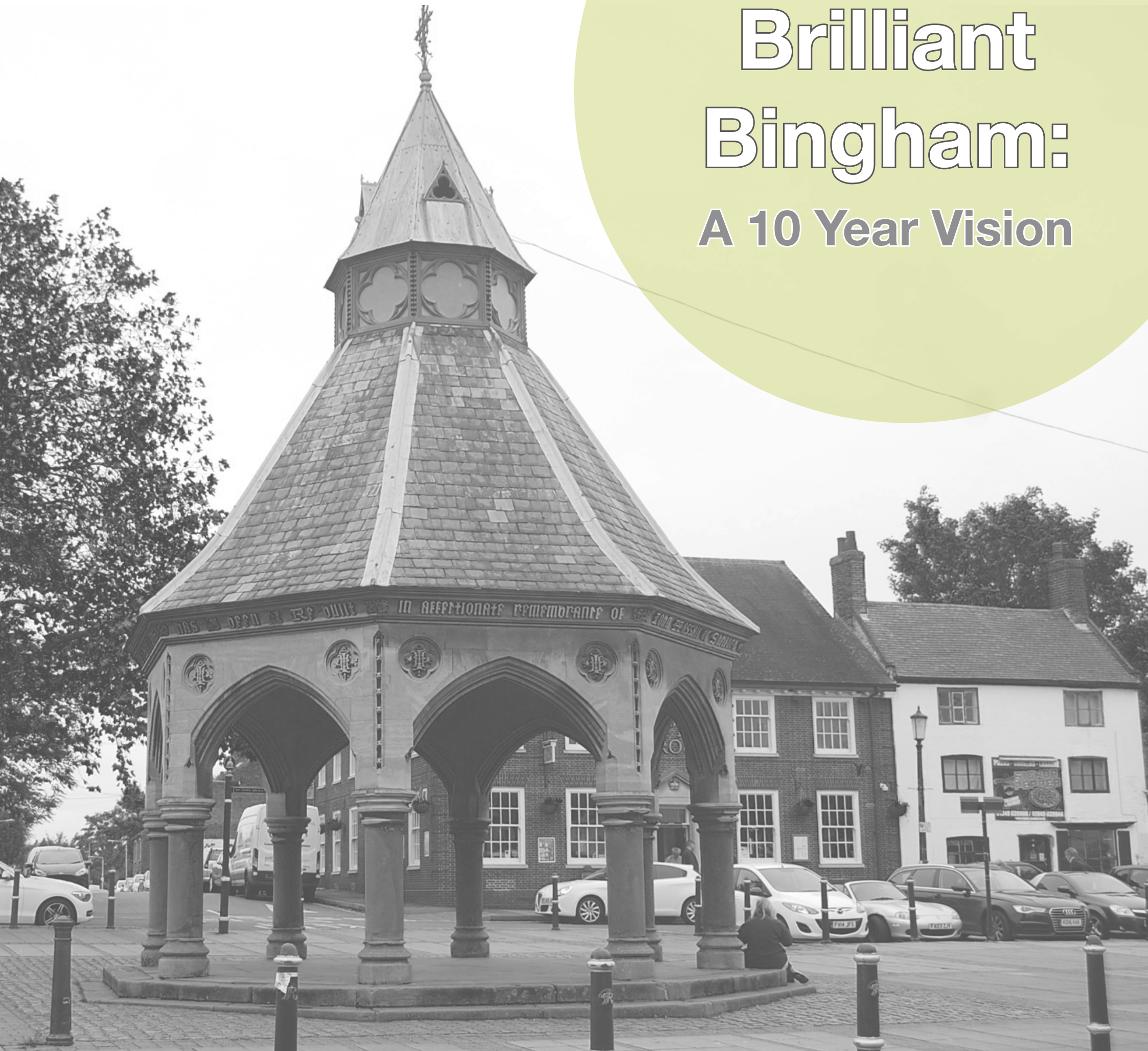


Brilliant Bingham: A 10 Year Vision





Rushcliffe
Borough Council



How to use this document:

This final report has been produced by URBED

on behalf of Rushcliffe Borough Council.

Its aim is to illustrate the proposed new Town Centre Vision Masterplan for Bingham.

Its main audience is the Bingham Growth Board, but the report has also been written with the Bingham community in mind.

This document is to provide guidance for how Bingham can achieve sustainable growth by ensuring that the town continues to flourish and becomes an attractive and vibrant market town for local residents as well as visitors from further afield.

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Foreword

Bingham is a thriving market town with many local amenities and a strong community spirit.

It has experienced, and will continue to experience, significant growth in housing over the next 10 years; therefore it is important that we manage this effectively and have a clear plan and vision for the future of the town.

We want to ensure the considerable development that will take place to the north of town connects to the existing town centre so we can further strengthen the local economy.

In order to achieve this, the Bingham Growth Board decided to commission a masterplanning exercise to build on the work already undertaken on the Community Led Plan and ensure the town receives the right level of resourcing and expertise to move forward.

We now look forward to working together as a Board to progress projects to support and enhance the town.



A handwritten signature in black ink that reads "D > Mason".

Cllr Debbie Mason

Chair of the Bingham Growth Board

1

Executive summary

This study for a new Vision Masterplan for Bingham Town Centre was led by URBED (Urbanism, Environment and Design) Ltd. Regeneration, community consultation and sustainability are the key founding principles that drive all of URBED's work. Since the very start of this commission we have found working with the Bingham Growth Board, the many key stakeholders and the wider community truly satisfying and enriching. We hope to have shown commitment to collaborative design and that this Vision will go on to deliver a Brilliant Bingham!

During our first visit, following initial desktop survey and analysis, we immediately felt Bingham was a bustling, lively market town. The town appeared well cared for and home to a number of very active local community groups. Our approach to the development of a vision masterplan for a town centre strategy is often based on an approach similar to a medical process: a health check review. In Bingham we implemented our toolset of "The 4 As" - Attractions; Access; Amenity and Action - to help us diagnose how well, or not, the town is performing. Our analysis confirmed our initial experience of Bingham, a market town with a good town life. We identified immediately the importance and the historical character of the Market Place and the Butter Cross, together with the town's extensive offer of independent retailers. Another key feature was also evident, the presence of cars. Not a negative character per se, as it was clear that Bingham acts as a vital Local Centre to many nearby villages and hamlets.

We concluded after this initial diagnosis that Bingham was actually great, but it

could be brilliant.

We also concluded that the Rushcliffe Borough Council - in partnership with the Bingham Growth Board - had made a timely decision on commissioning a vision masterplan for the growth strategy of the town in the next 10 years.

Bingham will see a great expansion, with a new residential development to the north accommodating up to 1,050 new dwellings. While an expansion of this kind, on the current size of the town, may appear as a threat and a challenge, we believe it offers the opportunity to strengthen Bingham economically as well as socially. But in order to do so, the town will need to aim high on what it can achieve (a new relocated train station for example!); deliver a boost in terms of service infrastructure (whether schools, community hubs, doctor surgeries and other) and it will need a cohesive vision to enable its growth to be successful and sustainable. Above all, assisting Bingham in being well connected, and thus avoiding a Bingham North and a Bingham South.

The Vision Masterplan is developed into five key areas, each area offers a number of projects that can unlock the town's potential. We have devised strategies to deliver these short, medium and long term projects of different budgets, also in partnership with the Bingham community. We have suggested an Action Plan to follow this Vision Masterplan and for the Bingham Growth Board to be the lead partner, coordinator and deliverer of this Vision. We encourage this Vision Masterplan to be collectively owned by the people of Bingham. We also hope the work initiated through a collaborative approach with the Bingham Growth Board, local key stakeholders and the wider community, will continue to grow and develop, to help deliver this collective Vision.

2

Introduction

Bingham Market Town will see growth and expansion in the next 10 years and this offers the opportunity to do so in a sustainable and successful manner, to enable Bingham to thrive as a Local Centre and to become an exemplar for modern town urban extension. This study has been commissioned by Rushcliffe Borough Council, and delivered through the work of the Bingham Growth Board and the appointment of URBED, Ade Regeneration and HEB for a new Bingham Town Centre Masterplan. This report summarises findings from the Baseline Report, three consultation exercises, viability and market assessments, and an iterative urban design process.

Bingham is an expanding market town in the borough of Rushcliffe, in Nottinghamshire. The town currently hosts a population of approximately 9000, but this is set to change with Rushcliffe Borough Council's Local Plan (Part 1) proposing housing developments to the north of the town, including up to 1050 dwellings within the next decade.

Bingham Town Council (BTC) and Rushcliffe Borough Council (RBC) are keen to ensure the opportunities offered by this growth will be captured fully, enabling the Town Centre to develop as a Local Centre to nearby villages and hamlets, to raise its profile, increase trade and footfall as well as secondary investment. They are also keen to ensure that other areas of the town do not suffer as a result of the new development.

Bingham supports over thirty nearby villages as a local hub. According to 2011 census data, the combined total

population of these villages is over 13,000, which already puts pressure on Bingham's parking and amenities such as healthcare and banking. The planned growth with new residential and commercial developments to the north dictates the need to improve the existing infrastructure. This study explores high-level strategies for enhancements to Bingham town, focussing on Community, Retail, Infrastructure and Environment.

The Report Structure

Part 3 of this report summarises the key points to arise from the baseline analysis, analysing strengths and weaknesses, and future potential

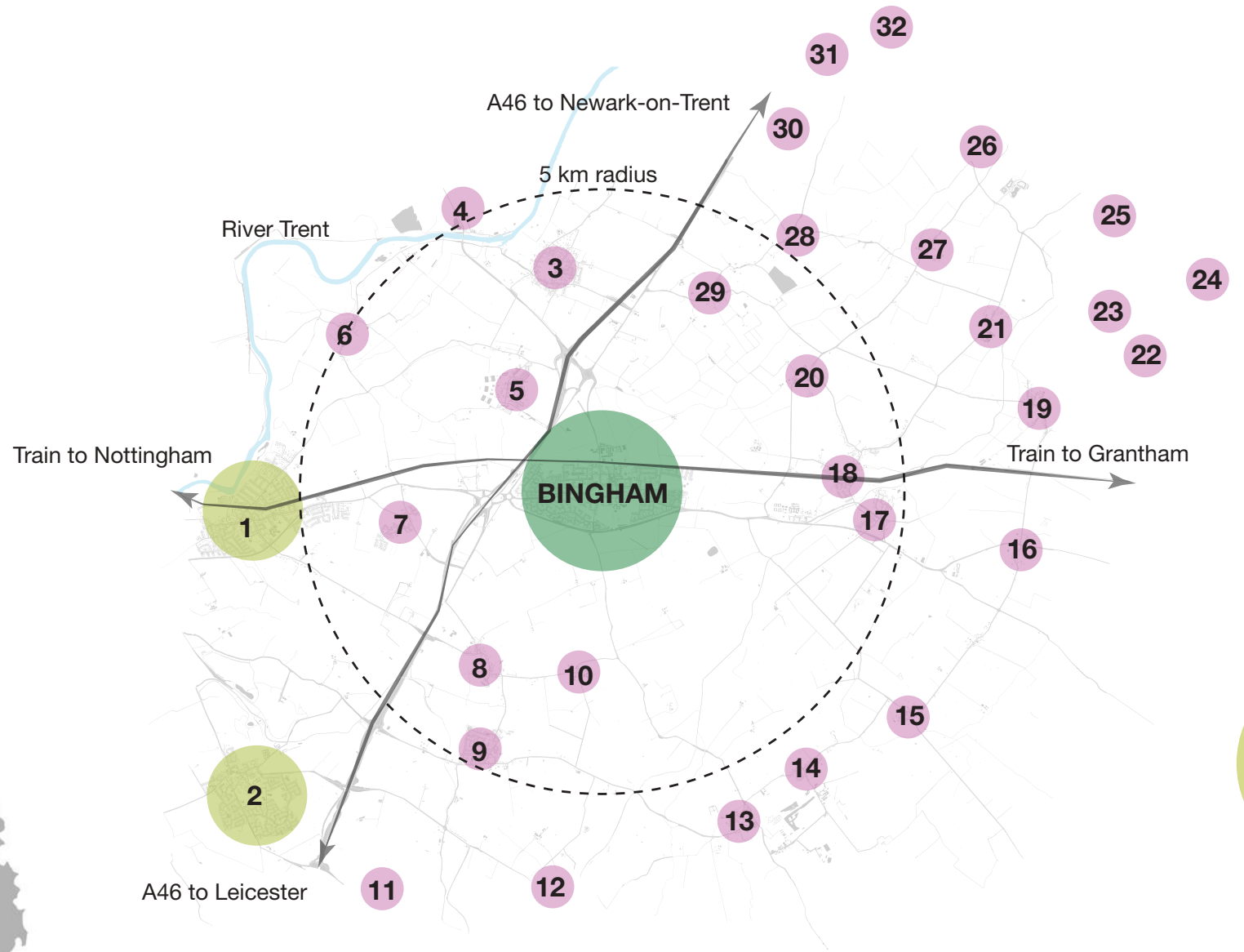
This is developed into **Part 4** which outlines the results of the consultation process, and the hopes and fears of local residents

Part 5 concludes our analysis of the

area and identifies four themes for regeneration in the area. We illustrate our overall recommendations for spaces and areas in Bingham, and break each theme into coded sub-categories and suggestions for change

Part 6 is our Delivery Framework. This examines the coded proposals with outline costing and implementation routes before outlining a funding strategy to implement each vision.

The vision is supported by precedent studies, outlined in **Part 7** of this document. Here we present 3 case studies of towns which are similar to Bingham, but have some more successful elements of urban design and planning, which Bingham could aspire towards.



EAST AND WEST BINGHAM WARDS
IN RUSHCLIFFE BOROUGH

Locating Bingham

Bingham is conveniently located nine miles east of Nottingham, and lies on the Poacher Line rail service linking Skegness, Grantham and Nottingham. Wedged between the A52 and the A46, the town also facilitates efficient road connections to Leicester and Newark-on-Trent, making it a desirable commuter location. Two bus routes (the Mainline and Villager services) connect Bingham to the local villages and the city of Nottingham, however services can be infrequent and slow.

The Community Led Plan (2016) reported a strong desire to see improvements to cycling facilities and footpaths, in order to create safer connections between Bingham and its neighbouring villages.

The town benefits from attractive rural surroundings, set between large arable fields, and only a fifteen minute cycle from the River Trent. The A46 and A52 create unfortunate barriers between Bingham and the villages and city to the west and south, and require reconsideration regarding pedestrian and cyclist navigation.





HOW BINGHAM IS TODAY

3

3a

Bingham Strengths and Weaknesses

Whilst Bingham has some less successful aspects, it is important to stress how well it is performing as a town of this size. We have been very impressed by the community agency, enthusiasm and pride in Bingham, and it is vital that residents continue to be included in the developing vision for the town. Our task as urban designers has been to increase the aspiration for Bingham, recognising that Bingham has so much going for it, and working out how to maximise upon these potentials to make it even more brilliant.

Community

Bingham's strongest points include its schools, which are all rated Outstanding or Good, the spread of children's outdoor play areas around residential neighbourhoods (although missing from the town centre), and its competitive housing market. The Bingham community is highly engaged, with great response to the 2016 Community-Led Plan, and an abundance of active societies. Whilst sports are popular, and a large number of clubs are on offer, actual sporting facilities and the fabric of the Leisure Centre could benefit from upgrading. The historic identity of Bingham as a market town offers great potential, however this is an opportunity which could be exploited further, with branding and marketing improvements.

Retail/ Commerce

There is an appealing mix of "independents" and "multiple retailers" in the town. Multiples account for approximately 15% of the total number of shops. Large supermarkets draw

people into the town, however the independent shops around the Old Post Office yard provide an equally diverse range of services. The Market is not currently as strong as it could be – due to a lack of coherent appearance. There is also a potential to increase Market services with evening stalls, and more regular arts and crafts fairs. Whilst daytime retail provision is good, evening activity is currently weaker, and predominantly limited to the food and drink industry.

Infrastructure

Infrastructure is presently one of Bingham's weaker points, considering the town is so conveniently located by two A roads and just 14 minute train ride from Nottingham. The train station lacks facilities and the train service is much too infrequent. Whilst Sustrans cycle paths run through the centre of Bingham, wayfinding is less strong. Connectivity is also an issue when linking Bingham to the local network of dependent villages. Footpaths could be improved,

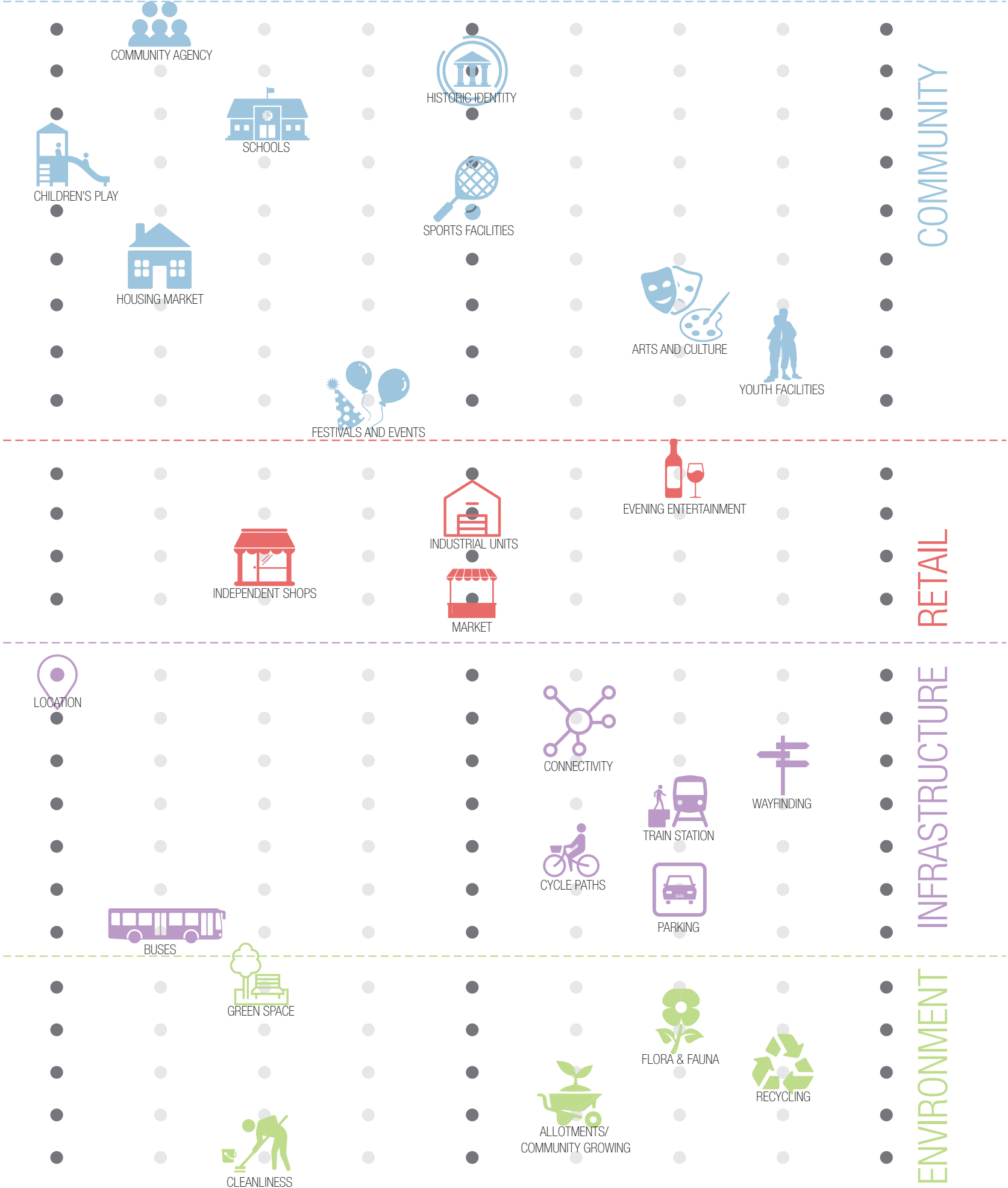
and the linear walk should lead to an end destination. Central car parks in Bingham are overly popular, and on street parking is a problem, and with the town's extension, there is a requirement for additional parking space.

Environment

Overall, Bingham is a very amenable town, with leafy suburbs, interspersed farmland, and public green space dotted around residential areas. However, there is still the opportunity to further enhance environmental quality. A new recycling facility, a country park and more allotments have been requested by residents. Meanwhile green roadside verges throughout Bingham are not currently offering much to the overall design. The Market Place in particular would benefit from further landscaping, following the removal of several trees, whilst the Linear Walk could be celebrated and activated further, to become an excellent nature trail and educational resource.

STRENGTHS

WEAKNESSES



3b

Attractions, Amenities & Agency

Bingham is predominantly a residential settlement, with high rates of housing ownership and a settled population. The town is popular with young families, and its growing popularity sees the need to improve existing community facilities. The town is well resourced for its current population of over 9000, and has number of key 'hubs', which act as meeting spots for Bingham's many clubs and societies.

There are a large number of societies and interest groups in Bingham and the local district, reflecting strong community spirit, and the residents' desire to get involved in Bingham life. These include church groups, sports clubs, scouting and girl guiding, choirs and art clubs. It is important to consider these groups as assets within Bingham's development, and to utilise their knowledge and enthusiasm.

The recent Community-Led Plan (2016) saw 4,500 questionnaires distributed by the CLP Steering Group, with an impressive response rate of 44% from households, and 46% from schools.

Bingham Heritage Trails Association, Friends of Bingham Linear Park, Bingham & District Local History Society, the Women's Institute, the Scouts, and Bingham U3A (University of the Third Age) may be particularly interested in helping with the development of Bingham, with a particular focus on green routes and historic walks around town.

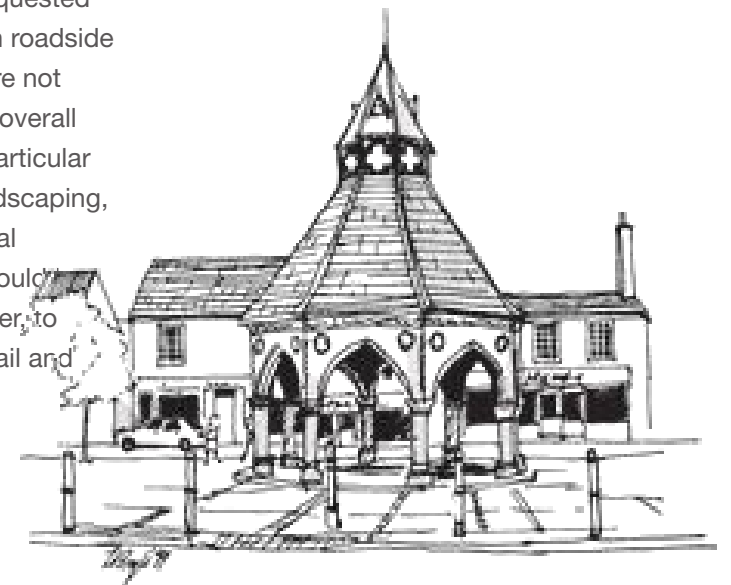
Key Community Hubs

Many of the community groups meet at the Methodist Centre, the Old Church House, the W.I hut and the leisure centre, and these serve as key public buildings within the town. The Town Council meet at the Old Court House, which is also a venue for weddings and other community groups to meet.

However, there is still the opportunity to further enhance environmental quality. A new recycling facility, a country park and more allotments have been requested by residents. Meanwhile green roadside verges throughout Bingham are not currently offering much to the overall design. The Market Place in particular would benefit from further landscaping, following the removal of several trees, whilst the Linear Walk could be celebrated and activated further, to become an excellent nature trail and educational resource.

Future hubs...?

The town's proposed expansion increases demand for a new community centre, with the Old Manor House on the Market Place and the old Police Station suggested as sites for redevelopment. These buildings currently lie unused and dilapidated. The Youth Centre closure also needs addressing



BINGHAM PUBLIC BUILDINGS AND GATHERING POINTS



BINGHAM LEISURE CENTRE
(TIRED FABRIC BUT POPULAR)



OLD COURT HOUSE
(TOWN COUNCIL AND VENUE HIRE)



OLD CHURCH HOUSE
(INCLUDING SCOUTS/ BEAVERS/ DANCE)



BINGHAM LIBRARY, CHILDREN'S CENTRE AND
MEDICAL CENTRE



THE METHODIST CENTRE
(YOGA / ART / COFFEE MORNINGS / PARENT & TODDLER)



WOMEN'S INSTITUTE

CLOSED FACILITIES AND VACANT BUILDINGS



BINGHAM YOUNG PEOPLE'S CENTRE
- CLOSED 2014 (NO VOLUNTEERS TO RUN)



THE MANOR HOUSE
(GRADE II LISTED; 17TH CENTURY)



OLD POLICE STATION

3c

Bingham's Character: Past and Present

Bingham became a chartered market town in 1314. Surrounded by fields, Bingham's weekly market provided farmers with the opportunity to sell butter, cheese and garden produce, and drew local tradesmen and craftsman. The town gathered at the Market Place for public celebrations, parades and feasts. The Butter Cross in the Market Place was the centre of historic Bingham, and still lies at the heart of the town today.

A Period of Expansion

Bingham's urban fabric remained relatively unchanged up until 1950, with the decision to expand Bingham's housing market. There followed a period of rapid expansion, with the town quadrupling in the second half of the century, and the start of the new millennium. Key buildings demolished in this post-war rebuild were Stanhope House (Union Workhouse) and the Old Rectory, where many entertainment events were held in the past.

Modern Bingham

In 2013 Bingham was named the best town in England and Wales to bring up a family. Modern Bingham is a well regarded, prosperous town. Over 80% of the population consider themselves to be in good or very good health, and the 5.7% in bad health are largely elderly residents in Bingham's care homes and retirement communities.

Residents are mostly well educated, with many of the newer residents in the

south achieving Level 4 qualifications and above. Meanwhile, up to 37.4% of the residents living north of Carnarvon Place have no qualifications. Recurring statistics highlight a divide between the residents of the social housing around Carnarvon Place and the rest of Bingham.

Age

Whilst over 50% of Bingham's residents are between the ages of 25 and 65, there is also a large dependent population (around 34%). The older properties to the north east house a settled population of elderly people, whilst the newer housing estates in the south-west largely accommodate younger couples and families, who commute out of Bingham to work.

During consultation exercises, some younger members of Bingham's society expressed uncertainty about remaining in the town, feeling that they had little to do there. They prefer to travel into West Bridgford for bars and shopping.

Employment

Approximately 80% of Bingham's population is in Higher Quality Employment, in line with the rest of the UK, with 27% working as managers or directors of companies or in professional occupations. Unemployment levels are average in Bingham at approximately 4.5% (4.3% across the UK). 3.4% of Bingham's residents work from home, whilst many commute into Nottingham and other nearby towns and cities. It has become in effect a dormitory town, and more local employment opportunities could alter this situation.

Agency

There are a large number of societies and interest groups in Bingham and the local district, reflecting a strong community spirit. These include church groups, sports clubs, scouting and girl guiding, choirs and art clubs. It is important to consider these groups as assets within Bingham's development, and to utilise their knowledge and enthusiasm.



MARKET PLACE 1906



LONG ACRE 1915



BINGHAM MARKET SQUARE (PRESENT)



0 - 4

5.9%



5 - 14

10.9%



15 - 24

12.8%



25 - 44

27.1%



45 - 64

26.1%



65 - 89

16.5%



90 +

0.7%

DEMOGRAPHICS: AGE



Elementary/
Plant

19.2%



Sales/
Services

8.6%



Care/
Leisure

9.6%



Skilled
Trade

11.6%



Administrative/
Secretarial

11.3%



Associate
professional

12.1%



Professional

16.7%



Managers/
Directors

10.5%

DEMOGRAPHICS: EMPLOYMENT



Bingham Land Use

KEY: LAND USE

Residential



Retail



Educational



Sports / Leisure



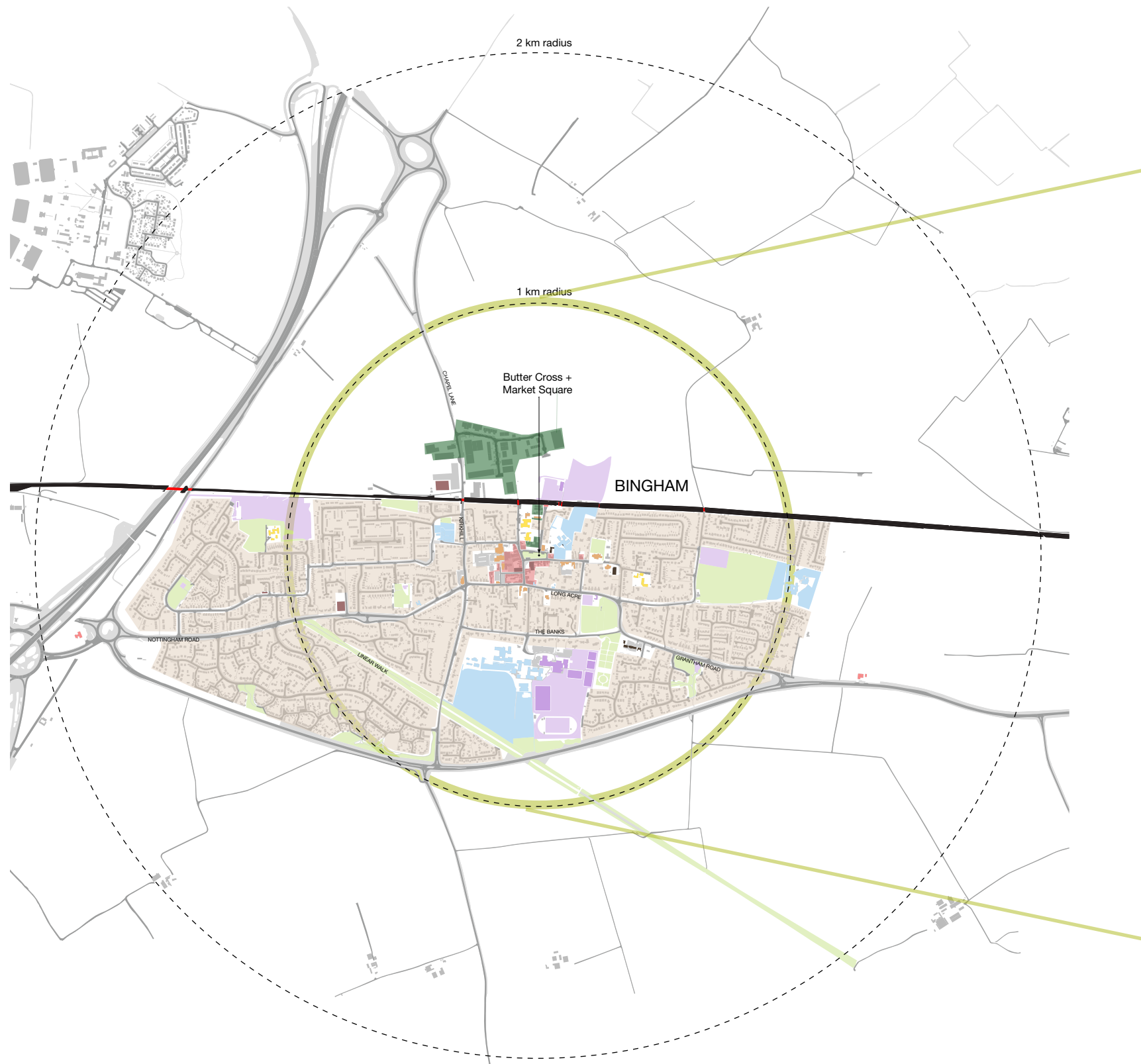
Industry/ Commerce

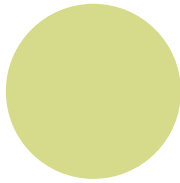


Green Space

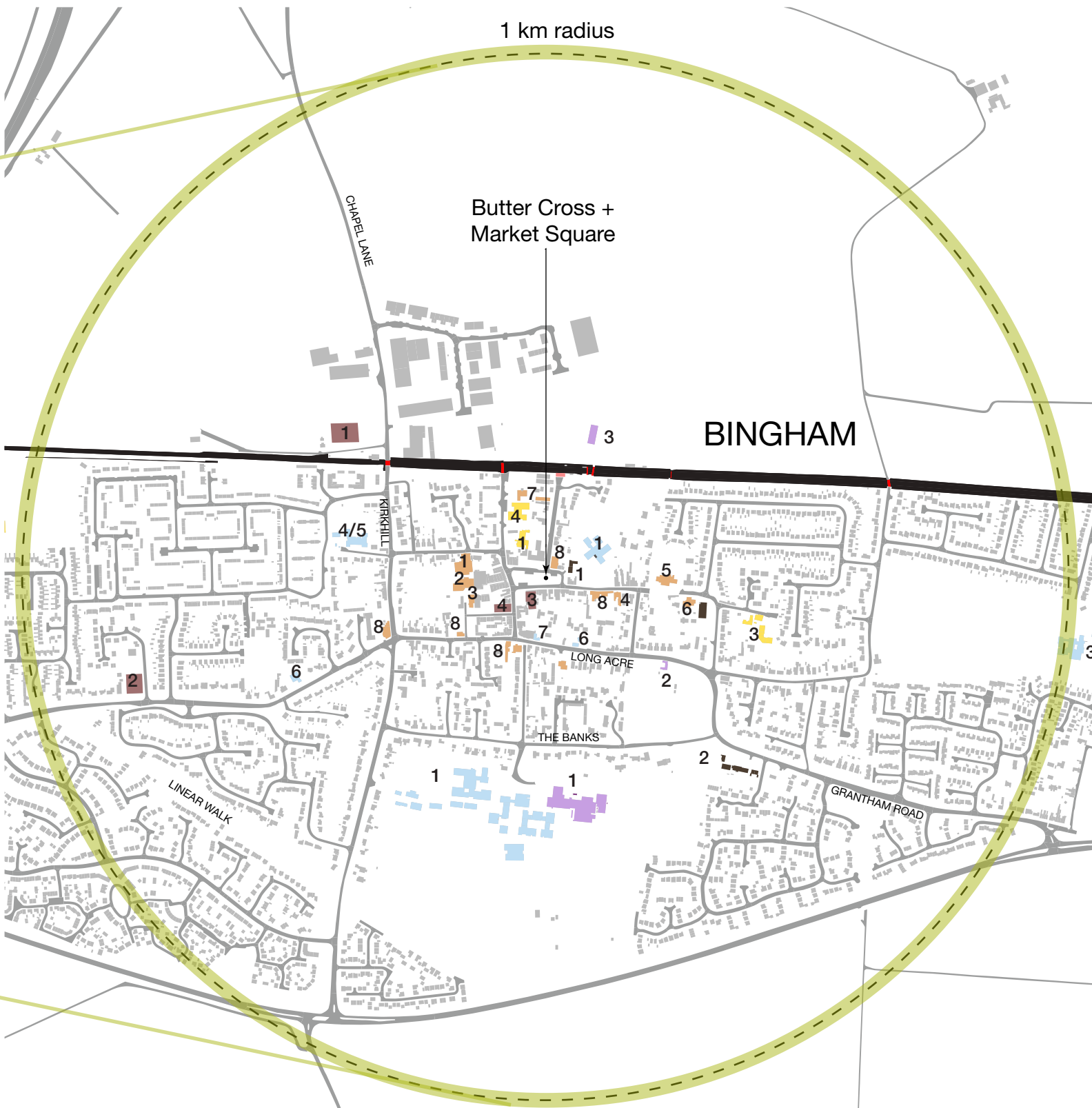


Community/ Care





Bingham Facilities



KEY

Educational Buildings

- 1 Toot Hill School (Secondary)
- 2 Robert Miles Junior School
- 3 Camarvon Primary School
- 4 Robert Miles Infant School
- 5 Buttercross Pre School
- 6 Serendipity Nursery
- 7 Bingham Day Nursery / Pre-School

Community Facilities

- 1 Bingham Health Centre
- 2 Library and Children's Centre
- 3 Methodist Centre
- 4 Old Court House (Town Hall)St
- 5 Marys & All Saints
- 6 The Old Church Hall
- 7 Women's Institute
- 8 Pubs

Supermarkets

- 1 LIDL
- 2 ALDI
- 3 Co-op
- 4 Sainsburys

Care Homes/ Day Care

- 1 Beauvale Care Home
- 2 Wynhill Court Retirement home
- 3 The Rosary Retirement Village
- 4 Rushcliffe Day Centre

Sports and Leisure

- 1 Bingham Leisure Centre
- 2 Bowling Club
- 3 Butt Field: Bingham Town Youth FC
- 4 Bingham Rugby Union FC (off map- west)

Disused building

- 1 The Old Manor House
- 2 Old Police Station

Bingham's accessibility

Set within arable farmland, Bingham is just nine miles east of Nottingham and 12 miles south-west of Newark-on-Trent. Bingham easily connects to the A46 running between Newark-on-Trent and Leicester. The Saxondale Roundabout to the west of Bingham links Fosse Way, the Bingham Bypass (A52) and Nottingham Road, which is the main thoroughfare in Bingham.

Today, Bingham is a commuter town to Nottingham, and consequently suffers from heavy congestion and air pollution around the Saxondale Roundabout and along the A52. These are considered locally to be accident blackspots, with prior requests for an upgrade to a dual carriageway. It takes approx. 25 minutes to drive from Bingham train station to Nottingham station, but this can double during rush hour. DataShine statistics reveal that nearly 2,000 residents commute by car from Bingham each day - over 20% of the population.

Within Bingham, roads are mainly residential. Free parking is allowed on most streets, which damages cycle routes and the overall aesthetic. Roadside parking is particularly bad on Station Street, with just 6 parking spaces at the station for train commuters. The need for extra station parking is evident. Other key car parks within the town centre include Newgate Street Car Park, LIDL and smaller short stay parking lots next to the Co-op and off Needham Street. There is a clear perception that car parking should be improved.

Public Transport

Whilst car dependence is high in Bingham, public transport is also available - with local bus services to nearby villages as well as Grantham and Newark, and the Mainline Bus service to Nottingham leaving every ten minutes from the Market Place. The Rushcliffe Villager also heads to Nottingham on the hour, winding more circuitously through local villages. Whilst the Mainline Bus is regular, the service takes approximately 40 minutes, and is therefore slower than the average car journey.

Rushcliffe's Core Strategy (2014 – 2028) outlines objectives to provide 'excellent transport systems', and Rushcliffe's Sustainable Community Strategy (2009-2026) aims to create a greener borough. In order to achieve these targets, public transport improvements are required to deter car usage. Cycle paths, bike parking, pedestrian footpaths and wayfinding also need upgrading in and around Bingham to encourage sustainable, healthy travel.

Sustrans cycle routes 15 and 48 pass

through and adjacent to Bingham.

The main problem points are the main entrances to Bingham town – where cyclists must navigate confusing, congested roundabouts or cross main A roads. These zones need to be made safer and access routes clearer to encourage rural walks and cycling.

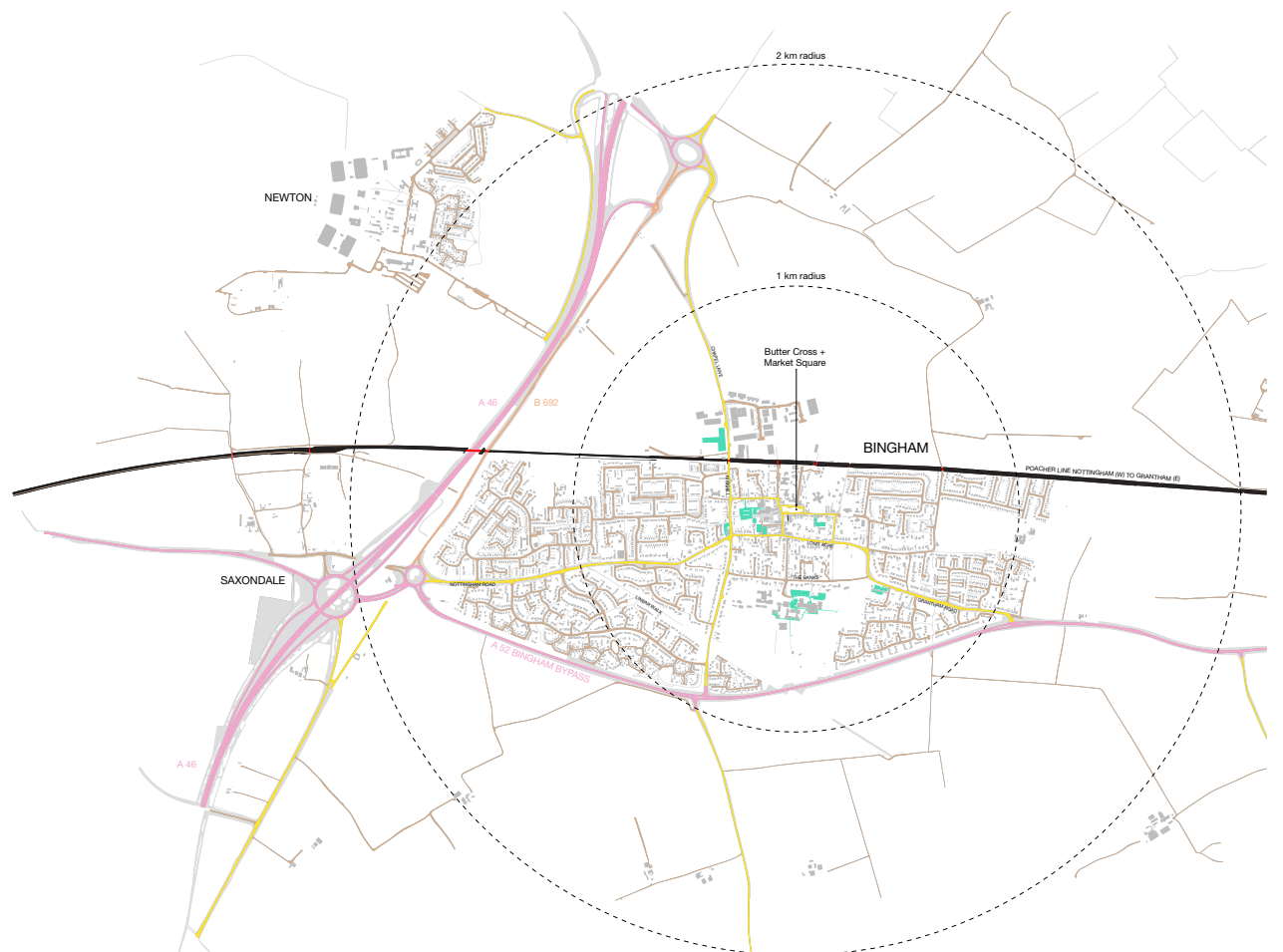
Public Transport

-  Poacher Line Railway
-  Level Crossings
-  Green Route: Linear Walk
-  Mainline Bus
-  Villager Bus
-  Cycle Route



Road network

-  A-Road
-  B-Road
-  Primary Road
-  Secondary roads and cul-de-sacs
-  Paths / verges
-  Car Park



Bingham's economy

Retail and commerce centres around the Market Place, near the train station, and just north of the railway in the Industrial Park. All units are occupied in the Industrial Park, and the majority are filled around the Market Place, reflecting a successful economy. There are few office units, as these businesses favour city locations. HEB surveyors carried out a survey of current retail provision in the town centre (in and around the Market Square area), analysing unit size and occupier mix.

Bingham town centre has a total of 77 individual retail units – a total of 9,685 sq m (104,251 sq ft) of retail space provision. This figure excludes bespoke restaurants (for example the Bingham Town House) and pubs, which are unlikely to have an alternative use as retail premises.

The retail accommodation is often within period buildings and over a number of floors. In effect many of the town centre retail units have a ground floor sales area with often underused storage / staff / office space (occasionally upper floor retail) above.

The average shop size is 126 sq m. There is generally a good mix of sizes within the town centre, offering opportunities from small, “starter” units to large floor plates suited to “multiples”.

Of the town centre retail units there are eight current vacancies (approximately 10%). This figure drops to approximately 6.5% when based on a percentage of

shop floor space rather than unit totals.

It seems probable that the current vacancy rate is not a cause for immediate concern. Historically Bingham is a buoyant trading location with high levels of occupancy. There appears to be some element of ‘coincidence’ in the current vacancy rate. In some instances the vacancies are as a result of ‘non-economic’ reasons, for example national strategic issues (Natwest closure), staff retirement, businesses expanding into other larger units, and in the case of the charity shop a lack of volunteer staff.

At least three of the vacant units are currently ‘under offer’ and likely to be re-occupied in due course.

The supply of units is broadly appropriate for the size of town. However there are indications of demand for additional ‘easy in-easy out’ / start up micro units similar to those on offer at the Old Post Office Yard.

The Traffic light survey to the right scores retail units based on whether they are deemed to be an asset to Bingham.

- “Green: High quality trader, demonstrates expertise in many areas of the business, an asset to the town.
- Amber: Good quality retailer, demonstrating many skills well.
- Red: Generally a scruffy trader that is failing to bring much to the Town Centre. Vacant units are rated red.” (Kerching, 2016)

RETAIL REPORT 2016



Traffic Light Rating, Market Square Bingham Retail Review (Kerching, 2016)



- 77 Retail Units
- 7 vacant units
- 9,685 sqm
- Average retail area 98 sqm



Rent: £215- 270/ sqm



- Weekly Market 8 am til 4 pm
- Monthly Farmers Market



Rent: £20 / 4m frontage
£40 -50 / 10 m frontage



- Office demand quite low. Met by current provision.



Rent: £107 -135/ sqm



- Moorbridge Industrial estate: low void rate. More demand for small - medium units

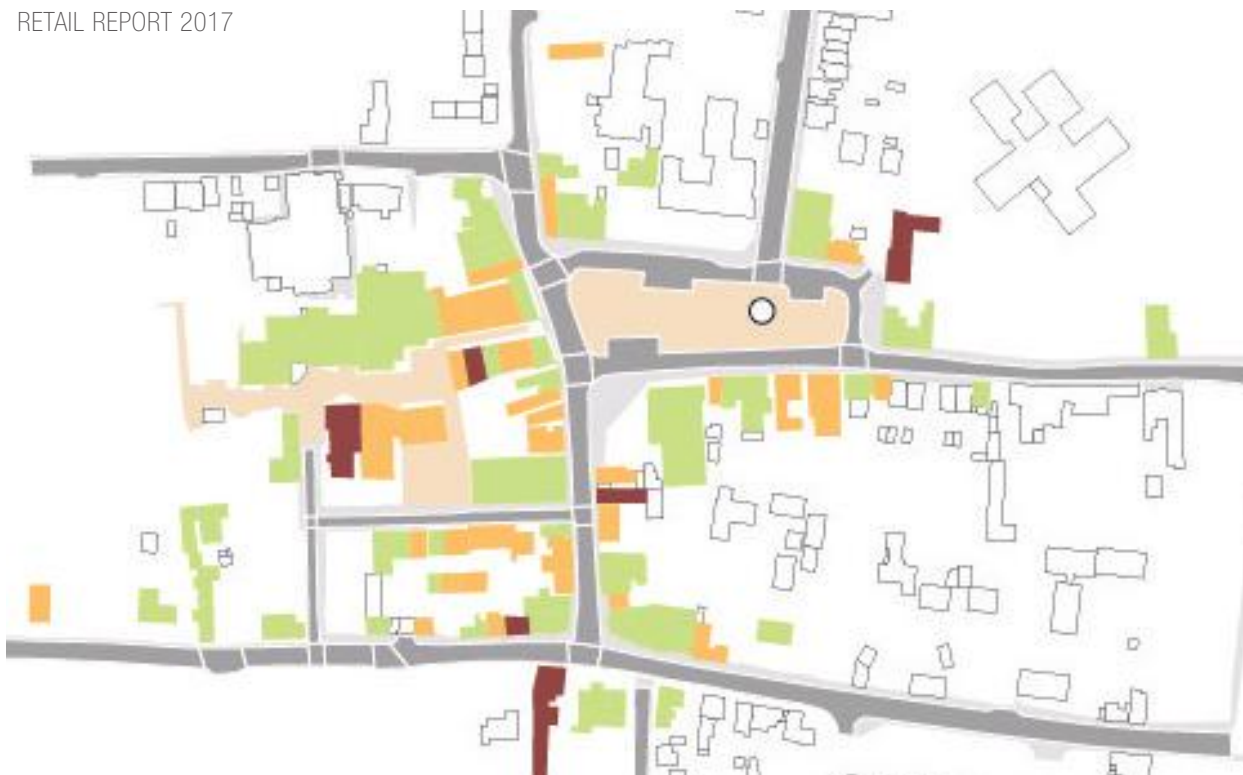


Rent: £48 - 80/ sqm

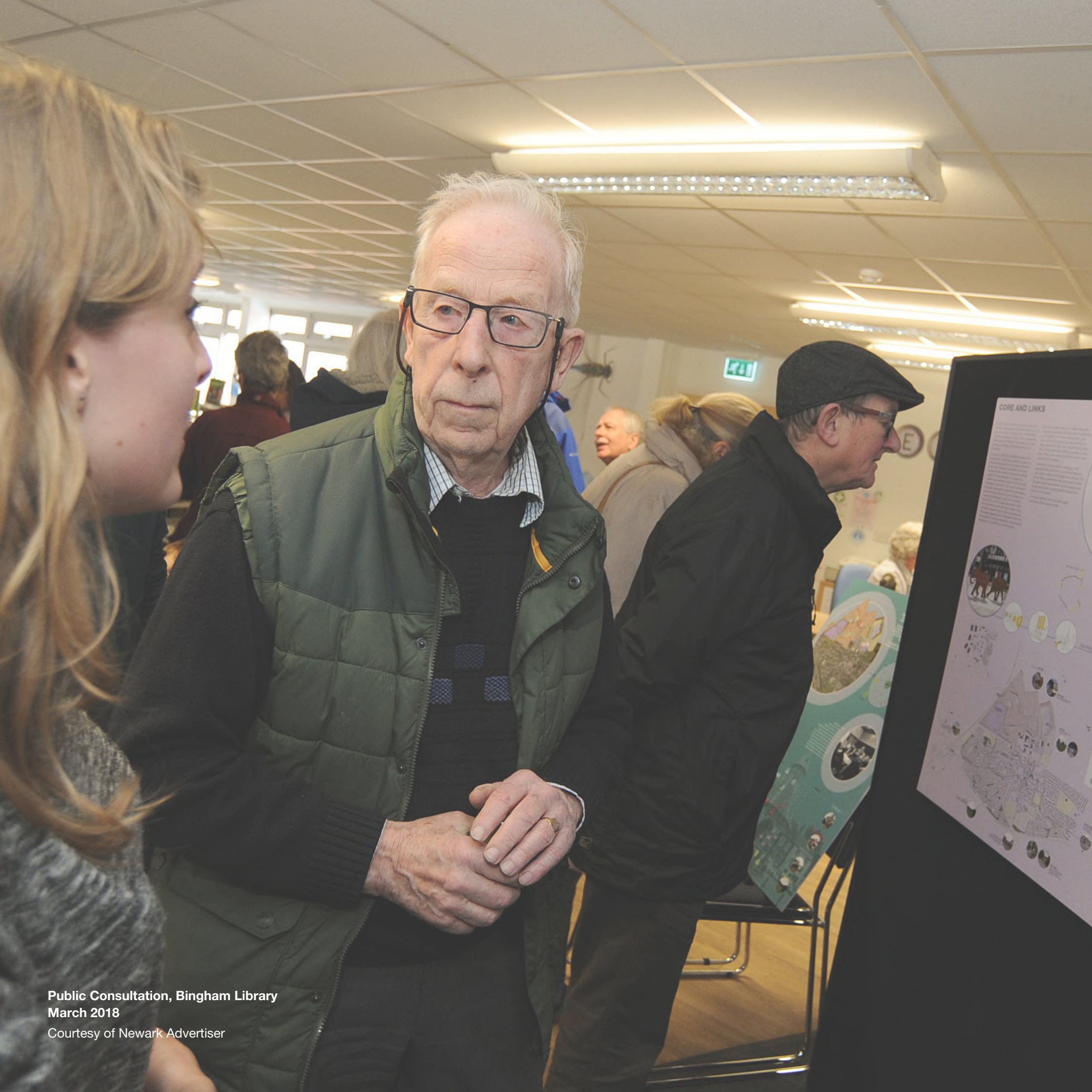


- 5 pubs
- Approx. 15 restaurants and takeaways.

RETAIL REPORT 2017

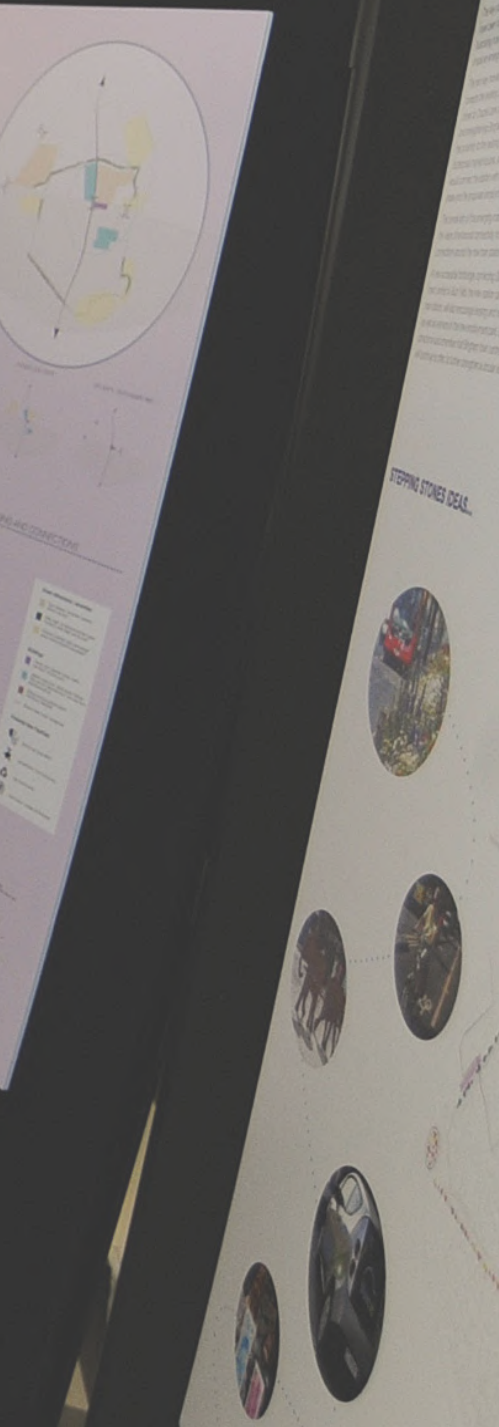


Traffic Light Rating, Market Square Bingham Retail Review (HEB Surveyors, 2017)



Public Consultation, Bingham Library
March 2018
Courtesy of Newark Advertiser

WHAT LOCALS WOULD LIKE TO HAPPEN



Stakeholder Workshop, Bingham Leisure Centre,
December 2017

4

4a

What local people think: Stakeholder Workshop

There has always been a strong sense of community in Bingham. Engaging with the local community was important not only to generate ideas and understand the key issues, but also to present our proposals for the Brilliant Bingham Vision, which were based on experience and best practice. URBED facilitated two consultation events: an invited stakeholder workshop in December 2017, and a wider public consultation at Bingham Library on 10th March 2018.

Stakeholder Workshop, December 2017

The Bingham Roundtable workshop was held on 7th December 2017 in Bingham Leisure Centre. A range of key stakeholders were invited to the workshop, including: members of the Bingham Growth Board - Town Council, Rushcliffe Borough Council, Nottinghamshire County Council; Bingham Business Club; staff and pupils from Toot Hill School; and key community group representatives.

There was excellent attendance and enthusiasm at the event, with 40 participants in total.

This included members of 'Friends of The Manor House', 'Friends of Bingham Linear Park', 'Vale of Belvoir Ramblers' and the leader of Bingham Scouts. A representative of Bingham Methodist Church, the owners of the Post Office Yard of independent shop units, and the Chair of the Community Led Plan were also present.

Attendees were split into five roundtable groups, each with a facilitator from the

consultant team. URBED organised each table with a mix of stakeholders, ensuring representatives from different age and interest groups were able to interact and enable more diverse discussions and a mixing of viewpoints.

Task 1: Perceptions and Comparisons

During this session we asked participants to compare Bingham's assets and shortcomings to other towns and cities: What are the similarities and differences? The good and bad points?

Most groups felt that there was no place quite like Bingham! Bingham has interesting features – but is currently missing that “thing” that sets it apart.

Task 2: The Vision for Bingham

In the second session, we asked participants to discuss and record their ideal aspirations for Bingham, posing the question: “What will Bingham be/ have in ten years time...?”

This helped us to identify the key priorities and motivations for the

stakeholders.

Task 3: Opportunities

URBED prepared maps and images to present to participants during session 3. These depicted the consultant team's own initial ideas and observations about what could be improved within Bingham.





Task 1: Aspirational settlements...

KNARESBOROUGH/ WROXHAM

Tourist attractions. Each place similar to Bingham but has that special something to draw people there



CONAKILTY

Market Square should be enhanced with street life/ activity/ pedestrianisation



RADCLIFFE-on-TRENT

Community hall and youth centre is required



WEST BRIDGFORD

Bars and nightlife are important for the young people



4b

What local people think: Public Consultation

URBED held our second consultation on Saturday 10th March at Bingham Library. This event took the form of an exhibition of work in progress, presenting boards with diagrams and visuals of emerging ideas. The flow of consultation attendees was constant during the 5 hour session, with approximately 300 extra people entering the library compared with a normal weekend.

The event was advertised online via community group websites, and by local councils, and posters were displayed on notice boards. Beyond the engagement on the day itself, display boards remained at the Town Hall for further comment.

59 people answered feedback questionnaires, with answers recorded here.

Public Consultation Display Boards

BRILLIANT BINGHAM

Bingham Market Town will see growth and expansion in the next 10 years and this offers the opportunity to do so in a sustainable and successful manner to create Bingham to thrive as a Local Centre and to become an exemplar for modern town centre extension.

Bingham Town Council (BTC) and Bingham Borough Council (BBC) are keen to create the opportunities offered by the growth and to capture this by creating the Town Centre to thrive as a Local Centre to nearby villages and towns. To take its profile, economic focus and to be a success story. They are also keen to ensure that other areas of the town do not suffer as a result of the new development.

This operation is being delivered through the work of the Bingham Growth Board and the approval of URBED, plus Regeneration and HRB for a New Bingham Town Centre Masterplan.

COMMUNITY

RECREATION

ENVIRONMENT

CORE AND LINKS

URBED will be working with a range of Bingham stakeholders on their ambition to create a new town centre. Together with the stakeholders, the town stakeholders to take and the understanding of the town and the surrounding area. It will be a mix of ideas and proposals to bring it all together in a way that is sustainable and viable.

Our aim is to create a vibrant and sustainable town centre for Bingham, one that is a mix of ideas and proposals to bring it all together in a way that is sustainable and viable.

A vision of Bingham can be seen in the diagram and the map of the town. The diagram shows the town centre and the surrounding area. The map shows the town and the surrounding area. The diagram and the map are both important in showing the vision for Bingham.

WORKING AND CONNECTIONS

HEART OF BINGHAM

EXISTING

IDEAS FOR ENHANCEMENT

Part of a new masterplan vision for Bingham is the vision and enhancement of the Heart of Bingham. This has been developed in discussion with the Bingham Town Council, the Bingham Borough Council, the Bingham Growth Board and a number of key Bingham stakeholders.

At the first stakeholder workshop, the project requirements for the Heart of Bingham were agreed. It will be a mix of ideas and proposals to bring it all together in a way that is sustainable and viable.

Workshop participants repeatedly commented that they would welcome more frequent activities on the square to attract visitors. They also commented on the need for more seating and the need for more greenery. It was suggested that the project should also include a mix of uses, including residential, commercial and leisure. It was also suggested that the project should include a mix of uses, including residential, commercial and leisure.

Parking is a major issue in Bingham. Require a long stay car park for commuters to relieve car parks for shoppers etc.

Identify opportunities to offer flexible office working options for home workers who would like alternative office solutions and new small enterprises. Having local solutions may encourage more local business development and allow some to reduce commute options

When is Bingham going to get a new school? There are already more children in Bingham than school places available

I would like to once again be noted as "best place to raise a family"

Please can enhanced leisure facilities be considered. The current centre within Toot Hill is in a poor condition. Sporting facilities need to cater to a mix of an ageing population and young families

This work is very much welcomed and builds on the work conducted by the Bingham Community Led Plan Group of which I was vice chair. Continued involvement of key members of this group to finalise the URBED plan would help in ensuring this carries forward the mandate of the CLP

Recently Bingham seems to have been overlooked, with community funding going elsewhere in the district.

It would be nice to involve local people with community gardening. I like the Wildflower planting idea

I think it is vital we have a town hall built. Many villages smaller than us have better town hall facilities than we do.

I Like the improved station access - the present footbridge, parking/ height of platform inadequate. An enlarged long term parking area plus provision to take cycles on train or safely park at station would increase train use.

VISION MASTERPLAN

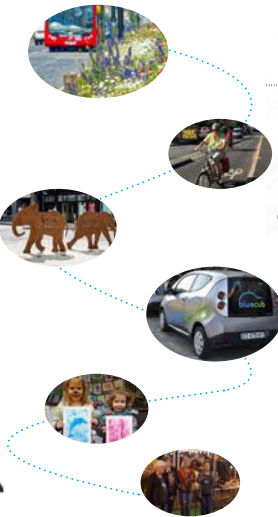
"Close and Linked" plan, an emerging masterplan for Bingham would begin to take shape in 10 years time. The plan would be a more central "Local Centre" and the location of the train station are the first major two steps in shaping Bingham's centre. This would connect to the existing historic town centre market square, and to the north-west a new car park and the local centre, new bus and the new employment park.



Set up a focus group of 12 - 15 year olds to explore their views!

STEPPING STONES IDEAS...

Bingham is The Local Centre for a significant number of Villages ... many occupants of these villages who would like to use Bingham don't because of the difficulty in parking and the inadequacy of the Bus service.



Bus connectivity is crucial. A new regular service up Chapel Lane will be required to get folk who buy the new houses into the Town Centre. To make the new parking north of the railway line effective a continuous, preferably free, service to and from the Town Centre from the new car park would be helpful.

IMAGINING A TIMELINE 2018 - 2028



"Crucial to achieve this but tricky - needs creativity and excellent connectivity across the railway line otherwise there will be 2 communities"

"The most vital aspect of any improvements is adequate parking. This has always been overlooked on every development of Bingham"

"Investment has to attract new business into the square & not just to the new development"

82% Support

"This has the potential to be a vibrant hub but is currently under utilised - pedestrianisation will help"

"Love the idea of making more of the space for the park, events and outdoor seating but strongly concerned about parking on the square"

"Really like the idea of continental outdoor seating and drinking space linked to the cafes, bars and restaurants."

"Pedestrian priority should feature throughout the Market Square. Limited vehicular access can only enhance the area, encourage greater footfall and improve local business."

83% Support

"This has to be got right!"

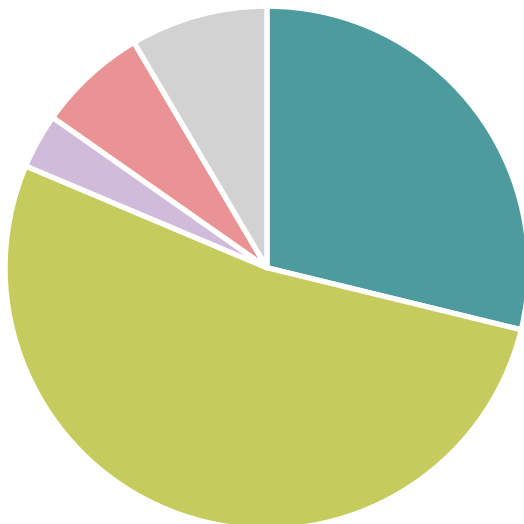
"Good objective on several levels, i.e.. encourages fitness activity and potentially encourages more folk to cycle into Bingham from extremities of town and close by villages"

"Would be great to have a footpath all the way to Gunthorpe. It's currently not possible."

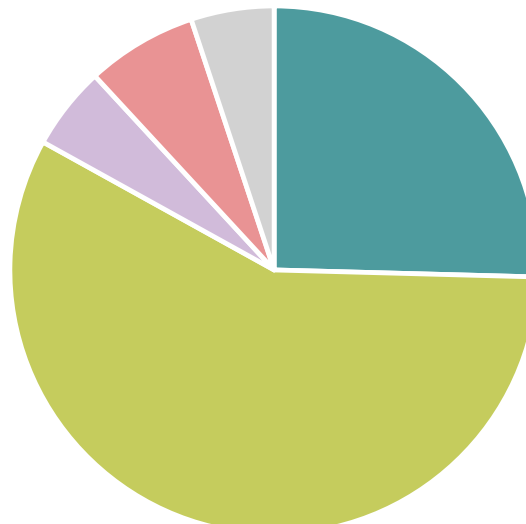
"Ensure all routes into Bingham have good accessible safe cycling options. Safe and secure cycle parking also needs to be available in multiple locations"

92% Support

1) Do you support our emerging vision for a sustainable town centre connecting the existing town and new development?



2) Do you support our proposal to improve and enhance the Market Square and its public realm?



3) Do you support our proposals to strengthen the walking and cycling network of paths within Bingham and towards outer areas?



■ Strongly Support ■ Support ■ Do Not Support ■ Strongly Do Not Support ■ Undecided

"Definitely need better access for pushchair/wheelchair users"

"I am concerned that a turning near to the level crossing will make the road a constant jam"

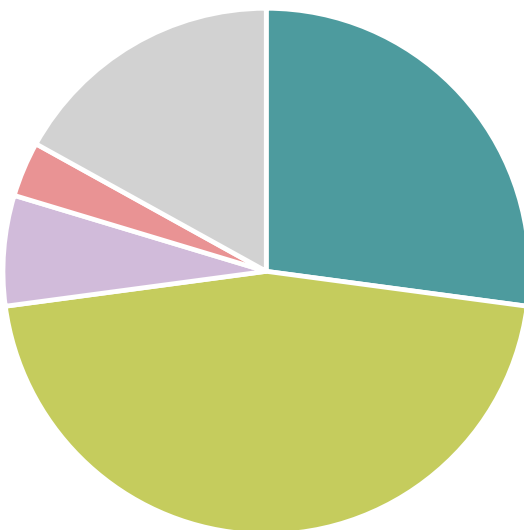
"This would create more parking away from historic Bingham square and station street and make train travel more appealing"

"Making best use of existing infrastructure is best here and much less expensive. Existing station is well located."

"Current train services do not warrant the cost."

73% Support

4) Do you support our proposal for a new station access on Chapel Lane?



"My only worry is that we would end up with two halves of Bingham."

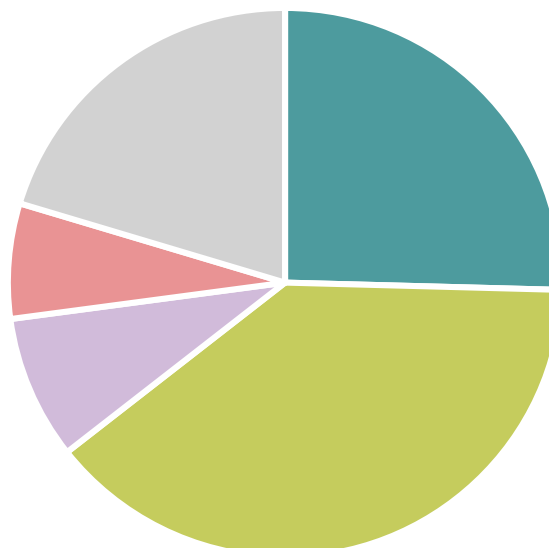
"Getting a mini centre north of the railway line would help integrate the two sides of the town, but there are difficulties. The main town centre must remain around the Market Square"

"We do need a community centre where we can have theatre, dance, film and family functions and the Tesco site would be a good place for this"

"With growth Bingham cannot depend upon one centre or central set of amenity so a second area or local centre is vital"

64% Support

5) Do you support our vision for an enhanced historical town centre around the Buttercross and a more central Local Centre anchored around Chapel Lane?



Conclusions

We were very impressed by the enthusiastic turnout from residents and sense of commitment and pride in 'Brilliant Bingham'. Developing plans must continue to involve locals agents.

It is evident that the matter deemed of greatest importance to attendants at the consultation was improving and resolving the cycling and walking routes and facilities around the town. Residents feel connected to their rural setting, and would like easier and safer methods of getting into the countryside for walks. It seems that many residents and villagers would be happy to travel more sustainably, but currently feel like the car is the best option due to narrow paths, unsafe crossings and confusing wayfinding.

Residents are all strongly in favour of a Market Square revival. This would respect the current architecture and local businesses, but seek to encourage more activity on the square, and increase seating and landscaping provision. There is a lot of support for alfresco dining options, and most were in favour of reducing vehicular access and parking.

Visions for the new local centre at Chapel Lane, and the relocation of the train station were supported, but less strongly than these other two schemes. There was some concern that the train station relocation would be a waste of money unless the train service increased. People were determined to finally have their community centre in Bingham, for arts, culture, performances and so on, and the 'Tesco site' was deemed a sensible location for these facilities.



HOW BINGHAM COULD BE IN 10 YEARS



5

5a

A Strategy for Brilliant Bingham

Aim: First and foremost, the aim is to recognise what is already great about Bingham and maximise upon these many positive attributes: Bingham is prosperous and popular and must retain its historic identity. Enabling Bingham to thrive as a Local Centre and to become an exemplar for modern town urban extension relies on the strengthening of the central retail district, and the enhancement of sustainable transport links to increase footfall.

Our study undertook analysis of the existing town of Bingham, as well as its relation to the planned development and growth of the town to the North. Discussions regarding connectivity between the new northern extension and the existing town also developed.

Strengthen the Core and Improve the Links

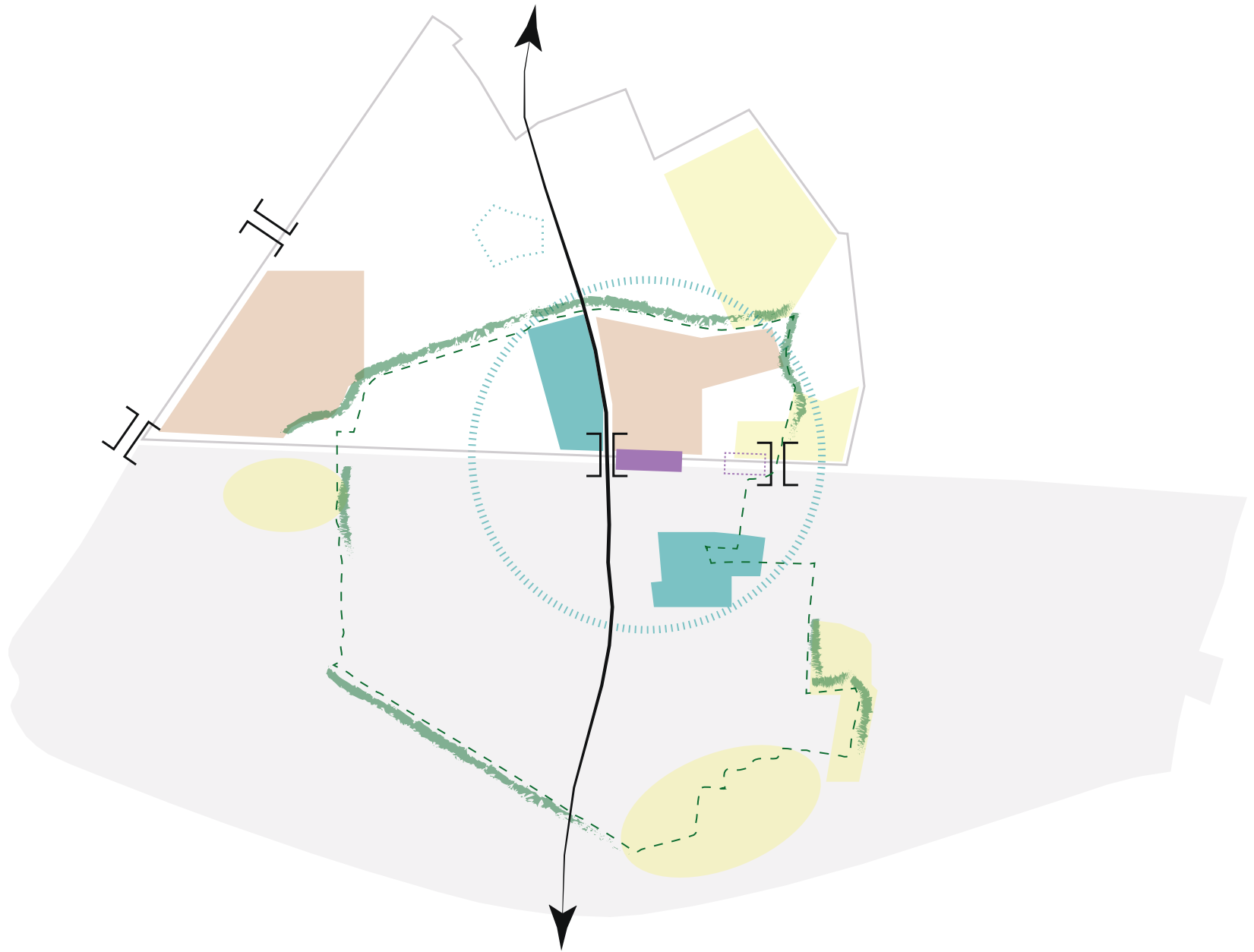
It is evident that Bingham's Market Square is the most important asset to protect and enliven. Our masterplan prioritises infrastructural and aesthetic improvements to the town centre, but also recognises the need to look beyond this at the provision of better connected walking and cycling routes, encouraging residents to stroll into the centre, instead of getting into their car and seeking shops and entertainment elsewhere.

Three Key Moves

Green walkable routes around Bingham are to be improved and continued into the new development to the north, connecting features such as Butt Field, the leisure centre, the linear walk, Wynhill Playing Fields, the Car Dyke green spine and the proposed country park. These routes have the potential to extend and connect to local villages.

Whilst the market square should remain the heart of Bingham, there is opportunity to enlarge the 'Local Centre' using land anchored around LIDL and the Chapel Lane junction. Such an urban design move could help to enhance and strengthen Bingham's town centre as a whole and encourage integration and consolidation of the town, as opposed to creating a separated Local Centre and the development of a north and a south Bingham.

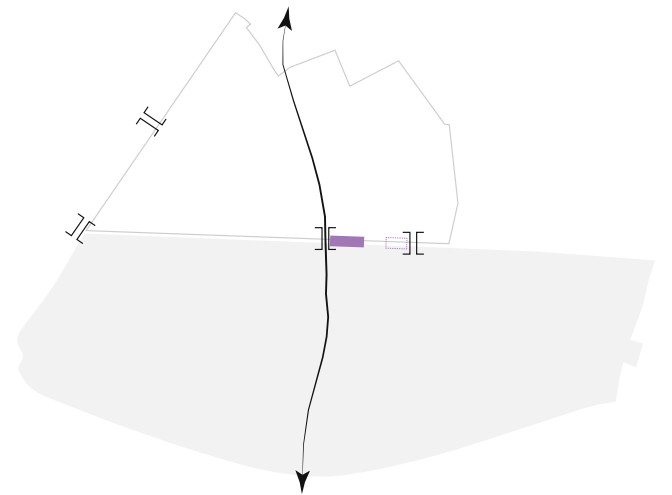
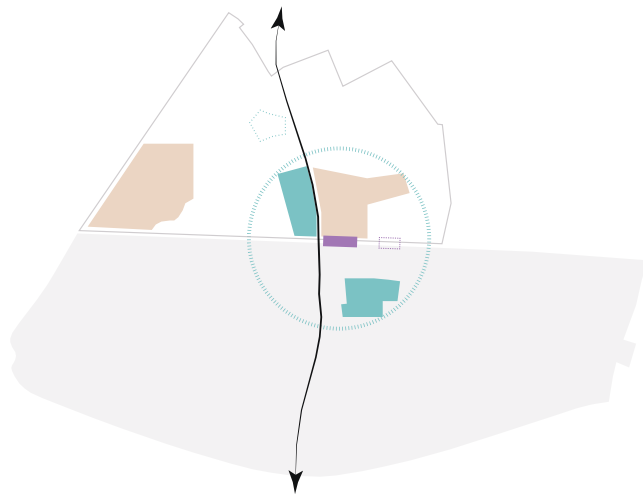
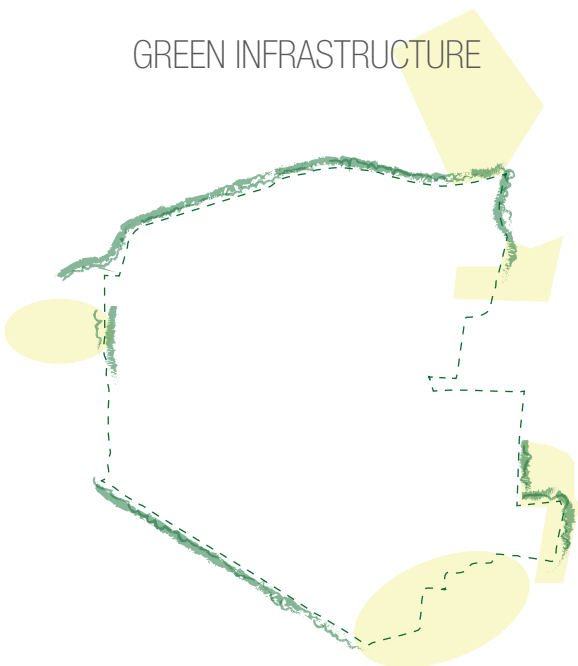
A third key proposal we feel is emerging is the discussion and exploration of a relocated Bingham train station, closer to the Chapel Lane crossing. The former Tesco development site could accommodate this and the new development could host a new mixed-use development to assist with the value of the project and its viability.



GREEN INFRASTRUCTURE

STRONGER LOCAL CENTRE

LINKS AND CONNECTIONS



5b

A Sustainable Vision

Bingham has aspirations to become a more sustainable town, with community interest groups such as ‘Plastic Free Bingham’, and ‘Friends of Bingham Linear Park’ whose aims are to enhance and preserve the biodiversity of the site and to maintain it for the users of the park.

Surrounded by farmed land, Bingham also has a variety of public green spaces, including five neighbourhood scale recreation grounds and play areas, sports pitches, grazing paddocks and the Linear Walk - which transects the town diagonally, following the route of a disused railway line.

In the recent Community-Led Plan, it was noted that residents were in favour of more allotments, upgrades to the Linear Walk and a new country park/ wildlife garden. Currently the nearest country parks to Bingham are Cotgrave Country Park and Ferry Farm Country Park, which are over an hour and a half walk away.

A recycling centre is also in high demand from local residents.

Greener Transport

LIDL currently provides two charging points to encourage the use of electric vehicles. Better still however, is the encouragement to use sustainable public transport, or walk and cycle. For this reason routes, access and wayfinding feature regularly in this report.

It is becoming more common for public buses to be powered by electricity, and any new community bus should consider this.

There are two main electric bus categories: autonomous and non-autonomous. Autonomous buses keep the energy stored within the vehicle, while non-autonomous buses maintain a continuous supply of electric energy from outside of the vehicle.

Alongside the actual upgrade programme for paths and cycle routes in Bingham, the publication of a fun and easy to read free cycle and walking map would make residents more aware of the car-free alternatives available to them.

For those who are dependent on the automobile, the council could provide a car pooling website facility, encouraging travellers into Nottingham to share a ride.

Brownfield Sites

Whilst the mass housing development is set to occur on the farmland north of the town, it is important to be aware of potential brownfield sites (such as the old

Police Station and the ‘Tesco Site’).

The Environment Agency suggests that ‘Concentrating development on brownfield sites can help to make the best use of existing services such as transport and waste management. It can encourage more sustainable lifestyles by providing an opportunity to recycle land, clean up contaminated sites, and assist environmental, social and economic regeneration. It also reduces pressure to build on greenfield land and helps protect the countryside.’ (ref. Environment Agency: Position Paper 2003).

Microclimates

Understanding the Market Square microclimate (ie. which areas are sunniest and which in shadow) will assist with the introduction of more central greenery, which also improves the aesthetics of this communal asset.

A site as small as a bus stop could have the ideal microclimate for the growth of certain plants, and green roofs or walls can also made a mundane item of street furniture into a piece of artwork.



SEATING AND PLANTING DEFINE PERIMETER OF MARKET SQUARE

WILDFLOWERS COULD ACTIVATE BINGHAM'S GREEN VERGES

BUS STOP PLANTING (EINDHOVEN) ADDS VISUAL INTEREST AND ATTRACTS WILDLIFE



5c

Masterplanning: Core and Links

Here is our illustrative masterplan for Bingham. It identifies sites and areas for re-development in line with our themes for regeneration. We have included an indicative plan of the new housing development to the North, as within the 10 year vision period this growth will start to influence the boundaries of Bingham.

Each project is discussed in more detail in this chapter.

5d: COMMUNITY

pg. 36 - 39



Core: An Enhanced Community Hub

- CO01: Employing a Town Manager
- CO02: A New Community Hub
- CO03: Bringing Empty Buildings Back to Life
- CO04: Arts and Culture
- CO05: Young Adults & Teens

5e: RETAIL

pg. 40 - 45



Core: A Thriving Retail and Business Centre

- RT01: Reactivating / Reviving the Market Square
- RT02: Increasing and Supporting Retail Offer
- RT03: Maximise Bingham's potential as Nodal Point
- RT04: A New Business Park
- RT05: A Pedestrian Focused Market Square with a Stronger Identity

5f: INFRASTRUCTURE

pg. 46 - 53



Links: A Better Connected Bingham

- IN01: Walking and Cycling: Routes & Crossing
- IN02: Walking and Cycling: Wayfinding
- IN03: Walking and Cycling: Village connections
- IN04: Public Transport
- IN05: Parking Provision
- IN06: CASE STUDY: Chapel Lane Station Relocation

5g: ENVIRONMENT

pg. 54 - 57



Links: A Walkable, Sustainable Place to Live

- EN01: The Linear Walk
- EN02: Walkable Bingham
- EN03: Wildflower Verges
- EN04: A Green Centre



Masterplanning: Town Centre Strategy

The Vision developed for Bingham Town Centre to become a sustainable local centre offers the view and aspiration of a vibrant place to live in with a strong identity and character. Brilliant Bingham has been part of this Vision study since its very inception. It was recognised that Bingham is a great market town and that the growth and expansion that will happen in the next 10 years will further support the town in becoming a brilliant place to live.

The work undertaken for the Vision Masterplan for Bingham Town Centre has not limited itself to just the town centre - which is referred to in this document as the Market Place and the immediate surrounding area, but it is seen more widely as the town as a whole, and most importantly as the connection between the existing town and the residential development to the north.

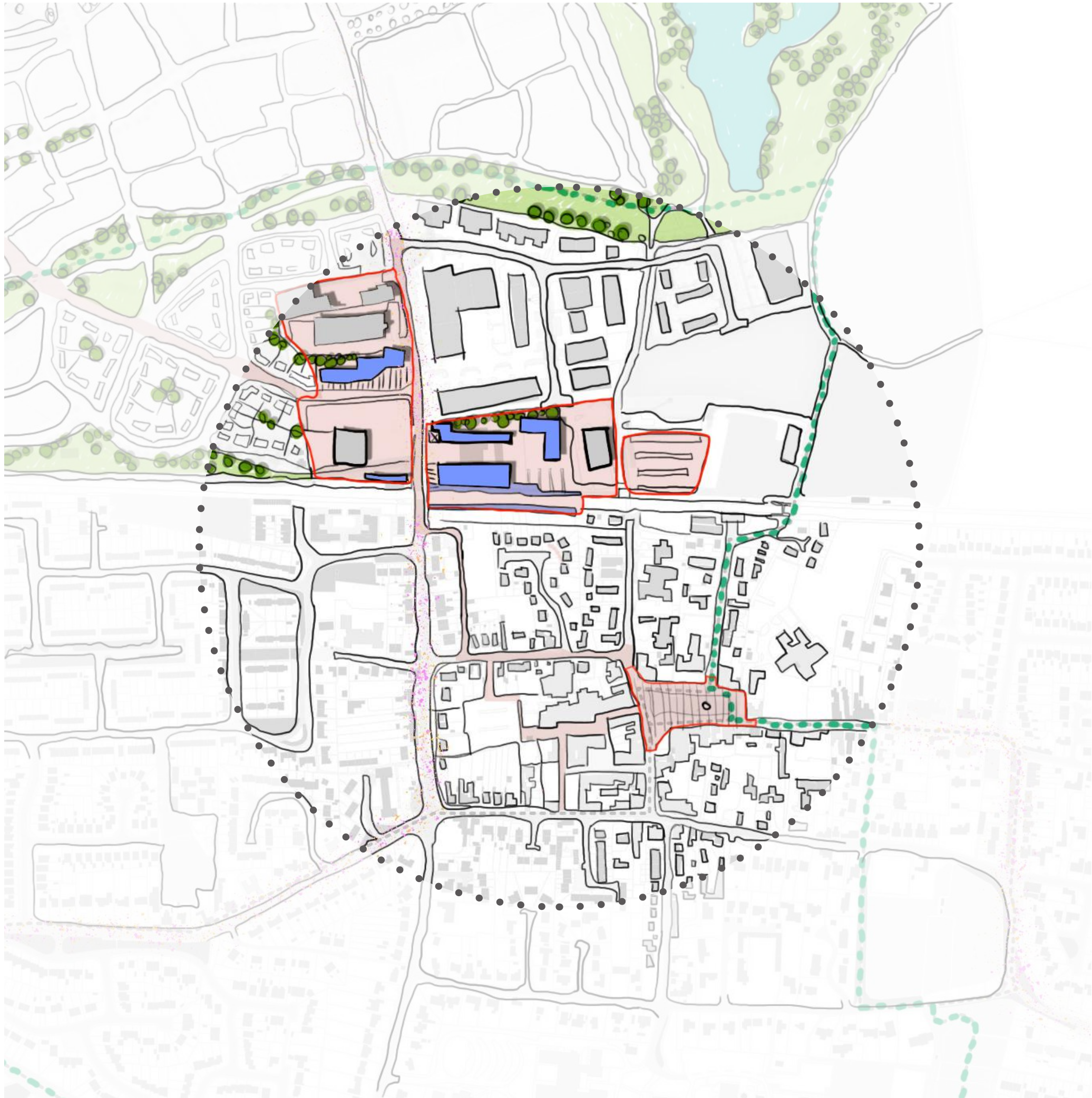
The study acknowledges that the proposed development to the north will add a considerable number of new residents to the town. This offers opportunities as well as threats. The key opportunity is that a substantial influx of new residents can strengthen greatly the local economy, supporting existing and new facilities. The key threats that can be envisaged if the development

happens in isolation, and disconnected from the town, are a depletion of footfall from the centre as residents prefer out of town destinations and the creation of two separate communities. Neither of these scenarios create the vision of a sustainable Bingham shared by many - from members of the Bingham Growth Board to members of the Bingham community.

The proposed Vision understands and offers a high level masterplan that includes a series of interventions across the town, anchored on two key areas: the Market Place and Chapel Lane - with a series of 'stepping stone' projects that help link and strengthen the connectivity and movement within the town as well as towards its hinterland.

The following sections describe in detail this approach. The vision recognises that to create a sustainable Bingham over the next 10 years, a mix of interventions will be required that will support the development of different aspects of the town: its local economy, social cohesion, development of the arts, sports, health and wellbeing and overall identity. Together all these elements offer the opportunity to create a strong, "Brilliant Bingham", where the town is sustainable locally but also attracts visitors and investments from further afield.

With its proximity to Nottingham via rail links, Bingham can aim high to become a visitor destination as well as maintaining its reputation as a family-friendly town with high quality services, such as educational and medical facilities.



5e

Core: An Enhanced Community Hub

AIM: To support Bingham's existing communities and local dependent villagers, by increasing the provision of communal facilities and events, and to encourage harmonious interaction and engagement with the developing community to the north, with the objective of creating one united Bingham.

Bingham is lucky in having a passionate community that cares deeply about the town. During the period of this study it became apparent that there are numerous groups of local voluntary organisations spanning all kind of work and engagement, whether focused on age, special interests or as wider community town planning involvement.

The vision has quickly become a natural progression from the original Community Led Plan, which already showed interest amongst the local community as public engagement resulted in a very high response level. The consultancy team spent time analysing and understanding this document as a starting point.

The engagement that followed - with a roundtable workshop event in December 2017 and then a wider public consultation in March 2018 - has helped strengthen this connection and communication with Bingham's local residents as well as residents of its hinterland. From all these consultation studies, and right from initial discussions with the Bingham Growth Board, an aspiration to provide an enhanced

community hub was evident to all.

The concept of a community hub for Bingham is not simply limited to proposing a new space or building, but it also recognises the various and varying activities run by community groups, and those activities that the community would like to run but currently does not have the right space.

There is richness and value in these community groups being spread across the town, whether using facilities on Butt Field, or within the High School grounds, or hosted by the Methodist Church, or the local WI hut. Because of this richness of local activism, new spaces are required.

During the stakeholder workshop held in December 2017, the students representatives from Toot Hill High School voiced a wish for better arts and cultural community facilities, which was echoed by other stakeholders. It has been recognised that while Bingham offers excellent sporting facilities, which are so successful they need expansion, it has overlooked its rich heritage of the arts.

In this analysis the value of the Buttercross itself was also brought to the fore, and how this heritage asset is currently underused and undervalued, even though it presents perhaps the most striking identity for the town. The Market Place and the Buttercross can provide a further 'community hub', by offering a high quality public realm as a civic space for residents, new and old, to meet and interact.

CO01: Employing a Town Manager

Bingham hosts several annual events, from the quaint Christmas Markets to B-Fest and the Bavarian Beer Festival, with the support of their twin town Wallenfels.

The Market Square definitely has the potential to support more regular events. Prior attempts to organise an Italian Food Festival were deemed to have been poorly advertised, and the Bavarian Beer Festival occurs hidden away in the leisure centre.

A designated **Town Manager for Bingham** could help to co-ordinate activities and organise further craft fairs, food fairs and festivities, ensuring residents are aware and invited to get involved.

CO02

A New Community Hub

One of the top priorities in the 2016 Bingham Community Led Plan was for a Community Centre to be built, with 94% of respondents in favour. This remains a priority within the local community, with residents stating that no facility currently offers a licensed bar with a stage for musical and dramatic performances. A new hub should provide increased youth services and could also offer better sporting facilities, a film room or a gallery. A cultural heart of Bingham certainly seems crucial.

A town manager hired to co-ordinate fairs and festivals in Bingham could also manage proceedings at the Community Centre.



CO02 A: A Community Centre with stage and licensed bar

Whilst the new Methodist Church hall supports community gatherings, the lack of a licensed bar limits parties and performances.

CO02: EXAMPLE 'The Grange' Centre, Radcliffe-on-Trent

Offers venues for every occasion, including conferences, wedding celebrations, dances, theatre, and a host of other social functions.



CO03

Bringing Empty Buildings Back to Life

Overall Bingham has few unoccupied or dilapidated buildings, or obvious central brownfield sites, with the exception of the wasteland north of the railway line.

It has been very clear to us from repeated consultation exercises that the Manor House building in the north-eastern corner of the market square is deemed to be highly valuable to Bingham's residents. This Grade II listed structure is privately owned, with the owner currently reluctant to sell. This beautiful 17th century building has the potential to become the landmark building which Bingham currently lacks, perhaps housing a museum or cultural facility, which may increase tourism in Bingham.

CO03 A: Manor House

There is concern that the building is falling into disrepair, which will become increasingly more costly to restore. Suggestions for a theatre, museum and flexible community room are popular, with a bold public frontage on the square.



CO03 B: Old Police Station

This building almost became a residential care home, however plans recently fell through. The site is quite large and central, and has previously supported charitable occupations.



CO04 Arts and Culture

Artistic and Cultural facilities are currently one of Bingham's weaker areas, in contrast to the prevalence of cultural societies, musical and dramatic clubs in Bingham.

Self organised artistic groups utilise church halls and school facilities. However participants in our consultation exercises commented on the lack of a defined cultural space for performance or cinema.

CO04 A: Craft Markets

The Christmas market and Summer craft fair offer stalls to local creative entrepreneurs. These home workers would appreciate more opportunity to sell their products, and craft markets are increasingly popular with young families.



CO04 B: Culture centre - gallery / museum space

There are few museum or gallery spaces in the Vale of Belvoir, and this could be an opportunity to increase touristic investment. Bingham has a Roman heritage, and an interesting agricultural past.



CO05 Young Adults & Teens

Since the Youth Centre closure in September 2014, a new indoor space for young people to hang out has not been provided. Positive Futures now seek to provide assistance to young people at risk of social exclusion in Bingham.

Whilst we engaged with fewer young adults and teenagers during our project, it seems clear that this is the community who feel least represented within Bingham. An outdoor playspace is provided for older children on Wynhill Playing Fields, but this is not well lit at night, and feels very separate from the rest of the community.

Anti-social behaviour is low in Bingham, however improved facilities would help to tackle boredom. There were some suggestions for a skate park, support for young enterprise opportunities, and a managed 'hang out' room for young people.

CO05 A: Youth Club

EXAMPLE

Nearby Cotgrave Youth Club provides music, dance, arts, sports and adventure activities as well as the usual youth club activities such as pool, table tennis, games, and a coffee bar.



CO05 B: Bars and Night Life

Bingham has little night life. The Wetherspoons pub is popular, whilst support for another bar, pub or restaurant aimed at younger people was raised by attendants to the local college. Currently people travel to West Bridgford.





5f

Core: A Thriving Retail and Business Centre

AIM: To strengthen retail provision in central Bingham, increasing the range of available goods for sale, whilst supporting the prevalence of independent local retailers, market stall owners and start up businesses. Also to attract new employment opportunities into an expanding business park, filling the void in the job market which currently exists in Bingham, and prompting a gradual change from commuter settlement to a place to live and work.

Bingham presents itself as a healthy market town. Its centre is vibrant and offers a very good mix of independent retailers, which creates a very appealing feel to the town. During the consultation events the passion among the town's local residents about Bingham's identity and character - supported by its local independent retailers - was also evident. This is a character the local community wants Bingham to build on and flourish. There is consensus that supporting a thriving and characterful town centre will also help draw in new residents into the development to the north as well as visitors from further afield.

Bingham town centre has a total of 77 individual retail units. It is important to note that retail accommodation is often within period buildings and over a number of floors. This has a positive effect in creating strong character, and is an urban condition the vision builds on. On the other hand it does also mean that in effect many of the town centre retail units have a ground floor sales area with often underused storage / staff / office space (occasionally upper floor

retail) above. However this can offer further opportunities to explore how best to utilise these underused spaces. Possibilities of multiple functions within existing buildings could be explored. As many of the independent retailers are also local residents, there is appetite to work collaboratively to improve provisions for the community.

It is also worth noting the relevance, in supporting the independent retailers, to consider the 'mode' or most 'typical' unit size which is 60 sq m (645 sq ft) of sales space. This shows that there is generally a good mix of sizes within the town centre, offering opportunities from small, "starter" units to large floor plates suited to "multiples". While the town also offers larger retailers such as LIDL and ALDI.

When looking at Bingham's development and the town it wants to be in 10 years, it is important to recognise that there are two types of shops in any town centre: those that pull people in (and therefore anchor the centre) and those that feed off the footfall passing their unit. No matter how good they are, the latter will not survive long in a centre that has lost its

anchor. In the current market the anchor is generally a supermarket.

While a bustling town centre can be observed in Bingham, the development to the north poses the risk of driving new residents to use the supermarket anchors rather than engaging with the town centre. This is a further reason to offer improvements and support for the town centre's independent retail offer.

Strengthening the existing markets held weekly and monthly on the Market Square presents an important asset that need to be developed further. Creating a high quality public realm in the Market Square activated by high quality local markets can be the key to ensure the town's identity, prosperity and long-term sustainability.

RT01

Re-Activating / Reviving the Market Square

The weekly market hosts 20 - 30 stalls, however the layout is currently cluttered. Footfall has been decreasing slightly since the market reopened in the 1970s, with stiff competition from supermarkets. The square also hosts monthly farmers markets, and has further potential to build upon Bingham's 'Market Town' reputation.

RT01 A: Market Revival

A more unified stall aesthetic would help to create an attractive market. Young families who work cannot make the Thursday markets. Additional craft and themed food markets could run more frequently on weekends.



RT01 B: Increase use of the Buttercross

Otley Buttercross can be hired for free for charitable stalls on weekends. Whittlesey Buttercross is a covered seating area, whilst Somerton Buttercross sometimes houses flower merchants.



RT01 C: Fetes and Festivities

Residents of all ages flocked to the Bingham Christmas market and fair. A summer fete or the Bavarian Beer Festival could also take place in the square, in recognition of the feasts and parties which once occurred here.



RT02

Increasing and Supporting Retail Offer

Feedback from consultation proved how protective locals are of the Market Square and old town centre. The independent retailers are unique and need supporting, in light of increased competition from LIDL and ALDI. Shop numbers should increase to accommodate the new residents in the 1,050 home development.

RT02 A

Support and Increase Independents and Start Ups

There is a good supply of independent businesses in the town, particularly in the Old Post Office Yard and around the Market Square, offering a unique shopping experience. There are several smaller units, with businesses which rely on shoppers coming from surrounding villages. More low rent 'start up' units would support local entrepreneurs.



RT02 B

Improve Eaton Place

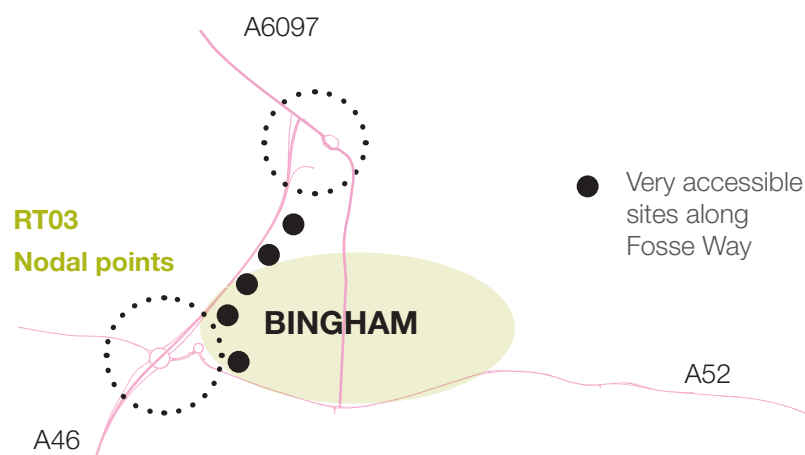
Eaton Place contains more of the larger shops and multiples. There are few highstreet chains, and no clothing shop. There are a couple of closed units within the Shopping Centre, whilst unit signage and architectural appearance does not compare with the quaint market square, and could be enlivened to attract more businesses.



RT03 Maximise Bingham's potential as a Nodal Point

Bingham sits at a transport confluence, where the A52 from Grantham to Nottingham intersects the A46. The Saxondale junction provides a quick and direct route into Bingham down Nottingham Road. Stakeholders at the December workshop stated that "it is hard to overestimate how good access is", and thought that more ought to be made of this potential.

A business centre with conference facilities just off the A46 could draw in investment. Perhaps this could be considered within the newly designated industrial estate, or on the site of the old Weighbridge. Other options for future consideration are a park and ride facility.



RT03 A: Conference facilities

Bingham's location makes it very accessible for meetings and gatherings of social groups. This could be attractive for corporate conference facilities.

RT04 A New Business Park

Our baseline report noted that approximately 20% of residents commute out of Bingham for work, whilst others commute in to the Moorbridge Business Park. The new proposed employment park could look to attract employment opportunities which are more appealing to local residents.

A Business Improvement District could be considered as a possible funding source for several Bingham town centre projects.



RT04: EXAMPLE

JAC Architects Stockley Business Park

The mixed-use development comprises 25,000-square-meters of office space and 26,000-square-meters of hotel space. The master plan has been developed to reduce the complex's impact on the environment. The layout encourages people to either walk or cycle.





New Fosse Way Business Park

Easy access makes Bingham a great location for businesses which want to set up close to Nottingham. The site is also only 15 - 20 minutes walk from Bingham station and Market Square, encouraging more sustainable modes of travel. A more attractively landscaped business park, with pedestrian and cyclist focus may help to integrate this employment area into Bingham town, and prevent a second barrier zone between existing Bingham and the new housing estates.



Moorbridge Road Industrial Estate

All units are occupied on this estate. Currently streets are lined with cars, building facades are closed and not engaging and site areas are enclosed in unwelcoming metal fences. This is not an area for pedestrians, and has little connection to the town of Bingham.



Part of a new masterplan vision for Bingham is the review and enhancement of the Market Square. The proposed improvements to the market square were warmly welcomed with over 80% of attendees to the public consultation in favour of upgrades.

This would include a review of vehicular access, with many in favour of reduced vehicular access and parking. However, local shopkeepers were concerned that this would limit immediate footfall to their shops.

Whilst increased seating on the square was strongly approved, some participants thought this should be located nearer the Picture Cafe, as opposed to The Butter Cross Pub. There was an inclination toward flexible design, with seats which could be moved or removed, however issues of

storage were also discussed.

Residents repeatedly commented that they would welcome more organised activities on the square to increase usage. Performances at the Buttercross and market square food festivals were suggested, but the need for an appointed town manager (who would help to market these events) was also raised.

Many residents in Bingham would welcome a new community hub / arts and culture facility located in or around the market square.

Enhanced landscaping and the designation of an area of the square as a potential mini central park, with children's play facilities were also popular.



RT03 A: EXAMPLE Clonakilty

This is a good example of a new high quality public realm linking strategy, and a revival of key spaces in the town from car park to green park. Clonakilty wins awards for tidiness and holds several annual festivals.



RT03 B: EXAMPLE Alnwick

Stakeholders at the December workshop mentioned Alnwick as a place to aspire to be more like. Alnwick has more tourist attractions and a shared surface market square with 11 parking bays. All cars are removed on market days.

RT03 C: EXAMPLE Ludlow

Now a thriving market town, but this hasn't always been so; it did so by supporting the offer of independent shops, cultural facilities, and its weekly council-run market. There are also a number of specialist markets that run periodically.



RT03 D: EXAMPLE Dewsbury

Space Activation Dewsbury: Temporary badminton / table tennis etc as part of Dewsbury Strategic Development Framework. Stepping stone projects can complement larger capital projects and build up community confidence.





5g

Links: A Better Connected Bingham

AIM: The future prosperity of Bingham relies upon easy accessibility. Road networks have been the focus up to now, but in the near future, changing environmental legislations dictate the need to explore more sustainable public transport, footpath and cycle path connections within the locality, enabling a more 'walkable Bingham'.

Bingham is a compact market town with a good network of streets, roads and footpaths. Connectivity within the town centre is very good, which is evident from the vibrant activity in the centre.

When taking a wider view of the town and its connection to its wider hinterland, we can observe that integration of streets, roads and paths is less successful. Bingham's original medieval market town street pattern has not fundamentally altered over time, with the town being bound by the A46 to the west, the A52 to the south and Chapel Lane through the middle.

The town suffers from car congestion, especially with regard to parking. This is due to a number of reasons: above all Bingham acts as a local centre to approximately 30 nearby villages and hamlets. Many of these residents rely on Bingham as further connections, by public transport to Nottingham and beyond. However long-stay parking facilities are currently lacking and where provided are within the town centre, therefore funnelling hinterland traffic right into the centre.

Bingham does boast an excellent

network of footpaths but it is currently underused because they are poorly maintained, lit and signposted. However this network offers an excellent opportunity, with a small effort and budget, to create a high quality, pleasant and efficient way for local residents especially to access the town's leisure, shopping, sports, education and community facilities on foot or by bike.

Connectivity between the existing town and the proposed new residential development to the north requires careful attention and consideration and makes up a key part of the new vision for the town centre. The physical barrier of the railway line, bounding the existing town to the north is not to be overlooked, especially given that the only main crossing is at one point only (Chapel Lane). This presents several obstacles: a heavily trafficked road with minimal pedestrian and cycling provision within the road itself and at the level crossing point. While the physical barrier of the railway cannot be removed, it can be overcome by creating better connectivity with the development to the north. Ensuring that new road layouts in the north development are well connected

and permeable to walking and cycling - funnelling movement directly towards the centre - will encourage new residents to visit the town centre by foot and by bike, especially at the weekend. Improving the level crossing at Chapel Lane for residents walking or cycling will encourage more active and sustainable movement thanks to a perceived safer highway environment.

The new proposed accessible footbridge connecting Newton with Bingham over the A46 will provide further enhanced connectivity.

Most importantly Bingham boosts a local train station connecting to Nottingham with only a 10 minute journey time, however the current service is only hourly. The station lacks accessibility and does not offer a suitable long-stay car park. These issues exacerbate car congestion and parking issues within the town. The new town's vision proposes a new station access from Chapel Lane with car parking facilities. This is discussed in more detail in the "case study" text boxes that follow. With improved station facilities, seeking improved services will be easier to achieve as the users' demand for the train station will be higher. This proposal can also offer the opportunity to create a new gateway and arrival point for Bingham.

IN01

Walking and Cycling: Routes & Crossing

Wildflower verges are becoming popular as an alternative to grass. They often require less maintenance than mowing grass verges, and provide a natural habitat for insects and animals.

In Bingham there are many wasted 'verge spaces' along Nottingham Road and Grantham Road, the main route through Bingham. These could be planted with wildflowers, created a more distinctive guiding route towards the Town Centre.

● Zone with Pedestrian focus: safer crossing points/ improved, widened pathways / pedestrianised area

IN01 A

Improve pedestrian routes at Chapel Lane Crossing

IN01 B

More focus on pedestrians down Station Road and Market Square



IN01 C

Evaluate crossings at Fairfield Street junction

IN01 D

Improve crossing safety Cherry St to Paddock footpath

IN02

Walking and Cycling: Wayfinding

Signage

Bingham entry signs are fun and engaging. However wayfinding deteriorates within the town, and could benefit from a bolder design strategy, with clear colour continuity and recurring symbols.

A wayfinding design competition with local schools/ scout groups would encourage community engagement.



Identity

Bingham should increase the use of the Buttercross as an identification symbol for use on signposts.



IN02: EXAMPLE

Colchester 'Fixing the Loop' Wayfinding

This project explored ways of improving the 20 minute walking route between Colchester Railway Station and the town centre. Signage is themed on a historic reference to Emperor Claudius's dramatic arrival into Colchester with a herd of elephants. The scheme uses lamppost flags, artwork, planters, plaques and lighting to improve the pedestrian route, and draws attention to key landmarks along the route.



IN03

Walking and Cycling: Village connections

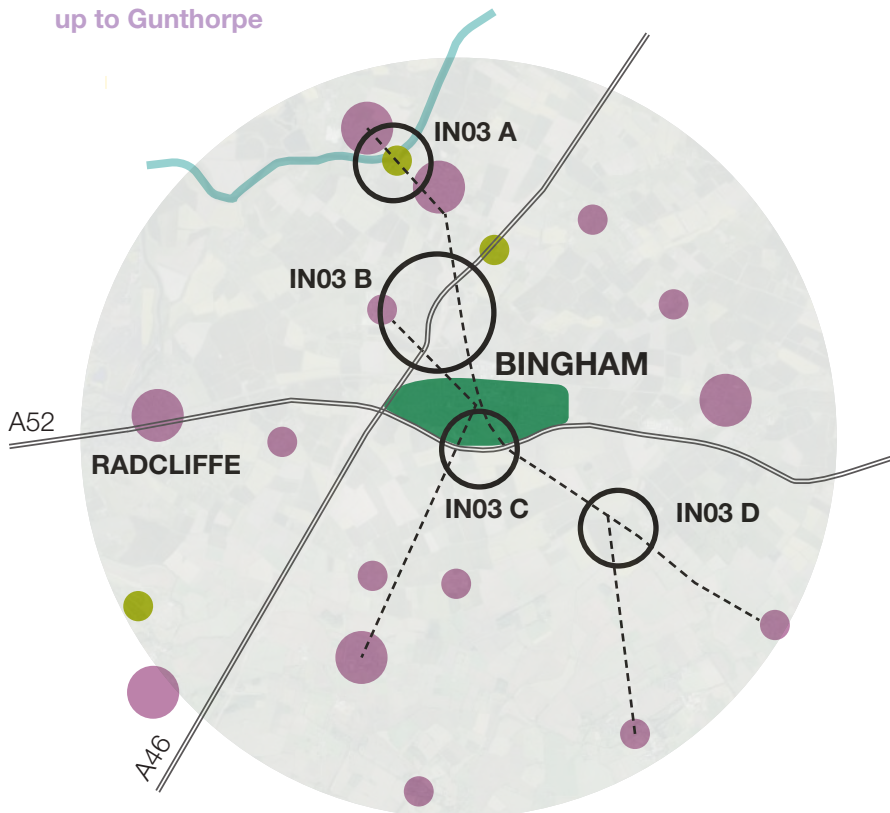
Local villagers are dependent on Bingham for many of their services. Many of these villages are within 15 to 30 mins cycle from Bingham, however currently cycle routes are along roads, with speed limits of up to 70mph. This deters sustainable travel and encourage car usage, and congestion in Bingham. Cycling infrastructure needs enhancing in Bingham and the surrounds, whilst walking routes down to Granby and up to Gunthorpe would encourage healthy living and exercise.

IN03 A

There is eagerness for better links to the Garden Centre, East Bridgford and up to Gunthorpe

IN03 B

A new bridge is being funded to connect Newton and Bingham, tackling the A46 divide



IN03 C

Assess cycling/ pedestrian crossing safety over A52

IN03 D

Extend Linear Walk to point of destination: Granby / Barnstone and other southern villages

IN04

Public Transport

Bus services into Nottingham are regular and fast. The train service is even faster but is infrequent. The Poacher Line Report predicts a steep increase in train travel as Bingham grows, and station enhancements - as well as continued pressure on Network Rail to improve service frequency - should deter car usage.



IN04 A: Train Station

The Wigan Wallgate Wallflowers are a community organised group set up to make Wigan Wallgate Station a greener place to be. Plant donations and community growing helped to make the station a more inviting space

IN04 B: Cycle Parking

Increase cycle parking provisions at the Market Square, the leisure centre, supermarkets, train station and provide in new car park. A bike repair cafe could also be set up to encourage cyclists.



IN04 C: Community Shuttle Bus

A free or reasonably priced Bingham Community shuttle bus could link the new northern development, proposed Butt Hill Car Park and Chapel Lane, Market Street and Leisure Centre, helping older residents to get around



IN05

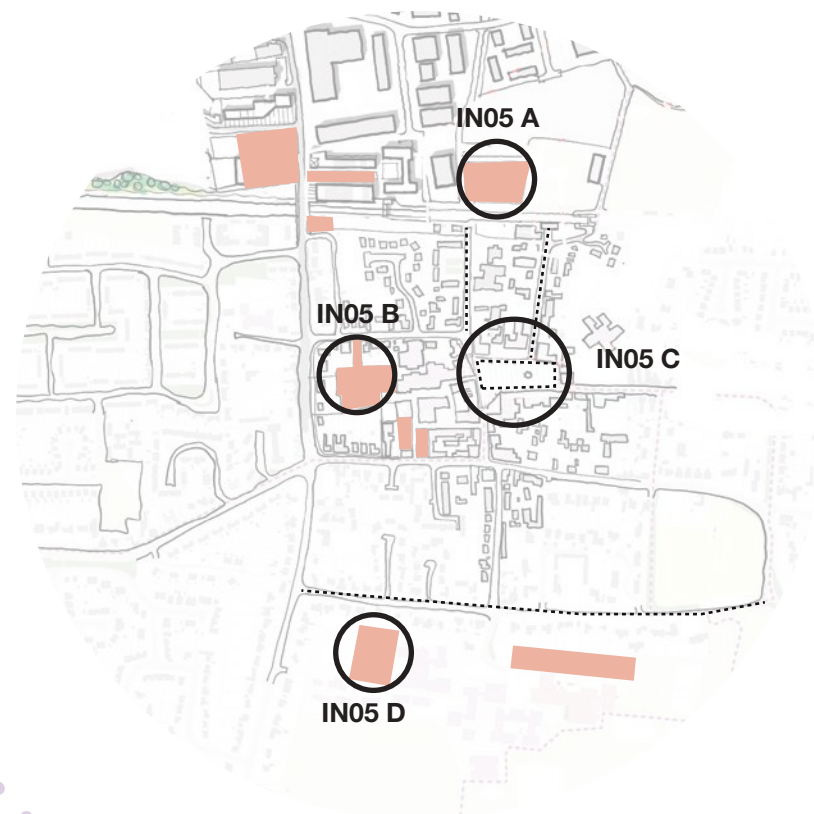
Parking Provision

Poor provision for car parking - which leads to car-lined residential streets - was the most prevalent recurring topic in our public consultation, with roughly one third of comments mentioning parking issues. The current system is not working effectively, and draws car owners into ALDI and LIDL and away from independent retailers, in search of parking spaces.

Bingham is a popular location for shopping, largely due to the free central parking offer. The alterations to parking off Needham Street have been popular, and many people would like Newgate Carpark to also become shorter term parking, so long as an additional long stay car park were provided nearby. The Community Led Plan described parking as “critically important for the survival of the commercial heart of Bingham and ...thought to be responsible for a damaging reduction in the footfall in Market Place.”

--- Reduction of parking.

● Official Car Parks: Existing and new



NEW CAR PARKING

IN05 A: New long stay free car park to be constructed north of railway on land near Butt Hill Playing Fields. Car Park to provide extra station parking for commuters, long stay parking for Bingham centre employees - five minutes from Market Square, cycle parking, electric charging point, recycling facilities.

= Space for approx. 180 spaces

Access: Opportunity to utilise the existing entrance onto “former Tesco site” to connect new road between Chapel Lane and new Butt Hill car park. Or use Moorbridge Road as connection to Butt Hill car park, an additional 3 minutes drive. Highways to advise.

AMENDED CAR PARKING

IN05 B: Newgate Street Car Park to become 3 hour short term free parking (with £20 charge beyond) = 95 places serving shoppers / diners

IN05 D: Toot Hill School car parking to be reviewed. Suggestion: Bus Park to be used outside of drop off and pick up hours for student parking. Re-design of this space to accommodate approx.. 80 - 100 spaces. Half of the 141 spaces at the Leisure Centre could therefore be converted to leisure centre or disabled parking. This should hopefully take some of the pressure off parking on the Banks.

REDUCED CAR PARKING

IN05 C: Resident only or paid parking along Moor Lane and Station Street to reduce traffic

IN05 C: Reassessment of parking bays on Market Square. Currently 20 bays within square, plus 10 extra bays on road to North. Remove 8 bays on road next to Market Square, and six bays next to Butter Cross. Other 14 bays – could be reshuffled and incorporated within square or planted around exterior to hide.

IN06

CASE STUDY: Chapel Lane Station Relocation

A longer term strategy for improving public transport provision, community facilities and retail offer in Bingham could be to combine these facilities onto one mixed use site, getting developers to cover some of the cost for public infrastructure. The empty site next to Chapel Lane level crossing (which was previously proposed as a Tesco store) is a great central location, which

would help to unite North and South Bingham. A relocation of the train station to this location would relieve some of the commuter parking in the town centre, and make the train station more of an interconnected hub of activity. New platforms in this location could use Chapel Lane for disabled access, removing the need for a lift or ramp.



RAILWAY PLATFORMS:
UNATTRACTIVE/ POORLY CONNECTED / TOO
LOW/ NO TICKET MACHINE



ACCESS PROBLEM: FOOTBRIDGE
NO WHEELCHAIR ACCESS / PUSHCHAIRS ETC

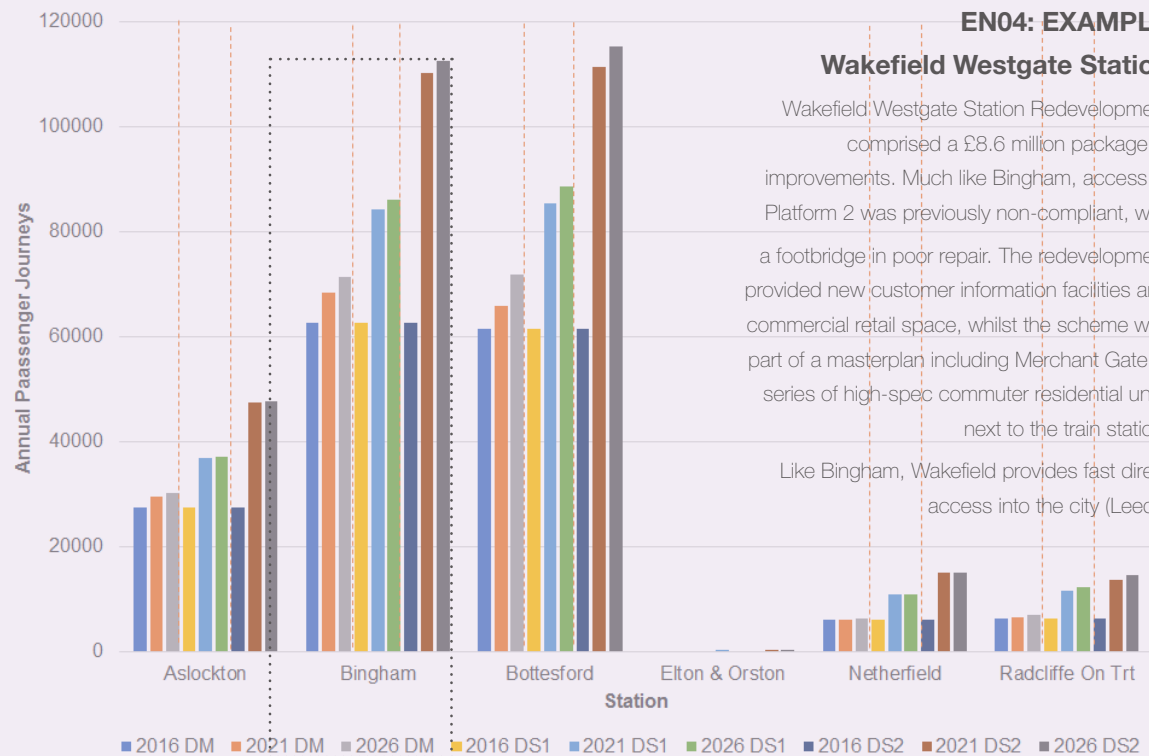


STATION BUILDING:
ATTRACTIVE / USED BY OFFICES /
LITTLE PARKING AND NO ATTENDANTS



STATION STREET:
GREAT VIEW STRAIGHT TO BUTTER CROSS,
BUT LINED BY CARS AND CONGESTED

Figure 21: Demand Forecasts for the DM, DS1 and DS2 Scenarios



Source: Mott MacDonald

EN04: EXAMPLE Wakefield Westgate Station

Wakefield Westgate Station Redevelopment comprised a £8.6 million package of improvements. Much like Bingham, access to Platform 2 was previously non-compliant, with a footbridge in poor repair. The redevelopment provided new customer information facilities and commercial retail space, whilst the scheme was part of a masterplan including Merchant Gate, a series of high-spec commuter residential units next to the train station.

Like Bingham, Wakefield provides fast direct access into the city (Leeds)



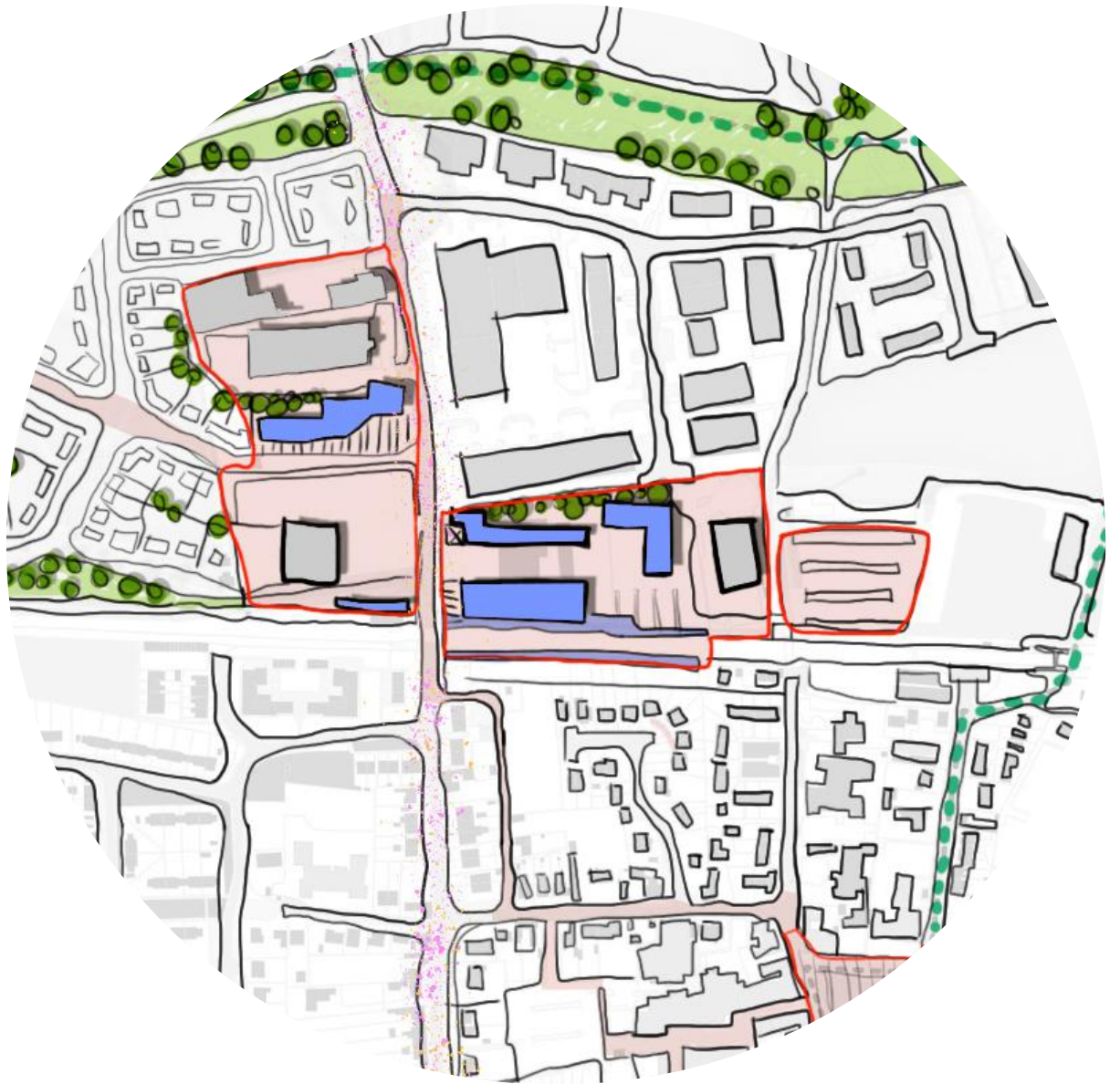
IN06

CASE STUDY: Chapel Lane Station Relocation

We have highlighted an ambition to move the railway station to a more accessible location and ensure disabled access to it. A new station access could form part of a wider local hub on Chapel Lane that would link the new housing with the town centre. It would also create a new gateway into the town.

The ambitions for this should be encouraged, and dialogue established with Network Rail to assess their appetite and potential funding.

It is an ambitious project and one of course to be developed with caution. Obtaining the funding to achieve the station relocation may be arduous. It is important that the development of this site is further tested with a specific feasibility study. This will help to assess how Chapel Lane can be best brought forward. Moreover a strong strategy can be created so that a Chapel Lane development



is not held up (or disjointed) should the relocation not happen in the timescale hoped.

The costs of relocating the railway station have not been possible to accurately estimate as part of this study. There are many variables determining the final costs which will require a detailed feasibility study to be completed before any estimate is made.

Links: A Walkable, Sustainable Place to Live

AIM: To create a network of green spaces for recreation and wildlife linked by safe pedestrian and cycle routes.

Since the very first site visits and the work undertaken during the Baseline stage, it became clear that Bingham boasts an excellent network of footpaths .

However these networks are currently very underused and, because of this, many of the footpaths are not easy accessible. Many are overgrown or have an uneven surface and are not adequately lit for evening use, especially for winter use when the sun sets very early in the day. It is also hard to locate these paths, even for Bingham residents, and to understand how they connect with each other. A simple step proposed in this vision document is to undertake a 'stepping stone' project around creating new wayfinding signage to encourage local residents as well as visitors to make use of these paths.

A wayfinding signage project would need to go hand in hand with access improvement to the footpaths network. This could be a project delivered in partnership with the local authority and the local community, facilitated by a voluntary organisation such as the Groundwork Greater Nottingham group.

Bingham has the opportunity to become a superb walkable and cyclable town. Thanks to a very central town centre and also in the context of the expansion to the north, most residents in Bingham have the ability to walk or cycle into the town centre, to local schools and other key community facilities. The aim and aspiration for the town, supported by its local authority bodies, is to enhance its walkable and cycle-able connectivity, making it easy, pleasant and enjoyable to walk and cycle between places.

There is the wider aspiration and opportunity to also strengthen the walking and cycling connections of the town to its surrounding rural hinterland. The Linear Walk for example could easily extend to connect to nearby local villages and hamlets, strengthening not only the everyday walking and cycling within the town but also for leisure, sport and general health & wellbeing.

The appetite for a better network within the town, to offer easy walking and cycling, was certainly made evident during the public consultation process. The question asked about support for the vision of supporting walking and

cycling by improving the town existing network received the most support, with 92% responses between "strongly support" and "support".

Encouraging walking and cycling by providing an appropriate and safe network for residents to do so will also have the benefit of improving air quality within the town centre by reducing car movement and car presence.

Strengthening the walking and cycling network will also play a vital role in encouraging more sustainable and active travel for residents and visitors from the nearby villages and hamlets within the Bingham catchment area.

The new proposed accessible footbridge connecting the nearby settlement of Newton with Bingham over the A46 will provide a safe connection for residents wanting to walk, and those cycling into and out of town. It will be imperative for this project to be successful to provide safe onwards connections between the pedestrian bridge and further streets and roads. Often poorly connected walking and cycling facilities, although well designed fail to support sustainable and active travel because of lack of safety in continuing the journey by foot or bike.

EN01 The Linear Walk

EN01 A Relaxation

The Linear Walk should be thought of as a public park. Provision of seating/ lighting and points of interest along the route would encourage relaxation and rest



EN01 B Fitness Trail

Consultation with Park Managers and residents of Bingham highlighted a lack of outdoor sport/ play equipment for adults/ teens. A wooden fitness trail could run along the Linear Walk



EN01 C Nature Trail

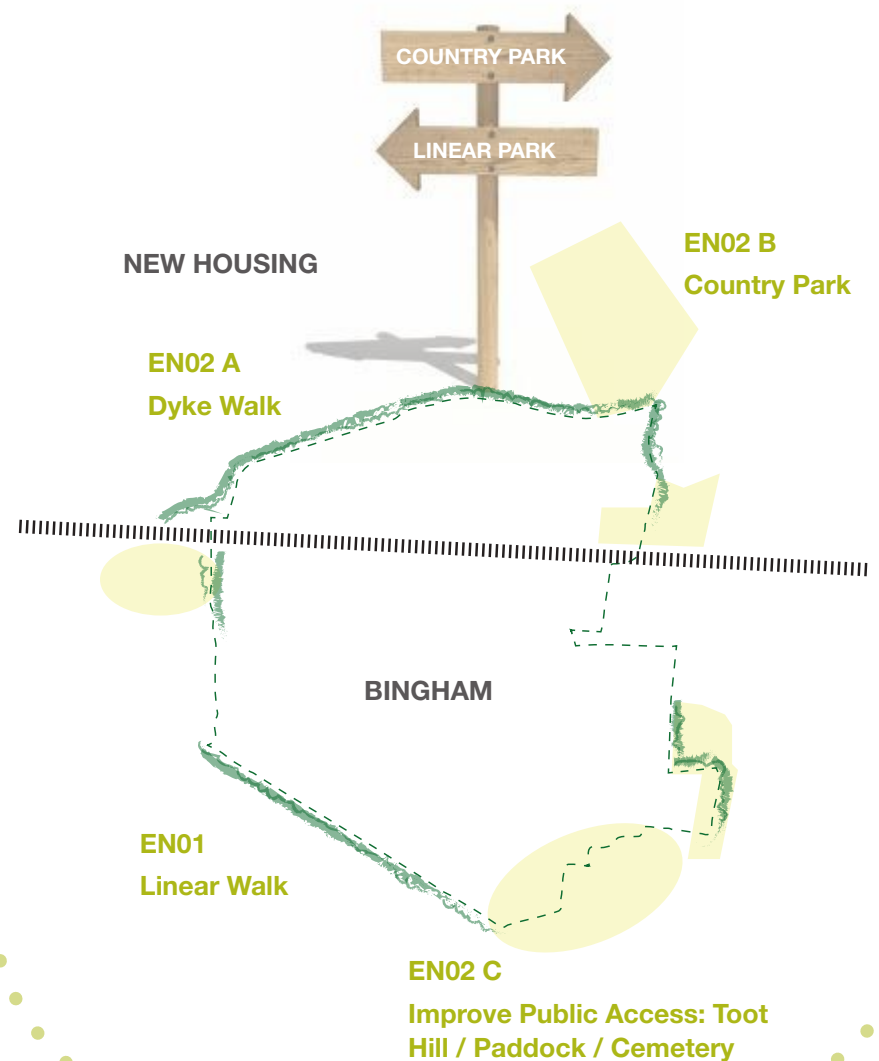
As the entrance sign proclaims, the Linear Walk is home to over 30 bird species, and lots of other wildlife. More spotting signs, bird boxes and bug boxes would increase wildlife numbers and be a great educational resource for local schools



EN02 Walkable Bingham

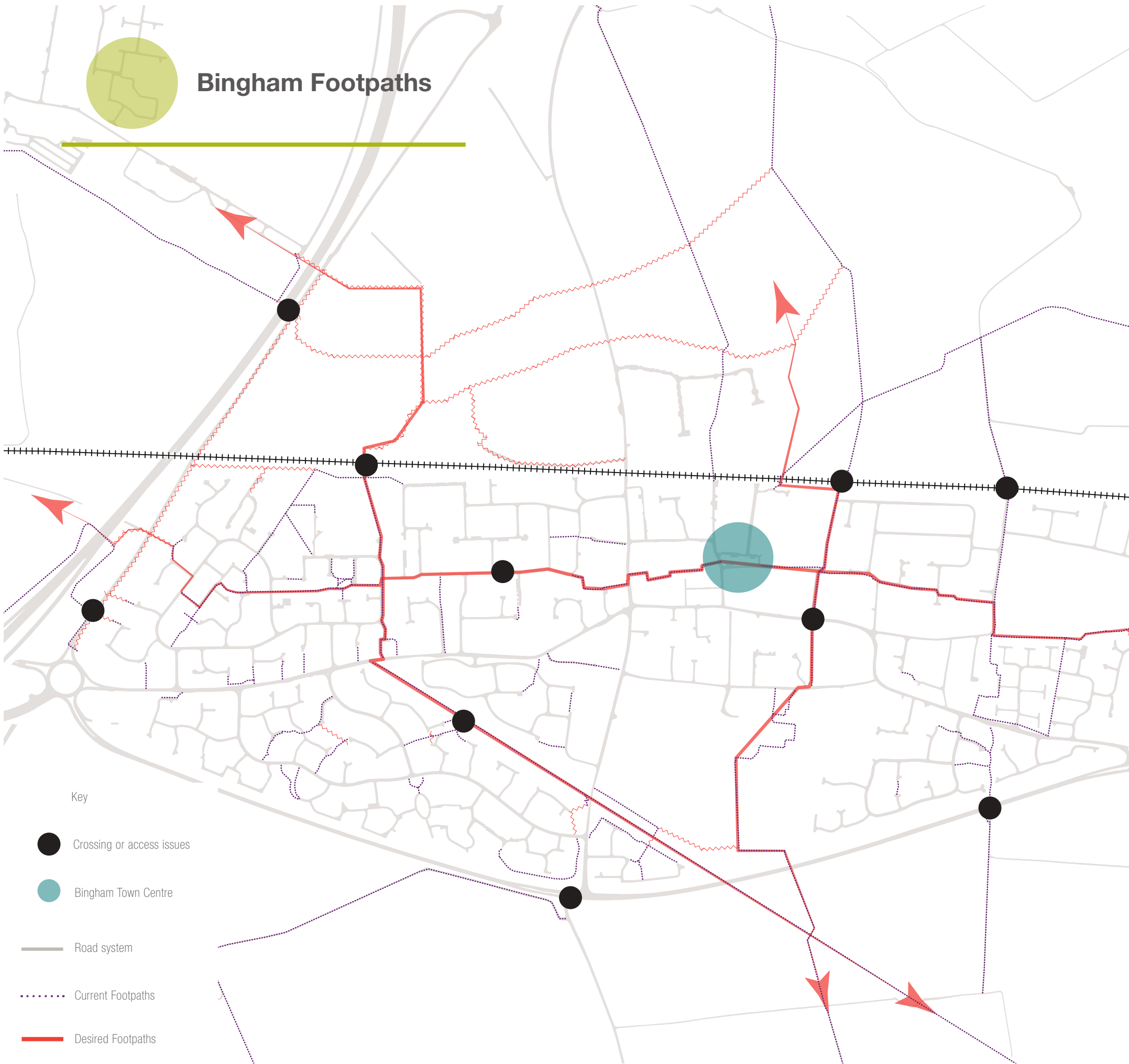
Encouraging Walking

Whilst Bingham currently has several footpaths, some do not connect or are confusing to navigate. An attractive upgrade of routes could link key Public Open Spaces, with more regular and captivating signage to encourage walking between destinations. The footpath alongside the Paddock could become more inviting to the public, with viewpoints into the horse's field and improved lighting. The Linear walk should have improved connectivity into housing estates and onwards towards destinations such as Wynhill or Toot Hill Playing fields.





Bingham Footpaths



58

Key

● Crossing or access issues

● Bingham Town Centre

— Road system

..... Current Footpaths

— Desired Footpaths



The two “Space Syntax” maps below show an array of road network integration (‘NAIN’) at scales of 500m (town scale) and 2000m (the wider scale representing traffic from nearby villages, for example).

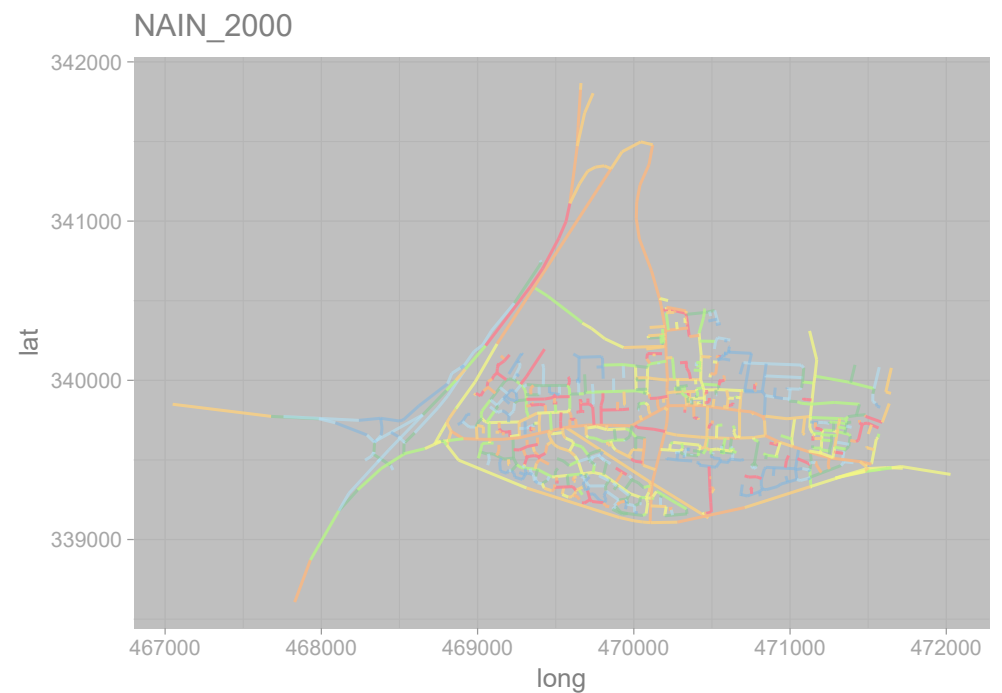
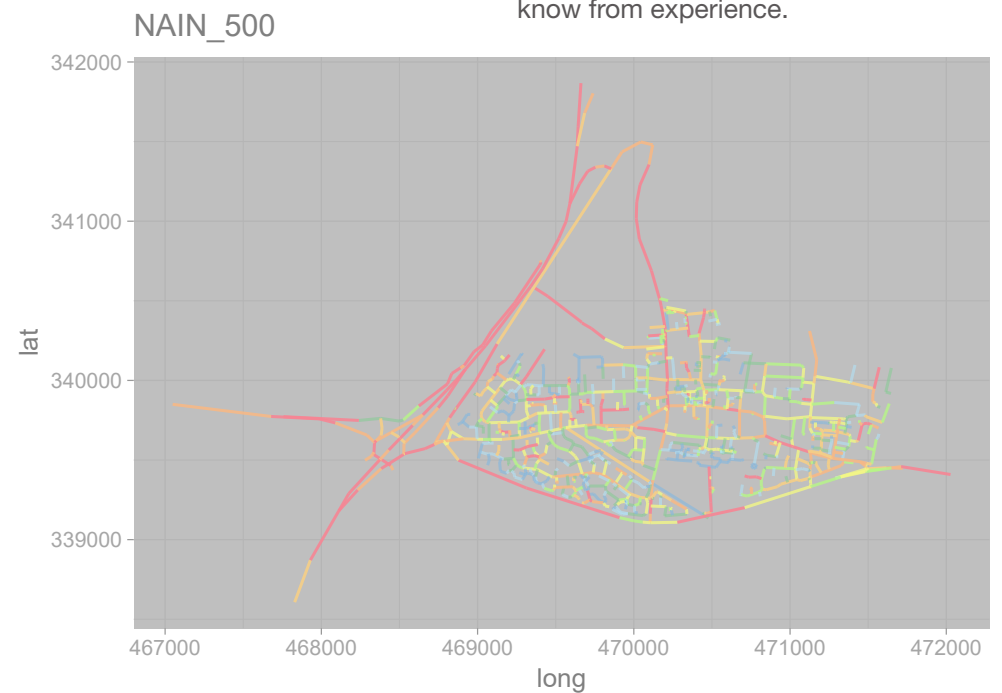
These particular maps are called Space Syntax Maps and they illustrate and represent the connectivity and flow of movement (not solely of vehicular traffic) within a settlement. The sliding colour scale represents high connectivity and movement at red and low connectivity and ‘difficulty’ in movement at the blue end. The blue end is usually seen in developments with cul-de-sac streets or

with a lack of well connected footpaths.

There are a number of interesting phenomena to observe. For example, there is a high integration segment close the historical market within a 500m radius, which drops in value at the 2,000m radius. This observation can help develop a vision of better connection and integration at 2,000m across these segments.

Overall, the urban network seems to function well, in terms of its integration and allowance for traffic flow. One

negative point is that Bingham’s high streets converge movements at the local and regional scales, so pedestrians and cyclists might encounter regional traffic. Another is that the cycle lane is integrated at the local-regional level, but not the local-village level. The work undertaken for a new vision for Bingham Town Centre is to improve the connectivity within the town centre and outwards towards the new development to the north and further beyond to the nearby villages. It is important to note these maps are often iterative, depending on how they reflect what we know from experience.

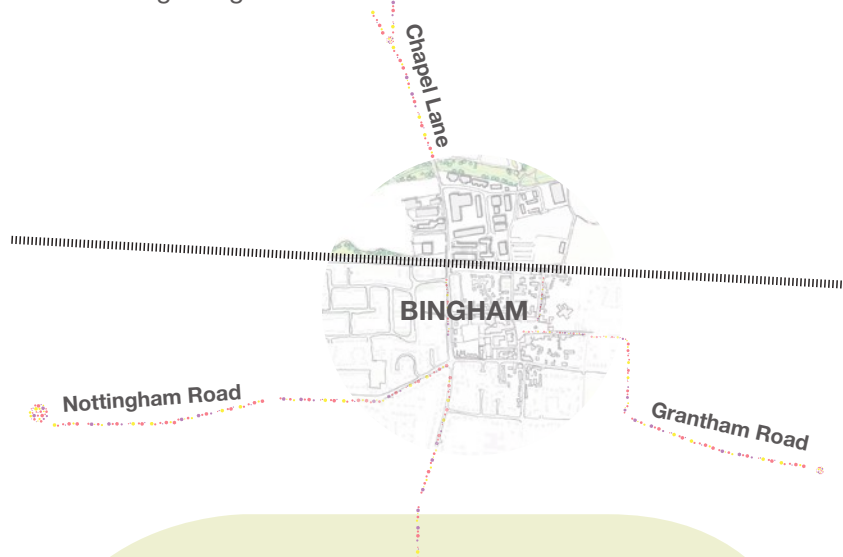


EN03 Wildflower Verges

Verges

Wildflower verges are becoming popular as an alternative to grass. They often require less maintenance than mowing grass verges, and provide a natural habitat for insects and animals.

In Bingham there are many wasted 'verge spaces' along Nottingham Road and Grantham Road: the main route through Bingham. These could be planted with Wildflowers, creating a more distinctive guiding route towards the Town Centre.



EN03 Wildflower Verges

This would be an excellent opportunity to engage with the local community and schools, with planting sessions and maintenance classes.

Precedent schemes include:

- Blackheath Bee Road
- Living Highways, Sheffield
- Caithness/ Corpach: Scottish Highlands Roads



EN04 A Green Centre

Inviting nature into the Market Square

Currently Bingham town centre lacks a green space. Whilst there may not be space to add a central park, the Market Square could benefit from more vegetation. Whilst there are some trees (a mix of more mature trees and young trees), there is little in the way of low height foliage.

Flower boxes and shrubbery could be used to screen cars, which could be movable boxes to enable flexibility in design. At the consultation, people voiced their desire to see a more attractive, usable Market Square, and planting would help to soften its appearance, as well as having environmental benefits.

EN04 Screening

Plants can provide visual and acoustic screening, and provide a softer yet definable edge to the square. They also add colour and life



EN04: EXAMPLE Emmet Square Clonakilty

Emmet Square offers a green oasis at the centre of Clonakilty. Fountains and flowers are engaging for visitors, whilst seating offers a pleasant environment for lunch







A large Christmas tree is the central focus, illuminated with strings of green, red, and white lights. The tree is set against a dark night background. In the lower-left corner, a wooden structure, possibly a porch or deck, is visible, also adorned with lights. A red sign with white text is partially visible on the left side of the tree.

**ACHIEVING
THE VISION
FOR
BINGHAM**

6

6a

Delivery Framework

AIM: To provide guidance on moving the proposed vision masterplan for Bingham Town Centre towards delivery. In this report we establish ownership of the masterplan and delivery structures, and provide a summary of the key actions, along with indicative costs and timings. We then proceed to provide more details and next steps for the actions, broken down into: Town centre improvements; Transport improvements; New building projects; and Greenspaces.

ADE Regeneration assistance in developing this delivery framework was paramount in including skills and expertise to illustrate how the proposed masterplan can move forward. This commission has included a viability report that begins to detail what projects could be undertaken, as short, medium and long term steps.

This strategy and vision masterplan also provide approximate suggestions of cost as guidance toward targeting the right funding streams. We have assessed whether some smaller scale projects (“stepping stones” projects) can be delivered in partnership or by the local

community, with support by the local authorities - especially Bingham Town Council.

In completing this work we have relied on our own experience of delivering projects, completed some desk based research, and taken soundings from sector specialists. As a Vision Document any guidance on cost is indeed guidance, specialist cost consultancy is recommended at a later stage when taking projects forward. Equally, accurate costs will be available through the tendering process for further project

commissions.

Therefore In most cases we provided wide spectrums of costs. The purpose of this study and masterplan is to provide approximations for the scale and complexities of projects, in order that the Bingham Growth Board, as well as Rushcliffe Borough Council and other stakeholders, (such as Bingham Town Council), are aware for the type of resources that would be required.

6b

Governance & Funding

AIM: The delivery of the proposed projects that make up the Vision Masterplan for a Brilliant Bingham rests on the establishment of a successful governance model, which in turn will help in seeking appropriate funding. With the right model in place, and (established) strong relationships - such as with the Bingham Growth Board, commissioning further work to take further selected projects will be easier and more effective for the delivery of town improvements.

In order for the masterplan to gain traction and successfully move forward it is vital that key stakeholders buy-in to the vision and take collective ownership.

Throughout this work the consultation with stakeholders and the public has been extensive. The Masterplan has been developed conscious of the views of the public and stakeholders. The final Masterplan should be made available to the public and publicised to ensure those involved in the consultations to date can see the final output and can continue supporting the town's Vision with their active participation.

A key aim of this report is to contribute to a more detailed Action Plan. This should be led by the Bingham Growth Board. The Action Plan should designate lead bodies for each discrete action. This report is supported by a detailed document by ADE Regeneration that provides an indication where actions may sit, and this should be refined in consultation with partners.

Experience suggests that one body taking responsibility for the oversight and steering of the Action Plan will


offer effective delivery of the Vision. The Bingham Growth Board is well placed to fulfil this role. It is sensible to use existing structures rather than create new ones.

The Bingham Growth Board could also appoint a Town Manager, designated with the responsibility for coordinating the delivery of the masterplan and its subsequent Action Plan. This option could offer an effective vehicle for implementing proposed improvements as well as build an overall awareness of suitable funding streams. This project officer will rely on others, from a wide spectrum of organisations, to deliver but will act as the fulcrum to ensure delivery is pushed and coordinated.

Immediate actions

- Based on the analysis above we would propose the immediate series of actions:
- The Bingham Growth Board agree an Action List with ownership of actions clear
 - Commission a study for market square improvements (cost £20k - £30k)
 - RBC, BTC and market operator to discuss revised market schedule
 - BTC to continue spring and summer flower planting in town centre
 - Engage way-finding specialist to complete study for signage (feasibility cost £2k - £5k)
 - Engage BID consultant and arrange for a local presentation of BID principles and ideas
 - Agree priorities for pedestrian and cycling improvements with NCC
 - Implement alterations to car parking use, including installing new long-stay car parking
 - Establish contact with Network Rail to establish prospects of station relocation
 - Contact Sustrans to seek new cycling equipment for Bingham
 - Revise the feasibility study for Chapel Lane development (cost £10k - £20k)
 - Complete Leisure Centre study
 - BTC and community groups encouraged to move forward greenspace project, with wildflower planting a possible early activity





**APPENDICES:
CASE STUDIES
QUESTION-
NAIRE**

7

7a

CASE STUDY 1: Clonakilty

Clonakilty, West Cork, Ireland

Clonakilty is a small town of approximately 5,000 residents in County Cork. A vibrant town in the past, the car centric society of modern times had meant that key public spaces were left neglected and unloved. A Vision Masterplan with a delivery strategy started in 2013, has enabled two key public spaces to be redesigned and re-imagined, linked by a new high quality public realm link.

Asna Square (a former car park) and Emmet Square (a neglected public park) have been brought back to life by being reconnected by a new urban streetscape punctuated by 'pocket squares'. This approach has enabled new animation and reprogramming of these spaces to be people-centered.



“The project has been successful in making people re-engage with their existing town and by (re)turning people to be the priority, rather than the cars.

This case study offers valuable learning for the reprogramming of Bingham’s Market Place square in particular.”

The Masterplan design for Clonakilty has won both the RIAI (Royal Institute of Architects of Ireland) Public Choice Awards in 2014 and most recently the RIAI Best Place of the Year 2017.



7b

CASE STUDY 2: Ludlow

Ludlow, Shropshire

Ludlow is a medieval market town in Shropshire, with a population of just over 10,000 people.

Now Ludlow is a thriving and successful market town. But this hasn't always been so. Just over a decade ago the town was described as "tatty and run down, having preserved its buildings only because there was no interest in development". Compared to Bingham, it wasn't doing well at all.

Fast forward to today and the town boasts a bustling activity, an engaged community and particular fame as a 'foodie' destination. In fact investment has seen many of the preserved buildings sympathetically refurbished.

It did so through supporting the offer of independent shops and cultural facilities. And not least its weekly (5 days, which includes Saturday) council-run market. There are also a number of specialist markets that run periodically, including the May fair, the food and drink market in September, and the flea market. These attract locals as well as visitors from far afield.



7 C

CASE STUDY 3: Levenshulme Market

Levenshulme Market CIC, Manchester

Levenshulme Market is a community-run social enterprise market that runs every weekend between March and December.

It was set up by Manchester City Council in 2012 as part of a Farmers' Market initiative across South Manchester, but funding and resources quickly run out. A handful of active Levenshulme residents proposed to take it over as a social enterprise and since its launch in May 2013 it has gone from strength to strength.

It began as a monthly market in 2013 and in 2014 it moved to a weekly market offering over 40 stalls of local traders selling hot and cold food, crafts, vintage items, second hand books, organic fruit & veg, as well as artisan cheeses and eggs. Since 2016 one Saturday market each month is replaced with a Friday night market offering street food, craft beers, artisan food and entertainment. This is also to support and encourage a positive night-time economy.

Although Levenshulme is undergoing regeneration, the high street is still under-performing (where 25% of shop units are unoccupied). The Market is providing a stepping stone for local independent businesses bridging between their own home 'back room' and the high street, thus also supporting local creativity and entrepreneurship by enabling growth of local talent and skills.

2018 sees Levenshulme Market CIC celebrating 5 years of successful trading.

More information about the market activity and various reports on its performance can be found at www.levymarket.com





8

Consultation

Tell us what you think!

Exhibition - 10th March 2018

This 2-page questionnaire was created ahead of the public consultation. It was distributed in printed copies during the consultation day at Bingham Library on the 10 March 2018, for attendees to fill in and return.

A number of blank copies were left with the exhibition boards during the further period of consultation that followed for the week commencing 12 March, when the boards were displayed at the Town Council offices during opening hours.

An electronic version was also created online, with free access for members of the public who preferred submitting their comments electronically. The online questionnaire was made available for the same period of consultation. A link was provided in the printed copies of the questionnaire, as well as in the project page we have included on our practice website (www.urbed.coop/projects/bingham-town-centre-vision-masterplan)

Thank you for taking a look at our proposals for a new Bingham Town Centre Vision Masterplan. Let us know your views by answering the questions below. If you have any queries please ask one of the team who will be happy to help. You can also fill this out online (details are on the back of this form).

Your feedback - please tick:

Any comments?

Q1 Do you support our emerging vision for a sustainable town centre connecting the existing town and new development?

Strongly support

Support

Do not support

Strongly do not support

Undecided

Q2 Do you support our proposal to improve and enhance the Market Square and its public realm?

Strongly support

Support

Do not support

Strongly do not support

Undecided

Q3 Do you support our proposals to strengthen the walking and cycling network of paths within Bingham and towards outer areas?

Strongly support

Support

Do not support

Strongly do not support

Undecided

Q4 Do you support our proposal for a new station access on Chapel Lane?

Strongly support

Support

Do not support

Strongly do not support

Undecided

Q5 Do you support our vision for an enhanced historical town centre around the Buttercross and a more central Local Centre anchored around Chapel Lane?

Strongly support

Support

Do not support

Strongly do not support

Undecided

Q6 This is a small selection of questions, and you may have more questions or comments. Please feel free to tell us more here:

Please tell us a bit about yourself:

Q7 Gender

- Female
 Male
 Prefer not to say

Q8 What is your age?

- Under 18 46-55
 18-25 56-65
 26-35 66-75
 36-45 Over 75

Q9 Do you live in the area?

- Yes No

Q10 What is your postcode?

Q11 Do you work in the local area?

- Yes No

Q12 If you are filling this in on behalf of a group or organisation, please give their details below:

Feel free to take questionnaires for friends and family living in the area. We will be collecting responses up until 18th March and the boards will be on display until then at Bingham Town Council, on Church Street.

Please place your completed questionnaire in the box provided.

Alternatively you can also post it back to us free of charge; pop it in an envelope and just write the following on the front of the envelope:

FREEPOST URBED

1. Visit our website to view the proposals:
<http://urbed.coop/projects/bingham-town-centre-vision-masterplan>
2. Fill out the survey online (open until 18th March):
<https://www.surveymonkey.co.uk/r/JK6L5PB>



ARTIST ILLUSTRATION RENEWED MARKET SQUARE

Comments & Feedback

This report sets out a 10 Year Strategic Masterplan vision and delivery plan for Bingham. It has been prepared by URBED, working alongside ADE Regeneration and HEB Surveyors, on the commission of Rushcliffe Borough Council. It was delivered corroboratively with the views and opinions of Bingham Growth Board, the local community and other key stakeholders

We welcome feedback so please send comments to:
lorenza@urbed.coop

Other reports available at www.urbed.coop

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