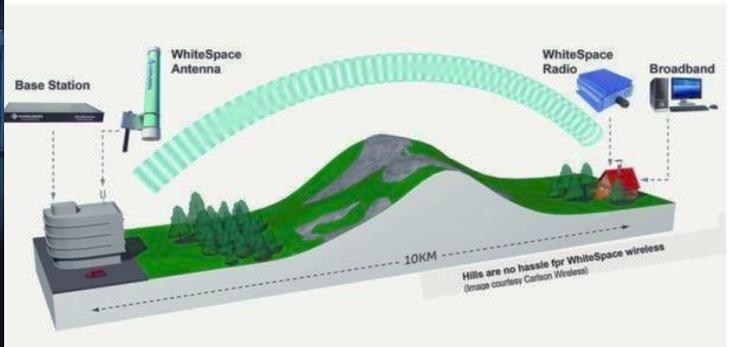
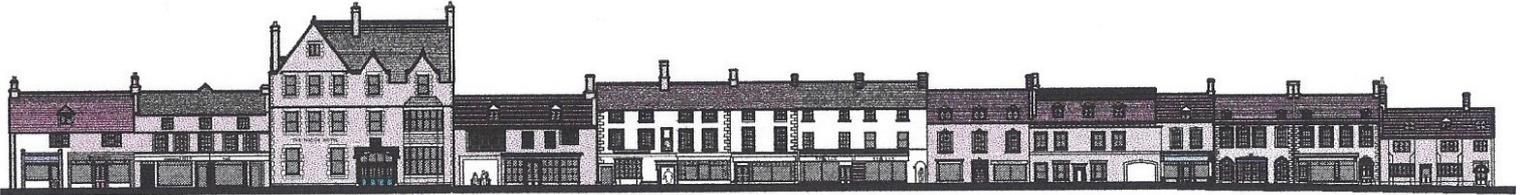


Uppingham Town Centre & Business Zones Plan 2016 - 2036 Consultation Version



UPPINGHAM FIRST



July 2016

Plan Construct

The introductory section contains an Executive Summary, a History of Uppingham and a review of The Plan's economic aims and objectives.

The next section addresses a number of key topic areas in the following format:-

An Introduction (in coloured text)

A summary of the relevant issues (black text)

A schedule of proposed actions (blue background)

Supporting photographs, maps diagrams, plans

Please note that some sections include options for action, upon which the Task Group would appreciate reader preferences

Contact details for feedback are included toward the end of The Plan.

Front cover high street outline courtesy of Norman Thompson

Mapping by Jamie Kilpin of



and Janine K Mensley of Uppingham School

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Foreword

The Uppingham Town Centre And Business Zones Plan (The Plan) has been prepared as a publication in its own right and a possible supplement to the Uppingham Neighbourhood Plan. The latter addressed a wide range of issues covering the whole parish. This plan concentrates on its economic heart, the town centre and its related business and education zones. A number of business related issues are visited and solutions proposed. These issues are believed to be relevant to sustaining Uppingham as an outstanding place to live, visit, trade and invest in the period up to 2036. The Task Group has consulted widely to ensure that visitor, resident and local business views are, wherever possible and practical, incorporated into The Plan.

Economic and social development is at the core of this Plan. It aims to be bold, futuristic and achievable. A number of long standing problems are addressed. However, our hope is that the traditional values of a market town which has developed over the centuries will be retained in these forward looking proposals. Change for change's sake is not appropriate. The Task Group has listened and acted on those ideas which are believed to bring long term benefit to the town's commercial future. This delicate balance of 'change versus no change' is hard to reach. This is why the draft plan is published for comment and feedback before being finalised and forwarded for action.

County Cllr Edward Baines - Chair of the Town Centre & Business Zones Plan Task Group

The Plan's Vision

The Plan acknowledges government policy on localism, housing, community safety and education and draws upon local and national research to enhance the commercial and social sustainability of the town up to the year 2036.

It recognises the town's heritage but acknowledges that for the town centre to survive it must innovate rather than stand still. The Plan proposes that future development should reflect identified business and community needs and the aspirations indicated in recent community surveys. It also recognises the significant growth plans of neighbouring Corby Borough Council and the need to prepare for significantly increased vehicular traffic likely to pass through the town.

The Plan calls for the greater use of technology and a recognition that future prosperity demands an effective and user friendly virtual presence. It supports development in a number of zones and explores opportunities to enhance the town's visitor appeal and the diversity and heritage of its retail offer. The Plan seeks to encourage job creation and strengthen the educational opportunities available to the next generation of Uppingham residents and business owners.

Above all, The Plan aims to encourage further investment in public space and the required education, residential and business infrastructure to enhance the desirability of Uppingham as a visitor destination of choice and a family friendly town in which it is safe and beneficial to live, work and trade.

In short, The Plan seeks to establish Uppingham as a 'vanguard' market town; an exemplar of forward planning and best practice in the UK. Delivery of The Plan's objectives will be guided by an all partner Vanguard Board operating in collaboration with Uppingham Town Council and Rutland County Council. The outcome will be a safer and more sustainable Uppingham in which the community collaborates for mutual benefit.

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Introduction and Executive Summary

Uppingham Town Centre and Business Zones Plan - A Twenty Year Plan for Uppingham

Introduction

During the period 2016 to 2036 the UTC&BZ Plan (The Plan) proposes a number of actions to stimulate annual economic growth of 1.5%+ and create 100+ jobs. Uppingham's heritage will be protected and its offer to young people and the elderly strengthened. The town will be safer with an even stronger community spirit. Its economic prospects will be enhanced and the viability of local business strengthened. Delivery of The Plan will ensure a sustainable virtual and physical Uppingham worthy of 'vanguard' status with government, attractive to inward investment and an exemplar market town.

A summary of the proposals follows:-

1. A Digital Action Plan

A new virtual portal (with audio and visual welcome to the town via the webcam) comprising a Virtual High Street, Uppingham App, electronic map, links to key business and community organisations, online shopping facility, accommodation and tourism links, education and business database and an Arts, Antique and Creative Crafts Trail

Fibre to the premise broadband for all town centre businesses (in stages)

White Space Broadband provision plus improved Town Centre wifi

A revised Uppingham Mast 4G/5G proposal based at Welland Vale Nurseries

Electronic information boards at all key entrances to the town and in the town centre on the A6003

2. New Homes for the Present and Next Generation

With Governor agreement, the acquisition of one or both of the present primary education sites to build 100-200 new Starter Homes in accordance with the Design Statement incorporated in the Uppingham Neighbourhood Plan

The creation of an E J Toon Housing Trust to build up to 10 first step apartments for young local workers

The building of 4 brownfield site town centre apartments for the disabled as part of the Ayston Road Area Action Plan

The construct of 50+ dwellings for the elderly as part of the Ayston Road Area Action Plan

The phased construct of up to 50 Executive and skills based dwellings as part of the Uppingham Gate Action Plan

3. A Safer A6003, Market Place and High Street

A speed table at the London Road entrance to Station Road/Spring Back Way

Improved pedestrian safety at the North Street East/West/Ayston Road junction

A shared space proposal for the public crossing between High Street East and High Street West with reduced speed limit and pedestrian priority

Safer traffic movement and parking layout in the market place following resurfacing and relocation of the monument

Enhanced façade/exterior/interior of public toilet or its replacement

Improved kerb edges, Market Place entry and safety barriers

LED heritage lighting

A long term strategy to replace/improve town centre paving and encourage wall mounted heritage signage

Enhancement of Baines Corner as a social amenity

4. An Ayston Road Action Plan

A new long stay car park proposal incorporating retail development opportunities

Safer pedestrian movement

A new joint blue light services station off the A47 roundabout accompanied by affordable homes and bungalows

5. An Uppingham Gate Action Plan (staged)

Care home for the elderly (first stage)
 Innovation centre and employment starter units
 Skills based/Employment linked homes with workshop facility
 Starter Homes
 Family homes
 Retail Unit (last stage)

6. A Station Road Action Plan

Support for collaborative work with the Local Enterprise Partnership to undertake a feasibility study on the upgrading of the site and the creation of new employment opportunities, a possible new entrance and public ownership of the highway.

7. A Welland Vale Action Plan

Support for the limited expansion of retail in the fields of commercial leisure and play
 Strengthening of footfall links between the site and the high street

8. An Education Zones Action Plan

Enhancement of the facilities at UCC to incorporate a creative and media arts centre and a new sports facility accessed by a new pedestrian and cycle friendly 'town to site' footpath

With Governor agreement, the creation of an Uppingham Education Uni - Complex offering two new centres for primary education, additional childcare provision, youth and adult education and a community transport hub

9. A Town Hall and Tod's Piece Action Plan

Support for the creation of a community hub incorporating a new library and the further development of Tod's Piece as a public park, recreation space and event site.

10. A Strategy for Public Transport

The establishment of a permanent Uppingham Hopper Bus linking business, residential, education and retail zones to the Uppingham surgery and the High Street
 Safety improvements to the bus termini and irregular roundabout in North Street
 Improved transport services to and from surrounding villages

11. Town Entrance Improvements

Better lighting, signage and design with quality planting

12. Tourism, Marketing and Events

Strengthen the town's presence in tourism and marketing structures promoting the branding of Uppingham as 'independent'

Create a new Arts, Antiques and Creative Craft Trail supported by a virtual and paper visitor map

Collaborate with appropriate voluntary agencies and organisations to create a visitor reception service linked to a proposed Uppingham Bus Company

How Has The Plan Been Created?

The Uppingham First Community Partnership has brought together council, community and business representatives in a skills based task group to prepare The plan. Local businessman, partnership Vice Chair and Chair of Rutland County Council's Development Control Committee, Cllr Edward Baines, has led the task group.

Over a period of eighteen months the group has met regularly to consider the economic development needs of the town and commission research and data collection. It has reviewed a range of appropriate literature and explored existing policy and practice on the development of market towns. The Plan also has regard for existing County Council policy and the direction and content of the Uppingham Neighbourhood Plan. It also draws on the aspirational ideas generated by local businesses for the publication 'Uppingham 2025' and by the community for the 'Uppingham Parish Plan'.

Most important of all, the task group has undertaken original research of local business and community opinion via a series of surveys and questionnaires to ascertain statistical facts plus local and visitor opinion. The detail of this research work is documented in the plan's supporting Data Book which will accompany the final version of The Plan.

At regular intervals during The Plan's preparation the task group has liaised with the town's Business and Neighbourhood Forums. In addition, the community at large has been regularly updated on its progress via appropriate articles in the Neighbourhood Forum Newsletter and on the Uppingham First website at www.uppinghamfirst.co.uk, reports to participating partners by task group delegates, and news flashes on Twitter and Facebook.

The resultant plan is now published in draft form to allow for public and business consultation on the proposals and options presented within it. A final, possibly updated and amended, version will be published later in the year. Additional ideas to enhance Uppingham's economic future are welcome.

Key Steps

- Task Group invitations issued in November 2014
- Task Group meets fourteen times between December 2014 and June 2016
- Business surveys undertaken in February and December 2015
- Town Centre User and Resident surveys undertaken July - October 2015
- Market Trader and family surveys undertaken in November 2015
- Neighbourhood and Business Forum consultations in October 2015 and January/February 2016
- Vanguard Board to oversee delivery of Plan created in May 2016
- Draft Plan prepared and finalised by Task Group June 2016
- Draft Plan published July 2016
- Public Consultation and Community Presentations July/August 2016
- Task Group meets to consider community feedback and prepare final version September 2016
- Ongoing research, visits and consultation 2014 - 2016

Uppingham - A Brief History

The 6th century Anglo - Saxon farmstead that came to be known as the *settlement of the people on the hill*, otherwise *Uppingas*, developed where the ancient track from Oakham to Rockingham crossed the ridge. In Saxon and Norman times Uppingham was one of the seven small hamlets included in the King's Manor of Ridlington. The town gained its Market Charter in 1281, although a market had existed long before this date. The Market Place is the focus of the town and reflects a long history of Uppingham as a place to trade as well as a place to reside. This partnership between business and the residents is still a key feature of the town today.

Opening from the Market Place, St Peters & St Pauls church forms an integral part of the town. In Anglo - Saxon times it was one of the three attached to the Royal Manor of Ridlington. The church was rebuilt and enlarged early in the 14th century and its tower built several decades later. The early 1300s were prosperous times for Uppingham until the Black Death ravaged the town in 1348-9 AD.



In 1584 Robert Johnson, Rector of North Luffenham, founded two grammar schools, one each at Oakham and Uppingham, to provide free education for the sons of local people. The Elizabethan Schoolroom, built in 1584, is one of the three oldest buildings in Uppingham. Owned by Uppingham School, it is listed as a Grade I building of architectural and historic interest deserving of protection and preservation.

During the 17th Century, Uppingham was an important stop for coaches on the route between Stamford and Leicester. When the North/South route was opened in 1754-55 the London Mail coaches would stop at Uppingham and it was during this period that some fine coaching inns were built in the town. Two of them, the recently renovated Falcon Hotel and the Crown, are still in existence to this day and feature in the town's Heritage Trail, acting as vibrant destinations for visitors and locals alike.

Uppingham experienced a period of major expansion during the 19th Century. Firstly Uppingham School attracted a very influential Headmaster, Edward Thring, who oversaw a significant expansion of the school, both in terms of pupil numbers and buildings. Secondly, the people of Uppingham wanted to embrace the new technologies available to them at the time and, in 1894, after a lot of pressure and subsidy by the townsfolk, a railway station was built. This serviced a branch line between Seaton and Uppingham for both goods and passenger traffic. For many years the line was an essential element in the social and economic framework of the town but the increasing popularity of the motor car and the decline in freight traffic meant that closure in 1964 under the Beeching axe was inevitable. The station buildings were demolished and the area is now the town's Station Road Industrial Estate.

The motor car is still a vital part of daily life in Uppingham and key to its social and economic development. Yet every November it gives up its market place parking to host a Fatstock Show, the only one of its kind in the UK.



Uppingham has many residents who live in the town centre, the central part of which is a conservation area.

Community and business services provided in the town support the many villages in its hinterland with elderly residents tending to relocate to the town once they are unable, for reasons of age or health, to drive.

In the 1980s the A47 bypass was built and over the last 30 years the town has expanded its housing stock to reach a total of around 1900 properties occupied by a population of approximately 4700.

In 2009 Uppingham formed its first economic development partnership, Uppingham First, a company limited by guarantee. See www.uppinghamfirst.co.uk. By 2010 the town had secured runner up status in the finals of the East Midlands Enterprising Britain Awards. In March 2013 The Times newspaper listed Uppingham as 18th in the UK's fifty most desirable places to visit. In April of the same year it joined the top 1% of communities in the world for broadband speed with phase 1 of its 1Gb 'fibre to the premise' (FTTP) network. In 2014 and 2015 the town was its category winner in the East Midlands in Bloom Awards. In 2014 the Uppingham Webcam was voted the best UK market town project to promote local business. In 2015 Uppingham High Street was announced as one of the top five market town high streets in Britain in the Great British High Street Awards.

This brief history sums up what Uppingham is all about. It is a town that is passionately proud of its heritage whilst always looking forward. Today it continues to reflect the spirit of its forefathers, who welcomed new innovations such as stage coaches and railways, as it succeeds in bringing 21st Century technologies such as low carbon vehicles and superfast fibre optic broadband to the town.

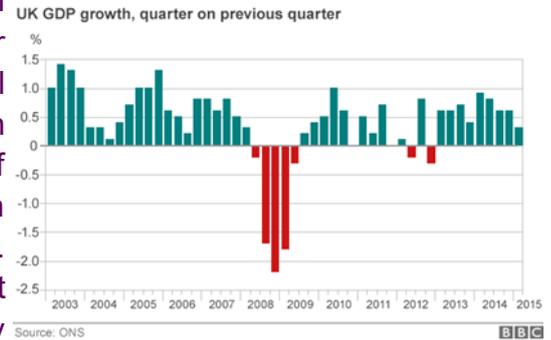
Uppingham has a proud history of being proactive and its much acclaimed Neighbourhood Plan was a government front runner. Now with this Town Centre and Business Zones Plan, the Uppingham community has again come together to innovate and explore the way forward on its economic and social growth. The following pages address a number of key concerns for the future and make proposals for action. In some cases options are presented on which community and business opinion is sought. Where possible the issues and ideas are illustrated. The final online version of The Plan may incorporate audio/video inserts to assist greater understanding.

The contributions of members of the local history study group to this section of The Plan are acknowledged

Economic Growth and The Plan's Aims and Objectives for the period to 2036

Aim 1 - Economic Growth

A study of national, Local Enterprise Partnership (LEP), County Council and Ward published policies and statistics reveals one of the challenges facing those planning the future of market towns such as Uppingham; a shortage of market town growth statistics on which to base sensible projections for the future. ONS data provides the retrospective national picture. The Greater Cambridge and Greater Peterborough Local Enterprise Partnership has been very supportive of the search for market town data but has no strategic growth target for market towns in its Strategic Economic Plan. There will clearly be value in accepting the LEP's recent offer to assist, where possible, in the creation and delivery of this plan.



Rutland County Council's Economic Growth Strategy 2014 - 2021 publication finds its approach to growth on four key principles:-

Playing to the county's strengths with its wealth of natural, cultural, leisure and heritage assets

Maximising public and private investment outcomes

Encouraging suitable growth while retaining Rutland's unique characteristics

Recognising and supporting actions for sustainable growth at a community level

The document's thematic areas for intervention and key objectives are listed as:-

Enterprise and Innovation – To retain, attract and grow successful businesses

Education, Employment and Skills - To maximise prosperity for all

Land, Development and Infrastructure – To provide the right physical environment for sustainable growth

Inward Investment - To raise the profile of Rutland as a place to visit and do business

The growth actions detailed in this longer term plan for Uppingham are consistent with, and supportive of, these themes and objectives. Action is proposed in all four areas plus a fifth, 'Safety, Sustainability and Social Engagement'.

Uppingham First is the local licence holder for the People and Places national market town benchmarking studies and collected basic data on 12 key performance indicators for 2015 to create a starting point for measuring the town's future progress. This local data is strengthened by the Partnership's 2015 business and resident surveys evidenced in the Plan's Data Book, published separately.

Looking to the future, the town's principal challenge is to stimulate economic growth in the context of low unemployment and a minimal number of residents on job seekers allowance. It must therefore attract employers and create jobs that will encourage the importation of workers and support this with appropriate education and housing strategies.

The need to strengthen further the town's retail and visitor offer is acknowledged in the following pages. Recognition of, and action on, national statistics projecting the present and future significance of virtual visitors and online trading for growth is a key component of this plan.

The future level of investment in and return from Uppingham business premises will be a key measure of the town's success in the period covered by The Plan. Improvement in this area is a key objective. County Council statistics confirm that there is a need to attract and retain the 20-40 year age range of resident/employee and lift the skill set available to local employers. Home based working is prevalent in Uppingham, empowered by improving broadband speeds, and is capable of further expansion.

Business and employment site growth in Uppingham should acknowledge the county wide demand for business start-up units and the need to house incoming workers as well as supporting the expansion of existing businesses. Mixed use of employment sites may therefore be appropriate to stimulate innovation. One approach is to create work space linked to homes or homes likely to attract particular skill sets. Another is the need to recognise the economic case for increasing the supply of key worker homes and lower cost starter homes for younger workers at the beginning of their careers.

Local employers are currently obliged to engage with a commuting workforce to fill vacant posts. Growth in the high street and higher visitor numbers will only be possible if new vehicular capacity is created. Public transport links and car park capacity are therefore critical issues addressed in the plan.

This plan recognises and supports the commercial development zones identified in the Uppingham Neighbourhood Plan and makes some additional proposals in the interest of economic growth. It adds one key brownfield site to address the need for a substantial long term car park close to the town centre. This proposal is linked to the possibility of some town centre homes for the disadvantaged, more badly needed bungalows (see housing supply pages), the possibility of remodelled retail/business units and the development of a new joint blue light services response station at a new site near the A47 roundabout.

Education facilities, personal development and the boundary relationship between school and work will be critical to the town's economic and social growth. Significant action is therefore proposed in The Plan linked to the provision of Starter Homes.

The Uppingham Town Centre and Business Zones Plan seeks to stimulate economic and social growth through a wide range of actions which together achieve the following objectives:-

Objective - Appropriate post Brexit growth and investment in the business zones and town centre to create a thriving business community

Target: 1.5%+ economic growth per annum for the lifetime of the plan and 100 new jobs

Measurement: By annual turnover percentage increase survey and the use of KPIs

Objective – A Digital Action Plan and the Development of a Virtual High Street Portal

Target: Increased connectivity with FTTP, 5G and White Space broadband supporting high quality Wifi. A quality virtual portal which integrates the town's business and retail offer facilitating online trading and encouraging physical visits. A 100% increase in footfall from the 2015 benchmark and a 100% increase in virtual visitors to the town

Measurement: Connectivity surveys: Online hits: Smart Phone App usage: Footfall counts.

Objective – Greater Retail Diversity

Target: Recognising it is ultimately a commercial decision, to address the public call for greater choice and competition by securing key trades and crafts detailed in local surveys

Measurement: Regular monitoring of enquiries received, responses given and the resultant retail mix achieved

Objective – Increased investment in, and financial return from, town centre business premises

Target: To maintain a low premise vacancy rate and a greater than 7% return per annum on investment in business premises

Measurement: Regular surveying of returns and business arrivals: Monitoring of premise enquiries received and retail mix established

Aim 2 - Land Use, Development and Infrastructure

Mindful of preserving the town's heritage appearance and conservation area while planning for economic growth, The Plan notes resident and visitor calls for action to repair, update and improve some aspects of the town centre to support its sustainability, make it safer, encourage further investment and enhance the visitor/resident experience.

After much investigation and research, the task group believes that the issues identified during their enquiries are best tackled collectively via the implementation of an Area Action Plan covering the Market Place, High Street and the A6003. A number of other areas were identified by survey respondents as in need of restoration and repair.

This plan recognises the housing growth agreed in the Uppingham Neighbourhood Plan and the further growth called for in the emerging new Rutland Local Plan. However this plan argues that Uppingham's prosperity will be better supported if the number and type of homes built are aligned with its economic and social growth targets. To achieve The Plan's economic growth target of 1.5%+ per year Uppingham's economy must grow 30% by 2036.

Good transport links, pedestrian safety and adequate parking must be at the heart of any economic development strategy for Uppingham. The Plan makes several proposals to improve the movement of vehicles and people. A forward looking parking strategy is crucial to the town's future economic growth. Capacity, traffic flow and the need for a change of parking culture are addressed in The Plan.

The Ayston Road area between Uppingham Fire Station and the town's garage is the subject of consideration given its location on a major route into town and the proximity of a critical junction. A new development zone is proposed for this area.

This plan recognises Tod's Piece as one of the town's most valuable commercial land assets and an important open space.

The Uppingham Town Centre and Business Zones Plan objectives with regard to land use, development and infrastructure are therefore:-

Objective – Character, Heritage and Modernisation

Target: A Market Place Action Plan

Measurement: Completion within the period of the Plan

Objective – Additional housing development linked to skills, employment & local need

Target: 100-200 Starter Homes: 10 First Step Apartments: 50+ additional skill/employment linked homes:

50+ bungalows/homes for the elderly

Measurement: Housing completions

Objective – Restoration and Repair

Target: A phased programme of infrastructure restoration with priority given to town centre paving

Measurement: Phased targets agreed with RCC

Objective – Transport Links, Hub and Parking

Target: 100% increase in long stay capacity: An improved public transport hub and a properly funded permanent Hopper Bus service

Measurement: By project completion

Objective – Conservation Area and Tod's Piece

Target: Reinstate Tod's Piece into local ownership and improve as a centre for community activity and events

Measurement: Achievement of land transfer, increased usage and visible enhancement of facilities

Aim 3 - Innovation, Enterprise, Education and Skills

This plan recognises that current government policy is moving toward the creation of greater parental choice and the development of competing academies. It acknowledges the important potential contribution of local centres of learning to the future sustainability of Uppingham and the future aspirations of public and private sector pre-school and secondary education providers. The Plan supports the development plans of Uppingham Community College and a safer new pedestrian path between town and school. It also recognises the potentially problematic locations of the town's primary education institutions and offers an innovative solution.

Consultation responses call for a more family oriented and child friendly town centre in which children and schools could play a more substantial role. The Plan recognises the need for stronger links between education and business zones, the possibilities for work experience learning opportunities and the need to support and encourage the next generation of young traders.

Much of the property development proposed in The Plan is strongly linked to the promotion of innovation and enterprise. The Uppingham Town Centre and Business Zones Plan objectives with regard to innovation, enterprise, education and skills are therefore:-

Objective - Appropriate investment in the further development of the town's education and learning zones

Target: Self-sufficiency as a town with support for the further expansion of UCC and the construction of new primary academies, perhaps on a single site

Measurement: Completion by a date to be agreed with establishment leadership teams

Objective - Support the creation of enterprise and innovation start up units at Uppingham Gate

Target: 10+ new units

Measurement: Completion by developer with full occupancy

Objective – Business start-ups and a platform for teenage entrepreneurs created during the life of the Plan

Target: 50+ new business start-ups during the life of the plan

Measurement: Number achieved with ongoing support and monitoring



Aim 4 - Safety, Sustainability and Social Engagement

On community safety, the direction of travel now being dictated by government for collaborative work between the blue light services presents a huge opportunity for Uppingham. An innovative solution is proposed.

There is linkage between those elements of this plan that seek to make Uppingham Town Centre more family friendly and the issues of safety, disability and access. The Plan makes specific proposals to improve matters.

This plan recognises Uppingham's heritage as a wonderful place to live, visit, work, study and play and the important contribution to sustainability to be played by effective marketing and promotion.

The centre of Uppingham and its Market Place has long had a role as a venue for community social engagement and commercial events. However, market place parking is a vital component of the town's economic success and road closures and events impact upon those residents who live in the town centre. Public consultation is therefore important. The town's Friday market continues to be a top attraction.

Safety concerns about traffic and pedestrian movement both in the market place and across the A6003 in the town centre, the rising rate of vehicle related incidents in the market place, the state of town centre paving and the significant increase in heavy goods vehicles likely as a consequence of Corby's projected growth require this plan to propose significant improvement in the market place parking layout. The change options proposed also address survey respondents calls to beautify further the Market Place and enhance its social engagement facilities.

The Plan also proposes a valuable parallel study of its community impact during implementation in collaboration with a local university.

The Uppingham Town Centre and Business Zones Plan objectives with regard to safety, sustainability and social engagement are therefore:-

Objective – Community Safety and Policing

Target: To support the construction and operation of a joint blue light facility in Uppingham

Measurement: To be agreed with the incoming PCC and partner organisations

Objective – To observe best practice on disability and access issues

Target: Move toward wall mounted signage for town centre establishments and address outstanding surface and access issues

Measurement: By annual review of progress

Objective – A Safer, More Attractive Market Place and Town Centre

Target: Modified traffic and pedestrian flow with revised safer parking arrangements, improved seating and enhanced greenery

Measurement: Delivery of the Market Place Area Action Plan

Objective – Marketing and Events

Target: To encourage the greater use of Tod's Piece for major events and the market place for social engagement: More effective promotion of the town's assets and events

Measurement: Monitoring of event attendance and visitor/investor/business enquiries

Objective – Conduct a Social Impact Study of the Plan's delivery

Target: To be undertaken by the University of Northampton

Measurement: By the University

Aim 5 - Encouraging Inward Investment

The economic success of Uppingham has, throughout its history, been in part due to significant private sector investment in the town. The town's character and heritage is the result of many years of expansion and renewal by Uppingham School and proactive investment by a number of significant property and business owners. As a consequence privately owned property in the town centre is on the whole in excellent condition and the vacancy rate on business premises remains low.

These are, however, difficult economic times for the high street and this plan recognises the importance of encouraging and supporting new business start-ups as well as the need to create and sustain an environment that will encourage and attract/retain investors in the town's trading capability.

Public sector investment in the town, however, is a different matter. Due to budget restrictions and limited Section 106 development in Uppingham, Rutland County Council has no ongoing investment strategy to refurbish the town centre although there are plans to resurface the high street and install LED lighting. In recent years Uppingham Town Council has strengthened its efforts to play its part but has concentrated mainly on the refurbishment of Tod's Piece. The Town Council has been particularly successful in attracting grants, for example for the creation of its Heritage Trail and the new skateboard ramp. It is currently seeking funds to rebuild the town hall as a community hub and library.

Uppingham First's success in securing front runner status for Uppingham and partners' efforts to deliver a successful Neighbourhood Plan should result in the delivery of many thousands of pounds of Community Infrastructure Levy (CIL) monies to help address the town's needs. Top economic priorities, according to survey respondent opinion, are an additional car park and a major refurbishment of town centre paving. Both issues are addressed in this plan.

Objective – To continue to make the town centre an attractive investment proposition

Target: Ongoing continual improvement of the town centre and its infrastructure

Measurement: Annual monitoring

Objective – To support the bid for Local Enterprise Partnership (LEP) funds to address the town's infrastructure needs

Target: A Station Road Improvement Feasibility Study

Measurement: LEP Funding to undertake the study

Objective – Increasing the level of public sector expenditure on the town's infrastructure with a particular emphasis on appearance and personal safety

Target: Attracting sufficient funds to complete the projects outlined in this plan

Measurement: Annual monitoring of progress made

Objective – To attract further investment into the town's education and employment zones

Target: A proactive programme of marketing the town's employment zones to potential investors and employers

Measurement: Annual monitoring of new business arrivals and jobs created

Technology Infrastructure and the Virtual High Street

Community partners and local businesses recognise just how vital it is that Uppingham equip itself with the very best technological capability. Many of the town's businesses have already invested in online trading, attractive websites and an online view of their premise interiors. The County Council/BT Digital Rutland project has brought fibre to the cabinet (>60Mbps) to all community and business zones. The Digital Uppingham project introduced the town to free public wifi and fibre to the premise broadband from leading fibre provider Gigaclear. This plan supports the argument that profitability, economic growth, educational attainment and social advantage will be maximised by broadening consumer choice of available IT infrastructure.

A number of high street and business zone traders already derive the majority of their profit from online sales. Yet they recognise and benefit from Uppingham as a desirable physical trading address. Some traders and service providers, however, by the very nature of their business must deliver their offer in a physical way. Uppingham's developing infrastructure must recognise this dual requirement and support it. The Digital Uppingham project and task group research also recognise that Uppingham town centre is a 'living high street' with many residents' 'living above the shop'.

This plan rejects the traditional planning conflict of 'edge of town' and 'centre of town' development and believes the correct approach to technology and infrastructure in a small market town is to bring such areas together by building physical and technological connections thereby empowering a mutually supportive approach to profitability and economic growth. The plan also extends this principle to social and education centres believing this will maximise learning, educational attainment and social gain. As a consequence, the following issues require attention:-

Issue 1 - The need to extend the town's fibre network fibre into the town centre and to remaining education, community and business zones with an emphasis on reliability and quality of service

Issue 2 - The need to recognise the future significance of wireless and improve and extend the public wifi offer to match visitor and resident expectations

Issue 3 - The need to update the Uppingham on Line cluster of websites to create a single business and visitor friendly virtual trading portal linked to the Uppingham Webcam, an Uppingham Mobile Phone App, local business websites and the updated Rutland tourism website - A Virtual High Street Portal linked to an enhanced social media presence

Issue 4 - Recognition of the contribution that might be made to the Uppingham economy and its hinterland by the construction of the Uppingham Mast and the social benefit of providing innovative low cost affordable broadband options

Issue 5 - The need to bring 4G and 5G wireless services to the town and improve mobile phone signals

Issue 6 - The need to create a collective online retail/support/learning zone within the virtual high street portal for new and existing businesses with and without a website

Issue 7 - The need to encourage the development of cashless payment in the high street

Issue 8 - The need to facilitate the delivery of care, learning and other public/private services by electronic means

The following actions are proposed:-

Technology Infrastructure and the Virtual High Street Actions

Action 1 - Support and promote the extension of the town's 1Gbps FTTP network

Action 2 - Work with interested contractors to prioritise the creation of a ducted fibre broadband spine in the roadway of the high street linking the Market Place to the Town Hall and with possible extensions to businesses and homes in the bottom of High Street East, High Street West, Orange Street and Queen Street

Action 3 - In partnership with Broadway Partners and White Space UK, pilot a 'white space' trial of affordable <10Mbps broadband with up to 30 appropriate family households selected in consultation with local schools. Use this network to pilot the delivery of relevant community services

Action 4 - Extend the town's fibre network to the Welland Vale Commercial Zone and support the construction of the Uppingham Mast offering point to point 100Mbps broadband to surrounding rural households/businesses and a strategic opportunity for the delivery of high quality mobile signals for Uppingham and the south of Rutland. Liaise with Corby BC to prioritise the delivery of a 100Mbps signal to several of its industrial estates

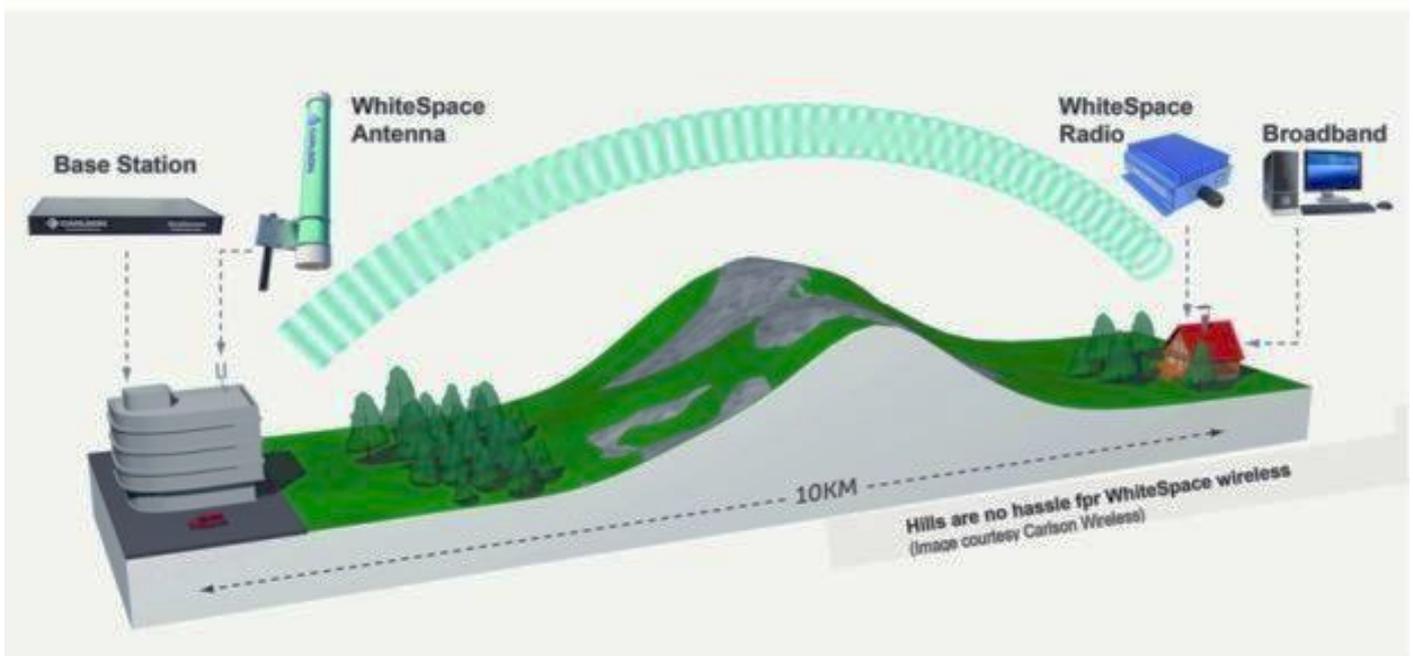
Action 5 - Work with local company Clocked In to develop the Uppingham App offering a customised version to Oakham and other interested market towns and linking the initiative with the promotion of cashless payments

Action 6 - In harmony with the Uppingham App complete the development of the Virtual High Street Portal in consultation with the Uppingham Business Forum and interested businesses. In tandem, strengthen social media integration. Identify and pursue suitable funding for the project.

Action 7 - In collaboration with supporting businesses, extend the public wifi zone to cover the entire town centre retail area

Action 8 - Further develop the Uppingham Webcam as a capture device for the virtual visitor, adding an audio stream and integrating it into the Virtual High Street initiative

Action 9 - Integrate the Women in the High Street Network with a learning and development /business start-up zone in the Virtual High Street, developing stronger links with the town's education and learning centres, the Rutland County Council Adult Education Service and relevant universities



Housing Supply

This plan recognises the housing growth agreed in the Uppingham Neighbourhood Plan and the further growth called for in the emerging new Rutland Local Plan. However it questions the simplistic analysis of circa 35% affordable homes per site being required and would argue that Uppingham's economic growth will be better supported if the number and type of homes built are aligned with economic growth targets envisaged in other parts of this plan. Evidence suggests that we need more homes to empower downsizing and that many of these should be bungalows. The town needs to be able to retain and house the 20-40 year old employees discussed elsewhere in The Plan. Crucially, Uppingham needs more quality homes for young families to rent. The Plan acknowledges the government's starter home initiative and supports public sector intervention in this matter.



To achieve The Plan's economic growth target of 1.5% per year Uppingham must grow 30% by 2036.

The linking of employer skills needs and new shared working space to innovative housing design could contribute to growth. This plan therefore supports a higher housing target but with the additional homes firmly linked to job creation, self employment start up opportunities and a significant starter home initiative

The issues can be summarised as follows:-

Issue 9 - The need to link employer skill requirements to housing supply

Issue 10 - The need to create more affordable starter homes to rent and buy

Issue 11 - There is demand for specialist homes e.g. disabled

Issue 12 - The economic need to attract and retain young workers/families (20 - 40 year olds)

Issue 13 - Uppingham is an ageing community with a demand for bungalows

Issue14 - The town has interested housing developers/landowners willing to innovate

Housing Supply Actions

Action 10 - Determine the viability of a recent offer of free land for starter apartments as part of an E J Toon Housing Trust

Action 11 - Support the building of 50+ executive and employment linked dwellings at Uppingham Gate

Action 12 - Support the building of 50+ bungalows to the north of the town

Action 13 - Support the concept of parish owned homes for rent

Action 14 - Support the N Plan requirement for all new homes to be built such that they are suitable for next generation homebased working with fibre to the premise (fttp)

Action 15 - Seek the support of RCC and government in delivering 100 to 200 Starter Homes

Action 16 - Build four dwellings for the disabled in the new Ayston Road development zone

Action 17 - Invite the Neighbourhood Plan Committee to incorporate these housing supply actions in any update of the Uppingham Neighbourhood Plan

Access, Signage, Heritage and the Case for Modernisation and Repair

The growth of Uppingham from an agricultural settlement to a market town of around 4800 people, and its rise as a place of manufacturing and trading, has helped define its unique character and heritage. The task group preparing this plan was asked by many to be mindful of preserving the town's heritage appearance and conservation area while planning for economic growth. There is, however, a clear call for action to repair, update and improve some aspects of the town centre to support its sustainability, make it safer, encourage investment and enhance the visitor/resident experience.

Good signage can be attractive and helpful to those using it. It can also be pointless, unattractive, of the wrong size and unnecessary. Never is its appearance more important than in a conservation area. A review of signs currently on display revealed a number of unnecessary and/or overlarge signs on vacant property.

It is not currently obvious to the casual visitor or new resident that the town centre is a conservation area. Routes to car parks within the conservation area are not well signposted. The same applies to the alleyway routes followed by visitors from the bus termini at Tod's Piece through to High Street East.

Some regular event signage is ugly, larger than A4 and yellow, spoiling the street scene in the most attractive part of town. There is a case for designated event signage locations to address the issue.

The town's conservation area is one of its prize assets and should be valued. There is a strong case for a more regulated approach.

There is linkage between those elements of this plan that seek to make Uppingham town centre more family friendly and the issue of improving access. For example, some consultation respondents have identified the challenge of moving a large pushchair or pram through certain areas including alleyways with bollards in the middle of the footpath and entrances surrounded by goods or café/pub furniture or crowds. This is concerning, particularly if impacting on footfall.

Access to trader premises comes in for some comment, particularly where there is a change of level and an inadequate or missing ramp. Drivers who park such that they block access to pavements via dropped kerbs are heavily criticised by a significant number of respondents.

The unsafe condition of pavements, outside the Post Office for example, comes top of the list of respondent concerns. The poor surface drainage of the market place, noted particularly at the end of market day and in inclement weather, also attracts much attention.

Pavement impediments, such as ground level portable signage, are perceived by some as a problem. This plan supports the efforts of Uppingham Town Council to find an amicable solution, perhaps by encouraging alternative wall mounted signage.

There is praise for the manner in which many traders support shoppers with dementia and generally very positive feedback on Uppingham as an abode for the physically impaired. There is however increasing criticism of inconsiderate parking by disabled drivers and a call for action to address the issue as it is now impacting on local businesses.

The following issues, and actions to address them, are believed to be relevant to the 20 year period covered by the plan.

The following pages also offer illustrations of a number of options for the market place upon which the task group would welcome feedback.

Issue 15 - The manner in which the High Street is divided by the lorries and other heavy traffic moving North and South on the A6003, impairing the safe flow of shoppers and residents and creating dangers at each junction.



Issue 16 - Evidence backed concern about poor road markings and the rising number of vehicle collisions and parking related incidents in the Market Place. Also the frequent number of vehicles witnessed to be travelling against the one way system and the speed at which some vehicles enter the top end of High Street East.

Issue 17 - The deteriorating surface and drainage capability of the market place

Issue 18 - The location, condition and appearance of the market place toilets

Issue 19 - The recognition of the Market Place as a key daytime and evening economy asset with calls for more seating, greenery and an attractive, safe and visitor friendly alternative to the handrails fitted in the late 1940s

Issue 20 - Poor and outdated street lighting

Issue 21 - Lack of a covered area to support outdoor events in the Market Place

Issue 22 - The recognition that public sector investment in what many would argue is the town's prize asset (market place and high street) lags severely behind that of the private sector threatening the town's long term sustainability.

Issue 23 - The need to limit the size of vacant property notices, perhaps as part of a local signage policy

Issue 24 - The need for more pedestrian signage from Tod's Piece

Issue 25 - The need for more highway signage to car parking

Issue 26 - The need to identify more effectively the conservation area

Issue 27 - The deteriorating state of the Market Place and high street paving for which the Highways Authority has no planned replacement programme

Issue 28 - The deteriorating condition of the Market Place monument

Issue 29 - Street and alleyway cleanliness

Issue 30 - Unattractive town entrances

Issue 31 - Obstacles to free movement around the town for all

Issue 32 - Difficult access to some business premises

Issue 33 - Inconsiderate parking which is deterring some visitors

After much investigation and research the task group believes these issues are best tackled collectively through the implementation of an Area Action Plan covering the Market Place, High Street and the A6003. The following is proposed:-



Market Place and A6003 Area Action Plan

Action 18 - Create a 20mph zone between the old cemetery on London Road and the present site of the Uppingham Fire Station. Zone to also cover the Market Place, High Street East and Queen Street

Action 19 - Within the 20mph zone create a blocked raised table in heritage material on the A6003 stretching from the southern tip of Baines Corner to just past the entrances to High Street East/West, road signing the table as 'shared space' with priority for pedestrians and disability carriages crossing the road. Retain traffic light support for the new crossing. Create matching raised tables at the Station Road/Spring Back Way and North St East/West junctions. Advise Corby lorry operators of new pedestrian priorities

Action 20 - Resurface market place in a heritage treatment that complements and joins up with the new raised A6003 table such as to visually extend the alert of pedestrian movement

Action 21 - With land owner permission, support Uppingham in Bloom in upgrading and restoring a heritage appearance on Baines Corner incorporating more seating, new greenery and planting beds in stone and a fibre linked community noticeboard operated from The Town Hall. An 'at seat' service to be authorised in the summer months if a high street trader is willing to extend their existing service

Action 22 - Narrow down the vehicle entrance to the top of High Street East to restrict vehicle entry speed and redesign the kerb edge, traffic flow and parking layout to reduce the risk of collision

Action 23 - With the support of Uppingham in Bloom, remodel the market place kerb edge to create vehicle resistant low planting troughs to replace the present 'view obstructing' top railings, creating opportunities for more greenery and additional seating. Alternatively, remove the top railing to enhance the view

Action 24 - Totally refurbish the Market Place public toilets to bring the facility up to modern standards and remodel the exterior appearance to complement the refurbished market place. Alternatively replace them.

Action 25 - Complement the RCC decision to renew all street lighting over the next three years by supporting the additional cost of heritage appearance LED lighting

Action 26 - Negotiate with property owners around the market place to place an appropriate number of wall mounted stainless steel eyes enabling decorative triangular weather covers to be used for special events

Action 27 - Create an all partnership working party to review conservation area signage

Action 28 - Consult on the implementation of a voluntary agreement with property agents regarding the desirable size of property marketing boards. Propose a new Neighbourhood Plan Policy if voluntary agreement cannot be reached

Action 29 - Recognising it as the top public complaint about Uppingham town centre, the implementation of a phased pavement replacement programme utilising heritage materials, commencing with High Street East and the Market Place

Action 30 - Following advice that the present market monument will be damaged if it is cleaned and recognising its original placement preceded current volumes of traffic, restoration & alternative locations are proposed in plan options that follow

Action 31 - Secure landowner permission for a programme of pressure washer cleaning of alleyways

Action 32 - Identify overgrown path boundary owners and bring to their attention for action

Action 33 - Secure business sponsorship for each of the town entrances and work with Uppingham in Bloom and relevant contractors/organisations to beautify. Address poor lighting/safety issues in collaboration with the Highways Authority

Action 34 - Work with Rutland County Council and Uppingham Town Council to identify and remove footpath hazards on an individual basis

Action 35 - Work with identified local businesses to improve building access where appropriate

Action 36 - Work with RCC enforcement staff and Leicestershire Police to inform inconsiderate parking offenders of the consequences of their actions. Seek enforcement action in cases of non-cooperation

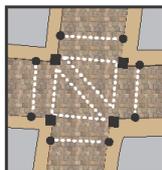
Proposed Safety Improvements For Main Road A6003

KEY

1 Raised Table Area at North Street East / Orange Street Cross Roads:

Road would be block paved and raised to the level of the pavement height, with improved pedestrian route markings on the paved road surface as shown.

* Alternative markings for pedestrian route on the north east corner. To be made safe for pedestrians.



2 Raised Table Area at Market Place:

See notes over the following pages for detailed information of all 3 proposed plans.

3 Raised Table Area on the South View / Spring Back Way Cross Roads:

To improve road safety relating to the blind exit on south view, slowing the traffic down will also help to improve pedestrian safety.

Safer crossing areas will be marked directly onto the paved roads as shown.



PROPOSAL PLAN A

IMPROVING SAFETY AND WELL-BEING IN UPPINGHAM MARKET PLACE



PROPOSAL PLAN B

IMPROVING SAFETY AND WELL-BEING IN UPPINGHAM MARKET PLACE



- LEGEND**
- 1 Traffic calming measure to reduce vehicle speed entering and leaving the vicinity of the Market Place
 - 2 Narrow road on High Street East at the entrance to the Market Place, as an additional measure to reduce the speed of vehicles entering the area to benefit pedestrian safety
 - 3 Remove top section of Railings or replace with permanent low level stone walled planters
 - 4 Bench seating area in Baines corner
 - 5 Raising the road level to the pavement height with block paving will improve drainage, wheelchair access, visual appearance and become harder wearing
 - 6 New parking plan to improve traffic flow
 - 7 Re-location of the barber shop with improved external visual appearance
 - 8 Raised attractive decking area, suitable for seating and to include the stone monument.
 - 9 Re-positioned seating area to benefit pedestrians and improve wheel chair access
 - 10 Electronic information board integrated with stone water feature
 - 11 Proposed re-location for new public toilet block to be built within the church grounds

KEY

- DISABLED PARKING ACCESS
- WHEEL CHAIR ACCESS TO PATH
- GROUND LEVEL STREET LAMP
- STREET LAMP ATTACHED TO BUILDING
- PRIVATE LIGHTING ATTACHED TO BUILDING
- JUBILEE MONUMENT
- PICNIC BENCH
- TABLE & CHAIRS
- METAL RAILING
- METAL PILLAR
- HERITAGE SEAT
- MOVABLE PLANTERS ON WHEELS
- STATIC PLANTERS
- BM / RECYCLING
- DECKING AREA CAN BE USED AS SEATING WITH POWER
- BLOCK PAVING AREA - RAISED LEVEL
- TRAFFIC CALMING MEASURE
- TREE
- PARKING SPACE
- ELECTRONIC NOTICE BOARD INTEGRATED WITH STONE WATER FEATURE

RETAINING 34 CAR PARKING SPACES & 3 MOTORCYCLE SPACES WITHIN THE MARKET PLACE

UPDATED 17/06/16

PROPOSAL PLAN C

IMPROVING SAFETY AND WELL-BEING IN UPPINGHAM MARKET PLACE



KEY

- DISABLE PARKING ACCESS
- WHEEL CHAIR ACCESS TO PATH
- GROUND LEVEL STREET LAMP
- STREET LAMP ATTACHED TO BUILDING
- PRIVATE LIGHTING ATTACHED TO BUILDING
- JUBILEE MONUMENT
- PICNIC BENCH
- TABLE & CHAIRS
- METAL RAILING
- METAL PILLAR
- HERITAGE SEAT
- MOVABLE PLANTERS ON WHEELS
- STATIC PLANTERS
- BIN / RECYCLING
- DECKING AREA CAN BE USED AS STAGE WITH POWER
- BLOCK PAVING AREA - RAISED LEVEL
- TRAFFIC CALMING MEASURE
- TREE
- PARKING SPACE
- ELECTRONIC NOTICE BOARD WITH STONE BASE

RETAINING 34 CAR PARKING SPACES & 3 MOTORCYCLE SPACES WITHIN THE MARKET PLACE

UPDATED 17/06/16

PROPOSAL PLAN D

IMPROVING SAFETY AND WELL-BEING IN UPPINGHAM MARKET PLACE



Business Growth, Retail Diversity and Employment Zone Development

As stated earlier, the town's principal challenge is to stimulate business growth in the context of low unemployment. It must therefore attract employers and create jobs that will encourage the importation of workers. The town needs to attract and retain the 20-40 year age range of resident/employee. Home based working is prevalent in Uppingham empowered by the improving broadband. Business and employment site growth in Uppingham should acknowledge the county wide demand for business start up units and the need to house incoming workers as well as supporting existing business expansion. Mixed use of employment sites may therefore be appropriate to stimulate innovation. This plan's objectives include the creation of work space linked to homes and homes adjacent to business start-up units.

Local employers are currently obliged to attract candidates from a wide area to fill vacant posts. Growth in the high street and higher visitor numbers will only be possible if new vehicular capacity is created and public transport links improved.

The direction of travel on community safety now being dictated by government presents a huge opportunity for Uppingham. The town can demonstrate to the new Police and Crime Commissioner (PCC) its enthusiasm for a joint blue light services approach and the opportunity to be a trail blazer in respect of joint facilities. The relocation of the fire station to the A47 and its enhancement into a joint blue light facility would offer public savings and shorten 999 response times. The move would also unlock land to allow the town to address one of its most strategic challenges, the need for more long term car parking.

This plan, therefore, recognises and supports the commercial development zones identified in the Uppingham Neighbourhood Plan but adds part of Ayston Road (from the fire station to the garage) to address the need for a further car park close to the town centre. This proposal is linked to the possibility of some homes for the disabled on the same site (see housing supply pages), a possible remodelling of the site's retail/service offer, and the securing of a site for the development of the new joint blue light services response station.

The sustainability of Uppingham will depend upon the growth and maintenance of a diverse and engaging town centre which offers a quality virtual and physical shopping and visitor experience. Current feedback from visitors is predominantly positive and is evidenced in the 2015 Market Town Benchmarking study funded jointly by Uppingham First and the Town Council.

The Uppingham Business Forum has supported the strengthening of links between business zones and the town centre believing future prosperity and diversity can best come from a united business voice and a rejection of the traditional edge of town/centre of town planning divide. This plan aims to strengthen such links and widen choice.

While visitors praise the 98% independent trader characteristics of the high street, task group surveys of residents revealed some concerns about affordability and choice. Some survey respondents identified a commercial opportunity for new traders e.g. children's clothes, while others were very critical of the town's only supermarket and called for a quality competitor. Change in these areas would of course be a commercial decision.

A trend toward Monday closing is noted with concern, especially when it is not complemented by Sunday opening. Vacant business premises, although under 5%, present the opportunity for greater diversity and investment in the town by new types of business. This plan supports action toward that end.

Issues relevant to the town's economic growth and business zone development can be summarised as follows:-

Issue 34 - The need to attract and house the 20 - 40 year old age group of employee/self employed noting that current Local Enterprise Partnership (LEP) policy and programmes do not embody a market town strategy or a specific funding stream to support economic growth in towns such as Uppingham

Issue 35 - Detailed parking studies undertaken in the past 12 months confirm that off road town centre car parking is at near maximum occupancy on busy days and is now impairing economic growth. The completion of a new 130 delegate conference centre at the heart of the town can only exacerbate the situation

Issue 36 - No suitable town centre land remains for car parking without some form of clearance programme

Issue 37 - Two development company controlled sites have expressed interest in hosting a new joint blue light services building as part of housing initiatives not currently captured by the Uppingham Neighbourhood Plan

Issue 38 - The Welland Vale Business Zone is proving very popular as a visitor destination and has the potential to address some of the town's retail deficiencies as identified in the task group's survey work

Issue 39 - The employment and skills potential of the Uppingham Gate Business Zone given its excellent strategic location and linkage to the Uppingham Fibre Network

Issue 40 - The, as yet unsuccessful, efforts of RCC to interest the local LEP in supporting a feasibility study on the upgrading of the Station Road Industrial Estate

Issue 41 - The Uppingham Hopper Bus project currently links the town centre and residential areas to all business zones but the pilot is currently scheduled to close at the end of September 2016

Issue 42 - The current Local and Neighbourhood Plans do not support mixed residential and commercial use.

Issue 43 - The need to recognise and act upon the differing needs of visitors and residents

Issue 44 - Consultation respondents' high level of dissatisfaction with the Co-op Supermarket

Issue 45 - The need to strengthen consumer choice and attract more child/family friendly shops

Issue 46 - The need to create low cost start up opportunities in the high street

Issue 47 - The opportunity to offer window space opportunities and support for home based start ups and teenage/young aspiring traders

Issue 48 - Community safety comes top of any survey of resident and business priorities

Issue 49 - Uppingham Town Council wishes to redevelop the site of the present police office

Issue 50 - The town could benefit massively from the moving of the Fire Station

Present views of proposed new development zone on Ayston Road



Business Growth, Retail Diversity and Employment Zone Development Actions

Action 37 - Seek government support for a requirement that an appropriate element of the LEP annual budget should have regard for the economic development needs of market towns

Action 38 - Support and influence the further development of the Welland Vale Commercial Zone as a retail centre on the understanding that any additional retail development is complementary to the current retail mix in the high street

Action 39 - Support the amendment of the Neighbourhood Plan to permit mixed use on the Uppingham Gate employment site on the understanding that employment start up units, shared working space units or other appropriate business premises will be built at the same time as any agreed housing. Housing to be matched to the local job market skills requirement and/or the skill set relevant to the proposed new commercial premises

Action 40 - Support the Uppingham N Plan proposal to seek LEP support for an access and modernisation feasibility study at the Station Road Industrial Estate

Action 41 - Support the relocation of the current fire station to land near the junction of the A6003 with the A47.

Action 42 - Address the high street's number one growth issue (parking) by negotiating the purchase of land to the rear of Gilberts furniture store and, adding it to the purchase of the current fire station site, create a new brownfield site development zone enabling a substantial new long stay car park, a small number of homes/apartments for the disabled and perhaps a remodelled retail offer.

Action 43 - Support the preparation of a business plan to sustain the Uppingham Hopper project for a substantive period.

Action 44 - Seek the support of government to help create a pilot market town vanguard board to coordinate the delivery of this plan

Action 45 - Launch a Discover Uppingham campaign to attract new trades not yet in the high street

Action 46 - Approach Co-op HQ to share community concerns and call for an action plan

Action 47 - Conduct a full community consultation on the business case for a second supermarket

Action 48 - Seek funding for an 'aspiring young traders' initiative offering short term physical and virtual sales placements supported by business mentors

Action 49 - Secure support from interested partners to establish a teenage market on the sight of the defunct Farmer's Market

Action 50 - Urgently prepare the business case for the Chief Fire Officer, Chief Constable and the new Police and Crime Commissioner to build a new joint blue light facility near the A47 roundabout. Inform the Ambulance Service of the opportunity

Action 51 - Prepare and promote a local service level agreement with the Chief Constable/Fire Authority to sustain a permanent police presence with power of arrest at the new blue light facility.

Map of Ayston Road Development Zone



Education Zones

This plan acknowledges the important potential contribution of local centres of learning to the future sustainability of Uppingham. In the period up to 2036 a close working relationship between community, business and education will be essential. The Plan notes and supports the Uppingham School forward plan as presented in a recent public meeting. It also notes the forward development strategy for Uppingham Community College and its aspiration to strengthen links with the community in the fields of sport and the creative arts. The Plan recognises the problematic location of the primary age academies, the age of their buildings and a lack of a sixth form the town can call its own. The Plan task group is also well aware of the limited resource now put into youth leadership in the community and would wish to encourage stronger links with business thereby strengthening community support.

Issues addressed by this plan are:-

Issue 51 - The desire of UCC to develop two more centres of excellence on their site. A Sports Hall and supporting facilities with community access and a Creative Arts Centre. Also the community desire for an Uppingham based sixth form.

Issue 52 - The desire of UCC to create a permanent home and training ground for Rugby

Issue 53 - The view held by many that more should be done at town level to support youth leadership activity outside sport

Issue 54 - The need to create a stronger connection for UCC with the town's technological capability and its infrastructure plans

Issue 55 - The need to explore the design and construction of a much safer and welcoming route to school for pedestrians going to UCC, thereby helping to address the perception of 'the academy up on the hill'

Issue 56 - The opportunity to create a Teenage Market and Young Entrepreneur virtual and physical links between schools and the business community. Also adult education and business support for young start ups

Issue 57 - The restrictive location of the town's two primary schools and the condition of their buildings



Education Zone Actions

Action 52 - Support the addition of a further development zone at UCC to facilitate new sport and creative arts hubs

Action 53 - Support the necessary land acquisition and design of a new pedestrian route to UCC which takes students away from the A6003

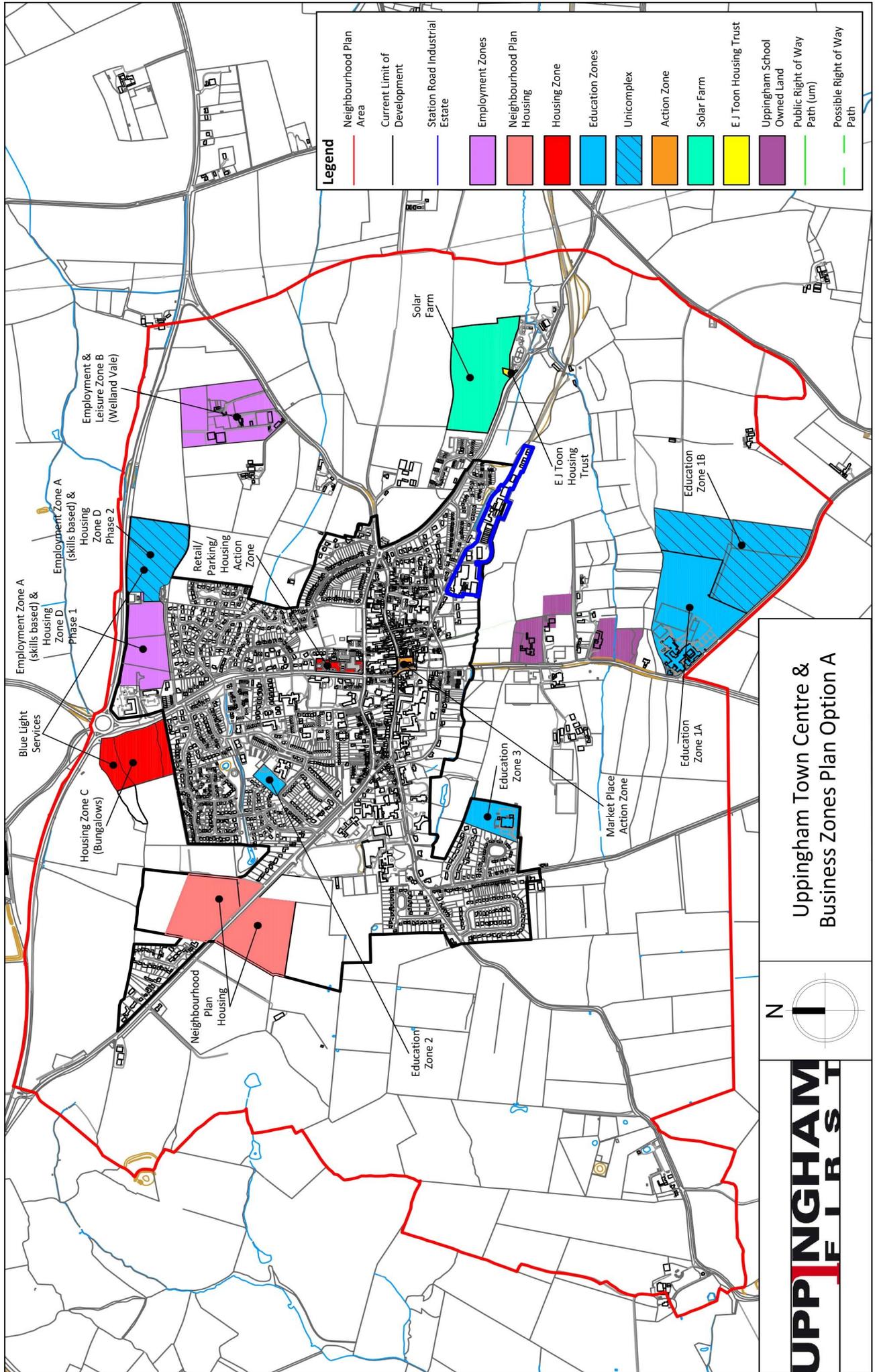
Action 54 - Support the move toward creating a permanent home for Rugby at UCC exploring the business benefits and commercial opportunity to promote the town

Action 55 - Link UCC and both primary schools to the Uppingham fibre network to give their students technological parity with those in the private sector

Action 56 - Promote joint initiatives between the schools, the Business Forum and the Women in the High Street Network to create pathways to business for the next generation of young entrepreneurs

Action 57 - Support the preparation of the business case for an Uppingham based 6th form

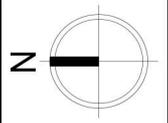
Action 58 - With the support of the staff and governors, identify new sites for both primary schools and build new centres of learning, part funding the change by the creation of new starter homes on the existing sites. Consider the benefits of an Uppingham Uni - complex. Some possible locations are illustrated in the following plan options

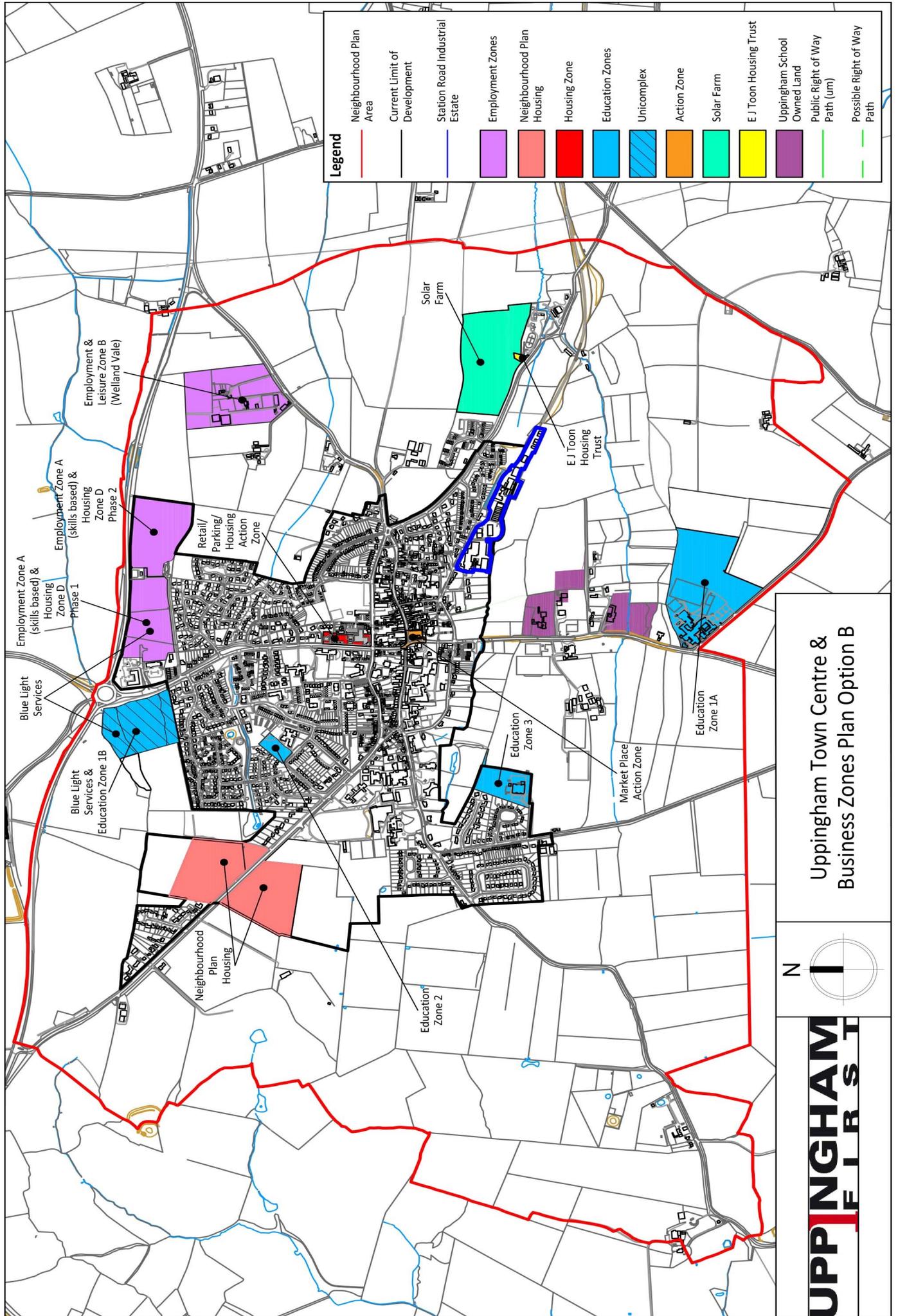


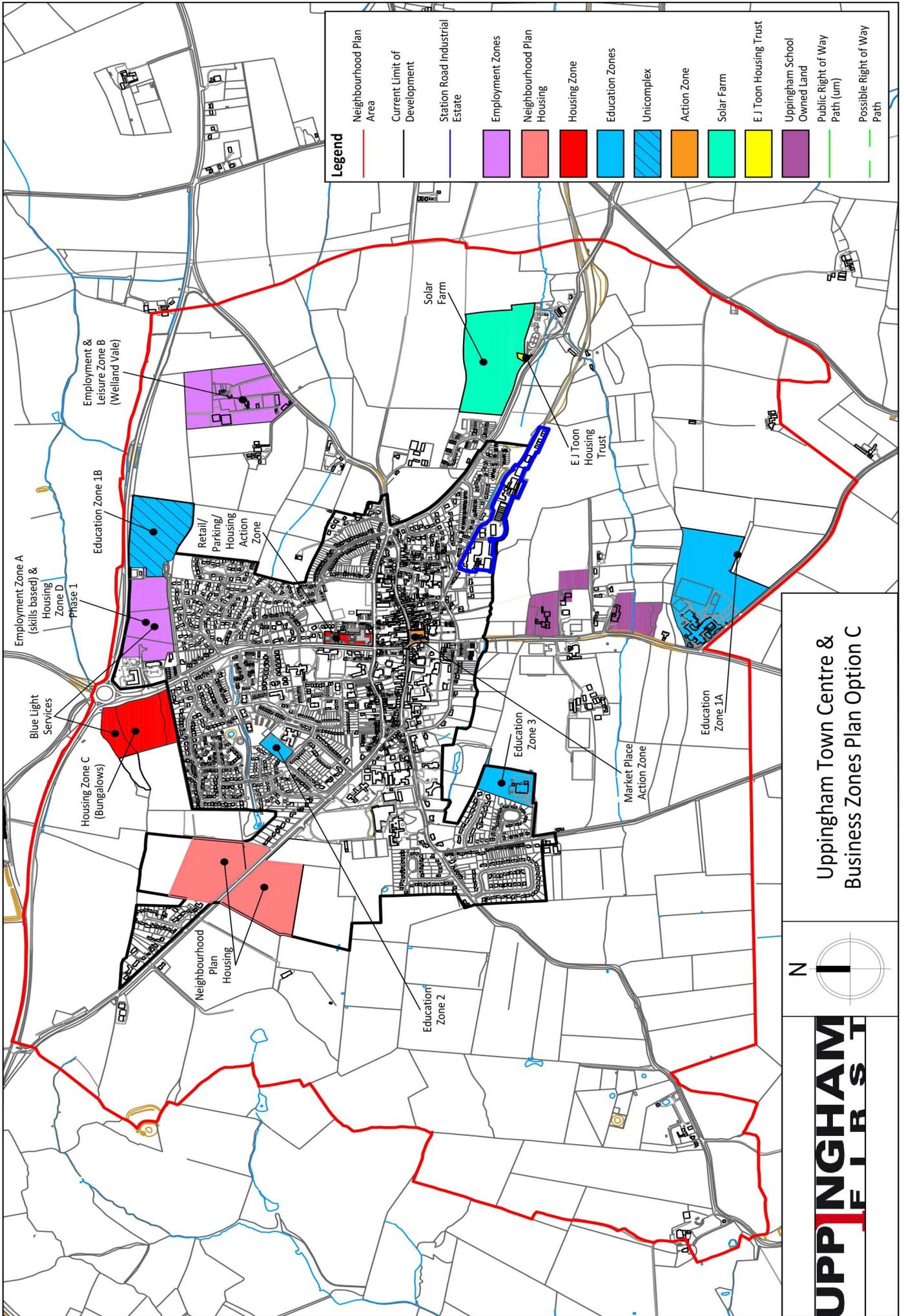
Legend

- Neighbourhood Plan Area
- Current Limit of Development
- Station Road Industrial Estate
- Employment Zones
- Neighbourhood Plan Housing
- Housing Zone
- Education Zones
- Unicomplex
- Action Zone
- Solar Farm
- E J Toon Housing Trust
- Uppingham School Owned Land
- Public Right of Way Path (um)
- Possible Right of Way Path

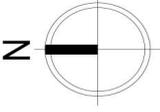
Uppingham Town Centre & Business Zones Plan Option A

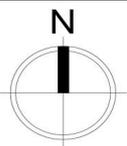
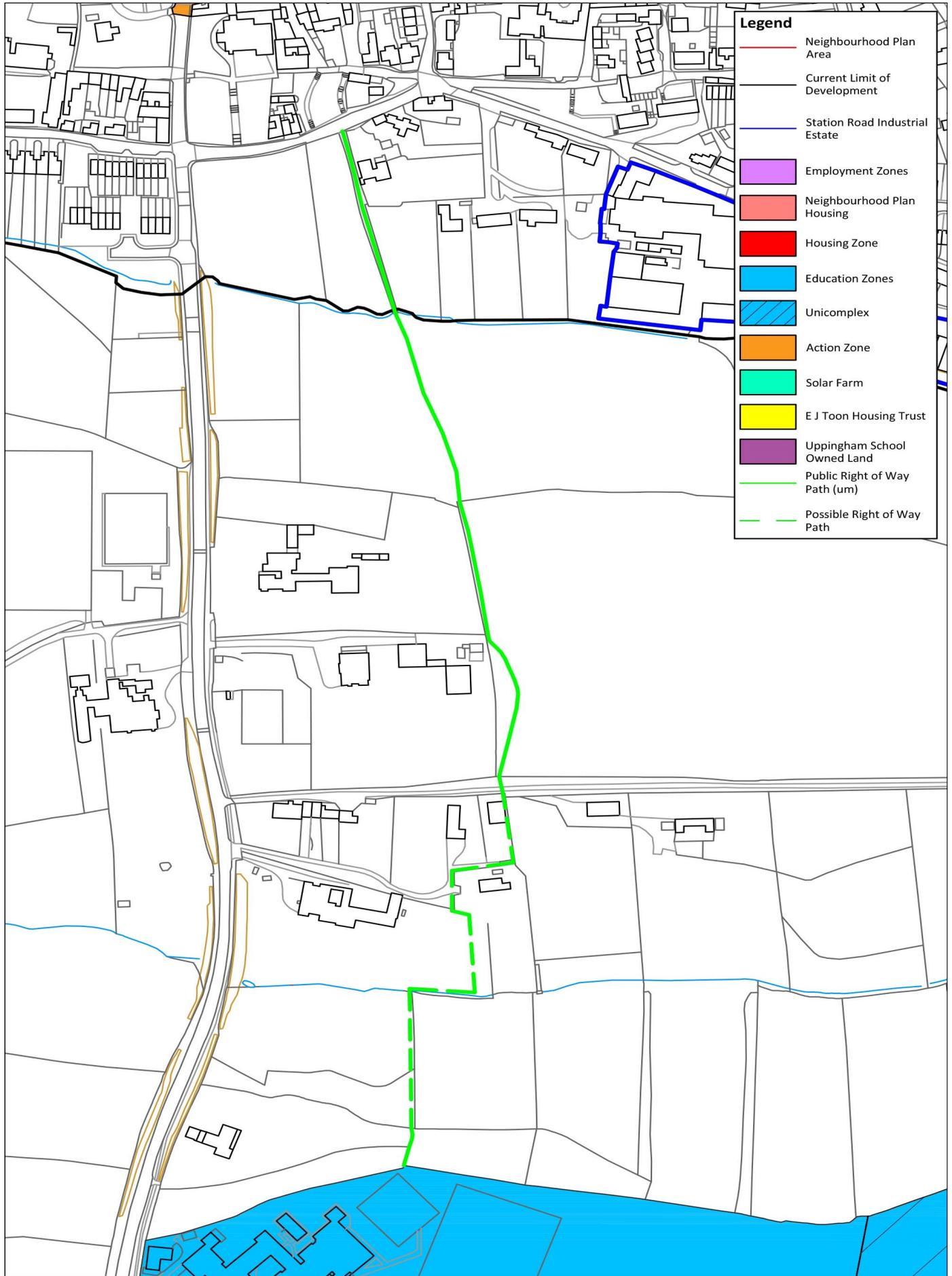






UPPINGHAM
F I R S T





Tod's Piece and the Role of Green Space

This plan recognises Tod's Piece as one of the town's most valuable commercial land assets and an important open space. To date it has tended to be developed piecemeal, the latest addition being the new toilet block and skateboard ramp.

During consultation few respondents have recognised the commercial value of Tod's Piece and instead have explored its further development as a public park. It is clear that most do not realise that Uppingham Town Council has given up the exclusive right to determine the area's future. It has dedicated the land to Fields in Trust in the belief this would protect it from further development and attract grants for its further improvement as an open space.

Regrettably, neither belief has proved accurate. The legal agreement transferring the land has a clause in it which enables a land swap if an appropriate commercial offer is made and no grants for its further development have been secured from Fields in Trust.

Given its potential to house major events and its developing infrastructure, Tod's Piece is well placed to make a major contribution to the economic future of the town as well as its social fabric. However without an agreed masterplan and 100% ownership by the community the site is vulnerable to inappropriate commercial development.



Following consultation it is clear that a majority in the town wish to see Tod's Piece brought back into greater use (as it was many years ago) and become the venue of choice for significant events. The issues for this plan therefore appear to be:-

Issue 58 - The loss of self determination on the future of Tod's Piece

Issue 59 - The lack of a Master Plan for Tod's Piece

Issue 60 - The land's significant commercial value

Issue 61 - The land's potential to house major events

Issue 62 - The need to recognise the aspirations of Uppingham Football Club

Issue 63 - The strategic location of Tod's Piece

Tod's Piece and the Role of Green Space Actions

Action 59 - Take such action as is necessary to recover exclusive community ownership of Tod's Piece

Action 60 - Consult with the Town Council to prepare a Master Plan for Tod's Piece with a view to it becoming more park like, better connected to the town centre and equipped to host major community events

Transport Links, Hub and Parking

Good transport links and adequate parking must be at the heart of any economic development strategy for Uppingham. This plan recognises the need to connect development at the centre of the town to that at its extremities. Indeed, connectivity between all areas of economic, education and social activity is key to this plan for economic growth.

Uppingham has a large percentage of elderly residents many of whom are no longer able to drive. The current pilot of the Uppingham Hopper is demonstrating the need for affordable and reliable community transport which has connectivity with established bus routes to Oakham, Corby and Leicester and aids access to the new doctors' surgery.

Despite massive expenditure to make Rutland and Rutland Water a mecca for cyclists and the consequential inflow of tourism revenue, there is little evidence to date of benefit to Uppingham. There is an urgent need for a safe cycling route on the A6003 from the A47 roundabout to the Central Garage thereby linking the town centre to the new yellow path winding its way north toward Oakham.

This plan supports the call for the further enhancement of the bus transport hub at Tod's Piece/The Coop, the redesign of the oval roundabout at the bottom of the high street and the provision of a long distance coach stop and daytime parking provision for visiting/school coaches.

As stated elsewhere in The Plan, a forward looking parking strategy is crucial to the town's future economic growth. A change of parking culture and philosophy is required. Progress must be made on the local control of parking and a modernisation strategy to improve the North Street car parks appearance and operating technology implemented. If the Town Council is not able to deliver this, then The Plan supports the creation of a corporate entity or social enterprise to do so.

This plan also supports the Town Council and Business Forum strategy of attracting the growing market of electric car tourists. During the life of this plan low carbon vehicles will be moving to induction charging and number plate recognition of user accounts. The town needs to respond when the time is right.

The proprietor of the town's garage has indicated ongoing commitment to Uppingham but confirmed an intention of maximising the commercial value of the present site, perhaps enhancing its offer. Hence its inclusion in the proposed Ayston Road Development Zone. This may provide the opportunity to review the movement of pedestrians around this critical junction. The problem of heavy lorries thundering through Uppingham day and night with a significant increase expected during the next 20 years is dealt with elsewhere in The Plan.

The issues to be addressed in the plan around transport are therefore summarised overleaf.



Issue 64 - The need for permanent integrated community transport to link residential areas to the high street, schools, business zones and doctors' surgery

Issue 65 - The infrequent or missing community transport links with surrounding villages

Issue 66 - The need to improve the currently congested transport hub outside the Co-op

Issue 67 - The need for a long distance coach stop integrated with the Hopper Bus route

Issue 68 - The need for day time and overnight coach parking

Issue 69 - The lack of suitable, cost effective, all day parking for business owners

Issue 70 - The poor appearance of present car parks

Issue 71 - The need for more enlightened and welcoming parking enforcement

Issue 72 - The need to improve pedestrian safety in the area of the town's garage

Issue 73 - The need for a cycle path along Ayston Road

Issue 74 - The need to redesign the much disliked and dangerous roundabout at the cricket pavilion



Transport Links, Hub and Parking Actions

Action 61 - Take action to form an Uppingham Bus Company, a community led social enterprise

Action 62 - Revisit the Uppingham 2025 design for a bus terminus fully integrated with Tod's Piece

Action 63 - Agree with developers that a long distance coach stop be created at Uppingham Gate

Action 64 - Develop a suitable coach park with help of a local landowner

Action 65 - Create a community owned social enterprise to acquire and manage off street parking

Action 66 - Pursue the redesign by RCC of the cricket pavilion roundabout

Action 67 - Incorporate a new 'town to bypass' cycle path along Ayston Road into the design of the area's new development zone

Action 68 - Work with RCC and Uppingham in Bloom to improve public car park appearance

Tourism, Marketing and Events

This plan recognises Uppingham's heritage as a wonderful place to live, visit, work, study and play. It also acknowledges the commercial profile already secured by a number of leading businesses with physical and virtual customers. However, it can be argued that a great deal remains to be done to promote the town's unique offer. To ensure economic growth and a prosperous future more needs to be done to acknowledge its key attributes: its predominantly independent retailer offer; antique, art, book and heritage crafts visitor experience; potential for a long weekend; its outstanding location; proximity to the cities of Leicester and Peterborough and the Eyebrook and Rutland Water reservoirs. The town also has a new role as the southern entrance to the Rutland low carbon vehicle trail.

Past publicity of the town's potential for new businesses appears to have been minimal except for a little undertaken by RCC. The marketing of Uppingham as part of the county's tourism offer has traditionally been as the smaller of the two market towns with limited facilities, an attractive high street, a public school and more recently an excellent heritage trail. Economic sustainability requires much more and a greater self determination. The Plan, therefore, seeks to address these issues.

The centre of Uppingham, and its market place in particular, has long had a role as a venue for community and commercial events despite being a public highway and subject to road traffic legislation. Underwritten by an ancient charter, the Town Council licenses the Market Place from its owner, Rutland County Council, and earns considerable income from running the regular Friday Market. Events such as the annual Fatstock Show are part of the town's heritage and enjoy considerable community support. More problematic for the town's commercial interest is the week long travelling annual fair.



Market Place parking is a vital component of the town's economic success and would benefit from remodelling as proposed elsewhere in this plan. Road closures and events impact upon those residents who live in the town centre. Effective communication and public consultation on any closure is therefore very important as is the frequency of events, noise levels and start/finish times. Many consultation respondents have called for the greater community use of Tod's Piece in collaboration with the football club for major events, retaining market place parking at the same time. The new construct of the August Fete, Flower and Produce Show is an exemplar in this respect.

The potential role of the Market Place for start up trading opportunities and as the inaugural site of a future teenage market is worthy of consideration in the community's efforts to empower the next generation of Uppingham entrepreneurs.

Issues particularly recognised by The Plan include:-



Issue 75 - The need to engage more fully with the county's tourism initiatives enhancing perception of the Uppingham offer

Issue 76 - The need to highlight the town's independent trader offer in future marketing literature

Issue 77 - The need to acknowledge visitor requests for portable guidance around the town's cultural and creative skills retail offer

Issue 78 - The need to create coherent and mobile friendly visitor support mechanisms

Issue 79 - The need to promote further the town within UK, EU and international markets as a high quality of life location for potential employers in the fields of manufacturing, technology, healthcare and commercial services

Issue 80 - The need to further promote the town as a conference and event centre

Issue 81 - The need to attract a greater share of the county's visitor spend

Issue 82 - The lack of a full time tourist office

Issue 83 - The need to protect and enhance the Market Place as a vital component of the town's economic future

Issue 84 - The economic impact of lost car parking spaces during the annual travelling fair

Issue 85 - The desirability of holding road closure events on a Sunday

Issue 86 - Ensuring suitable trading access opportunities for young and first time start-ups

Issue 87 - The community desire to see greater use of Tod's Piece for community events

Tourism, Events and Marketing Actions

Action 69 - Seek appropriate representation in tourism and marketing structures

Action 70 - Support the creation of the Virtual High Street Portal and the Uppingham App

Action 71 - Strengthen the trade branding of Uppingham as 'independent'

Action 72 - Create a new Arts, Antiques and Creative Craft Trail supported by a virtual and paper visitor map

Action 73 - Design a new advert/brand image to market Uppingham internationally that might be included in commercial virtual and physical literature by collaborative agencies and employers

Action 74 - Collaborate with appropriate voluntary agencies and organisations to create a visitor reception centre linked to the proposed Uppingham Bus Company and local support for parking management

Action 75 - Explore improving the travelling fair's profitability and capacity by relocating it to a less damaging location and offering it marketing support

Action 76 - Support the concept of 'most major town centre events requiring a road closure' being on a Sunday

Action 77 - Seek all community group support for a Neighbourhood Forum Code of Conduct for events requiring a road closure.

Summary

The Task Group has spent considerable time determining the content of this plan and its proposals for action.

Uppingham Town Council, Uppingham Business Forum, residents groups, the Church, Uppingham Town Partnership, Uppingham Neighbourhood Forum, local traders, Uppingham First and the County Council have contributed to its make up.

Not all of the ideas put forward made it into this 'consultation' edition. For example, the town still strives to attract the interest of a major bank following the departure of HSBC.

This first version also excludes more radical proposals, principally on the grounds of cost. These include tunnelling to send the A6003 under Uppingham, the creation of a north south bypass and the building of an underground car park below Tod's Piece. However, all three of these approaches to vehicle management have been successfully implemented in a number of other European towns.

The Task Group has taken the view that the proposals in The Plan must be realistically achievable from both an economic and social perspective within the 20 year time frame of the plan.

However it may be that you have a better solution to one or more of the issues addressed in The Plan. The Task Group would be delighted to hear from you. Of one thing the Task Group is sure. For Uppingham to prosper in the future, it cannot remain unchanged or stand still. Some respondents to earlier consultation called for 'no change'. Such a choice would, we believe, damage the long term economic future of the town.

Contact details for any comment you may have can be found below. This public consultation will close at the end of August 2016. The final version of the Plan will be published before the end of the year together with its supporting Databook and Budget.

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Uppingham Town Centre and Business Zones Plan

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Existing Literature and Sources of Reference

Literature

BE Group Employment Land Assessment Update—Jan 2016

Economic Growth Strategy 2014 - 2021 - Rutland County Council

The Future of Small Towns: Challenges and Opportunities - AMT Towns Alive

Rutland ... A great Place to do Business - Rutland County Council

Rutland Retail Capacity Assessment ... 2013 Update

Complexity of Town Centres - British Retail Consortium

Why our High Streets Still Matter - Mary Portas

Town Centre Futures - Association of Town Centre Managers

The Emerging Rutland Local Plan

Rutland Together Culture and Leisure Strategy 2013-2016

The Uppingham Neighbourhood Plan

The Uppingham Parish Plan

Uppingham 2025 - Uppingham First

Consultation Questionnaires

Business Survey: Family Survey: Market Trader Survey: Resident Survey: Visitor Survey

2015 Town Benchmarking Surveys

Parking space occupancy - January to December 2015 - Uppingham First

Conversations and Consultation with

Uppingham Business Forum

Uppingham Neighbourhood Forum

Retailers of Uppingham

Directors of Uppingham First

Portfolio Holder and Economic Development Officer - Rutland County Council

Planning and Highways Departments of Rutland County Council

A range of relevant landowners, developers, property owners, public service agencies and local businesses

Research Visits to

A variety of UK and European Market Towns

Consultants - People and Places

Revive and Thrive events

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