

Projects: Spatial Strategy

Timescale: S/T: 0- 12 months; M/T: 1-3 years; L/T: 3+ years

Public Realm: Lanes & Courtyards including Pocket Parks at the Methodist Church, Pound Square / front of Hayridge Centre & Community Centre Car Park					
Meeting Masterplan Objective: 1(2); 1(3); 1(5); 2(6); 2(7); 2(9); 3(12); 3(14); 4(16); 4(19); 4(20); 5(21) & 5(23); 6(28); 6(30) & 6(33) See Appendix 2 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Enhancement of the space(s) for enjoyment and use.</p> <p>Consistent palette of materials and street furniture.</p> <p>Enhancement of each space including planting, public seating and cycle parking.</p> <p>Designed to support local shops and services.</p> <p>Designed to enhance biodiversity including opportunities for rain water capture.</p> <p>Retention of the historic character of the space.</p> <p>Partnership working with the landowner & stakeholders to bring forward enhancement.</p>	<p>Explore funding opportunities.</p> <p>On-going liaison with landowners.</p> <p>Survey and other preparatory work including health and safety.</p> <p>Develop options and feasibility in consultation with the landowner(s) & stakeholders.</p>	<p>Delivery: Landowner & DCC.</p> <p>Lead promotor: Cullompton Town Council DCC & landowner</p>	<p>Public sector grant opportunities.</p> <p>Self-funding.</p> <p>S106 contributions</p>	M/T	<p>Enhanced public realm sensitive to the historic setting.</p> <p>Creation of high quality public space(s).</p> <p>Number of users.</p> <p>Increased economic prosperity.</p> <p>Increased visitors and footfall.</p> <p>Increased dwell times.</p>
Public Realm: Town Centre Gateway Treatments at Station Road & Exeter Road / Meadow Lane.					
Meeting Masterplan Objective: 1(5); 1(7); 1(9) & 3(11) See Appendix 2 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Enhanced sense of arrival & celebration of Cullompton as a destination.</p> <p>High quality & improved wayfinding.</p> <p>Consistent palette of materials and street furniture.</p> <p>Sensitive to Cullompton's historic character.</p>	<ul style="list-style-type: none"> Liaison with landowners. Survey and other preparatory work. Develop options and feasibility in consultation. 	<p>Delivery: DCC</p> <p>Lead promotor: DCC in consultation with Cullompton Town Council & MDDC.</p>	<p>S106 contributions</p> <p>Public sector grant opportunities.</p>	S/T – M/T.	<p>Enhanced public realm sensitive to the historic setting.</p> <p>Increased economic prosperity.</p> <p>Increased visitors and footfall.</p>

Partnership working with stakeholders to bring forward enhancement.					
Digital Connectivity					
Meeting Masterplan Objective: 1(5); 2(8) & 2(9) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
Delivery of digital maturity within the business / retail community in the form of skills, knowledge and technology. Promotion of Ecommerce. Partnership working with stakeholders to bring forward improvements. Occupation of vacant units.	Survey and other preparatory work Develop options and feasibility in consultation. Liaison with landowners. Seek synergies with the SPF and REPF programmes to support delivery.	Delivery: MDDC & shop proprietors. Lead Promotor: MDDC.	Public sector grant opportunities. – SPF and REPF may support this initiative.	S/T – M/T.	Occupation of vacant units. Increased economic prosperity. Increased no. of visitors and footfall.
Co-working space					
Meeting Masterplan Objective: 1(5); 2(6); 2(8) & 2(9) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
Providing opportunity for a mix of uses supporting start-up & existing businesses, local shops and services. Partnership working with stakeholders to bring forward improvements. Improved occupation and enhancement of town centre property(ies).	Review funding opportunities – especially focused on the SPF and REPF where provision has been made to support such initiatives. Survey and other preparatory work. Develop options and feasibility in consultation with landowners and stakeholders.	Delivery: various partners. Lead Promotor: MDDC	Public sector grant opportunities. Self-funding. SPF / REPF.	S/T – M/T	Occupation of vacant units. Increased economic prosperity. Increased no. of visitors and footfall.
Wayfinding: Signage Strategy					
Meeting Masterplan Objective: 1(4); 1(5); 2(7); 2(9); 3(11b); 3(12); 3(14); 4(19); 4(20); 5(21); 6(30) & 6(33) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
High quality & improved wayfinding. Celebration of Cullompton as a historic & thriving destination (inc. information boards). Consistent palette of materials and street furniture.	Review funding opportunities Survey and other preparatory work. Develop options and feasibility in consultation with landowners and stakeholders.	Delivery: Cullompton Town Council & MDDC in consultation with the Town Team & DCC.	Public sector grant opportunities. S106 contributions. SPF / REPF.	S/T – M/T	Enhanced public realm sensitive to the historic setting.

Sensitive to Cullompton's historic character. Partnership working with stakeholders to bring forward enhancement.		Lead Promotor: MDDC / Cullompton Town Council.			
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Raise the profile of Cullompton's Distinct Heritage Through Programming and Events

Meeting Masterplan Objective: 1(5); 2(7); 2(10); 3(11b); 3(12); 3(13); 3(14); 5(23); 5(24) & 5(26)
See Appendix 1 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
Celebration of Cullompton as a historic & thriving destination. Partnership working with stakeholders to bring forward events, understanding & local pride.	Develop a year round cycle of events in collaboration with stakeholders inc a 'Roman event' based on archaeological digs recently undertaken.	Delivery: various partners (including MDDC, Cullompton Town Council, Cullompton Town Team, The Walronds & Creative Cullompton). Lead promotor: Cullompton Town Team and the Cultural Team in consultation with MDDC.	Public sector grant opportunities. Inc. Love your Town Centre. SPF / REPF.	S/T	Regular cycle of events. Increased no. of visitors, footfall & dwell time. Increased economic prosperity.

Strengthen Links with other Historic and Cultural Assets in the District

Meeting Masterplan Objective: 1(5); 2(7); 2(10); 3(11b) & 3(12)
See Appendix 1 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
Celebration of Cullompton as a historic & thriving destination. Partnership working with stakeholders to bring forward events, understanding & local pride both within Cullompton and nearby destinations. An expanded and broaden scope for The Cloth Trail.	Make contact with nearby ventures including Killerton House, Coldharbour Mill and others for shared promotion.	Delivery: various partners (including MDDC, Cullompton Town Council, Walronds & Creative Cullompton). Lead promotor: Cullompton Town Team.	Public sector grant opportunities.	S/T – M/T	Regular cycle of events / collaboration. Increased no. of visitors, footfall & dwell time. Increased economic prosperity.

Projects: Key Opportunity Sites

Timescale: S/T: 0- 12 months; M/T: 1-3 years; L/T: 3+ years

Alexandria Industrial Estate					
Meeting Masterplan Objective: 2(9); 3(11a); 4(20); 6(27); 6(28); 6(31) & 6(33) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<ul style="list-style-type: none"> Enhance the sense of arrival to / from the new railway station. Advancement of the station site as a mobility hub facilitating interchange between different forms of travel including rail / bus / cycle and walking. Regeneration of the industrial estate complimentary to the railway station. Improve walking / cycling connections Station Road. Opportunity for a station square and shop. Electric bike, scooter &/or car hire. Public realm improvements Enriched relationship with River Culm. 	<p>Commission a Masterplan for Alex. Business Park & the Railway Station to incorporate the following:</p> <ul style="list-style-type: none"> Review flood risk. Liaison with landowner(s). Draft design & layout of public realm and complementary land uses in response to emerging railway plans. Detailed review of cycle / pedestrian links. Public transport enhancement options. Enhance vehicular, cycling and walking access including investigation of options to Millennium Way. Review of visual, public realm and wildlife benefits adjacent to the River Culm. 	<p>Delivery: Land owner (in consultation with MDDC, DCC & Network Rail).</p> <p>Lead promotor: MDDC</p>	<p>Public sector grant opportunities.</p> <p>Self-funding.</p> <p>£106 contributions.</p>	S/T – M/T	<ul style="list-style-type: none"> Number of users. Creation of high quality public space. New mix of leisure, residential, community and commercial development. Increased economic prosperity.

Railway Station

Meeting Masterplan Objective: 1(5); 2(9); 3(11a); 6(27); 6(28); 6(31) & 6(33)

See Appendix 1 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Incorporation of parking / electric vehicle charging for all future forms of mobility.</p> <p>Improve walking / cycling connections between the railway station, the town centre and its hinterlands.</p> <p>Public realm improvements including tree planting, public seating, cycle parking, space for station drop-off / pick-up.</p>	<p>Draft design & layout of public realm in response to emerging railway plans (M/T).</p> <p>Detailed review of cycle & pedestrian links.</p> <p>Liaison with landowner(s).</p>	<p>Delivery of station: Network Rail</p> <p>Delivery of station supporting infrastructure: Network Rail with Landowners, MDDC & DCC</p> <p>Lead Promotor: MDDC</p>	<p>Restoring your railway funding DFT. Levelling Up Fund. S106 contributions.</p>	<p>Medium term</p>	<p>Number of users.</p> <p>Creation of high quality public space.</p> <p>Footfall between station and town centre.</p> <p>Increased economic prosperity.</p>

Tannery Site					
Meeting Masterplan Objective: 1(1); 1(2); 1(3); 1(5); 2(6); 2(8b); 3(11a); 4(18); 4(20); 5(25) & 6(33) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Delivery of a mixed use development; supporting local shops and services.</p> <p>Creation of active frontages, by means of main entrances on to Crow Green and Exeter Hill to enhance the sense of arrival into the town centre.</p> <p>Review opportunities for alternative forms of development such as zero carbon development.</p> <p>Retain the historic antiques building. Rehome the soft play and storage facilities.</p> <p>Enhance the water course for visual and wildlife benefits whilst integrating walking / cycling routes.</p> <p>Public realm improvements.</p>	<p>Review flood risk.</p> <p>Liaison with landowners.</p> <p>Detailed review of walking & cycling improvements.</p> <p>Review of visual, public realm and wildlife benefits adjacent to the waterway.</p> <p>Review the relocation / rehoming of existing uses as required.</p>	<p>Delivery: Land owner (in consultation with MDDC, & DCC).</p> <p>Lead promotor: MDDC</p>	<p>Grant opportunities.</p> <p>Self-funding.</p>	<p>Long term.</p>	<p>New mix of leisure, residential, community and commercial development(s).</p> <p>An enhanced high quality arrival point to the town centre.</p> <p>Improved public realm.</p> <p>Increased economic prosperity.</p> <p>Increased town centre footfall.</p>

Higher Bullring

Meeting Masterplan Objective: 1(5); 2(7); 3(11b); 3(12); 3(13); 3(14); 4(17); 4(20); 5(21); 5(23); 5(24); 6(28); 6(31) & 6(33)

See Appendix 2 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Enhancement of the space for use by a variety of activities.</p> <p>Comprehensive re-design of the space as a larger, level, shared use area.</p> <p>Carriage way narrowing & widening of footways for improved pedestrian environment.</p> <p>Reconfigured parking.</p> <p>Consistent palette of materials and street furniture. De-cluttering.</p> <p>Retention and improved setting for the war memorial.</p> <p>Enhanced sense of arrival to the town centre.</p> <p>Retention of the historic character of the space.</p> <p>Public realm improvements including planting, public seating and cycle parking.</p> <p>Re-defined drop-off of deliveries.</p> <p>Improved way finding including signage.</p> <p>Improved pedestrian environment at side roads – prioritising pedestrians over turning traffic</p>	<p>Progress the emerging detailed design of the Higher Bullring.</p> <p>Continued liaison with landowner(s), stakeholders and other interested parties.</p>	<p>Delivery: MDDC, Historic England & DCC</p> <p>Lead Promotor: MDDC</p>	<p>HAZ (Historic England / DCC / MDDC / CTC)</p>	<p>Short term.</p>	<p>An enhanced high quality arrival point to the town centre.</p> <p>Improved public realm.</p> <p>Increased economic prosperity.</p> <p>Increased town centre footfall.</p>

Improvements to Cycling Between the Proposed New Rail Station & the Town Centre

Meeting Masterplan Objective: 1(5); 2(9); 3(11a); 4(16); 4(18); 4(20); 5(21); 5(23); 6(27); 6(28); 6(31); 6(32) & 6(33)
 See Appendix 1 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
Improved cycle crossings north and south of Station Road. Installation of signage and tactile paving where missing at junctions. Integration of the CCA pedestrian & cycleways into the proposals at Station Road. Provision of appropriate signage.	Await outcome of LUF. Delivery. HAZ project is promoting inclusion of cycling infrastructure within the revised Higher Bullring public realm scheme.	Delivery: DCC & Landowner (in consultation with MDDC, Cullompton Town Council). Lead promotor: DCC / MDDC.	Levelling up fund. S106 contributions.	Medium term.	Clear and continuous cycle ways between the new railway station and town centre. Increased number of non-vehicular trips.

Fore Street					
Meeting Masterplan Objective: 1(2); 1(5); 2(7); 2(9); 3(12); 3(13); 3(14); 3(15); 4(16); 4(19); 4(20); 5(21); 5(23); 6(28); 6(29); 6(30); 6(31) & 6(33) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Rebalance the streetscape for the pedestrians and cyclists. To reclaim space for pedestrians and cyclists thereby creating an environment that supports local businesses. Consistent palette of materials and street furniture. Consolidation and decluttering of the High Street of street furniture. Integrate cycle provision along the High Street. Retain public transport including bus stops. Review short term parking & deliveries. Improved pedestrian environment at side roads – prioritising pedestrians over turning traffic.</p>	<p>Detailed traffic analysis and modelling including the impact of Cullompton Relief Road. Detailed survey of utilities and other underground features. Preparation of detailed design. Liaison with landowners, stakeholders and other interested parties.</p>	<p>Delivery: DCC (in consultation with landowners, MDDC, Historic England, Cullompton Town Council & Culm Valley in Business). Lead promotor: DCC</p>	<p>Grant opportunities. S106 contributions. Historic England funding opportunities.</p>	<p>Medium term.</p>	<p>An enhanced high quality town centre public realm. Increased economic prosperity. Reduced number of vacant properties. Increased town centre footfall. New mix of leisure, residential, community and commercial development.</p>

Leat Footbridge					
Meeting Masterplan Objective: 1(2); 1(3); 1(4); 1(5); 2(7); 2(9); 4(19); 4(20); 5(21); 5(23); 6(28); 6(30); 6(31) & 6(33) See Appendix 1 for Full List of Objectives					
Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>To reinstate the former crossing over the leat.</p> <p>To seek opportunities for new and improved pedestrian and cycle links to the town centre.</p> <p>An enhanced setting to the leat.</p> <p>Enhanced use and enjoyment of the leat in association with the CCA fields.</p> <p>Enhanced awareness of the historic importance of the leat.</p>	<p>Survey and other preparatory work including health and safety.</p> <p>Preparation of detailed design.</p> <p>Liaison with landowners, stakeholders and other interested parties.</p>	<p>Delivery: DCC & landowner (in consultation with MDDC, Historic England, Cullompton Town Council, Environment Agency, Cullompton Community Association).</p> <p>Lead Promotor: DCC / MDDC.</p>	<p>Grant opportunities.</p> <p>S106 contributions.</p> <p>Historic England funding opportunities.</p> <p>Self-funding.</p>	<p>Medium term.</p>	<p>Achievement of a new additional crossing.</p> <p>Enhanced public realm sensitive to the historic setting and biodiversity.</p> <p>Increased town centre footfall.</p>

The Old Cinema Site

Meeting Masterplan Objective: 1(2); 1(5); 2(6); 2(7); 2(8b); 3(12); 3(14) & 5(21)
 See Appendix 1 for Full List of Objectives

Key features	Next Steps	Lead partner	Funding	Priority	Measure of success
<p>Seek opportunities in partnership with the landowner to bring forward development opportunities &/or enhancement. Providing opportunity for a mix of uses supporting local shops and services.</p> <p>Review opportunities for introducing alternative forms of development / repair / maintenance such as zero carbon.</p>	<p>Liaison with the landowner. Survey and other preparatory work including health and safety. Develop options and feasibility in consultation with the landowner.</p>	<p>Delivery: Landowner</p> <p>Lead promotor: MDDC / CTC.</p>	<p>Public sector grant opportunities.</p> <p>Self-funding.</p>	<p>Medium to long term.</p>	<ul style="list-style-type: none"> • Bringing a larger town centre building / site into active use. • Enhanced public realm sensitive to the historic setting. • Increased town centre footfall. • Increased economic prosperity. • New mix of leisure, residential, community and commercial development.

APPENDIX 2: Masterplan Objectives

Masterplan Objective (No)	Objective
1.	Cullompton's distinctive historic buildings and landscape should be enhanced and restored.
1(1)	Find viable uses for empty historic buildings including more and improved residential accommodation in the town centre.
1(2)	Seek to improve the appearance and setting of the historic buildings through the planning process and through on-going repair and maintenance by private individuals.
1(3)	Protect, enhance and create key views, green spaces and waterways with consideration of their biodiversity and amenity roles. Seek to provide more green spaces.
1(4)	Enhance the attractiveness, use and public enjoyment of the CCA fields following the delivery of the relief road.
1(5)	Increasing Cullompton's attractiveness as a place to work, visit and enjoy
2.	Cullompton's centre should rediscover its historic role as a place of work.
2(6)	Seek out the potential of vacant and under used sites and buildings in the town centre to complement the existing employment offer and enhance town centre vitality. This could provide different types of work space that meet today's needs.
2(7)	Celebrate the town's history and how it can contribute to Cullompton's identity and future offer. Potential opportunities exist to create a unique offer.
2(8a)	Enhance infrastructure to meet the needs of business including WiFi connectivity and speed with consideration of deliveries and servicing.
2(8b)	Secure productive use of historic buildings through occupation that meets modern day requirements.
2(9)	Improve the town centre's attractiveness and offer to those working in Cullompton's peripheral employment areas including its accessibility via improvements to physical links.
2(10)	Forge connection between businesses and nearby higher educational institutions.
3.	An enticing experience for visitors will aim to draw people into Cullompton's town centre.
3(11a)	Transform the 'gateway' into the town centre to create a positive first impression.
3(11b)	Encourage holiday-makers en-route to the south west to venture beyond the M5 service station.
3(12)	Raise the profile and make use of Cullompton's main attractions, historic buildings, courts lanes and open spaces.
3(13)	Strengthen Cullompton as a food and drink destination promoting its cafés, restaurants and Farmer's Market and forging links with producers in the local area.
3(14)	Enhance the retail, leisure, food and drink offer within an improved historic environment to encourage visits and dwell time.
3(15)	A holistic view of the town centre's parking provision and on-going requirements.
4.	Cullompton's spaces should be reclaimed and redesigned to support a vibrant community life.
4(16)	Alleviate traffic along the high street and redesign the space creating a better pedestrian and cycle environment.
4(17)	Establish the Bullring as the town's primary outdoor civic space framed by historic buildings enabling flexible use by the community.
4(18)	Upgrade the approaches to the town centre including the leat pathon Station Road and on Exeter Road in the area of the Hayridge.
4(19)	Assess opportunities to bring the historic courts and passageways off Fore Street in to use with signage, surfacing and lighting improvements.
4(20)	Link new developments through a network of attractive spaces enhancing connectivity to the town centre and reinforcing its purpose.
5.	Cullompton should be a sustainable town for its growing community: with homes, education, community and recreational facilities.
5(21)	Make it easy for all new resident to shop locally and identify with Cullompton as their home town.
5(22)	Support Cullompton's schools outside the planning system to encourage opportunities for life-long learning.
5(23)	Ensure recreational outdoor space and leisure facilities support healthy living and social interaction for all.
5(24)	Support and expand Cullompton's popular street markets to cater for a growing community.
5(25)	Provide new homes in the town centre to increase vitality, footfall and spend.
5(26)	Explore the potential for the community and voluntary sector to forge partnerships to support community services.
6.	It will be easy to move around on foot, on bicycle, by bus and by train.
6(27)	Create high quality pedestrian and cycle links to the proposed train station, Culm Garden Village and other planned development.
6(28)	Give more space and priority to people getting around on foot, cycle and by bus in Cullompton, including between the town centre and the proposed train station.
6(29)	Encourage uses which are reliant on large delivery vehicles to relocate from the historic core where possible. Consider how servicing and delivery needs can be accommodated within an enhanced town centre pedestrian environment.
6(30)	Improve links between Fore Street and the CCA fields.
6(31)	Address points of conflict between road traffic, cyclists and pedestrians where possible.
6(32)	Establish strategic cycle links between Cullompton and Willand with improved cycle access to Exeter.
6(33)	Improve signage to encourage exploration around the town by foot and cycle.

