



# What we're working on, at the moment...

## The Heart of Wessex Local Action Group



The Heart of Wessex Local Action Group (LAG) held a busy and very well attended launch event at the Cheese & Grain on Wednesday 17 June. Over 150 guests attended the event that was formally

opened by the Mayor. Having recently secured £1.74 million through the Rural Development Programme to invest in projects that directly support the rural economy the LAG will be able to support innovative projects aimed at increasing farm productivity, developing micro and small enterprises and farm diversification, rural tourism, rural services, cultural and heritage activity and increasing forestry productivity. Further information is available at [www.heartofwessex.co.uk](http://www.heartofwessex.co.uk) *Economic Development & Regeneration Manager* Minute number 2013/54 26/06/2013

## Timetable of management for the open space on the Singers Estate



General cutting, weeding & tidying to continue throughout the summer. A proposed 'Fragrant Garden' is currently being discussed; and the future maintenance of the spaces here will depend on what is agreed for the

area. *Environment Manager* Minute number 2015/40 10/06/2015

## Car parking strategy

This project started to look at the town centre off-street parking but has grown to cover on and off-street parking for the whole town. We are developing a brief for a town wide parking strategy in recognition of the existence around the town of "hot spots" for parking such as around the station, and also the problems that arise during events such as the Independent Market.

The strategy is expected to cover:

- Off-street parking tariffs and duration of stay
- On street restrictions in the town centre
- On-street management around parking hotspots (e.g. permit parking)
- On street regulation and management for special events

Any other issues deemed relevant by Cllrs and staff as the brief is developed.

The brief and study will be developed in collaboration with Mendip and the County which has welcomed this initiative from the Town Council. It is expected a report with details of the brief and way forward will be taken to the October Council meeting. [Town Centre Regeneration Manager](#) Minute number 2014/77 17/12/2014

## Landscaping Proposals for Market



### Yard Car Park

This car park forms a major focal point on the town and is the point of arrival for many visitors. It is adjacent to the Cheese and Grain,

the Museum, the Black Swan, the Library and the Westway Centre/Scott Road. A brief is being developed for the remodeling of the Market Yard Car Park – this will cover the use and form of the area including adaptations to allow extra areas of the car park to host events.

It is likely the major proposals will take a few years to implement and thus a short term landscape strategy will also be pursued. Proposals will be developed in conjunction with Mendip, who own the car park, and will be related to the parking strategy. [Town Centre Regeneration Manager](#) Minute number 2014/77 17/12/2014

### Progress on Station Approach



The County has agreed in principle to the scheme, the S106 funding from the Coloroll development has been secured and committed – this is now held by the County to be released to the Town Council for payment of contractors.

The County is undertaking a technical audit to agree and refine the engineering detail of the plan. The relevant paperwork to commence the drafting of a S278 agreement has been submitted.

The original proposal included cycle racks – these have now been installed by First Great Western at their own expense releasing budget for other works. This is expected to be directed at signage for pedestrians and cyclists. The timescale for permissions means that the works are expected to be implemented over the winter of 2015/16. The works programme itself will only be 2-3 weeks once permissions are in place. [Town Centre Regeneration Manager](#) Minute number 2014/76 17/12/2014

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## Markets in Frome

The Town Centre Community Coordinator is planning to put on new events in the town and support the development of markets. [Town Centre Community Coordinator](#) Minute number 2014/46 03/09/2014

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## Saxonvale campaign

Since the last Council meeting, the Economic Development & Regeneration Manager has been working with other organisations to agree a joint position statement on Saxonvale. So far, Keep Frome Local, Frome Chamber, Frome Civic Society and Vision For Frome have all signed up to the statement which is attached as Appendix 6. The purpose of this statement will be to present a united voice to Mendip District Council ahead of the determination of the Frontier Estates application. No date has yet been set for the consideration of this at Planning Board but the intention is to be ready should the application be considered at the 19 August meeting. [Economic Development & Regeneration Manager](#) Minute number 2015/41 10/06/15

## Progress on Market Place Phase 1 and

2



The planning application for Market Place phase 1 is expected to go before Mendip Planning Board on 19 August 19. Once approved, consultation will begin for the land transfer from Mendip (as required by CAMG) and also on

community aspirations for phase 2. Detailed design for phase 2 will commence shortly afterwards. Negotiations for replacement parking are ongoing, it is expected this will be on Bridge Street behind the museum.

Agreements for the land transfer will be drafted jointly by the respective council's solicitors.

The timing of planning and other consents, coupled with the expected 16 week duration of the contract, mean that works will commence in the new year to avoid disruption to the Market Place and the town centre in the run up to Christmas. [Town Centre Regeneration Manager](#) Minute number 2014/75 17/12/2014

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### **Joint Position Statement on Saxonvale**

The Frontier planning application (2013/2260/OTS) should be refused by Mendip District Council (MDC). Only access is being considered at this stage although drawings were submitted to show the likely layout, scale and massing of the proposed development.

#### **Reasons for Refusal**

- The application is contrary to NPPF, the Local Plan or Development Brief, and the developing Neighbourhood Plan
- It is piecemeal development of part of the site only, and would blight the development of the rest of Saxonvale
- Frontier's Transport Assessment is flawed. It does not give an accurate picture of the impact of the Frontier scheme on the road network and the town centre and the congestion and pollution it would cause
- The Frontier scheme fails to provide adequate links to and across the site for people on foot or cycling, using wheelchairs or buggies.
- There is no practical pedestrian access between the Frontier site and the town centre. Frontier propose to use the Kingsway Precinct which they do not own and cannot use.
- There is insufficient parking even for the supermarket alone – this would promote illegal parking on already congested roads
- Despite the Highway Authority raising the above concerns, Frontier has made no adequate proposals to address them
- The development will therefore impact negatively on:
  - the vitality and viability of Frome town centre
  - the quality of life on people living in Willow Vale, Rivers Reach, Vicarage Street, Christchurch Street, and Portway
  - Children and parents at St John's School
- The proposal would blight the remainder of the development land at Saxonvale by using all the available traffic capacity
- Protected trees along the River Frome and the riverside wildlife corridor would be lost.
- The development will harm the visual appearance and character of the Conservation Area
- Because of the insufficient parking and poor pedestrian links, the proposed development will not create positive effects through "linked trips"
- Any "new" jobs associated with the foodstore development are likely to be transferred from elsewhere in Frome as it would not create new demand

Any of the above would be sufficient grounds for MDC Planning Board to reject the application.

The Frontier proposal is a model past its sell by date. Since 2013 the retail sector has changed; the proposed supermarket is simply not viable.

If Outline consent was granted it would blight Saxonvale. It would not be built. It would prevent any other developer trying to proceed with any other scheme, whether for the whole or part of the site.

**There are alternatives**

Complicated development sites like Saxonvale need leadership. Local authorities and landowners need to work together openly with the community to deliver the vision set out in the Saxonvale Development Brief

**Frome Town Council,  
Frome & District Civic Society  
Frome & District Chamber of Commerce  
Keep Frome Local**