

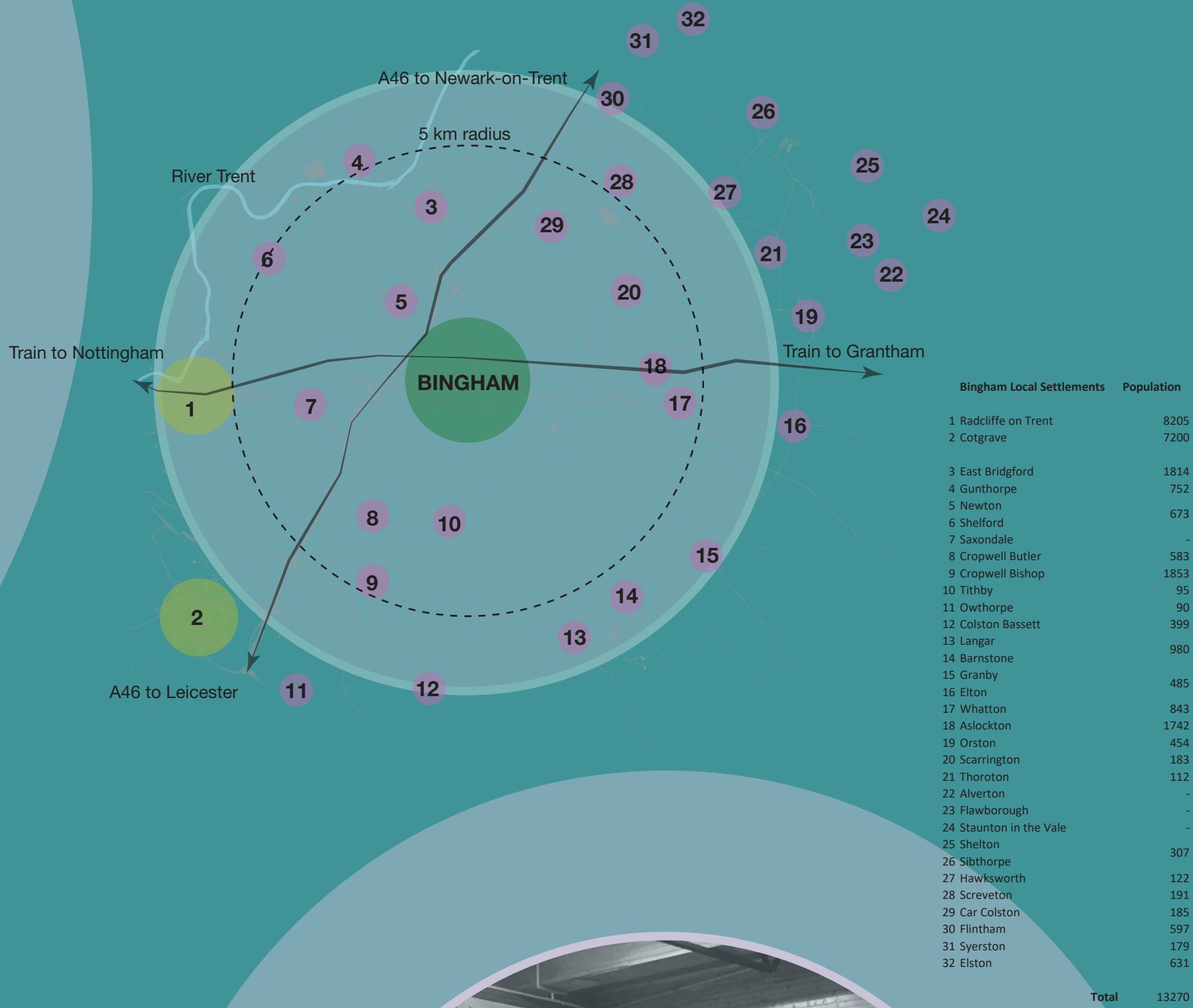
BRILLIANT BINGHAM



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

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

This aspiration is being delivered through the work of the Bingham Growth Board and the appointment of URBED, Ade Regeneration and HEB for a new Bingham Town Centre Masterplan.



URBED held a roundtable workshop on 7th December 2017, in Bingham Leisure Centre. A range of key stakeholders were invited to the workshop, including members of the Bingham Growth Board - Town Council, Rushcliffe Borough Council, Nottinghamshire County Council and Bingham Business Club; together with staff and pupils from Toot Hill School; and finally key community groups representatives. There was excellent attendance and enthusiasm at the event, with 40 participants in total. This event, combined with wider opinions from the Community Led Plan,



COMMUNITY

Bingham's strongest points include its schools, which are all rated Outstanding or Good, the spread of children's outdoor play areas around residential neighbourhoods (although perhaps missing from the town centre), and its competitive housing market. The Bingham community is highly engaged, with great response to the 2016 Community-Led Plan, and an abundance of active societies. The historic identity of Bingham as a market town offers great potential, with the Buttercross recognised as an icon, however this is an opportunity which could be exploited further, with branding and marketing improvements. Arts and Culture is another theme to focus on within the development plan, with attendees to the December Stakeholder workshop strongly in favour of a licensed stage for performances, and more regular events on the square.

RETAIL/ COMMERCE

There is an appealing mix of "independents" and "multiple retailers" in the town. Multiples account for approximately 15% of the total number of shops. Large supermarkets draw people into the town, however the independent shops around the Old Post Office yard provide an equally diverse range of services. The Market is not currently as strong as it could be - due to a lack of coherent appearance. There is also a potential to increase Market services with evening stalls, and more regular arts and crafts fairs. Whilst daytime retail provision is good, evening activity is currently weaker, and predominantly limited to the food and drink industry. From prior consultation, we found that the younger Bingham population are keen to have more bars and restaurants.

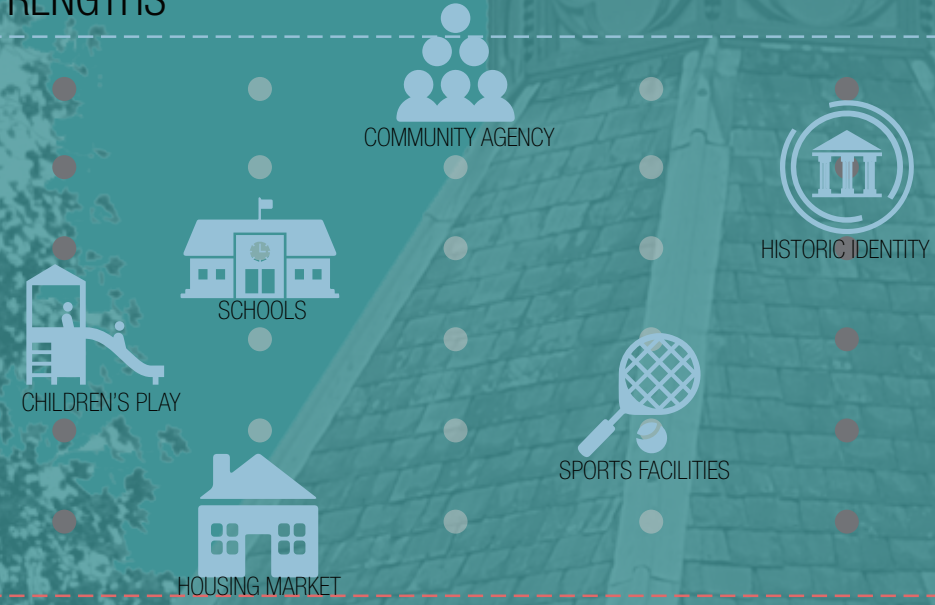
INFRASTRUCTURE

Infrastructure is presently one of Bingham's weaker points, considering the town is so conveniently located by two A roads and just 14 minutes train ride from Nottingham. The train station lacks accessibility as well as facilities such as bike storage, adequate car parking and ticket machines, and the train service is too infrequent. Whilst Sustrans cycle paths run through the centre of Bingham, wayfinding is less strong, and paths often end unexpectedly. Connectivity is also an issue when linking Bingham to the local network of dependent villages. Footpaths could be improved, and the linear walk should lead to an end destination as well as connect further. Whilst central car parks in Bingham are working well, on street parking is more of a problem, and with the town's extension, there is a requirement for additional parking space. The developing masterplan shows how this will be accommodated in a site north of the railway, while we also suggest a station relocation to the Chapel Lane junction, for better access and to link north and south Bingham.

ENVIRONMENT

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

STRENGTHS



WEAKNESSES



COMMUNITY



RETAIL / COMMERCE



INFRASTRUCTURE



ENVIRONMENT



CORE AND LINKS

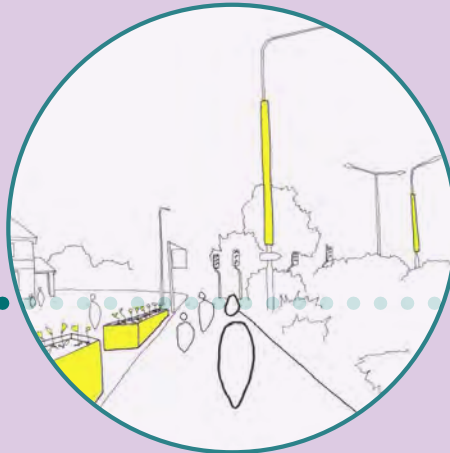
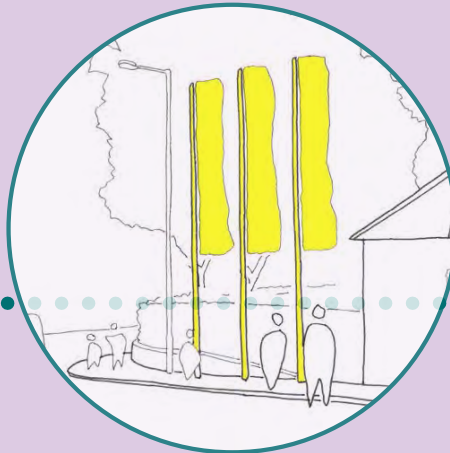
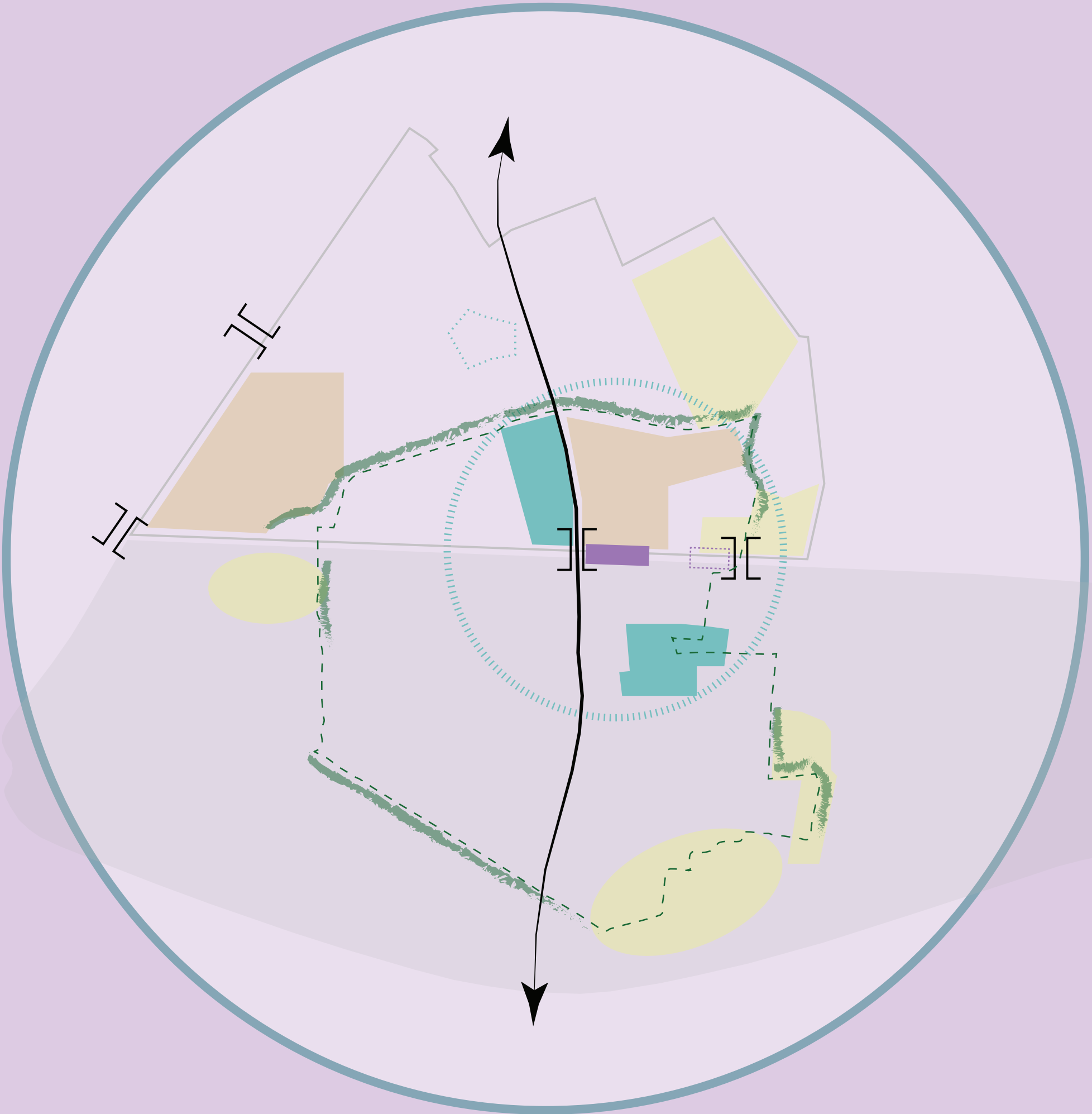
URBED held an initial workshop with a number of Bingham stakeholders; we then analysed its outcome and main feedback. Together with this information, the work undertaken to date and the understanding developed about Bingham has enabled us to begin drawing up strategies addressing emerging key principles.

Our study to date has undertaken analysis of the existing town of Bingham, as well as its relation to the planned development and growth of the town to the North. Discussions regarding connectivity between the new northern development and the existing town also developed. To enable this, URBED has undertaken a review of the proposed masterplan to the north of the town to understand how best to strengthen connectivity to the existing town centre core. One key move to enable this is to provide an enlarged 'Local Centre' anchored around LIDL and the Chapel Lane junction. Such an urban design move could help to enhance and strengthen Bingham's town centre as a whole and encourage integration and consolidation of the town, as opposed to creating a separated Local Centre and development of a north and a south Bingham.

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

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

A concept drawing shown on these pages summarises these key principles.

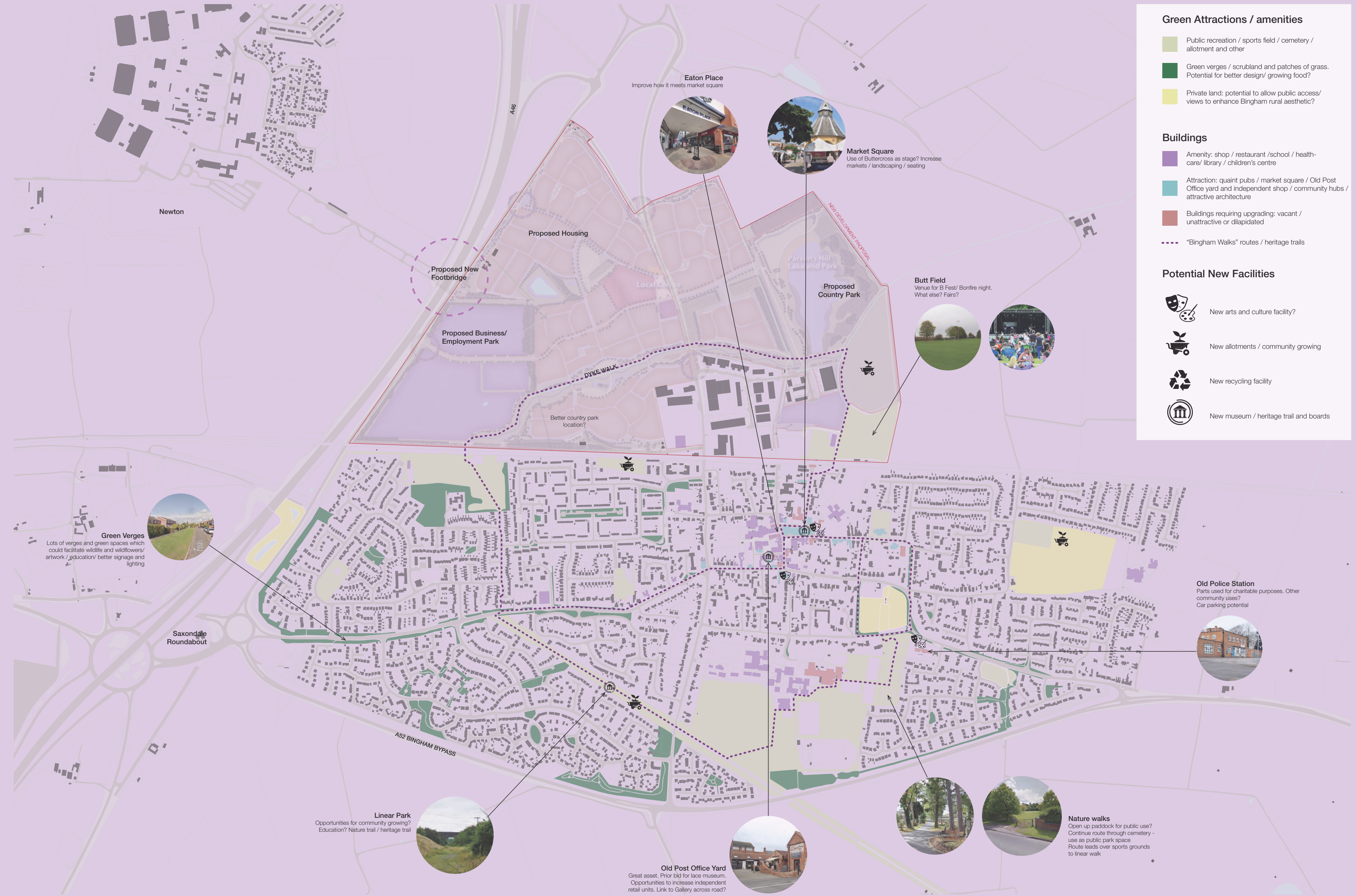


BINGHAM: WALKABLE TOWN

STRONGER LOCAL CENTRE

VITAL NORTH - SOUTH RAILWAY LINKS

WAYFINDING AND CONNECTIONS



HEART OF BINGHAM

EXISTING



Retain and emphasize the lovely characteristics of the Buttercross / old street lighting / quaint building frontages

IDEAS FOR ENHANCEMENT



Part of a new masterplan vision for Bingham is the review and enhancement of the Market Square. This has been well perceived in discussions held so far with the Bingham Growth Board, the Town Council, Rushcliffe Borough Council and a number of key Bingham stakeholders.

At the first stakeholder workshop, the proposed improvements to the market square were warmly welcomed by all; with reviewing and limiting vehicular access (bar for deliveries/ market stall owners) being one of the most popular design suggestions.

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

Workshop participants repeatedly commented that they would welcome more organised activities on the square to increase usage. Performances at the Buttercross and market square food festivals were suggested, but the need for an appointed town manager (who would help to market these events) was also raised. It was suggested that this job position could also manage new conference facilities, as several participants spoke of Bingham's enviable accessibility, and how many national groups like to meet here.

Our work and consultation so far tells us that many residents in Bingham would welcome a new community hub / arts and culture facility located in or around the market square.



“In 10 years’ time Bingham will...”

