

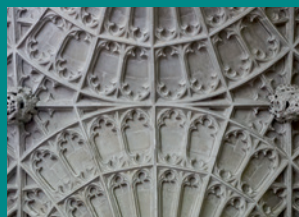
The background of the cover is an aerial photograph of Cullopton town centre, showing streets, buildings, and green spaces. Overlaid on this map are three large, semi-transparent circles: a large orange circle on the left, a teal circle on the right, and a yellow circle at the bottom. The title text is centered at the top.

CULLOMPTON

TOWN CENTRE MASTERPLAN

BASELINE REPORT

December 2019





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Figure 1 Photos taken on site visits to Cullompton

What area does the Cullompton Town Centre Masterplan cover?

The study area takes in the main spine of the historic High Street, the CCA Fields, Culm Valley Sports Centre and the Station Road area to the north. The red line on this plan shows the boundary.

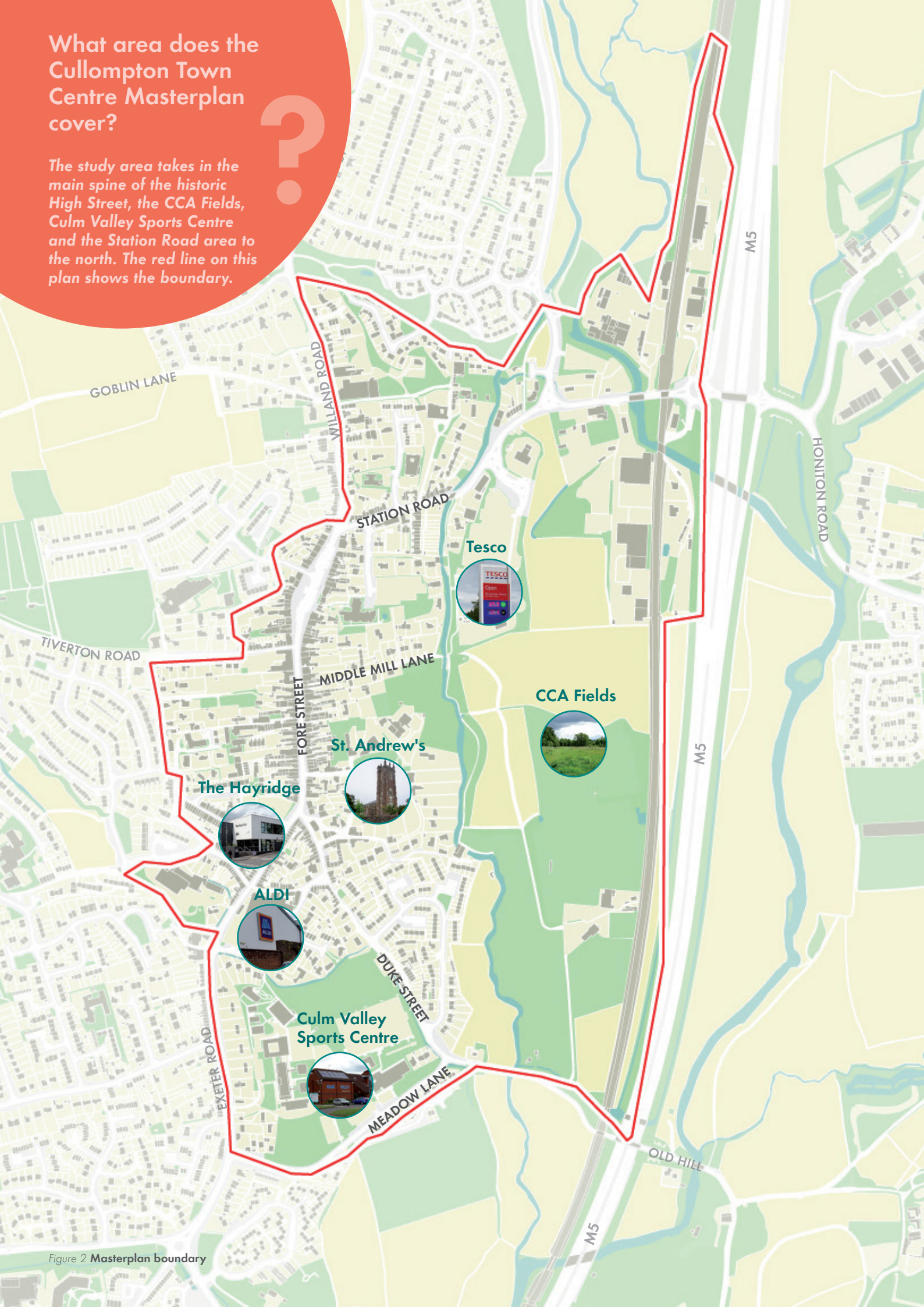


Figure 2 Masterplan boundary

1 Introduction and context

1.1 Overview and purpose

- 1.1.1 Mid-Devon District Council has commissioned a multi-disciplinary masterplanning team to prepare a masterplan for Cullompton Town Centre. This will identify a clear vision for the future of the town centre and guide future development and investment. The team is being led by Allies and Morrison Urban Practitioners and includes Hydrock movement consultants and Avison Young property and economic development specialists.
- 1.1.2 The masterplan is being developed in the context of a number of strategic projects planned in and around Cullompton, including:
- North West Cullompton urban extension
 - New homes allocated to the east of the town;
 - The proposed Culm Garden Village with up to 5,000 new homes, new jobs, schools and a local centre;
 - A new link connecting the Garden Village to the town centre;
 - A relief road for the town centre;
 - A Heritage Action Zone which will see investment in Cullompton's historic high street;
 - Potential for the reopening of Cullompton rail station; and
 - Cullompton's Neighbourhood Plan.
- 1.1.3 With these strategic projects on the horizon, a clear vision and spatial strategy is needed to help ensure that Cullompton town centre can realise its full potential as the commercial hub of an expanded town, making the most of its distinctive characteristics. The masterplan will set a framework for these strategic projects to support one another and to have a positive impact on the future of the town that can be greater than the sum of their parts.
- 1.1.4 This report sets out the baseline analysis and community engagement feedback so far for the project. The information will be used to inform the development of key principles and proposals at the next stage of the project, when a Masterplan and Delivery Plan will be prepared, along with a high level phasing approach to investment. This interim report is intended as a reference tool for the Council.

1.2 Report structure

- 1.2.1 The baseline report is structured in five chapters:
- Chapter 1 gives an overview of the study, a summary of community engagement so far, and the planning policy and growth context, including the strategic projects mentioned to the left.
 - Chapter 2 sets out how the town has evolved and what the key history threads are that help to tell Cullompton's story.
 - Chapter 3 gives our assessment of Cullompton today, including the socio-economic profile and views of local residents on the town
 - Chapter 4 sets out the team's baseline analysis for Cullompton, covering landscape, heritage, urban design, movement and property market considerations
 - Chapter 5 considers Cullompton's future, with the identification of emerging themes and principles for the town centre masterplan. These will be tested and further developed during the next stage of the project.

Cullompton's context

Cullompton is located 12 miles north of Exeter in the heart of Mid Devon, situated adjacent to the M5 which is the main transport corridor through Devon. Cullompton is the second largest town in the district with a population of over 8,800. The town is close to rail services from nearby Tiverton Parkway and is set within a stunning valley landscape, with views towards the Blackdown Hills and East Devon AONBs.

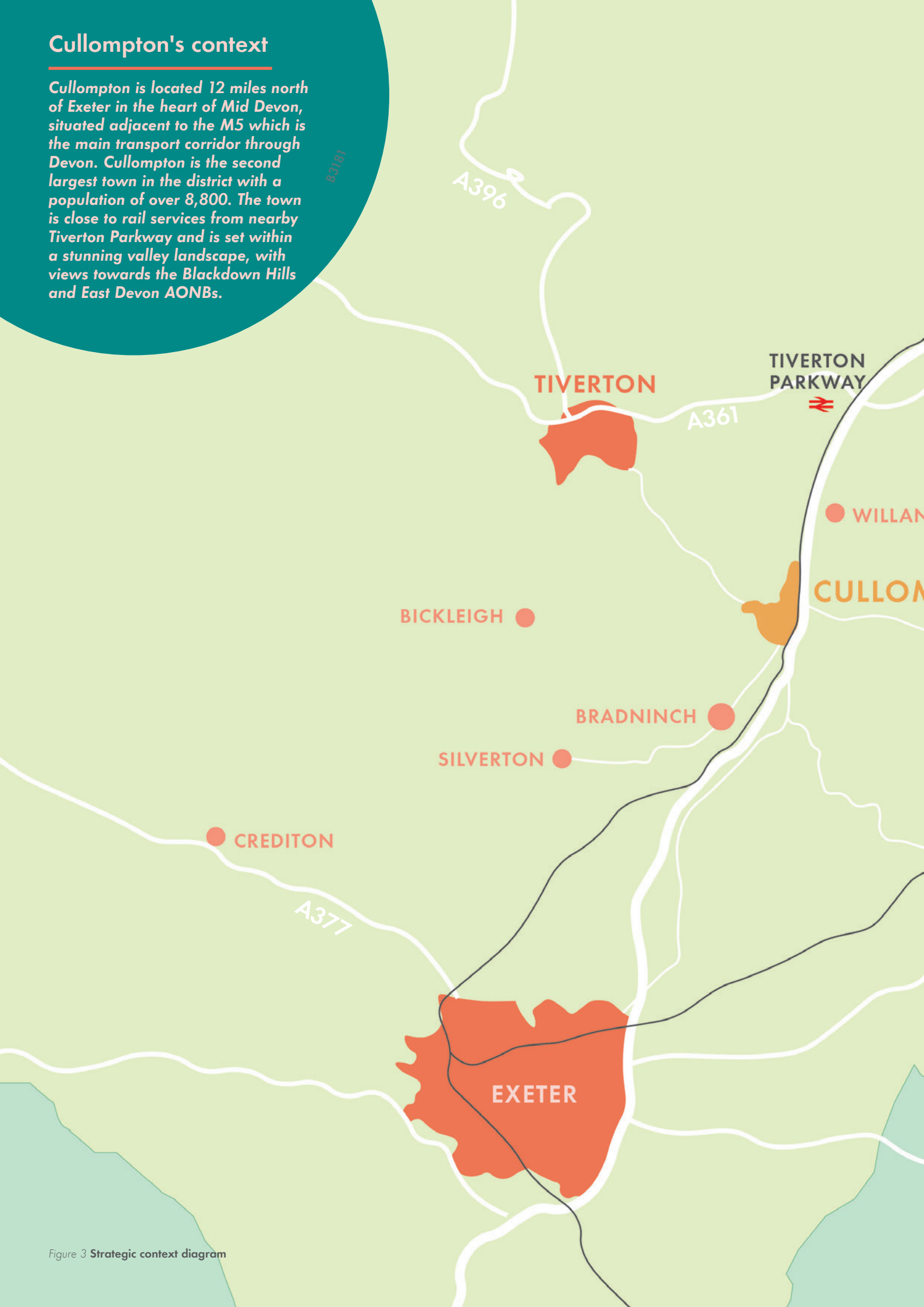


Figure 3 Strategic context diagram



TAUNTON

A38

WELLINGTON

M5

A358

UFFCULME

ID

APTON

BLACKDOWN
HILLS AONB

CHARD

A303

HONITON

AXMINSTER

A30

EAST
DEVON
AONB

A3052

LYME REGIS

SIDMOUTH

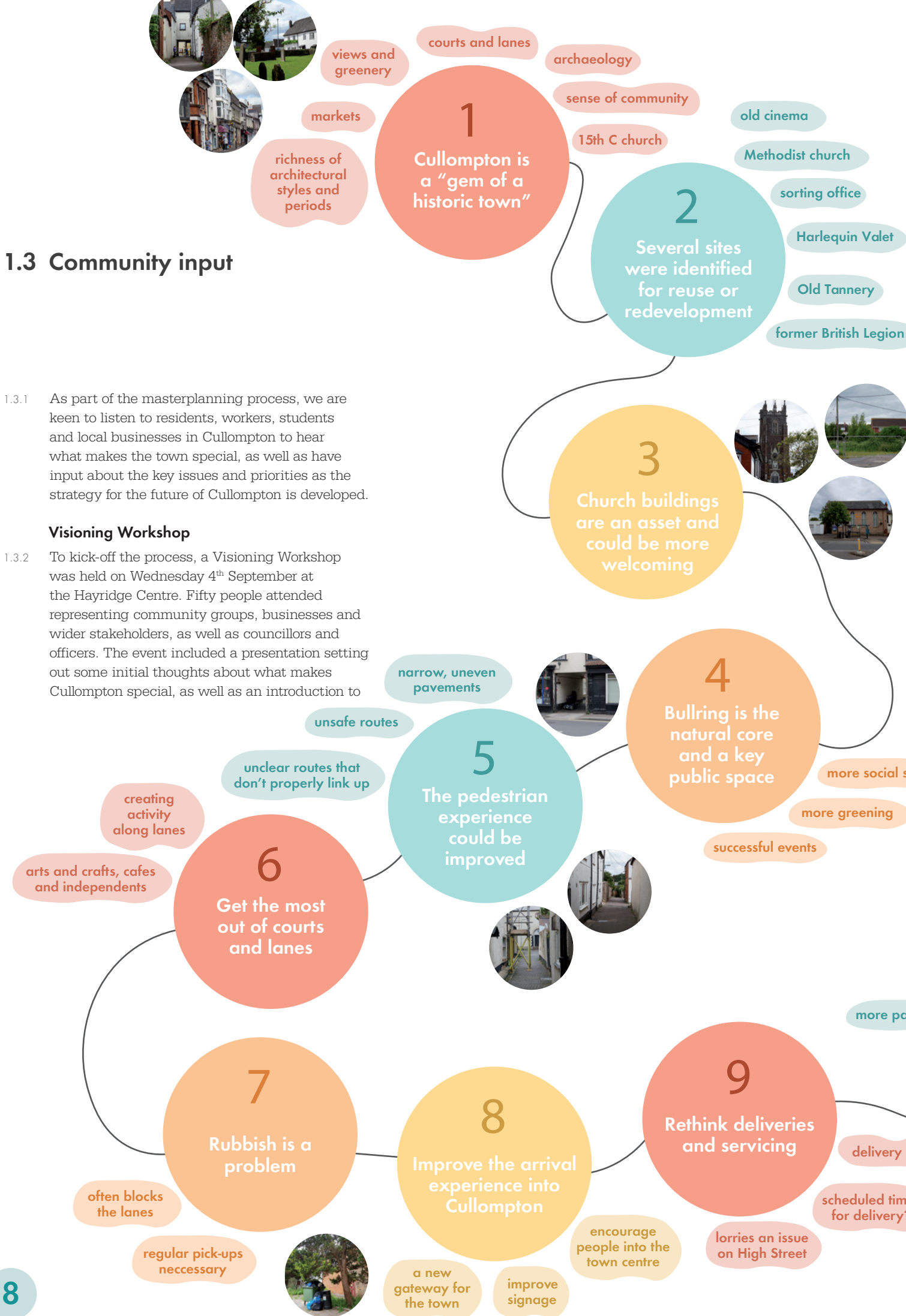
ENGLISH CHANNEL

1.3 Community input

- 1.3.1 As part of the masterplanning process, we are keen to listen to residents, workers, students and local businesses in Cullompton to hear what makes the town special, as well as have input about the key issues and priorities as the strategy for the future of Cullompton is developed.

Visioning Workshop

- 1.3.2 To kick-off the process, a Visioning Workshop was held on Wednesday 4th September at the Hayridge Centre. Fifty people attended representing community groups, businesses and wider stakeholders, as well as councillors and officers. The event included a presentation setting out some initial thoughts about what makes Cullompton special, as well as an introduction to



the baseline analysis undertaken so far. A workshop followed which comprised a roundtable discussion structured in two parts - the first part focused on issues and opportunities relating to buildings and character, Cullompton's identity, public spaces, town centre uses, and movement. Attendees were also asked to consider the opportunities associated with the planned investment in and around the town e.g. the relief road and potential reopening of the station. The second part explored the 'Big Ideas for Cully', which intended to raise the level of ambition for the town. The key messages are set out on this spread.

- 1.3.3 There is a lot that makes Cullompton special - from its historic courts and lanes to its markets and strong sense of community. There is a high level of ambition for positive change in the town centre, including the possibilities for enhancement associated with the relief road, the opportunity to improve public spaces, and the opportunity to strengthen the sense of arrival into Cullompton. There was recognition that some bits of the town are not functioning as



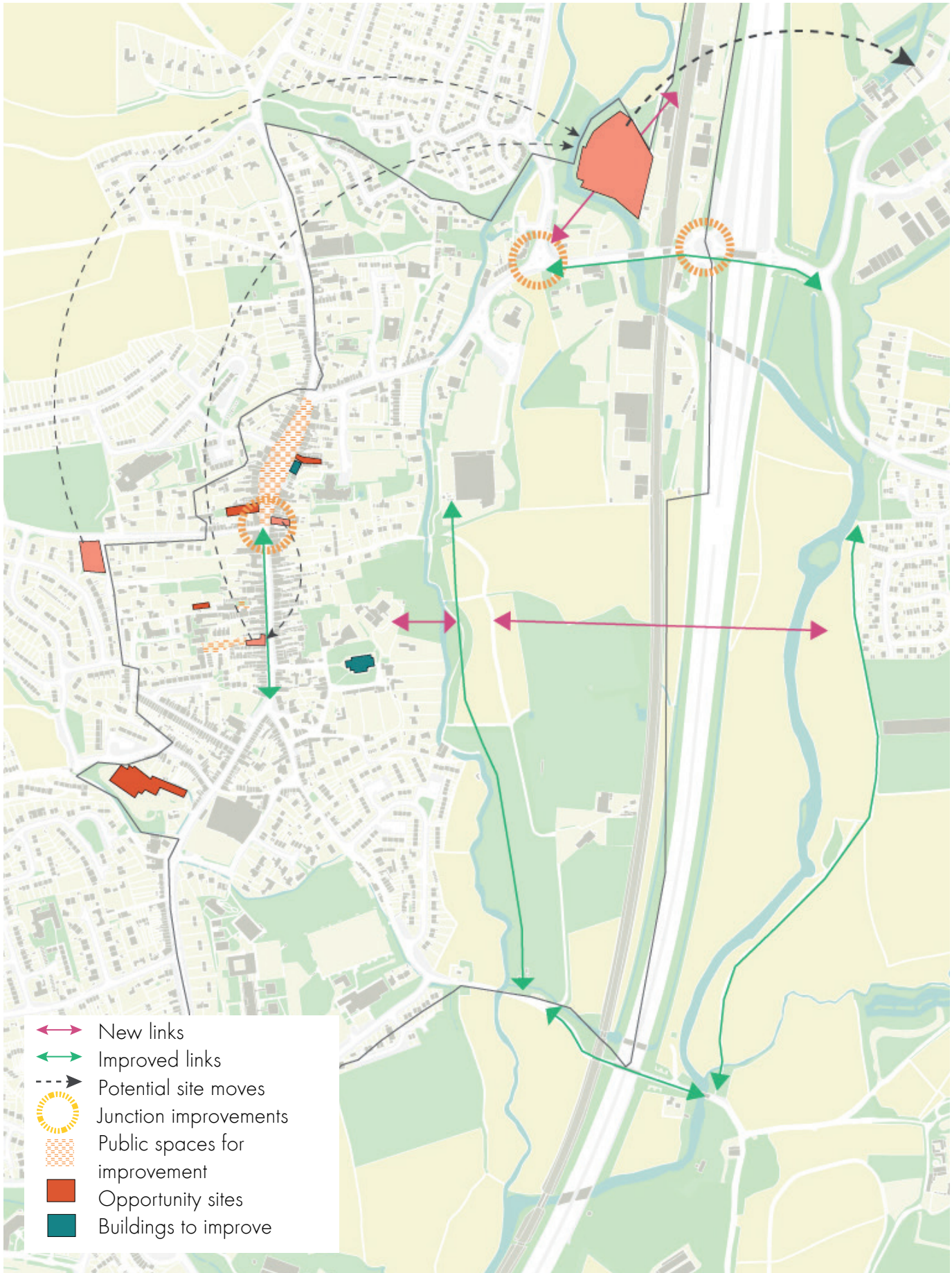


Figure 4 Visioning workshop spatial summary

well as they should be, for example the pedestrian experience, the historic fabric and the vacant shops. Possible new and improved links, as well as potential opportunity sites and site moves are set out in Figure 4. This feedback has helped to shape the emerging vision and objectives for the masterplan.

Further community engagement

- 1.3.4 There will be more opportunities for community engagement as the masterplan evolves. The next stage is a six-week public consultation where local people will be able to view and comment on the emerging vision and objectives for the masterplan. The diagram below shows the masterplanning process and the points of community input are highlighted in green.



Figure 6 Photos of the stakeholder workshop

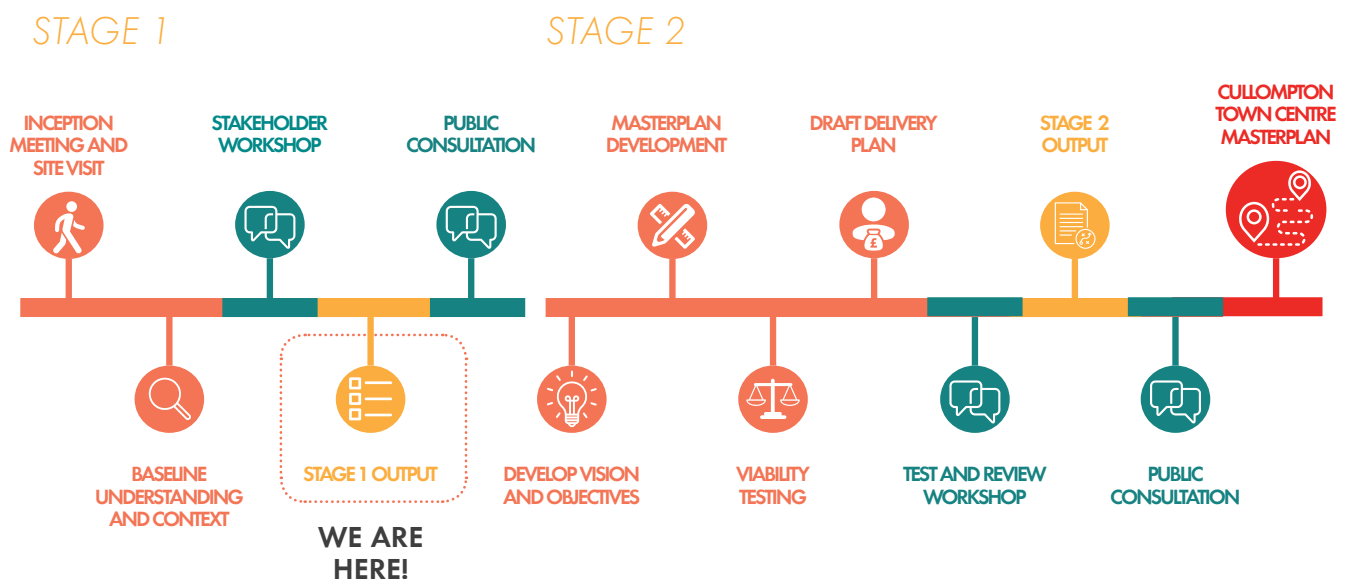


Figure 5 Timescales

1.4 Planning context

Local Plan Review (2013-2033)

- 1.4.1 The Local Plan Review will guide sustainable development in Mid Devon District over a 20 year period. The Review sets out a vision for the District that promotes community well-being, supports sustainable economic success, conserves and enhances the area and respects environmental limits.
- 1.4.2 The Local Plan Review reinforces Cullompton's role as a strategic location for growth, considering its accessibility, economic potential and environmental capacity. The review allocates further land for development. Development will be targeted to: provide sustainable urban extensions; provide enhancements to the town centre through additional investment; develop any remaining underused brownfield sites; and protect and enhance the key environmental assets including heritage, biodiversity and air quality.



Figure 7 Front cover of a key policy document

Cullompton Neighbourhood Plan submission

- 1.4.3 The Cullompton Neighbourhood Plan is the community's vision and priorities for how they would like to see the Cullompton area develop and change in the coming years. At the time of writing this report, it has been submitted for examination, prior to being considered at a referendum. It is not yet adopted as part of the development plan for the area. It sets out a number of planning policies which seek to:
- Ensure all new developments contribute to the overall sustainability of Cullompton as a town and a community
 - Improve mobility, accessibility and reduce the overall use and impact of the motor vehicle
 - Provide new dwellings to meet a wide range of needs and demands
 - Respect and appreciate the countryside
 - Protect and enhance the historic built environment whilst broadening the appeal of the town and its cultural activity
 - Make Cullompton more business friendly
 - Provide first class local community facilities and develop community-based services that meet the growing demands of the community

"Cullompton is a market town with a distinct character and identity rooted in a rich history that will be conserved as the town grows into the future as a vibrant centre for its residents and the surrounding rural area."

Extract from the vision statement for Cullompton as set out in the Neighbourhood Plan

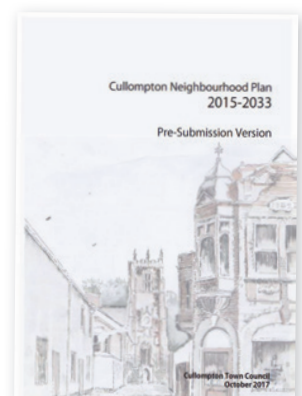


Figure 8 Cullompton Neighbourhood Plan

Conservation Area Appraisal and Management Plan (2009)

1.4.4

The Appraisal describes what makes the area special in terms of architecture, history, character, landscape, open spaces and trees, appearance and building materials and ornamentation. The management plan identifies three key issues for the conservation area: through traffic which detracts from the environment of the town centre; erosion of historic character and appearance throughout the conservation area; and decreasing vitality and viability of the town centre. The Plan sets out opportunities and principles to address these issues to enhance the conservation area.



Figure 9 Photos of Cullopton

1.5 Related projects

Culm Garden Village

- 1.5.1 In January 2017, the Government identified an area to the east of Cullompton on the other side of the M5 as a 'Garden Village', with the potential to deliver up to 5,000 new homes alongside jobs, schools and community facilities. The Garden Village includes an area which is allocated for mixed use development in the Local Plan. A masterplan is being developed for the Garden Village which considers the strategic location of homes, neighbourhood centres, employment areas, community facilities, green infrastructure and connections, as well as principles for the development. The stage 1 draft of the masterplan was consulted on in January/February 2019.

Heritage Action Zone

- 1.5.2 Following a successful bid, Cullompton has been selected for the High Streets Heritage Action Zones scheme and will now work with Historic England to develop plans to revive the high street over a four-year programme. The fund will deliver physical improvements and cultural activities to regenerate the high street and restore local historic character. Through the programme, councils, businesses and community groups will be able to access expert advice and investment to bring historic buildings back to life.

North-West Urban Extension

- 1.5.3 The Local Plan allocates sites for development on the north-west edge of the town. A masterplan for the area was adopted as an Supplementary Planning Document in 2016. Since then, planning applications for the first 600 homes are in the process of being approved which will also deliver a new road, around the north of the town.

Relief Road

- 1.5.4 Traffic in the town centre is having an adverse effect on air quality, living conditions, the heritage assets and their setting, and the attractiveness overall. A key objective of the Local Plan has been to implement a relief road which diverts traffic away from the town centre and improves capacity. Following an option analysis and consultation, a preferred route option was approved by Devon County Council in March 2019. The route runs through the CCA fields alongside the rail line, joining Duke Street to the south and Station Road to the north. A planning application is now being developed. The relief road is planned to be completed by 2023.
- 1.5.5 The Relief Road is being designed to minimise impact on the CCA fields, and presents an opportunity for the Masterplan to seek to improve the sense of arrival to the town at Millenium Way/Station Road.

Improvements to M5 Junction 28

- 1.5.6 Devon County Council is presently pursuing funding for works intended to address capacity, environmental and safety concerns, whilst also providing a substantial improvement for pedestrian and cycle movements across the motorway.

Cullompton Rail Station

- 1.5.7 The Local Plan sets the objective of reopening the rail station. This is currently being led by the District Council who are seeking funding opportunities.



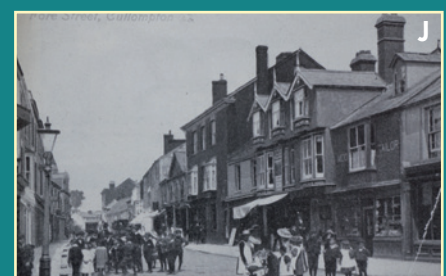
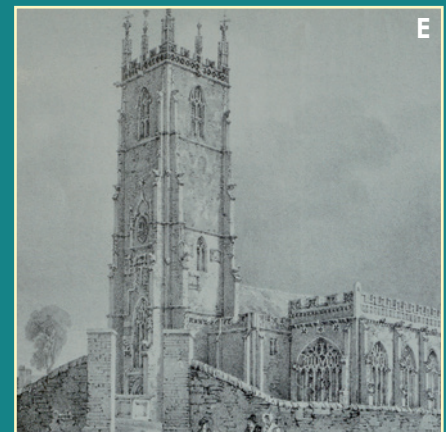
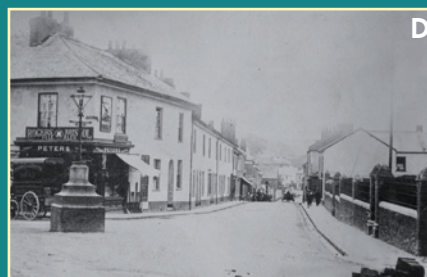
Figure 10 A plan of proposed projects



Figure 11 Masterplan for North West Urban Extension



Figure 12 Culm Garden Village Concept Plan



Historic photos

Figure 13 A. Early postcard showing an empty High Street; B. Higher Bull Ring on market day; C. The Manor House in Fore Street; D. Looking down Exeter Hill from the Lower Bullring; E. St. Andrew's; F. Gibbings Carriage Works c.1904 on Station Road where the police station is now; G. Activity on Fore Street; H. The Railway Hotel c. 1908; paper mill workers in the early 1900s; and J. Fore Street. All photos taken from Culm Valley Album by Anthony Taylor 1987.

2 Cullompton past

2.1 Historic evolution

- 2.1.1 Cullompton has deep roots, its name deriving from the celtic word "culm", meaning "stream", and the Saxon word "ton" meaning farmstead or settlement. Two forts were established on St. Andrew's Hill and Shortlands Lane under Roman occupation. The town grew up at the junction of the two roads by the River Culm during Saxon times, and it became a Parish in the 15th century when St. Andrew's Church was built.
- 2.1.2 Cullompton's time of greatest prosperity was in the 16th and 17th centuries, when high quality wool fabric was being made and exported to the continent and other parts of England for finishing. A 400 year old leat provided water which powered the six waterwheels of the Upper, Middle and Lower mills. During the 18th century, Cullompton was one of the top four cloth towns in Devon with 40 recorded serge-makers in the town. However by the end of the century the importance of the cloth trade declined. Whilst other towns diversified and grew, Cullompton's population fell from 2,750 in 1750 to 2,275 in 1805.
- 2.1.3 Other industries included tanning and paper manufacturing. The Selwood Brothers' tannery in the southwest operated until 1969, and other leather-based industries in the town included a leather dressings works which was founded in 1921 and employed over 110 people, and a glove maker, Drevon and Brown. Higher King's mill to the east has been the site of paper production for over 250 years.



Figure 14 The Walronds in c.1826 Cullompton Walronds Preservation Trust



Figure 15 Donn's map of Cullompton in 1765
Devon and Cornwall Record Society

KEY EVENTS

1257

Market and fair granted by royal charter. A weekly market was held on Thursdays, first outside St. Andrews Church then outside land stretching down to Cockpit Hill

1403

Building work begun on the main aisle of St. Andrew's. A church has stood on the present site since Saxon times.

549AD

St Columba who preached in the town and some believe gave the town its name

1356

Abbot of Buckland presents the town with its first water supply from a pond at Shortlands. Water was fed to channels or leats, one of which formed a water course each side of Fore Street

1600s

The Manor House on Fore Street is built by clothier Thomas Trock

1660

Population of the town is estimated at 1,800, the 10th largest town in Devon and Cornwall

1743

A Baptist meeting place is built where the present one now stands. John Wesley preaches 'in a little meadow near the town' and at the end of New Street in 1748.

1746

Bell foundry established in Shortlands Lane



2.1.4 In Georgian times, Cullompton played a significant role as the central point for four Turnpike Trusts - Exeter, Honiton, Tiverton and Cullompton. The White Hart in Fore Street was a post house in the 1800s; a popular stop-off point for travellers. However, its success as a transport centre was stifled by several major fires. One of the worst was in 1839, resulting in large-scale rebuilding. Despite the loss of a great number of old buildings, the medieval street pattern survived, with its characteristic long winding street and narrow courts.

2.1.5 The opening of the station in 1844 supported the town's development and by 1899, Cullompton was a small town with a population of around 3,000 people. The railway station closed to passenger traffic in 1964. By 1968 there had been considerable growth to the west and north and industrial development at the site of the former Kings Mill works. The Cullompton bypass was under construction and Cummings nursery had opened at Stonyford Bridge. Around the old station were Longridge Meadow and Alexandria Trading Estates. The bypass extended in the 1970s to Exeter as part of the M5. Since then, there has been further development at Kings Mill (Saunders Way), the Tesco store on site of former industry, and a new library in the town centre.

2.1.6 Most recently there has been further growth to the north and west, and more homes anticipated in the future with the planned garden village East of Cullompton and new housing to the northwest.

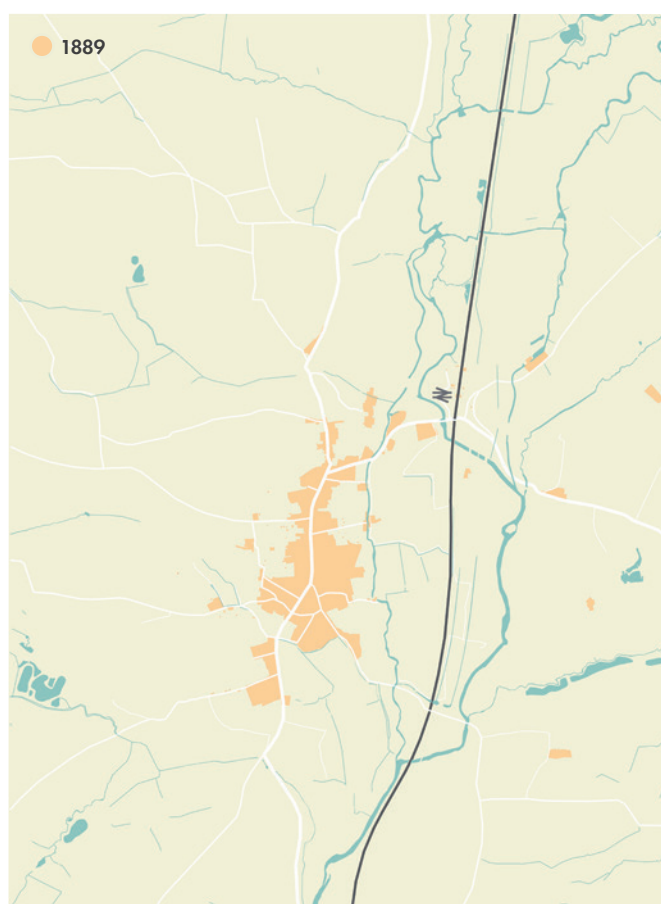


Figure 17 Cullompton in 1889

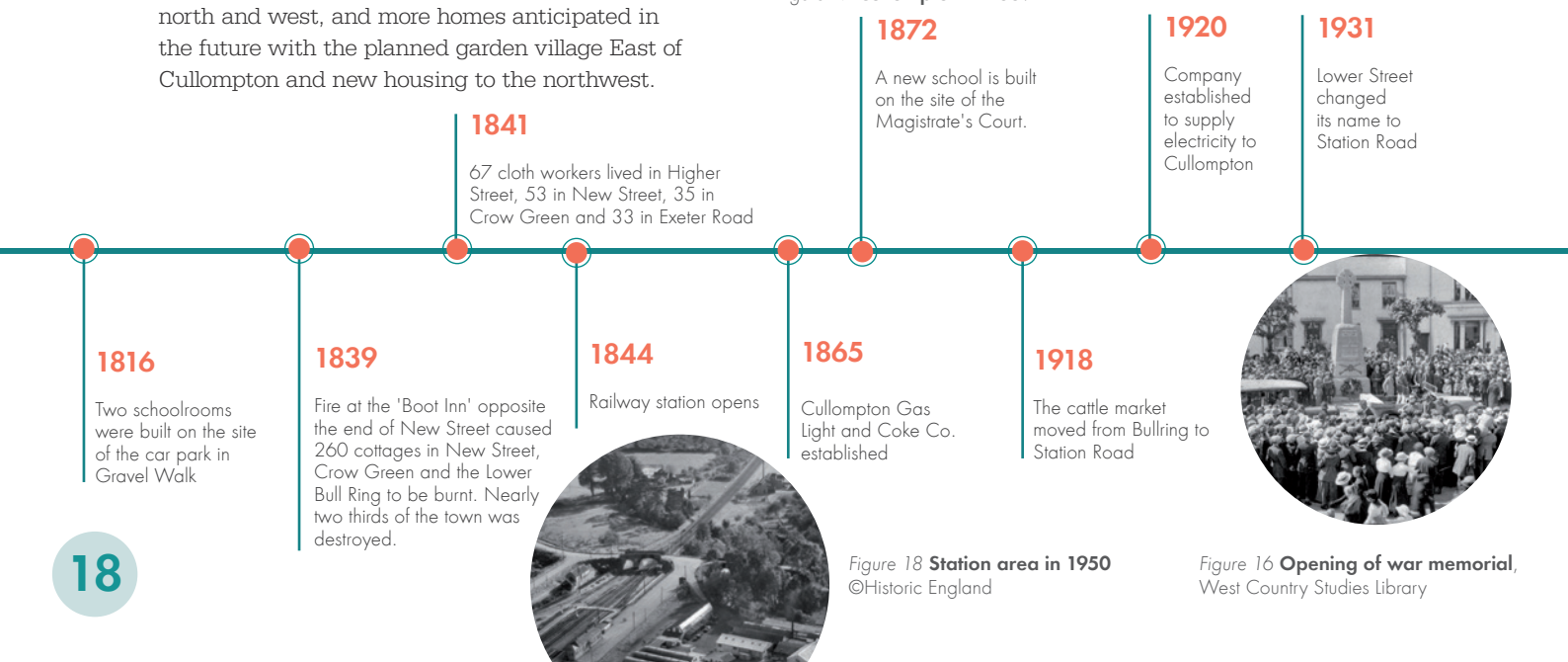


Figure 18 Station area in 1950
©Historic England

Figure 16 Opening of war memorial,
West Country Studies Library



Figure 21 Aerial photo of the town centre in 1930, looking east Historic England

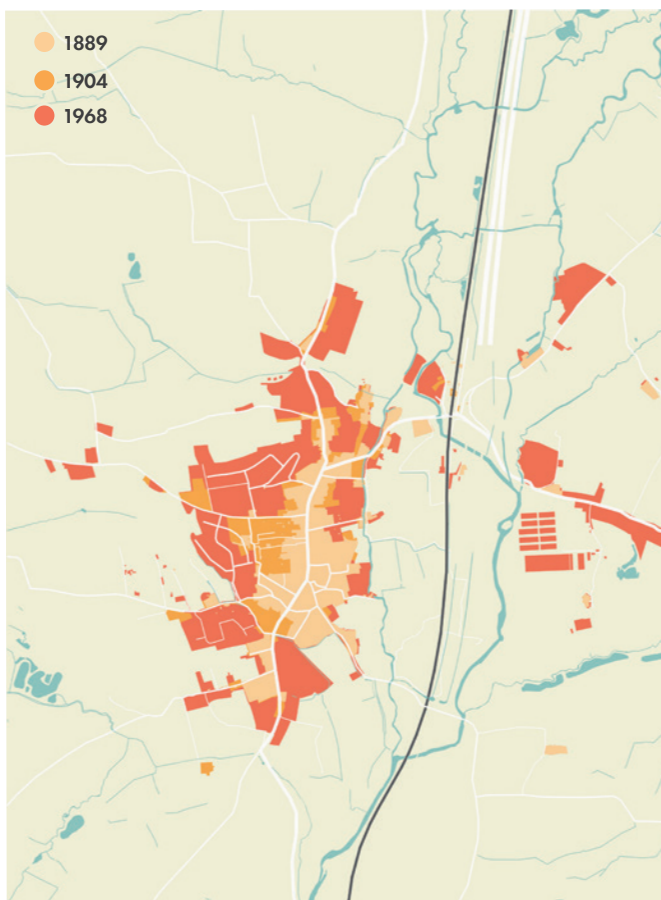


Figure 22 Cullompton in 1968

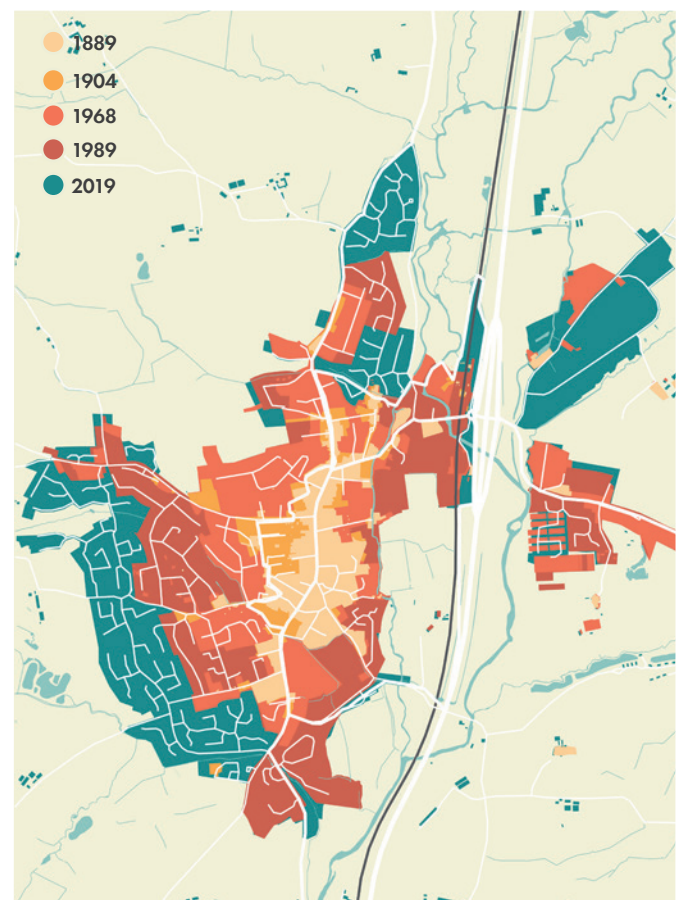


Figure 23 Cullompton in 2019

1951

Over 100 people employed at Sellwoods Bros Tannery, 8% of the local workforce at the time (the company was established in 1816 and closed in 1967).

1964

New Secondary Modern School opened

1973

Whittons Transport based at Station Road closes. The haulage firm carried mainly paper products from the Cullompton, Hele and Silverton mills.

2012

The Hayridge Library opens



Figure 20 The former Sellwoods Bros Tannery site

1970s

The bypass is extended to Exeter as part of the M5



c.2004

Western Way Industrial Estate sold to Tesco and industries relocated

Figure 19 Cullompton in 1965 at Tiverton Road junction West Country Studies Library

2.2 History threads

2.2.1 This spread sets out the key historic themes that have shaped Cullompton's identity. The themes will be a useful springboard from which to explore Cullompton's distinctiveness in future stages of the masterplanning work:

- **A Culm Valley treasure:** Nestled in the base of the Culm Valley, Cullompton's longstanding relationship with its landscape setting and its great number of intact historic buildings is an important thread. The topography allows for views out towards the Blackdown Hills and the landscape character area of the Devon Redlands, which gives a sense of remoteness and tranquillity. The steeple of St. Andrew's is an enduring landmark which can be viewed from various points around the town. The built historic fabric adds richness and charm. The ribbon of the River Culm provides a place of calm, rising near Culmhead to the north of the Blackdowns Area of Outstanding Natural Beauty and flowing southward to join the Exe at Stoke Canon.
- **A centre for crafts and making:** John Lane of Cullompton exported cloth from Topsham to Northern France in the early 16th century. Figures like William Upcott, William Brown, John Fowler, John Davy and the Fox Brothers invested in the cloth manufactory in and around Cullompton. There are still physical reminders of this once thriving trade. The leat, Upper and Lower mills, street names and its fine historic buildings give cues to Cullompton's wool trade past, and Lane's Aisle at St Andrew's Church is one of the most significant reminders of the wealth created by the cloth trade. Today there is still a tradition of crafts and making; from independent design shops to community making and mending classes. There is a real opportunity to celebrate and strengthen this tradition.

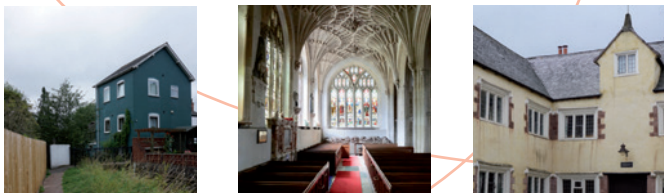


Figure 24 Top: A Culm Valley Treasure site photos

Figure 25 Bottom: Advert for Lavinia Fashions on Fore Street

- A place to stay:** Cullompton has always been on a main line of transport. A convenient place to stop over, in the 18th century Cullompton was the central point for four Turnpike Trusts, and The White Hart in Fore Street was a popular stop-off point for travellers. Its location close to the M5 en route to / from Cornwall makes it an ideal place to stop today. However, visitors tend to stop on the edge of the town rather than in its centre. Some people won't even know they are in Cullompton. There is an opportunity to make the heart of Cullompton a place to stay once again - drawing people into the centre for rest and refreshment.
- A place to meet:** Cullompton's market and fair was granted by royal charter in 1257. In medieval times, Cullompton held a weekly market, first outside St Andrews Church then just outside it stretching down to Cockpit Hill. The town has always been a meeting place; a place for people to gather, to exchange goods and ideas, and a place for celebration and reflection. The Upper Bullring has traditionally been the central meeting point; it hosted the livestock market and the Grade II listed war memorial was erected there in 1920. Today it continues to be the location for several festivals, events and markets throughout the year, including the Saturday farmers market which is recognised for its high quality food and drink. There are opportunities to enhance this public space by reducing the harmful impact from traffic and improving the public realm.
- A place that's endured:** Cullompton is a centre for crafts and making. It's a place where people historically passed through, and now are more likely to touch the edge of. It's a place for moments of activity and busyness. Yet beneath the coming and going and the hustle and bustle, Cullompton's underlying historic thread is as a place to live. The town has endured plagues, fires, the decline of industries and the closure of its railway station. First settled over a 1000 years ago, Cullompton is home to a resilient community that remains the heartbeat of the town. Ensuring Cullompton continues to be a desirable and welcoming place to live will form an important strand of the masterplan.



A PLACE TO STAY



A PLACE TO MEET



A PLACE THAT'S ENDURED

Figure 26 Top: 1827 map of Cullompton, Greenwood

Figure 27 Middle: The cattle market ©Tiverton Museum

Figure 28 Bottom: New Street



3 Cullompton today

3.1 Town profile

Introduction

3.1.1 The following analysis of the socio-economic characteristics of Cullompton town centre and its wider catchment informs our understanding of the community and how this shapes the current and future role of the town centre.

3.1.2 Lower Super Output Areas (LSOAs) are geographical areas of around 1,500 people used for small area statistics. The analysis combines data for four LSOAs which take in the area within the masterplan

boundary and its immediate urban catchment.

The four LSOAs are: Mid Devon 007B (takes in the majority of the masterplan boundary), Mid Devon 007A, Mid Devon 007C and Mid Devon 007D. The headline findings from the analysis are set out below.

1. There is an ageing population but new neighbourhoods are bringing in younger people

3.1.3 The population of Cullompton is growing. The latest population estimate (ONS mid-2017 estimates) for the LSOAs combined is 8,512, an 11% increase from mid-2011 (7,679 people). The largest increase has been among the 70-74 year olds, whereas the 15-19 and 40-44 age groups have seen the largest decline in numbers (-1.1%). The more recent neighbourhoods to the northern and southern edges have younger populations than the centre and the planned north-west urban extension and Culm Garden Village developments are expected to bring in younger people.



Figure 30 Percentage of population by age in 2011 and 2017 (ONS data). The population figures are the combined population of the four LSOAs listed in paragraph 3.1.2.

● 2011
● 2017

2. There is a small Eastern European population

3.1.4 The 2011 Census data reveals that in some areas of Cullompton up to 16% of residents were from an EU country (see Figure 31). Today there remains a small Eastern European population in Cullompton town centre, many of whom are employed at the 2 Sisters processing plant near Willand. 60% of properties along Fore Street are occupied by Eastern Europeans (Healthier Homes Positive Community Project, Mid Devon District Council, 2019). There is concern among some residents about the integration of migrant workers with the longer-term population. Developing principles and objectives that help towards greater social cohesion in the town centre is a key aim of the masterplan.

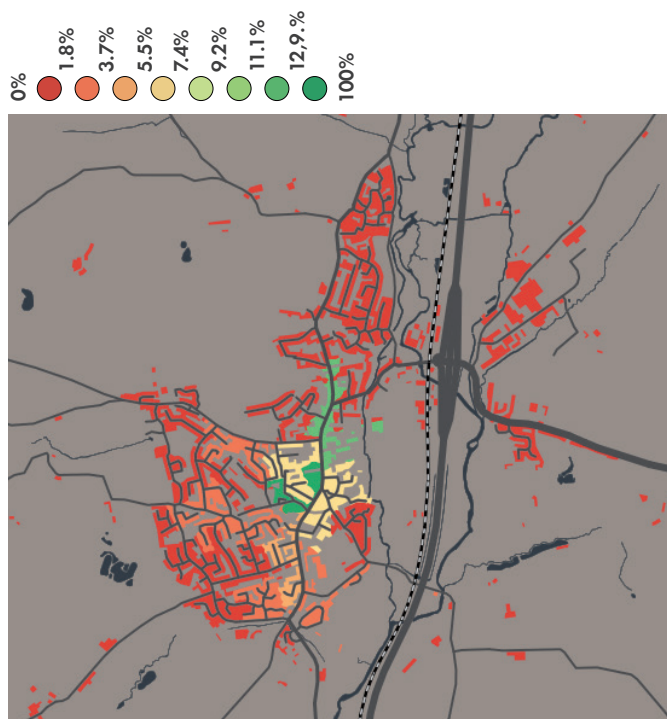


Figure 31 Map shows % of those whose country of birth is in the new EU (post 2004 accession) ©ONS (2011)

3. There is a predominance of low skills and qualifications in the town centre

3.1.5 The most recent deprivation data (England Indices of Deprivation, 2019) ranked LSOA 007B as 13,938 most deprived out of 32,844 LSOAs in England. This is amongst the 50% most deprived neighbourhoods in the country (see Figure 32). The chart opposite (Figure 34) shows the percentage distribution in 2019 and 2015 of LSOAs within Mid Devon and how Cullompton compares with the nearby centres of Tiverton and Crediton.

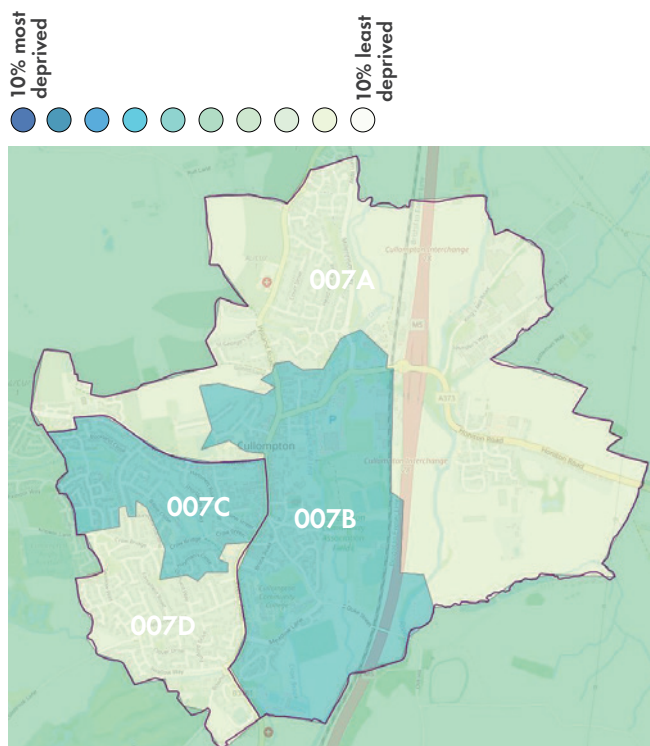


Figure 32 Overall deprivation level (2019) for the four LSOAs. The majority of the masterplan area is within 007B which is within the 50% most deprived LSOAs in England. The wider hinterland is has lower levels of deprivation compared with the town centre.

3.1.6 The deprivation score combines seven domains of deprivation. These are: income, employment, education, health, crime, barriers to housing and services, and living environment. The education domain measures the lack of attainment and skills in the local population. Education deprivation is the prevalent form of deprivation in Cullompton and is shown in Figure 33. In this respect, the town is amongst the 20% most deprived in England.

3.1.7 Low skills and low qualifications has persisted since the 2011 Census. In 2011, up to 38% of residents in parts of the town centre had no qualifications. This is shown in Figure 35 and is significantly higher than the national average of 23.2%.

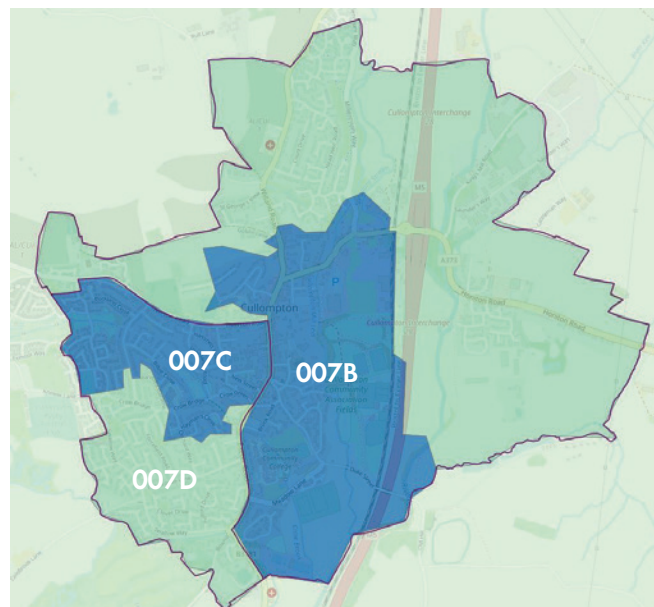


Figure 33 Education deprivation (2019) for the four LSOAs. The majority of the masterplan area is within 007B which is in the 20% most deprived LSOAs in England with regards to education.

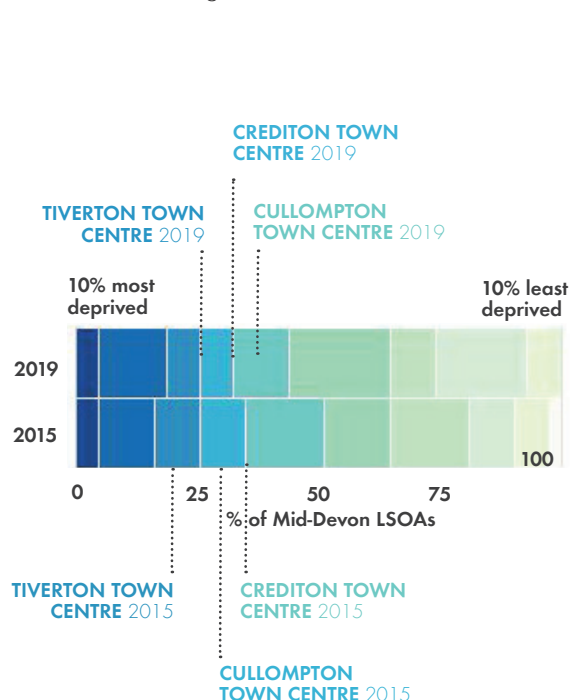


Figure 34 Percentage distribution in 2019 and 2015 of LSOAs within Mid Devon

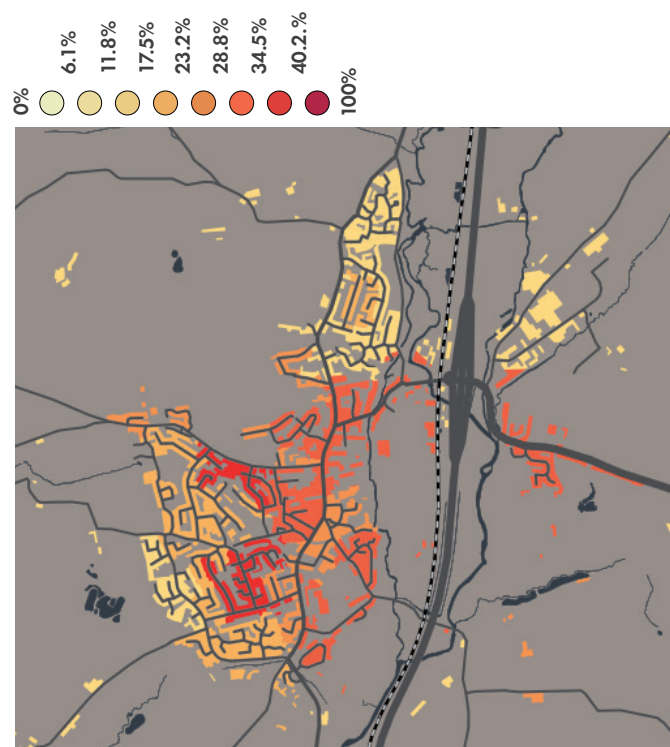


Figure 35 Map shows % of all usual residents aged 16 and over with no qualifications. The red areas are those where there is a higher incidence of residents without any qualifications ©ONS (2011)

4. Health levels are better in the edge neighbourhoods than in the town centre

3.1.8 Figure 36 shows the percentage of usual residents aged 16 and over who identify as having 'very good health' in the 2011 Census. The map shows that a higher percentage of people with very good health live in the edge of the town centre, whereas those who have 'bad health' are more likely to live nearer the centre.

5. There is a prevalence of caring, leisure and service occupations and skilled trades

3.1.9 Cullompton residents are likely to be employed in caring, leisure and other service occupations. Figure 37 shows the distribution of those employed in the sector - in some areas, 19% of residents are in caring, leisure and other service occupations (the darker green).

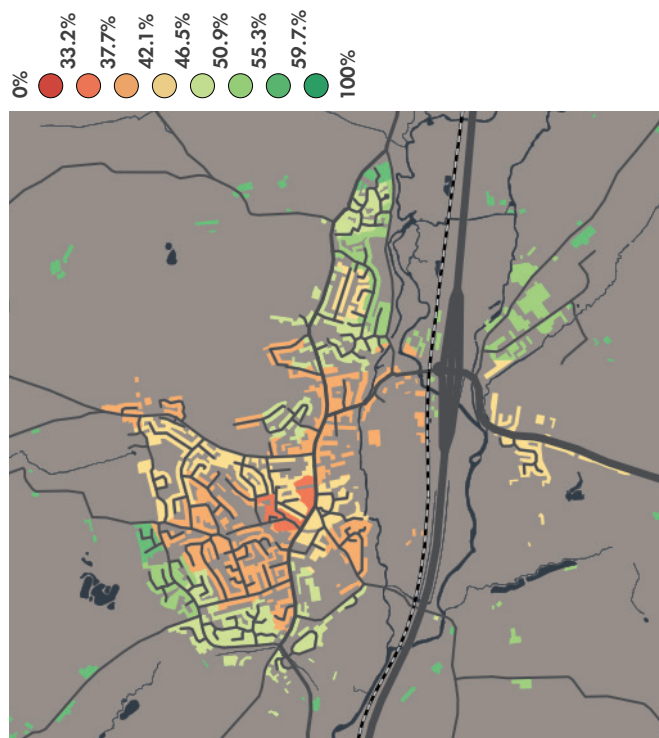


Figure 36 Map shows % of all usual residents aged 16 and over with very good health. The green areas are those where there is a higher incidence of residents with very good health, found on the outer edges of the town centre ©ONS (2011)

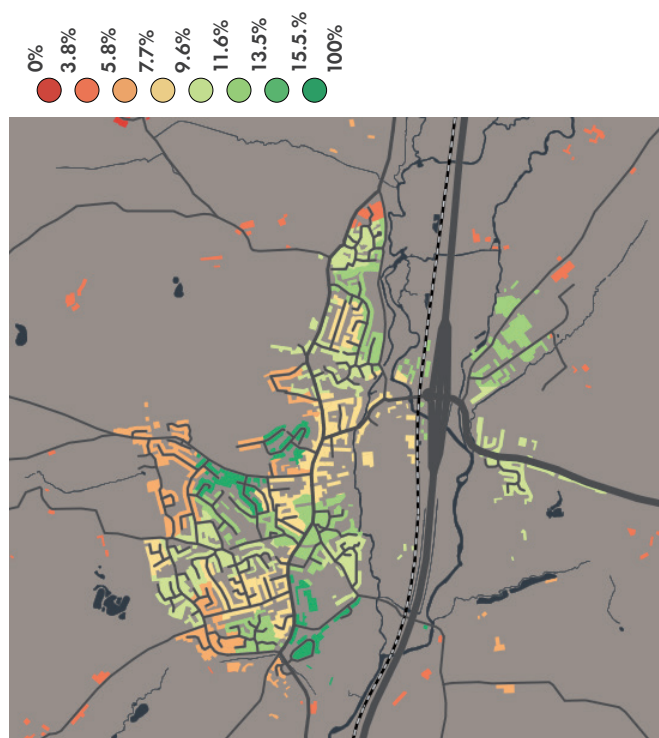


Figure 37 Map shows % of residents working in caring, leisure and service sectors, with this being more likely for residents in the central areas ©ONS (2011)

Figure 38 Photos of Cullompton's homes



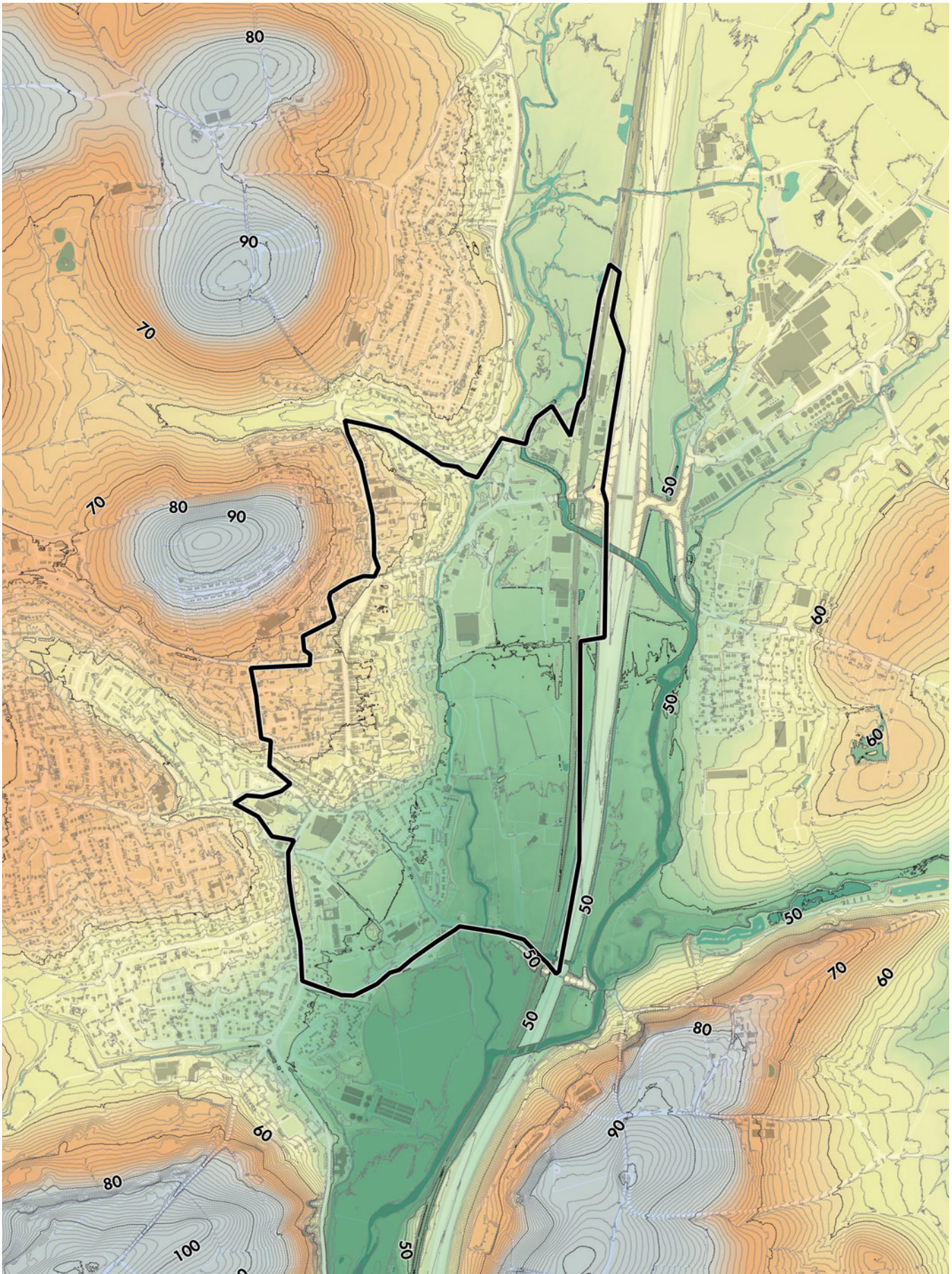


Figure 39 Topography

4 Analysis

4.1 Landscape

Geology

- 4.1.1 The underlying geology has formed the natural landscape surrounding Cullompton. To the west the Permian and Triassic rocks create the distinctive Devon red soils. In the east is the Blackdown Hills AONB (Area of Outstanding Natural Beauty) with its cretaceous greensand ridges. Cullompton itself is underlain by Permian Cadbury Breccia, river sediments (alluvium), sands and gravels. The River Culm has exploited the soft rocks forging a wide valley landscape. The Culm meanders with a network of channels that shift across the floodplain.

Topography

- 4.1.2 Cullompton lies in the Culm Valley, close to the Devon Redlands landscape character area to the south and west, and the Blackdown Hills to the east. This valley setting provides a strong connection to the countryside. There are views out to the east of Cullompton towards the Greensand scarp slope which forms the edge of the Blackdown Hills plateau and is an obvious landscape feature. The Blackdown Hills are intimate and enclosed and provide a sense of remoteness. There are also views out to the south of Cullompton towards Exeter and the Devon Redlands landscape character area. Within the area is Ashclyst Forest which has extensive mixed woodland, some of which is semi-natural. The raised land to the north west of the town should be carefully considered for the design of the new neighbourhood proposed here.

Flooding

- 4.1.3 The main tributary of the River Culm crosses through the northeast of the study area and runs to the east of Cullompton. The river rises near Culmhead in the north of the Blackdowns AONB and flows west, then southward to join the Exe at Stoke Canon. Flooding is a hazard in the Culm Valley and there were significant floods in both 2012 and 2013. In 2009, 499 properties within the Parish were recorded as being in flood zone 2. 424 were in flood zone 3 (high risk). Flood resilience will be an important objective underpinning the masterplan.

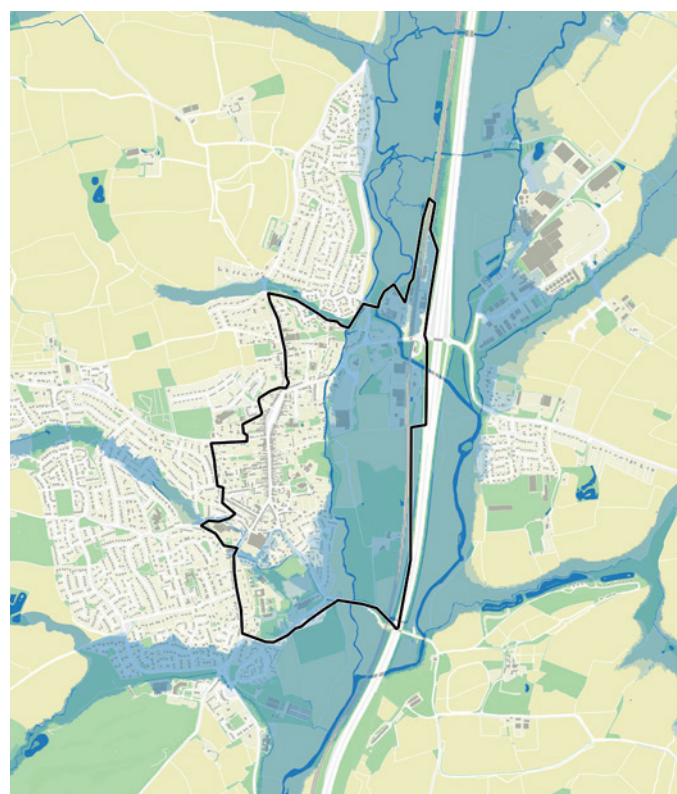


Figure 40 Flooding

■ Flood zone 2
■ Flood zone 3



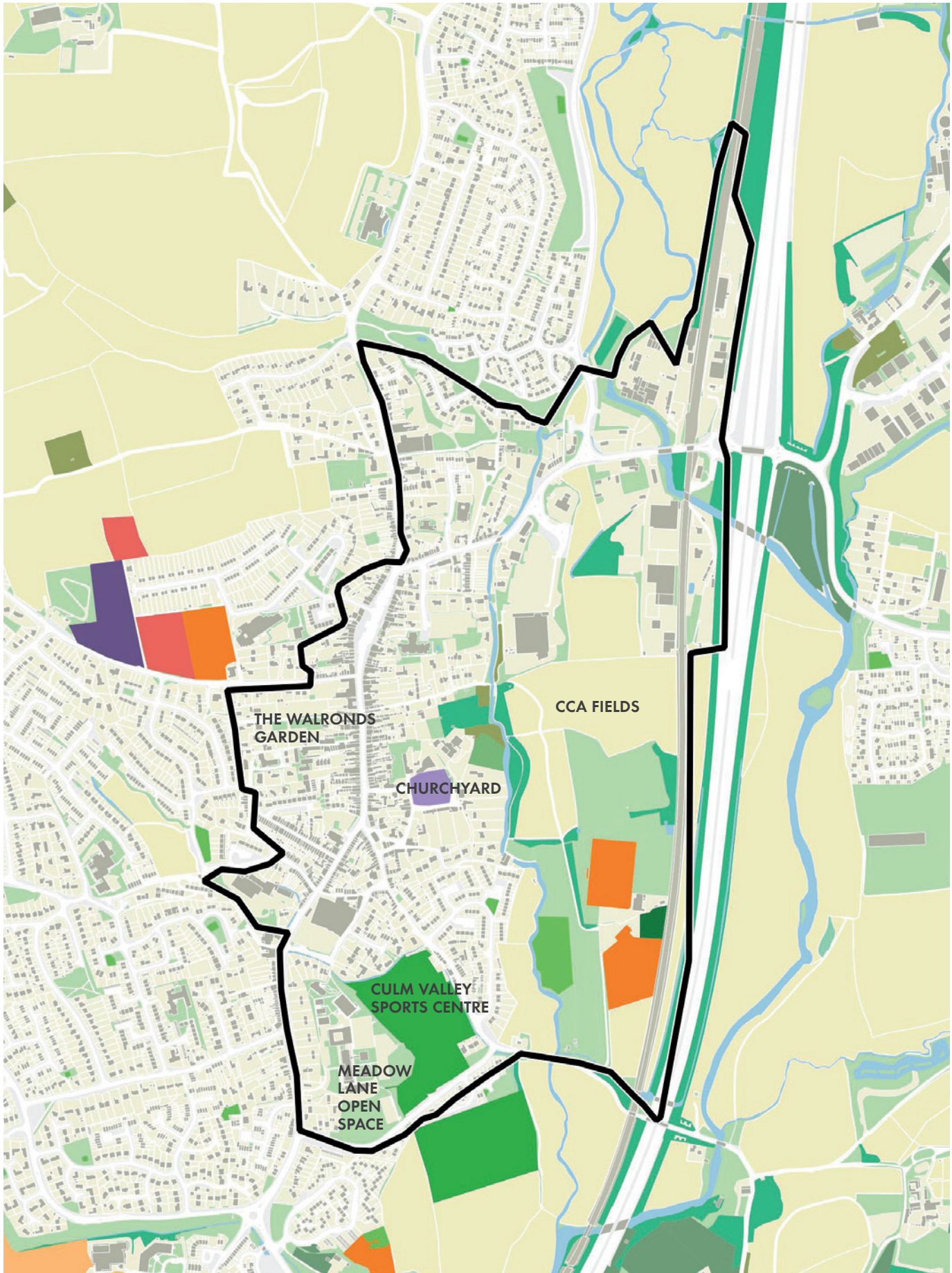


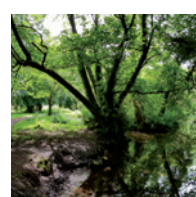
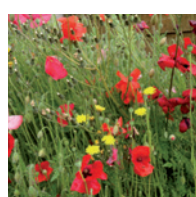
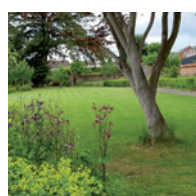
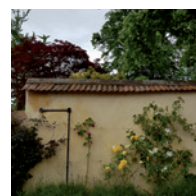
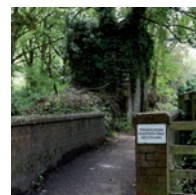
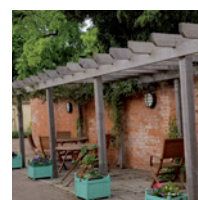
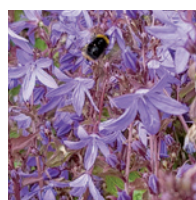
Figure 41 Green spaces

Green spaces

4.1.4 There are a variety of green spaces in Cullompton town centre that provide for a range of community leisure activities, contribute to the character and appearance of the town and provide ecological benefits. The main green spaces within the study area are:

- Cullompton Community Association (CCA) Fields: 32 acres of open countryside to the east of the town centre. The Fields are owned by the people of Cullompton and maintained by volunteers. The leat runs along the western edge of the fields, with water meadows, scrubland and playing fields comprising the rest of the open land. Several events take place on the fields every year.
- St. Andrew's churchyard
- The Walronds gated garden
- Open space to the north of Meadow Lane
- Culm Valley Sports Centre sports facility

4.1.5 Improving the quality and integration of these spaces within the town centre will be a key aim. Cullompton is also in close proximity to beautiful countryside, rolling hills and rivers and streams. Part of the strategy will be to consider how to improve accessibility to its nearby landscape assets.





INTIMATE AND WALKABLE



OUTSTANDING BUILDINGS



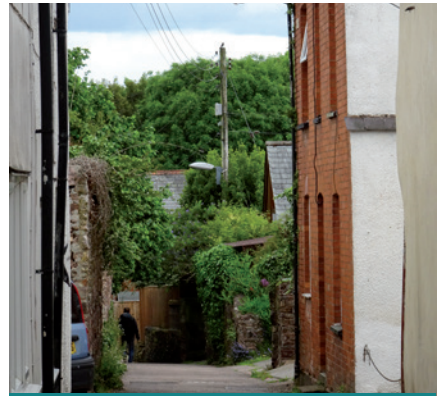
TRACES OF FORMER INDUSTRIES



WEEKLY MARKET



FINE LANDSCAPE SETTING



YARDS AND PASSAGES



ST ANDREW'S CHURCH



RICH AND VARIED TOWNSCAPE



OTHER BUILDINGS OF INTEREST



HISTORIC SHOPFRONTS



INDEPENDENT RETAILERS



COHERENT STREET PATTERN

Figure 42 A summary of the key qualities relevant to Culmpton's historic environment

4.2 Heritage

Summary of historic significance

4.2.1 Over its long history Cullompton's fortunes have waxed and waned but its steady growth has resulted in an exceptionally well-preserved street pattern, with its medieval market spaces and squares still evident. Burgage plots are traceable through long narrow plots, emphasised by multiple lanes (courts) extending laterally on both sides of the High Street and Fore Street. Multiple fires over the centuries including an especially catastrophic fire in 1838 means that there are surprisingly few buildings from before the Victorian period. But those that do survive are of high quality and include the timber framed Manor House, and its Jacobean neighbour - the newly restored Walronds. The Parish Church of St Andrew's is one of the finest churches in Devon with an exceptionally rich interior.

4.2.2 Cullompton's key qualities relating to its historic environment are:

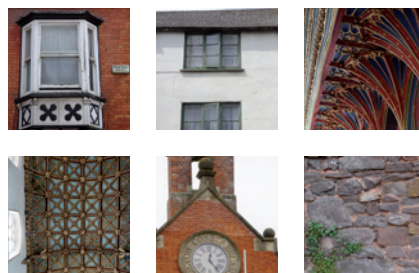
- A coherent street pattern of at least medieval origins with a tight urban grain
- Interesting and important network of yards and passages, reflecting former burgage plots
- Intimate and walkable character
- Traces of Cullompton's former industries including evidence of three mills on the Leat
- Weekly market, still in use on the original livestock market site at the Upper Bullring
- Fine landscape setting with views of and from the surrounding countryside
- Some outstanding buildings especially the St Andrew's Church and Walronds
- Landmark quality of St Andrew's tower
- A rich and varied townscape, stemming from buildings of different periods and the gently meandering line of the main street.
- Other listed buildings, and buildings of local interest, many of group value
- Number of surviving 19th and early 20th century shopfronts
- High number of independent retailers contributing to the town's distinctiveness

Heritage assets

4.2.3 The centre of Cullompton was designated as a conservation area in 1977. The most recent Conservation Area Appraisal was adopted in 2003 as an SPD and thus has statutory weight. A Management Plan was issued in 2009 and included some revisions to the Appraisal, including small amendments to the conservation area boundary. The Council made an Article 4(2) Direction in 2009 which required house owners within the conservation area to request planning permission to replace windows and doors, alter roofs, construct porches and demolish gates, fences and walls.

4.2.4 There are 50 listed buildings within the conservation area, including the Grade I St Andrews Church; the Grade II Trotts Almshouse and the Grade I Walronds. There are also several important unlisted buildings and features that make a significant contribution to the character and appearance of the town centre. Mid-Devon Council maintains a Local Heritage Assets Register, which includes:

- Cobbled gullies, Church St
- Cobbled pathway at side of White Hart PH
- Pillar box (George VI), Bullring
- Pound Square
- Queen Square
- Seat and lean-to shelter at Trott's Almshouses
- Bullring telephone box (K6)
- Upper/Higher Bullring – place
- New Cut – boundary wall c1770
- WW2 First Aid sign and public clock on Town Hall, 1 High Street



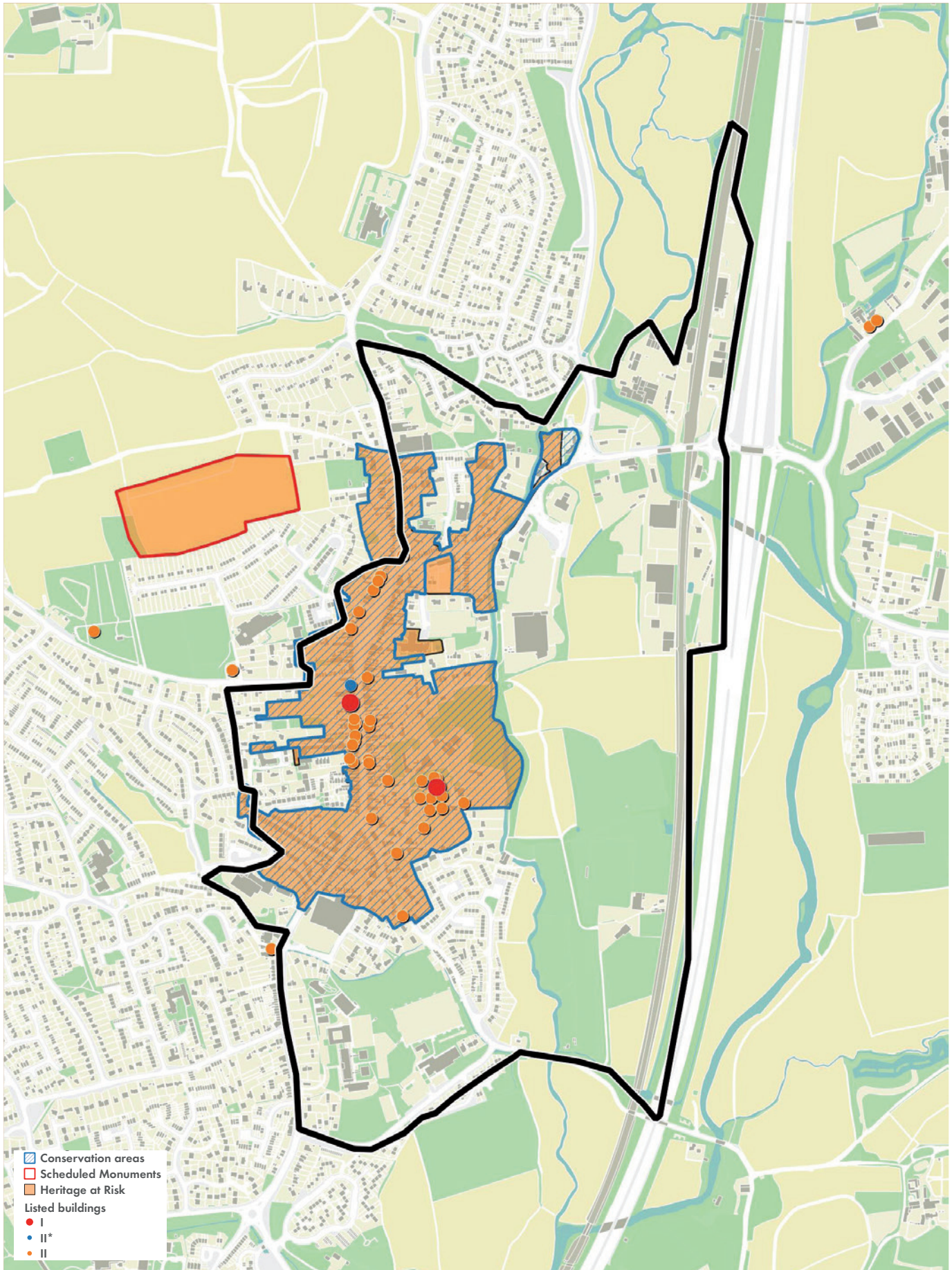


Figure 43 Heritage assets

4.2.5 There have been some clear conservation successes since 2009, especially the restoration of the Walronds and the rescue of the Merchant's House, both former buildings at risk. The garden at Walronds is now an enjoyable community resource. The Community Centre by the church and the Hayridge Centre have also been positive moves.

4.2.6 Elsewhere, however, much of the historic fabric seems in a fragile condition and in need of investment. The traffic, as well as the erosion of character and appearance (including Permitted Development works and unauthorised works), and the decreasing vitality and viability (empty shops, changing shopping habits) are issues that continue to have a negative impact on the conservation area.

4.2.7 The Conservation Area is on Historic England's Heritage at Risk register and is deteriorating. Unsympathetic developments, poorly maintained buildings and inappropriate alterations and extensions are contributing to the decline of character in the conservation area.

Character areas

4.2.8 Cullompton's diverse character extends beyond the conservation area and its designated heritage assets. To assist our understanding, the study area can be conveniently considered through several overlapping character areas. The boundaries are not definitive but have been drawn up on the basis of predominant land use, building type or historical associations.

A Station Road

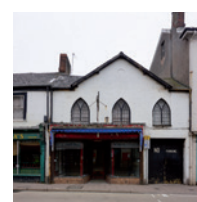
4.2.9 Station Road is the entrance to the town from the motorway and the east. It is traffic and highways-dominated, with the Millennium Way roundabout prominent. The area includes the Weary Traveller pub (formerly the Station Hotel) and a scatter of commercial buildings.

B Industrial

4.2.10 This area is characterised by commercial uses alongside the railway line (in a shallow cutting) and



Vacant buildings



Erosion of character



Traffic and congestion



Properties in need of investment

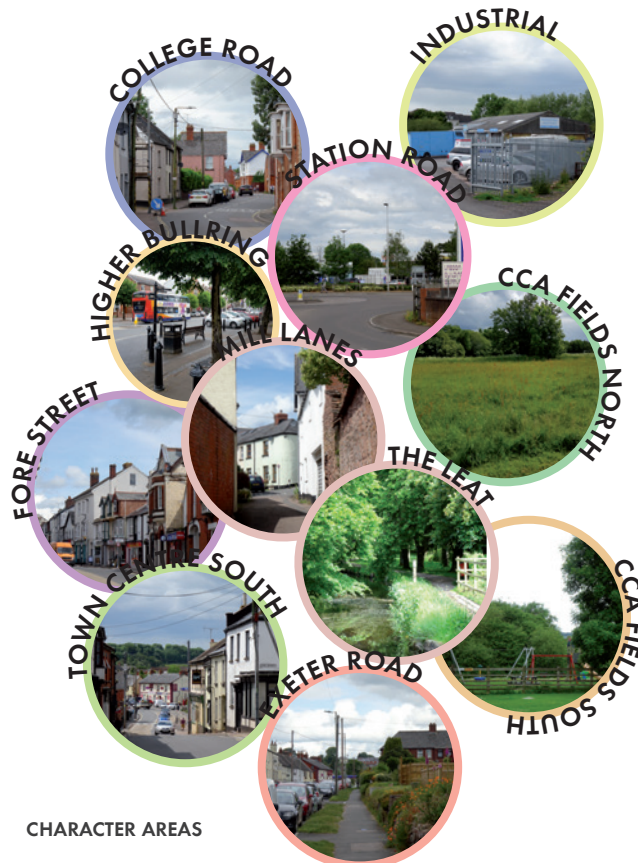


Rubbish



Maintenance

ISSUES AFFECTING THE HISTORIC ENVIRONMENT



CHARACTER AREAS

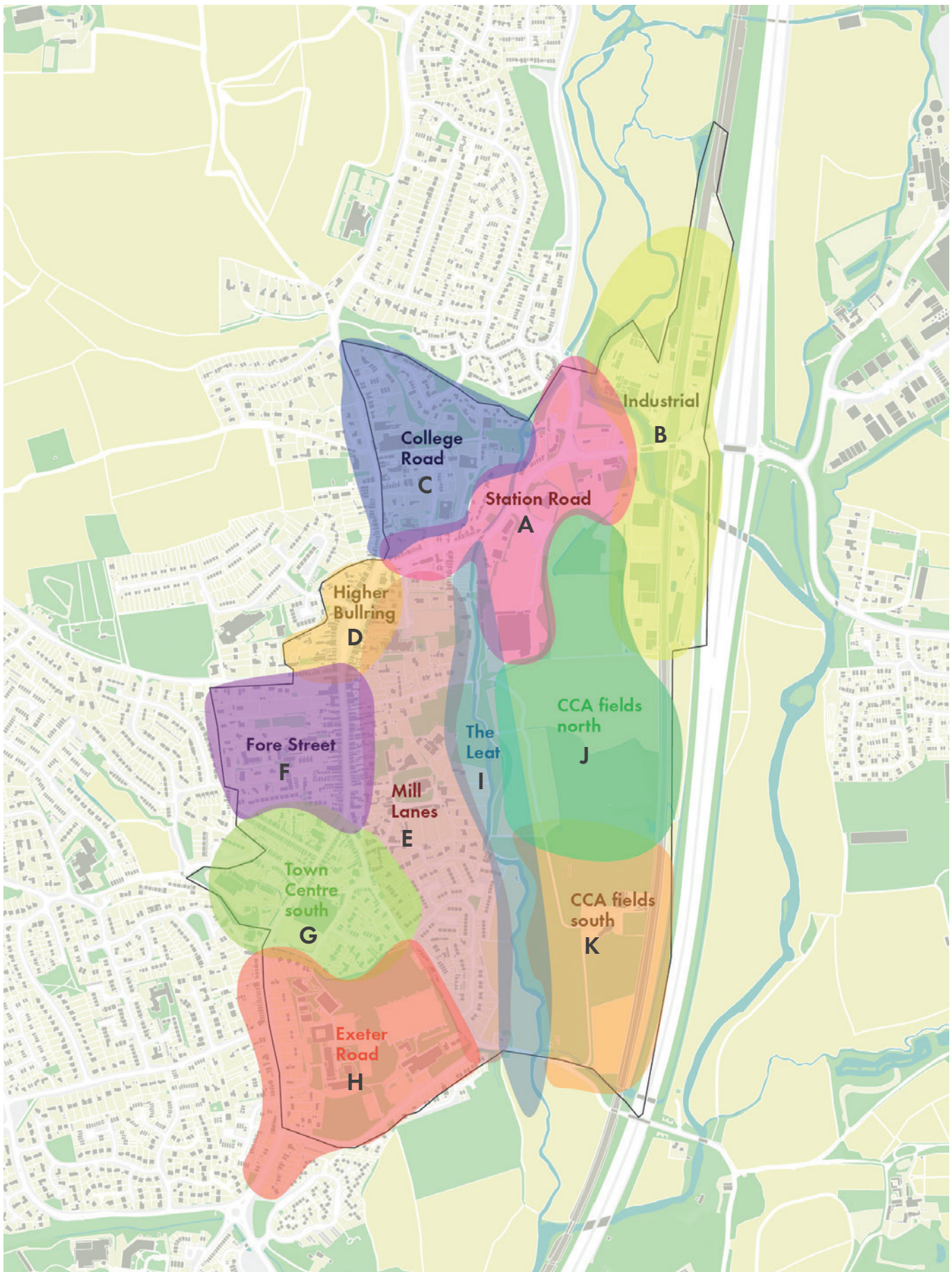


Figure 44 Character area plan

the motorway to the north and south of station road. There are recent industrial units in the form of portal frame buildings with shallow pitched roofs. For the most part the buildings have a low profile and are tucked away from the town.

C College Road

- 4.2.11 College Road includes almshouses and 19th century development. Historically Higher Street was the northern route out of town with development thinning out into farmsteads but with terraces lateral to the road. College Road is a cul de sac of newer houses. The almshouses at the corner of Higher Street are prominent in views from the Bullring and Station Road.

D Higher Bullring

- 4.2.12 The Bullring is the principal open space in the town centre, its widened form indicating its long history and function as a market place. Trees on both sides make an important contribution to the appearance of the space and mute the presence of traffic and parking. The war memorial provides a civic and ceremonial role. Some of Cullompton's bigger and older houses are here, including several listed properties, which frame the space well.

E Mill Lanes

- 4.2.13 This area is characterised by the courts and lanes that thread from the west side of the High Street and Fore Street. The area includes the tranquil enclave around the Parish Church with stone boundary walls and a cluster of listed houses, as well as recent housing and car parking. Outbuildings and cottages line the lanes, which gently descend to the Leat millstream.

F Fore Street

- 4.2.14 Fore Street is narrow and traffic dominated. Fore Street is designed for the horse and cart rather than modern vehicles which continue to increase in number. It is the central section of the old High Street with a concentration of Cullompton's oldest and most notable buildings. The backland area to

the west is informal but has several of the courts that are a defining characteristic of the town. The area includes Walronds garden and the New Cut.

G Town Centre South

- 4.2.15 Town Centre South includes the Hayridge Centre, newly built on the site of the former Health Centre and consciously contemporary in its design. New Road is historically important as a terrace street of former mill workers cottages. Cockpit Hill and Pound Square are now backwaters and include several houses of interest as well as industrial traces.

H Exeter Road

- 4.2.16 Exeter Road is an architecturally diffuse area at the southern edge of the conservation area that serves as a threshold to the town centre. It includes the Cullompton Community College which is set back from the main road. Towards the south of this character area is Meadow Lane, the location of the sports centre and community college's sports pitches.

I The Leat

- 4.2.17 The Leat is the millstream fed from the River Culm, running roughly parallel to the main street. From the medieval period the stream provided water power for three mills, the last of which (Lower Mill) ceased working in 1968. It is a wooded corridor with a well-used footpath on its eastern bank, connected by bridges to the lanes behind the High Street.

J / K CCA Fields

- 4.2.18 The Cullompton Community Association maintains the recreation grounds to the east of the town centre, between the Leat and the railway line. The fields are separated by a tree lined footpath and have a different character. CCA Fields North, which can be reached from the Tesco car park, is informal and meadow-like, while CCA Fields South is more overtly managed with mown sports pitches and an enclosed children's play area. Both areas offer good views towards St Andrew's Church and other parts of the town.

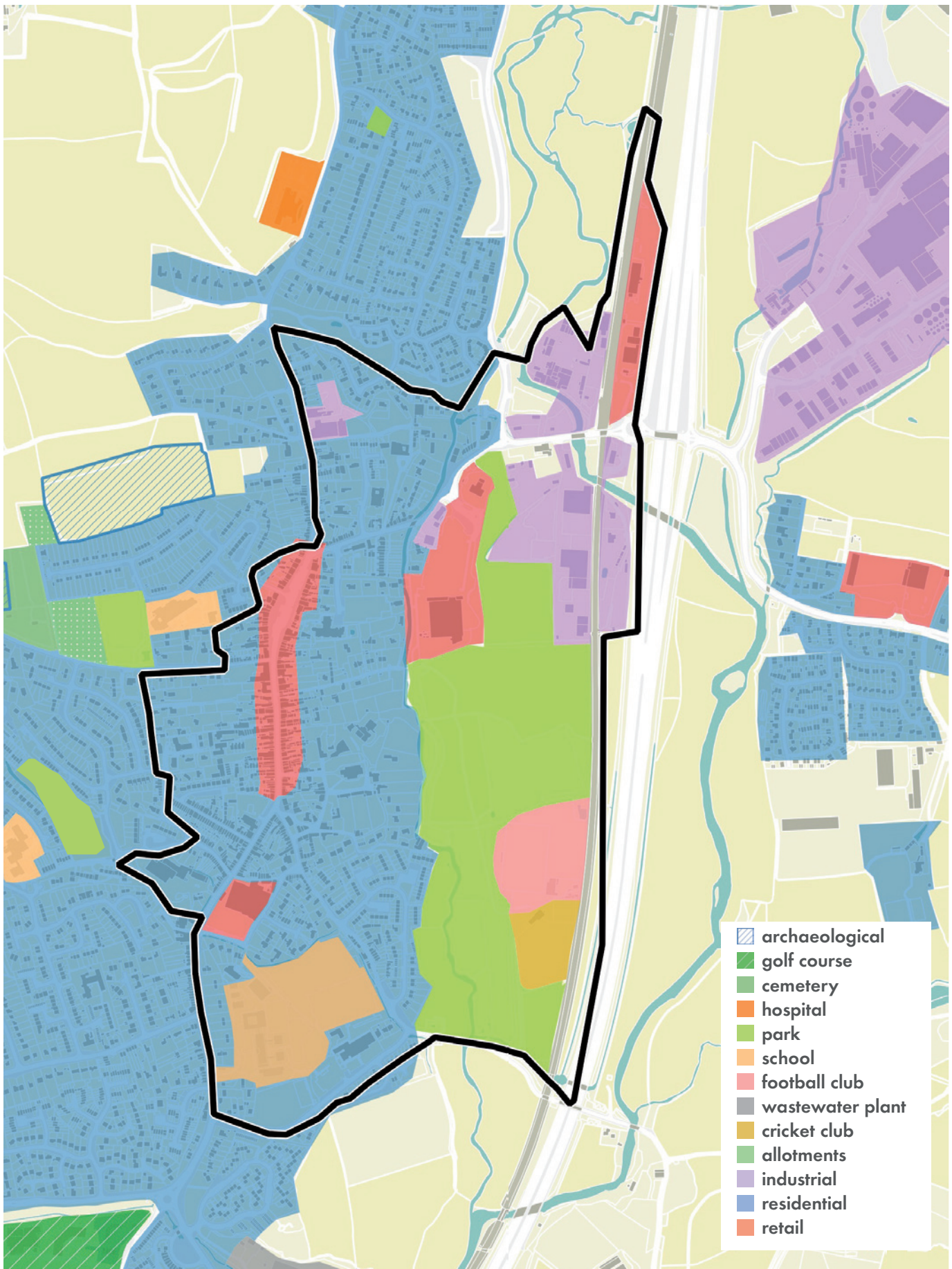


Figure 45 Land use

4.3 Urban design

Land use and community facilities

- 4.3.1 There are distinct areas of land use, which for the most part follow the historic pattern of development of the town. The town is principally residential and has grown to the north and west from the historic centre. Retail is centralised along the High Street and Fore Street, with the addition of a large supermarket in the south and north east. There are two industrial areas in the north-east of the town on either side of the motorway junction.
- 4.3.2 To the east of the town centre are the CCA fields which constitute the majority of Cullompton's parklands (while also playing a key role as flood plains). Sports and play facilities are focused in and around this space. However, the town's rural location means that entirety the town has good access to green space.
- 4.3.3 Community facilities – schools, libraries and cultural, medical and religious buildings – are peppered throughout the town, providing easy access for local residents. There may be an opportunity for further cultural and sports and recreational facilities, particularly in light of planned growth. Provision of community facilities is being assessed alongside the masterplanning work for the developments, with new schools proposed as part of both the North-West Urban Extension and the Culm Garden Village.

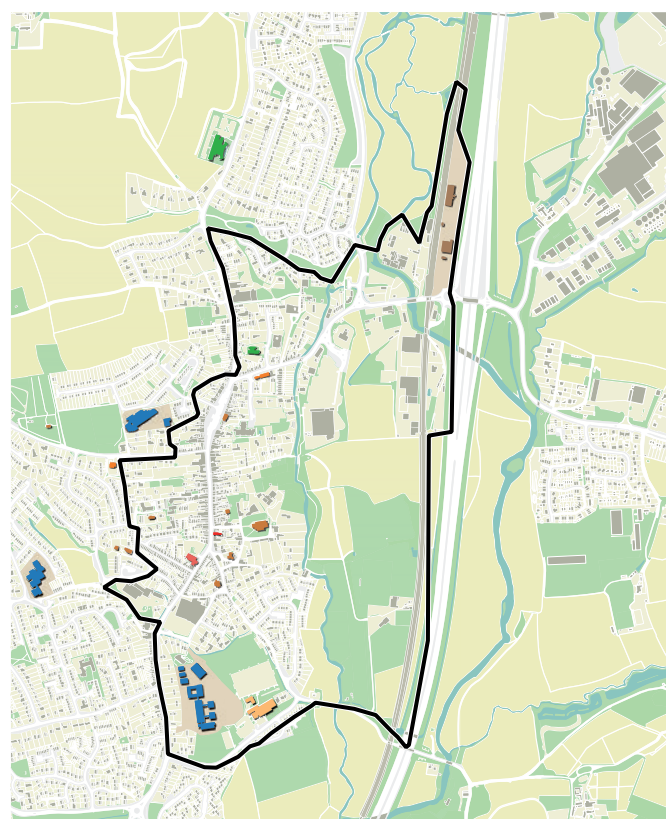
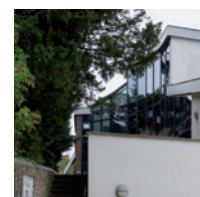
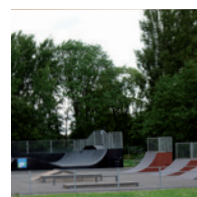


Figure 46 Community facilities

- Cultural Facility
- Education
- Emergency Service
- Medical
- Medical Care
- Religious Buildings
- Retail
- Road Transport
- Sports Or Exercise Facility



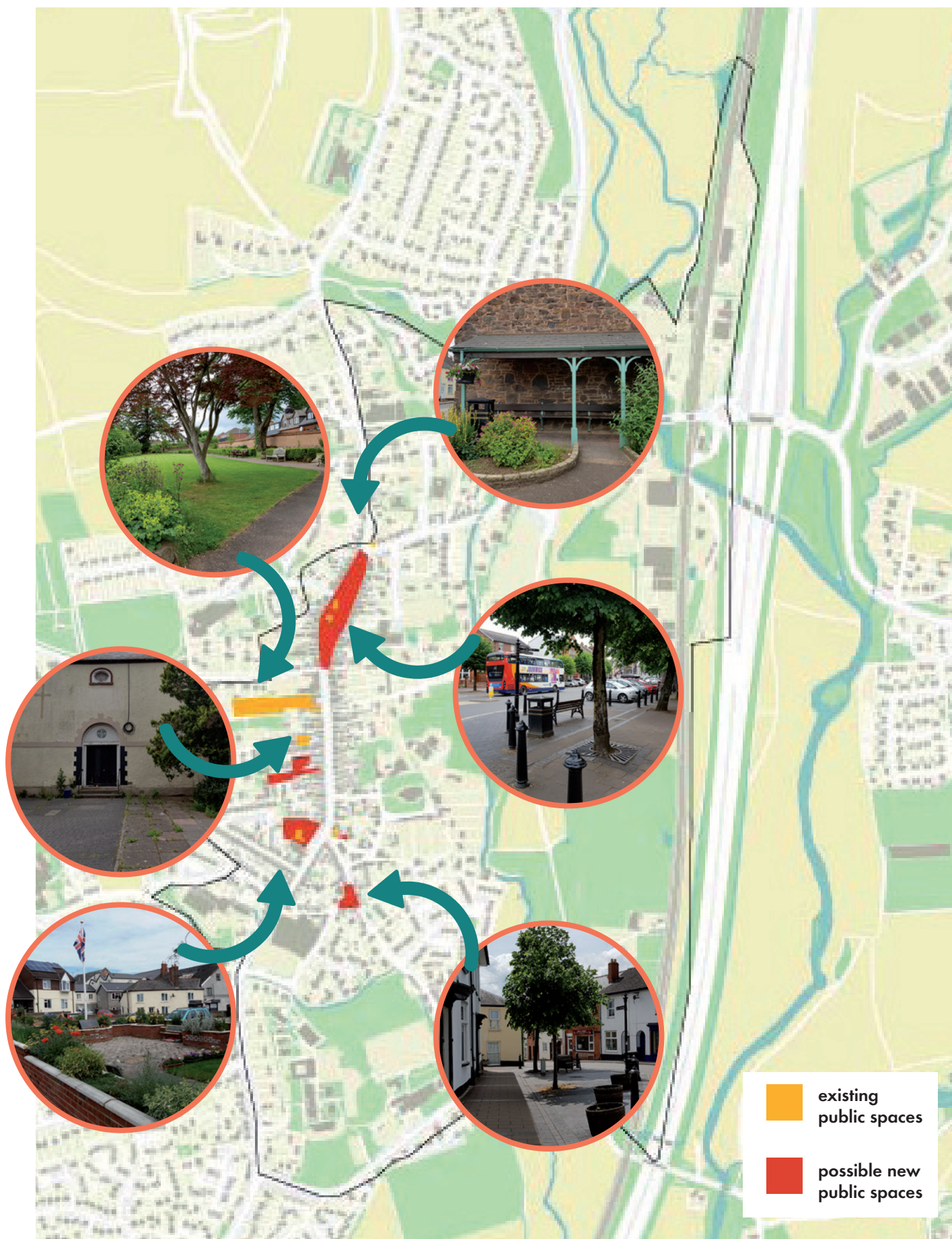
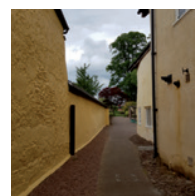
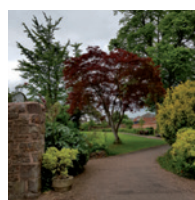


Figure 47 Public spaces

Public realm

- 4.3.4 The streets and spaces in the town centre are currently dominated by traffic. The implementation of the Relief Road presents an opportunity to redress the balance of space between cars and people, and to improve the quality of the environment in the town centre.
- 4.3.5 The majority of the high street, particularly Fore Street, consists of a wide carriageway, with narrow pavements, poor quality surfacing, and little planting or street furniture. The street width is much wider at the Bullring, allowing for street trees, seating, wider pavements and the war memorial, and differing in character.
- 4.3.6 There are very few existing public spaces in the town centre. The Walronds garden was recently refurbished and presents the largest and highest quality space in the town centre. Additionally there are a few places with benches and planting to stop and take a breather: Station Road/High Street intersection, Fore Street/Cockpit Hill Intersection, and the Braveheart Memorial Garden. There is an opportunity to improve and create new public spaces to enhance the experience of visitors to the town centre. Providing wayfinding and wayfaring to the CCA fields – currently an undervalued asset – could also add to the town's offer.



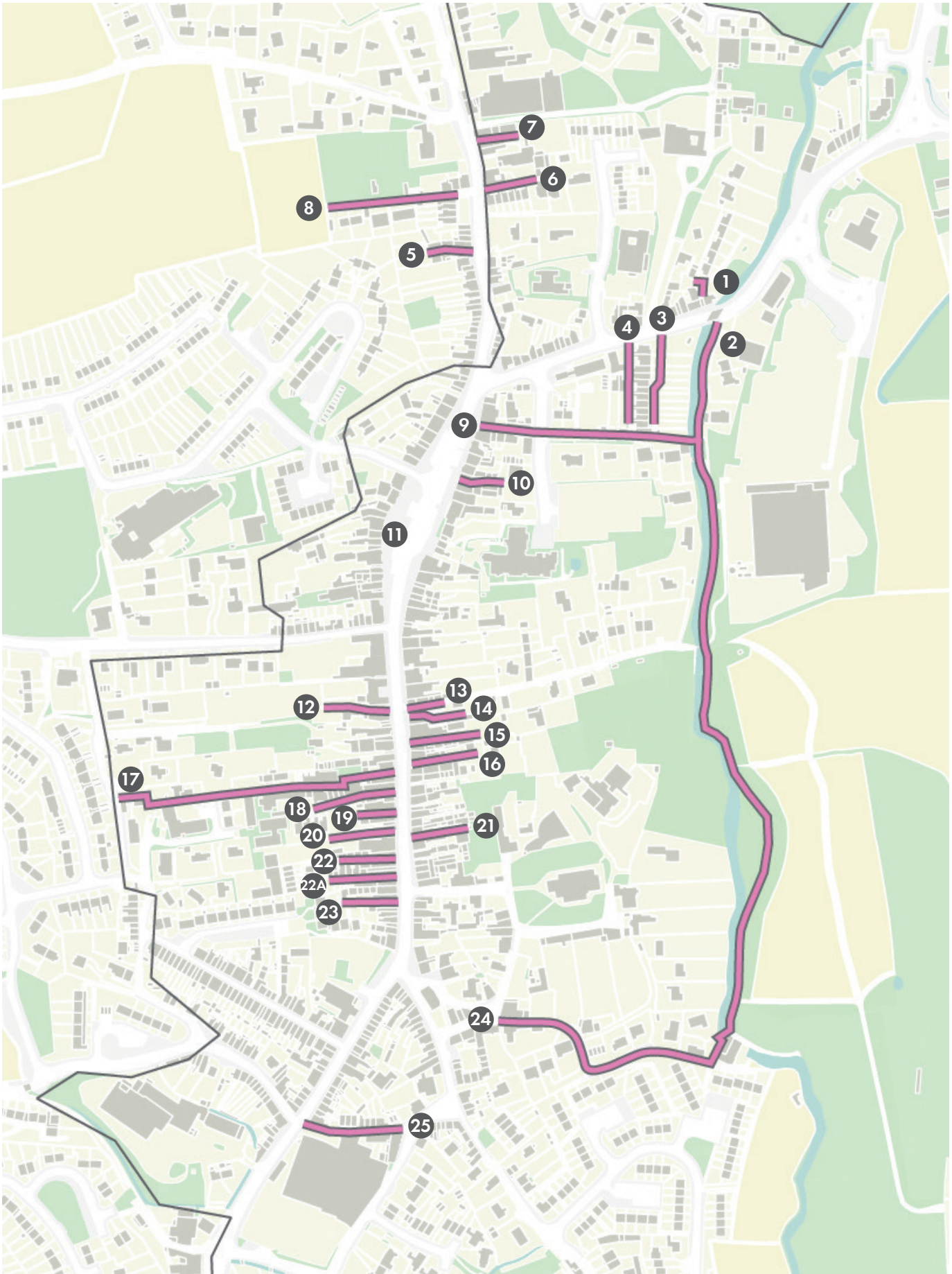


Figure 48 Courts and lanes

	Name	Notes
1	Stone's Place	private, accessed from leat
2	Riverside Walk	public footpath
3	Belle View Terrace	private path
4	Belle View Terrace	rear access, private
5	Unnamed (w of Higher Rd)	private
6	Lane to rear of Pen-y-dre terrace	private
7	Court Farm	private
8	Unnamed	private
9	Higher Mill Lane / Upper Mill	pedestrian / private - Public Right of Way?
10	Blocked	
11	Behind Chic Hairdressers	private
12	Access to Walronds Garden	private, but opened to public
13	Middle Mill Lane	private, access only
14	Matthews Court	private, gated and locked
15	White Hart	gated, settled surface. access to garages and pub car park
16	Jarman's Court	open, private? access to residential
17	The New Cut	private? PROW?
18	The Green	leads to Royal British Legion and Cullompton Rifle Club
19	Dolphin Court (behind Fudges)	private
20	Royal Mail (Cullompton Delivery Office)	Royal Mail yard, private
21	Leyton Court	private, pedestrian only.
22	Bakers Mews	private, pedestrian only. new build housing (2007)
22a	New Inn Court	private
23	Glebe Court (behind Lily Pad Pets)	private, gated, closed
24	Lower Mill Lane	access only, Public Right of Way
25	Ways Lane	public? connects Exeter Hill and Pound Square

Courts and Lanes

- 4.3.7 The courts and lanes bisecting the high street provide intimate walking routes, which recollect the town's history. They are generally narrow passages between the backs and sides of buildings. Many of the courts and lanes are private and/or restricted access and do not offer through routes.
- 4.3.8 The courts and lanes are in variable condition. There is not a consistent palette of surfacing materials. They are marked with cast iron signage, though often in poor condition. Modern traffic signage deterring usage for cars or bicycles is dominant. Many of the courts and lanes are cluttered with bins. Overall, the urban design at the entrance of the courts and lanes does not provide indication of where they lead. There is an opportunity to restore a consistent and sympathetic design to the entrance ways, as well as to incorporate wayfinding and historic information, while also respecting the privacy of residents.

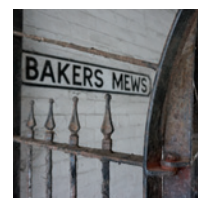


Figure 49 List of identified courts and lanes and associated notes

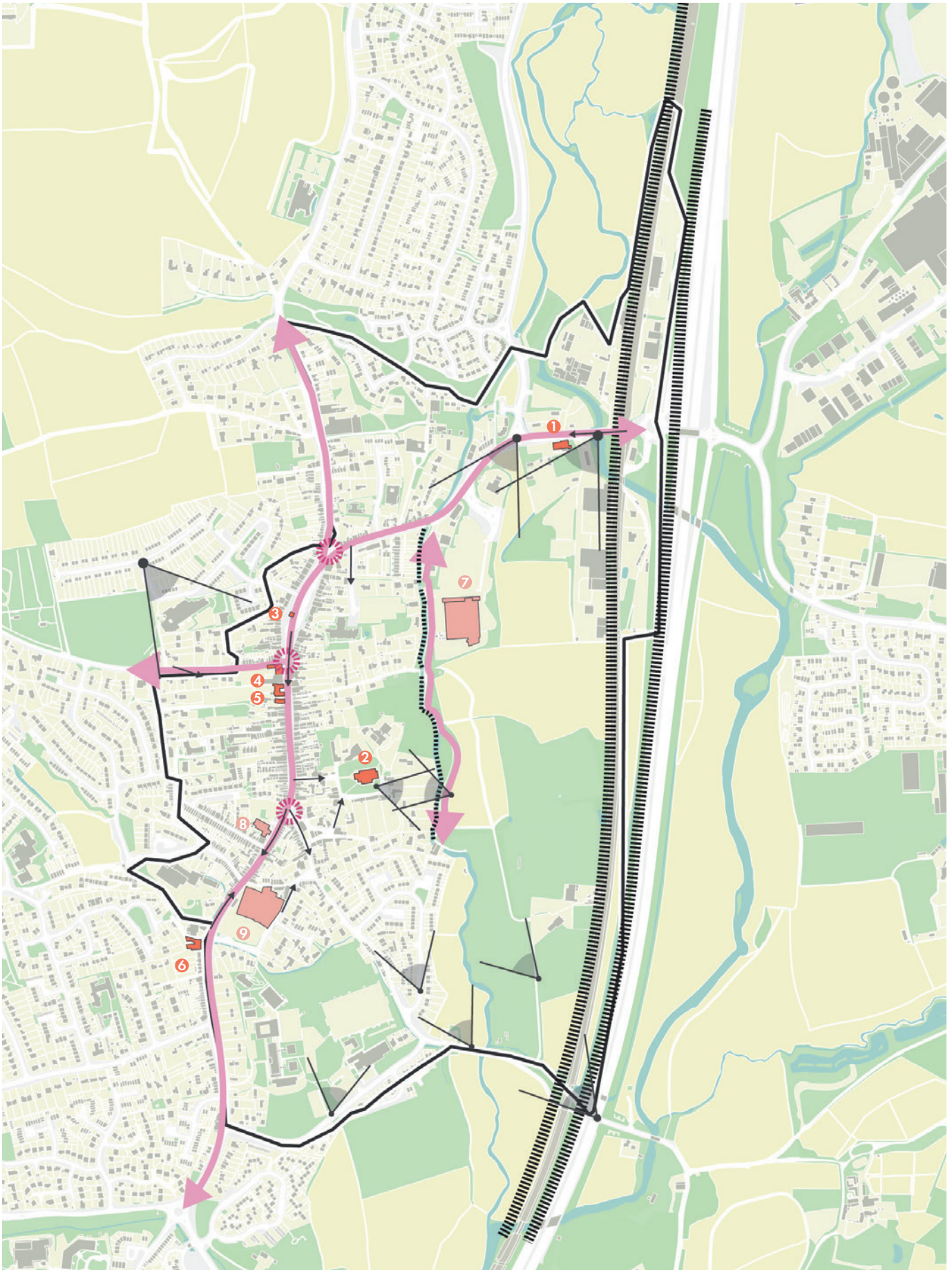


Figure 50 Wayfinding and views

-  Historic landmarks
 -  Nodes of activity
 -  Key routes
 -  Transport nodes
 -  Barriers
 -  Panoramic views
 -  Long views
1. The Weary Traveller
 2. St Andrew's Church
 3. War memorial
 4. Manor Hotel
 5. The Walronds
 6. Bell Inn
 7. Tesco
 8. Hayridge Centre
 9. Aldi

Legibility

- 4.3.9 The high street is the main route through town running north-south. Continual active frontage and long views along the street make the route highly legible. Tiverton Road and Station Road branch off at two nodes of movement. The courts, lanes and back streets are less legible.
- 4.3.10 Parallel to the high street is another north-south route: the footpath which runs along the Leat in the CCA fields. This is an important route for pedestrians. Between these two north-south routes, the Leat acts as a barrier, though it does have a number of crossings. There are number of barriers to the east of the town centre: the railway, M5, and the River Culm. These will need to be considered to ensure movement between the Culm Garden Village and the town centre is legible.
- 4.3.11 In terms of activity, the shops and organisations along the high street provide the main focus. The supermarkets (Tesco and Aldi) draw activity to the edges of the town centre.
- 4.3.12 Panoramic and long views from key arrival points towards the church are an important feature, as are views out towards the countryside.

Block Structure

- 4.3.13 The block structure in the historic town centre is a semi-regular grid of large blocks divided linearly by the high street and bisected by the courts and lanes. These blocks are relatively well defined with frontage, except for the courts and lane, which are less well defined.
- 4.3.14 Beyond the centre, to the north, west and south, the blocks are irregular and not well defined with frontage, making these neighbourhoods less legible.

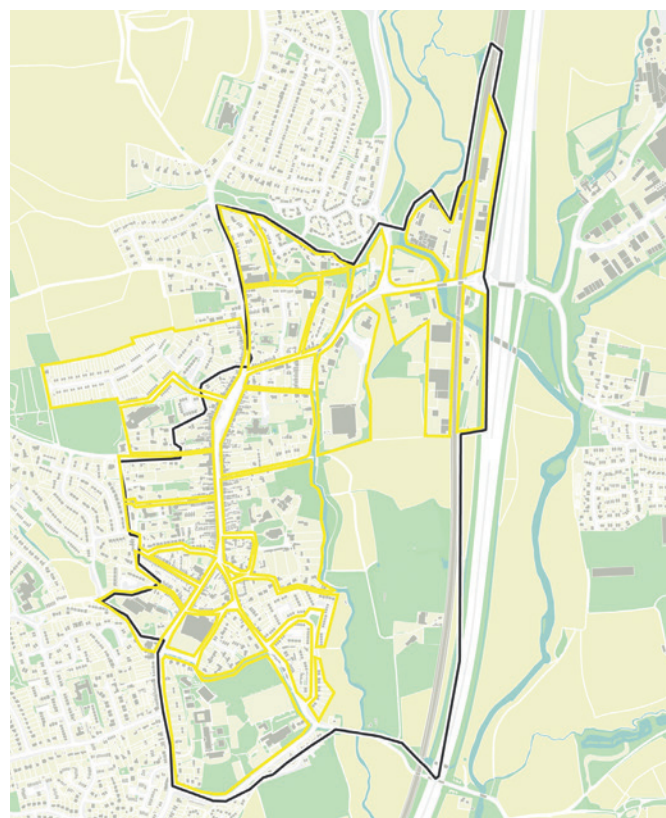
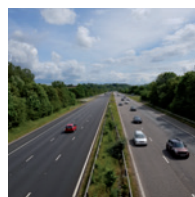


Figure 51 Block structure



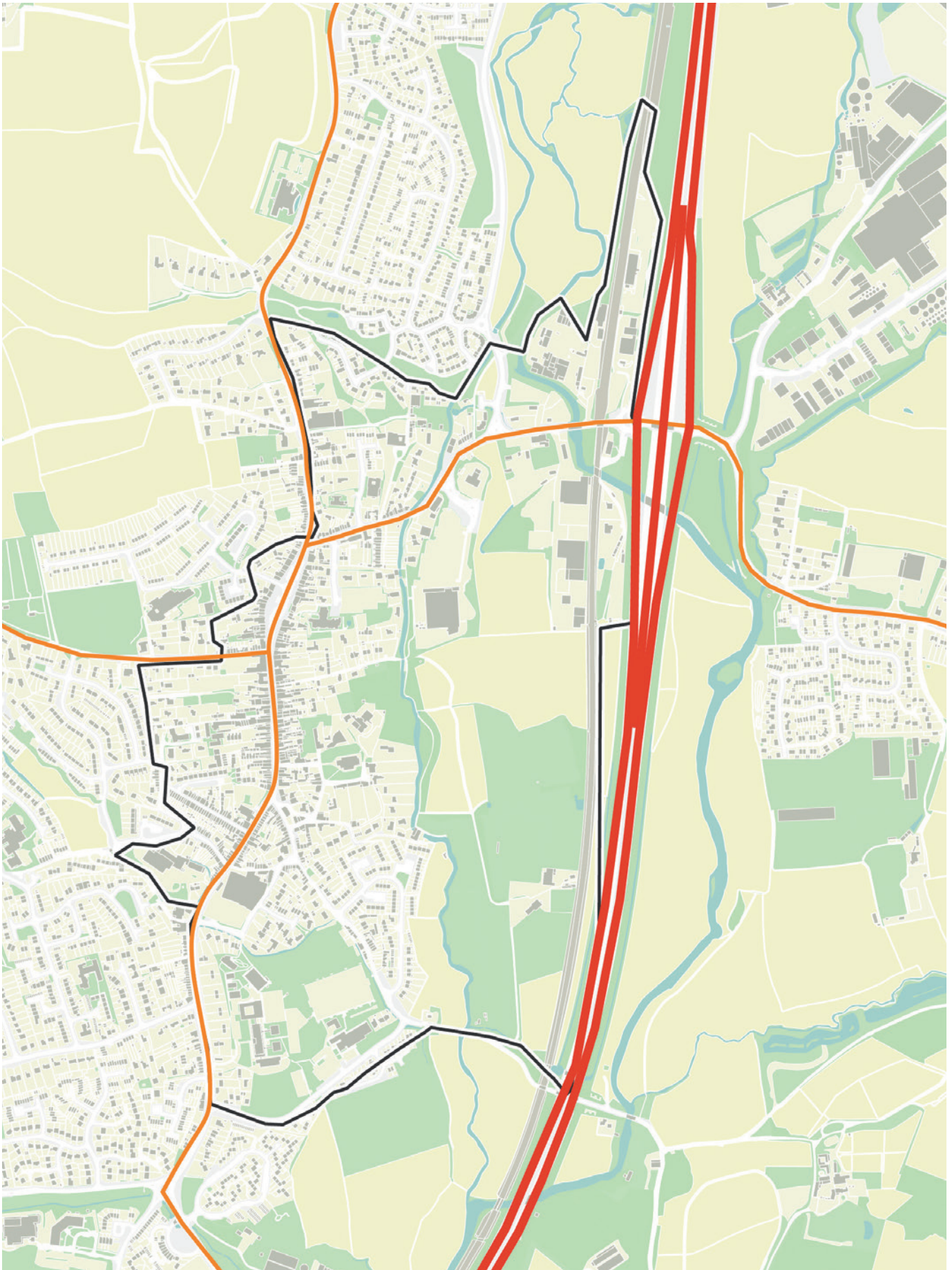


Figure 52 Principal road network

4.4 Movement

Principal road network

4.4.1 Cullompton's principal road network consists of:

- The M5: a strategic route, providing access to Exeter, Tiverton, Taunton and beyond. Cullompton is accessed via Junction 28.
- B3181: links to A38 forming key local route, and acts as a diversionary route if the M5 shut. In town the B3181 is also the high street (bearing a few different names), making for a car dominated town centre environment. The high street presently carries 1,200 trips per hour at peak times, which is extremely high for the scale of the town.
- Station Road/A373: a busy route to/from the M5, and onwards towards Honiton (A30/A303).
- Tiverton Road: a well-used local route to Tiverton, albeit rural in nature beyond conurbations.

4.4.2 The town centre road network suffers from congestion. There is peak hour congestion along Station Road on the approach to the M5 which backs up to the High Street junction and along the High Street as far as St Andrew's Road. Traffic 'friction' leads to queuing and delay along the High Street, contributing to poor air quality and a negative environment for people walking and on bicycles. There is also congestion on Station Road for vehicles entering the High Street, partly as a result of the lack of two full lanes on approach to the junction.

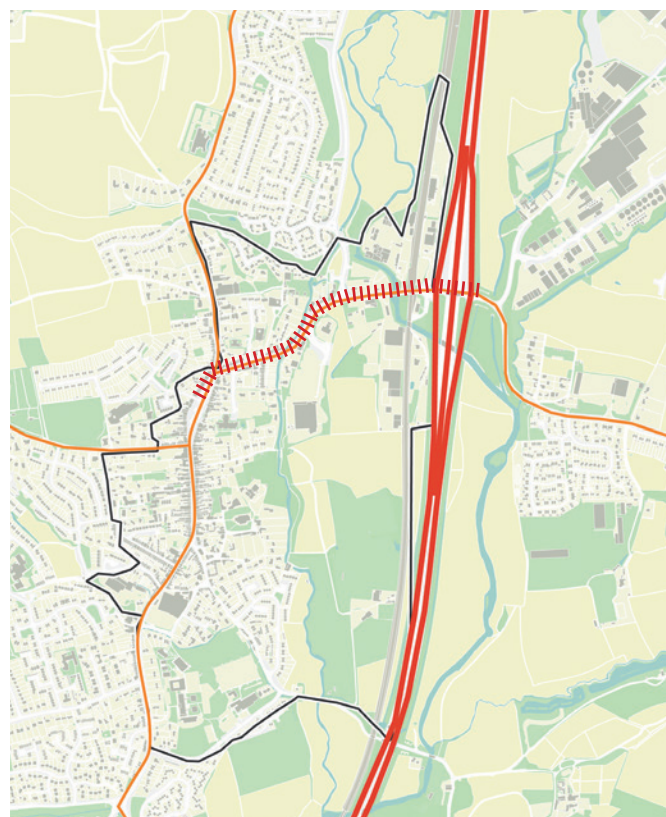
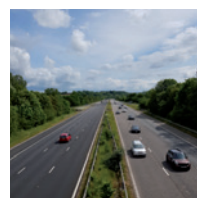


Figure 53 Congestion



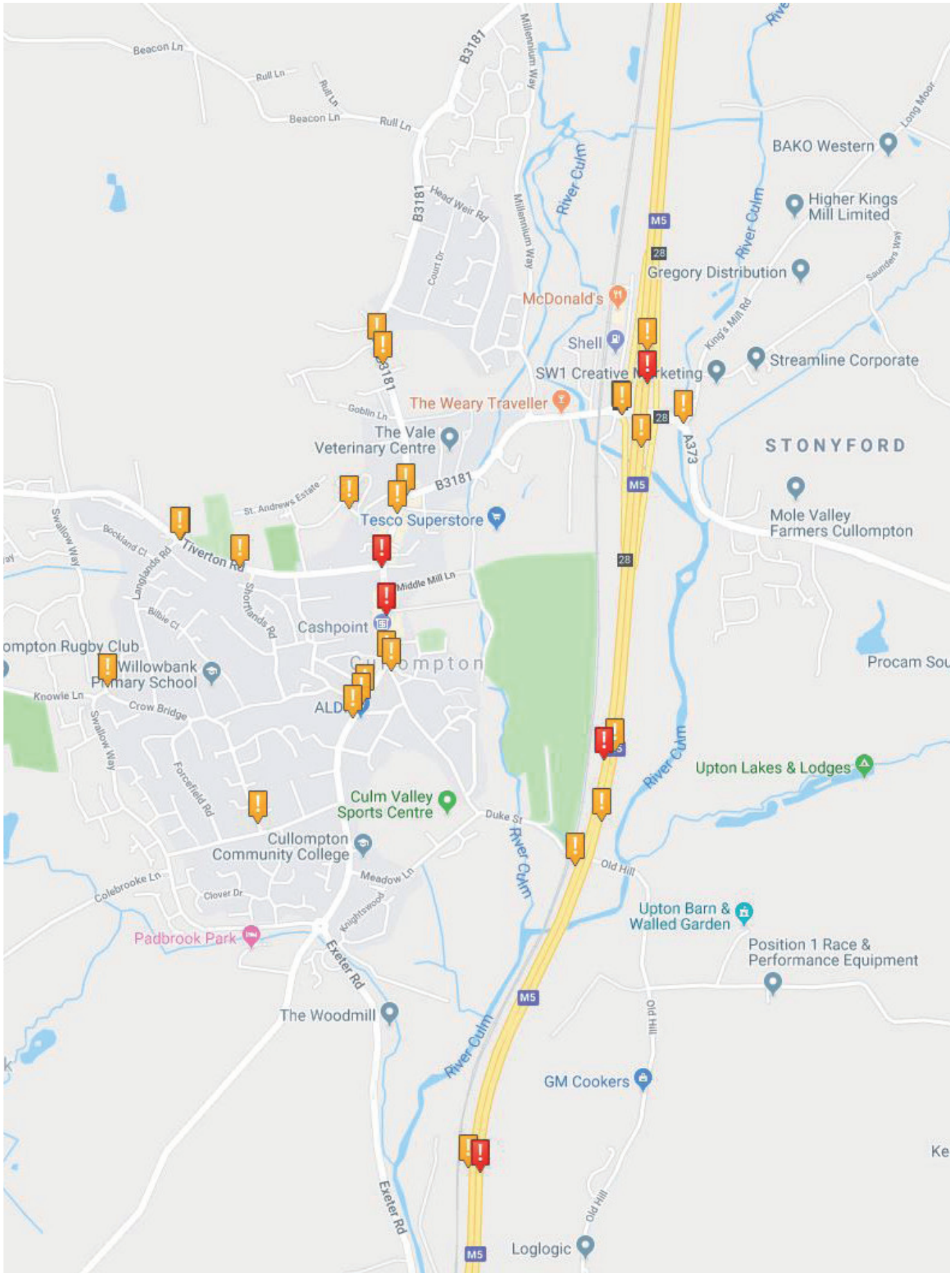


Figure 54 Road traffic incidents

Road Traffic Collisions

- 4.4.3 *High Street:* There have been two recorded accidents in the last three years. The first of these was a collision between a right-turning car and a car travelling straight ahead in the Bullring, resulting in slight injury to one of the drivers. The second accident, also resulting in slight injuries, occurred at the junction with Station Road - this appears to have been a shunting type accident, with one car hitting the rear of another car, which was subsequently pushed into other vehicles ahead. There is nothing to suggest an unusual pattern of accidents in this location - these are typical incidents for busy town-centre roads in the proximity of junctions.
- 4.4.4 *Fore Street:* There have been two recorded accidents in the last three years. The first of these was a single-vehicle incident resulting in slight injuries to the two people in the car. The second accident was a collision between a car and a young child on the pedestrian crossing, resulting in serious injuries to the child. Whilst clearly of great concern, the level of accidents does not suggest any particularly uncommon issues, given the highway layout and the level of traffic - again, these are fairly typical incidents in a relatively constrained and well-trafficked urban setting.
- 4.4.5 *Higher Street:* There have been two recorded accidents in the last three years, the first being a collision between a right-turning car and a pedestrian crossing Hillcrest, causing slight injuries to the pedestrian. The second collision caused slight injuries to a pedestrian who was struck by a van in the vicinity of St George's view. It is noted that the two collisions both involved pedestrians. Whilst there is no common causality (one vehicle was turning, the other was not), this indicates that close attention needs to be given to the highway environment in terms of the perception of pedestrian activity by drivers, and the perception/speed of motor traffic by non-motorised users.
- 4.4.6 More widely across the study area, there is a pattern of vehicle accidents which would be considered commonplace in a setting where relatively high levels of traffic can be found. However, there were three pedestrian accidents recorded on Exeter Hill, one pedestrian accident on Orchard Way, one on St Andrew's Road, and one on Tiverton Road. The number of accidents on Exeter Hill is of some concern, and we note the wider pattern of pedestrians being injured, often due to the lack of perception of their presence (e.g. due to parked cars).
- 4.4.7 In respect of Tiverton Road, there are a number of collisions which appear to relate to mis-reading of the geometry of the road by drivers, one related to manoeuvring around an obstruction, and a serious accident between two vehicles at the junction with the High Street.
- 4.4.8 In summary, it would be reasonable to anticipate a very significant improvement in highway safety with the introduction of the town centre relief road, given the reduction of traffic through the High Street and surrounding roads, and the potential to provide a good standard of infrastructure for vulnerable users in connection with the relief road.

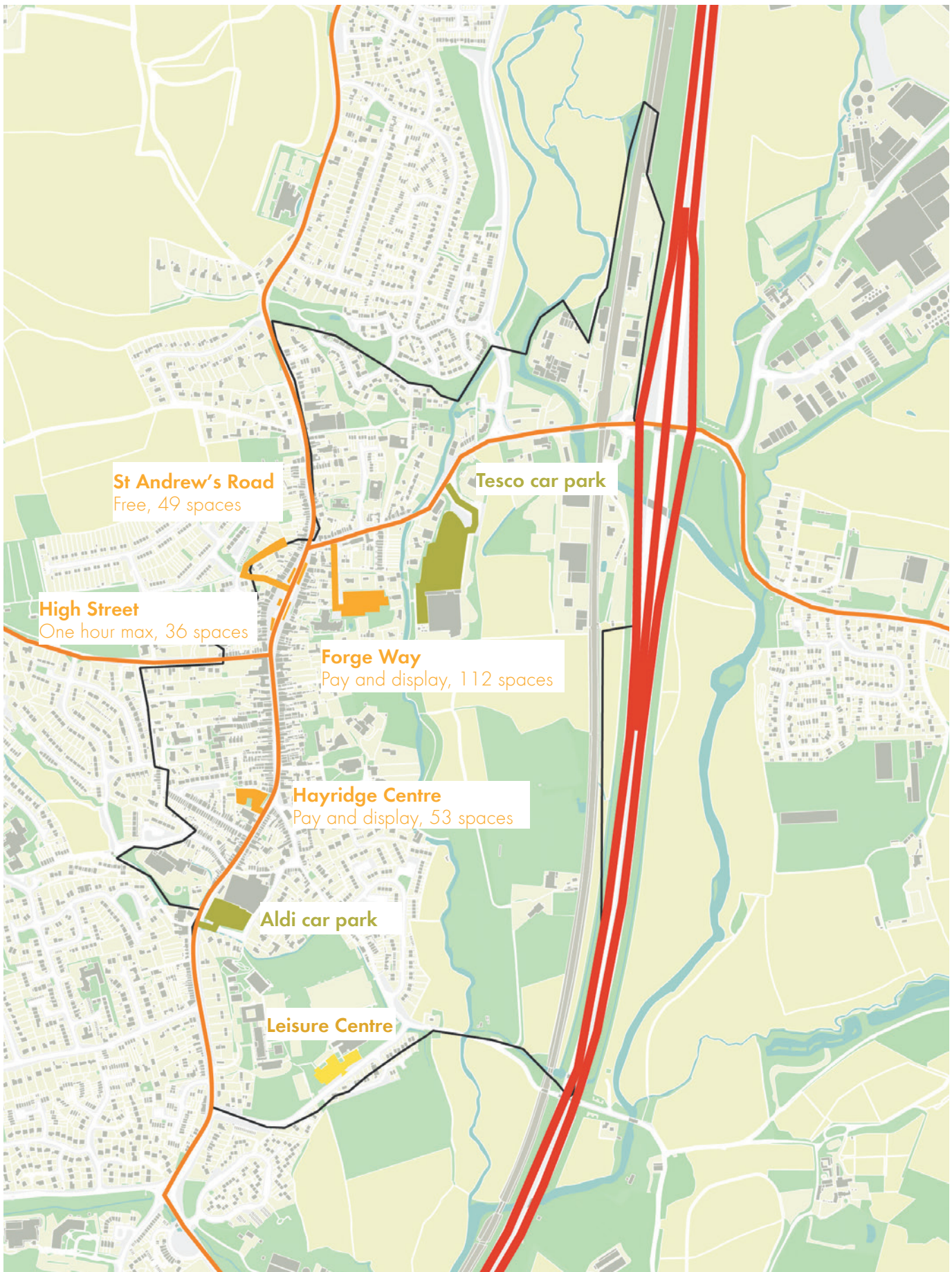


Figure 55 Car parking

Car Parking

4.4.9 The public car parking provision in Cullompton Town Centre includes:

- St Andrew's Road (Free, 49 spaces)
- Station Road/Forge Way (pay and display, 112 spaces)
- Hayridge Centre (pay and display, 53 spaces); and
- on street pay and display parking at the Bullring.

4.4.10 In addition, there are three sizeable private car parks in town at Aldi, Tesco and Leisure Centre. Tesco car park (free for 2-hours) seems widely used for non-Tesco trips, including dog walking on CCA fields.

4.4.11 There are presently 250 parking spaces available in the three public town centre car parks. However, the significant urban extensions to Cullompton, combined with ongoing predicted background traffic growth, are forecast to lead to additional parking demand in future years.

4.4.12 Government TEMPRO traffic growth predictions for the whole of Mid Devon provide an indicator of likely demand up to the end of the Local Plan period (2033). TEMPRO predictions are based on committed/allocated local developments of all types, changes in available employment, and wider economic drivers affecting car ownership. TEMPRO indicates that there will be an 18.3% increase in traffic across Mid Devon between 2019 and 2033, which would be 46 more spaces, giving a total of 296 in the public town centre car parks.

4.4.13 Whilst a figure of around 300 spaces in total seems reasonable based on Government predictions, the following should also be considered:

- Over-providing parking spaces would likely undermine the use of sustainable modes of transport;

- The above does not take into account the level of usage of existing car parks, nor the ad hoc use of Tesco and Aldi car parks. Full parking occupancy surveys would be required to confirm the existing demand, albeit experience suggests the town centre car parks tend to have spaces available throughout the day;

- This demand figure excludes parking associated with the potential re-opened railway station, which could become a Travel Hub promoting modal linkages between car/walking/bike and rail; and,

- Evidence suggests that car use is falling in urban areas across Devon, which is in line with national trends around car ownership, declining levels of licence-holding amongst younger people, increasing connectivity (home-working, online meetings), and developing travel technologies. Government traffic growth predictions should therefore be treated with caution, especially for longer-term predictions.

4.4.14 Therefore, 300 parking spaces provides an indicative figure for parking demand until 2033, but more detailed analysis should be undertaken to inform a robust parking strategy. Furthermore, it should be a priority to introduce measures which increase the proportion of walking, cycling and public transport trips. Likewise, the design of any new parking should accommodate provision for Electric Vehicle charging, potential car-club (shared use) spaces, and should be capable of being re-purposed if parking demand declines due to changing travel habits.

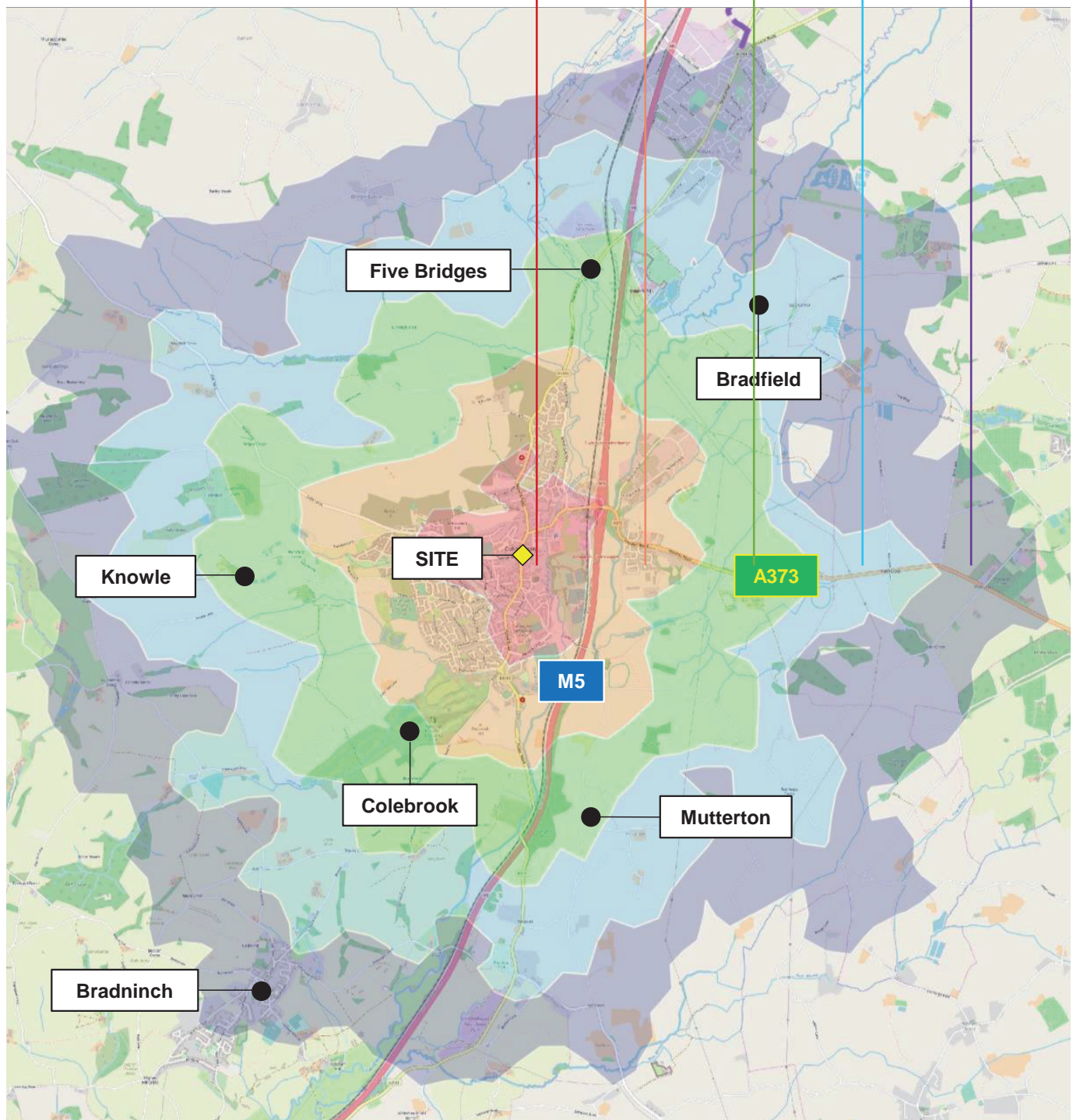


Figure 56 Isochrone of cycling accessibility

Cycling

- 4.4.15 The town is highly accessible by bike. The entirety of the town is within a 10-minute cycle ride of the centre. However, the town has little formal infrastructure provision for cyclists at present. Encouraging and enabling cycling should be thoroughly considered in the design of the public realm.
- 4.4.16 The areas where the North-West Urban Extension and Culm Garden Village are planned are both within a 15-25 minute bike ride of the town centre. Creating high quality links to these developments and making the journey by bike enjoyable should be a priority to embed sustainable transport.
- 4.4.17 There are currently no National Cycle Network routes in Cullompton; the town is in a 'strategic gap' between Exeter and Willand. Though Strava heatmap data suggestion there is widespread cycling on this north-south route and on the local network of relatively quiet lanes. There is an opportunity to work with partners to 'fill the gap' in the network and in doing so, bring investment for cycling infrastructure and draw more visitors to the town.



Figure 57 The National Cycle Network @ Ordnance Survey 2019

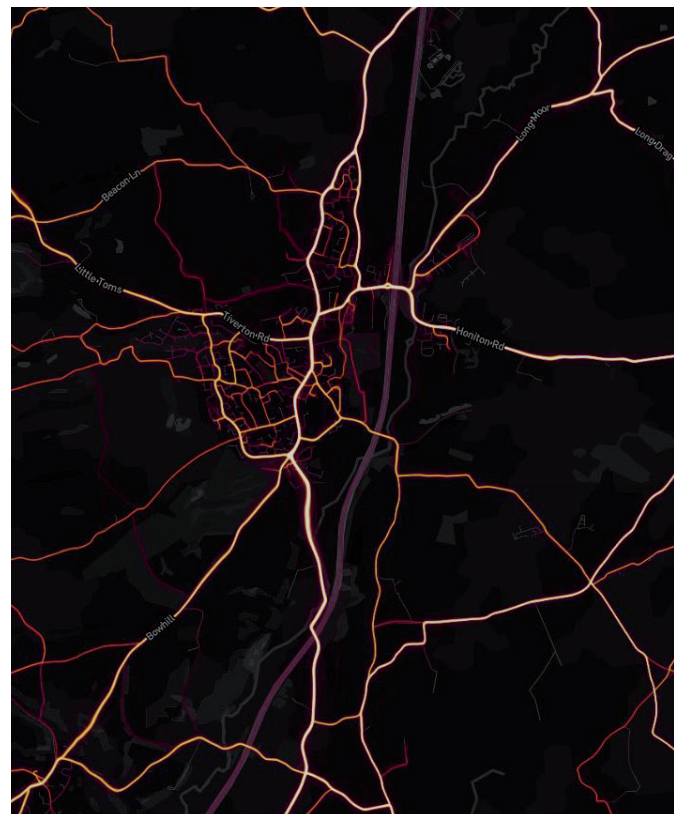


Figure 58 Popular cycling routes, @ Strava 2019

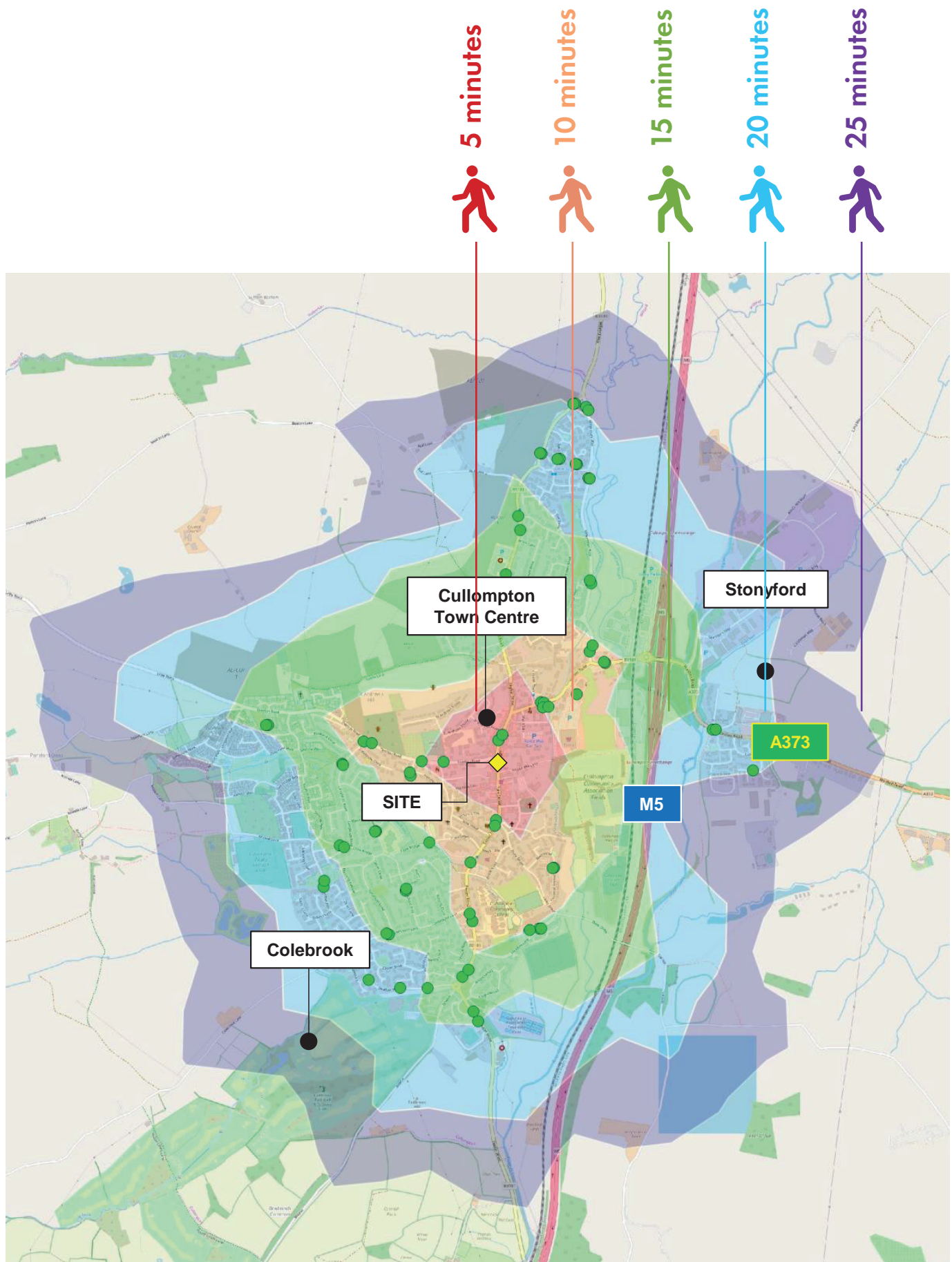


Figure 59 Isochrone of walking accessibility

Walking

- 4.4.18 Cullompton is highly accessible on foot. As the isochrone shows, the entirety of the town is within a 20 minute walk of the centre. In addition, most of the planned developments are within a 25 minute walk given existing routes. A new high-quality pedestrian link will be needed across the M5 to the Culm Garden Village in order to ensure the town centre is 'walkable' for these new residents.
- 4.4.19 There are a number of pedestrian-only routes in Cullompton, in particular around the CCA Fields and the Courts/Lanes. The masterplan should consider improvements to the pedestrian environment and new connections which help to join-up this pedestrian network. This should consider key destinations, including the high street, supermarkets, schools and community facilities, including the Leisure Centre. In particular, improving the environment along the high street, across the M5 (A373 and Duke Street/Old Hill), and north across Station Road towards Millennium Way and the station area. There is a historic route from St Andrew's Church to the Leat which could be reinstated. Wayfinding also has an important role to play in increasing the uptake of walking in the town.
- 4.4.20 Considering Strava Data, there are established running routes through the CCA fields, along the high street, up Tiverton Road, along Ponsford Lane and Knowle Lane.

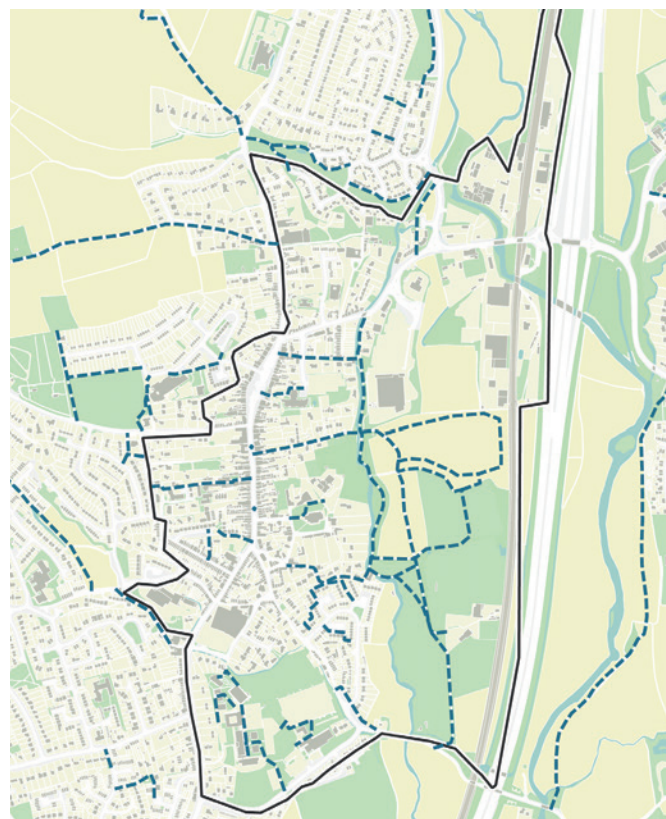


Figure 60 Pedestrian-only routes in Cullompton

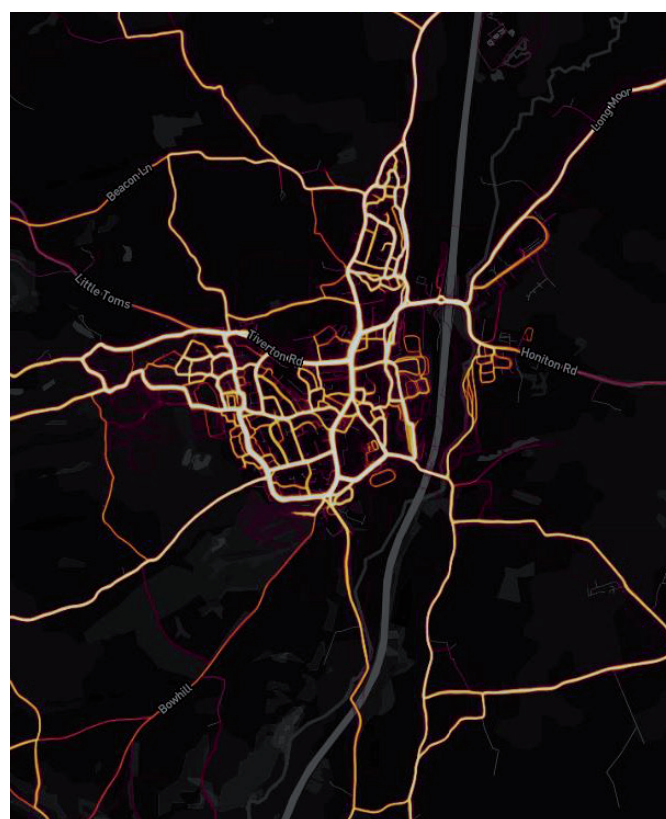


Figure 61 Popular running routes, source: Strava

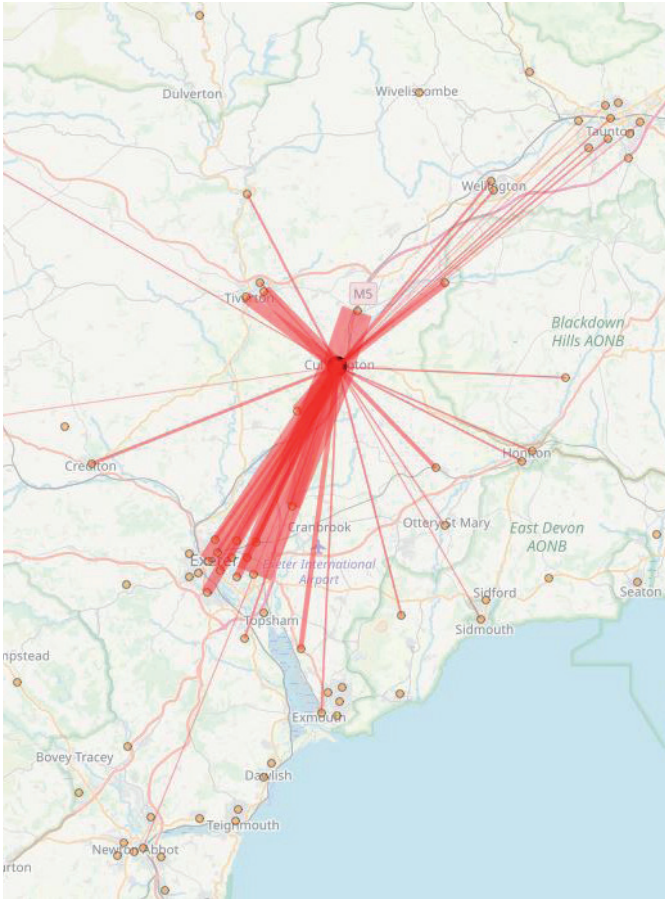


Figure 62 Commuting from Cullompton by car, source: Datashine

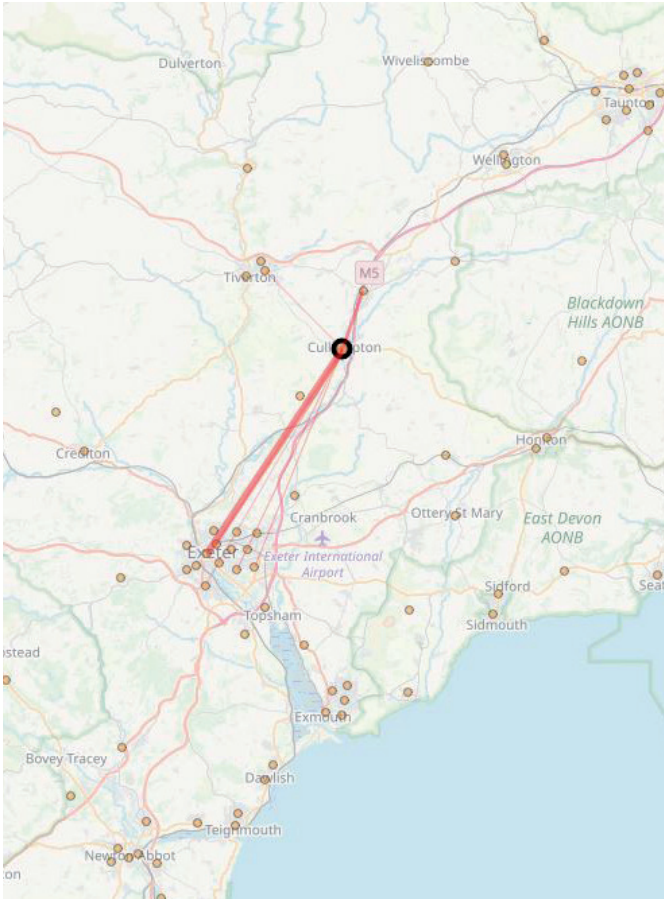


Figure 63 Commuting from Cullompton by bus, source: Datashine

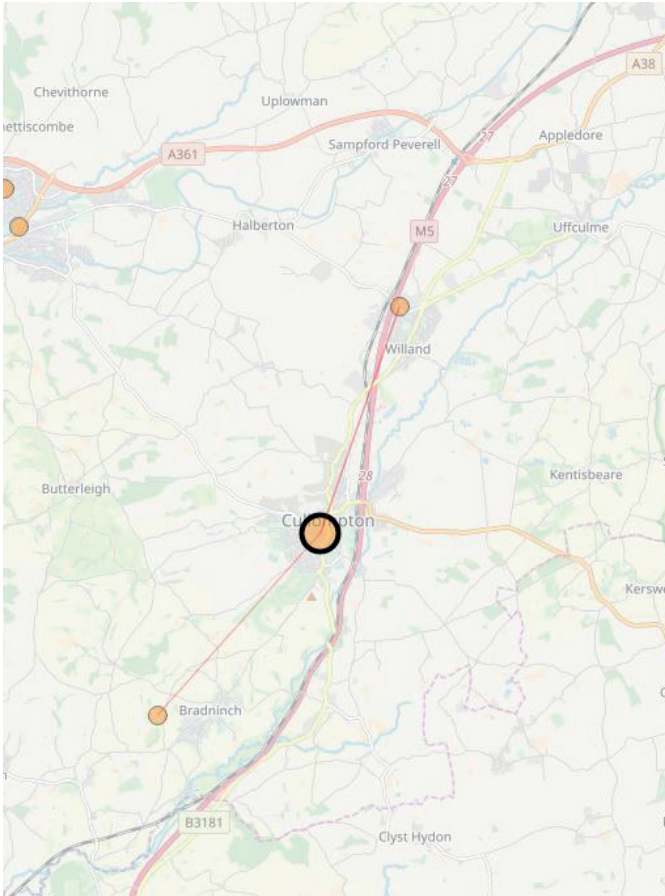


Figure 64 Commuting from Cullompton by bicycle, source: Datashine

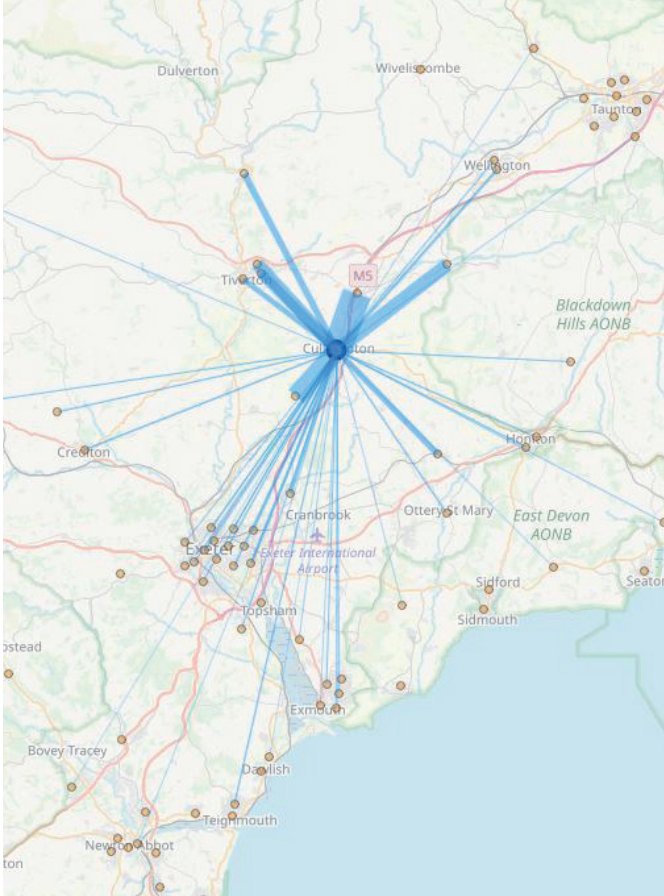


Figure 65 Commuting to Cullompton by car, source: Datashine

Public transport

4.4.21 The bus provision in the town consists of:

- #1 bus: a local service which follows the B3181 between Tiverton and Exeter
- 350 bus: the local town service. Following the end of developer funding, this service now only operates on Wednesdays from 10.05 to 12.35
- Falcon bus: Plymouth to Bristol Airport via the M5

4.4.22 Accessibility through public transport in the town is currently poor, contributing to an over-reliance on cars for local and regional trips. Bus services could be improved, both through increased service provision and improvements to bus stops and the surrounding public realm.

4.4.23 Re-opening the rail station (an objective of the Local Plan) would also help to increase uptake of sustainable travel. The masterplan should consider how this could be best integrated into the town and what infrastructure is needed to encourage use.

Commuting

4.4.24 According to 2011 census data, the vast majority of Cullompton residents commute to their place of work by car. Most commuters travel to Exeter, primarily by car and some by bus.

4.4.25 Very few people commute via bicycle. Hilly terrain surrounding the town means that nearby towns such as Tiverton are less accessible to travel to via bike.

4.4.26 Of people travelling to Cullompton for work, most travel by car from nearby villages and rural surrounds.

4.4.27 Consideration should be given to changes which encourage more people to use sustainable transport.

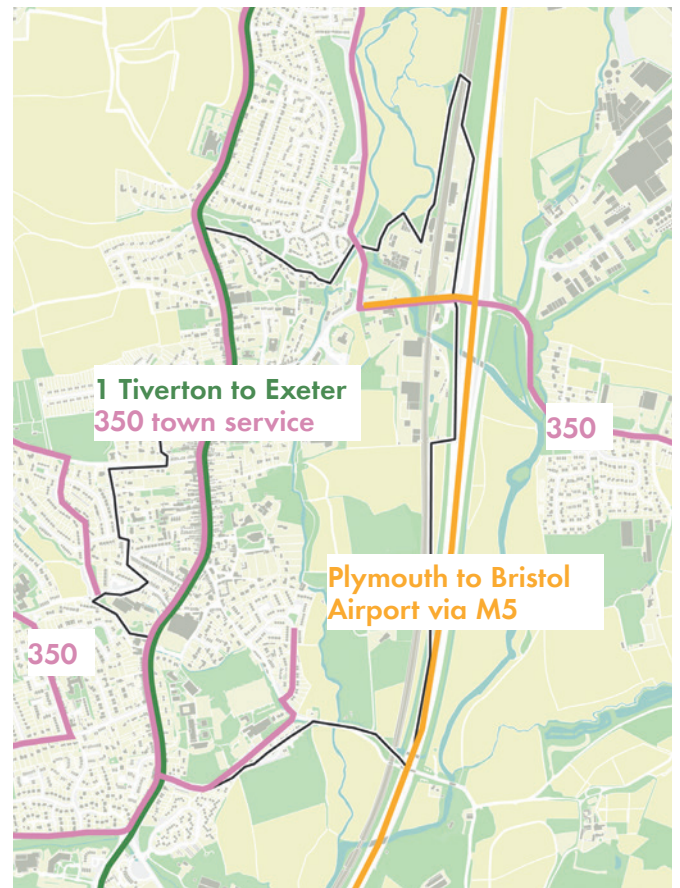
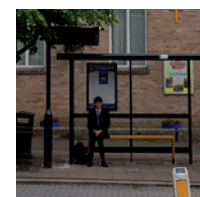
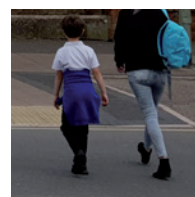


Figure 66 Principal road network



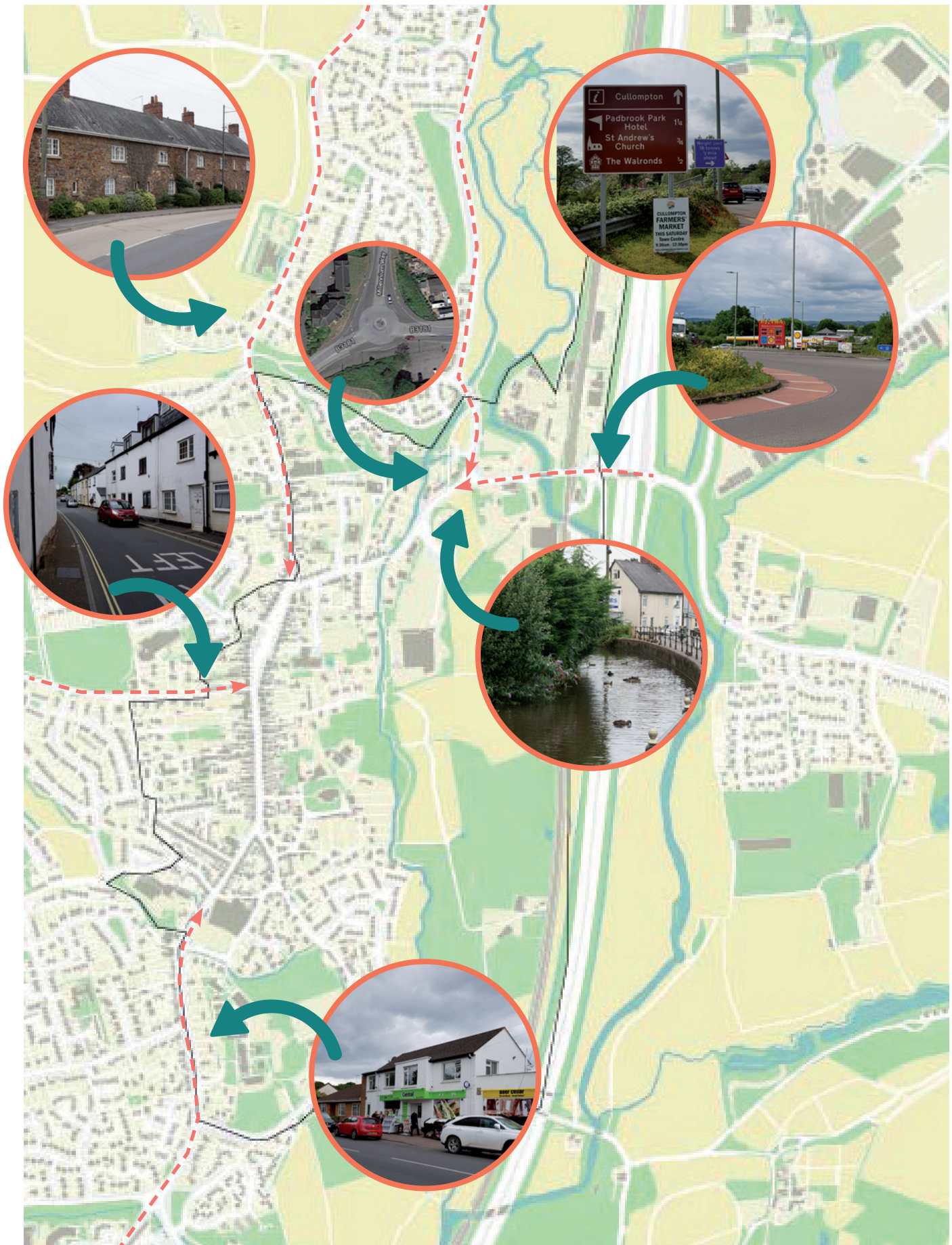


Figure 67 Points of arrival within the town

Sense of arrival from the M5/east

4.4.28 Junction 28 of the M5 on to Station Road is the primary arrival point to the town. At the moment this 'gateway' provides a poor arrival experience, due to the following issues:

- The 6-arm M5 roundabout creates queuing and delay
- The M5/ Millennium Way/Station Road roundabout is overly car-dominated with multiple side-road accesses and little/poor pedestrian crossing provision
- The bus stop facilities are poor quality
- Millennium Way roundabout is plain and visually unattractive.
- The raised footway alongside leat is a great feature but is easily missed.
- The approach lacks active frontage and landmarks which create a sense of arrival to the town.

4.4.29 *Opportunity for improvement:* Recognise the urgent need for improvements for pedestrians, cyclists and public transport users, especially if the rail station comes forward, and take the opportunity of the new link road works to significantly re-focus this link towards non-motorised users, whilst maintaining adequate capacity for vehicles to/from the M5.

4.4.30 Consider development opportunity to provide positive frontage and activity.

4.4.31 Visible vehicle paths suggest potential to narrow down the main carriageway area and to install over-run areas for HGVs.

Sense of arrival from the north

4.4.32 Despite the 'Cullompton' planting and road signage at B3181/Millennium Way roundabout, there is little sense of arrival from the north. The approach lacks active frontage and the road signage north of the junction with Station Road is of poor quality/condition.

4.4.33 *Opportunity for improvement:* The Relief Road will inevitably divert more traffic onto Millennium Way. This should reduce severance across the B3181 and significantly relieve adjacent properties from the effects of traffic.

4.4.34 The North West Cullompton Extension provides an opportunity to create positive frontage along the B3181.

Sense of arrival from the west

4.4.35 From the west, Tiverton Road is very rural in nature, of variable road width. There is a clear delineation between the rural and the town environment, with sudden residential frontage development on both sides at the point of the 30mph speed limit signage.

4.4.36 Footway provision is not continuous and is of variable width. There appears to be a lack of drop-kerbs and tactile paving in places.

4.4.37 *Opportunity for improvement:* Minor works to upgrade footway widths and to remedy deficiencies in provision for less-mobile users.

Sense of arrival from the south

4.4.38 From the south, there is a more coherent approach from the rural B3181, with the gradual appearance of buildings alongside the road, gathering density on approach to the Swallow Way/High Street/Padbrook Hill roundabout.

4.4.39 Heading into town, there are many property accesses/side road crossings, not all of which have full tactile paving provision for visually-impaired users.

4.4.40 *Opportunity for improvement:* The approach could benefit from a general review of signage, verges and route continuity for pedestrians.

- A1 - Shops
- A2 - Financial institutions
- A3 - Cafes / restaurants
- A4 - Drinking establishments
- A5 - Takeaways
- B1 - Offices
- C1 - Hotels
- C3 - Residential
- D1 - Assembly / leisure
- Sui Generis
- Vacant

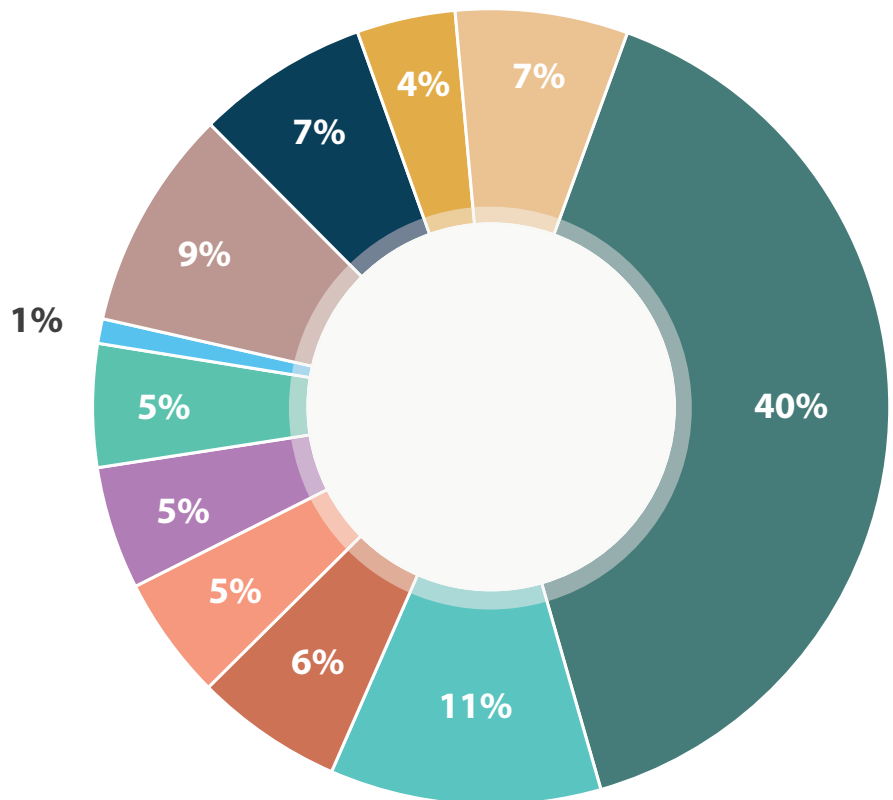


Figure 68 Current occupation of the high street area, Cullompton



4.5 Property market review

Introduction

- 4.5.1 This section outlines an assessment of the current local property market context; typography, trends, supply and demand before identifying potential opportunities.
- 4.5.2 The identified area for the masterplan centres on Cullompton High Street, but analysis covers both the town centre and immediate surrounds so as to understand the wider context of the town.
- 4.5.3 The data and opinions included within this report are formed from both desktop and “on the ground” sources and includes local property agents, planning sources and other professional reports.

Retail

- 4.5.4 The general context of the high street area is one of a struggling high street, with a lack of national covenants but plenty of local, niche occupiers.

High Street Area Assessment

- 4.5.5 We have undertaken an assessment of the high street area to understand what type of occupiers are represented. As well as the type of retail, we also refer to the “covenant strength” of the businesses; effectively their commercial credit rating, used to determine the strength of the business in terms of turnover, debts and profit, and therefore how likely they may be to default on their rent, for example.
- 4.5.6 Figure 68 shows the breakdown of current uses on the high street, defining their type by Use Class, as defined by the Town and Country Planning (Use Classes) Order 1987, as amended.
- 4.5.7 We note that the chart only shows the current occupier’s use and not all of the permitted uses; for example some properties are permitted to be used for multiple use classes. We also note that this does not include the Tesco supermarket to the north east of the high street area, or the Aldi Supermarket and

Home Bargains store located to the south of the high street area.

- 4.5.8 The table shows that the high street contains a high proportion of Retail, Financial Institutions and Café/Restaurants that we would anticipate a high street to contain. There is a very small proportion of offices, while almost 10% of retail units with frontage

Property Use	Proportion
A1-5 – Retail	65%
B1 – Business	6%
C1 – Hotel	1%
C3 – Residential	9%
D1 – Leisure	7%
Sui Generis	5%
Vacant	7%

Figure 69 Proportion of use types and vacancy levels

onto the high street area have been converted to residential use.

- 4.5.9 Considering the current occupiers of the properties, just 10% of current occupiers are classed as “National”, 6% are “Regional”, i.e. a south west base with multiple outlets and the remaining 84% are “Local”; independents or smaller chains.
- 4.5.10 Anecdotal evidence suggests that the level of National occupiers has dipped in recent years due to a number of the banks withdrawing from the high street, a phenomenon not limited to Cullompton.
- 4.5.11 An assessment of freehold ownership of the high street area shows that just 17 of the 98 properties fronting High Street, Higher Street and Fore Street are owned by companies instead of individuals. In order to understand the type of investment, we have



removed The Association of Conservative Clubs, The Cullompton Walronds Preservations Trust, Royal Mail Group, a residential-led management company and Cullompton Town Council, leaving 12 properties, two of which are public houses, owned by Enterprise Inns and Red Oak Taverns respectively. Of the ten remaining properties, three are owned by companies registered in Cullompton resulting in just seven investment properties benefitting from company-level investment.

4.5.12 Where the ownership is by individuals rather than commercial enterprises, there is often less of an ability or desire for a cohesive management plan across an area i.e. maintenance, standards, tenant quality, etc that might be covered where a single investor had control. Where multiple amateur investors are co-located in a small area of low demand, this area will generally result in a “tenant at any cost”, in order to stimulate rental flow. Longer term over a wider area, this becomes self-perpetuating, where the lower-quality tenants tend to put off stronger tenants because of the local feel, meaning only lower-quality tenants are the target. With low demand and low rents, the ability to reinvest and improve an area becomes harder from an individual investor perspective without external influences.

4.5.13 Figures 68 and 69 on the previous page show that the current vacancy rate (August 2019) is at 7%; lower than the national average of 10.3% as reported by the British Retail Consortium (12 August 2019). As above, the low vacancy level is good from an occupation perspective, but we think that some investment owners have taken the first tenant possible in order to start the rental flow quickly, rather than wanting or being able to wait for a better quality tenant, likely with little regard to the impact on the wider high street area.

Retail demand

4.5.14 Reports from local commercial agents suggest that there is limited demand for retail units in the

Cullompton high street area due to the general quality context (both other tenants and physical quality) and level of foot fall.

4.5.15 The demand from national covenants is virtually nil, with the recent vacation by a number of the high street banks further emphasising this trend.

4.5.16 The implementation of the Tesco supermarket, Aldi supermarket and Home Bargains represent strong covenants in Cullompton, with Tesco being a freehold owner of their store and Aldi/Home Bargains held on 15 year leases from 2014. It is felt that the supermarkets generally attract visitors from other locations in mid Devon to the town, drawing demand from a wide catchment area who can spend their money in other businesses there, but they also compete with the high street businesses, thereby representing a double edged sword.

4.5.17 Feedback from local agents suggests there has been a recent surge in cafes, dog grooming salons and health related uses (chiropractors, dentists, etc), however these markets are now saturated, although there appears to be an emerging trend of an evening economy which is hoped to continue, especially with the impending delivery of significant residential development to the town.

4.5.18 The general sentiment in this area appears to be that businesses need to have a niche in order to attract interest, draw footfall and remain viable.

4.5.19 The town is forecast to grow in population terms over the coming years which it is hoped will give a boost to the high street area improving the general viability of retailers. Despite this growth, we think it unlikely that banks, for example, will look to take space on the high street again; the closure of branches is likely to have been linked partly to the local population density but the main driver for reducing banks' real estate portfolios is generally linked to the growth of technology in banking, requiring fewer trips to a bank, making them a less viable proposition.

Traffic

4.5.20 Traffic passing along the high street area is high, providing plenty of exposure to local businesses, but leading to a poor experience for high street customers in terms of noise, pollution and space, especially from large goods vehicles and farm machinery using the road. Feedback suggests that the loading bays on the High Street/Higher Street/Fore Street route quickly causes congestion at peak times, leading to frustration from those in traffic and perpetuating the poor experience due to stationary queuing traffic.

4.5.21 We think the proposed relief road to the east will ease this congestion but work should be undertaken as to how the high street persuades through traffic to use the relief road while still attracting customers. Part of this could include traffic calming measures to slow this flow, encouraging traffic to use the relief road, while using the calmed areas to increase on-street parking and create public realm and/or pocket parks to improve the ambience and increase dwell-time for shoppers. The reduction in pollution and noise may even result in these public realm areas being used for external café/pub seating, for example.

4.5.22 Feedback suggests that while the number of parking spaces for the town centre is good, they are not always strategically located for high street shopping, especially quick trips. Therefore, as discussed above, the provision of some on-street parking is encouraged (parking is covered in the movement section).

Industrial and offices

4.5.23 Cullompton contains a number of other areas of commercial use, mainly on the eastern periphery of the town. The properties are generally comprised of warehousing and industrial uses, with some offices and warehousing buildings converted into office use.

4.5.24 The three main commercial areas are Longbridge Meadow, to the west of the M5 and south of the





Figure 70 The Nook bucks the trend

B3181, Alexandria Business Park, located to the north of the B3181 and west of the M5, and the Kingsmill Industrial Estate and affiliated areas to the east of the M5 Junction 28.

- 4.5.25 All three commercial areas are well occupied, with agents suggesting the situation of Cullompton on the strategic road network being the biggest reason for the popularity, both for access by employees but also transport of goods by road.
- 4.5.26 Alexandria and Longbridge Meadow contain properties of a mix of ages and quality, generally single storey with some more modern warehousing buildings (6m eaves, single-skin industrial buildings), generally with smaller occupiers. The Kingsmill Estate also contains a mix of sizes and qualities with some larger buildings with silos (pig/poultry feed manufacture and grain storage) and has Gregory Distribution as the anchor tenant. Kingsmill contains additional purpose-built office buildings, some for Gregory Distribution as well as others.
- 4.5.27 Offices are in short supply in central Cullompton, however feedback suggests that demand for office space is also low, with available space sitting on the market for several months when it does become available. This may be related to the type of space on offer and a mismatch between this and demand.
- 4.5.28 Despite the general supply and demand context, The Nook, located on the Kingsmill Industrial Estate bucks this trend; offering flexible workspace from a single desk on a day rate to small offices on monthly rolling contracts. The Nook suggest that they are over-subscribed for their current 8,500 sq ft and they could fill twice this space if it were available.
- 4.5.29 The success of The Nook is put down to a number of reasons, including the accessibility from the M5 motorway allowing occupiers to come from across Devon, the good parking provision, the quirky internal design/layout and flexible lease terms; no

credit check, no deposit and short revolving leases. For these perks, occupiers pay stronger rental values for this flexibility, with a desk from £20 per day/£85 per month, and offices between £365pcm for three people, £420pcm for four people and £895pcm for 10 people. Interview pods and a Board room are also available to rent by the hour.

- 4.5.30 Nationally, we are seeing a gradual shift from traditional long leases for office space to a more flexible arrangement with serviced offices and co-working both seeing significant growth. The Nook shows that this phenomenon is not confined to the larger towns and cities.
- 4.5.31 We suggest that the relocation of The Nook to the town centre, or the creation of a competitor would be a good catalyst to the high street, bringing footfall to the high street area, increasing dwell time and putting more money into local businesses. Despite this, we think it unlikely that The Nook will relocate, given their requirements for quirky, cheap space with plenty of parking, as well as the context within the current quality of the high street.

New commercial development

- 4.5.32 There are three locations at Cullompton of proposed commercial development: Cullompton Business Park to the south of Kingsmill Industrial Park, Venn Farm to the north of Kingsmill Industrial Park and part of the North West Cullompton Urban Extension.
- 4.5.33 Gladman Developments are the current owner of the proposed Cullompton Business Park. The 9 acre site off Kingsmill Industrial Estate has full planning permission for 117,500 sq ft of commercial space, comprising a mix of office and warehousing space across four plots. Gladman are seeking c.£200,000 per acre, however we understand there are title issues preventing plot sales to developers, although the agent reports there is interest given the location.

4.5.34 Goonvean Holdings has reserved matters planning permission to construct phase 2 of their Venn Farm site, located immediately to the north of the Kingsmill Industrial Estate. The planning permission comprises 40,353 sq ft of warehousing space within three buildings.

4.5.35 A screening opinion was submitted in 2015 for the North West Cullompton Urban Extension which included sufficient land for 108,000 sq ft of B-class floor area in addition to the 1,100 dwellings. This could include both office and industrial space but given the early stage, the split between the uses is not provided. Despite a number of residential-led planning applications coming forward across the Urban Extension land, an application for the commercial element is yet to be forthcoming.

4.5.36 The amount of commercial floor space with/in planning demonstrates the level of occupier demand that is perceived by investors and/or developers in this location.

Residential

4.5.37 The residential market in Cullompton appears to be doing well according to data and anecdotal information from local agents. Demand for property is good both from people in local employment as well as those travelling to other areas, including the use of the motorway to travel to areas such as Exeter and Taunton.

4.5.38 General feedback suggests that the access to transport and relative affordability are key drivers for people looking to relocate to the town. This demand tends to be for family housing although the town does have a mix of units including smaller terraced units which are popular.

4.5.39 Analysis of the second hand residential sales market shows 121 transactions in the 12 months to August 2019. Figure 71 shows the spread of unit sales, with the highest type of transactions being two and three bedroom terraced houses, and three and four bedroom detached houses.

Beds	1	2	3	4	5
Flat	3	6			
Terrace		22	23	4	
Semi		3	16	2	
Detach		2	20	18	2

Figure 71 Breakdown of existing homes sales in Cullompton

4.5.40 Considering new and recent residential development in the town, Devonshire Homes sold their final unit at their Rivels Green scheme in Stoneyford in December 2018 while Barratt Homes are selling their final plots at the Saxon Fields development, in the west of the town. Both of these developments sold units at a rate of 4.5 units a month which we suggest is strong for this part of Devon, demonstrating the demand for property here.

4.5.41 In addition, the only site in Cullompton with a planning permission for large-scale residential development is at land to the south of Barratt's Saxon Fields and Knowle Lane by Land Value Alliances, which was granted permission at Appeal in March 2018. We understand from the agent that there was plenty of demand from developers for the site, however the transaction is being hindered by a title issue.

4.5.42 As with commercial development, the level of currently proposed residential development shows the purchaser demand sensed by promoters and developers; there are currently 766 plots granted in the planning system, 44 of which are at a McCarthy and Stone retirement living scheme. Further land, mainly around the North West Urban Extension which could see 1,350 new units is also planned for the town, while Culm Garden Village, to the east of the motorway could see an additional 5,000 homes being delivered locally.

4.5.43 These homes will consist of a mix of types, sizes and tenures, largely dictated by local, existing unit research and conforming to planning policy. There

is currently a significant amount of grant funding available for Housing Associations to deliver more affordable housing than is required in the s.106 agreements; this could take the form of additional Social Rented, Affordable Rented or Shared Ownership property, increasing the availability on the new development sites. The delivery of extra Affordable Housing will be subject to the developer choosing to do so.

Conclusion

- 4.5.44 The retail market nationally is undergoing a period of change, with a number of large retailers falling into administration with others looking at Company Voluntary Arrangements (CVAs), as banks also continue to rationalise their portfolios with a drop in footfall and the changing face of banking, all of which contribute to the changing face of the nation's high street areas.
- 4.5.45 Generally demand for retail property is down, with the focus shifting to "experience" retail, where customer service, activities or food and beverage become significant drivers of a shopping trip.
- 4.5.46 On the food and beverage theme, the evening economy seems to go through peaks and troughs, but we anticipate as the population of Cullompton grows, that cafés, restaurants and bars will become a more viable proposition, which would also benefit from public realm improvements.
- 4.5.47 Our research into the local property market has shown that the location of the town on the strategic road network means that industrial and warehousing property is in good demand, partly evidenced by the lack of availability and number of developers looking to deliver more space.
- 4.5.48 The office market is generally flat in the town, however, The Nook is a local success story, drawing occupiers from across Devon and outgrowing its space.
- 4.5.49 The local residential market is strong with a good turnover of stock and demand for new houses being high, with average sales rates at 4.5 dwellings a month per site indicating a healthy market.
- 4.5.50 The supermarkets' wide catchment area is a double-edged sword for the high street area, both attracting people from a wide area but also providing local competition for the businesses on the high street.
- 4.5.51 The quality of tenants and ownership along the high street area has generally been spiralling in recent years with national covenants pulling out of the town and the lack of cohesive and strategic thinking preventing a strong improvement to the area. Demand for retail units is also low, with amateur ownership generally appearing to adopt a "tenant at any cost" approach rather than seeking quality, however with low demand this is not surprising.
- 4.5.52 The traffic through the town centre provides plenty of opportunity with unit frontages in direct view, but in itself causes a poor shopping experience through noise and pollution, although this is currently being reviewed with the potential delivery of the relief road to the east.
- 4.5.53 Despite some of the issues of the town, we think that there are also opportunities, with the potential relief road looking to take much of the through traffic away from the central area which should improve the local quality of shopping experience.
- 4.5.54 We have looked back at Cullompton's history which appears to suggest the town was known for the cloth trade, multiple mills (corn/animal feed/cloth/etc), tanning, paper making, cabinet making, haulage, foundries, jam making and clock making.
- 4.5.55 Of these professions, there are modern iterations of the cloth trade with Goonvean Fibres and Goonvean Industrial Estate (St Austell) for example,

several independent cabinet makers and Gregory Distribution who continue the town's historic uses, however further incarnations are harder to come by.

- 4.5.56 We think there could be the opportunity to build on the success of The Nook and look to bring them into the town or start a competitor; this presence on or near the high street area could act as a catalyst, not only for similar small businesses but also related economy, where coffee shops/cafes/pubs etc, all benefit from having a new workforce centrally.
- 4.5.57 Considering a more strategic view, we think that a number of sites in the town, including Alexandria Business Park, Longbridge Meadow or the former Cullompton Antiques site could be repurposed/ redeveloped by a large industry, as Mulberry has done for Shepton Mallett in Somerset, for example. With the success of Kingsmill Industrial Estate and Goonvean Holdings' available space there, the occupier would likely have to be an external and new company to the town, however, the local workforce and transport network access would be key sales points. The redevelopment of the existing industrial estates may be controversial, however, given the amount of employment they currently provide.

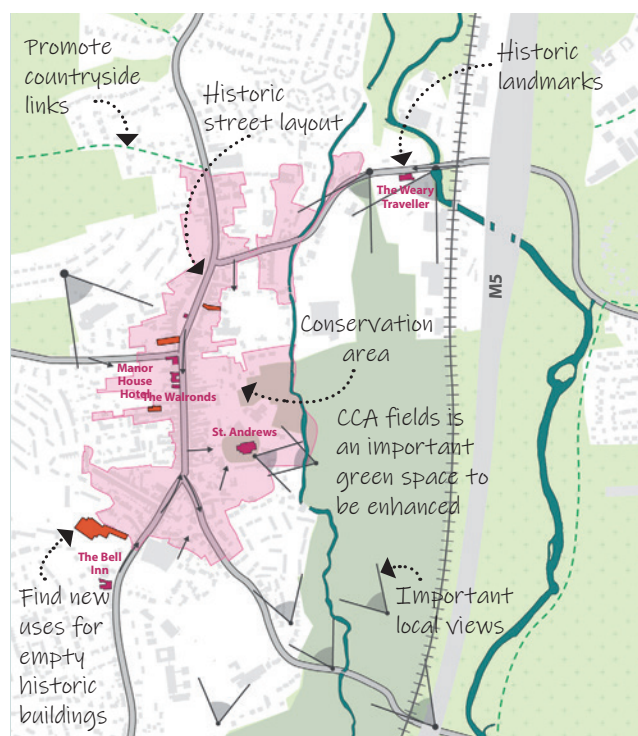


5 Cullompton future

5.1 Emerging themes and objectives

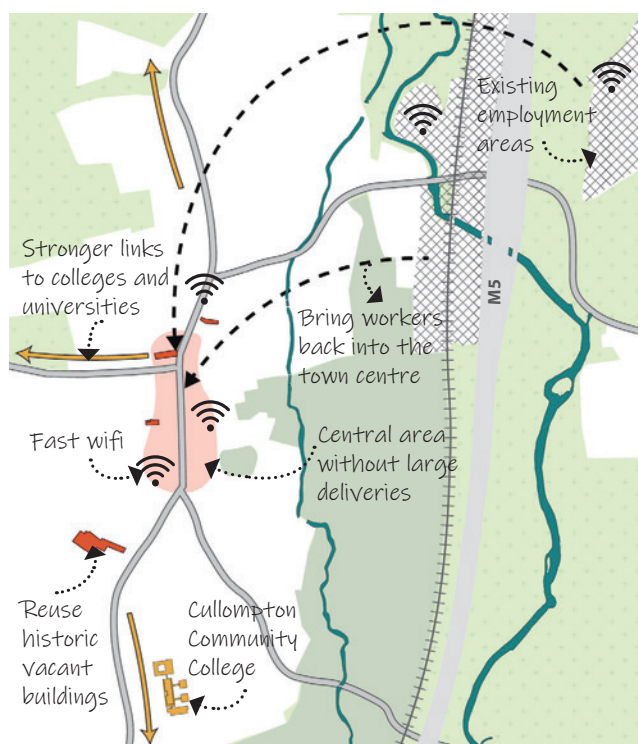
1 CULLOMPTON'S DISTINCTIVE HISTORIC BUILDINGS AND LANDSCAPE SHOULD BE ENHANCED AND RESTORED.

1. Protect, enhance and create key views, green spaces and waterways, with consideration of their biodiversity and amenity roles. Seek to provide more green spaces.
2. Minimise the impact on the CCA Fields and invest in the remaining space following the delivery of the relief road.
3. Find viable uses for empty historic buildings, including more and improved residential accommodation in the town centre.
4. Repair historic buildings and improve their setting, to bring the conservation area off the Heritage at Risk register, with investment priorities identified and a shop front improvement scheme considered.
5. Signpost and raise the profile of Cullompton's surrounding rural walks and cycle links, to attract people for days out, and linked trips to the town.



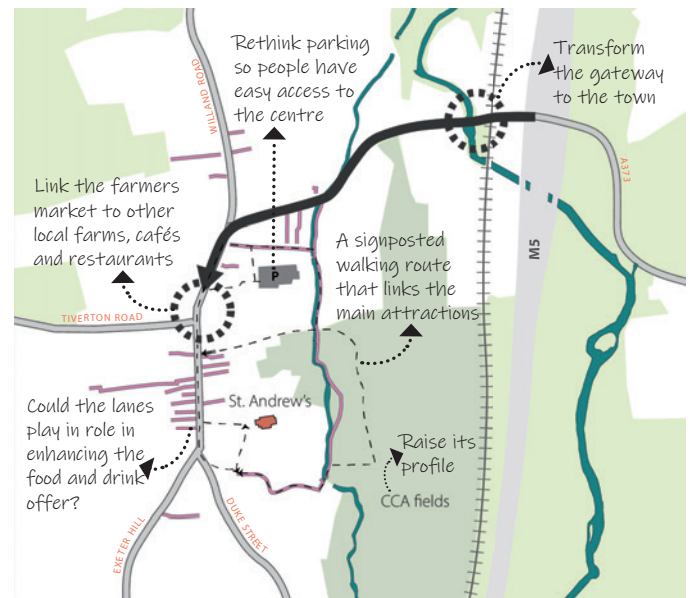
2 CULLOMPTON'S CENTRE SHOULD REDISCOVER ITS HISTORIC ROLE AS A PLACE OF WORK AND MAKING.

1. Bring workers back into the town centre by making use of vacant sites and buildings to provide different types of work space that meet today's needs.
2. Promote craft and making and celebrate the town's history, contributing to Cullompton's identity and offer. This could include diversifying the farmer's market.
3. Improve Cullompton's business infrastructure to attract new businesses, with faster wifi and an efficient approach to deliveries and servicing.
4. Improve physical links and the town centre's offer in order to draw in workers from Cullompton's peripheral employment areas.
5. Forge connections between businesses and nearby higher educational institutions



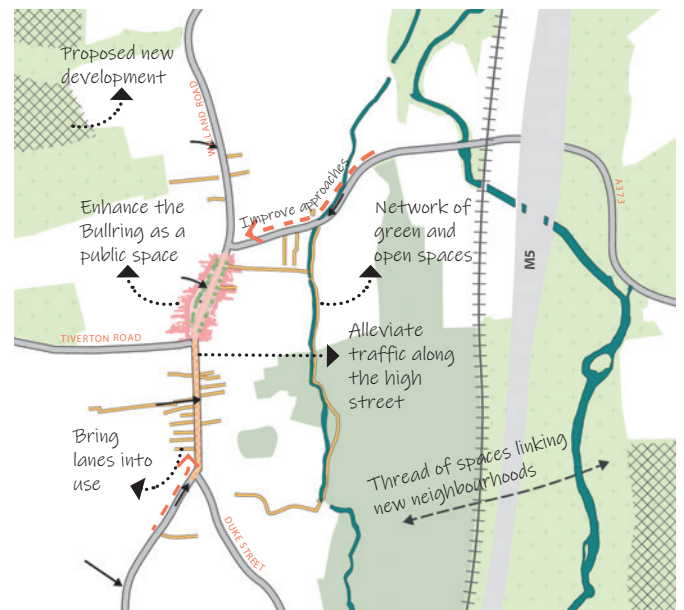
3 AN ENTICING EXPERIENCE FOR VISITORS WILL AIM TO DRAW PEOPLE INTO CULLOMPTON'S TOWN CENTRE.

1. Transform the 'gateway' to the town, to create a positive first impression and encourage holiday makers en route to the south west to venture beyond the M5 service station.
2. Raise the profile and make use of Cullompton's main attractions: the CCA Fields, St Andrews Church, The Walrond's, The Manor Hotel, The Town Hall and the historic courts and lanes.
3. Strengthen Cullompton as a food and drink centre through the Farmers Market, links to surrounding farms and cafés and restaurants in the centre.
4. Take a strategic view on improving the town's retail and food and beverage offer, through joint working between the Councils and landowners.
5. Balance parking to ensure there are enough spaces, in the right spots and for the right time periods.



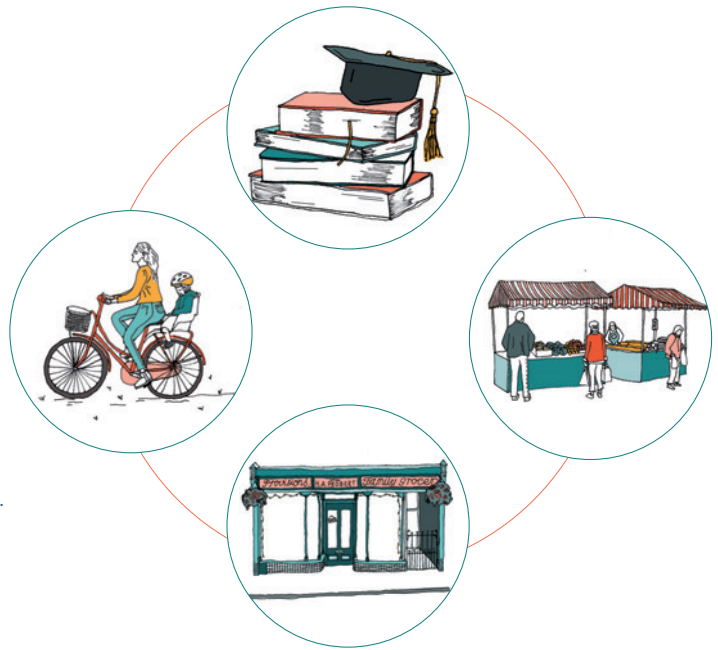
4 CULLOMPTON'S SPACES SHOULD BE RECLAIMED AND REDESIGNED TO SUPPORT A VIBRANT COMMUNITY LIFE.

1. Alleviate traffic along the high street, and redesign the space, creating a better pedestrian environment.
2. Invest in The Bullring as the town's primary civic space framed by historic buildings, with flexible use of this such as the market.
3. Upgrade the town centre approaches, including the leat path on Station Road and The Hayridge area.
4. Bring the historic courts and passageways off Fore Street into use, with signage, surfacing and lighting improvements.
5. Link new developments through a network of attractive courts and spaces so that the town centre is also their centre.



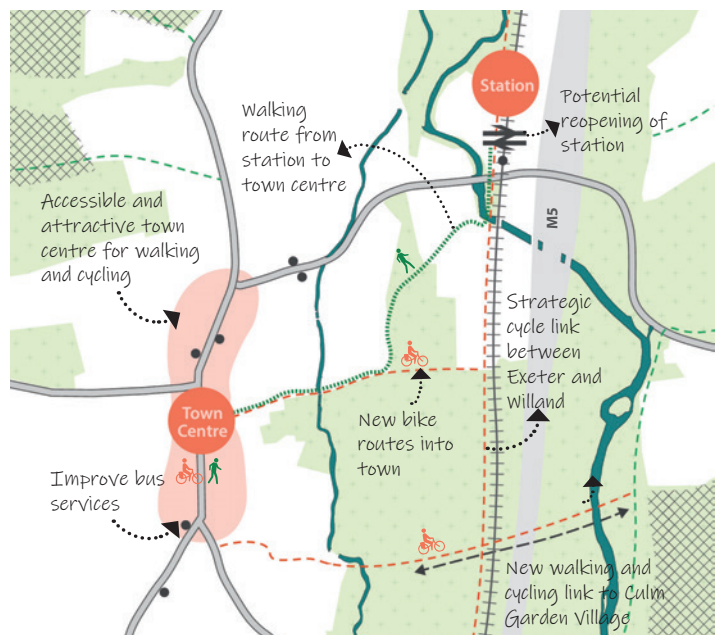
5 CULLOMPTON SHOULD BE A SUSTAINABLE TOWN FOR ITS GROWING COMMUNITY: WITH HOMES, EDUCATION, COMMUNITY AND RECREATIONAL FACILITIES.

1. Make it easy for all new residents to shop locally and identify with Cullompton as their home town.
2. Support Cullompton's schools and encourage opportunities for life-long learning.
3. Ensure recreational outdoor space and leisure facilities support healthy living and social interaction, particularly for young people.
4. Support and expand Cullompton's popular farmers and weekly markets to cater to a growing community.
5. Provide new homes in the town centre where possible.
6. Explore the potential of public / private partnerships and the voluntary sector to support community services.



6 IT WILL BE EASY TO MOVE AROUND ON FOOT, ON BICYCLE, BY BUS AND BY TRAIN.

1. Create a high-quality pedestrian and cycling link between the town centre and the Culm Garden Village early in any development process.
2. Give more space and priority to people getting around on foot, on bicycle and by bus in Cullompton, including between the town centre and the train station, when it comes.
3. Relocate uses reliant on large delivery vehicles from the historic core where possible, and introduce managed delivery times for High Street businesses.
4. Improve links between Fore Street and the CCA fields.
5. Identify points of conflict between road traffic and pedestrians and address these.
6. Establish the missing strategic cycle link between Exeter and Willand, running along the River Culm and through Cullompton.



5.2 Next steps

- 5.2.1 These emerging themes and objectives will be tested during the initial round of consultation for the emerging Cullompton Town Centre Masterplan in January / February 2020.
- 5.2.2 The team will develop thematic plans for these in order to communicate the spatial implications of the proposals for the town centre within the consultation materials.
- 5.2.3 The team will then ask consultees about their level of support for each of the objectives; what challenges there may be in delivering these; and whether we have missed anything.
- 5.2.4 Following the six week consultation in January / February 2020, the themes and objectives will be refined and more specific proposals developed. The spatial plans will be updated to form a draft masterplan for the town centre. This will be consulted upon during the second round of 6 week consultation.

CULLY'S HIGHLIGHTS

GREAT LOCATION



VIEWS TO ITS LANDSCAPE SETTING



BEAUTIFUL SURROUNDINGS



DIVERSE BUILT HERITAGE



WATERWAYS AND GREEN SPACES



WALKABLE AND INTIMATE



RICH ARRAY OF MATERIALS AND FEATURES



SHOPS AND BUSINESSES



COURTS AND LANES



VIEWS TO THE CHURCH



MARKETS AND EVENTS



