Wellingborough Town Transport Strategy

Contacts and Further Information

This is Northamptonshire County Council’s Wellingborough Town Transport Strategy.

It sets out the overarching vision for transport in Wellingborough and sets out our strategy to achieve it. This strategy is one of a series of thematic daughter documents to the Northamptonshire Transportation Plan that was adopted in April 2012.

Should you have any queries regarding this strategy, please contact the Transport Planning Team.

Transport Planning
Highways, Transportation and Infrastructure
Northamptonshire County Council
Riverside House
Northampton
NN1 5NX

Email: LTPconsultation@northamptonshire.gov.uk
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Chapter 1: Northamptonshire Transportation Plan: Fit for Purpose

Transportation is not an end in itself. The movement of people and goods takes place not for its own sake, but to fulfil the diverse needs and desires of the public. Therefore the County Council’s transport policies are similarly promoted for their effect on other specific goals, priorities and objectives, rather than as an end in themselves.

Northamptonshire Transportation Plan Vision:

For Transport and Travel to contribute towards making Northamptonshire a great place to live and work, through creating tangible transport options to satisfy individual needs and to encourage more sustainable travel. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Expanding networks and capacity of networks in Northamptonshire will be fully integrated into new developments and regeneration areas to support more sustainable communities.

Economic growth and prosperity is a top priority for Northamptonshire and connectivity has a vital role to play in encouraging businesses to locate to the area, and getting people to work and services such as education and health, as well as to leisure activities and for shopping. Improved technology and local accessibility will reduce the need to travel, whilst supporting economic growth, within a low carbon environment and Northamptonshire will become an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.

The county council will work in partnership with all stakeholders and the wider community to deliver this transport vision and strategy.

This transportation plan needs to be both aspirational and realistic at the same time. Current economic climates mean that transport is certainly in a more austere time than in the last 15 to 20 years and this plan needs to reflect that but at the same time still plan for future growth.

The overall aim for this Transportation Plan is:

‘Northamptonshire Transportation - Fit for..... Purpose’

The aim ‘fit for purpose’ means creating a network that delivers exactly what Northamptonshire needs to be able to function plus what it needs to be able to grow.

This overarching aim can then be broken down into six objectives that have been chosen to guide this Transportation Plan. These objectives have been drawn up to reflect the issues which have
been identified as locally important through consultation, while at the same time reflecting wider national and local policy context. These objectives have been deliberately chosen to reflect the main impacts that transport can have on the wider community, rather than being linked to particular schemes or measures. They form the basis upon which the policies and programmes contained in this Plan have been developed.

1. **Fit for the Future** – creating a transport system that supports and encourages growth and plans for the future impacts of growth, whilst successfully providing benefits for the County.

2. **Fit for the Community** – through the transport system help to maintain and create safe, successful, strong, cohesive and sustainable communities where people are actively involved in shaping the places where they live.

3. **Fit to Choose** – ensuring that the people of Northamptonshire have the information and the options available to them to be able to choose the best form of transport for each journey that they make.

4. **Fit for Economic Growth** – creating a transport system that supports economic growth, regeneration and a thriving local economy and successfully provides for population and business growth.

5. **Fit for the Environment** – to deliver a transport system that minimises and wherever possible reduces the effect of travel on the built, natural and historic environment.

6. **Fit for Best Value** - being clear about our priorities for investment and focusing on value for money by prioritising what we spend money on and how it can be beneficial for the county as a whole and search for alternative sources of funding.

The Northamptonshire Transportation Plan fits in with the Northamptonshire Arc, helps to deliver the Core Spatial Strategies in West and North Northamptonshire and supports the work of the Local Enterprise Partnerships.
Daughter Documents

This Strategy is the part of a series of documents which form the Northamptonshire Transportation Plan ‘suite of documents’. This suite of documents includes strategies or plans covering a range of transport themes and detailed geographic strategies or plans for Northamptonshire’s main towns.

Thematic strategies or plans have been developed as daughter documents to the Northamptonshire Transportation Plan, of which this Wellingborough Town Strategy is one.

**Figure 1: Proposed Northamptonshire Transportation Plan suite of strategies**

<table>
<thead>
<tr>
<th>Thematic Strategies</th>
<th>Daughter Documents</th>
<th>Town Strategies</th>
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<td>Parking</td>
<td>Brackley</td>
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<tr>
<td>Bus</td>
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<td>Corby</td>
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<td>East Northamptonshire</td>
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<td></td>
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<td>Kettering</td>
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<tr>
<td>Smart Travel Choices</td>
<td></td>
<td>Northampton</td>
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<td>Transport Management</td>
<td></td>
<td>Towcester</td>
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<tr>
<td>Highways Improvement</td>
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<td>Wellingborough</td>
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<tr>
<td>Development Management</td>
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Town Transport Strategies

This Town Transport Strategy has been developed to meet the needs of Wellingborough; to coordinate the approach and shared commitment of all parties involved in both delivering the improvements to and the provision of the transport and highways provision and infrastructure within Wellingborough as it grows.
The following table shows how the Town Transport documents tie in with the six over-arching Northamptonshire Transportation Plan objectives:

<table>
<thead>
<tr>
<th>Northamptonshire Transportation Plan Overarching Objectives</th>
<th>Fit for..... the Future</th>
<th>Fit for..... the Community</th>
<th>Fit to..... Choose</th>
<th>Fit for..... Economic Growth</th>
<th>Fit for..... the Environment</th>
<th>Fit for..... Best Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town Transport Strategies</td>
<td>The town transport strategies set out the transport improvements that are required to support growth as set out in the Local Development Documents with the Local Development Frameworks for the area that they cover.</td>
<td>We have worked with district and borough councils to develop strategies that allow towns to grow into strong, cohesive communities.</td>
<td>The strategies consider the improvements that are necessary to increase the attractiveness of sustainable transport modes and increase accessibility of services.</td>
<td>Ways of tackling the congestion that would potentially be harmful to economic growth is considered in the plans, which also set out the transport improvement s needed to increase access to employment.</td>
<td>The local environment in each town covered by a strategy will be improved if the impacts of traffic are reduced.</td>
<td>All transport improvements necessary in the towns need to be implemented within our budget or be funded from other sources.</td>
</tr>
</tbody>
</table>
**Chapter 2: Introduction**

The Wellingborough Town Transport Strategy establishes Northamptonshire County Council’s vision for transport in Wellingborough to 2031, to support the town’s economic prosperity and well-being.

The strategy presents a combination of short to medium term interventions and long term aspirations for all modes to deliver a highway and transport network which meets future travel demand. The strategy is supported by the twelve thematic strategies that make up the Northamptonshire Transportation Plan suite of documents which cover; freight, bus, rail, walking, cycling, air quality, smarter travel choices, development management, highway improvement, road safety and parking. These strategies set out the County Council’s vision for each transport related topic area, and therefore should be read in conjunction with this document.

The strategy is based on meeting the growth aspirations for Wellingborough to 2031 which are outlined in the Emerging Joint Core Strategy 2011-2031 and due to be adopted in 2015. The strategy is based on the most recent housing and employment assumptions which have been published by the Joint Planning Unit.

The Borough Council of Wellingborough is currently in the process of developing a Plan for the Borough of Wellingborough which will replace the policies in the Town Centre Area Action Plan (TCAAP) and the saved policies from the Local Plan.

The Plan for the Borough of Wellingborough will guide the proposals for the Borough of Wellingborough over the next 15 years and will supplement the strategic policies in the Joint Core Strategy. As part of the Plan for the Borough of Wellingborough, the aspirations for the town centre in particular are being revisited. The County Council will work with the Borough Council of Wellingborough in identifying the transport and highways necessary to support the future aspirations for the town centre. This strategy therefore is an interim document which will be revisited and amended in line with the timescales for the development of the Plan for the Borough of Wellingborough.

The strategy has been produced by the County Council in partnership with the Borough Council of Wellingborough and other key stakeholders and shaped through feedback from public consultation.
Context

Wellingborough is a market town located in Northamptonshire and lies about 65 miles from both London and Birmingham, with a population of just over 75,000. By 2021 its population is projected to grow to just over 80,0001.

Wellingborough benefits from good road connections. The A45 provides an east-west route to the M1 at Northampton and the A14 to the east for connections to the East Coast Ports. The A509 provides a north-south route, which links via the A14 to the M1 and M6. Wellingborough is on the Midland Main Line railway which provides a regular service to London and other cities such as Nottingham and Leicester. The average journey time to London St Pancras is 55 minutes.

For the past decade Wellingborough has been identified as a growth area and transport modelling has shown that this increase in population and supportive job creation will result in an increased demand for travel which will put particular pressure on the town centre and the inter-urban routes connecting Corby, Kettering and Wellingborough. To this end, the strategy focuses on existing urban area of Wellingborough, together with the sustainable urban extensions identified in the adopted Core Spatial Strategy; namely Wellingborough East and Wellingborough North. For the County Council’s plans for investing in the inter-urban network please refer to the Northamptonshire Major Roads Strategy, Bus Strategy and Rail Strategy.

Aims and objectives

The aim of the Wellingborough Town Transport Strategy is to enhance the highway and transport network through implementation of sustainable transport measures and highway capacity enhancements to support the delivery of Wellingborough’s regeneration and economic growth to make Wellingborough more self-sustaining, attract inward investment and meet the increased travel demand.

The key objectives of the strategy are to:

- Encourage a shift towards sustainable transport;
- Support the regeneration of Wellingborough as a destination for retail, leisure and employment activity through improved transport links and enhancements to the public realm and to enhance its economic competitiveness and growth through a programme of

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1 Sub-national Population Projections (ONS)
highway improvements to reduce the cost of congestion and support the distribution economy;

- **Enhance modal choice** and create **connected communities** in the town by improving the public transport, walking and cycling environment for all and in doing so promote healthier lifestyles;

- **Enhance linkages** from and within the sustainable urban extensions to the existing urban form;

- Enhance the existing **rail service** to improve connectivity, attract inward investment and support job creation;

- Provide a **robust evidence base** to support emerging planning policy and for securing future funding;

- Provide a **clear prioritisation method** for investment in transport infrastructure and a focus on delivering **best value for money**; and

- Deliver a programme of **infrastructure improvements** and **demand management** to support the increased demand for travel (balancing the need for increased junction and link capacity and attractive sustainable alternatives)

**Policy**

Proposals contained within this document have been developed with due regard to national and local policy.

**National**

The National Planning Policy Framework (NPPF), adopted in March 2012, replaced the previous suite of national Planning Policy Statements, Planning Policy Guidance notes and some circulars with a single, streamlined document, allowing people and communities ‘back into planning’. It marked a shift towards promoting sustainable development and prioritising economic growth and through the Localism Bill, a return to local and neighbourhood plans to empower local people to shape their surroundings.

In order to assist this shift change, the objectives of the NPPF are to make planning transparent, effective and efficient through a system based on:
National policies which set out the Government’s requirements for the planning system and how these are expected to be addressed; 
Local and neighbourhood plans, which empower local people to shape their surroundings; and 
Development management, which allows planning applications to be considered on their merits, within this national and local policy framework.

Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (January 2011)

In terms of strategic policy, the White Paper focuses on delivering reliable and efficient transport networks to support national economic growth, reducing transport’s greenhouse gas emissions, improving safety and health through active travel modes, and improving quality of life overall are all stated goals of the document.

The White Paper:
- Brings together the announcements and initiatives on local transport governance and funding since the May 2010 elections.
- Emphasises the key role of developing sustainable travel in delivering the Government’s key objectives for Local Transport
- Underlines the importance of travel by car and rail for longer-distance journeys
- Stresses the role of local communities in identifying transport needs and shaping transport responses in their own areas.

The theme of the White Paper is “offering people choices that will deliver...shift in behaviour in many more local journeys, drawing on what is tried and tested”.

For local journeys (two-thirds of all journeys are less than five miles), the aim is to make walking, cycling and public transport more attractive. Local councils and the community are envisaged as having a vital role in enabling people to make more sustainable transport choices. The Government’s role will be to remove burdens and make sustainable choices integral to mainstream transport planning.

Where people still need to use cars, e.g. in rural areas and for longer journeys, this will be “greened” by supporting the market in electric and other ultra-low emission vehicles. However, for longer journeys rail travel (particularly high speed rail between big cities) will be critical to provide alternatives to the car.
Enabling Local Delivery

Actions recently taken by the Government to devolve power and give greater financial autonomy to local authorities and communities on transport include:

- Reducing the number of grants to local authorities into four simplified streams, and removing ring fences;
- Local Enterprise Partnerships (LEPs) to bring together business and civic leaders to set strategies to allow areas to prosper;
- Tax Increment Financing (TIF) as a means to lever local investment and economic growth.
- Decentralising planning within a new National Planning Policy Framework and giving local communities the means to develop their own planning solutions; and
- No longer requiring local councils to review progress on local transport, but getting them to provide key data on performance so they can still be held to account.

The Northamptonshire LEP has secured £67.3m from the Government’s Local Growth Fund to support economic growth in the area – with £9.1m of new funding confirmed for 2015/16 and £11.5m for 2016/17 to 2021. This includes:

- As part of the Government’s ongoing commitment to the Northamptonshire LEP a provisional award of a further £35.1m of funding for projects starting in 2016 and beyond; and
- £11.6m of funding which the Government has previously committed as part of Local Growth Deal funding to the area.

Local

Local Plans

The adopted Core Spatial Strategy outlines the plan for growth to 2021. Corby, Kettering and Wellingborough were all identified as growth towns and the main focus for population, employment and retail growth within the town centres.

The adopted Core Spatial Strategy is currently in the process of being reviewed, and will be replaced by the Joint Core Strategy 2011-2031 due for adoption in 2015. The Emerging Joint Core Strategy 2011-2031 (consulted on in August 2012) retains the focus for growth in the market towns, but additionally sets out a more enhanced role for Rushden as a Growth town. The
Emerging Joint Core Strategy 2011-2031 takes a view that previous ‘top-down’ regional targets are not realistic, and that instead housing targets should be more closely aligned with past trends, local needs and strategic opportunities. The Emerging Joint Core Strategy identifies the Objectively Assessed Need (OAN) for North Northamptonshire as 35,000 dwellings, with a strategic opportunity for additional growth at Corby, giving a strategic opportunity figure for 40,000 dwellings in the HMA as a whole.

The sustainable urban extensions which are planned in Wellingborough will provide locations for housing and employment growth, to be supported by a comprehensive transport network, high quality infrastructure and public services.

As outlined previously, the Borough Council of Wellingborough is currently in the process of developing a Plan for the Borough of Wellingborough which together with the Joint Core Strategy will form the Local Plan which will replace the policies currently in the Town Centre Area Action Plan (adopted 2009) and the saved policies from the Borough Council of Wellingborough Local Plan 1999-2004. The Plan for the Borough of Wellingborough will guide the future of the town over the next 15 years and will supplement the strategic policies eventually adopted in the Emerging Joint Core Strategy 2011-2031 in 2015. As such, further, more detailed work is required to identify the infrastructure required to support the Plan for the Borough of Wellingborough, particularly within the town centre. Therefore this strategy is an interim document, which will be revisited and amended as appropriate to reflect the further work undertaken to establish the infrastructure required within the town centre, in line with the timescales for the adoption of the Plan for the Borough of Wellingborough.
Chapter 3: Identifying the issues – now

Travel patterns in Wellingborough

How people wish to move around a town is determined by the location of main trip attractors, be it employment, education, healthcare or leisure. Identifying how travel demand to these locations is currently being met and how they will be accessed in the future is a good starting point for a transport strategy.

In Wellingborough just over 80 percent of journey to work trips are made within the borough, with the majority of the remainder being to Northampton, Rushden and Kettering. The main areas of employment are concentrated in the town centre and the three industrial estates on the outskirts of the town; Denington, Finedon Road, Leyland, Park Farm and Victoria Trading Estates. A high proportion of people living and working within the borough means that there are good opportunities for promoting sustainable transport.

In terms of education, there are a number of schools serving the local population. Tresham Institute provides further education opportunities and attracts pupils from a wide catchment and is centrally located in the town centre.

For emergency healthcare, the nearest Accident and Emergency hospital is in Kettering and so maintaining the quality of public transport services to Kettering is crucial. Isebrook Hospital and Mannock Dental Practice on Irthlingborough Road are also provide healthcare services. Doctor and dentist surgeries are located across the town.

There are a number of parks and leisure facilities in Wellingborough, including The Castle in the town centre and a number of leisure centres. Wellingborough forms an important functional role as the main service centre for high order goods for people living in the surrounding towns of East Northamptonshire such as Irthlingborough, Rushden and Higham Ferrers for example. The main shopping and commercial core of the town is located on the High Street (including section of Oxford Street closest to it), Market Street and Cambridge Street, along with the Swansgate shopping centre and the immediate area surrounding it. There are also a number of edge-of-town centre shopping facilities. The out-of-town Rushden Lakes development which has recently been granted on appeal will also become a retail destination for people living in Wellingborough.
Travel to work distances and modal choice

The majority of people in Wellingborough live and work within the borough and this is reflected in the latest travel to work distances available from the 2001 census which show that around 53 percent of people travel less than 5km to work (Figure 1).

Figure 1: Travel to work distances (Source: 2001 Census)

More recent data from the 2011 Census reveals that although the majority of people live and work within the borough, 73 percent of people travel by car alone (see Table 1) and 12 percent either walk or cycle. Bus use in Wellingborough is around half levels in East Midlands as a whole, at 3 percent.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Wellingborough</th>
<th>East Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground, metro, light rail/tram</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Train</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Bus</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Motorcycle</td>
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<td>1</td>
</tr>
<tr>
<td>Car Driver</td>
<td>74</td>
<td>70</td>
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<tr>
<td>Car Passenger</td>
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<tr>
<td>Foot</td>
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<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1: Travel to work method in by percentage (Source: 2011 Census, ONS)
Personal mobility

Census data shows that in line with national trends, cars per household in Wellingborough have increased since 2001 and the number of households with no car has reduced slightly (see Table 2).

<table>
<thead>
<tr>
<th>Year</th>
<th>No cars</th>
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<th>3 cars</th>
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<td>2001</td>
<td>23</td>
<td>44</td>
<td>27</td>
<td>4</td>
<td>2</td>
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<tr>
<td>2011</td>
<td>21</td>
<td>42</td>
<td>28</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
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Table 2: Household car ownership (Source: Census, ONS)

Existing highway network

Strategic and principal links

Northamptonshire County Council manages the majority of highway network in and around Wellingborough, excluding the A45 which runs to the south of Wellingborough and is managed by the Highways Agency.

The principal roads in Wellingborough are the A509 which forms the western bypass, the A5193 Harrowden Road, A5128 Finedon Road and A5193 London Road which are the main radials into the town. Congestion on the strategic highway is concentrated around Wilby Way, and the off-slip onto Turnells Mill Lane and in the local vicinity. Further east, Chowns Mill roundabout on the A45 is also currently operating at capacity.

Annual average daily traffic (AADT) is a figure used to indicate the average traffic flows on a particular road. There are seven monitoring sites in Wellingborough and the 2013 combined two-way AADT flows are annotated on Figure 2. The most highly trafficked route is London Road.
Local highway – town centre

Wellingborough’s local highway network is typical of a traditional market town with narrow road widths in the town centre, and radial corridors radiating from the centre. Congestion is generally limited to the peak hours and at certain points on the town centre one-way system namely:

- Victoria Road/ Midland Road;
- Church Street;
- Alma Street/ Cannon Street;
- London Road; and
- Cannon Street/Victoria Street

Congestion also occurs around the railway station, particularly around the Midland Road/ Senwick Road/ Elsden Road junction. Contributory factors to the congestion within the town centre is low
public transport use, in part a result of high car ownership and estate road layouts which provide restricted permeability by bus. A policy of free car parking attracts people to drive into the town centre, not only from Wellingborough, but from nearby villages such as Earls Barton.

The opportunities for achieving significant increased link and junction capacity in the town centre are limited as this would require major demolition; however smaller scale improvements re-modelling the road infrastructure in conjunction with enhancement of the pedestrian and cycling environment and bus priority measures is possible. Opportunities for improvements will be looked at in further detail as part of the development of the Plan for the Borough of Wellingborough and should be sensitive to, and enhance where possible heritage assets within the town centre.

Public Transport

Bus

In 2006 significant investment was pumped into the Wellingborough bus network and the Connect Wellingborough brand was launched alongside improvements to the bus infrastructure. The result is that the town services which had been under threat of withdrawal have been established on a commercial basis, even with bus patronage relatively low for a town Wellingborough’s size.

The current Wellingborough bus map and timetable information can be found online on the Northamptonshire County Council website\(^2\).

Local routes

In general Wellingborough is fairly well served with good frequencies between residential areas and the town centre during the day, with lower frequencies at evenings and weekends. The core routes in Wellingborough are the Connect Wellingborough services W1, W2, W3 and W4 which serve the main residential areas. These routes cover the majority of the residential areas; however some estates are difficult to permeate by bus due to road layouts.

The structure of the urban bus network in Wellingborough means that cross-town movements typically require interchange in the town centre, particularly to access the employment areas. A central area of interchange means that almost everywhere can be reached within one change.

Evening and Sunday services are not commercially viable in Wellingborough due to low patronage levels. The regeneration of the town centre should help to strengthen bus patronage going forward, however it is unlikely that without a very significant increase in patronage and/or subsidy, that evening or Sunday services will ever become viable.

The Shire Community Transport Service (also known as Wellibus) is a Demand Responsive Transport network that provides an important and well used service. It operates within the town centre Monday to Friday and in the surrounding villages on specific days of the week, supplementing the fixed bus routes.

*Inter-urban routes*

There are two main inter-urban routes serving Wellingborough – the X46/ X47 to Northampton via Earls Barton and Thrapston and the X4 to Milton Keynes and Peterborough. Together these services provide four buses an hour from Wellingborough to Northampton.

In terms of connectivity with the largest nearest towns, there is a half-hourly connection to the centre of Kettering and with one change to reach the general hospital, and the X4 provides a half-hourly connection to Corby. Journey times are competitive with the car from Wellingborough to Rushden, Irthingborough, and Northampton if not adjusted for frequency.

*Bus infrastructure and marketing*

Church Street operates as the main bus interchange in the town centre and has four bus shelters. At peak times Church Street becomes congested with waiting buses and parked cars restricting traffic flow on the one-way system (see Figure 3).
A real-time passenger information system (RTPI) is in operation on the X4 and X46/X47 with display screens at six bus stops across the town in the town centre and at other key locations such as Park Farm Way Industrial Estate; town services are not equipped with RTPI technology, however in the future all Stagecoach operated buses will be fitted with RTPI within their ticket machines. Bus timetable and route information is widely available via the internet, at libraries, bus stops, direct to mobile phones and through Traveline.

**Bus operational environment**

In general, journey time reliability on local bus routes is good in Wellingborough; however congestion in the town centre and the one-way system combined with previously poor enforcement of bus priority at Church Street/Market Street has meant that cross-town services in Wellingborough can tend to suffer from poor journey time reliability.

As the population of Wellingborough grows, maintaining good bus journey time reliability will be critical to maintaining and enhancing public transport as an attractive offer. Key to this will be investing in bus priority measures where appropriate, particularly utilising opportunities to implement alongside where junction improvements are being carried out to reduce cost and disruption to road users. Longer term, as travel demand increases, the number of buses using Church Street is likely to increase and any planned upgrade of the bus interchange will need to take future growth into account.
Wellingborough Railway Station (see Figure 4) is a listed Victorian structure that has been modernised and more recently benefitted from a new footbridge and installation of lifts giving access to all three platforms. Future four-tracking of the line through Wellingborough may require restoration of the currently disused fourth platform, together with extension of the footbridge/lift facility which is supported by the County Council. The railway station has a car park with around 530 spaces and some cycle parking facilities.

Figure 4: Images of Wellingborough Railway Station exterior, platforms and car park

The proposals for major development immediately to the east of Wellingborough station at Wellingborough East, will transform the station area. A new eastern station entrance will be provided giving direct access to the commercial development and will include a new replacement car park. The major bus route giving access to the development will stop immediately in front of the existing station entrance, providing not only bus access to the development, but also a much improved bus service to and from the town centre than is provided at present.

Rail patronage

Station usage figures published by the rail regulator are a good indication of rail patronage. Table 3 below outlines station usage in Wellingborough compared to other railway stations used by people living in Northamptonshire. In the main, the data suggests that rail patronage has fluctuated during the past five years in Wellingborough and has decreased slightly compared to 2007/08.
Entries and exits total by year

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</thead>
<tbody>
<tr>
<td>Corby</td>
<td>-</td>
<td>-</td>
<td>115,372</td>
<td>176,706</td>
<td>216,984</td>
<td>232,732</td>
</tr>
<tr>
<td>Kettering</td>
<td>1,085,989</td>
<td>1,112,390</td>
<td>989,516</td>
<td>989,418</td>
<td>995,526</td>
<td>1,018,868</td>
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<tr>
<td>Kings Sutton</td>
<td>44,512</td>
<td>44,388</td>
<td>39,994</td>
<td>44,806</td>
<td>43,918</td>
<td>47,970</td>
</tr>
<tr>
<td>M. Harborough</td>
<td>701,661</td>
<td>717,862</td>
<td>674,720</td>
<td>719,798</td>
<td>746,040</td>
<td>764,698</td>
</tr>
<tr>
<td>Milton Keynes</td>
<td>4,557,209</td>
<td>4,551,538</td>
<td>4,627,076</td>
<td>5,202,824</td>
<td>5,557,676</td>
<td>6,029,828</td>
</tr>
<tr>
<td>Northampton</td>
<td>2,239,426</td>
<td>2,233,872</td>
<td>2,208,500</td>
<td>2,496,018</td>
<td>2,713,668</td>
<td>2,779,960</td>
</tr>
<tr>
<td>Wellingborough</td>
<td>932,818</td>
<td>964,034</td>
<td>890,748</td>
<td>930,670</td>
<td>949,850</td>
<td>928,566</td>
</tr>
</tbody>
</table>

Table 3: Station usage in Northamptonshire 2007-2012

**Connectivity by rail and capacity constraints**

Passenger services on the Midland Main Line within North Northamptonshire are operated by East Midlands Trains. Wellingborough is served by two services, a half-hourly service to London St Pancras that provides half-hourly connections south to Bedford and to either Luton or Luton Airport Parkway and north to Kettering and Corby, and an hourly service to Nottingham;

- London St Pancras – Luton – Bedford – Wellingborough – Kettering – Corby; and

An enhanced service frequency operates at peak hours. Due to the high level of service particularly at peak times and a journey time of under an hour, Wellingborough is very attractive for those commuting to London.

**Accessibility to the railway station**

The town centre and the railway station are under a mile apart, which makes walking or cycling very achievable, however investment is needed to enhance the quality of the routes and legibility between the two destinations. Connectivity by bus is also limited with the railway station only served on an hourly basis. There is currently a lack of infrastructure at the railway station or bus priority on the approach to the railway station, however much of this will be addressed as part of the enhancements conditioned as part of the Wellingborough East development.
**Future investment**

In July 2012, the Secretary of State for Transport issued the High Level Output Specification (HLOS) for Control Period 5 (2014-2019) and expressed commitment to the electrification of the Midland Main Line from Bedford to Nottingham, Derby and Sheffield (including the line from Kettering to Corby) as well as the double tracking of the line between Kettering and Corby which will enhance the utility of the line through Corby and Oakham as an alternative for freight traffic to the route through Leicester. Electrification has a number of advantages including reducing rail industry costs and tackling climate change but it will also provide the opportunity to upgrade infrastructure to reduce journey times on the Midland Main Line.

In January 2013 the Government announced plans for Phase 2 of the High Speed Two network linking Birmingham with Manchester in the west and Leeds in the east. Trains will serve Derby and Nottingham from a parkway station (the existing Toton Junction).

This will have implications for rail services running from Corby, Kettering and Wellingborough, as current proposals remove the direct link to Nottingham and replace it with one to Derby. Trains from Wellingborough and Kettering to Leicester and Nottingham will divert north of Loughborough to the new HS2 station, reverse and then run onto Derby. Through services to Nottingham would be withdrawn, and a change at Leicester or East Midlands High Speed Station would be necessary. It is estimated that this will result in an increase in journey time to Derby of 5-10 minutes longer. Early indications are that the opportunities for relieved capacity on the Midland Main Line are minimal because the number of trips expected to transfer to HS2 from Nottingham and Derby is low. Further details are still emerging and consultation is ongoing with a decision on Phase 2 expected in autumn 2014.

**Walking and cycling**

In general, footways in Wellingborough are generous, but in some areas there are missing sections of footway, dropped kerbs and signage. The cycle network is well developed, with a series of shared use footways and some on-carrigeway provision. In general, movements on the radial corridors are well provided for; however there remains limited penetration of the town centre and routes to the east of the town are under-developed.

There are cycling facilities within the town centre, and more should be provided as part of any town centre regeneration undertaken, and there is scope to provide more cycle parking at key
employment, healthcare and education sites. In the town centre, any enhancement to signage should be sensitive to the heritage of the area.

The Wellingborough Cycling Map was produced in 2011 and grades routes according to the degree of skill and experience (see Figure 5).

**Figure 5: Wellingborough cycle map**

**Parking**

Currently all the parking within the town centre is free, with a mixture of on-street and off-street parking available.

**Off street**

There are five Borough Council owned car parks within the town centre; the largest is Swansgate multi-storey car park which forms part of the Swansgate shopping centre. Figure 6 overleaf outlines the location of the public and private car parks in Wellingborough.
Figure 6: Public and private car parks in Wellingborough town centre

Table 4 outlines the number of car parking spaces available within the town centre and their ownership. Pending redevelopment, some temporary spaces have been created on the High Street car park.
<table>
<thead>
<tr>
<th>Car Park</th>
<th>Owner</th>
<th>Walking distance to Market Square</th>
<th>Type</th>
<th>Charge</th>
<th>No of spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Street (including Leighton Yard)</td>
<td>BCW</td>
<td>600m</td>
<td>Long stay</td>
<td>None</td>
<td>524</td>
</tr>
<tr>
<td>Sharman Road</td>
<td>BCW*</td>
<td>300m</td>
<td>Short stay (max 3 hours)</td>
<td>None</td>
<td>545</td>
</tr>
<tr>
<td>Swansgate multi-storey</td>
<td>BCW</td>
<td>250m</td>
<td>Long stay</td>
<td>None</td>
<td>952</td>
</tr>
<tr>
<td>The Castle</td>
<td>BCW</td>
<td>600m</td>
<td>Long stay</td>
<td>None</td>
<td>135</td>
</tr>
<tr>
<td>Thomas Street**</td>
<td>BCW</td>
<td>600m</td>
<td>Long stay</td>
<td>None</td>
<td>111</td>
</tr>
<tr>
<td>Aldi</td>
<td>Private</td>
<td>350m</td>
<td>Short stay</td>
<td>Up to 1 hr free, 1-2hrs a charge is made</td>
<td>200</td>
</tr>
<tr>
<td>Matalan</td>
<td>Private</td>
<td>350m</td>
<td>Short stay</td>
<td>Yes but redeemable against £5 spend</td>
<td></td>
</tr>
<tr>
<td>Tithe Barn</td>
<td>BCW</td>
<td>300m</td>
<td>Long stay</td>
<td>None</td>
<td>20</td>
</tr>
<tr>
<td>Railway station</td>
<td>Network Rail</td>
<td>-</td>
<td>Long stay</td>
<td>Yes</td>
<td>531</td>
</tr>
</tbody>
</table>

*Managed by Morrisons **Sports centre

**Table 4: Existing car parks in Wellingborough Town Centre**

**On-street**

As well as the spaces outlined below, there are also in the region of 790 on-street parking spaces within a five minute walk of the town centre.

Following ongoing issues regarding parking on residential streets near to the railway station, a residents parking scheme operates on Chace Road, Colwell Road, Chester Road, Dryden Road, Senwick Road, and parts of Midland Road, Talbot Road and Elsden Road. Permits have to be displayed 9am-12noon Monday to Friday and the scheme has been positively received.
Parking demand

In November 2008, a survey was undertaken in the town centre to establish the demand for car parking. The survey found that at that time, the overall parking occupancy in the existing car parks was approximately 75 percent. The highest demand was recorded in the Sharman Road (Morrisons) car park both during the week and on a Saturday, and the figures showed an increased pressure on the car parks on Saturdays.

These surveys were repeated in March 2014 at the same peak times that were identified as part of the November 2008 surveys. The results are shown below in Table 5. Since the surveys in November 2008, 93 additional spaces have been built at High Street which explains the decrease in occupancy. In all cases apart from at Thomas Street, occupancy rates were lower in March 2014 than in November 2008. Some of this can probably be explained by the November 2008 figures being influenced by Christmas shopping.

<table>
<thead>
<tr>
<th>Car Park</th>
<th>Approx Peak Time</th>
<th>November 2008</th>
<th>March 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Street</td>
<td>10.30-11.30</td>
<td>85</td>
<td>65</td>
</tr>
<tr>
<td>Sharman Road (Morrisons)</td>
<td>10.30-11.30</td>
<td>96</td>
<td>79</td>
</tr>
<tr>
<td>Swansgate Multi-Storey</td>
<td>11.00-14.00</td>
<td>66</td>
<td>53</td>
</tr>
<tr>
<td>Thomas Street</td>
<td>15.30-17.30</td>
<td>85</td>
<td>99</td>
</tr>
<tr>
<td>The Castle</td>
<td>15.00-19.00</td>
<td>85</td>
<td>78</td>
</tr>
<tr>
<td>Aldi/Matalan</td>
<td>11.30-14.00</td>
<td>62</td>
<td>22</td>
</tr>
</tbody>
</table>

Table 5: Occupancy rates for all surveyed car parks

Table 6 below outlines the parking durations recorded for all the public car parks in the town centre from the November 2008 surveys. The figures show that the majority of people park for less than 3 hours, but that there are around 14 percent of people who park for longer during the week, most likely to be people who work in the town centre.
The main characteristics of parking provision in Wellingborough are as follows:

- Large supply of long-stay parking with short stay parking reserved to Aldi/ Matalan;
- Long stay car parking makes up 14 percent during the weekdays and 8 percent at the weekend;
- The majority of parking acts are for short stay and mostly less than 1 hour; and
- The Swansgate multi-storey is under-utilised

### Common themes

The key transport related challenges that emerge from the existing situation is:

- The narrow road layout and one-way system contributes towards congestion in the town centre which may become more pronounced as travel demand increases without some level of capacity enhancements;
- The bus network operates commercially Monday to Saturday during the day but evening and Sunday services are not commercially viable and patronage levels are relatively low;
- The walking and cycling network is well developed but further enhancements are needed in the east and to address permeability into the town centre; and
- Car parking is plentiful and free, the Swansgate multi-storey car park is currently underutilised.
Chapter 4: Future Growth

“Wellingborough will be the gateway to North Northamptonshire for businesses looking for good rail connections to the south east and Europe, with a high profile office development centred on the railway station. Its historic core will be the heart of the community, serving the town and its prosperous satellite villages with a diversified retail, leisure and heritage offer.”

Emerging Joint Core Strategy 2011-2031

Strategic growth for Wellingborough

The Emerging Joint Core Strategy 2011-2031\(^3\) outlines a housing requirement of 7,000 dwellings 2011 to 2031 for the borough of Wellingborough. To support the housing growth and create a self-sustainable environment an accompanying minimum jobs target of 6,100 (2011-2031) has been set.

The committed strategic sites or broad development locations in Wellingborough established in the adopted Core Spatial Strategy are:

- Wellingborough East (mixed use SUE)
- Wellingborough North (mixed use SUE)
- Park Farm/ Shelley Road (residential)
- North West Wellingborough (employment)

The ‘new’ strategic sites or broad locations in the Emerging Joint Core Strategy are:

- Appleby Lodge (employment)

The remainder of the housing growth is allocations of small to medium infill sites. A simplified housing trajectory to 2021 is outlined below in Table 7. Sites under 250 dwellings are grouped together. There is currently no published trajectory to 2031.

---

\(^3\) North Northamptonshire Joint Core Strategy – Emerging Plan for Consultation August 2012
### Development site

<table>
<thead>
<tr>
<th>Development site</th>
<th>Housing trajectory 2013-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellingborough East</td>
<td>1,300</td>
</tr>
<tr>
<td>Wellingborough North</td>
<td>800</td>
</tr>
<tr>
<td>Eastfield Urban Quarter</td>
<td>297</td>
</tr>
<tr>
<td>Park Farm Way</td>
<td>440</td>
</tr>
<tr>
<td>Town Centre Area Action Plan allocated sites</td>
<td>294</td>
</tr>
<tr>
<td><strong>Sub total</strong></td>
<td><strong>3,131</strong></td>
</tr>
<tr>
<td><strong>Sites under 250 dwellings</strong></td>
<td><strong>1,530</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,661</strong></td>
</tr>
</tbody>
</table>

**Table 7: Housing trajectory to 2021 in the Borough Council of Wellingborough (Source: AMR 2012/13 available on BCW website)**

**Figure 7** illustrates the location of the main development sites in Wellingborough.

**Figure 7: Wellingborough – major areas of growth**
**Town centre growth**

The Borough Council of Wellingborough is currently reviewing the Town Centre Area Action Plan (TCAAP) adopted in 2009 as part of producing the Plan for the Borough of Wellingborough and is due to consult on an issues and options paper in 2014. The County Council will work closely with Borough Council of Wellingborough to identify the infrastructure required to support the revised aspirations and growth identified for the town centre as part of the development of the Plan for the Borough of Wellingborough.

Schemes that have already been implemented that were identified in the TCAAP are bus priority measures implemented at Sheep Street/Silver Street and Gloucester Place/ Market Street and a new access road to the High Street development.

**Increased demand for travel**

Wellingborough’s ambitions for growth will clearly result in an increased demand for travel. To understand the impact of this increased travel demand within the county as a whole and the main towns such as Wellingborough, an area-wide transport model, the Northamptonshire Strategic Transport Model (NSTM) has been developed to test the growth proposals in North Northamptonshire for the Emerging Joint Core Strategy.

The first stage of developing a transport model is to replicate the traffic flows on the highway network for the existing or ‘baseline’ situation. Once a model replicates the observed traffic in the existing situation through a series of refinements known as ‘calibration’ the model can be said to be ‘validated’. This ensures that every transport model is robust, and meets the standards as set out by the Department for Transport (DfT) in the Design Manual for Roads and Bridges (DMRB).

To support the work of the Emerging Joint Core Strategy, a number of growth scenarios have been modelled; in line with the minimum housing requirement and the strategic opportunity which is based on all the Sustainable Urban Extensions coming forward by 2031 and is around 40,500 dwellings to 2031.

The outputs of the strategic opportunity scenario represents the most robust method of outlining the junction and link capacity improvements that will be required as this represents the highest level of housing and employment growth and therefore this is what the improvements in this strategy are based upon. Transport modelling is an iterative process and further runs will be
undertaken to support the development of the Emerging Joint Core Strategy. It will also reflect the Rushden Lakes development, approved by the Secretary of State and take into account the relative growth in travel demand between Rushden and Wellingborough as a result. The outputs from further transport modelling will be fed into subsequent updates of this strategy as appropriate.

The **Northamptonshire Strategic Transport Model** (NSTM) is a multi-modal strategic transport model as it replicates a range of transport modes; private and public transport as well as modal interchange behaviour such as walking.

The NSTM covers all of Northamptonshire to take account of the key functional relationships in the county; a key advantage of having one transport model as opposed to two separate transport models as was the case previously.

The NSTM consists of two models; the base year, replicating the observed traffic conditions on the existing highway network in the AM and PM peak (2008) and the future year model (2031). As the work develops intermediate years of 2021 and 2026 will also be produced for phasing testing purposes.

**Figures 8 and 9** below outline the junctions that without mitigation will become congested in 2031 compared to the base year.

More detailed discussion of the junction testing undertaken in the model and impacts on the highway is discussed in **Chapter 5**.
Figure 8: Strategic Opportunity vs. Base Year volume over capacity AM peak

Figure 9: Strategic Opportunity vs. Base Year volume over capacity PM peak
Chapter 5: The Transport Strategy for Wellingborough

The challenge for the Wellingborough Town Transport Strategy is to efficiently manage the transport network to accommodate the forecast housing and employment growth to retain Wellingborough’s economic attractiveness and competitiveness.

This challenge will be met through:
- Reducing the overall need to travel;
- Improving the management of existing transport infrastructure; and
- Investing in key transport infrastructure

In order to achieve this, the transport strategy for Wellingborough outlines a package of sustainable transport measures to give people greater choice, as well as the highway capacity improvements required.

Promoting the use of sustainable transport has historically been challenging due to the relatively inexpensive cost of running a car and the time savings and flexibility that it offers. However, certain elements have now come together to initiate the step change in people’s attitude towards sustainable modes namely; environmental concerns, promotion of healthier lifestyles and as congestion increases, the reduction in journey time difference between the car and sustainable modes for short trips.

Highway network strategy

Wellingborough’s future highway network will support the town’s development, regeneration and economic competitiveness whilst providing an environment that seeks to encourage sustainable transport modes for shorter, internalised trips.

The focus of the highway strategy for Wellingborough has been determined by interrogation of the Northamptonshire Strategic Transport Model and the review of outputs to identify where will impact on the existing network to 2031.

The capacity improvements and schemes presented have been identified to address the residual traffic, that is, the traffic that cannot be accommodated through the sustainable measures outlined in the remainder of the strategy.
Forecast network impacts

Three outputs from the NSTM have been used as indicators of where the existing network will experience greatest link and junction stress in 2031 they are:

- Traffic flows;
- Queued delay; and
- Volume Over Capacity (VOC)

The forecast change in traffic flows indicate the variation in demand for travel across the future network compared to the base year and assists in highlighting where links are experiencing stress. The forecast outputs can be used in conjunction with select link analysis to interrogate the model further to understand trip origin and destination – particularly useful for understanding travel patterns and travel demand.

Queued delay has been used to indicate where traffic is queuing which indicates likely areas of congestion and delay.

Every junction has its own capacity figure which is dependant on the type of junction it is and its geometry. The volume over capacity figure is a calculation of the degree to which the volume (traffic flow) for the junction is exceeding its theoretical capacity and is expressed as a percentage. Any junction with a V/C in excess of 85 percent is considered to be over its theoretical capacity.

Outputs of transport modelling

The transport modelling indicates that capacity upgrades will be needed at, but not limited to, the following junctions:

1) The junction of Midland Road/Senwick Road and Elsdon Road
2) The junction of Doddington Road and Turnells Mill Lane
3) The junction of the A45 with Bourton Way and the A4500
4) The junction of the A45/A4500 and the A509 (Northampton Road/ Wilby Way)
5) The junction of the A509/ Niort Way/ Harrowden Road
6) The junction of London Road/ Turnells Mill Lane

The infrastructure required to accommodate the economic and planning aspirations in the town centre will be developed in line with the timescales of the Plan for the Borough of Wellingborough and so are not included within the strategy.
The junctions are annotated in the map below (Figure 10).

Figure 10: Wellingborough junctions under stress (excluding those in the town centre)

**Corridor and junction improvements**

The engineering solutions at each of these junctions are described below. The mitigation measures are based on identifying which arms of the junction fails and what is required to accommodate the increase in flows.

These capacity enhancements will not negate the need for all developments to demonstrate their impact on the local highway network through a transport statement or transport assessment and if appropriate, mitigate its impact in the near vicinity.
**Edge of town centre improvements**

**Wellingborough East and associated infrastructure**

Once Wellingborough East comes forward, there will be a significant increase in traffic flows on the roads in the vicinity of the railway station as this will be the main access route towards the town centre.

Route 4 (see Figure 11) will comprise a new bridge over the railway to the north of the railway station and associated works to upgrade and realign the route alongside the railway station including the Midland Road/Senwick Road/Elsden Road junction. Transport assessments for Wellingborough East and Eastfield Urban Quarter have established that the junction will require capacity enhancements, which will also bring safety benefits at this location. The enhancements will be delivered in a two-stage process: an interim signalisation solution provided by Eastfield Urban Quarter and a long-term (double mini roundabout) solution.

![Figure 11: Route 4 Wellingborough East](image-url)
The Turnells Mill Lane/London Road junction (together with the Embankment) will become one of the main routes to Wellingborough East and as such Wellingborough East is also required to improve it as part of the planning condition. Any scheme here needs to be sensitive to its setting close to the avenue of mature trees on London Road, and should also form a gateway feature into Wellingborough. A scheme has been identified within the highway boundary which comprises signalising the roundabout to optimise capacity and improve pedestrian movements alongside signing and lining of the roundabout to improve lane discipline.

Previously a North-South Link to the west of the railway was highlighted to be provided to as part of the WEAST infrastructure. Subsequent feasibility work that has been carried out has identified that the proposed alignment would cost in the region of £35-53m (excluding land costs and VAT) due to the major civil engineering works that would be required and the Land Compensation Act claims from residents.

Furthermore, testing in the Northamptonshire Strategic Transport Model has identified that there are minimal journey time and congestion benefits and that traffic flows can be adequately accommodated without this piece of infrastructure and therefore this scheme is not currently being pursued any further.

*Doddington Road/ Turnells Mill Lane*

The Doddington Road/ Turnells Mill Lane junction shows considerable stress in 2026. By signalising it, capacity would be increased.

*Northampton Road/ Wilby Way*

This junction will come under additional stress as a result of development to the North of Wellingborough accessing the A45 and as more traffic re-assigns to the A4500 to avoid the A45 (impacting particularly on the A4500 arm) and the development of Appleby Lodge. A four arm signaled roundabout necessary to mitigate the traffic flows from the Appleby Lodge Planning Application has been identified which meets projected traffic growth to 2031.

*Westfield Road/Hardwick Road*

Although Westfield Road/ Hardwick Road has not been identified through the transport modelling work undertaken so far, local residents have raised the issue of traffic patterns in this area,
therefore, further investigation in relation to the perceived issues in the local vicinity of this junction should be carried out.

*Strategic and principal road improvements*

**A45 Wilby Way**

The A45 Wilby Way roundabout is managed and maintained by the Highways Agency. The Highways Agency has recently completed a £3m capacity improvement scheme delivered through Pinchpoint funding to improve the operation of the roundabout as part of the A45 Corridor Management Strategy. Indications are that ultimately further improvements will be required at this location, in line with the proposals outlined in the A45 Corridor Management Strategy.

**A509 Isham Bypass/ A509 Isham to Wellingborough Improvement**

The A509 Isham Bypass and Isham to Wellingborough Improvement are schemes which will result in congestion relief at the junction of the A509 and Harrowden Road and will bring benefits to Great Harrowden as well as Isham. Isham Bypass is included in the Northamptonshire Enterprise Partnership Strategic Economic Plan as part of the Growth Deal and has received £15m of provisional funding from the Local Growth Fund for 2016/17 which will need to be supplemented with other funding to deliver the scheme. The A509 Isham to Wellingborough Improvement currently remains unfunded and the County Council is currently reviewing options for bringing the scheme forward.

For more details regarding these schemes please see the Northamptonshire Major Roads Strategy.

*Link improvements*

**A509 Park Farm Way**

In addition to the junction improvements that will be required within the urban area, modelling has shown that the A509 Park Farm Way will require upgrading to dual carriageway for its entire length between Niort Way and A509 Wilby Way to accommodate the additional traffic on this link and to reduce traffic flows through the town centre.
Part of the dualling will be delivered through the Wellingborough North infrastructure. The remainder of the route will need to be financed from alternative sources including Community Infrastructure Levy (CIL).

Further proposals

In addition, the Wellingborough Eastern Distributor Road, whilst partially allowed for by routes 6 and 7 of the Wellingborough East development, any further expansion to the East should be accompanied by the strengthening of this route to include upgrading of Sidegate Lane.

Phasing and funding

The phasing of junction capacity improvements will be a delicate balance between ensuring that the necessary junction improvements are implemented where possible in advance of traffic impacts becoming apparent, whilst carefully managing the impact of the associated traffic management required to implement any schemes.

The phasing of schemes will need to be reviewed on a regular basis in response to when developments come forward, when funding becomes available and in light of other pressures on the network (see Table 8).

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Trigger</th>
<th>Phasing</th>
<th>Estimated Cost</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To be identified in line with the Plan for</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>the Borough of Wellingborough.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edge of town centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midland Road/ Senwick Road/ Elsden Road</td>
<td>Wellingborough East (interim signalised</td>
<td>2020/21</td>
<td>Developer funded</td>
<td>Eastern Urban Quarter/</td>
</tr>
<tr>
<td></td>
<td>solution provided by EUQ)</td>
<td></td>
<td></td>
<td>Wellingborough East</td>
</tr>
<tr>
<td>Doddington Road/ Turnells Mill Lane</td>
<td>Increased traffic flows on A45</td>
<td>2021</td>
<td>£800,000</td>
<td>S106/ Other</td>
</tr>
<tr>
<td>Scheme</td>
<td>Trigger</td>
<td>Phasing</td>
<td>Estimated Cost</td>
<td>Funding</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------</td>
<td>----------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Turnells Mill Lane/ London Road</td>
<td>Wellingborough East – before commencement of Phase 2a (724 dwellings)</td>
<td>2018/19</td>
<td>Developer funded</td>
<td>Wellingborough East</td>
</tr>
<tr>
<td>Northampton Road/ Wilby Way</td>
<td>Traffic flows on A4500 and A509 as a result of Appleby Lodge</td>
<td>2017/18</td>
<td>Developer funded</td>
<td>Appleby Lodge</td>
</tr>
</tbody>
</table>

**Strategic and principal**

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Trigger</th>
<th>Phasing</th>
<th>Estimated Cost</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>A509 Isham Bypass</td>
<td>Trigger met (traffic flows on A509 exceed design speed for road)</td>
<td>2016/2017</td>
<td>£38,500,000</td>
<td>SLGF/Other</td>
</tr>
<tr>
<td>A509 Isham to Wellingborough Improvement</td>
<td>Wellingborough North - during Phase 2 (1,500 to 2,200) and prior to Phase 3 starting (2,300-3,000)</td>
<td>2019/20</td>
<td>£34,000,000</td>
<td>S106/ Other</td>
</tr>
<tr>
<td>A509 Park Farm Way Dualling</td>
<td>Prior to full build out of Wellingborough East and Wellingborough North. Dualling of first section by occupation of 2000th dwelling.</td>
<td>2026-2031</td>
<td>£23,900,000</td>
<td>CIL/Other</td>
</tr>
</tbody>
</table>

Table 8: Phasing of junction and link capacity improvements
The Public Transport Strategy

Public transport in Wellingborough will be as frequent and as reliable as possible and accessible to all, providing connectivity to employment, education, healthcare and leisure.

Adapting for the level of patronage growth expected on Wellingborough’s public transport network presents both a challenge and opportunity. For example, it has been calculated that just over two million additional bus trips will be generated annually from the new developments by 2031 and the bus network will need to respond to the increase in demand and the changing spatial nature of the operating environment.

A fast, frequent and reliable bus service serving the sustainable urban extensions and alterations of services to serve other developments will be central to encouraging people to use sustainable transport.

The Public Transport strategy for Wellingborough outlines the investment needed to improve the existing service for current users and to accommodate future demand as a result of the growth proposed across the town.

A stronger public transport offer within Wellingborough is likely to make for safer roads and improved air quality.

The Bus Strategy

Research by the Passenger Transport Executive Group has identified the type of measures which are necessary to create an attractive, pleasant and safe bus environment to encourage people to use the bus as outlined in Figure 12.
The measures outlined in the diagram can broadly be summarised into four distinct areas of the bus service which have been borne in mind whilst developing the strategy:

- Planning the journey (e.g. information provision, bus route coverage);
- Waiting for the bus (e.g. bus stop infrastructure, journey information);
- Using the bus (e.g. bus environment, ticketing and price points, frequency, reliability); and
- Other factors which influence the operating environment (e.g. bus depots).

The strategy is divisible into two elements; improvements to the existing bus environment and new services.

**Improvements to the existing bus environment**

**Bus priority measures**

Congestion is an issue for journey time reliability in Wellingborough. Some elements of bus priority have already been implemented, such as the bus gate on Sheep Street/ Silver Street (see Figure 13). An assessment of whether further elements of bus priority is required, the nature of when and where will be reliant on the enhancements in the town centre and therefore will be developed in line with the Plan for the Borough of Wellingborough.
Midland Road forms the main route to the railway station. Delivering reliable and short journey times along this section of route will be vital to ensure that the new bus service from Wellingborough East and the railway station to the town centre is as attractive as possible. A westbound bus lane along the length of the route will require careful consideration due to the rationalisation of parking required along the route; although feasibility work has shown that the bus route could be achieved with parking provision. Further feasibility design work and consultation with local residents will be carried out before a preferred solution is reached.

Outputs from the Wellingborough Town Centre VISSIM model concluded that the introduction of bus priority detection at Victoria Road/ Midland Road, to clear any traffic queue that formed in front of the bus once the bus left the stop would provide little overall benefit due to the proximity of the bus stop to the junction and the relative short queue lengths of vehicles. However, a signal upgrade is proposed at this junction to optimise the signals and create more efficient running.

*Bus interchange*

Tresham College has plans to remain on its current site and has a provisional allocation of Local Growth Funding for 2016/17 to enable a new campus to be constructed with space for 580 more learners and enhanced provision to support young people not in education, employment or training and the unemployed. The redevelopment of the site involves remodelling the pedestrian and vehicular accesses to the site. The County Council will work with Tresham College in their plans to improve the public realm and facilities of the existing bus interchange. As part of the development of the Plan for the Borough of Wellingborough, further investigation of the future capacity requirements of the bus interchange should be undertaken, including looking at
enhancing other bus stops within the town centre such as near the Post Office to meet the forecast increase in demand.

The County Council is currently working with Stagecoach on their programme which will see all buses equipped with RTPI through their ticket machines, which will increase the number of town services in Wellingborough with RTPI.

The following improvements will be implemented to support existing and new services (see Table 8). Extending services to evenings and Sundays is desirable from an accessibility, social inclusion and encouraging more people to use sustainable transport; however at this time extending services is not commercially viable due to low patronage.

<table>
<thead>
<tr>
<th>Element</th>
<th>Intervention</th>
<th>Phasing</th>
<th>Lead</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting for the bus</td>
<td>Work with Stagecoach on their programme to equip all Stagecoach buses with RTPI.</td>
<td>Short to Medium</td>
<td>Stagecoach</td>
<td>LTP</td>
</tr>
<tr>
<td>Using the bus</td>
<td>Work with operators to maintain frequencies on the core routes at current levels where possible particularly as infill development occurs and patronage and demand increases.</td>
<td>Medium to Long</td>
<td>NCC</td>
<td>Officer time</td>
</tr>
<tr>
<td></td>
<td>Revisit and review the plans for bus priority within the town centre and undertake further feasibility work as appropriate as part of the development of the Plan for the Borough of Wellingborough.</td>
<td>Short to Medium</td>
<td>NCC</td>
<td>Officer time/LTP</td>
</tr>
</tbody>
</table>
As part of the development of the Plan for the Borough of Wellingborough, investigate the future capacity requirements of the bus interchange on Church Street and opportunities for enhancing other well located bus stops in the town centre such as by the post office.

<table>
<thead>
<tr>
<th>Element</th>
<th>Intervention</th>
<th>Phasing</th>
<th>Lead</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As part of the development of the Plan for the Borough of Wellingborough, investigate the future capacity requirements of the bus interchange on Church Street and opportunities for enhancing other well located bus stops in the town centre such as by the post office.</td>
<td>Short to Medium</td>
<td>NCC</td>
<td>Officer time/LTP</td>
</tr>
</tbody>
</table>

Table 8: Improvements to support the bus environment

**New services**

The developments at Wellingborough East, Wellingborough North and Park Farm Way/Shelley Road (see Figure 7) are on the fringes of Wellingborough and in areas not currently served by buses. These developments will be served by extending existing services or creation of new ones. How this is best achieved will be dependant on the services in operation at the time, the rate of build out at each development, and the nature of how the developments come forward. For example, the housing trajectories in the Annual Monitoring Report⁴ suggest that build out of Wellingborough East and Wellingborough North will start within a year of each other beginning with Wellingborough East.

**Wellingborough East and Wellingborough North**

The Bus Strategy produced by the promoters of Wellingborough North identified that the new bus routes serving the development would operate at 12 minutes frequency through the heart of the development and during the evening and less busy times at a 20 minutes frequency.

The Bus Strategy produced by the promoters of Wellingborough East identified that the new bus routes serving the development would operate at a 10 minutes frequency.

In the early stages of build out, high frequencies will not be sustainable; therefore a staged approach similar to that outlined in Table 9 and 10 will be more appropriate.

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⁴ North Northamptonshire AMR, 2013 AMR: Appendix H: Borough of Wellingborough Site Schedule 2001-21
Table 9: Wellingborough East bus service requirements

<table>
<thead>
<tr>
<th>Number of houses on site</th>
<th>Uplift service</th>
</tr>
</thead>
<tbody>
<tr>
<td>First build to 700 houses</td>
<td>Hourly service</td>
</tr>
<tr>
<td>1,050</td>
<td>Half-hourly service</td>
</tr>
<tr>
<td>1,750</td>
<td>20 minutes frequency</td>
</tr>
<tr>
<td>2,450</td>
<td>15 minutes frequency</td>
</tr>
<tr>
<td>3,000</td>
<td>At least a 15 minutes frequency</td>
</tr>
</tbody>
</table>

*Park Farm Way/Shelley Way*

The size and location of this development means it is challenging to serve by bus, and may not sustain a stand alone service in the long term. Options to divert or extend services will need to be investigated. The access arrangements into the development will need to be designed to allow the development to be served by bus, which may include pedestrian access infrastructure to other nearby services.

Table 10: Park Farm Way/Shelley Way bus service requirements

<table>
<thead>
<tr>
<th>Number of houses on site</th>
<th>Uplift service</th>
</tr>
</thead>
<tbody>
<tr>
<td>First build to 500 houses</td>
<td>Hourly service</td>
</tr>
<tr>
<td>770</td>
<td>Half-hourly service</td>
</tr>
</tbody>
</table>

*Implementation*

High quality bus infrastructure plays an important role in encouraging people to use public transport. For each new development consideration should be given to seeking improvements via a Section 106 that are directly and specifically related to the site. At any development sites where a new route is not warranted, but diversion of an existing route is, new stops and shelters shall be agreed as part of the Section 106 agreement, but careful consideration should be given to the ongoing maintenance of any shelters. Any new services should be commenced as early as is viable as developments become occupied at the lowest level of service frequency, to instil sustainable travel patterns, with the service frequency increasing as demand grows as part of a service-level agreement with the developer.
New services should operate at a minimum between 07:00 and 19:00 Monday to Saturday in line with current levels of provision on existing routes, but where it is justifiable, evening and Sunday services should also be considered.

**The Rail Strategy**

Nationally rail patronage is continuing to rise, even against the background of an economy recovering from a recession. More people are travelling more frequently by train and providing a good railway offer at Wellingborough will be important for its economy and residents. Most critical is retaining and achieving higher service frequencies to London and improving links north particularly in the context of linking with High Speed Two and achieving the most relieved capacity possible on the Midland Main Line. The Rail Strategy is split into two elements: service improvements and supporting infrastructure.

**Improved service frequency and journey times**

In line with the Northamptonshire County Council’s Rail Strategy, the following minimum service will be lobbied for:

- At least an hourly non-stop service from Wellingborough to London St Pancras;
- A half-hourly service to Bedford, Luton or Luton Airport Parkway and London St Pancras;
- At least a half-hourly service to Market Harborough and Leicester;
- At least an hourly through service to Corby, Loughborough, East Midlands Parkway, Derby, Nottingham, Chesterfield and Sheffield;
- An improved service to Oakham and Melton Mowbray;
- Good connections for Leeds, York and Newcastle with no more than one change of train required; and
- Good connections at Bedford with future East-West rail services

The Government has indicated that it sees potential for further electrification in Control Period 6 (2019-2024) which would include other key freight routes. The County Council sees considerable potential for Felixstowe – Ipswich – Ely – Peterborough – Leicester – Birmingham route, including the connection from Corby to Manton Junction, to be electrified as part of this programme, as this route links a number of current (or planned) electrified routes and would enable a significant number of freight trains to be electrically hauled. There are also potential benefits in the introduction of a new Manton Curve connecting the Corby – Oakham and Oakham to
Peterborough lines and allowing through running from Peterborough to Corby and the southern section of the Midland Main Line and East/West Rail.

As a result of the electrification of the Midland Main Line there is the potential that the service north of Corby towards Oakham and Melton Mowbray, which is not a franchise commitment, may be withdrawn, the County Council sees retaining and enhancing this service northwards as very important.

**Improved infrastructure and car parking facilities**

A major upgrade to the railway station is planned as part of Wellingborough East development. The railway station will be rebuilt to enable an access from the east side of the railway station. A high quality station transport interchange will be created on the west and east of the existing line. A bus-rail interchange immediately outside the existing main station entrance will be provided, together with a new station entrance on the east side of the Midland Main line. Real-time facilities for the bus services will also be provided at the railway station.

**Improved connectivity between railway station and town centre**

The County Council will work with train and bus operators to try and improve the access of existing bus routes to the railway station and to improve bus routes to the town centre and improve pedestrian and cycling routes to the town centre.

**Rail implementation plan**

The rail implementation plan is outlined below in Table 11.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Scheme</th>
<th>Phasing</th>
<th>Lead</th>
<th>Cost estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor connectivity between railway station</td>
<td>Work with bus operators to improve access to railway station</td>
<td>Short-Medium</td>
<td>NCC</td>
<td>Officer time</td>
</tr>
<tr>
<td>and town centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve railway station facilities to</td>
<td>Work with Partners to deliver a high quality public transport</td>
<td>Short-Medium</td>
<td>BCW</td>
<td>Part of WEAST S106</td>
</tr>
<tr>
<td>cope with additional patronage and to</td>
<td>interchange at the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>provide accessibility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Wellingborough Town Transport Strategy

<table>
<thead>
<tr>
<th>Issue</th>
<th>Scheme</th>
<th>Phasing</th>
<th>Lead</th>
<th>Cost estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>for Wellingborough East residents</td>
<td>railway station as part of the Wellingborough East development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximising relieved capacity</td>
<td>Engage with HS2 Ltd and DfT to maximise the relieved capacity on the Midland Main Line as a result of Phase 2 of HS2, at the very least lobbying to retain at the very least current journey times and frequency.</td>
<td>Short to Medium</td>
<td>NCC</td>
<td>Officer time</td>
</tr>
<tr>
<td>Future demand for improved journey times and connectivity</td>
<td>Lobby for improved service frequency and journey times in line with the Northamptonshire Rail Strategy.</td>
<td>Short to Medium</td>
<td>NCC</td>
<td>Officer time</td>
</tr>
</tbody>
</table>

Table 11: Rail implementation plan

The Walking and Cycling Strategy

We will create an environment where walking and cycling will be easy and desirable choices for Wellingborough residents for journeys under 5 miles, reducing reliance on the car and bringing social and health benefits to create stronger, more cohesive and safer communities.

Walking

Walking is a low cost, carbon free way of travelling to local services and almost always plays a critical role in all journeys whether it is walking to the bus stop, railway station, from the car park or makes up the whole journey.
To encourage more people to travel on foot and make it easy and desirable for shorter journeys, the strategy will focus on four broad elements, dealt with in turn below.

**Prioritising investment in key radial routes**

The first element of the strategy is to prioritise any available funding on the key radial routes, recognising that some key links are also missing within the estates which create a barrier to the main radial routes. The key corridors which have been identified as requiring enhancements (shown in **Figure 14**) are:

- Town Centre – new and improved pedestrian link and crossing facilities in line with the Plan for the Borough of Wellingborough;
- Midland Road/ Mill Lane – enhancements to crossing facilities at the railway station as part of Senwick Road/ Midland Road junction improvements; and
- Doddington Road/ London Road – improved pedestrian crossing near Tesco’s, benches, and additional footway facilities to Little Irchester/ Victoria Mills

![Figure 14: Wellingborough walking improvements](image-url)
Reducing the barriers to walking

Within the residential and industrial areas of Wellingborough which are not on radial routes, subject to available funding, economies of scale could be achieved to tackle the key barriers to walking by implementing estate-wide scheme improvements addressing poor footways, signing and crossing facilities (dropped kerbs etc) to access local services.

Carrying out schemes across a large area is more efficient as it reduces design and implementation costs relative to undertaking improvements in silos. The initial stage of this work will be to identify a programme of improvements to be implemented on a year by year basis, and will also draw on the Urban Structures work that the Joint Planning Unit have undertaken.

Securing funding

Recent economic market conditions have meant that securing public funding at the current time is challenging. The County Council will continue to work in partnership with the Borough Council to secure funding for pedestrian links directly linked to new developments through Section 106 agreements and will continue to investigate and secure other funding sources.

Cycling

With two thirds of car journeys being less than three miles there’s plenty of scope for traffic reduction through people taking up cycling. A three mile journey will typically take an average cyclist around 15 to 20 minutes which in peak times is competitive with the private car.

The perceived barriers to cycling can be unpredictable weather, safety and confidence. Research has identified that the most successful towns in promoting cycling are those that adopt a comprehensive package of integrated interventions, including infrastructure provision and pro-cycling programmes.

Creating attractive and pleasant walking and cycling routes is also important to encouraging people to use non-motorised modes and promote health and wellbeing. Where possible, opportunities to link in with and provide green infrastructure as part of new walking and cycling routes, including with existing Public Rights of Way, green spaces and corridors to link housing areas with the town centre and surrounding countryside will be explored, and should be designed to minimise the fear of crime and anti-social behaviour.
To encourage more people to cycle the County Council will:

- Enhance cycling facilities along seven key corridors to create a network that is safe and legible;
- Provide supportive marketing and promotional material alongside the physical investment to generate a step-change in people’s behaviour; and
- Deliver promotional events to encourage people to cycle in partnership with the Borough Council.

In the last few years a significant amount of work has been undertaken to identify key missing cycling links, based around a mixture of on and off-carriageway interventions to cater for experienced and less experienced cyclists alike. This has been drawn together into seven key corridors, loosely linked to primary development triggers. A short summary of the interventions are outlined below.

**Key corridor improvements**

**Corridor A – Town centre**

Permeability of the town centre by cycle is currently relatively poor. A combination of cycling provision on-carriageway and off-carriageway combined with the provision of more cycle parking will increase the accessibility of the town centre by cycle. The detail of exactly what cycling improvements are required will be reviewed in line with the development of the Plan for the Borough of Wellingborough.

**Corridor B – Finedon Road/Finedon Industrial Estate (Nest Lane)**

Increasing accessibility by cycle is particularly important on this corridor due to the large industrial area of Rixon Road and for accessing the town centre from the North-East residential areas. The carriageway, whilst wide, is heavily parked, creating an on-carriageway environment that appears unfriendly to cyclists. The eastern section of the route on Finedon Road – approaching the junction for the Rixon Road industrial estate has a narrow footway which does not lend itself to being upgraded to shared use foot/cycle due to lack of verge.

Nest Lane provides an alternative access to Finedon Road Industrial Estate, and is a relatively quiet road, suitable for cycling on-carriageway, apart from at its northern end at the junction with Rixon...
Road where the roundabout could be perceived as intimidating to cyclists. Further consideration of possible solutions to enhance the environment for cyclists is required as off-carriageway options such as widening the footpaths to shared use tracks is not suitable due to mature trees and a steep incline.

**Corridor C – Midland Road connections to WEAST**

Midland Road will become the key route from Wellingborough East to the town centre and is the main route to the railway station. This route currently benefits from wide footways and a level gradient. However, the eastern section of the route, approaching the railway station provides no sense of pedestrian priority or safety with complex and busy junctions to cross and a busy car park to pass before reaching the station. There is distinct lack of decent pedestrian/cycle facilities (or in places any footway at all).

Junction improvements implemented at the Midland Road/Senwick Road/ Elden Road junction must include high quality walking and cycling provision and phasing in any signal works. The recently implemented residents parking scheme has helped to rationalise parking near the railway station, improving visibility for those walking and cycling. Cycling provision along Midland Road should also be investigated in further detail.
Corridor D – Harrowden Road

Harrowden Road should be improved to provide a valuable and direct cycling route to and from development to the North of Wellingborough.

Currently only limited sections of this route provide any cycling provision, this should be enhanced to connect the Kilborn Road cycle provision with Hardwick Road to create a high quality off-road cycle route and providing on road improvements connecting Redhill Grange and the new development with Victoria Park.

Corridor E – Hardwick Road/ Sywell Road

This cycling corridor provides a route from the residential areas in the west of Wellingborough to the town centre and also to the employment area at Park Farm.

This road has good width verges and footways and also benefits from off-carriageway shared use footways along some of its length, mainly on the southern side of the road. There is also sufficient...
verge width to widen the remaining existing footways to a shared footway/ cycle facility for the remainder. One major issue with this route is the form of the housing developments bordering it; namely the surrounding housing is mainly 1990’s cul-de-sac development which has its back to the footway. As such the amount of direct access to this footway facility is very limited.

Where possible, footway links should be pushed through from the residential areas to the footway/cycleway and/or to the cycleway extension, running through Redwell ward and providing access to Park Farm Industry. Care must be taken to ensure that these links are safe by design, well lit and in overlooked positions; as many of the existing links have been closed due to the potential for anti-social behaviour issues. The cycle route is also somewhat circuitous, in order to avoid the major roundabout at the junction of Sywell Road, Park Farm Way and Niort Way. A more direct route for pedestrians should be provided, with suitable crossing facilities.

Corridor F – London Road and Embankment

Whilst the Embankment does not serve any significant areas of housing directly, it does have the potential to be an on-road alternative north/south cycle route to London Road, providing access to office and employment land to the east of the Embankment.

There is considerable road width for most the length of the Embankment which should accommodate an on-carriageway, segregated cycle route in one direction. If not, another option would be to designate the road as an advisory route with shared lane usage. Although this would require changes to the speed limit on the road, this could have a knock-on beneficial effect upon the accident history at the southern end of the road. Cycling provision should also be included as part of the Eastern Distributor Road, to Wellingborough East.
This corridor provides access from the town centre to the edge of town Retail Park, supermarket and schools. This is one of the best walking and cycling environments in the town, with broad footways, (particularly on the Eastern side), with a boundary of mature Lime trees. Despite the gradient issues, this creates a pleasant and popular walking and cycling environment.

In areas there are some maintenance issues which need to be addressed and the use of this route could be further improved by the provision of additional footway facilities on the west side of the road approaching the Tesco’s supermarket and the junction with Turnells Mill Lane. This should be undertaken in conjunction with any junction improvement undertaken at Turnells Mill Lane/London Road roundabout. In addition the footway alongside Victoria Park should be upgraded to shared use to provide connectivity westwards.

Due to the length of the road and the gradient, it is also suggested that a resting point, set back from the footway and road with seating is provided at a half way point. This could be associated with one of the existing bus stop facilities. Additional footway facilities to the southern end of the road would provide access to the employment at Victoria Mills.
**Corridor G – Doddington Road**

Doddington Road provides a direct route for those people living off it into the town centre and has the potential to provide an important link to the industrial estate off Dennington Road. Improvements should be carried out on-carriageway; including an advanced stop line at the junction with Broadway, and a toucan should be implemented at existing uncontrolled crossing to provide a link with Valley Road to Victoria Park via Turnells Mill Lane.

**Phasing**

The proposed cycling enhancements outlined will be delivered as funding becomes available. Current economic conditions have reduced the amount of public funding available, so having an overall vision is even more important in enabling a consistent approach as developments come forward in Wellingborough.
In line with the prioritisation set out in the Northamptonshire Cycling Strategy the following order of preference for schemes to be delivered with available funding will be adopted:

1) New developments
2) Town centre
3) Intra-urban links
4) Inter-urban
5) Rural/ leisure

Prioritisation will be given to schemes based on when development triggers are met. A proposed phasing for the corridors is outlined in Table 12 to give an indication of delivery; Midland Road and Harrowden Road corridor are most closely linked to Wellingborough East and Wellingborough North respectively. Meeting this proposed phasing will be entirely dependent on securing developer, public sector and match-funding from third parties. In some cases, sections of a proposed corridor may be prioritised if a particular funding source is identified. Similarly, if the housing trajectory is revised then the phasing of the corridor improvements may subsequently change. The delivery plan will therefore be revisited on a regular basis.

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Corridor description</th>
<th>Cost estimate</th>
<th>Phasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corridor A</td>
<td>Town Centre</td>
<td>TBC</td>
<td>2014-2021</td>
</tr>
<tr>
<td>Corridor B</td>
<td>Finedon Road/ Nest Lane</td>
<td>£1,700,000</td>
<td>2014-2021</td>
</tr>
<tr>
<td>Corridor C</td>
<td>Midland Road</td>
<td>£800,000</td>
<td>2014-2021</td>
</tr>
<tr>
<td>Corridor D</td>
<td>Harrowden Road</td>
<td>£600,000</td>
<td>2021-2026</td>
</tr>
<tr>
<td>Corridor E</td>
<td>Hardwick Road/ Sywell Road</td>
<td>£650,000</td>
<td>2021-2026</td>
</tr>
<tr>
<td>Corridor F</td>
<td>London Road Embankment</td>
<td>£900,000</td>
<td>2026-2031</td>
</tr>
<tr>
<td>Corridor G</td>
<td>Doddington Road</td>
<td>£120,000</td>
<td>2026-2031</td>
</tr>
</tbody>
</table>

Table 12: Cycling strategy delivery plan 2014-2031

**Inter-urban**

During previous consultation with local communities a desire was expressed for a cycling link between Wellingborough and Northampton – particularly in respect of linking the outlying
industrial areas which are around 6 miles apart. This will be considered in further detail as part of the Cycling Strategy.

In a similar vein, the recently approved Rushden Lakes will become a major attractor for those living in Wellingborough. All opportunities to provide cycling links, should be investigated and integrated with the build out of Wellingborough East.

**Supportive initiatives**

Making the public aware of new cycling facilities and the quality of the existing network is an important part of increasing the number of people who choose to cycle, and has been demonstrated by Sustrans through their Travel Smart project to offer excellent cost-benefit ratios.

**Cycle parking and signage**

High quality, convenient and safe cycle parking facilities at key destinations is also important in encouraging people to make a step-change to cycle rather than take the car. The County Council will therefore work to secure funding for cycle parking at employment and educational establishments and seek cycle parking as part of planning applications. To complement the corridor specific proposals, cycle signage should be improved to aid navigation to create an attractive, legible cycling environment; investment will therefore be directed at adopting a signage strategy and implementing new signage as appropriate.

**Promotion and influencing behaviour**

A promotional strategy should be developed and implemented that highlights the facilities that are available to would-be cyclists through offering personalised journey planning and distributing cycle maps through engagement with employers and community groups. Funding should be sourced as part of capital costs and set aside at the outset of the scheme. The quality of promotion relies on the quality of information and therefore the cycle map should be updated on a regular basis. Engineering measures will be complemented by initiatives to promote and influence travel behaviour. Measures will include: regular update and distribution of cycle maps in partnership with stakeholders, personalised travel planning and Bikeability training as government funding allows. Cycle training will continue to be offered through the adult learning course as long as it remains economically viable. The County Council will also promote and undertake promotional activities and events in partnership with the Borough Council of Wellingborough, for example cycling festivals as part of the Summer of Cycling campaign.
The phasing of the supportive measures is outlined in Table 13.

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Phasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development and adoption of a town-wide signage strategy</td>
<td>2014-2018</td>
</tr>
<tr>
<td>Implementation of signage strategy</td>
<td>2018-2031</td>
</tr>
<tr>
<td>Regular updates of cycle map</td>
<td>2014-2031</td>
</tr>
<tr>
<td>Bikeability cycle training</td>
<td>2014-2031</td>
</tr>
</tbody>
</table>

**Table 13: Town-wide supportive initiatives**
Car Parking Provision and Management Strategy

Car parking in Wellingborough will strike the right balance between being convenient, safe and secure and sufficient to meet increased demand but incentivises sustainable measures to accommodate forecast traffic growth.

A sound parking strategy forms a vital element of a well considered, integrated transport system and is important in supporting the regeneration of the town centre and influencing mode choice. Paragraph 40 of the National Planning Policy Framework states:

“Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres”

The future car parking provision in Wellingborough needs to support the regeneration of the town centre by encouraging people to work and shop in the town centre, whilst striking the right balance of incentivising sustainable measures to ensure the forecast traffic growth can be accommodated. Managing the circulation of traffic within the central area is heavily influenced by car parking which is particularly pertinent to Wellingborough due to the one-way system; increasing the efficient utilisation of car parks can reduce queuing and congestion.

The key objectives of the parking strategy for Wellingborough are to:

- Provide adequate off-street parking in the correct location to enable the proposed redevelopment proposals for the Town Centre to be realised and to permit developments to operate efficiently;
- Permit the loading/ unloading/ servicing of businesses to take place in an efficient manner;
- Implement an effective on-street parking regulation enforcement program to eliminate obstructive on-street parking and thereby ensure that traffic, public realm and bus priority schemes meet their potential;
- Implement parking controls and residents parking schemes surrounding the Town Centre cordon in order to prevent overspill into residential areas; and
- Parking controls and residents parking schemes surrounding new development sites in order to prevent overspill or abuse of reduced parking provisions within those sites

The location of car parks and the requirement for long and short-stay parking will be directly influenced by the mix of retail, residential, culture and leisure within the town centre which is to
be reviewed as part of the Plan for the Borough of Wellingborough. The car parking strategy will therefore be identified as part of the Plan for the Borough of Wellingborough.
Chapter 6: Delivery Plan

The overall implementation plan for the Wellingborough Town Transport Strategy is outlined in the table below and summarises the programme of schemes that the County Council in conjunction with its partners intend to deliver up to 2031.

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Short 2014-2018</th>
<th>Medium 2019-2025</th>
<th>Long 2026-2031</th>
<th>Lead</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local highways</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midland Road/ Senwick Road/ Elsden Road (long-term solution)</td>
<td></td>
<td>✓</td>
<td></td>
<td>Developer funded</td>
<td></td>
</tr>
<tr>
<td>Doddington Road/ Turnells Mill Lane</td>
<td></td>
<td>£800,000</td>
<td></td>
<td>S106</td>
<td></td>
</tr>
<tr>
<td>Turnells Mill Lane/ London Road</td>
<td>✓</td>
<td></td>
<td></td>
<td>Developer</td>
<td></td>
</tr>
<tr>
<td>Northampton Road/ Wilby Way</td>
<td>✓</td>
<td></td>
<td></td>
<td>Developer</td>
<td></td>
</tr>
<tr>
<td><strong>Principal highways</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A509 Isham Bypass</td>
<td>£38.5m</td>
<td></td>
<td>NCC</td>
<td>Single Local Growth Fund/ CIL/ Other</td>
<td></td>
</tr>
<tr>
<td>A509 Isham to Wellingborough Improvement</td>
<td>£34m</td>
<td></td>
<td>NCC</td>
<td>S106/ Other</td>
<td></td>
</tr>
<tr>
<td>A509 Park Farm Way Dualling</td>
<td></td>
<td>£23.9m</td>
<td>NCC</td>
<td>CIL/ Other</td>
<td></td>
</tr>
<tr>
<td><strong>Public transport</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work with Stagecoach on their AVL programme to equip all Stagecoach buses with RTPI.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Officer time</td>
<td></td>
</tr>
<tr>
<td>Work with operators to maintain frequencies on the core routes where possible at current levels particularly as infill development occurs and patronage and demand increases.</td>
<td>✓</td>
<td></td>
<td>NCC</td>
<td>Officer time</td>
<td></td>
</tr>
<tr>
<td>Work with operators to maintain frequencies on the core routes at</td>
<td>✓</td>
<td>✓</td>
<td>NCC</td>
<td>Officer time</td>
<td></td>
</tr>
<tr>
<td>Scheme</td>
<td>Short 2014-2018</td>
<td>Medium 2019-2025</td>
<td>Long 2026-2031</td>
<td>Lead</td>
<td>Funding</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
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<td>------------------------------</td>
</tr>
<tr>
<td>current levels where possible particularly as infill development occurs and patronage and demand increases.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NCC Officer time/ LTP</td>
</tr>
<tr>
<td>Revisit and review the plans for bus priority within the town centre and undertake further feasibility work as appropriate as part of the development of the Plan for the Borough of Wellingborough.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>NCC</td>
<td>Officer time/ LTP</td>
</tr>
<tr>
<td>As part of the development of the Plan for the Borough of Wellingborough, investigate the future capacity requirements of the bus interchange on Church Street and opportunities for enhancing other well located bus stops in the town centre such as by the post office.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>NCC</td>
<td>Officer time/ LTP</td>
</tr>
<tr>
<td>Work with bus operators to improve access to railway station</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>NCC</td>
<td>Officer time</td>
</tr>
<tr>
<td>Work with partners to deliver a high quality public transport interchange at the railway station as part of the Wellingborough East development</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>BCW</td>
<td>Wellingborough East</td>
</tr>
<tr>
<td>Engage with HS2 Ltd and DfT to maximise the relieved capacity in the Midland Main Line as a result of Phase 2 of HS2, at the very least lobbying to retain at the very least current journey times and</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>NCC</td>
<td>Officer time</td>
</tr>
</tbody>
</table>
Lobby for improved service frequency and journey times in line with the Northamptonshire Rail Strategy.

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Short 2014-2018</th>
<th>Medium 2019-2025</th>
<th>Long 2026-2031</th>
<th>Lead</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NCC</td>
<td>Officer time</td>
</tr>
<tr>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Cycling**

<table>
<thead>
<tr>
<th>Corridor A (Town Centre)</th>
<th>TBC</th>
<th>NCC</th>
<th>LTP/S106/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corridor B (Finedon Road/ Nest Lane)</td>
<td>£1.7m</td>
<td>NCC</td>
<td>LTP/S106/Other</td>
</tr>
<tr>
<td>Corridor C (Midland Road)</td>
<td>£800,000</td>
<td>NCC</td>
<td>S106/Other</td>
</tr>
<tr>
<td>Corridor D (Harrowden Road)</td>
<td>£600,000</td>
<td>NCC</td>
<td>LTP/S106/Other</td>
</tr>
<tr>
<td>Corridor E (London Road Embankment)</td>
<td>£900,000</td>
<td>NCC</td>
<td>LTP/S106/Other</td>
</tr>
<tr>
<td>Corridor F (Hardwick Road/ Sywell Road)</td>
<td>£650,000</td>
<td>NCC</td>
<td>LTP/S106/Other</td>
</tr>
<tr>
<td>Corridor G (Doddington Road)</td>
<td>£120,000</td>
<td>NCC</td>
<td>LTP/S106/Other</td>
</tr>
</tbody>
</table>

Table 13: Wellingborough Town Transport Strategy Delivery Plan

**Funding Sources**

The funding for the strategy will come from a variety of sources such as; the Northamptonshire Transportation Plan (Integrated Transport Block), Section 106 agreements and once adopted, the Community Infrastructure Levy as well as other sources such as, particularly in the case of the strategic highway works, the Local Transport Body and Northamptonshire Enterprise Partnership.

The pace at which the strategy can be delivered will be dependent on the availability of funding. Each funding source is dealt with in brief below.
Section 106

Section 106 agreements are negotiated as part of planning obligations in association with the granting of planning permission and are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are used to support the provision of services and transport infrastructure to help in the delivery of new developments and should be sought in accordance with the tests set out in the National Planning Policy Framework (NPPF), namely:

- Necessary to make the proposed development acceptable in planning terms;
- Directly related to the proposed development; and
- Fairly and reasonably related in scale and kind to the proposed development

Where the combined impact of a number of developments creates the need for infrastructure, services or facilities it may be reasonable for the developer contributions to be pooled to fund that infrastructure, subject to the pooling set out in the Community Infrastructure Levy Regulations 2010 (as amended) in order to avoid a situation where developers have to pay both Community Infrastructure Levy (CIL) and planning obligations towards the same infrastructure type or project.

Further details of the County Council’s approach to developer contributions are set out in the Creating Sustainable Communities: Planning Obligations Framework and Guidance document (March 2011).

Community Infrastructure Levy (CIL)

The Community Infrastructure Levy Regulations 2010 came into force on 6 April 2010 under the previous Government and since then have been amended by the Coalition Government in December 2012. Community Infrastructure Levy is a new levy that local authorities can choose to charge on new developments in their area. The money can be used to support development by funding infrastructure that the council, local community and neighbourhoods want. This includes new or safer road schemes, flood defences, schools, hospitals and other health and social care facilities, park improvements, green spaces and leisure centres.

The Community Infrastructure Levy has significant implications on how planning obligations will be used to fund infrastructure. How this charge will work alongside the planning obligations is explained in the Community Infrastructure Levy (CIL) Regulations and guidance.
In order to charge a levy, Local Authorities had to produce a charging schedule that set out the charging rates for the area, based on evidence. Consultants were engaged to carry out a viability study for all of the Local Authorities in North Northamptonshire, in order to ensure that an appropriate level of levy is charged. A Preliminary Draft Charging Schedule was prepared. For more information on CIL and how it will work alongside planning obligations please refer to Wellingborough’s website:

www.wellingborough.gov.uk/info/200144/community_infrastructure_levy
Wellingborough Town Transport Strategy
Fit for Purpose

For more information please contact
LTPConsultation@northamptonshire.gov.uk