

HEMSWELL CLIFF MASTERPLAN – EXECUTIVE SUMMARY

Actions (continued)

10. Build on the programme above to develop a costed and time-bound plan to re-orientate the estate, leveraging grant funds where possible (and tying in closely with the proposed residents-led Community Land Trust) to beneficially adjust the use of key spaces within the estate – including, for example:

- the redevelopment or demolition of the former Sergeant's Mess;
- the creation and management of productive Community Gardens (and, possibly, Community Woodland);
- further development of sports and recreation facilities...

“...a village noted for both its attractive appearance and the sustainable lifestyle that the people who live and work here will be able to enjoy.”



Hemswell Masterplan Summary prepared for West Lindsey District Council by OpenPlan
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This is a summary of key findings and recommendations in the Hemswell Cliff Masterplan Report, produced for West Lindsey District Council by a multi-disciplinary consultancy team, led by the placemaking studio, OpenPlan.

Having become surplus to operational requirements, former RAF Hemswell was sold by the MoD in the mid 1980s. Without any plan for adaptation or future development, the former operational buildings were sold as commercial and industrial space and the former residential quarters as houses.

Since that time Hemswell Cliff has become an important employment site for West Lindsey, but its residential community, of about 800 people, currently lacks adequate facilities and services and suffers high levels of deprivation and isolation. West Lindsey District Council has already made a number of interventions but the need for both a development plan and a comprehensive programme of actions is clear.

The Hemswell Cliff Masterplan has been commissioned in that context. Its purpose is to guide and focus changes, developments and interventions. It is not intended to be a “blueprint” but a working plan that can be developed and adapted as opportunities arise, whilst adhering to sustainable principles. Success in achieving the transformation envisaged will depend, crucially, on cooperation and collaboration between all “stakeholders” – land-owners, businesses, the local authorities, the Local Enterprise Partnership, the Parish Council and, critically, local people - Hemswell Cliff’s community.

The full Hemswell Cliff Masterplan Report sets out a spatial development framework together with a programme of recommended actions and interventions. This summary provides an overview by outlining the Vision, Principles and Actions together with an indicative plan illustrating the recommended spatial framework.



Vision

The Vision on which the Masterplan is based is for Hemswell Cliff to become a village noted for both its attractive appearance and the sustainable lifestyle that the people who live and work here will be able to enjoy. Key components of that Vision include:

- an attractive and supportive environment for residents, businesses and visitors;
- a successful Food Enterprise Zone, attracting investment and becoming a centre of excellence in the agri-foods sector;
- the best of the RAF legacy carried forward, including the distinctive pattern of tree-lined streets and green-spaces, the Parade Ground, some notable buildings, and the stories of the people who served here and the things they achieved;
- infrastructure problems overcome through rationalisation of both maintenance responsibilities and funding for the community's assets;
- significant growth and diversification of the village's population – with new houses built alongside the original RAF housing;
- a new Village Centre, with shopping, leisure, cultural and community facilities supported by people who work and live in the village – and visitors;



- the primary school thriving and continuing to play its important role in the life of the community;
- calming of the main road (A631) to make it a safer road for pedestrians and cyclists to use and cross;
- a fresh approach to the network of green-spaces to provide a mixture of recreational spaces and facilities, productive community gardens, amenity areas and an effective sustainable drainage system.

6. Develop a series of investment portfolio opportunities for each of the “zones” referred to in the Masterplan, focusing on:

- attracting commercial investment to the FEZ area;
- identifying public/private sector partnership opportunities with current landlords and third parties to develop the low cost commercial space between the larger employers and the antiques centre; and,
- developing community-led solutions to the improvement of the current housing stock and associated open spaces.

This should be allied to initiatives for:

- working with the larger employers and the antiques centre to scope out how best to support their longer-term commercial aspirations for their parts of the site;
- actively exploring with the major landowners / businesses the creation of a special purpose vehicle to lead and manage the marketing and development of the FEZ, incorporating WLDC and the GLLEP as partners and seeking public funds to address market failure (in the short term).
- In those contexts, consideration could be given to the potential for coordinating activities through a Business Improvement Group or similar vehicle.

7. Promote, facilitate and enable the development of a new Village Centre, working with the owners of appropriately located land and buildings and potential investors and businesses, to realise opportunities for creating this in a location that offers maximum viability by being accessible to residents, businesses and their employees and visitors / customers.

8. Create a residents-led Community Land Trust (building on the current estate management company) and seek development funds to acquire, let and manage vacant properties and other community assets. Recycle the resources from this to purchase new properties as they arise and invest in the amenity spaces and other assets.

9. Establish an environmental regeneration programme, through a process of formal engagement and negotiation involving land owners, businesses and residents, seeking to improve and integrate the “public realm” of the residential and commercial/business areas (including removal of unnecessary fences and barriers) all in the context of a design-led approach to environmental quality, security and safety.

Actions

Actions recommended, as part of an integrated programme, include:

1. **Adopt the Masterplan as a formal statement of Council policy** and encourage other relevant organisations (including: Greater Lincolnshire LEP, Lincolnshire County Council, Hemswell Cliff Parish Council and partners in private and community sectors) to acknowledge its significance in their strategies relating to economic development, community development, quality of life, transport and spatial planning.
2. **Support Hemswell Cliff Parish Council in its production of a Hemswell Cliff Neighbourhood Plan**, and related actions, to take forward the long-term vision of an integrated settlement with: refurbished current housing stock alongside new housing development; expanded and regenerated business areas; and improved services and amenities for both residents and businesses / employees.
3. **Develop and implement a programme for improving the infrastructure**, the current state of which is clearly impeding the longer-term evolution of Hemswell Cliff, by consolidating current work with the local estate management companies and renewing the dialogue with Lincolnshire County Council, as highway authority, and utilities companies.
4. **Identify resources to work in partnership with local employers and landlords** to:
 - a. **develop a local training and recruitment programme**, with the intention of linking more local residents into job opportunities in the area; and
 - b. explore the potential to **develop low-cost, low-risk starter and/or live-work opportunities** through the redevelopment of vacant and semi-derelict premises in the brownfield commercial zone between the major employers at the western edge of the site and the residential and antique based uses in the east.-
5. **Establish a regeneration partnership** for the area to support the Parish and District Councils, drawing the school, antiques centre, conference / banqueting venue and larger employers into a strategic group meeting at least twice a year to oversee a strategy for the implementation of the Masterplan.

Principles

To turn the Vision in to reality, it is recommended that developments and changes at Hemswell Cliff should be consistent with nine core principles:

1. **Make Hemswell Cliff a great place (not just an ex-base)**
2. **Integrate**
3. **Invest in people and businesses together**
4. **Celebrate success**
5. **Promote the place**
6. **Fix the roads and pipes**
7. **The fences must go!**
8. **Make good use of the spaces**
9. **Empower the Community**



THE FOOD ENTERPRISE ZONE

Within this zone the focus will be on development of businesses operating within the agri-food sector. New development will be mostly to the west and north-east of the existing main access road, which will be upgraded as necessary.

A new roundabout will be created to replace the existing junctions with the A631.

Buildings and areas for parking, manoeuvring, servicing etc. will be set within landscaped areas, including linked storage ponds and swales forming part of a Sustainable Urban Drainage System (SUDS) to provide improved surface-water drainage.

Hemswell Cliff is one of three FEZs in Greater Lincolnshire approved by DEFRA in 2015. The developable area will be about 26 hectares.

BUSINESS IMPROVEMENT & REGENERATION

This area will continue to have a broader mix of businesses. Alongside the strong cluster of antiques and restoration trades, ventures in other sectors will also find this an attractive area to start up and develop, benefiting from synergies with each other. Buildings in good condition are likely to be retained. Those in poor condition will either be renovated or redeveloped.

The antiques centres will continue to attract large numbers of visitors to Hemswell Cliff, as will the Market area, which may evolve to provide retail outlets for locally produced food and other local products.

THE NEW VILLAGE CENTRE...

Linked conveniently by safe and attractive streets and paths, this will develop as a focal point for both the business community and residents of Hemswell Cliff. Shops, cafes and services will draw on three main customer bases – local residents, people working in the adjacent business, and visitors to the antiques centres and markets.

HEMSWELL CLIFF INDICATIVE SPATIAL MASTERPLAN

VILLAGE GARDENS

Part of its RAF legacy, Hemswell Cliff's network of green spaces is a valuable - but under-used - community asset. Featureless expanses of grass dominate at present. Some of these areas could be converted into playing pitches, others into local "nature reserves", and others into productive community gardens or allotments. This could support further development of a local food production culture that is already apparent in the use of some of the private gardens.

VILLAGE HOMES

New housing will be integrated with - and extend from - the existing residential areas. New development south of the A631 will help to connect the two residential areas that side, which are currently isolated from each other and the main part of the village.

In the longer term, much of the new housing may be north of A631 where most of the village's facilities and services will be on the same side of the main road.

Extending housing closer to the proposed new Village Centre (e.g. by redeveloping the former Sergeants' Mess) will help to break down the residential / business divide and encourage shared use of facilities by both communities.



KEY

-  Food Enterprise Zone (FEZ)
-  Existing Industrial Buildings
-  Existing Commercial Buildings
-  Existing Housing
-  Proposed Local Plan Housing Allocation
-  Possible Additional Housing Sites
-  HGV Central Access Route
-  Proposed Business Development Area
-  Proposed Village Centre

THE MAIN ROAD

With the A631 expected to get busier as more businesses come to Hemswell Cliff, there will be even greater need to improve the environment for pedestrians and cyclists, making it safer, less noisy and more pleasant to use. The Masterplan recommends two new roundabouts, one at the eastern edge of the village, providing access to proposed and existing residential areas; the other, at the western end, providing access to the FEZ and parts of the existing business area. Providing clear "gateways" to the village, the roundabouts should be accompanied by further traffic calming, pedestrian crossings and environmental enhancements along the length of the A631 in between.