

## Appendix to the Town Team minutes February 2015

### Update by Alan Caldwell of Our Enterprise on the Wilton hill/Erskine Park development, with particular reference to the Enterprise Hub

Alan Caldwell began by stating that he thought four areas needed updating, and he would go through each in turn:

1. A general update and what progress had been made so far.
2. Sales & Marketing and the response to the request by the Wilton community to ensure that the PR and marketing of the site would incorporate and reflect a positive story to the benefit of Wilton, its residents, businesses and local groups.
3. An update on the Enterprise Hub, which would be providing the employment/business space.
4. Clarification of the s106 contributions.

#### **1. General Update**

- The development of this site was the only one in the country to be led by three organisations in partnership – Redrow, Our Enterprise and the Wilton Community Land Trust They had been working together since the beginning of the project, and had developed a good working relationship. Our Enterprise had enabled other uses for the land to be considered, rather than just exclusively for housing.
- All three were shareholders of the Community Interest Company known as Our Wilton, which had now been registered at Companies House. The role of Our Wilton is to capture as much of the community value and local gain as possible for the benefit of the community.
- Our Wilton will be responsible for the grass cutting, and will seek to employ local trades as much as possible for its maintenance programme, which is a practical example of retaining value.
- The Enterprise Hub will provide 20,000 sq ft of business space in varying sizes, to accommodate the smallest 'kitchen-table' enterprises to larger established businesses.
- There will be vouchers available for local residents to use at these businesses, thereby building up connections with the local community
- The Hub will act as a contact point for queries regarding the development, and the consequent maintenance and management. There will be a temporary, staffed, physical presence by Our Wilton, within 6/8 months,
- Our Wilton will manage the Hub, and will be financially supported by Redrow and other contributions until sufficient income is generated by the businesses in the Hub, and from the residents' maintenance and service charge for Our Wilton to be independent.
- Our Wilton will also take on the management role of the Veterans' facility, which will provide a further income stream.

- The Enterprise Hub is locked into Our Wilton by reason of the latter being structured as a community interest company, so that legally, the EH cannot be transferred out.
- Houses are already being built on the Wilton Hill part of the development, whilst detailed plans will be submitted at the end of March for the Enterprise Hub itself.
- Detailed plans will also be submitted at the end of March for the Veterans' accommodation. The nursing home will be linked to this, and three national operators have already expressed an interest in being involved. There will also be a nursery/child care facility.

## **2. Sales & Marketing**

- The Erskine Park show home was opened in early February, with 15 sales to date. The first houses will be occupied in March.
- The Wilton Hill show home will open in March, but 3 properties to date have already been sold. The first houses will be occupied in June.
- The Home Folder pack is being compiled at the moment to ensure that it contains local Wilton facts, information and knowledge, so that the location is promoted, not just the development. Redrow is very happy to accommodate this.
- Lucy Ludlow advised that she had only recently been appointed, but that she was working on a plan to help promote the locality as well as the development, with positive stories in the press.
- Alan Caldwell remarked that Redrow was under no obligation market the development any differently than it would normally do, but was happy to do so on this occasion, to reflect the community wishes and aspirations.
- Affordable housing would be allocated as per the legal requirements, and the renting and letting of these properties would be the responsibility of Wiltshire Council.
- The physical land barrier between Wilton Hill and the Fugglestone Red II development had been maintained, as required by the Core Strategy.
- It was noted that the Community Land Trust would also benefit as a partner in Our Wilton, as the income it received would be of benefit to Wilton and Wilton projects.
- All those present were warmly invited to visit the show homes, and the great interest shown by local people had been noted.

## **3. The Enterprise Hub**

- This will be a 20,000sq ft building, with space for up to 60 businesses. There will also be "desk space only" availability, on an "easy in, easy out" licence.
- There will not be a retailer, but mostly office-type space, with some workshop-type space as well.
- Our Wilton will have a contract with Basepoint, the charity based organisation that will manage the Hub. The Hub will cost approx

£4m to build, and will be located next to the veterans' housing, so that it can help the veterans back into civilian life with training and employment opportunities.

- Social space will be provided by a café, which may also be open to the public.
- The whole development complies with all planning requirements, but it was appreciated that the traffic generated may have an impact on the Park & Ride, and on the possible re-opening of Wilton station.
- The amount of traffic movement would not be any greater than those when the UKLF site was open, but would be spread out during the day, rather than being concentrated morning and evening.
- Potential retailers had turned down the opportunity of filling the space designated for a shop, so in response to local wishes, Redrow has changed this to a child care/nursery facility – but it is still possible that a small scale retail outlet will be provided, because the planning conditions require it.
- Two locally-based nurseries have shown interest in expanding and moving to the site, so Redrow is not trying to encourage competitors into the area.
- Concerns were raised about the capacity of the surgeries in Wilton to cope with the increased number of residents, but these matters were beyond Redrow's remit, and should be referred to the Clinical Commissioning Group.

#### **4. S106 funds**

- Funds of £291k have been paid over to Wiltshire Council for off-site provision. The funds are not assigned specifically to a skate board park, nor are they attached to a specific site.
- Although Alan Caldwell agreed to take back the meeting's request that a site be made available at the southern end of Erskine Park, adjacent to the A36, the Town Clerk was also asked to contact Paul Backhouse at Redrow to clarify and confirm this.

The Chairman, David von Zeffman, thanked Mr Caldwell, Lucy Ludlow and Clare Oakley for their most comprehensive presentations. He finished by noting that although the Wilton Hill/Erskine Park development wasn't what was originally aspired to or envisaged by the community, since Redrow had emerged as the preferred bidder for the site, they had made some response to the community's wishes, and that the community now needed to wholeheartedly embrace the development as being part of Wilton and encourage the new occupants to consider themselves as being part of the community, too.