



Wellington

Welcome



Food Town





Wellington

Wellington
- it grows on you

Wellington Food Town

Food Town





Wellington Background

- Community Strategy
- Comparison with other towns
- Somerset Food Links
'Wellington Food Check'
- Project Proposal

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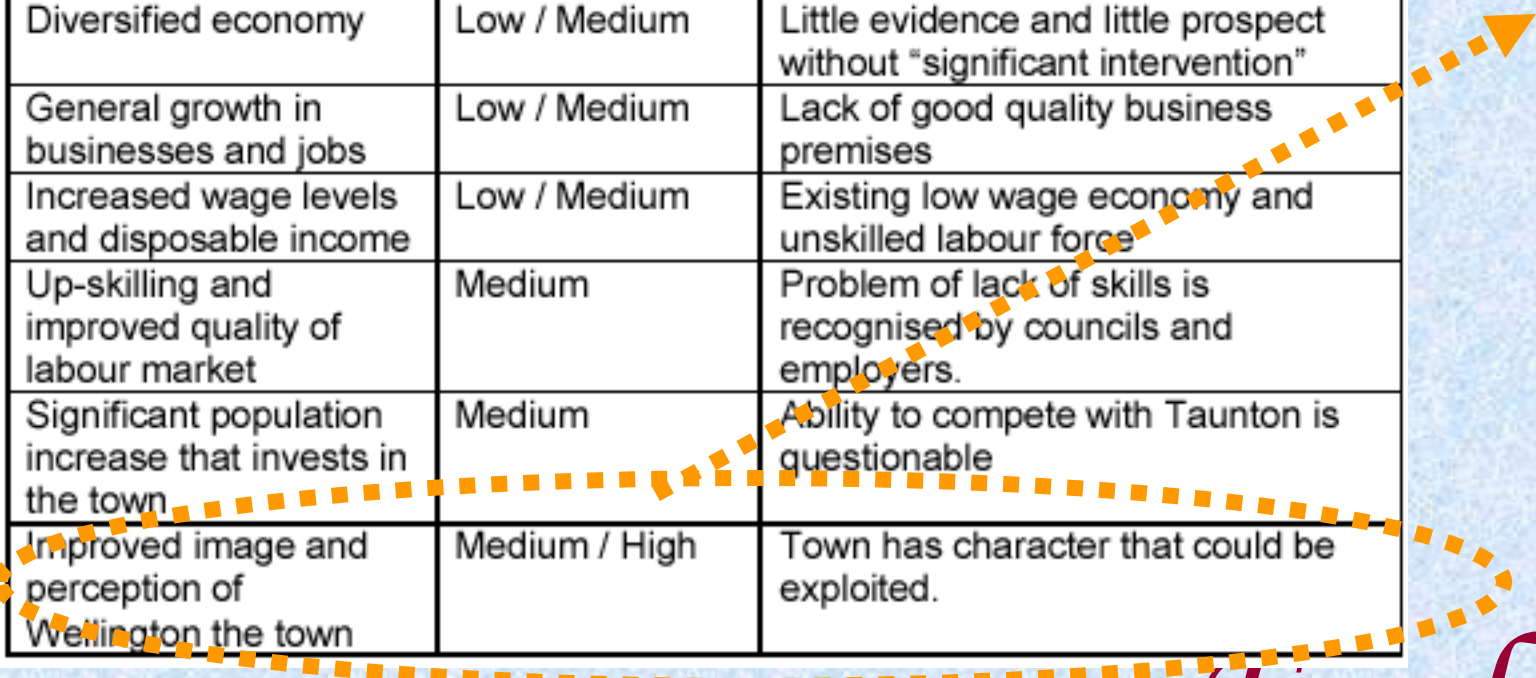




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Drivers:	Potential	Prognosis
Revival of existing industry	Low / Medium	Wellington is reliant on two manufacturing industries one of which is non-UK owned
Large new employer attracted to the town	Medium	Land available at Chelston, but town lacks appeal
Diversified economy	Low / Medium	Little evidence and little prospect without "significant intervention"
General growth in businesses and jobs	Low / Medium	Lack of good quality business premises
Increased wage levels and disposable income	Low / Medium	Existing low wage economy and unskilled labour force
Up-skilling and improved quality of labour market	Medium	Problem of lack of skills is recognised by councils and employers.
Significant population increase that invests in the town	Medium	Ability to compete with Taunton is questionable
Improved image and perception of Wellington the town	Medium / High	Town has character that could be exploited.

Key to other improvements



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Project Proposal

Comparison Towns

Bridport	A growing reputation for local produce and its own "Centre for Local Food"
Glastonbury	Promotes itself as a centre for art, culture & craft
Hay on Wye	Long established centre for books, new, old and antiquarian
Honiton	A town that markets itself as an antique centre
Leek	Gateway to the Peak District and an antique centre
Ludlow	A town with a growing international reputation for local food produce
Mitcheldean	A town that based its revival strategy on a single 'big name' employer
Stow on the Wold	An antique and tourist centre

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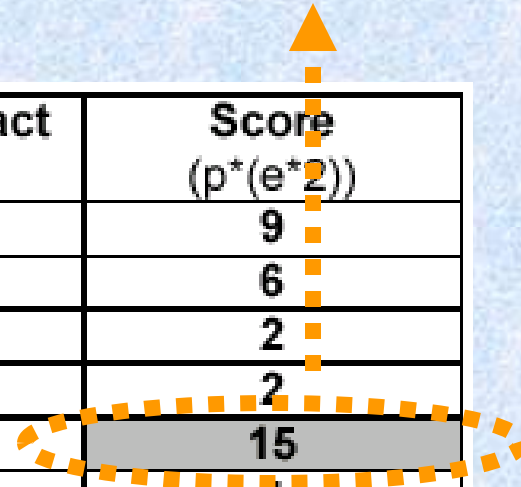




Wellington Project Proposal

A clear
winner!

	Potential (1 low-3 high)	Economic Impact (1 low-3 high)	Score ($p^*(e^*2)$)
Pleasant market town	3	1.5	9
Dormitory for Taunton	3	1	6
Tourist attraction	1	1	2
Antique centre	1	1	2
Food town	3	2.5	15
Centre for culture and creativity	1	2	4
High-tech town	1	3	6
Visitor centre	1	2	4
Gateway town	2.5	1.5	7.5
Off-Motorway service location	3	1.5	9



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Wellington Project Proposal

- Independent retailers
- Motorway junction
- Abundant local producers and suppliers
- Size and layout of town centre
- Affordable and available retail units
- Growth in consumer markets nearby
- Consumer fashion
- No other Somerset town.....**

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Food Town Vision

To establish Wellington as a centre for local produce and a name synonymous with quality



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Healthier Economy

The benefits of Wellington Food Town are for everyone.

Healthier Community

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Healthier Economy

Retailers

Producers

Community
Pride

Employment

Investment

Agriculture

Tourism

Town Centre

Culture

Environmental
Awareness

Healthier Community

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Food Town: Moving Forward

March/April 2006 – Proposal approved by:

- Wellington Economic Partnership
- Wellington Town Council
- TDBC Councillors



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Next Steps

July 2006 – Food Town concept presented to local businesses:

- Received with a mix of enthusiasm and scepticism
- A host of project ideas were suggested

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Next Steps

September/October 2006:

- Food Town Steering Group established
- Planning for Launch Event

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Launch Event – Dec 2nd 2006



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Launch Event – Dec 2nd 2006

- An estimated 5000 visitors throughout the day
- Over 1000 visitor evaluation forms completed showing:
 - Average spend of just under £20
 - 97.3% of visitors said the event was ‘good’ or ‘excellent’
 - 42% of visitors came from outside of Wellington

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Launch Event – Dec 2nd 2006

Visitor comments included:

Very good for the Town	Not enough freebies
Busy & Friendly	Bloody fantastic
Hope it continues	Do it again
Do more!	Very crowded
Very good, very tasty!	Lovely tasters
Need better signage	Surprised & impressed
Venue is too hidden	Needs a larger venue
Smells good	Good value
	Please repeat!

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The next projects...

Following the initial private sector meetings in July 2006, a vast number of potential project ideas were put forward.

The Food Town Steering Group have identified the following as key project themes:

- Markets
- Training
- Healthy Living
- Food Trails

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The next projects...



A network of towns where quality of life is important



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Slow Food and Cittaslow

Slow Food began in Italy 1986.

Slow Food objectives include:

Preserving native food varieties

Preserving traditional food knowledge

Organising celebrations of local food

Educating consumers

Promoting sustainable farming

Taste Education

Lobbying against genetic modification



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Slow Food and Cittaslow

Cittaslow was inspired by the Slow Food movement but is in many ways ‘one step further’.

Cittaslow values are broader than food alone.

Cittaslow aims to improve quality of life.

Like the Slow Food movement, becoming part of Cittaslow requires membership.

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Cittaslow Assessment:

To become a Cittaslow town, eligible towns must complete an assessment study which would assess themes of:

- Environment & Environmental Policy
- Infrastructure & Infrastructure Policy
- Quality of Urban Fabric
- Encouragement of Local Produce & Products
- Hospitality & Community
- Cittaslow Awareness Creation

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Next Steps

To achieve Food Town objectives, the Steering Group has recently established sub-groups:

- Marketing and PR
- Community Strategy
- Town Centre
- Events
- Healthy Living

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Next Steps

The sub-groups will establish their own 'key projects':

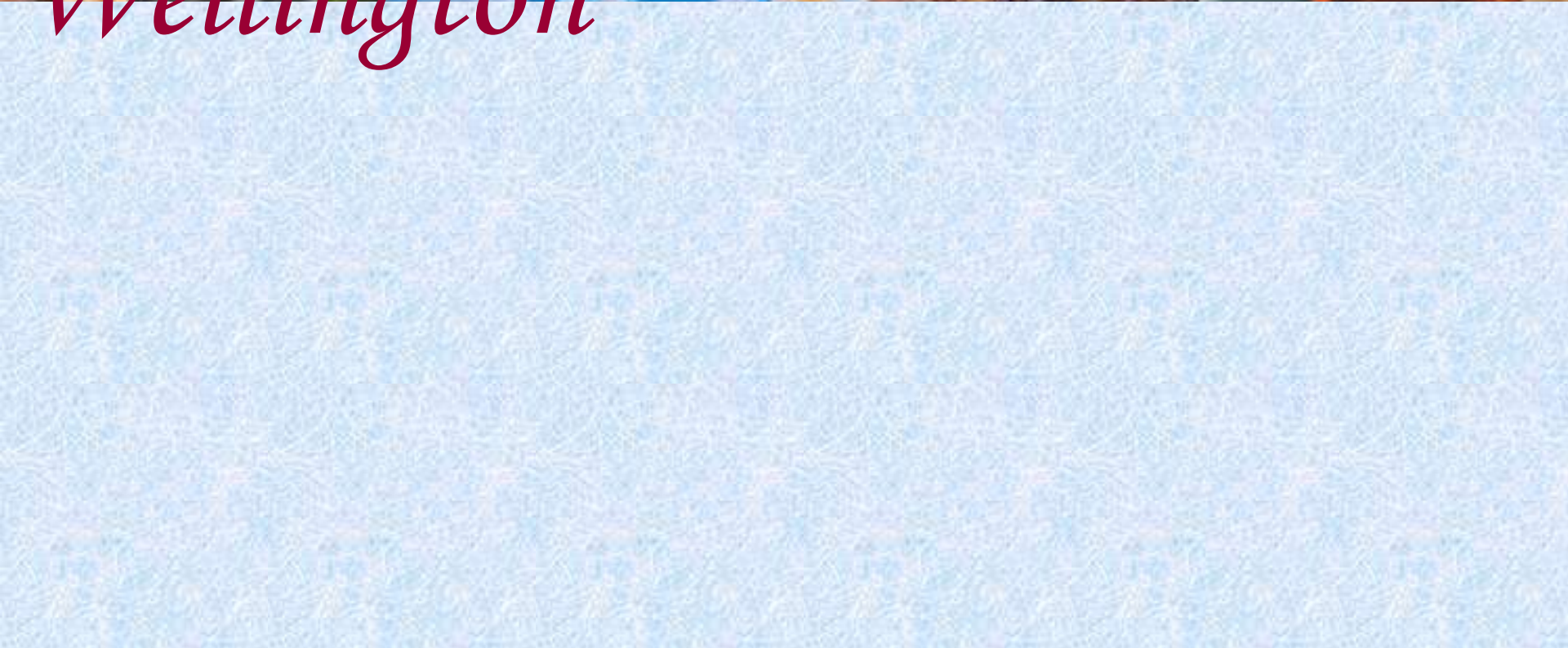
Group	Projects
Marketing and PR	Developing branding & identity
Community Strategy	Engaging community & linking with MCTi
Town Centre	Enhancement schemes
Events	Food Festival
Healthy Living	Promotion of Healthy Eating & healthy lifestyle

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Thank you

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