

From: [Simon Collier](#)
To: [Strategy](#)
Cc: [Littlewood, Gill](#)
Subject: House of Somerset
Date: 16 March 2020 10:55:06

Dear Sir/Madam

Please find attached representations on behalf of House of Somerset.

These are being emailed to you as we have not been able to submit comments online due to the maximum word limit.

Please acknowledge safe receipt by return of email.

Yours faithfully,



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Somerset West and Taunton Local Plan 2040 (Issues and Options Consultation Document)

March 2020

REPRESENTATIONS ON BEHALF OF HOUSE OF SOMERSET

Key issues for Wellington

Question 11a: *Do you have any comments on these policy approaches?*

House of Somerset are proposing a Visitor Centre, Pannier Hall and Artisan Workshops on land adjacent to Foxmoor Business Park, Wellington. This would be a destination for visitors on their journeys to and from Devon and Cornwall on the M5 motorway.

The site is located to the north of junction 26 of the M5 motorway and to the west of the link road between that junction and the Chelston roundabout at Wellington. The site benefits from an existing vehicular access from the link road that serves Foxmoor Business Park, which adjoins the site to the south west. The site itself benefits from an extant planning permission (associated with Foxmoor Business Park) to be used for B8 storage and distribution purposes.

The concept of the House of Somerset is to create a destination and a venue close to the M5 in which products – including food and drink – from around the county can be displayed, where local walking and cycling trails can be promoted and goods from local industries showcased. It will include a visitor centre, a food court/dining area, produce hall, cycle hire facility, electric car charging stations, outdoor seating area, car and coach parking. The design includes a tower/beacon. The artisan workshops will provide satellite accommodation to allow some of the products being showcased within the produce hall to be produced on site.

The Environment Agency's flood maps indicate that most of the site lies within Flood Zone 3, with part of it being within Flood Zone 2. However, following discussions with the EA, hydraulic modelling of the site has been undertaken and the results confirm that the site does not fall within flood zone 3b and in indeed that the majority of the site falls within flood zone 1.

The proposals would generate substantial economic benefits, a conservative estimate of which is set out within the Economic Assessment which has been shared with the Council. The development of the site as proposed would deliver significant further investment in the area. It would generate both long term and short-term new employment.

It has been agreed during pre-application discussions with the Council that the proposed use of the site would be a sui-generis one.

Policy support for the proposals within the new Local Plan would be welcomed.