

**Elloughton cum Brough
Town Council**

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Town Landscape and Design Strategy

Document History

Adopted by COUNCIL –

To be reviewed – November 2024

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Town Clerk

1) Introduction

1.1 In 2019/20 civic year, Elloughton-cum-Brough Town Council resolved at a meeting of the Environment Committee, that Elloughton-cum-Brough could benefit from a Town Landscape and Design strategy.

1.2 To support this, a community consultation was launched in the Summer of 2021 and Summer of 2023. Responses from the community consultation resolved that key environmental themes have emerged which will be focused on in the Town Landscape and Design Strategy 2023, such as:

- Harmonizing of urban centres
- Increased safe/social spaces for children and young people.
- Increased natural planting.
- More action to help tackle litter and litter problem areas.

The importance of the community consultation is so the Town Landscape and Design strategy 2023 reflects the views and visions of the wider community and not just those in the Town Council. See below a brief summary of the Community Consultation.

2) Summary of the Community Consultation results 2023

2.1 To date there has been 397 representations, 54 on Paper and 343 Online.

2.2 Demographic of Representations:

Age		Gender		
Answer Choices:	Responses:	Answer Choices:	Responses:	
15-20	1.6%	Female		62%
21-30	12.9%	Male		36.2%
31-45	22.3%	Prefer not to say		1.6%
46-60	33.5%	Other (specify)		
61-75	20.1%			
75+	9.6%			
TOTAL	100.0%			100.0%

2.3 Expert of environmental questions and responses from the Consultation.

Q3: Of the issues listed below, which do you feel are most important to you? (You can choose more than one).		
Answer Choices:	Responses:	
Activities for young people	224	56.4%
Anti-Social Behaviour	233	58.7%
The environment (how the town looks, green spaces, etc.)	287	72.3%
Planning issues	236	59.4%
Public Transport (bus stops, cycle lanes, rail links)	167	42.1%
Highway issues (parking/road surfaces/traffic)	243	61.2%
Total Respondents:		

Q10: What aesthetic/environmental features would you like to see more of around Elloughton and Brough (You may select more than one).		
Answer Choices:	Responses:	
Pedestrian only areas	92	23.9%
More seating and tables	195	50.6%
More formal planting (e.g. planters)	123	31.9%
More natural planting (e.g. by the roadside and in green spaces)	221	57.4%
Larger Community Park	214	55.6%
Urban sculptures (Celebrating local art and history, e.g. the Centurion)	146	37.9%
Total Respondents:	385	

Q11: The Town Council are looking into changing the entrance signs to the Town. Which would be your preferred design.		
Answer Choices:	Responses:	
Option 1		52.3%
Option 2		17.3%
Option 3		9.3%
Option 4		21.1%
Total Respondents:		

Q9: The Town Council mows multiple green spaces in the community throughout the year, such as Elloughton crossroads, St Marys Green, Main Drain etc participate in green initiatives such as "No Mow May".		
Answer Choices:	Responses:	
Yes		61.1%
No		29.9%
Not Interested		9%
Total Respondents:		

Q12: The Town Council are currently exploring potential improvements that could be made to Elloughton cum Brough urban area. Is this something you would be supportive of?		
Answer Choices:	Responses:	
Yes		89.8%
No		6%
Not Interested		4.2%
Total Respondents:		

3) Vision:

3.1 To develop and create landscape guidance to help support the Town Council and community groups working within the Town boundaries with the desire to collectively achieve a coordinated approach. The plan will be tailored and unique to Elloughton-cum-Brough and reflect its valuable landscape setting at the foothills of the Yorkshire Wolds and northern banks of the river Humber.

4) Objectives

- 4.1 Build a cohesive appearance to Elloughton-cum-Brough Town, through harmonizing of urban centres
- 4.2 Enhance urban spaces
- 4.3 An increased focus on natural and environmentally beneficial planting
- 4.4 Create recommendations regarding planting size, type and material of any physical element including benches, signage, or planters
- 4.5 Increased focus on developing and promoting safe/social green spaces for children and young people.
- 4.6 To identify sites suitable for permanent structures and those best suited for temporary structures.

5) Description of the Landscape

5.1 Due to the evolution of Brough and Elloughton and the impact of the A63 which separates the hamlet of Elloughtondale, there is no singular town square or centre. In many ways, it could be argued that the two main cross roads at Brough and Elloughton are more defined urban spaces with a mix of retail, hospitality, memorial and open green space. For the purpose of this document, we have divided the Town boundaries into three key areas and then the outskirts. This document does not intend to stifle individuals or community groups. It is the recommendation of Elloughton-cum-Brough Town Council that the landscape should collectively complement its setting and context.

5.2 Elloughton Crossroads

Landscape Setting: Currently flat with minimal planting. Green spaces are small in size and close to road.

Open Spaces: Land in front of Halfmoon Pub; Land down Main Street towards Brantingham road.

Landscape Features: Brick round and square white plant pots

Character Area: Elloughton hub, vibrant and busy area.



5.3 Brough Crossroads & surrounding area

Landscape Setting: Built up planting with busy traffic lights. Planting is currently fenced in, area currently designed for busy pedestrian use.

Open Spaces: Open spaces consist of paths between planting.

Landscape Features: War memorial, bollards around current planting. Fingerpost signs, Roman soldier, and two wooden benches.

Character Area: Brough Hub stretching from Sainsburys to Village Hall to Morrisons; main urban area of village.



5.4 Station Road

Landscape Setting: Land is small triangular space nestled between two roads.

Open Spaces: Green spaces with natural planting and seated area

Landscape Features: Bench installed surrounded by raised planter beds and pathway providing accessible access from three sides.

Character Area: Open grass space with available



5.5 Roman Landing

Landscape Setting: Green space on side of road three sides of road.

Open Spaces: Green grassed spaces.

Landscape Features: Bench in place along with road and business signs.

Character Area: Open green space with availability to plant.



6) Actions and Recommendations:

6.1 The Town Council discussed the progression of multiple projects at a meeting of the Environment Committee in October 2023. It was decided to focus on the below short-term projects for 24/25 and to commence work on the below long-term projects for future financial years.

Short term projects

- **Implementation of Town Historical Boards**
- **Town Entrance signs (awaiting completion of new roundabout)**
- **Town feasibility study**

Long term projects

- **Projects resulting from Town feasibility study.**
- **Continued focus on any upcoming additional green space for the community.**

7) Key Personnel:

7.1 This plan will be led by Elloughton-cum-Brough Town Council and approved at meetings of Full Council.

8) Deliverable:

- 8.1 The Town Landscape and Design Strategy will be available and published on the Town Council website. There will also be a downloadable plan of the Elloughton-cum-Brough Town Boundaries assets map.
- 8.2 Additions or amendments would have to be subject to approval by the Town Council. Therefore, all emails must be addressed to the Town Clerk/Deputy Clerk for inclusion on the appropriate agenda.
- 8.3 Recommendations arising will be submitted to the Full Council for discussion and approval regarding its incorporation into this document.

9) Costs:

9.1 Digital Mapping Package (PTMPro TS Element) was purchased at a cost of £140.00 in 2021.

10)References and Links:

10.1 [Community Consultation Link](#). (to update with 2023 results)

11) Map

11.1 [Elloughton-cum-Brough Land and Assets map](#)