



Rural Masterplanning Fund

Winning projects



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February 2010
Department for Communities and Local Government

Communities and Local Government
Eland House
Bressenden Place
London
SW1E 5DU
Telephone: 030 3444 0000
Website: www.communities.gov.uk

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Brief descriptions of winning projects

North East

1. Northumberland County Council

Masterplan for Berwick Spittal Point, Spittal and Tweedmouth **£50,000**

The council is seeking to establish a masterplan for the Spittal point area to “develop an integrated phased development plan ensuring the provision of appropriate services to support the new and current community”. The site is highly visible, located at the mouth of the Tweed and the need for excellent design is paramount. Berwick is the top priority market town across the North East for regeneration purposes identified by the county council and ONE North East. Strong community support exists for the appropriate redevelopment of this key site.

North West

1. Eden District Council

A strategic Masterplan for Penrith **£50,000**

The historic market town of Penrith is the key service centre of the district. The focus of the Masterplan should be on assessing the identified options for growth, both residential and employment, with a focus upon feasibility, capacity and required infrastructure. The strategic Masterplan is a priority for the council and needs to be carried out in advance of other site specific Masterplanning projects. The growth of Penrith as the main service centre in Eden has a very strong strategic policy fit with both regional and local planning policy.

2. Carlisle City Council

Spatial thinking in relation to 23 settlements **£39,000**

Expertise is sought to look at growth across 23 settlements ranging from Key Service Centres to small Local Service Centres. Technical input is needed to assist with the identification of a robust methodology to ensure a consistent approach to rural growth in line with meeting a number of potential conflicting targets. Settlements’ environmental capacity to physically accommodate housing and employment, while at the same time meeting community needs,

should be considered. There is also a need for engagement with the local communities.

3. Allerdale Borough Council

Building for Life training **£6,000**

The council is seeking Building for Life workshops aimed at officers and councillors to build leadership and capacity and encourage improved quality in housing and community development.

4. Burnley Borough Council

Spatial thinking in relation to the rural settlements within the Borough Boundary **£10,000**

Burnley Borough Council is classified as 'other urban' but some 80 per cent of its area is rural. The council is seeking expertise to aid Core Strategy development with particular regard to the rural settlements within the borough boundary. Guidance is required to inform how any future growth could be located on or adjacent to rural settlements, how this would be phased and the types and tenures of housing that are likely to be required. It also needs to consider what additional development and services may be required to enhance the sustainability of these settlements.

Yorkshire and the Humber

1. Hambleton District Council

Masterplan and brief for North Northallerton **£70,000 (requested £75,000)**

Expertise is requested to develop a Masterplan and brief for the North Northallerton development area. The site on the northern edge of Northallerton is approximately 50 hectares and would allow for a mixed use development of 1,000 homes, a school, 11.5 hectares of employment use and 8 hectares of recreation. The site forms a strategic location for development in the Hambleton LDF Allocations DPD submitted for examination in December 2009.

2. East Riding of Yorkshire Council

Spatial thinking for network of market towns and villages **£10,000**

The council wishes to explore how they can build upon sustainable development principles to better accommodate new housing growth in its network of market towns and villages. This will involve producing site appraisal decision making criteria and guidance on their practical application.

3. East Riding of Yorkshire Council

Masterplan for North West Bridlington **£40,000**

The council is seeking assistance in Masterplanning and design for a development site on the NW fringe of Bridlington, next to the Yorkshire Wolds area of high landscape value. The 17.4 hectare site could accommodate 500 homes of which 40 per cent would be affordable. An outline development brief was prepared in 1999 – this needs to be updated and progress made towards a comprehensive masterplan.

East Midlands

1. East Lindsey District Council

Design Quality Workshops **£7,000**

The council is eager to improve the quality of housing design in this large rural district. The funding would be used to set up a series of 'Design Quality Workshops' with the support of CABE enablers. The workshops would be offered to officers, councillors, architects and developers and be available to other councils throughout Lincolnshire.

2. High Peak BC, Derbyshire Dales DC, and Peak District National Park Authority

Design Quality and Building for Life Training **£7,000**

The councils are keen to raise the profile and quality of design in their areas. Workshops that focus on the importance of design and placemaking as well as the Building for Life toolkit would be most valuable.

3. North Kesteven District Council

Sleaford Masterplan

£50,000

Expertise is sought to produce a Masterplan for Sleaford to look at how the market town serves and interacts with its rural hinterland. NKDC does not have the multi-disciplinary skills or crucially the project management ability and capacity to deliver a project of this scale.

4. Bassetlaw District Council

Embedding Design Quality

£7,000

Technical support is required to develop a methodology to ensure that future development is of a high quality and that existing applications are properly considered in design terms.

5. Kettering Borough Council

Spatial thinking in relation to two linked areas of work

£20,000

The council is seeking technical support for first a spatial approach to locating affordable housing in rural settlements in order to meet local needs. Second, urban design support is sought for embedding design quality and sustainability into rural development, particularly affordable housing development.

6. East Northamptonshire Council

Raunds Masterplan and Visioning

£50,000

Raunds has been identified as a priority area as the town is a focus for significant growth under the MKSM agenda. There is concern locally about future growth and the impact on the town. The council wants to use the Masterplanning process to help build local consensus, a vision for Raunds, and identify a way for current allocated development to be accommodated. This work will be the first step in a process that will enable partners and the community to work together to ensure the long-term future of the town.

7. North Kesteven District Council

Embedding Design quality in the development control process **£7,000**

NKDC is committed to improving the status of good design with a specific focus on the quality of residential development. It is seeking support in embedding a Building for Life approach in its development control process. The application of Building for Life is currently relatively low in Lincolnshire.

West Midlands

1. Bromsgrove District Council

Leadership capability and capacity building **£6,000**

The council has a skills shortage in relation to delivering quality housing due to a housing moratorium from 2003–2009. Funding would help bridge this gap, at all levels within the council. It would also ensure that officers and members are as well informed as possible in advancing the Core Strategy.

2. Bromsgrove District Council

Embedding design quality in the development control process **£7,000**

The council has nobody professionally qualified to prepare large-scale Masterplanning proposals and is facing considerable development pressure on the western arc of the town. Training for officers and RSL partners that ensures design quality is central to development would be of great benefit.

3. Lichfield District Council

Spatial thinking in relation to rural housing **£10,000**

The council is seeking support in the form of independent advice and consultancy to work with local communities in innovative, positive, inclusive and proactive ways. This will inform the development of a rural housing strategy which will be relevant to local communities' needs and will inform the development of the allocations of land and Site Development Policies DPD.

4. Wychavon District Council

A Design Guide for North Pershore
£7,000

The council is seeking technical support for the production of a design guide for the potential strategic housing and employment allocation to the north of the market town of Pershore.

5. Wychavon District Council

Leadership capability and capacity building
£6,000

The council is seeking technical expertise to ensure that LPA works effectively with local communities and development partners in production of its SAP DPD. There will be a focus on ensuring additional growth complements and enhances existing small rural settlements.

6. Staffordshire Moorlands District Council

Vision for Churnet Valley Masterplan
£7,000

Support is sought to develop a strong vision for the Churnet Valley and consider issues relating to land use, design quality and sustainability and how these should be addressed through a masterplan. This work will lead onto the preparation of a Masterplanning brief for Churnet Valley.

7. Staffordshire Moorlands District Council

Masterplan for Bolton Copperworks, Froghall
£30,000

The council is seeking specialist consultants to assist in the preparation of a Masterplan for the Bolton Copperworks site. There is a particular focus on viability, deliverability, development of a design brief and an environmental assessment. The 17 hectare site, a historic copper factory, most of which is now closed and derelict, lies within an area of high landscape and tourism value adjoining the village of Froghall. Its strategic location at the centre of the Churnet Valley is considered crucial to the area's regeneration.

East of England

1. St. Edmundsbury Borough Council

Building for Life and Manual for Streets training

£6,000

The council is seeking training for elected council members and officers in Building for Life and Manual for Streets. They are proposing a Suffolk-wide seminar and training workshop that would look at real life case studies and train attendees in the use of Building for Life. The event could also involve site visits and hands on assessments.

2. Breckland District Council

A Masterplan for Attleborough

£50,000

Attleborough is identified in an adopted Core Strategy document as a location for significant growth. This process has generated community acceptance of growth and positive willingness to engage in the detailed Masterplanning process. Technical expertise is sought to ensure that the rural market town nature of the settlement is not lost through its expansion and that services can continue to support the rural settlements that focus on it. Key areas that the Masterplan will need to address are transport, green infrastructure, utilities, housing and retail offer.

3. East Cambridgeshire District Council

Masterplanning for Eastern Gateway, Soham

£40,000

This 33 hectare is almost wholly in public and charity ownership, namely Cambridgeshire County Council, Soham Town Council and Bishop Laney Charity. These groups would benefit from technical support to bring forward a detailed Masterplan/development brief for the site as none has experience of bringing forward development on this scale. This is a critical point in the LDF process when a detailed Masterplan would provide more clarity. There is strong public support for the eastern gateway proposal following public engagement in late 2009.

4. Breckland District Council

Building for Life and Manual for Streets training
£7,000

The council is seeking training for Development Control officers and members who sit on the Development Control Committee to embrace and embed the Building for Life and Manual for Streets principles in their approach to growth.

5. Central Bedfordshire Council

Expertise developing a vision and project brief for Arlesey
£7,000

The council would like expert assistance producing a project brief and vision for the future development of Arlesey and surrounding settlements.

6. Uttlesford District Council

Spatial thinking in relation to Great Dunmow and Saffron Walden
£10,000

The council wishes to work with a Masterplanning expert to prepare design strategies for Great Dunmow and Saffron Walden. This will assist the council in developing schemes for both market towns which respect the countryside setting while bringing forward sustainable development.

7. Tendring District Council

Spatial thinking for a network of villages
£25,000

The council has identified seven key villages where it would like expertise in identifying the best sites for housing. This would be followed by establishing Masterplanning principles to ensure the best possible development with the greatest benefits to the local community.

South West

1. Bath and North East Somerset Council

Midsomer Norton site Masterplan
£35,000

The site is located on the edge of Midsomer Norton town centre and is currently in industrial use. The site is allocated in the Local Plan for mixed use residential and business uses to include approximately 100 dwellings. A Masterplan would give the current occupier greater certainty over the development capacity and the value of their site and advance the council's planning proposals for the site when it becomes vacant. The council has identified some match funding that will go towards this project.

2. Wiltshire Council

Masterplan for Churchfields

£50,000

The council is seeking Masterplanning expertise for a 33 hectare development area on the west side of Salisbury. The Core Strategy and Salisbury Vision document proposed the redevelopment of the Churchfields Estate to provide a new sustainable neighbourhood which will offer approximately 1,100 homes, 5 hectare of employment land, a neighbourhood centre, a primary school and public open space. The site will deliver much needed homes for the area of which around 40 per cent will be affordable.

3. Tewkesbury Borough Council

Embedding design quality

£7,000

The council is very keen to embed good design quality in all future development and expert advice on how to best achieve this would be invaluable.

4. Wiltshire Council

Embedding design quality

£7,000

The council is seeking support in the application of the Building for Life assessment method. Existing schemes could be assessed and used as benchmarks for a wider range of projects and in the process enhance council officers' skills.

5. Cotswold District Council

Design thinking in relation to supporting home working in rural communities

£10,000

Funding will be used to map the extent of current home working in the district and then explore ways of achieving affordable housing provision that includes space for home working. This is a project with direct transferability to other rural areas.

6. Tewkesbury Borough Council

Spatial thinking in relation to six key development sites **£10,000**

The sustainable growth of Tewkesbury is based on how six key development sites are brought forward and how the interrelated issues are addressed. There are also constraints posed by the historic environment and the floodplain. Due to the complexity of the spatial planning issues the council would greatly value technical expertise to begin developing spatial plans.

7. Teignbridge District Council

Design Guide for Chudleigh **£10,000**

The council is seeking consultant support to provide a focus for officers and the community to consider developing a framework and design guidance for the rural town of Chudleigh.

8. Dartmoor National Park Authority

Embedding design quality **£7,000**

Promoting high quality design is vital to protecting the special quality of the National Park. Both officers and members would greatly value training in embedding design quality in the development process.

9. Tewkesbury Borough Council

Procurement and project management support **£7,000**

The council is keen to progress six interrelated major development sites but a lack of shared vision has stalled previous progress. Procurement and project management support is required to establish (with partners and the community) a shared vision and design goals with a strategy for delivery.

10. South Hams District Council

Procurement expertise
£7,000

The council has a large number of sites to progress through the plan making process. Expertise is sought to develop a model procurement and project management strategy which could be trialled on a couple of sites and then rolled out across all sites.

South East

1. Shepway District Council

Strategic Masterplanning within the Sellindge area
£50,000

Sellindge is a 'Strategic Rural Settlement' located directly adjacent to the M20 which links Ashford to Folkestone. The village has been identified within a Rural Services Study for the district as providing key services for surrounding villages. It is in close proximity to the growth area surrounding the Channel Tunnel Rail link at Folkestone. This work would look at the potential distribution of housing-led development with the aim of securing new development which is appropriately integrated. Progress has, to date, been significantly community-led and the council intends to further promote stakeholder engagement in this Masterplanning process.

2. Isle of Wight Council

Rural Housing Sites Toolkit
£10,000

This initiative is to develop a policy toolkit that will set out how the local planning authority will work with local communities to identify and deliver housing sites. The toolkit can then be used by local communities to identify and bring forward sites with full community support. This is an imaginative proposal that could easily be transferable to other regions.

3. East Hampshire District Council et al

Quality places guidance and dissemination
£15,000

This group of eight councils is seeking funding for an expert to help them develop a pre-planning application protocol aimed at planning officers, the applicant and other agencies. Emphasis will be on design issues for rural housing schemes. The aim is to provide 'quality places guidance' not purely

design guidance. The toolkit would be used by the eight authorities to ensure that there is a common approach.

4. South Oxfordshire District Council and Vale of White Horse District Council

Masterplan for former Grove airfield

£30,000

Grove is a large village to the north of the market town of Wantage. The council is seeking technical help for a Masterplan for a new housing development which will deliver much needed market and affordable homes. Specialist Masterplanning advice to evaluate and build upon the developer's masterplan would be an invaluable asset to the LPA. There is a determination that new housing is supported by appropriate services and facilities.

5. Shepway District Council

Project management to ensure quality development

£4,000

The council would welcome assistance from experts on project management, design matters and best practice to ensure that high quality design is embedded in their processes.

6. Winchester City Council and East Hampshire DC

Assessment framework for rural development

£15,000

This proposal is related to both LAs and seeks consultancy support for development of an assessment framework or guidelines to secure appropriate levels, types and forms of development in rural areas. This will enable best practice to be developed and disseminated and outcomes which will be applicable to other rural areas.

7. Milton Keynes Council

Leadership capability and capacity building

£6,000

This project involves working with members and parish councils to understand the processes involved in making new housing allocations and development control decisions for rural housing schemes. The majority of recent housing allocations in Milton Keynes have related to urban areas, so there is a need to build rural expertise and leadership.