
Chuley Road Masterplan

Project Inception Report

Doc No: P2005761
Issue: Final
Rev: 2
Date: 21st May 2013

BDP.

1. Introduction

- 1.1 This report summarises the project details and management arrangements for the Chuley Road Masterplan. It reflects the proposals set out in our submission dated March 2013, as refined in subsequent discussions held at the inception meeting on Tuesday 7th May 2013.
- 1.2 The report covers the following:
- Section 2 – Inception Meeting
 - Section 3 – Study Area
 - Section 4 – Project Brief and Methodology
 - Section 5 – Team Structure and Contacts
 - Section 6 – Project Steering Group
 - Section 7 – Project Programme and Key Outputs
 - Section 8 – Consultation and Engagement Strategy
 - Appendix A – Study Boundary
 - Appendix B – Project Timeline

2. Inception Meeting

- 2.1 The inception meeting for the Chuley Road Masterplan was held on Tuesday 7th May 2013. The meeting included a brief introduction to the project by the client team, a discussion of the key issues and opportunities, project programme, consultation arrangements, project management and reporting arrangements, and details of fees and contractual arrangements. The meeting began with a site visit.

3. Study Area

- 3.1 The site boundary has been reviewed following the site visit and we propose no amendments to the site boundary from that included in the project brief, which remains as identified in the Development Management DPD (ASH 2). The study boundary is at Appendix A. We will however, review, analyse and pay regard to the surrounding area and the impact of any future development on the wider context.

4. Project Brief and Methodology

- 4.1 The project brief from the Authority and the methodology proposed in response by BDP were discussed at the inception meeting. The agreed project stages and tasks are summarised in the table below.

PROJECT STAGE	KEY TASKS AND OUTPUTS
1: LAUNCH AND BASELINE RESEARCH	Masterplan research: <ul style="list-style-type: none"> • Conduct initial information gathering. • Conduct analysis – planning policy, urban design and heritage, property and commercial, transport and parking • Prepare Baseline Report

PROJECT STAGE	KEY TASKS AND OUTPUTS
	Consultation and engagement: <ul style="list-style-type: none"> • Issue invitation letters / poster / press release • Community newsletter #1 and launch online resources • Hold Stakeholder Surgery
	OUTPUT 1: BASELINE REPORT
2: VISION AND OPTIONS	Develop ideas: <ul style="list-style-type: none"> • Develop draft vision, concepts and options • Appraisal of options (commercial, design, transport) • Issue Vision and Options Study
	Consultation and engagement: <ul style="list-style-type: none"> • Update online resources / community newsletter #2 • Issue invitation letters / posters / press release • Chuley Road people's panel #1
	OUTPUT 2: VISION AND OPTIONS STUDY
3: DRAFT MASTERPLAN	Masterplan development: <ul style="list-style-type: none"> • Produce draft masterplan • Testing and delivery of the plan
4: CONSULTATION ON DRAFT MASTERPLAN	Consultation and engagement: <ul style="list-style-type: none"> • Issue invitation letters / poster / press release • Update online resources / community newsletter # 3 • Public event / people's panel workshop # 2 • Public consultation period (4weeks)
	OUTPUT 3: DRAFT MASTERPLAN
5: FINALISE MASTERPLAN	Masterplan development: <ul style="list-style-type: none"> • Interpret responses • Update and finalise masterplan
	Consultation and engagement: <ul style="list-style-type: none"> • Update online resources • Issue poster / press release
	OUTPUT 5: FINAL MASTERPLAN REPORT

5. Team Structure and Contacts

5.1 The main client and consultant contacts are provided in below.

Main Client Contacts

Dartmoor National Park Authority

Stephen Belli – Director of Planning

Email: sbelli@dartmoor.gov.uk **Tel:** 01626 832 093

David Lillington – Forward Planner

Email: dlillington@dartmoor.gov.uk **Tel:** 01626 831053

Daniel Janota – Forward Planner

Email: djanota@dartmoor.gov.uk **Tel:** 01626 831066

Teignbridge District Council

Darren Summerfield – Senior Planning Officer

Email: Darren.Summerfield@Teignbridge.gov.uk **Tel:** 01626 215741

Ashburton Town Council

Andrew Prince – Chair of Planning Sub-Committee,

Email: townclerk@ashburton.org **Tel:** 01364 652142

Main Consultant Contacts

Below are the key contacts for the project (and their associated role) from the consultant team.

BDP (Lead Consultants)

Martin Jones, Urbanism Director (Project and design director)

Email: martin.jones@bdp.com **Tel:** 01179 929 9861

Becky Cocker, Associate Town Planner (Project Coordinator)

Email: becky.cocker@bdp.com **Tel:** 0207 812 8980

Tom Rudd, Town Planner (Regular Client Contact)

Email: tom.rudd@bdp.com **Tel:** 0207 812 8262

Urban Flow (Transport)

John Emslie, Project Director

Email: john@urban-flow.co.uk **Tel:** 020 7566 3451

GL Hearn (Commercial)

Guy Ingham, Associate

Email: Guy.Ingham@glhearn.com **Tel:** 020 7851 4900

6. Project Steering Group

6.1 A project steering group is vital in developing a successful masterplan – it provides a forum for the masterplan progress to be presented and discussed, and most importantly for decisions to be made in a timely manner.

6.2 The steering group will be composed of the following members:

- Stephen Belli – Dartmoor National Park Authority
- David Lillington – Dartmoor National Park Authority
- Dan Janota – Dartmoor National Park Authority

- Louise Smith – Dartmoor National Park Authority
- Member (TBA) - Dartmoor National Park Authority
- Darren Summerfield – Teignbridge District Council
- Member (TBA) – Teignbridge District Council
- Andrew Prince – Ashburton Town Council

6.3 The following persons will also be invited to attend:

- Archaeologist – Dartmoor National Park Authority
- Ecologist – Dartmoor National Park Authority
- Communities Officer – Dartmoor National Park Authority
- Historic Buildings Officer – Dartmoor National Park Authority
- Trees & Landscape Officer – Dartmoor National Park Authority
- Environment & Safety Officer– Teignbridge District Council
- Economy & Regeneration Officer– Teignbridge District Council
- Design & Heritage Officer– Teignbridge District Council

7. Project Programme and Key Outputs

7.1 The end date for the project and production of the final masterplan is scheduled for November 2013. A project timeline is included at Appendix B. The key dates are set out in the tables below.

Stage / Output		Issue Date
Stage 1 Output:	Inception Report	20 th May 2013
Stage 1 Output:	Baseline Report	18 th June 2013
Stage 2 Output:	Vision and Options Study	2 nd August 2013
Stage 3 Output:	Draft Masterplan Report	13 th September 2013
Stage 5 Output:	Final Masterplan Report	8 th November 2013

7.2 The dates for consultations (and therefore the release of public information) are provided in the table below. Full details of consultation and engagement approach are in section 8.

Consultation Event		Date
1	Launch webpage / Facebook / Twitter / Press	13 th May 2013
2	Send personalised letters to key stakeholders	13 th May 2013
3	Community newsletter #1 and poster	17 th May 2013
4	Stakeholder Surgery	5 th / 6 th June 2013
5	Community newsletter #2, poster and press release with invitation to People's Panel workshop #1	10 th July 2013
6	Chuley Road People's Panel workshop #1	24/25 th July 2013

Consultation Event		Date
7	Update online resources	21 st August 2013
8	Community newsletter #3, poster and press release with invitation to People's Panel Workshop #2 / public exhibition – Draft Masterplan	6 th September 2013
9	Chuley Road People's Panel workshop #2 / public exhibition – Draft Masterplan	20 th / 21 st September 2013
10	Final Masterplan poster and press release	8 th November 2013

8. Consultation and Engagement Approach

General Approach

- 8.1 It will be essential to build on work previously done and undertake a critical review of all existing policy documents and previous consultations at the baseline stage. The initial consultation process will consist of a series of discussions with key stakeholders (including key land owners), and a workshop with Ashburton user groups to refine design options; this group will be known as the Chuley Road People's Panel. The group will be formed and invited to attend two design workshops – the latter being to refine the preferred masterplan in advance of wider publication. Finally, there will be a public consultation event to present the draft masterplan and allow the wider community an opportunity to discuss and comment on the proposals.
- 8.2 Local communities, stakeholders and user groups will additionally be kept informed of masterplan progress through a project webpage (on the NDPA website), facebook and two community newsletters. Where possible the wider community will be informed of masterplan progress through three press releases to be included in publications such as 'Around Ashburton'. Further details of the consultation strategy are outlined below.

Stakeholder Surgery

- 8.3 Key stakeholders will be invited to attend a Stakeholder Surgery held on the 5th and 6th of June. The surgery consists of one on one discussions where attendees will be free to voice their issues with and their aspirations for the site to members of the consultation team. In addition to the invited stakeholders the surgery will also be open to members of the public.

People's Panel Workshops

- 8.4 A key component of the masterplanning process is the creation of a People's Panel which will consist of town user groups, including community representatives, businesses, young people, key stakeholders, landowners, Ashburton Town Council, DNPA and Teignbridge District Council (TDC), and anyone else who would like to join. The People's Panel will assist the consultant team in preparing the masterplan by providing detailed local knowledge and being a sounding board for ideas. The aim is that the panel will also assist in spreading the message of the masterplan to the wider community and will continue to be actively involved in helping deliver the masterplan once the final report is complete.
- 8.5 Engagement with the People's Panel will be through two structured workshops at the options and draft masterplan stages. These hands-on workshops will consist of sessions with small groups of 5-8 people working creatively together to explore and comment on the developing options and design ideas for the study area. Each group will be facilitated by members of the consultant team.

- 8.6 The workshops will be held in the Town Hall (if available, or similar venue) in a large room with space to accommodate approximately 30 people (subject to interest), with groups of 5 people to a table.

Public Exhibition Event

- 8.7 Following the development of the draft masterplan there will be a four week period for wider public consultation. During this period the public will be able to view and comment on the draft masterplan both online via the DNPA website and at an exhibition hosted in Ashburton.
- 8.8 It is essential that a suitable location such as the town hall is used to house the exhibition to ensure it is positioned for viewing by the largest possible footfall and to capture a cross-section of the community. Members of the masterplanning team will be available to answer any queries and comments. The exhibition will allow the public to 'drop-in' and will therefore need to be held in an accessible community space to enable all attendees to clearly view the proposed plans. We recommend the exhibition remains open to the public during the four weeks, managed by Dartmoor National Park Authority.
- 8.9 The exhibition will be advertised at an early stage using the Authority's website, local media, social media, posters, newsletters, and any other appropriate means, in order to reach as wide an audience as possible, including 'hard to reach' groups. We will seek to engage with young people via methods of advertising the event at local youth groups and schools. Additionally, it is fundamental that documents are made available in a wider variety of formats including paper, electronic and large print on request in order to ensure a fully inclusive approach to public consultation.
- 8.10 The content of the exhibition boards will be prepared by BDP, including a series of detailed exhibition boards mounted onto supports and displayed clearly within the event location. The public will be invited to discuss the proposals and give feedback both verbally and by written responses. A questionnaire and comment form will be provided for the community to complete with a series of focused questions. The draft masterplan report will also be published on the Authority's website and Facebook page, in addition to being advertised in the local press.
- 8.11 The comments will be collated, analysed and a summary of the feedback received will be posted on the Authority's website. All comments will be considered and used to inform decisions made regarding the final masterplan in accordance with national and local planning policy.

Online Consultation – Social Networking

- 8.12 A project webpage will be set up and hosted through the Authority's website. This will be continually updated as the masterplan takes shape and used to gather feedback and share emerging ideas/proposals with a wide catchment and cross section of the community. BDP will also provide updates for DNPA's Facebook and Twitter accounts.

Community Newsletters

- 8.13 Project newsletters will be produced at three key stages during the masterplan process to update the community on project progress, to extend invitations for involvement in the various events, and to ensure those people without internet access are engaged. These will not only publicise the consultation events and how the community can get involved, but will also feedback to the community how their comments have been taken into account in the development of the masterplan.

APPENDIX A: STUDY BOUNDARY



