

**English Partnerships  
and Taylor Woodrow  
Developments Limited**

**Telford Millennium  
Community Outline  
Planning Application**

Community Consultations Statement

July 2004

Camargue



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**Report for**

English Partnerships and  
Taylor Woodrow Developments

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# English Partnerships and Taylor Woodrow Developments Limited

## Telford Millennium Community Outline Planning Application

Community Consultations Statement

July 2004

Camargue



Certificate No. EMS 69090



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# Foreword

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Increasing social inclusion and participation is an important objective of all Millennium Communities. This applies to the conception, planning, building and long-term stewardship of these developments. The timing of Telford Millennium Community (TMC) relative to important changes to the planning system makes it very appropriate to record the extensive consultations that have taken place with the local community in East Ketley and other stakeholders. So a voluntary written statement - this document - is accompanying the TMC planning application. Such 'Community Consultations Statements' will likely become commonplace for major applications. TMC, in keeping with innovation and best practice objectives, is setting an example.

This document records in detail the process used for community and stakeholder engagement. It should be read in conjunction with the Design Statement, which explains how the great many issues and opportunities were identified and evaluated by the TMC Partners and their consultants. A considerable effort has been made through the last year to engage in various effective ways with a broad cross-section of East Ketley residents, interest groups and local politicians. The Project Partners believe that the resulting TMC Masterplan is a very robust and reasoned proposal, having evolved over ten months of intensive dialogue, consideration and review.

That said, it must be noted that the process and resulting Masterplan has been criticised by a community body, the Community Consultative Group as established by English Partnerships to work collaboratively with the consultants. Chapter Two of the Design Statement comments on this. The TMC Partners and the consultants believe they have gone to appropriate lengths, at a reasonable pace, to secure a consensus of community views. As with most such processes it is impossible to entirely please a diversity of opinions and beliefs. What is absolutely clear though is that the process, and the resulting Masterplan, has been rigorously tested in concept and evolution by this critical appraisal.

This document explains how the consultations work was done; and it records the considerable broad community support that in time built up for the Masterplan. This is very encouraging. The TMC Partners firmly believe that the proposals are ambitious and innovative. TMC will make a difference, and conspicuously so. They also hope very much that the local community will rise to the challenge of participation in the construction, management and long-term stewardship of TMC, so enabling new residents to become actively involved in an expanded East Ketley community.

## The Project Partners

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 Area Director  
 English Partnerships

.....  
 Kevin Shelley  
 Director of Strategic Developments  
 Taylor Woodrow Developments Ltd

## Endorsed by:

.....  
 Pauline Picken  
 Chair  
 Ketley Parish Council



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# 1. Introduction

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## 1.1 Millennium Community Objectives

In 1997, the Millennium Communities Programme was launched with the aim of setting a benchmark for future regeneration projects. All Millennium Communities seek to demonstrate the benefits of environmentally responsible development and, in particular, to:

- minimise resource consumption;
- maximise design quality;
- improve construction quality and efficiency;
- **increase social inclusion and participation;**
- protect and enhance the local environment;
- maximise quality of life; and
- deliver economic stability.

## 1.2 Increasing Social Participation

Key amongst these objectives has been the need to encourage proactive participation from all sectors of the community and relevant stakeholders in the design and planning of the new development.

To this end, an extensive programme of community consultation was planned and implemented with the primary goal of allowing local people to gain an understanding of all the constraints and opportunities the site offers. The aim was that this knowledge would, in turn, allow them to participate actively and constructively in the design process.

An independent Community Consultative Group (CCG) was also set up to disseminate information to - and gather views from - the community at large, so that as many residents as possible could offer informed input into the Masterplan.

This input was supplemented by the contributions that were encouraged from special interest group representatives at a both a local and national level, local politicians and the professional consultants engaged by the TMC Partnership.

By empowering all relevant stakeholders in this way, the Partnership believes it has attempted to canvass the widest possible cross section of views during the development of the TMC Masterplan. It is therefore the project partners' view that the outline planning application submitted with this document incorporates a balance of all the views expressed and offers the best solution for East Ketley within the parameters of the constraints the site presents.

### **1.2.1 Increasing Participation - Target Stakeholders**

- Community Consultative Group (CCG);
- Wider community;
- Special interest groups;
- Local politicians;
- Professional consultants; and
- Project Partners (EP, BTW).

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## 2. Consultation Objectives - TMC Communications Strategy

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### 2.1 Community Consultative Group (CCG)

The CCG was formally established by English Partnerships (EP) and the Borough of Telford & Wrekin Council (BTW) in January 2003 to act as a two-way channel for information between local people/interested parties and the Project Team and Steering Committee. The CCG's role was an important element of the overall communications strategy and would inform the work the project team was carrying out to design the Masterplan.

The CCG's work was essentially threefold - to gain an understanding of the constraints/opportunities of the site; to disseminate this knowledge to the wider public; and to feed back the community's views into the Masterplanning process. It was not intended, however, that the CCG should be in a position to exercise any kind of 'veto' over the Masterplan - the Group was one of many stakeholder groups whose opinions were canvassed.

The key aims and objectives of the CCG were defined as follows:

- To further enhance the regeneration of East Ketley for the benefit of the whole community;
- To discuss the development proposals and the implementation of the project;
- To ensure that the principle of equal opportunity is maintained in all aspects of the development;
- To work to ensure the integration of the incoming residents, employers and other initiatives with the existing community;
- To advise on effective means of communication so that the development can proceed in an inclusive way;
- To help determine the establishment and operation of any proposed management trust/company to manage local assets.

The members of the CCG were recruited following an open day organised by English Partnerships and the Council at the Parkside Community Centre on 19 October 2002. Early briefings were also delivered to members of Ketley Parish Council by EP and BTW on 14 October and 6 November 2002.

Initial expressions of interest were received from approximately 35 local residents and this was then scaled down to 11 active members including representatives from Ketley Parish Council, the Police force and a local environmental group amongst others. This number later grew with the addition of two representatives of Oakengates Town Council who were invited to be involved after Design Week.

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Regular committee meetings directed the work of the CCG and two members of the Group also sat on the TMC Steering Committee to ensure that the CCG was involved at the highest level of decision making. The chairmanship of the Group was originally rotated at every meeting but in mid-2003 the decision was taken to establish a permanent Chairman - this role was first taken by Mr Bernard Thompson and then passed to Mr Fred Bailey.

The full terms of reference under which the CCG was established can be found in **Appendix A**.

Based on their interest or expertise in a certain area, the CCG members also divided themselves into a series of specialist focus groups. These informal discussion groups were led and chaired by appropriate consultants from the Project Team and aimed to explore the constraints and opportunities the site offered in the context of their specialist theme. The groups covered the following topics:

- Sustainability;
- Masterplanning process;
- Housing - design type and affordability;
- Collaborative design;
- Transport;
- Environment/ecology and landscape;
- Community facilities - education, health and community centre;
- Open space and recreation;
- Stewardship; and
- Communications.

### **2.1.1 CCG - Key Objectives**

- Understand the constraints and opportunities the site offered;
- Disseminate information/knowledge to the community; and
- Feed back views and opinions to the project team and Steering Committee.

## **2.2 Wider Community and Key Stakeholders**

In order to meet the Millennium Community objective of increasing social inclusion and participation, it was deemed vital that the existing community of Ketley - as well as that of other local centres such as Oakengates and Hadley - should play an active role in the design of the TMC. Their involvement would contribute to a Masterplan comprising elements which the community itself felt it either needed or wanted, and would lead to a solution which they would be proud to endorse - rather than quick to attack. The communications strategy for the general public aimed to facilitate the delivery of a community that was planned and designed *with* the community, rather than imposed upon it.

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A database of key stakeholders was researched and invited to participate in the Masterplanning process. These included Parish and Borough Councillors for the relevant wards as well as representatives of relevant special interest groups concerned with, for example, the environment, youth services or recreation. The aim of including these representatives was to benefit from their specialist expertise and further extend the balance of views which would influence the Masterplan.

Although the CCG was established as a primary channel for views to be fed to and from the community - whether through formal or informal means - the Project Team also implemented a programme of communications activity directed specifically at the local community. This included:

- Events - including exhibitions, briefings and workshops at the Parkside Centre and elsewhere.
- Direct communications - invitations and newsletters distributed door-to-door to households within 400 m of the development site.
- Media - regular news releases and briefings to local TV, radio and newspapers.
- Info-sites - a dedicated website with email feedback facility and a telephone enquiries hotline as well as information outlets in local libraries, leisure centres, shops and public places.

Samples of communication material can be found in **Appendix G**.

### **2.2.1 Wider Community - Key Objectives**

- Broaden the scope of the consultation;
- Encourage participation; and
- Create a community designed *with* the community.

## **2.3 Project Team**

The Project Team comprised the preferred developer, Taylor Woodrow Development Limited; the other two partner organisations, English Partnerships and the Borough of Telford & Wrekin Council; and a series of professional consultants.

Aside from the key role of designing the development and preparing the planning application, the Project Team was also committed to sharing its knowledge and expertise on certain aspects of the development with the CCG and the community. As mentioned above, the objective of this was to inform the CCG - and the wider community - about the constraints and opportunities of the site so they could play a role in developing the Masterplan.

Members of the Project Team chaired and led the various specialist groups which met regularly in the latter half of 2003 and into 2004, as well as attending the various events in order to answer questions from the public and explain the thinking behind key areas of the plan.

### 2.3.1 Project Team - Key Objectives

- Impart knowledge to the CCG, thereby enabling involvement in the design process; and
- Explain the constraints and opportunities of the site.

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## 3. Implementation

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### 3.1 Stage One : January - November 2003

#### 3.1.1 Theme - Understanding

The early stages of the TMC consultation programme were concerned with:

- explaining the process that would take place;
- engaging both the newly-formed CCG and the wider community to participate in it; and
- gathering initial thoughts on the future of the site.

The first items of communications collateral produced were a **website** and **brochure** which set out the opportunities for people to get involved and supplied background information to the project. The project website was complemented by a separate site which was created and maintained by the CCG but which was also accessible by a link from the project website home page.

A **resource pack** was also produced for each member of the Project Team and CCG, containing contact details for all consultants, a regularly updated diary section with details of specialist group meetings, and copies of relevant technical papers. This was supplemented by a 'library' containing key texts and papers which the CCG might find useful to learn more about the design and Masterplanning process.

The project **website** provided a learning tool for anyone interested in the project and contained key Questions and Answers, news releases, details of forthcoming events and copies of papers drafted by the project consultants on the key issues affecting the site. An email feedback facility enabled browsers to send questions or comments directly to the project team for a response.

The **introductory brochure** contained information about the constraints and opportunities of the site as well as contact details for the members of the CCG along with their areas of specialism. Further sections described the innovative approach the project aimed to adopt and included a timescale and a detachable feedback form for comments and questions.

The brochure was made available via dispensers located in approximately 40 local shops, pubs and public buildings in the Ketley, Oakengates and Hadley areas (see **Appendix B** for exact locations). They were also distributed to all those who attended the 'Meet the Team' exhibition in September 2003.

During the first few months of 2003, the CCG played an important part in selecting the lead developer for the TMC project out of an initial shortlist of five companies. Each developer was asked to submit a detailed proposal which was then scrutinised by a panel of CCG members and project partners and presented to the wider community during a **public exhibition** on 1 and 2 March at the Parkside Community Centre.

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The decision to appoint Taylor Woodrow was taken by the Steering Committee on 11 March on the basis of detailed discussion and feedback from the CCG, the wider community and project sponsors.

**Meet the Team** was the first large scale public event of the consultation programme and aimed to formally introduce the development team and the CCG members to the wider community and explain the process that would lead to the creation of a Masterplan for the site.

Attendance was promoted throughout the local area. A **poster** was produced and displayed in the same shops and public places where the brochures were available. **Adverts** were also placed in the Shropshire Star and Telford Journal and were accompanied by editorial coverage which resulted from a **press release** and face to face briefings with key journalists. Finally, an **invitation letter** was sent directly to every household within a 400 m radius of the site as well as to a specially researched database of key stakeholders from special interest groups.

**Briefings** for local Borough Councillors (from the three wards directly affected by the development) and Parish Councillors from Ketley, Oakengates and Hadley were held both before the event opened on 3 September and afterwards on 10 October. This enabled the politicians to understand the process that would be taking place in order that they would be in possession of all the facts and could discuss the development confidently with their constituents. Pauline Picken, Chairman of Ketley Parish Council noted:

*“As local councillors, it was important for us to be able to answer questions from our constituents about what was planned for the site and how they could get involved in shaping it. The sort of community consultation process that was proposed was new to all of us and so it was vital that everyone understood how to make the most of it and make sure their ideas and views were registered. That is exactly the role the ‘meet the team’ event performed and, as such, it was an important and useful stage in the process.”*

The event itself was held at the Parkside Centre in Ketley, immediately adjacent to the development site, from 3.30pm - 8.00pm on Friday 5 September and from 10.00am - 1.00pm on Saturday 6 September and attracted approximately 100 local residents. A series of display boards was produced which mirrored the content of the brochure and explained in detail what was due to happen. Extra boards were also made available on which people were encouraged to record their comments under a series of headings using *Post-it* notes. The headings were:

- ‘Please Consider’;
- ‘Things We Value’;
- ‘If Anything Were Possible’;
- ‘I Would Like to See’;
- ‘Please Take into Account’.

The information provided under these headings provided valuable feedback and parameters within which to begin developing a Masterplan.

Comments included:

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**Please Consider**

- ‘Mix of housing types’;
- ‘Community facilities should be kept in the centre of Ketley’;
- ‘Invite input from a wide variety of sources’.

**Things We Value**

- ‘Trees, views, wildlife’;
- ‘Playing fields, rose garden’;
- ‘New community centre near Waterloo Road’.

**I Would Like to See**

- ‘Starter homes, small houses or flats’;
- ‘Glen Cottages integrated into the whole development’;
- ‘Adequate entry and exits for this site - at least two, preferably three’.

Throughout this period, the **specialist groups** met frequently to discuss and learn more about the key constraints and opportunities the site presented. See **Appendix C** for a full programme of meetings which took place between the CCG and project team.

The programme of specialist group meetings culminated in two **study tours** which were led by experts from the project team and attended by representatives of the CCG. The objective of the study tours was to demonstrate ‘in the flesh’ the sort of innovation and sustainability the CCG had been discussing in theory in their specialist groups and to give examples of the success other developments had achieved. The tours also aimed to enthuse and inspire the CCG members about the possibilities for East Ketley.

The first tour took place between 4-5 October 2003 and visited several UK locations including the ‘BedZED’ community in Sutton, south London; the Greenwich Millennium Village (another Millennium Community); Coin Street, London; Bishop's Mead, Chelmsford; and Primrose Field, Harlow.

Bernard Thompson, Chairman of the CCG, attended the trip and commented:

*“It was really helpful to be able to see examples of how developments of this type have worked successfully in other parts of the UK. All members of the Community Group who took part in the trip are now in a better position to discuss with the wider Ketley population the sort of ideas that might be possible for our own Millennium Community as well as the constraints we need to be aware of.”*

The second trip, which took place in early November, saw a group of CCG members flying to Holland to visit a series of Dutch Millennium-style communities, including the Tjerk Reijenga-designed Niewkanddreef community.

CCG member Michael Wilkinson commented:

*“We were all impressed by the variety of designs and the attention to detail in the Dutch sites we visited. It has been an eye-opener for us all and we now have plenty to report back to our fellow residents.”*

### 3.1.2 Stage 1 - Summary Objectives

Explain process      Engage interest      Gather feedback

Activity	Result
Communications collateral - brochure, website, resource packs	60 initial expressions of interest/reply cards received  Post-it notes recorded diverse comments on consultation process, environment, wildlife, community facilities and transport  1,190 hits on community website in 2003 and 1,198 to date in 2004  Hits on project website?
Events - Meet the Team, politicians' briefing.	100-strong attendance at Meet the Team  Politicians from all wards attended briefing
Media	5 press releases issued  Editorial coverage in Shropshire Star and Oakengates News  Radio interview broadcast on beacon FM
Learning opportunities	Specialist group meetings held  Study tours in UK and Holland

## 3.2 Stage Two : Design Week (November 2003)

### 3.2.1 Theme - Sharing Knowledge; Developing Ideas

The concept of Design Week was based around:

- combining the knowledge/ideas of the CCG with contributions from expert consultants;
- testing ideas and suggestions against the site constraints/opportunities; and
- developing an outline Masterplan for the site on which everyone could agree.

The Design Week programme comprised a series of workshops and presentations which were designed to be very hands-on and to allow community members to become physically involved in influencing the shape of the development.

No pre-arranged designs were put forward: rather, the community was presented with a blank canvass on which to experiment. It was hoped that by the end of the week, enough discussion and debate would have taken place to reach broad agreement on the key elements and allow the

urban designers to produce a first draft of the Masterplan which could then go out for wider consultation.

Design Week took place between 11-15 November 2003. Following extensive research into a variety of venues which were unavailable or unsuitable, it was decided to hold the event in a specially erected marquee on the development site itself. This offered the benefits of creating a sense of occasion and a visible landmark which would attract attention and raise the profile of the project as well as allowing people to consider the Masterplan in the immediate context of the site.

Inclement weather conditions did nothing to enhance the comfort of the participants but, ultimately, this did not detract from the final output.

The structure of the week's activities was as detailed below. Whilst the majority of sessions were open only to the CCG and specialist stakeholders, public meetings were included in the schedule and there was the chance at the end of each day for the public to hear a brief summary of the outputs of that particular day's sessions.

During the week, two **news sheets** were produced and distributed to all the houses within the 400 m radius of the site - these updated the public on the achievements and outputs of the sessions so far and began disseminating some of the initial ideas. A follow-up news sheet was also distributed after the event.

DAY	MORNING SESSION	AFTERNOON SESSION 1	AFTERNOON SESSION 2	EVENING SESSION
TUES 11 <sup>th</sup>				<i>Community workshop - 6.30pm - 8.30pm</i>
WEDS 12 <sup>th</sup>	Walking workshop of the site	Discussion groups on access, constraints, ecology and archaeology	Discussion groups on housing mix, recreation and schools/facilities	<i>Public feedback session 6.00pm</i>
THURS 13 <sup>th</sup>	Discussion groups on Sustainability, house types and IT	Design criteria	Design influences	<i>Public feedback session 6.00pm</i>
FRI 14 <sup>th</sup>	Masterplanning and Neighbourhood planning	Plasticine modelling session	Video presentations	<i>Public feedback session 6.00pm</i>
SAT 15 <sup>th</sup>	COMMUNITY PLANNING DAY 10.00AM-4.00PM			
WEDS 19 <sup>th</sup>				<i>Community feedback 6.30pm - 8.30pm</i>
NOTE:	Plain text = Community Group members and invited guests		<i>Italic text</i> = Public Participation - everyone welcome	

A list of key stakeholders was drawn up in advance of the event to include representatives of special interest groups (e.g. bridleways association, local history group), school children, youth organisations and local councillors. These stakeholders were personally invited to participate in Design Week and sent a copy of the detailed programme of workshops. See **Appendix D** for a full list of attendees.

Wider promotion was carried out via a newsletter called **Telford Eye** which contained the aims and objectives of the event along with details of the different sessions that would be open to the public. The newsletter was delivered house-to-house along with a covering letter and was also distributed via the network of local shops and public places along with display posters.

**Adverts** in the Telford Journal (31 October and 7 November) alerted residents further to the opportunities to get involved in Design Week and this was backed up with **editorial** coverage too. One-on-one briefings were carried out with reporters from the Shropshire Star and Oakengates News and interviews with Kevin Shelley were also arranged with local radio stations BBC Radio Shropshire and Telford FM.

At the end of Design Week, a lot of ground had been covered and significant progress had been made on developing many of the key areas of the Masterplan.

A successful and constructive presentation of the outputs was made to the members of Ketley **Parish Council** on 3 December. However, a **public feedback meeting** immediately after Design Week (19 November) summarised the outcomes of the event and revealed that the CCG still had misgivings about certain issues, feeling that more time was needed to discuss and debate these topics in more detail.

*“The Design Week process, although proving useful in many ways, raised further questions - particularly in terms of our visualisation of the development and how the different housing types might look. This is clearly something of major importance and we feel that more time is needed to really get to grips with this issue.” Michael Wilkinson, CCG member.*

Pauline Picken, Chairman of Ketley Parish Council, commented on the Design Week process:

*“Design Week was an ambitious and innovative exercise which did success in getting local people to starting thinking in practical terms about the sort of community they wanted to create. While it is true that we did not resolve all the issues during that week, it was an important milestone to have reached and gave the project a new impetus for going forward in 2004.”*

An important output of the Design Week process was a ‘Conclusions’ document which summarised all the main issues regarding the Masterplan and listed the actions required to address them - see **Appendix E**. This document provided a useful summary of the progress made as well as clearly demonstrating the areas in which more work was needed going forward.

Overall, the Design Week process did not achieve its primary objective of designing a first draft Masterplan for the site - in review, it was felt that the timeframe had been too short to cover all the necessary material. However, several schematic, ‘option’ plans were produced as a means of stimulating further discussion and the community had been successfully engaged in the design process, with over 100 people in attendance at the opening public session.

### 3.2.2 Phase Two - Summary Objectives

Share knowledge      Test ideas      Develop a Masterplan

Activity	Result
Newsletters - Telford Eye	Four editions issued before, during and after the event Learning points summarised and shared
Event	120 people signed into the event over the course of the week Ultimately, consensus was not achieved on a Masterplan to take forward Conclusions document and schematic plans were important outputs
Media	Coverage in Shropshire Star and Oakengates News Radio interviews with BBC Radio Shropshire, Telford FM and Beacon FM broadcast during the week

## 3.3 Stage Three : January - April 2004

### 3.3.1 Theme - Towards a Draft Masterplan

Since Design Week failed to progress the Masterplan as far as had been hoped, a further period of learning and consultation was planned to:

- allow the CCG to resolve their outstanding issues; and
- achieve broad agreement on the content of a draft Masterplan.

A further series of ‘**capacity building**’ meetings was arranged to develop the CCG’s understanding of the issues they felt were lacking and a holding strategy was employed with the **media** in order to maintain a flow of positive information. Interviews were carried out with Beacon FM, Telford FM and BBC Radio Shropshire setting out the plans for 2004 and individual briefings were held to update reporters from the Shropshire Star and Oakengates News.

A key event of this phase was a ‘**Design Day**’ workshop held at the Parkside Centre on 21 February with the aim of finalising the many different issues and highlighted in the ‘Assumptions’ document. During the day-long session the CCG and Project Team consultants discussed areas such as ecology, open space and recreation, transport, sustainability and urban design.

The community continued to be kept informed of progress throughout this phase articles in the media and a Telford Eye news sheet delivered in the usual way.

During this period, the CCG was also heavily involved in the selection of an RSL partner to provide and manage the affordable housing and stewardship of the new community. Three shortlisted organisations were invited to present to a panel of CCG and Implementation Group members on 29 March 2004. Following these presentations, the CCG put forward their views to

the Steering Committee which eventually appointed Beth Johnson Housing Group to fulfil the role.

### 3.3.2 Phase 3 - Summary Objectives

Resolve outstanding issues      Develop the Masterplan

Output	Result
Newsletter - Telford Eye	Issued 24 February to the wider community to follow up Design Day
Events	CCG and Project Team attendance at Design Day RSL presentation evening on 29 March
Media	X2 press releases issued to update progress Briefings held with Shropshire Star and Oakengates News - coverage in both Radio interviews with Telford FM, BBC Radio Shropshire and Beacon FM

## 3.4 Stage Four : April - July 2004

### 3.4.1 Theme - Refining the Masterplan

Following the publication of the draft Masterplan at the beginning of April 2004, the emphasis of the consultation programme changed from proactive input to reactive comment and the objectives became:

- gather feedback on the content of Masterplan; and
- refine the plan in readiness for the outline planning application.

Positive and negative comment alike was sought in order that the final Masterplan could be said to represent and incorporate the views of as many people as possible while still providing a buildable solution within the parameters of the site's constraints.

The plan itself was published in the form of a six-page, colour **newsletter** - the centre spread of which contained an annotated illustration accompanied by an explanation of the key features. Elsewhere in the newsletter was contained a review of the consultation process that had led to the creation of the Masterplan and a summary of the community's hopes and concerns, demonstrating how these had been considered and incorporated where possible. A detachable reply card enabled readers to respond with their views on key elements of the plan such as transport and housing layout.

Inside the newsletter, the CCG inserted their own response paper, highlighting which areas of the plan they were pleased with and which they felt needed more work. In this way, the community was presented with the views of both the professional team and the CCG.

In addition to the newsletter, two **mobile exhibition** stands were produced displaying a large-scale version of the plan. These were situated in Hadley Library and Oakengates Leisure Centre during April, allowing residents from those adjoining communities to consider the impact TMC might have on them. The exhibition was also on show in the Parkside Centre in Ketley for a time. Alongside the displays were copies of the newsletter containing the tear-off reply card, thus allowing interested residents to register their comments.

**Media briefings** were held with the Shropshire Star and Oakengates News which both ran editorial including an image of the Masterplan itself.

All the responses received from this issue of the newsletter were collated and circulated to the project team to inform the development of the Masterplan. The treatment of the playing fields area received by far the most attention and this resulted in development being moved away from this area of the site in the second draft of the Masterplan.

### Sample Comments Received

*We desperately want to keep the football field, play area and rose gardens as we consider them to be a valuable asset to the community and its residents.*

*Playing field and centre should remain - so as to be central to all of Ketley - close to crossroads and Elephant & Castle.*

*There should be a community centre for children, youngsters and others with all kinds of games and entertainment.*

Further discussion was conducted at a meeting specifically for **local politicians** (both Parish and Borough Councillors in the Hadley, Oakengates and Ketley areas) which was held at the Telford Moat House on 19 April. In addition the CCG hosted their own discussion evening on 14 April as part of their work to canvass the views of the community.

In order to gain an independent reaction to the draft Masterplan which was representative of the wider community feeling, the Partnership commissioned a **field survey** during a two -week period from 13-23 April.

200 respondents who lived and/or worked in the Ketley/Oakengates/Hadley area were asked to study a copy of the draft plan and then rate how effectively it treated certain key elements such as community facilities and green space. The results revealed that there was broad support for the draft plan among a significant proportion of the community but also flagged up certain areas which needed more work - in particular, the playing fields area. A full analysis of the results can be found in **Appendix F**.

In response to the feedback gathered on the draft plan, amendments were made to improve it - the most notable being the removal of development from the playing fields area. This was a high profile example of how community feeling had influenced the shape of the development and was well-received by the CCG and wider community.

The second draft Masterplan was the centrepiece of two-week **exhibition** at the Parkside Centre in May which was billed as a final chance to offer comment or constructive criticism before the final version of the plan was prepared for submission.

The exhibition was held at the Parkside Centre in Ketley at the following times:

- Thurs 13 May 9.00am - 12.00pm;
- Fri 14 May 4.00pm - 8.00pm;
- Sat 15 May 1.00pm - 5.00pm;
- Thurs 20 May 5.00pm - 9.00pm;
- Fri 21 May 4.00pm - 9.00pm;
- Sat 22 May 9.00am - 1.00pm.

This spread of days and times ensured that as many residents as possible were able to visit the exhibition at one point or another and, over the duration of the event, a total of 70 people signed in.

A separate **briefing for local politicians** from the relevant Borough Council Wards and Parish Councils was held on the evening of Thursday 13 May to allow the councillors to preview the Masterplan and discuss it with their constituents.

On display was the Masterplan itself along with a 3-D model of the proposed development which was constructed to scale to enable residents to visualise the features and buildings more clearly. At least two members of the project team were in attendance at all times to offer explanation and answer questions and members of the CCG also attended.

The details of the exhibition were promoted to local people through a **letter drop** to all the houses within the identified 400 m radius of the site. Posters were displayed through the local area and **editorial features** were published in local press and on radio alerting people to the opportunity to attend. A full page **advert** in the Wellington News contained full details of the exhibition opening times.

At the same time as the exhibition, a second six-page colour **newsletter** was distributed containing the updated version of the Masterplan and a summary of the components that had changed in response to the comments on the draft plan.

Following the exhibition, only 20 comment forms were returned registering views or seeking clarification on certain elements. This was a clear demonstration of how far the consultation process had come and how many of the issues which concerned local people had been dealt with.

### Sample Comments Received

*Would it not be possible to create a "green" area between Broadway and the new development in order that the residents of Broadway could enjoy the peace and green surroundings they presently have?*

*A community centre we do not have. A youth club we do not have. A social club we do not have. The only thing Ketley does have is five public houses and a football/playing field. So anything you put will be a bonus.*

*It seems very good, and I'm glad that there are many areas of wildlife. It's also very good that the traffic will be calmed down, as it is rather busy, and*

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*hard to cross so, with the traffic from the new development going around on another road is very good*

A final briefing - open to politicians, residents who had shown interest throughout and stakeholders - was held to address these points and preview the outline planning application on Monday 12 July at the Parkside Centre. Approximately 50 people attended and virtually no direct opposition to the Masterplan was aired.

### 3.4.2 Phase 4 - Summary Objectives

Gather feedback      Refine Masterplan

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Output	Result
Newsletters - Telford Eye	Three editions issued in April, May and June 20 reply cards received in response to the two versions of the plan
Events	70-strong attendance at May exhibition CCG discussion evening All wards and Parish Councils represented at both politicians' events Final briefing
Media	X4 press releases issued during this period Coverage - Oakengates News and Shropshire Star Radio interviews - Telford FM and Beacon FM
Wider consultation	200 respondents questioned during survey - 63% broadly in favour of plan Exhibition boards in Hadley and Oakengates received significant interest

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## 4. Conclusion

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### 4.1 Consultation Achievements

The Masterplan submitted as part of this planning application is the result of a consultation programme which has canvassed the views of a wide range of stakeholders over a significant period of time.

The contributions of each have been recorded and considered in the context of the constraints and opportunities the development site offers and a good deal of effort has been expended in reaching a consensus of views and a proposal which meets with broad - if not universal - agreement.

While it is impossible to claim that every request has been met or every suggestion incorporated, it is certainly clear that there has been ample information available in the public domain to allow an open and comprehensive debate to take place.

The stated consultation objectives in dealing with key stakeholders and residents were to achieve participation from a wide cross section of the population in a proactive and hands-on way. The aim was to develop a community designed *with* the community rather than imposed on it.

This statement has listed in some detail the array of presentations and events, newsletters and media coverage which have informed and encouraged the participation of local people in the development of their own community. It is testament to the effectiveness of the consultation programme that 63% of those questioned during the independent field survey thought the draft Masterplan for the site represented a 'vibrant and pleasant place to live and work of which the whole community could be proud'.

The CCG has been influential too. Since its formation, the members of the Group have worked very closely with the development team and committed a significant amount of time in order to attend a programme of meetings, workshops, presentations and site visits.

Armed with this information, the CCG's intended role was to represent the community at large and convey their views to the design team while, at the same time, feeding out information from the project team to residents and stakeholders.

It is difficult to measure the level to which the CCG has succeeded in communicating with the local population since no written records of conversations have been kept and, inevitably, the personal opinions of individual members of the Group have influenced their response to the Masterplan to a certain extent.

However, the Group has certainly played an instrumental role in the selection of project partners such as Taylor Woodrow and Beth Johnson Housing Group and has subjected the Masterplan to a rigorous and thorough examination with the result that certain elements of the plan have afterwards been amended.

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As one of many stakeholder groups involved in the consultation programme, the CCG has contributed significantly to the balance of views and opinions which have informed the development of the Masterplan over the past 18 months.

## 4.2 Beyond Consultation

Although the submission of this Outline Planning Application completes the scope of the TMC consultation programme, the statutory consultation process will obviously now take place and it is envisaged that the community will remain involved in the development of the project in a variety of ways.

One of the key areas for continued involvement will be in the stewardship and management of the new community which will be the responsibility of Beth Johnson Housing Group, the project partners' preferred RSL.

Nigel Wilson of BJHG comments:

*“Beth Johnson Housing Group is committed to ensuring that the principles of community engagement, which have underpinned the work on TMC to date, are a central pillar of our future work at East Ketley. We will be working in collaboration to develop the ‘stewardship’ proposals and practices for TMC over the forthcoming months and the community - both current and future - will be at the heart of this work. This is an exciting and challenging opportunity for all the agencies involved and we at Beth Johnson fully understand the importance of sustainability for all the projects and ventures that will be established around the TMC. We are clear that the community is at the heart of our work and, as such, will be fully engaged throughout.”*

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# Appendix A

## CCG Terms of Reference

3 Pages

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## **East Ketley Community Consultative Group**

### **Proposed Terms of Reference and Working Arrangements**

#### 1. Overall Role of the Consultative Group

The Millennium Community sponsors (English Partnerships and Telford & Wrekin Council) want to properly involve local people in the project. The Consultative Group has a key role to ensure 'two way' communication between local people and interest groups and the Project Team/Steering Committee. The Group's task will be to distribute information and gauge local opinion so it can feed in the views of local people to the Project Team and the Steering Committee. It will also nominate two representatives to attend the Steering Committee.

#### 2. Key Aims & Objectives of the Group

- To further and enhance the regeneration of East Ketley for the benefit of the whole community.
- To discuss the development proposals and the implementation of the project.
- To ensure that the principle of the equal opportunity is maintained in all aspects of the development.
- To work to ensure the integration of the incoming residents, employers and other initiatives with the existing community.
- To advise on the effective means of communication so that the development can proceed in an inclusive way.
- To help determine the establishment and operation of any proposed management trust/company to manage local assets.

#### 3. Membership

It is suggested that the Consultative Group shall consist of not more than 16 members and not less than 10. A sensible breakdown of the Group's membership might be:

- Eleven resident representatives (already selected), which reflect a broad range of community interests such as education, sport and business.
- One representative from the Parish Council (it is acknowledged that a number of the resident representatives are also Parish Councillors but it is important that the Parish Council is represented in its own right).
- One representative from the Police.
- One representative from the religious community.
- One representative from the health industry.
- One representative from a local environmental group.

The Group's meetings will also be attended by representatives from the Borough Council, English Partnerships and the developer (when selected) and it is open to the Group to co-opt other members (number?) or invite other interests to attend meetings as 'observers' or to make specific contributions.

#### 4. Meetings

It is suggested that the Group should hold at least 12 meetings a year. Additional meetings could be called by the Chairman or by any two members of the Group so long as sufficient notice is given. They would need to be tied in with the Steering Committee cycle to provide feedback and raise current issues.

A Chairman will need to be elected and consideration should be given as to whether they will be given a second or casting vote in the case of deadlock.

The Group should decide whether voting is by simple majority or some other variation (e.g. two thirds majority). In practice it should be rare that a formal vote is required and when it is, a simple show of hands (rather than a written ballot) would normally suffice. It is vital that the Group is seen as a credible platform for local opinion and it must therefore reflect and record a diversity of views. However, the Group must agree (if necessary, using the voting procedure referred to above) that any points fed into the Steering Committee are a fair and accurate reflection of its deliberations.

It is proposed that the Group is quorate when at least one third of the Group's total membership is in attendance. In other words if the Group has sixteen members, six members need to attend for a meeting to take place.

The Group can decide if it wants to set up sub groups to deal with specific duties or projects. All the acts and proceedings of sub groups should be reported to the main group. They would need to be chaired by a Group member.

It would be important to keep minutes of the meetings so that appropriate action is taken. The Group will need to decide if they are distributed to all local residents or just the Group. English Partnerships and the Borough Council can help with the logistics of this.

#### 5. Representation on the Steering Committee

The Consultative Group will have two representatives on the Steering Committee in order to present the consensus view of the Group (not their own individual views).

The Group would need to decide how long a representative would sit on the Steering Committee or it could elect a pool of say 8 members to fulfil this function, from which two attended each meeting. This would probably need to be reviewed on an annual basis. The representatives to the Steering Committee should only be local residents.

#### 6. Future Membership

The Group will need to consider if it wants to set out the reasons for terminating the membership of an individual (for example if they moved out of the area or for non-attendance of meetings). The provision should also be made for reviewing the membership, say every two years, in order to allow other residents to be considered if they want to become actively involved.

## 7. Communication

The Group will need to decide how they distribute information and gauge local opinion. This is essential if the Group is to have credibility and be seen as truly representative. This could include a newsletter or web site or local meetings.

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# Appendix B

## List of 'Point of Sale' (PoS) Locations

2 Pages

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## Locations for Point of Sale (PoS) Dispensers

### Ketley

1	Elephant & Castle PH	Holyhead Rd
2	Ketley Cod Fish & Chips	Station Rd
3	Four Ways Stores	Station Rd
4	Ketley Methodist Church	Station Rd
5	Allens Hairdresser's	Station Rd
6	Coral Bookmakers	Station Rd
7	Ping Hong Restaurant	Station Rd
8	Horseshoes Inn	Holyhead Rd
9	Pablo's Hair, Nail & Beauty Salon	Waterloo Rd
10	The Wren's Nest	Wrens Nest Lane
11	Ketley News	Orchard Crescent
12	Centre Stores	Orchard Crescent
13	Wedding World	
14	Shelley's Florist	
15	Fine Taste	Ercall View
16	Overdale Stores & PO	Ercall View
17	The White Lion PH	Holyhead Rd
18	The Unicorn PH	Holyhead Rd

### Hadley

19	King's Head PH	High Street
20	Gladstone Veterinary Centre	
21	Post Office	
22	Adesheyie Tropical Foods	
23	Hadley Dental Surgery	
24	Numark Pharmacy	
25	Hadley Supermarket	
26	Hadley Library	
27	Hairline	
28	Star's Newsagents	
29	Mr Chips	
30	Drinks Cabin	
31	Hadley Laundry	
32	Hadley Methodist Church	Manse Rd
33	The Barber Shop	
34	Bean Dun Racing	
35	Hadley & Leegomery Parish Council	

**Wellington**

36	Swan Hotel	Mill Bank
37	Dawley Rd Supermarket	Dawley Rd
38	Geoffrey Jones Opticians	New St
39	Staffordshire Building Society	New St
40	Flap Jack's Tea Room	Bell St
41	Barley Mow PH	Bell St
42	Wrekin Housing Trust	Tan Bank
43	Hair Art	Tan bank
44	Wellington Post Office	Wellington Market
45	Wellington Railway Station	
46	Station Hotel	Station Approach Lane

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# **Appendix C**

## **Programme of CCG and Project Team Meetings**

11 Pages

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## Specialist Group Meetings

Date		Meeting	Place/Time
<b>August</b>	<b>1</b>		
	2 w/e		
	3 w/e		
	4		
	5		
	6		
	7		
	8		
	9 w/e		
	10 w/e		
	11		
	12	<ul style="list-style-type: none"> <li>Liaison Meeting with BTW</li> </ul>	<ul style="list-style-type: none"> <li>Education &amp; Culture Meeting Room 1, Civic Offices, Telford.</li> </ul>
	13	<ul style="list-style-type: none"> <li>TMC Planning Meeting</li> <li>CCG Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Room 2, Telford EP offices. 3pm</li> <li>Parkside Community Centre, Telford, 6.30pm</li> </ul>
	14		
	15		
	16 w/e		
	17 w/e		
	18	<ul style="list-style-type: none"> <li>House Types Meeting</li> </ul>	<ul style="list-style-type: none"> <li>TW Solihull offices 10am</li> </ul>
	19		
	20	<ul style="list-style-type: none"> <li>CCG - transport meeting</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre 7.30pm</li> </ul>
	21	<ul style="list-style-type: none"> <li>Implementation Group Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Telford EP offices, 10.00am</li> </ul>
	22		
	23 w/e		
	24 w/e		
	25		
	26		
	27		
	28		
	29	<ul style="list-style-type: none"> <li>Sustainable Development Workshop</li> </ul>	<ul style="list-style-type: none"> <li>Leamington Spa. All Day event.</li> </ul>
	30 w/e		
	31 w/e		

Date		Meeting	Place/Time
September	1	<ul style="list-style-type: none"> <li>House Types Meeting</li> </ul>	<ul style="list-style-type: none"> <li>TW Solihull offices 10am</li> </ul>
	2		
	3	<ul style="list-style-type: none"> <li>TMC team planning meeting</li> <li>Meet the Team - presentation to Ketley Parish Council</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre 6.00pm</li> </ul>
	4		
	5	<ul style="list-style-type: none"> <li>Meet the Team - public exhibition</li> <li>CCG - House type focus group</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre 3.30pm - 8pm</li> <li>Parkside Centre 7.30pm</li> </ul>
	6 w/e	<ul style="list-style-type: none"> <li>Meet the Team - public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre 10am - 1pm</li> </ul>
	7 w/e		
	8		
	9		
	10	<ul style="list-style-type: none"> <li>CCG meeting</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre</li> </ul>
	11		
	12		
	13 w/e		
	14 w/e		
	15		
	16	<ul style="list-style-type: none"> <li>Design Charette</li> </ul>	<ul style="list-style-type: none"> <li>Urbed offices, Manchester</li> </ul>
	17	<ul style="list-style-type: none"> <li>CCG - Joint Urban Design and Housing Focus Group meeting</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre 6.30pm - 9pm</li> </ul>
	18		
	19		
	20 w/e		
	21 w/e		
	22		
	23		
	24	<ul style="list-style-type: none"> <li>CCG Focus Group meeting</li> <li>CCG Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Unicorn PH, Holyhead Rd, 5.30pm</li> <li>Parkside Centre, 6.30pm</li> </ul>
	25		
	26	<ul style="list-style-type: none"> <li>Implementation Group meeting</li> </ul>	<ul style="list-style-type: none"> <li>Telford EP offices, 10am</li> </ul>
	27 w/e		
	28 w/e		
	29	<ul style="list-style-type: none"> <li>CCG - sustainability focus group meeting</li> </ul>	<ul style="list-style-type: none"> <li>6.30pm</li> </ul>
	30		

Date		Meeting	Place/Time
October	1	<ul style="list-style-type: none"> <li>TMC Planning Team meeting</li> </ul>	<ul style="list-style-type: none"> <li>English Partnerships Offices, 3pm</li> </ul>
	2	<ul style="list-style-type: none"> <li>TMC Steering Committee</li> <li>CCG - environment focus group meeting</li> </ul>	<ul style="list-style-type: none"> <li>EP Offices, Telford, 5.30pm</li> <li>6.30pm</li> </ul>
	3		
	4 w/e	<ul style="list-style-type: none"> <li>CCG UK Study Tour</li> </ul>	
	5 w/e	<ul style="list-style-type: none"> <li>CCG UK Study Tour</li> </ul>	
	6		
	7		
	8	<ul style="list-style-type: none"> <li>CCG - housing focus group</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre, 6.30pm</li> </ul>
	9		
	10	<ul style="list-style-type: none"> <li>Presentation to Ward and Parish Councillors</li> </ul>	<ul style="list-style-type: none"> <li>EP offices, Telford, 5pm</li> </ul>
	11 w/e		
	12 w/e		
	13		
	14		
	15	<ul style="list-style-type: none"> <li>CCG meeting</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre, 6.30pm</li> </ul>
	16	<ul style="list-style-type: none"> <li>CCG - transport focus group</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre, 7pm</li> </ul>
	17		
	18 w/e		
	19 w/e		
	20		
	21		
	22		
	23	<ul style="list-style-type: none"> <li>Implementation Group meeting</li> </ul>	<ul style="list-style-type: none"> <li>Telford EP offices, 10.00am</li> </ul>
	24		
	25 w/e		
	26 w/e		
	27		
	28		
	29		
	30		
	31		

Date		Meeting	Place/Time
<b>November</b>	1 w/e		
	2 w/e		
	3	• CCG meeting	• 6.30pm
	4		
	5	• TMC Planning Team meeting	• TW - Pentian Green, Solihull 11.30am
	6	• CCG - transport focus group meeting	• Parkside Centre, 7pm
	7		
	8 w/e		
	9 w/e		
	10		
	11	• Design Week - community planning workshop	• 6.30 - 8.30pm
	12	• Design Week	• Detailed design workshops all day and public feedback at 6pm
	13	• Design Week	• Detailed design workshops all day and public feedback at 6pm
	14	• Design Week	• Detailed design workshops all day and public feedback at 6pm
	15 w/e	• Design Week - community planning day	• 10am - 4pm
	16 w/e		
	17		
	18		
	19	• Design Week - public feedback session	• Parkside Centre, 6.30 - 8.30pm
	20		
	21		
	22 w/e		
	23 w/e		
	24	• CCG meeting	• 6.30pm
	25		
	26		
	27		
	28	• Implementation Group meeting	• Business Development Centre, all day
	29 w/e		
	30 w/e		

Date		Meeting	Place/Time
January	1		
	2		
	3 w/e		
	4 w/e		
	5		
	6	• Presentation to Oakengates PC	• 7pm
	7		
	8		
	9		
	10 w/e		
	11 w/e		
	12		
	13	• Implementation Group meeting	• EP, Telford, 10am
	14		
	15		
	16		
	17 w/e		
	18 w/e		
	19	• CCG meeting - best practice presentation and agreement on outstanding Design Week issues	• Parkside Centre, 6.30pm
	20		
	21		
	22		
	23		
	24 w/e		
	25 w/e		
	26	• CCG meeting	• Parkside Centre, 6.30pm
	27		
	28		
	29		
	30		
	31 w/e		

Date		Meeting	Place/Time
February	1 w/e		
	2	<ul style="list-style-type: none"> <li>CCG - urban design presentation/discussion</li> </ul>	
	3		
	4		
	5		
	6		
	7 w/e	<ul style="list-style-type: none"> <li>CCG - visit to Lichfield and Aldridge to look at apartment design</li> </ul>	
	8 w/e		
	9		
	10		
	11		
	12		
	13		
	14 w/e		
	15 w/e		
	16		
	17		
	18		
	19		
	20		
	21 w/e	<ul style="list-style-type: none"> <li>Design Day</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre, Ketley. All day</li> </ul>
	22 w/e		
	23		
	24		
	25	<ul style="list-style-type: none"> <li>CCG - feedback on Design Day outputs</li> </ul>	
	26		
	27		
	28 w/e		
	29 w/e		

Date		Meeting	Place/Time
March	1		
	2		
	3		
	4		
	5		
	6 w/e		
	7 w/e		
	8		
	9		
	10	<ul style="list-style-type: none"> <li>CCG meeting - stewardship and statement of community involvement</li> </ul>	
	11		
	12		
	13 w/e		
	14 w/e		
	15		
	16		
	17		
	18		
	19		
	20 w/e		
	21 w/e		
	22	<ul style="list-style-type: none"> <li>CCG - advance presentation of first draft Masterplan</li> </ul>	
	23		
	24		
	25		
	26		
	27 w/e		
	28 w/e		
	29	<ul style="list-style-type: none"> <li>RSL presentations to CCG and Implementation Group</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre. 6.30pm</li> </ul>
	30		
	31		

Date		Meeting	Place/Time
April	1		
	2		
	3 w/e		
	4 w/e		
	5	<ul style="list-style-type: none"> <li>CCG meeting with design team to discuss elements of first draft plan</li> </ul>	
	6		
	7		
	8		
	9		
	10 w/e		
	11 w/e		
	12		
	13	<ul style="list-style-type: none"> <li>Independent field survey commences</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
	14	<ul style="list-style-type: none"> <li>CCG - public discussion evening</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre</li> </ul>
	15		
	16		
	17 w/e		
	18 w/e		
	19	<ul style="list-style-type: none"> <li>Presentation of first draft Masterplan to local politicians</li> </ul>	<ul style="list-style-type: none"> <li>Telford Moat House. 6.30pm</li> </ul>
	20		
	21		
	22		
	23		
	24 w/e		
	25 w/e		
	26	<ul style="list-style-type: none"> <li>CCG - meeting with BTW Education and Waste Management departments to discuss school and recycling strategy</li> </ul>	
	27		
	28		
	29		
	30		

Date		Meeting	Place/Time
<b>May</b>	1 w/e		
	2 w/e		
	3		
	4		
	5		
	6		
	7		
	8 w/e		
	9 w/e		
	10		
	11		
	12		
	13	<ul style="list-style-type: none"> <li>• Presentation of second draft plan to local politicians.</li> <li>• Public exhibition of Masterplan opens.</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre, Ketley. 6.30pm</li> <li>• Parkside Centre, Ketley. 9am - 12pm</li> </ul>
	14	<ul style="list-style-type: none"> <li>• Public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre. 4pm - 8pm</li> </ul>
	15 w/e	<ul style="list-style-type: none"> <li>• Public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre. 1pm - 5pm</li> </ul>
	16 w/e		
	17		
	18		
	19		
	20	<ul style="list-style-type: none"> <li>• Public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre. 5pm - 9pm</li> </ul>
	21	<ul style="list-style-type: none"> <li>• Public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre. 4pm - 9pm</li> </ul>
	22 w/e	<ul style="list-style-type: none"> <li>• Public exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Parkside Centre. 9am - 1pm</li> </ul>
	23 w/e		
	24		
	25		
	26	<ul style="list-style-type: none"> <li>• CCG - homezone meeting and discussion of S106 document and community statement</li> </ul>	
	27		
	28		
	29 w/e		
	30 w/e		
	<b>31</b>		

Date		Meeting	Place/Time
<b>June</b>	1		
	2		
	3		
	4		
	5 w/e		
	6 w/e		
	7	<ul style="list-style-type: none"> <li>CCG - introduction to RSL partner</li> </ul>	
	8		
	9		
	10		
	11		
	12 w/e		
	13 w/e		
	14		
	15		
	16		
	17		
	18		
	19 w/e		
	20 w/e		
	21		
	22		
	23	<ul style="list-style-type: none"> <li>CCG meeting - benchmarking of MC standards and innovation/sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre, Ketley. 6.30pm</li> </ul>
	24		
	25		
	26 w/e		
	27 w/e		
	28		
	29		
	30		

Date		Meeting	Place/Time
July	1		
	2		
	3 w/e		
	4 w/e		
	5	<ul style="list-style-type: none"> <li>CCG meeting - house types and access designs discussed and first draft of S106 presented</li> </ul>	
	6		
	7		
	8		
	9		
	10 w/e		
	11 w/e		
	12	<ul style="list-style-type: none"> <li>Presentation of final Masterplan to local politicians, CCG and wider community</li> </ul>	<ul style="list-style-type: none"> <li>Parkside Centre. 6.30pm</li> </ul>
	13		
	14		
	15		
	16		
	17 w/e		
	18 w/e		
	19		
	20		
	21		
	22		
	23		
	24 w/e		
	25 w/e		
	26		
	27		
	28		
	29		
	30		
	31 w/e		

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# Appendix D

## Design Week Attendees

4 Pages

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<b>Attended</b>	<b>Name</b>	<b>Area</b>
Feedback	Liz O'Nions	Beveley
Feedback	Mark O'Nions	Beveley
Design Week and Feedback	Owen Duffy	Ketley
Feedback	B Durkin	Beveley
Feedback	L Merrey	Beveley
Design Week	Mr & Mrs E Parry	Beveley
Design Week	Mr & Mrs A Rose	Ketley
Feedback	T A Williams	Ketley
Design Week and Feedback	Fen Tyler	Ketley
Design Week and Feedback	C Lawrence	Ketley
Design Week	S Bland	Ketley
Design Week and Feedback	Margaret Bland	Ketley
Design Week and Feedback	C Bland	Ketley
Design Week and Feedback	Lisa Ford	Ketley
Design Week	Oliver & Thomas Rowley	Beveley
Design Week	Sue Mears	Beveley
Design Week	J M Bradshaw	Ketley
Design Week	Sheila Bradshaw	Ketley
Design Week	V Phillips	Beveley
Feedback	P Felton	Ketley
Design Week and Feedback	Annie Bufton	Beveley
Design Week	Martin Scholes	Beveley
Design Week	J Galloway	Wellington
Design Week	V Smith	Ketley
Design Week	Eli & Max Wilkinson	St Georges
Design Week	A Morris	Ketley
Design Week and Feedback	J & E Davies	Ketley
Design Week	Mr P Smith	Wellington
Design Week	Mr Robert Saunders	Leegomery
Feedback	A Kirk	Ketley
Feedback	J Elm	Ketley
Design Week	Gail Bryan	Ketley
Feedback	Jon Martin	Ketley
Design Week	Alistair Keith	Ketley
Design Week	Joane Ley	Ketley
Feedback	M Edgington	Ketley
Feedback	A Rhodes	Ketley
Design Week and Feedback	M B Coles	Beveley
Design Week and Feedback	Lucy Coles	Beveley
Design Week and Feedback	Ian Sherwood	Ketley
Design Week	J S Williams	Red Lake
Design Week	Mr C Ball	Ketley
Feedback	J Ball	Ketley
Design Week and Feedback	G de Freitas	Ketley
Design Week and Feedback	S Davies	Ketley
Feedback	L Russell	Ketley
Feedback	Mr & Mrs Becker	Ketley
Design Week	Mr & Mrs Barratt	Ketley
Design Week and Feedback	B Thompson	Beveley
Feedback	J Thompson	Beveley
Feedback	Greg Huggins	Ketley
Feedback	Sue Huggins	Ketley
Feedback	J Lamsdell	Ketley

<b>Attended</b>	<b>Name</b>	<b>Area</b>
Feedback	G Brookfield	Ketley
Design Week and Feedback	Jill Bennett	Ketley
Feedback	Val Mulcuck	Ketley
Design Week	G K Rowley	Ketley
Feedback	J Ball	Ketley
Feedback	Janet Tombs	Ketley
Feedback	Norman Tombs	Ketley
Design Week	P Rigby	Ketley
Design Week	D Sheldon	Ketley
Feedback	Mr & Mrs Pugh	Ketley
Feedback	Suzanne Hull	Ketley
Feedback	Wayne Hull	Ketley
Design Week	Liz Rigby	Ketley
Feedback	R A Picken	Ketley
Feedback	Jo Upto-Clear	Ketley
Feedback	Steve Upto-Clear	Ketley
Design Week and Feedback	Mr & Mrs Jones	Beveley
Design Week and Feedback	Debi Teague	Ketley
Design Week	A & R Gore	Ketley
Design Week	V Ball	Ketley
Design Week	Alice Ball	Ketley
Feedback	S Griffiths	Ketley
Design Week	Judy Fray	Ketley
Design Week	Louise Griffiths	Ketley
Design Week and Feedback	B Davies	Beveley
Design Week and Feedback	G Davies	Beveley
Design Week and Feedback	Liz Young	Ketley
Design Week	M Young	Ketley
Feedback	C Spooner	Ketley
Feedback	E Spooner	Ketley
Feedback	L B Spooner	Ketley
Feedback	Stan Procter	Beveley
Feedback	Steve Reece	Oakengates
Design Week and Feedback	Alan Yates	Accord H.A
Feedback	Lucy Yates	Accord H.A
Feedback	Sara Woodall	Accord H.A
Feedback	M Newall	Baart Harries Newall
Feedback	Steve Swann	BHG
Feedback		BHG
Design Week and Feedback	Cath Gogan	BJHA
Feedback	A Rose	Borough of Telford & Wrekin
Feedback	J Fox	Ketley
Design Week	K Lawrence	Ketley
Design Week	Helena Moore	Bromford Housing Group
Feedback	Pam Newall	BT&W
Design Week and Feedback	H Bolton	Red Lees
Design Week and Feedback	R Bolton	Red Lees
Design Week	Peter Bradley	House of Commons
Design Week	B Hall	House of Commons
Design Week	J Hall	Ketley
Feedback		Ketley Parish Council
Design Week	Miss B M Archer	Ketley
Design Week		Red Lees
Design Week	S Sankey	Ketley

<b>Attended</b>	<b>Name</b>	<b>Area</b>
Design Week	Mrs M Evans	Red Lake
Design Week	E Robert	Red Lake
Design Week	M Robert	Red Lake
Feedback	Councillor Joy ??	Ketley
Design Week and Feedback	Richard & Chris Crawshaw	Shawbirch
Feedback		Telford & Wrekin Council
Feedback		Telford & Wrekin Council
Feedback	Bill Wigley-Smith	Telford Police
Feedback	P Hardy	Ketley
Feedback	T Hardy	Ketley
Sent back Feedback Forms	A Bufton	Beveley
Sent back Feedback Forms	K Shaw	Pearce House
Sent back Feedback Forms	Norma Urey & Mark Jenkins	Ketley
Sent back Feedback Forms	Joanna Judd and Martin Kaye	Donnington
Sent back Feedback Forms	Mrs K Gunn	Ketley
Sent back Feedback Forms	Mrs C Wright	Ketley
Sent back Feedback Forms	Mr C Spooner	Ketley
Sent back Feedback Forms	Dr Ian Sherwood	Ketley
Sent back Feedback Forms	Neil Matthews	Stirchley
Sent back Feedback Forms	Tresa Rose	Dawley
Sent back Feedback Forms	Nicolle Matthews	Stirchley
Sent back Feedback Forms	P Rigby	Ketley
Sent back Feedback Forms	D L D Jones	Oakengates
Sent back Feedback Forms	Paul Matthews	Dawley
Sent back Feedback Forms	Mr & Mrs M R Pugh	Ketley
Sent back Feedback Forms	Mr & Mrs Gore	Ketley
Sent back Feedback Forms	P Whitehouse	Ketley
Sent back Feedback Forms	W R T Jones	Ketley
Sent back Feedback Forms	D M & B J Evans	Ketley
Sent back Feedback Forms	Mr & Mrs G Fox	Broadway
Sent back Feedback Forms	Mr & Mrs C Lawrence	Ketley
Sent back Feedback Forms	Mr M Bowen	Ketley
Sent back Feedback Forms	B Beaumont	Church Street
Sent back Feedback Forms	Mr & Mrs Griffiths	Ketley
Sent back Feedback Forms	Mrs G Bennett	Ketley
Sent back Feedback Forms	P Rigby	Ketley
Sent back Feedback Forms	Mr D Barker	Beveley
Sent back Feedback Forms	M & V Garland	Ketley
Sent back Feedback Forms	Mr C M Seed	Ketley
Sent back Feedback Forms	T M Bradshaw	Ketley
Sent back Feedback Forms	Mrs E Jarvis	Ketley
Sent back Feedback Forms	E Heskey	Hadley
Sent back Feedback Forms	Martin Fidler	Ketley
Sent back Feedback Forms	Mrs S Bradshaw	Ketley
Sent back Feedback Forms	M Candlin	Red Lees
Sent back Feedback Forms	T Owen	Red Lake
Sent back Feedback Forms	Mr C G Powell	Ketley
Sent back Feedback Forms	Mrs Marilyn Stowe	Red Lees
Sent back Feedback Forms	M Litherland	Ketley
Sent back Feedback Forms	A Rogers	Ketley
Sent back Feedback Forms	Ms Debbie Rickus	Ketley
Sent back Feedback Forms	Mrs S J Holl	Oakengates
Sent back Feedback Forms	Martin Scholes	Beveley
Sent back Feedback Forms	Stephen Downing	Beveley

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<b>Attended</b>	<b>Name</b>	<b>Area</b>
Sent back Feedback Forms	V Phillips	Beveley
Sent back Feedback Forms	J De Freitas	Ketley
Sent back Feedback Forms	Mrs M Luck	Shepherd's Lane
Sent back Feedback Forms	Mrs S Manton	Ketley
Sent back Feedback Forms	Mrs P Fairclough	Shawbirch
Sent back Feedback Forms	Mrs S Barratt	Ketley
Sent back Feedback Forms	Mrs F B Worrall	Ketley
Sent back Feedback Forms	Steve Reece	Oakengates
Sent back Feedback Forms	Mr W R T Jones	Ketley
Sent back Feedback Forms	Mr Robin Glover	Oakengates Leisure Centre
Sent back Feedback Forms	Miss F Morris	Aqueduct
Sent back Feedback Forms	Mrs E Atkinson	The Rock
Sent back Feedback Forms	Mrs Joy Stephenson	Hadley
Sent back Feedback Forms	Oppong Charles	Oakengates
Sent back Feedback Forms	Mr D Tranter	School Grove
Sent back Feedback Forms	Mr A Ashcroft	Sutton Hill

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# Appendix E

## Design Week Conclusions

3 Pages

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The following schedule indicates the main design issues that were not concluded at the end of Design Week. This formed a checklist and the resulting work fed into the subsequent analysis and Masterplan. Section 2 of the Design Statement refers further to this process. Some of the actions are being carried forward to the detailed design stage and will be addressed in that context.

<b>Subject</b>	<u><a href="#">Issue</a></u>	<b>Design Team Action Required*</b> <u><a href="#">Following the discussion at the Planning Meeting on 5<sup>th</sup> November this briefing note has been prepared for those attending Design Week.</a></u>
<b>1 Ecology</b> <u><a href="#">Overall Approach</a></u>		
1a. Retained areas	Hard and soft plan produced by URBED following design week.	Plan needs to be finalised by Entec to accurately reflect ecology requirements.
1b. Relocation	The acid grassland and heath land areas that may be developed will be relocated.	Entec to confirm suitable locations, and detailed relocation strategy.
1c. Sustainability	A clear scientifically based strategy needs to be agreed that demonstrates how all of the ecology we be preserved.	Strategy needs to be identified by Entec.
<b>2 Open Space and Recreation</b>		
2a. Recreational Space Requirement	Confirm planning requirements for area of open space. How is this calculated?	Entec to confirm Council position in relation to needs of area.
2b. Play areas	The details and specifications of LAPS, LEAPS and NEAPS to be provided.	Entec to confirm Council position in relation to needs of area.
2c. Sports pitches	Confirm planning requirements for formal sports pitches required on-site.	Entec to confirm Council position in relation to needs of area.
	School field - can this be dual use?	EMF to establish clear position.
2d. Management	Arrangements for access to ecological areas to be determined.	Strategy needs to be identified by Entec.
	Long-term management regime needs to be identified.	Strategy needs to be identified by Entec.
<b>3 Land Reclamation</b>		
3a. Land forming	A 3D physical model of the site is required to enable the possible land forming options to be adequately tested.	TW to commission an appropriately scaled physical model.
<b>4 Access</b>		
4a. Access points	Access at the Parkside Centre, Beveley Road and Wombridge Way - Principal agreed at Design Week but the CCG still has concerns over detailed design.	Symonds to explore detailed design solutions and assess impacts.

Subject	Issue	Design Team Action Required* <u>Following the discussion at the Planning Meeting on 5<sup>th</sup> November this briefing note has been prepared for those attending Design Week.</u>
4b. Bus route	A bus route looping into the site running from the Parkside access to the Beveley Road access with minimum impact on existing bus users.	Symonds to explore detailed design solutions and assess impacts.
4c. Ketley Cross Roads	Operation of this junction needs to be considered with the Parkside access.	Suggested improvements to be investigated by Symonds.
<b>5 Sustainability</b>		
5a. Energy	Energy standards.	Entec to provide a clear Sustainability Strategy together with detailed Action Plans relative to all of the sustainability subjects, so that all areas are understood and the choices for TMC fully explored.
	Solar orientation of housing.	
	Energy systems (such as CHP).	
	Renewable energy - Wind, solar etc.	
5b. Water	SUDS.	
	Water saving.	
5c. Waste Management	Collection proposals. Recycling system.	
5d. Materials	Green specification of the homes.	
5e. Transport	Public transport measures.	
	Car clubs.	
<b>6 Mix of Uses</b>		
6a. Housing	Housing quantum and mix not agreed?	TW to confirm the Mix that they would recommend be applied across the site.
	Affordable Housing quantum and mix?	BTW to provide housing needs survey and confirm their requirements for TMC.
6b. School	Single form entry school to serve the development requested but no details?	Details of size of building, grounds etc needs to be confirmed by BTW.
6c. Other uses	Community possible replacement Parkside.	The range and appropriate size of the other community facilities needed on TMC is to be confirmed by BTW, taking into account the impact of Hadley PFI.
	Shops.	
	- Live work units.	
	- Management centre.	
	- Doctors surgery.	
	- Marketing suite/Visitors Centre.	

Subject	<u>Issue</u>	<b>Design Team Action Required*</b> <u>Following the discussion at the Planning Meeting on 5<sup>th</sup> November this briefing note has been prepared for those attending Design Week.</u>
<b>7 Urban Design</b>		
7a. Design Considerations	The principles behind Urban Design thinking have still to be presented to the CCG to enable them to participate in the Master planning exercise.	Appropriate feedback from the study tours together with interactive coaching in the urban design process is to be provided by URBED.
	The design principals of 'Homezones' need to be communicated to the CCG to create safe, interesting streets.	URBED with Symonds need to explain what features need to be included to capture the 'Homezone' principles.
	The height and massing of houses and apartments needs to be explained and how these can be combined to create high quality interesting buildings.	URBED to provide examples of best-practice already seen on study tours and show how these principles can be reproduced at TMC.
	Information on how the spaces within the development and in particular the areas of Public Realm will be designed and what they will provide.	URBED to provide examples of best-practice already seen on study tours and show how these principles can be reproduced at TMC.

\* Action required consistent with the stage in the design process.

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# Appendix F Field Survey Results

3 Pages

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## The Telford Millennium Community Partnership

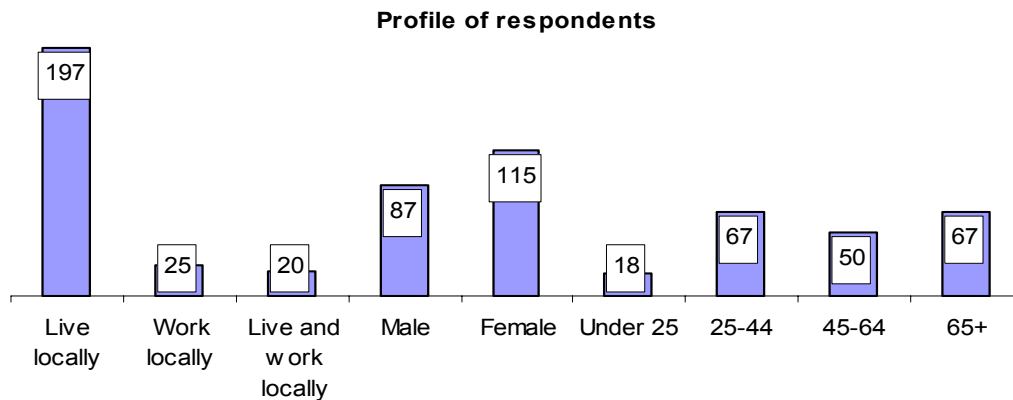
A Survey of Opinions on the Draft Masterplan for the Development of the Site at East Ketley.

The TMC Partnership comprises English Partnerships (The National Regeneration Agency), The Borough of Telford & Wrekin and Taylor Woodrow (the preferred developer for the site).

Ketley and, as part of the review process, TMC commissioned a survey of local people to gauge reactions to the draft.

The survey was conducted by Wyman Dillon, an independent market research company, in the period 13 to 22 April 2004. A total of 202 people who lived and/or worked in the area were interviewed. The interviews took place in three key areas - Ketley (focusing on Holyhead Rd and the crossroads area), Hadley and Oakengates (at the mobile exhibitions which were on display at the time).

The demographics of the sample are illustrated below:



Respondents were shown a picture of the Masterplan and then asked to rate how they thought it dealt with certain key areas.

Available options were:

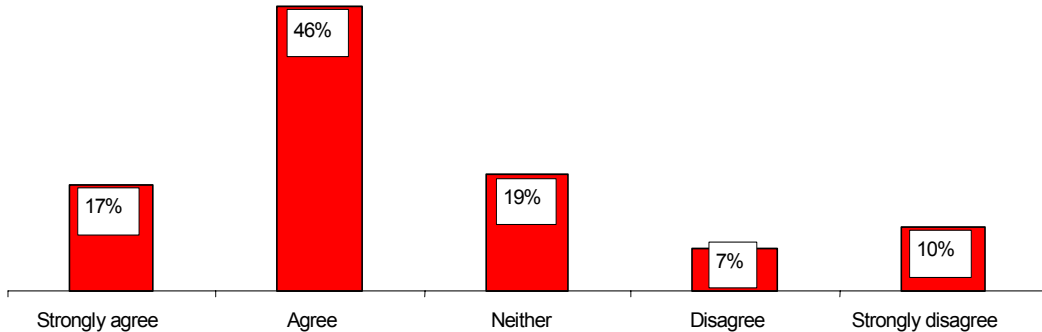
- *Badly, I would not be happy with this solution;*
- *Not well, needs more work/discussion;*
- *Satisfactorily, I could live with this solution;*
- *Well, this is a good solution for Ketley;*
- *Excellently, an innovative solution.*

They were then read the following statement and asked how strongly they agreed or disagreed with it:

*I believe that the Masterplan represents a vibrant and pleasant place to live and work in Ketley which the whole community could be proud of.*

If this statement is taken as a guide to overall approval rating then the message is a positive one. 63% either agreed or strongly agreed compared with 17% who disagreed or strongly disagreed.

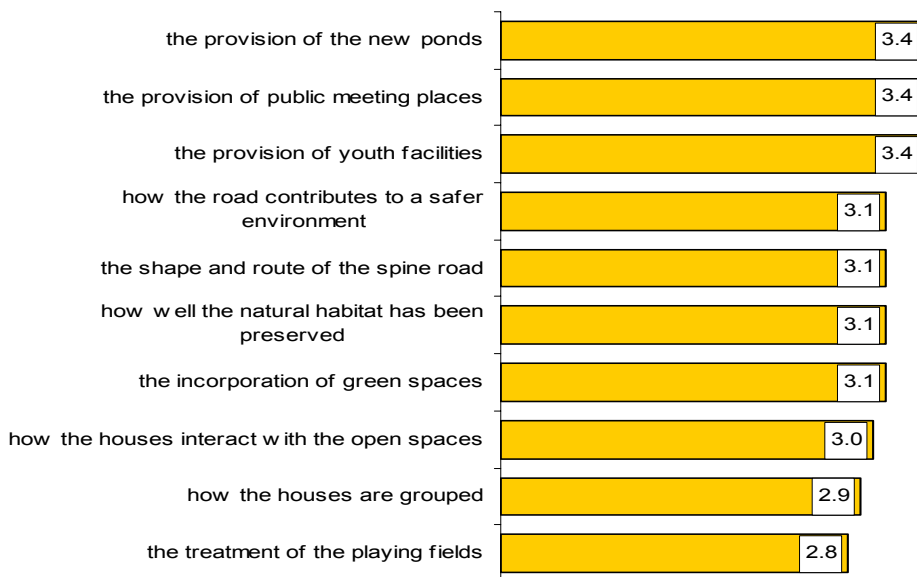
**I believe that the masterplan represents a vibrant and pleasant place to live and work in Ketley which the whole community could be proud of**



Females were more likely to agree with the statement, as were the younger age groups, but even amongst the most negative group (those aged 65+) there was still over 50% agreement.

There were 10 key areas that respondents were asked to rate and answers were scored from 1 (badly) to 5 (excellently). The average score for each aspect is illustrated below.

### Key aspect ratings



For all aspects the youngest age group, those under 25, gave the highest rating although these were the smallest sample of respondents. Generally, those who worked or lived and worked in the vicinity were more satisfied than those who just lived there although the differences were not large.

The proposals for the provision of public meeting places and youth facilities were well received with only 14% and 19% respectively saying these aspects were poorly addressed. Females tended to be less happy than males with these aspects.

However, the dissatisfaction level rose to 38% when asked to rate the treatment of the playing fields. The 65 and over age group were least happy with this aspect.

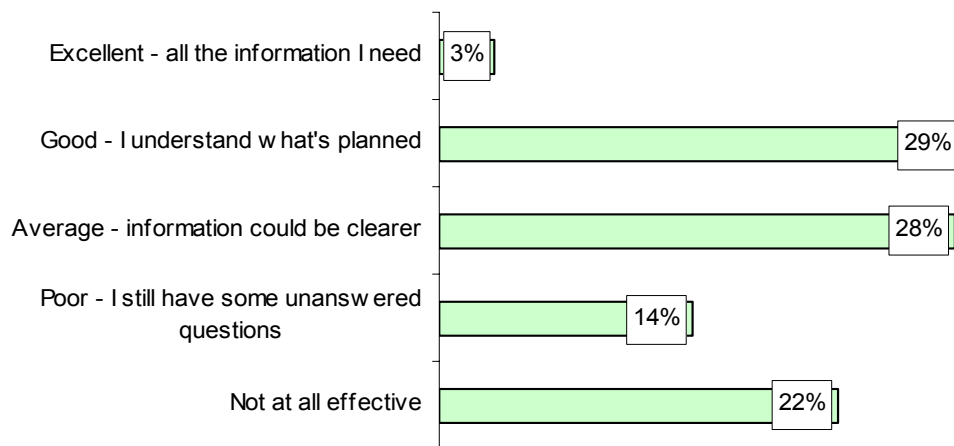
The shape and route of the spine road was generally well received with three quarters of respondents considering it satisfactory or better. The younger age groups were much more positive about this proposal than the older ones. Two thirds thought that the road would contribute to a safer environment to some extent although females were less positive than their male counterparts.

When asked how well the plan dealt with the interaction of houses with open spaces 70% said they were satisfied or better with this aspect, the younger age group again being the most enthusiastic. The grouping of the houses met with a similar reaction.

When asked about the environmental aspects, the provision of the new ponds was the highest scoring attribute with nearly three quarters of respondents rating this as satisfactory or higher. The incorporation of green spaces and the preservation of the natural habitat were both generally well received by both sexes and all age groups.

Finally, respondents were asked about the effectiveness of the community consultation process. Responses are summarised below.

**How effective do you think the community consultation process has been?**



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# Appendix G

## Samples of Communication Material

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