

<b>Case Study 001</b>	<b>from <a href="http://www.communityplanning.net">www.communityplanning.net</a></b>
<i>Theme</i>	<b>Masterplanning using Enquiry by Design</b>
<i>Project Title</i>	<b>Aylesham Masterplan</b>
<i>Location</i>	Aylesham, Kent, UK (6 miles south east of Canterbury)
<i>Project leader</i>	Aylesham Creating Quality Places Partnership



One of the most successful comprehensive examples of producing a Masterplan for a substantial urban extension with the full and creative involvement of key stakeholders including local residents. Very useful for anyone wishing to use the Enquiry by Design method or involve people in producing a Masterplan.

## Context

- Masterplan prepared by Sir Patrick Abercrombie in 1928 for a town with population of 15,000, but due to recession in the 1930s, the original vision was not realized. Only 1,760 homes built housing 4,200 residents.
- Local Snowdown Colliery (1 mile to south) closed in 1986 and since then the village has declined.
- Village identified as a strategic opportunity in Kent County Council Structure Plan 1996 and Dover District Local Plan 2002.
- Partnership formed by regeneration agencies and local authorities to seize initiative and create something of quality.

## Process

<i>Year</i>	<i>Month</i>	<i>Activity</i>	<i>Parties involved</i>
2002	Jan	<b>Local plan adopted</b>	Identifies Aylesham as a strategic location for expansion. DDC
2002	Feb		
2002	Mar	<b>Development partnership established</b>	Authorities plus development agencies and academic institution SEEDA, EP, DDC, KKC, ACDP, APC, PF
2002	Apr May		
2002	Jun	<b>Masterplanning team appointed</b>	Professionals consultants. EDWA, Donaldsons, AB&A
2002/ 2003	Jul Aug Sep Oct Nov Dec Jan Feb	<b>Background briefing prepared</b>	Setting out context and constraints Masterplanning team with the partnership

2003	Mar	<b>Enquiry by Design workshop 1</b>	25th March <b>Day 1: Scene setting</b>  1. Briefing - Aylesham context 2. Briefing - placemaking 3. Q & A session 4. Walking tours 5. Group discussion 6. Open evening	<b>All stakeholders, masterplanning team and local residents</b>
		<b>Enquiry by Design workshop 1</b>	26th March <b>Day 2: Exploring Issues</b>  1. Brainstorming and visioning 2. Constraints and Opportunities briefing 3. Group workshops and reporting back	<b>All stakeholders, masterplanning team and local residents</b>
		<b>Enquiry by Design workshop 1</b>	27th March <b>Day 3: Initial design concepts</b>  1. Team working 2. Discussions with key stakeholders 3. Partnership briefing	<b>All stakeholders, masterplanning team and local residents</b>
		<b>Enquiry by Design workshop 1</b>	28th March <b>The emerging Masterplan</b>  1. Producing drawings 2. open evening – presentation, Q & A	<b>All stakeholders, masterplanning team and local residents</b>
2003	Apr May			
2003	Jun	<b>Workshop with stakeholders</b>	Financial and delivery assessment, refining the masterplan, preferred strategic framework	<b>Key stakeholders and masterplan team</b>
2003	Jul	<b>Enquiry by Design workshop 2</b>	1. Presentation of process 2. Open discussion 3. Group workshops on key themes 4. Presentation on design codes 5. Group workshop on design code aspects 6. Open evening with exhibition (50)	<b>All stakeholders, masterplanning team and local residents (50 people)</b>
2003	Aug			
2003	Sep	<b>Draft Masterplan presentation at public meetings</b>	On outstanding issues. Mark out location of housing around open space	<b>Masterplanning team, partnerships and local residents</b>
2003	Oct Nov Dec			
2004	Jan			
2004	Feb	<b>Independent public consultation team appointed</b>		<b>NWA, Urbancanda, Accent</b>

2004	Mar April	<b>Public consultation on Draft Masterplan</b>	<ul style="list-style-type: none"> <li>• Draft masterplan circulated to every household with summary questionnaire</li> <li>• Staffed exhibition</li> <li>• Face-to-face interviews</li> <li>• Statutory consultees</li> </ul>	<b>Public consultation team with partnership and masterplanning team</b>
2004	May Jun	<b>Masterplan revised</b>		<b>Masterplanning team for partnership</b>
2004	Jul	<b>Consideration of Masterplan by authorities</b>	Identifies Aylesham as a strategic location for expansion.	<b>DDC</b>
		<b>Formal adoption of Masterplan as SPG</b>	Identifies Aylesham as a strategic location for expansion.	<b>DDC</b>

## Outcomes

### Successes

- The use of the Enquiry by Design method to engage stakeholders and facilitate creative collaborative working.
- Good partnership working and project management.
- Creative and robust public consultation process.
- Very considerable public support for the end results.
- Good documentation of the process throughout.
- Relatively rapid but not rushed timescale.
- Good communication and use of IT.

### Shortcomings

- Loss of momentum after consultation process.

## Parties involved

### Party

### Role

<b>Aylesham Creating Quality Places Partnership</b> <ul style="list-style-type: none"> <li>• Aylesham Community Development Partnerships</li> <li>• Aylesham Parish Council</li> <li>• Dover District Council (DDC)</li> <li>• English Partnerships (EP)</li> <li>• Kent County Council (KCC)</li> <li>• South East England Development Agency (SEEDA)</li> <li>• The Prince's Foundation (PF)</li> </ul>	Project direction and management
<b>EDAW</b>	Masterplanning and urban design
<b>BBP Regeneration</b>	Development management

<b>Alan Baxter &amp; Associates (ABA)</b>	Transport and planning
<b>Donaldsons</b>	Property
<b>Nick Wates Associates (NWA) and Urbancanda</b>	Public consultation management
<b>Accent</b>	Opinion survey

## Funding and resources

- Funding for masterplanning process and consultation: English Partnership, SEEDA and Dover District Council.
- Other partners provided staff resources
- Development to be financed by private sector.

## Special features

### Face-to-face interview back up

In the public consultation on the Draft Masterplan it was decided to conduct face-to-face interviews with a representative sample of residents to supplement the self-completion, postal questionnaires and test whether they provided a representative view. Although the results were not dramatically different, there were subtle differences between the face-to-face and postal responses. More importantly the process proved to be very useful in giving decision makers confidence to act on the results. It also provided the opportunity to ask people about their reaction to the postal questionnaires. See '**Aylesham Masterplan Survey Results, Accent, June 2004**' in the Documents section for further details.

## Photographs

Enquiry by design workshops 1 & 2 and the Exhibition of the Draft Masterplan.



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## Documents

Download from website at: <http://www.communityplanning.net/casestudies/001/aylesham03.htm>

1. Enquiry by Design Workshop Briefing Papers, March 2003
2. Enquiry by Design March 2003 Event: Summary Report, March 2003
3. Second Enquiry by Design June 2003 Event: Summary Report, June 2003
4. Aylesham Masterplan Supplementary Planning Guidance: Draft for Public Consultation, March 2004
5. Your views wanted. Public Consultation Flyer and Questionnaire, March 2004
6. Public Consultation Exhibition Boards, March 2004
7. Aylesham Masterplan Survey Results , Accent, June 2004
8. Aylesham Masterplan Supplementary Planning Guidance Proposed Amendments Reports, *Detailed comments and responses*, June 2004
9. Aylesham Masterplan Supplementary Planning Guidance Proposed Amendments Reports, *Marked up amendments*, March 2004
10. Aylesham Masterplan Supplementary Planning Guidance Proposed Amendments Reports, *Proposed amendments to figures*, March 2004
11. Aylesham Masterplan Supplementary Planning Guidance Aylesham Masterplan Supplementary Planning Guidance, 2005

## Quotes

“The future of the village is something to look forward to.”

**Male 65+**

“What a wonderful and exciting plan for Aylesham, especially the housing on the open spaces.&nbsp; I strongly support the plan..”

**Male, 35-49**

## Reviews/comments

‘The Enquiry by Design process changed the way that some local people viewed the village and the issues. It brought forward proposals that are not in the Local Plan. This made for contentious but better proposals.’

**Mike Ebbs, Forward Planning Manager, Dover District Council, email to Site Editor, 16 May 2006**

## Contacts and links

Michael Ebbs,  
Forward Planning Manager  
Dover District Council  
White Cliffs Business Park  
Dover, Kent  
CT16 3PJ

Tel: +44 (0)1304 872472

email: [forwardplanning@dover.gov.uk](mailto:forwardplanning@dover.gov.uk)

website: [www.dover.gov.uk/aylesham](http://www.dover.gov.uk/aylesham)