Community Planning: Aylesham Masterplan, UK

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This session

1. Introduce Community Planning - community involvement in planning.


3. Share some thoughts on exchanging information and building capacity at an international level.
RESEARCH OUTPUT

- Urban Design Group
- The Prince’s Foundation
- South Bank University
- Department for International Development
- Department of the Environment, Transport & the Regions
- European Commission Humanitarian Office

2000 Product
Website provides updatable global resource
Community Planning

• **Principles**
  - Apply to almost any situation. Worldwide applicability (47 in book)

• **Methods**
  - Huge menu of different techniques and approaches (53 in book)
    • new ways of people interacting
    • new types of event
    • new support frameworks

• **Scenarios**
  - How one might use a combination of methods in a particular development situation - creating an involvement strategy. (16 in book)
Principle: Involve all sections of the community

People of different ages, gender, backgrounds and culture invariably have different perspectives. Make sure a full spectrum of the community is involved. This is usually more important than involving large numbers. Ore Valley, Hastings, UK; Pakistan
Principle: Work on location

Wherever possible, base community planning activities physically in the area being planned. This makes it much easier for everyone to bridge the gap from concept to reality.
Principle: Visualise

People can participate more effectively if information is presented visually rather than in words. Use graphics, maps, illustrations, cartoons, drawings, photomontages and models wherever possible.

Wenceslas Square, Prague, before and after
Method: Interactive displays

People engaging in the issues and debate, on their own and in an enjoyable way, by making additions or alterations to pre-prepared exhibits.
Method: Design workshops

Hands-on sessions allowing small groups of professionals and non-professionals to work creatively together developing proposals.
**Method:** Open house event

Presenting design ideas to the public and securing reactions in an informal manner.

Less structured than a workshop; more interactive than an exhibition.
Method: Architecture and planning centres

Places set up to help people understand, and engage in, the design of local buildings and the built environment.
Scenario: Local neighbourhood initiative

Local people in a rundown neighbourhood and agencies working with them take the initiative to speed up the regeneration process.

- Process planning session
- Steering group
- Co-ordinator appointed
- Planning weekend
- Development forum
- Neighbourhood office
- Review session
- Development trust
Scenario:
Derelict site re-use

An initiative to make use of a derelict urban site in public ownership.

- **Research**
- **Public meeting or forum**
- **Ideas competition**
- **Development partnership**
- **Art workshop**
- **Open house or street stall**
- **Implementation**
- **Management body formed**
Aylesham Masterplan

Case Study

• A good example of producing a Masterplan for a substantial urban extension with the full and creative involvement of key stakeholders, including local residents.
Aylesham Masterplan

Context

• Small town (or large village) in Kent, South-east England
• Built 1920s and 1930s. Population 4,000
• Coal mining region. Local colliery (coal mine) closed in 1986. Village declined.
• Identified as strategic opportunity in structure plan, 1996.
• Partnership formed by national, regional and local agencies to create something of quality, 2002.
• Decided to produce a Masterplan to guide development by the private sector.
Aylesham Masterplan
Enquiry by Design Workshops

• WORKSHOP 1,
  – DAY 1: Scene setting
  – DAY 2: Exploring Issues
  – DAY 3: Initial Design Concept
  – DAY 4: The emerging masterplan

• Finance & Delivery (key stakeholders & team only)

• WORKSHOP 2: Refinements

• Public meeting: Presentation of Draft Masterplan.
Aylesham Masterplan
Enquiry by Design Workshop 1

- Design led process.
- Small groups.
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Enquiry by Design Workshop 2

- Plenary session
- Presentations and debate
Aylesham Masterplan

Public consultation on Draft Masterplan

• Draft masterplan (114 pages) to every household with summary and questionnaire (6 pages)
• Staffed exhibition (5 days)
• Face-to-face sample interviews
• Statutory consultees
Aylesham Masterplan

Your views needed

Please complete the questionnaire
Send in your comments
Visit the exhibition and surgeries

Public Consultation
29 March to 10 May 2004

Exhibition and surgeries
Thursday 3 April 10.00am – 8.30pm
Friday 2 April 10.00am – 5.30pm
Saturday 3 April 10.00am – 4.00pm
Friday 16 April 10.00am – 8.30pm
Saturday 17 April 10.00am – 4.00pm
at ‘The White House’, Aylesham Parish Council Offices, Downham Avenue South.

Staff from Dover District Council and consultants will respond to queries and help you complete the questionnaire.

Exhibition also open for viewing only 10.00am – 1.00pm on all other Saturdays during the consultation period. To view it at other times contact the Clerk to the Parish Council on 01304 840277 or Aylesham Community Support Office on 01304 872246.

Information desk
For further information contact:
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A Creating Quality Places Project
Public consultation managed by
Weedon Waters Associates with Urbanwatch Design Group Ltd.

Draft for Public Consultation
March 2004

Aylesham Community Development Trust
The Pepper Foundation
The Lord Mayor’s Appeal
Aylesham Parish Council
St. Andrew’s Church

Flyer with questionnaire, and poster (left);
Draft masterplan (above)
Aylesham Masterplan

Finishing off

- Masterplan revised
- Formal adoption by authorities
- Developers selected

Using Adobe Acrobat software to record changes made as a result of people’s participation
Aylesham Masterplan

Successes

• Creative collaborative working
• Change in public mood. Development seen as opportunity not threat
• Robust public consultation process
• Public support for end product (83% supported plans)
• Good documentation of project throughout
• Rapid but not rushed timescale
• Good communication and use of Information Technology
the community planning website helping people shape their cities, towns and villages in any part of the world
• Google’s No 1 of over 250 million results for ‘community planning’
• Over 200,000 hits per month
• Users from 93 countries (Oct 07)
• UN-HABITAT study features site as good practice toolkit for urban governance

• Good framework to build on
• Need partners and funding to add content from more different countries
Thoughts for today

- Engagement **strategy** the key.
- **Ever-expanding menu of methods** to suit aims and resources.
- Huge **potential of internet**.
- **Climate change increases need** for community planning.
- **Build on previous work** by many people and groups all over the world.
End