

# Hemswell Cliff Neighbourhood Plan Support Fee Proposal

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Thank you for inviting OpenPlan to submit our proposal to provide professional support for the preparation of a Neighbourhood Plan for Hemswell Cliff.

The following pages provide further information about OpenPlan, the type of work we do and our experience in plan-making, and the people who would be involved in this project. We also explain a little further how we would support the preparation of the Neighbourhood Plan.

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## About OpenPlan

OpenPlan is an experienced professional studio. Based in Lincoln, we work across the UK and internationally, specialising in the interrelated fields of *placemaking* and *plan-making*. We work with communities and other clients to help them create places that support and enhance social, economic and environmental well-being.

Most of our clients are in the public and community sectors. To avoid conflicts of interest, we rarely submit planning applications or propose plan allocations for private sector developers.

Originally established as Globe Consultants International Ltd in 2012, the company's name was changed in January 2014 and is registered at Companies House as Open Plan Consultants Ltd (Registered Company No. 5591097).

The change of name reflected a deeper change of approach - a transition from "*planning consultancy*" to "*placemaking studio*", driven by the conviction that the outcomes of our work should be good places, not just good plans. Ours is not a conventional planning consultancy: we are experienced planners, but we use planning and plan-making as components of a larger toolkit for helping to create and maintain places that can support healthy, prosperous communities.

**Placemaking** is about shaping the environments in which people live, learn, work and play, to support the well-being of communities and individuals. It is about adding value through the continuous process of creating, maintaining and recreating places that work well, feel right and look good - inclusive places that support and encourage social interaction, creativity, innovation and enterprise.

**Placemaking** focuses particularly on the quality – and qualities – of the public realm - the places people share and interact in. It concerns both the physical form of those places and, even more importantly, the ways in which they are used.

The process of **placemaking** is as important as its physical outcomes: it draws together people with differing outlooks, needs and aspirations; it involves interaction between different groups of people who would otherwise not meet; it engages private sector, public sector, communities and individuals, focusing on places in which they all have an interest.

**Placemaking** can be applied at all levels - streets, neighbourhoods, villages, towns, cities – even whole regions and countries

To give a flavour of the scope of OpenPlan's work and experience, we have outlined briefly, below, some of our current and recent projects. All these projects have been undertaken since 2012 and by the same team, either as OpenPlan (since 2014) or as Globe Consultants International (2012-2014):

**Alford Neighbourhood Plan** (ongoing) – In March 2016, Alford Parish Council appointed OpenPlan to support the work of the Alford Neighbourhood Plan Steering Group with the completion of their Plan. A draft Neighbourhood Plan has been prepared and our support to date has involved the following:

- Review of the draft Neighbourhood Plan
- Regulatory compliance check
- Development of a work-plan for all activities leading to the completion of the Plan, and up to the point of the Referendum; and,
- Preparation of critical friend report which sets out findings, policy recommendations and advises on a range of issues.

**Coleby Neighbourhood Plan** (ongoing) – OpenPlan has been working with the steering group since April 2016. We were appointed at the beginning of the plan preparation process and have so far supported and facilitated an initial community engagement workshop and helped to develop a village questionnaire. We will continue to support the group by providing recommendations on key priorities and policy approaches, support with writing the policies, explanatory and contextual text and advise on regulatory procedure and requirements at all stages.

**Dunston Neighbourhood Plan** (2015 / 2016) – In July 2015, OpenPlan was appointed by Dunston Parish Council to support the work of the Neighbourhood Panel. Some preliminary data gathering and community consultations had been undertaken by the Panel, and OpenPlan was appointed to develop that preliminary work into a draft Neighbourhood Plan. The work has involved the following main tasks:

- Review of initial work undertaken by Dunston Neighbourhood Panel;
- Regulatory compliance check;
- Review and analysis of community consultation responses;
- Preparation of preliminary Draft Neighbourhood Plan (policies, explanatory and contextual text, plans / diagrams etc.);
- Liaison with District Council officers;
- Review of Landscape / Village Character Appraisal;
- Preparation of Design Guide;
- Preparation of final Draft Neighbourhood Plan for consultation;
- Preparation of consultation questionnaire and analysis of responses.

The Dunston Neighbourhood Plan was submitted for examination in June 2016, it was then put to a local referendum and was formally "made" in November 2016.

**Hemswell Cliff Masterplan for West Lindsey District Council (2015/16)** - preparing an indicative masterplan to illustrate the potential for further industrial, commercial, residential and associated development at Hemswell Cliff. The masterplan was commissioned in connection with the preparation of a Local Development Order to promote and enable a Food Enterprise Zone to be established at Hemswell Cliff. Recognising that it is important for any substantial development at Hemswell Cliff to contribute towards actions and changes necessary to address significant social, economic and environmental issues facing the local community, the masterplan considered a range of options and interventions extending well beyond the proposed Food Enterprise Zone.

**Neighbourhood Plan Training for Lincolnshire Parish Councils (2013)** – delivering a robust programme of support and training events for members of parish councils on behalf of the National Association of Local Councils, Lincolnshire Association of Local Councils and CPRE. The aim was to build confidence, understanding and capability in required procedures and methodologies to enable parish and town councils to deliver successful, locally-rooted neighbourhood plans. Participants from about 60 parish councils across Lincolnshire were taken through the required procedures and engaged in exercises to train them in the use of appropriate methods.

**St Martin's Square Placemaking Strategy, Lincoln (2014)** – working with Lincoln Business Improvement Group (LincolnBIG) and the local business and residential community to develop both the role and the environmental quality of part of Lincoln's city centre. This was an intensive project, working with the local community over a 2-week period to produce a vision, objectives and concept plans for the regeneration of the area, both physically and functionally. Close consultation and cooperation with the planning and highway authorities was a key requirement, and officers were actively involved in the Placechecks and community workshops.

**North East Lincolnshire Local Plan** (on-going, started October 2014) – supporting the preparation of the district's new Local Plan by collating and analysing data and information for the evidence base; advising on topic strategies and policies; and conducting / facilitating consultation and engagement events with elected members and local communities.

**Gainsborough Sub-Regional Growth Study (2015 - 2016)** – advising the four local authorities responsible for the Central Lincolnshire Local Plan on the most sustainable and deliverable spatial options for Gainsborough-focused growth in employment and housing. The project involved analysis of socio-economic statistics, travel data and land availability information; assessment of housing and employment forecasts and needs; Sustainability Appraisal of alternative growth options; and, application of core place-making principles. This study was a key component of the emerging Central Lincolnshire Local Plan.

**Lincoln Sub-Regional Growth Study (2015 - 2016)** – advising the four local authorities responsible for the Central Lincolnshire Local Plan on the most sustainable and deliverable spatial options for Lincoln-focused growth in employment and housing. The project involved analysis of socio-economic statistics, travel data and land availability information; assessment of housing and employment forecasts and needs; Sustainability Appraisal of alternative growth options; and, application of core place-making principles. This study was a key component of the emerging Central Lincolnshire Local Plan.

## Our Approach to Work

In all our work, we emphasise the value of collaboration and creativity. We always prefer to work with our clients, rather than just for them, as we want the plans we help to produce to be theirs, not ours.

Collaborative “workshops” play an important part in much of the work we undertake. This approach enables us to engage communities and other “stakeholders” in the planning process and to maintain momentum so that plan-making projects do not “drag” and lose support. Throughout each project, we combine sound research and analysis; thorough understanding of the plan-making process and the legal / administrative requirements relevant to each particular project; and, skilled facilitation of focused discussions and consultations.

Our experience in preparing plans at such a wide range of levels – national, regional, district and neighbourhood – puts OpenPlan in what is probably a unique position for a small professional practice. It means that we can adapt readily to the particular requirements and expectations of each community, helping them to achieve a plan that not only meets the legal and procedural requirements, but is also tailored very specifically to their particular place. We understand the requirements that have to be met for each type of plan and we make sure that these are complied with fully. In reality, whether the plan is for a whole country, a city or a village, the basic plan-making process is really much the same. The important differences are the people and the place. The strength of our placemaking approach is that it always ensures that the plan fits the place and meets the particular needs of that place's community.

## Working with Hemswell Cliff

Our emphasis will be on working with the client team, providing the required guidance, support and inputs of professional expertise. All members of the team that will be working with the parish are experienced and very competent in this approach and have a strong track record in delivering good results.

**Steve Kemp**, Executive Director (OpenPlan), has over 35 years' professional planning experience, both in local authorities and as a consultant. This has included leading Local Plan teams for UK local authorities and leading national planning teams overseas. Steve's extensive plan-making experience enables him to see – and help others to see – the whole picture throughout the process, ensuring that it is undertaken logically and systematically, whilst remaining vision-driven throughout. Steve is also an experienced and effective facilitator and trainer, having led many community engagement events and delivered training to officers and members of local authorities and parish councils, and being a lecturer and tutor in Placemaking and Urbanism at the University of Lincoln. Steve is a Member of the Royal Town Planning Institute, an academician of the Academy of Urbanism and a Fellow of the RSA.

**Laura Bartle**, Director of Planning and Research (OpenPlan), is an experienced planner who has the knowledge, skills and capabilities gained within the private sector and local government to bring insight and leadership to shape planning and place-making strategies that enrich communities. With expertise in balancing competing demands and interests

within the planning process and a collaborative and open management style, Laura fosters strong relationships and helps communities to navigate the planning jargon and legislation in order to set out clear and effective plans. Laura's particular areas of expertise include research, analysis and appraisal, including Sustainability Appraisal, and policy formulation. Laura is a Member of the Royal Town Planning Institute.

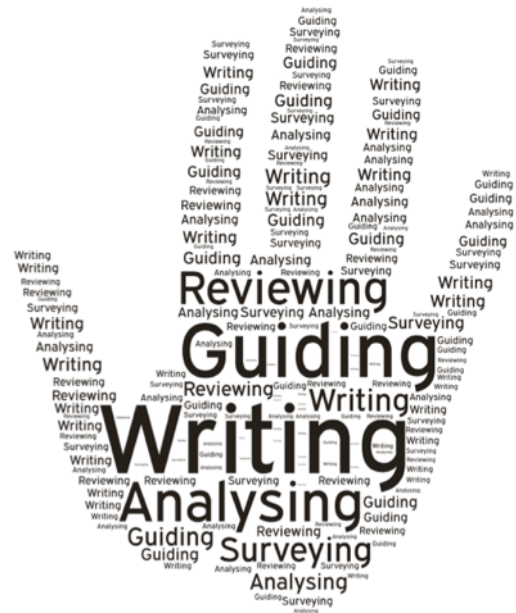
**Charlotte Kemp**, Creative Director (OpenPlan), has a background in the arts and culture, and events management. Charlotte is an accomplished community participation facilitator and is skilled in undertaking highly effective community engagement programmes and activities. Charlotte is also a qualified and experienced Project Manager.

**Simone Landucci**, Joined OpenPlan as a Planner in October 2016. He is a Planning graduate with extensive relevant work experience gained in the UK, Netherlands, Italy and China and is rapidly developing particular skills in neighbourhood plan preparation.

## Our Proposed Methodology

It is our strong conviction that a neighbourhood plan should be produced by the community of that neighbourhood. For a consultant, the emphasis should, therefore, be on *supporting*. If appointed to support the preparation of the Neighbourhood Plan, our work will focus on:

- providing professional advice as experienced plan-makers;
- making sure that the emerging plan, and the processes involved in preparing it, comply with the legal / administrative requirements;
- undertaking professional analysis of relevant information (socio/economic data, environmental information, national and local policies etc.) to ensure that the Neighbourhood Plan has a sound evidence base;
- helping to identify key issues and recommending ways in which they may be addressed in the Neighbourhood Plan;
- helping the community to develop and express its vision and objectives, and translating these in to clear and effective policies;
- making sure that the Neighbourhood Plan is drafted in a professional way, but without it being just an “anywhere” plan.



Experience has taught us that one of the biggest challenges for any community-led planning process is to maintain enthusiasm and momentum. Those factors are linked: a plan-making process must be thorough, but if it takes too long there is a strong risk that all but the most committed members of the community will lose interest and may “disengage” – until the referendum, at which point many people may not feel that the plan is theirs. With this in mind, we recommend that our involvement should be structured around active “workshop” events, using these dynamic, collaborative opportunities to develop core content with the Working Group that will underpin and drive the plan-making process.

**It is understood that assistance is required with four key stages in the preparation of a Neighbourhood Plan for Hemswell Cliff:**

- Preparing a vision and list of objectives following recent consultation with the public
- Assisting the group in drafting a Regulation 14 neighbourhood plan
- Making any changes to the plan following Regulation 14 consultation
- Preparing consultation statement and basic conditions statement for Regulation 16 submission.

Our suggestions regarding the assistance we could provide at each of those stages is outlined, stage-by-stage below.

**1. Preparing a vision and list of objectives following recent consultation with the public**

We recommend that this stage should focus on:

an introductory Placecheck (a structured walk through Hemswell Cliff with the Neighbourhood Plan group, identifying the things people like and don't like and changes they would like to see);

a workshop session with the Neighbourhood Plan group, at which we will facilitate:

- consideration points arising from the Placecheck;
- structured discussion of responses to the consultation;
- formulation of a Vision statement that describes the place the group would like Hemswell Cliff to have become in, say, 20 years time;
- development of a series of clearly-expressed, "SMART" Objectives which the policies and interventions to be developed in the Neighbourhood Plan should be designed to achieve.

We recommend that this should be a whole-day session (probably on a Saturday).

Prior to the Placecheck and workshop, we will provide:

- A concise place-profile of Hemswell Cliff parish (socio-economic, environmental, structural);
- a brief outline of national and local planning policies and how these relate to the Neighbourhood Planning process;

We estimate that this stage would require about 4.5 person/days work, for which our fee would be £2,025.00 plus VAT.



## 2. Assisting the group in drafting a regulation 14 neighbourhood plan

It is important that the Neighbourhood Plan is prepared by the group, so OpenPlan's role would be to provide professional support towards:

- scoping and developing an appropriately-focused evidence base (ie, gathering and recording relevant data and other evidence, without spending time fruitlessly on accumulating data and information that is irrelevant or unnecessary);
- deciding on the key issues needing to be addressed;
- working out which of those matters can be addressed constructively through the Neighbourhood Plan itself and which would require other types of action (alongside the Neighbourhood Plan);
- formulating draft policies and other statements relating to desired interventions and changes;
- testing the emerging plan and policies against the requirements of the Neighbourhood Planning Regulations and other relevant requirements;
- preparing the Consultation Draft Neighbourhood Plan;
- engaging the local community and other stakeholders in effective consultation.

We recommend an introductory working session with the group (probably an evening session) focusing on building the evidence base, followed by further sessions focusing, respectively, on identifying key issues, and writing effective policies.

Open Plan could then carry out a "health check" on the draft plan and policies prior to consultation (advising on any significant amendments that may be necessary before consultation starts). Finally, we could provide advice and support for the consultation process itself.

We estimate that this stage would require about 6.5 person/days work, for which our fee would be £2,700.00 plus VAT.

## 3. Making any changes to the plan following regulation 14 consultation

Again, the role of the consultant should be to provide professional advice and support. At this stage, we would help the group to consider responses received during the consultation, distinguishing between responses that relate to material planning considerations and those that relate to non-planning matters; advising on the validity or otherwise of any "objections"; suggesting amendments that might be made in response to comments that have been received.

We recommend either a whole-day working session, or two evening sessions to consider, agree and draft any changes.

We estimate that this stage would require about 4 person/days work, for which our fee would be £1,800.00 plus VAT.

#### 4. Preparing consultation statement and basic conditions statement for regulation 16 submission

Preparation of each statement would be likely to involve 1 day of OpenPlan's work for which our total fee would be £900.00 plus VAT.

##### Summary

<b>OpenPlan's Time Inputs and Professional Fees</b>			
<b>WORK STAGE</b>	<b>ASSISTING WITH:</b>	<b>DAYS</b>	<b>FEE (@£450.00 per person day)</b>
Stage 1	Preparing a vision and list of objectives following recent consultation with the public	4.5	£2,025
Stage 2	Assisting the group in drafting a Regulation 14 neighbourhood plan	6.5	£2,700
Stage 3	Making any changes to the plan following Regulation 14 consultation	4	£1,800
Stage 4	Preparing consultation statement and basic conditions statement for Regulation 16 submission	2	£900
<b>TOTAL</b>			<b>£7,425.00</b>
<b>Additional charges</b> (by agreement)	Travel		40 pence per mile
	Printing (if necessary)		at cost
	Additional time (only if specifically commissioned)		£60 per person hour
<b>VAT</b>	All fees charged by OpenPlan are subject to VAT charged at the standard rate (currently 20%)		

## References

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