

Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area

Title: Tewkesbury Ashchurch Wider Area Creation of a Place Story.

Description: Brief for consultancy support.

Date: March 2017

Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area

The following brief sets out the support requested for creation of a place story for the growth of the Tewkesbury Ashchurch wider area.

1. Introduction

The Ashchurch area - east of Tewkesbury beyond the M5 – has been highlighted within the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy¹ (JCS) which defines the development in the three Council's boroughs up to 2031, as having the potential to deliver a substantial amount of homes and employment land to meet Tewkesbury's need. As there are many issues with developing such a large area as well as a number of options etc. it has been agreed that a masterplan is critical to help and support the strategic level of the development process of plan making as well as determining any planning applications for this area. However, as part of this, the creation of a place story is deemed necessary to help determine the key aspirations for the area that will set the tone for future growth to ensure it delivers the widest benefits.

The JCS plan was submitted to the government for independent inspection in November 2014 and is now at the stage of main modifications. However within this Ashchurch area, the key allocation (strategic) was the army base at Ashchurch (called MOD Ashchurch) – the complete strategic allocation includes adjacent green land – and this site was always defined for release and subsequent housing/employment development. The site was scheduled to start delivery in the next few years completing beyond 2031 with over 2,700 homes and 20 hectares of B-class employment land.

Recently however, the MOD have decided to change the release schedule² of the base and retain a large part of the army base for at least the next 10 years. While parts of the site still have the potential for delivery within the plan period the as yet unresolved delivery challenges mean it cannot be considered as a strategic allocation in the JCS at this time. Therefore, housing numbers and employment land from the site cannot officially be accorded to meeting the need of the area. This has left a housing shortfall for Tewkesbury of approximately 2,800 homes.

There are also different development pressures on land around the Ashchurch area which need to be resolved. There has been continued pressure for housing development around the A46 corridor and a number of planning applications have been granted in recent years totalling approximately 200 dwellings. In addition, a site at Fiddington (adjacent to the M5 Junction 9) has been submitted to the JCS examination as an omission site for up to 900 dwellings. The Ashchurch area is also part of the GFirst LEP M5 Growth Zone identified for economic growth. However, a recent employment land review of the Borough demonstrates that there is a real lack of employment land available to deliver growth and meet business requirements.

These development pressures are also set in the context of an area that is in need of significant transport infrastructure investment to ease congestion and improve accessibility around the M5 and A46. Based upon the challenges above, it is now even more critical that a masterplan approach with a clear place story is taken to look at the wider area ([see appendix A](#)) to better understand all the

¹ Link to the JCS web page: <http://www.gct-jcs.org/>

² Link to MOD DIO letter: <http://www.gct-jcs.org/Documents/Examination-Documents-Library-7/EXAM-262-Defence-Infrastructure-Organisation-letter-281016.pdf>

Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area opportunities as well as how it should be effectively developed in a comprehensive manner - preventing isolated development with possibly, imperfect infrastructure.

2. The Brief

The project is required to develop a story for Tewkesbury Ashchurch, provided in the context of its future expansion and emerging planning policy, which will help shape and guide its future growth. The project will need to establish an understanding of the Ashchurch area through engagement with different aspects of existing communities, including community groups and businesses, as well as the perceptions of the area from external organisations/stakeholders. This understanding will inform a robust picture of the strengths, weaknesses, opportunities and threats for Ashchurch. This picture will help develop the key themes and principles that future growth in the area will need to address and set the umbrella for masterplanning. Alongside this, the story will create a 'brand' for the area that will present an identity and message to support future work to facilitate and deliver growth.

It is expected that the project will be developed over a number of stages:

Stage 1 – Understanding Ashchurch

The first stage will develop the understanding of the area. This will need to build upon the work previously done especially including the already adopted business growth strategy 'Business Tewkesbury – Better Connected for Business' as well as a review of the relevant plans and strategies including the Joint Core Strategy (and supporting evidence base) and Gfirst LEP Strategic Economic Plan that set the context for growth. Also Tewkesbury has recently commissioned a study on the employment 'Tewkesbury Borough Employment Land and Economic Development Strategy Review'³: Bruton Knowles, November 2016 and Social Life carried out a Sports, Social and Open Spaces study on the Ashchurch area also in 2016.

This stage should also involve a more detailed discovery of the area through engagement with the local community and stakeholders as well as any relevant external interests such as developers and infrastructure providers. This should be undertaken through a series of individual conversations (approximately 30) with key stakeholders as well as focus groups/workshop.

Stage 2 – Developing the Tewkesbury Ashchurch Story

The evidence gathered from Stage 1 should be utilised to develop the story for the Tewkesbury Ashchurch area. This should identify the key strengths, weaknesses, opportunities and threats and the emerging themes and ideas that will feed into the larger story. This narrative will act as the overarching framework to address the wider vision, development potential and marketing for the future growth of the area.

Stage 3 – Creating the Tewkesbury Ashchurch Brand and Identity

The story developed over Stages 1 and 2 should then be progressed to create an overall visual identity and branding for Ashchurch. This branding should reflect the aspirations for the area and be



Final Report
November 2016.pdf

³ Bruton Knowles report:

Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area

suitable to be used as a marketing tool to help facilitate and deliver its growth potential including as the key marketing information for funding opportunities.

Stage 4 – Place Story into Masterplanning

A key purpose of the story project is to form a basis for the development masterplanning work that will be subject to a separate commission. The alignment of these two projects is paramount and therefore it will be important to liaise with masterplanning consultants to help guide the progress of this project.

In terms of any further stages i.e. selling/delivering the story to the wider audience, as the story will feed into the masterplanning process, it is currently not known the extent of further 'selling/delivering' as this maybe covered by the masterplan process. If further support is required, this will be dealt with at that time.

3. Timing

Based upon acceptance of the quote to this brief, we would expect the following timetable accepting that the final dates will be subject to such factors as availability of interested parties outside the control of either the consultant nor the client.

Item	Date
1. Tender award	31 March 2017
2. Meeting with J9/A46 Member Group for concept agreement	6 April 2017
3. Launch project	10 April 2017
4. Draft report	July 2017
5. Final report	August 2017

4. Reporting etc.

An initial inception meeting with key team members from the project team will be necessary to fully determine timescales and project plan.

The J9/A46 project is managed (at officer level) by a steering group and this commission will be overseen by that group. Regular reporting will be to the J9/A46 Programme Manager and when requested attendance at the officer group meeting will be requested (these occur on Wednesday and assume 3 meetings during the project). In addition however regular dialogue (as stated above) will be necessary with the masterplan consultants as and when these are commissioned.

Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area

It is requested that as the stages are completed a report (verbal or written as agreed at the time) will be supplied with the final draft report being sent to the steering committee for review /comment before final issuing.

5. Contract

The terms will be as per Tewkesbury Borough Council contract terms for such a commission and will be supplied separately.

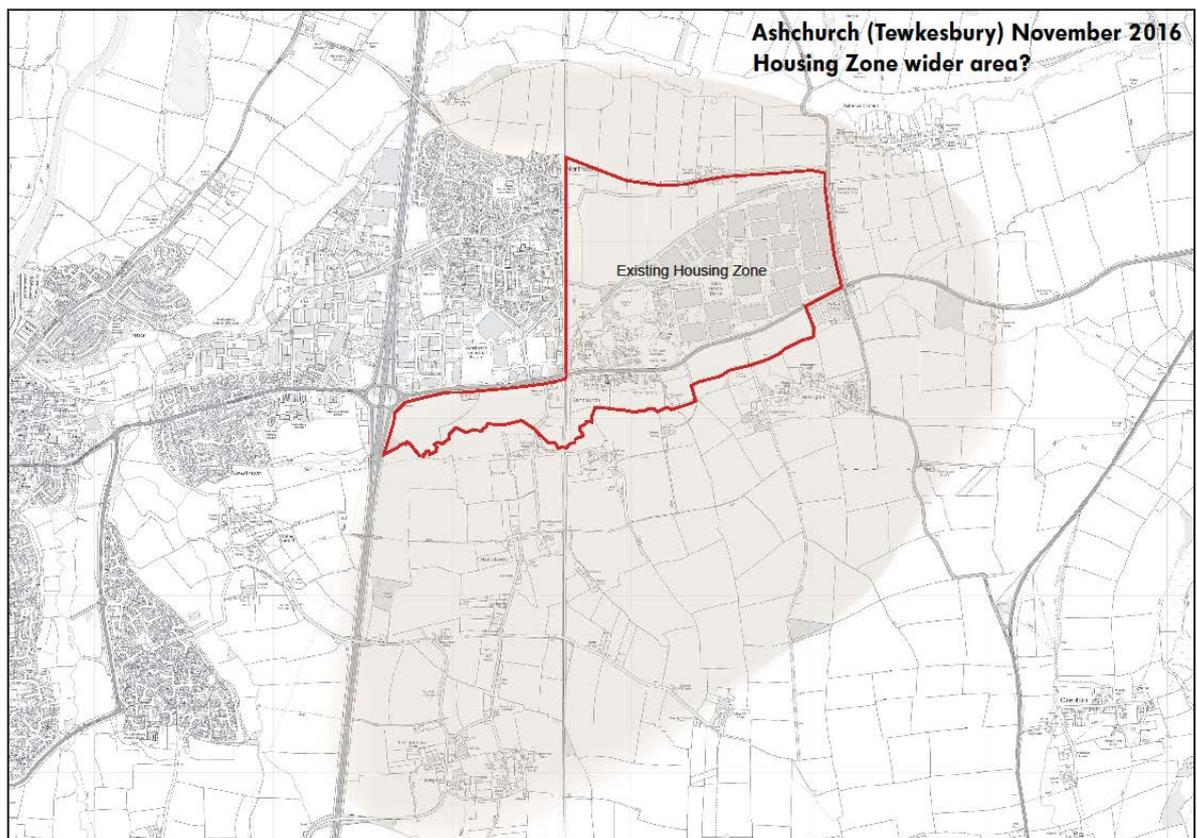
6. Cost Proposals

To understand the cost proposal, please include a table indicating the hours per stage as noted above including an estimate of the split by resource - persons involved on the project - to give a total cost.

It is proposed that payment will be on acceptance of the final report and so completion of the project.

7. Appendices

Appendix A : Map of Ashchurch Housing Zone and the shaded wider area



Contract Brief

Consultant Support for Creation of Place Story for Tewkesbury Ashchurch Wider Area

Appendix B : Plan of Ashchurch with points of relevance

