



PRCC.29 13/14

Prosperous Communities
Committee

15 October 2013



Subject: Gainsborough Regained – Refreshing the Masterplan

Report by:

Director of Planning and Regeneration.

Contact Officer:

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Purpose / Summary:

To inform Members about the proposals to 'refresh' the Gainsborough Masterplan and to seek approval to undertake a stakeholder engagement event.

RECOMMENDATION(S): That Members approve proposals for a stakeholder engagement workshop to help shape and inform the refresh of the Gainsborough Masterplan.

IMPLICATIONS

Legal: None as a result of this report.

Financial: FIN/27/14 Whilst a substantial part of the work on the Masterplan will be carried out by internal staff, costs will be incurred in relation to architectural, graphic design and IT expertise to ensure a professionally produced document. These costs will be financed by an existing earmarked reserve.

Staffing: None as a result of this report. The Masterplan will be managed by existing staff.

Equality and Diversity including Human Rights: Stakeholder and community engagement is a key part of the Masterplanning process. The issues raised by stakeholders will inform and shape the plan. Equalities, diversity and human rights issues will be considered as an integral part of this engagement process.

Risk Assessment: Included within Project Plan (see background documents)

Climate Related Risks and Opportunities: As a spatial planning document the Masterplan will need to consider economic, social and environmental issues which impact on and influence development in Gainsborough. The principles of sustainable development will therefore be embedded within the document.

Title and Location of any Background Papers used in the preparation of this report:
Gainsborough Masterplan Project Plan (and related documents) - [Gainsborough Masterplan](#)

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

Yes No

Key Decision:

Yes No

1 Introduction

Gainsborough Regained – The Masterplan was published in summer 2007 and set out a clear signal of intent both locally and regionally, for the growth and regeneration of the town, aspiring the double the size of the population within 25 years.

The Masterplan provided a spatial framework for the development of the town, helping to inform development decisions to support the continued regeneration of the town.

The document has been successful in raising the profile of the town and has set a quality standard for future development schemes, taking reference from Marshall's Yard. It has also established Gainsborough as an area for growth.

The Masterplan is however 6 years old and is in need of a 'refresh'. It pre-dates some significant developments and was prepared during a very different economic climate.

There is a need to create a new, ambitious but realistic document that can be used by decision makers and responds to the issues faced by businesses and the community of Gainsborough in 2013. A refreshed Masterplan will assist the Council in articulating the vision for Gainsborough and will provide an important marketing tool to help secure new investment and development in the town.

2. Moving Forward

It is recognised that stakeholder engagement will be key to ensuring the success of the new Mastepplan. It is therefore suggested that the Project Manager convenes an initial stakeholder workshop in November 2013, which will examine the success and lessons to be learnt from the previous plan and help shape the new Masterplan.

The workshop will be facilitated by the Project Manager, Simon Sharp, and other WLDC colleagues, working with the appointed architect, Roger Evans (Studio REAL). Further stakeholder meetings are also proposed, together with regular updates to the Prosperous Communities Committee, to manage issues and oversee the masterplanning process, which is envisaged will take approximately 6 months to complete.

Whilst the final format of the new plan will be guided by the stakeholder engagement process, it is envisaged that the document will be available to access globally, in a variety of media including a dedicated and interactive website which can be updated by the Council to reflect changes over time.

Further information can be found in the Project Plan (see background docs).

3. Links to Other Work

- 3.1 This work links to the Council's work on building a strong Town Centre for Gainsborough that is the subject of a separate report to this Committee.

It is important that Members are engaged in both these work areas. The role of key committees and ward councillors is essential to take this work forward.

Stakeholders proposed to be invited

Who	Why
Town Council	Local decision-maker and asset holder
GAIN	Represents key organisations, businesses & community groups in the town
Town Partnership & Town Manager	Represents key businesses, particularly those with a stake in the town centre. Also includes the Chamber of Commerce
Gainsborough WLDC ward Councillors	Local elected members representing the interests of the local community
Gainsborough LCC ward councillors	
Key site land owners – including AMP Rose, Coop, Marshall's Yard and Hexadex	Key land owners and employers; able to advise on future requirements concerning industry, employment and commercial development
Environment Agency LCC Highways LCC Property LCC Archaeology Associated British Ports (Trent Navigation) English Heritage Network Rail Stagecoach Bus	Key consultees in the development management process, able to advise on issues affecting development such as flooding, transport, heritage and conservation

<p>Trent Valley Academy/Aegir School/QEHS</p>	<p>Key education providers & employers. Able to advise on future need for educational facilities/services in the town so this can be planned as part of masterplan</p>
<p>NHS/Health service providers</p>	<p>Able to advise on future need for health facilities and services so this can be planned as part of the m'plan</p>