Public Consultation

The Future

If the Vision is achieved, by 2040 Daventry will become:
- Environmentally sustainable and self-sufficient
- A better-connected town with a 21st Century transport network
- A stronger and more vibrant community
- A place of which its residents, workers and visitors can be proud

Your Views

We would welcome your views on the draft Masterplan. Please use the response forms to provide us with your feedback on the following points:

1. The Masterplan takes a long-term conceptual strategic approach.
   Do you generally support this?
   Do you have any comments on this approach?

2. The Masterplan identifies various key constraints.
   Are there any that have been missed?

3. The Masterplan sets out a 'Vision' for Daventry.
   Do you broadly support the Vision?
   Are there any elements of the Vision that you particularly support?
   e.g. A Self-Sufficient Town
   A 21st Century Public Transport System
   A University of Daventry

4. The Masterplan 'Framework' shows how the Vision could be delivered.
   Do you broadly support the Framework?
   Are there any elements of the Framework that you particularly support?
   e.g. New housing-led development
   The regeneration of the Schoolmoor housing estate
   The regeneration of the central area of the town
   The creation of an EcoPark including a Renewables Park, XWTW and Science Park
   The regeneration of existing employment areas, improvements to the A43
   The creation of an AMTS network
   The creation of a connected network of public open and accessible greenspace
   The creation of a Canal Park
   The creation of a Boundary Park
   Significant trees along the boundary
   A new University

For instance, do you broadly support the proposed EcoPark?

5. Do you have any other comments on the draft Masterplan?

Thank you for attending.

Introduction

Over recent decades much masterplanning work has been undertaken in Daventry. However, this work has not set out a clear or robust vision for the type of place that Daventry should become. This Masterplan has a more conceptual and strategic outlook, and looks further into the future, than any of the work undertaken previously. It provides a framework for the physical, social, economic and environmental growth of the town over the decades to come.

Key Constraints

This map shows some of the key environmental constraints affecting the area around Daventry:
- East: Borough Hill - a Scheduled Ancient Monument - stands as a physical barrier to further development;
- South: A combination of gradients, archeological assets, publicly-accessible greenspace and planning designations discourages further development;
- West: A combination of employment areas, gradients, planning and environmental designations counters further development;
- North: The Country Park, Canal, gradients and various other constraints make further development difficult.

In addition to these environmental constraints, there are various other constraints such as:
- Planning designations: In particular, the land to the south and west of the built-up area is designated as high-quality landscape in the Daventry Local Plan;
- Movement barriers: In addition to Borough Hill and western employment areas, in places the highway network acts as a barrier to further development; and
- Visual impact: E.g. Lead to the east, west and south of the town is identified as being highly sensitive to further development.
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Timeframe

An important aspect of this Masterplan is its timeframe - 30 years. This timeframe is challenging.

To prepare a masterplan that will be as relevant in 2040 as it is today, it is the same as preparing a masterplan in 1980 that remains relevant today.

To demonstrate this, go back 30 years and look forward to the present; back ...

- Through 2000, the introduction of the Euro, the burst of the dotcom bubble and Tony Blair’s election as Prime Minister;
- Through 1990 the end of the Soviet Union, plutonics riots and the Iraq invasion of Kuwait,
- To 1980, Margaret Thatcher’s election as Prime Minister, Ronald Reagan’s election as President of the USA and the wedding of Prince Charles and Lady Diana ...

Engagement

In order to inform the drafting of the Masterplan, a series of engagement sessions were held over two days. The engagement sessions were heavily structured in an ‘opinion and idea-gathering’ format in four stages:

- Individually, stakeholders were asked to rank answers to questions relating to Daventry in 2010;
- In groups, and in the role of one of the four future world scenarios (see below), stakeholders took part in an exercise masterplanning the Daventry of 2040;
- In the same groups and roles, stakeholders were asked to reconsider the questions asked in the first stage, but relating to Daventry in 2040; and
- Finally, the groups were asked for an aspirational idea that might define Daventry’s future.

The results of these engagement sessions were then analysed and used to define the Vision and set the Framework for the Masterplan.

Future World Scenarios

Despite looking into and planning development for the future, many masterplans are grounded in the reality of the time they are written.

To ensure it remains robust over the 30-year timeframe, the preparation of this Masterplan considered the potential impact of four ‘Future World Scenarios’:

- Future A: Capitalisation: Consumerism, conservatism and increased wealth inequality
- Future B: An Electronic Age: An educated class structure - those that can and those that can’t
- Future C: A Greener World: People pulling together for a sustainable community
- Future D: Global Instability: The rise of extremism, fear, intolerance and mistrust

Vision

The following Vision for Daventry in 2040 has been developed from a combination of research, investigation and discussion and incorporates the views, desires and aspirations of those that live, work, and visit the town as collected via the stakeholder engagement.

Daventry in 2040 is a lively and bustling market town that blends the old with the new.

A Self-Sufficient Town

With as many jobs as it has workers, the town has a low rate of unemployment and out-commuting. Self-sustaining the needs of its residents, workers and visitors, the town demonstrates an enviable sense of civic society and community pride.

A 21st Century Transport System

Whilst suffering internally from virtually no traffic congestion, and with good connections to neighbouring towns and cities, the ease and efficiency of the recently-completed Advanced Transport System offers residents, workers and visitors alike the ability to move freely and safely around the town and connect further afield by long-distance rail and air services without the need for personal transport.

A University of Daventry

The newly designated ‘University of Daventry’ founded 30 years ago as the ICON Centre, combines academic and vocational excellence in providing a leading light in the teaching of environmental technologies and sustainable engineering and construction.

This Masterplan sets out how the Vision can achieved, but how it is achieved will depend on its adoption by the prevailing town planning system and its development into policies and proposals for delivery and the practical application of these on the ground by the populace, authorities and developers over the forthcoming decades.

The key aspects of the Framework are:

- New housing-led development to the north-east and south-east of Daventry and within the existing urban area.
- Including the regeneration of the Southbrook housing estate;
- Regeneration of the central area of the town for retail, office, civic/tourism, leisure and housing development;
- The creation of an EcoPark between Daventry and Long Buckby comprising the Renewables Farm, WWTW (experimental foul water and Waste Treatment Works) and Science Park;
- The regeneration of existing employment areas within the town, particularly the Marches and the western employment areas;
- Improvements to the AAS between Daventry and M1;
- The creation of an APTS (Advanced Passenger Transport System) network around the town and linking to the EcoPark and improved Long Buckby Multimodal Interchange (LMI);
- A connected network of public open and accessible green space including a new Canal Park, Boundary Park, and significant tree planting around and to the north-east of the town;
- The development of a new University from an initial base around the ICON Centre and Learning Quarter within the Waterspace development.