

Daventry 2040: A Masterplan

Engagement Report

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1.0 Introduction

Overview

- 1.1 The Project Team passionately believes that ‘consultation’ should mean more than being presented with a virtually complete document, on only discrete aspects of which the opportunity to comment is afforded.
- 1.2 In contrast, especially with such an important issue as the proposed masterplan, which will inform and guide the evolution and development of the town for decades to come, it is considered absolutely necessary to ‘engage’ with stakeholders and the general public and for the results of this engagement to form the backbone of the masterplan to ensure that all interested parties have sufficient ownership of the resulting document and its contents.
- 1.3 A two stage approach to involving people and organisations in the evolution and refinement of the Masterplan has therefore been adopted. The first stage was ‘engagement’ with stakeholders and the second stage was a more traditional public consultation exercise on the draft masterplan document.

Invitation & Publicity

- 1.4 Invitations to the engagement sessions and public consultation exercise comprised the issuing of covering letters and information sheets by post and email (see Appendices 1 and 2), and appropriate publicity on the website and in the local press (for the public consultation exercise only).

Website

- 1.5 Throughout the project, there has been a project-specific website that will be updated at key points and from which appropriate engagement, consultation and other documents can be downloaded (see Appendix 10).

Engagement Sessions

- 1.6 In light of the wide range and variety of issues that could be raised in relation to a Masterplan for the entire town for the next three decades, and yet the need to extract useful information, the initial engagement sessions were heavily structured in an ‘opinion and idea-gathering’ format.
- 1.7 Attendees at each engagement session were divided into four groups – generally one for each future scenario subject to the number of those attending:

- **Future A: Capitalisation**
- **Future B: An Electronic Age**
- **Future C: A Greener World**
- **Future D: Global Instability**

1.8 For each of these futures, a series of summary bullet points were prepared – one for each of six ‘sectors’:

- a. Government and finance
- b. Economy and employment
- c. Life (home, community, leisure time, crime)
- d. Travel
- e. Education
- f. Energy and waste

1.9 Additional information was provided to each group further illustrating their future world (see Appendix 5).

1.10 Each group provided their feedback on a printed, structured Group Response Sheet that was customised to each future world scenario (see Appendix 5) and via a 3D spatial model (which was recorded by photograph and subsequently electronically – see Appendices 7, 8 and 9).

Public Consultation

1.11 The public consultation undertaken on the draft masterplan in November 2011 was more traditional in its approach.

1.12 The draft document was approved by the Daventry District Council for the purpose of consultation and was then published for a six week consultation exercise.

1.13 Further information regarding this can be seen in section 4 of this Report and a full analysis of the response received can be viewed at section 5. A schedule of all the responses received and amendments to the Masterplan as a result of these can be seen at Appendix 12.

2.0 Engagement Session Methodology

Overview

2.1 A total of six engagement sessions were held over two days, with fifty-four stakeholders attending the sessions, between them forming a total of twenty-four groups.

2.2 In light of the wide range and variety of issues that could be raised in relation to a long-term Masterplan, and yet the need to extract useful information, the engagement sessions were heavily structured in an 'opinion and idea-gathering' format and comprised four stages:

- Individually, stakeholders were asked to rank answers to questions relating to development in Daventry in 2010;
- In groups, and in the role of one of the four future world scenarios, 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 in relation to Daventry in 2040; and
- Finally, the groups were asked for an aspirational idea that might define Daventry's future.

2.3 The stakeholders invited to take part included:

- The District and Town Councils;
- Parish Councils from the immediate surrounding area (see Study Area on pages 7/8 of the Masterplan);
- The Local Strategic Partnership;
- The County Council, including as the local education and county highway authorities;
- The Primary Care Trust;
- Utility companies and emergency services; and
- Developers, landowners and agents.

2.4 The results of these engagement sessions are summarised in section 3 of this Report.

2.5 The engagement sessions were broken down into six stages as described below.

Stage 1: Introduction

Approx. 10 mins

Soft drinks reception followed by introductory PowerPoint presentation (see Appendix 4) on:

- who the project team comprises;
- the purpose of the project;
- the masterplan timeframe (see also introduction to stage 3);
- the aims and objectives of the project; and
- a rough outline of the engagement session.

Each group was asked to complete the attendance section on the front of the Group Response Sheet.

Stage 2: Thoughts about Today

Approx. 15 mins

Each group was asked to rank answers to questions:

Today, in 2010:

Please rank the answers given 1 = most important; 4 = least important

- what are the most important types of development?
housing / employment & retail / education & community / leisure & tourism
why?.....
- what are the most important types of employment?
industry & warehousing / office & high-tech / retail / education, leisure & tourism
why?.....
- what are the most important aspects of the town centre?
shopping / entertainment, social and nightlife / business community / other (please specify)
(e.g. civic role / transport hub)
why?.....
- what are the most important aspects of housing?
space / security / access to (public) transport / other (please specify)
(e.g. installed or available technology / waste disposal and recycling facilities)
why?.....
- what modes of travel should Daventry most be encouraging the use of?
walking & cycling / public transport / car / other (please specify)
(e.g. rail / PRT)
why?.....
- what are the most important aspects of travel?
time / ease and availability / safety and security / cost

why?.....

- what are the most important aspects of energy supply?
price / availability (i.e. security of supply) / whether renewable / other (please specify)
(e.g. source – coal, gas nuclear / community or self-generation)
why?.....

Space was provided on page 2 of the Group Response Sheet for the group's thoughts.

A PowerPoint slide showed the questions whilst the groups consider their responses.

After about ten minutes, a round table review session was held to discuss the groups' thoughts.

Stage 3: Daventry in 2040

Approx. 40 minutes

We will introduce this stage, for approx. 10 minutes, directing the groups to the large annotated Mapping Sheet, which shows an aerial photo of Daventry and its hinterland.

The need to look 30 years back to understand 30 years forward was then explained.

Each group was provided with a box of pieces (Lego) in 9 different colours representing 9 different types of (possible) land-use:

- Housing **Yellow**
- Industry **Black**
- Offices **White**
- Shopping **Red**
- Tourism & civic (e.g. museum) **Orange**
- Leisure (e.g. cinema, marina) **Blue**
- Public Open Space (e.g. playing fields) **Pale green**
- Energy generating and recycling facilities **Brown**
- Agriculture & woodland **Dark green**

(colours might vary subject to amounts of each available)

and three marker pens for connections:

- Road **Black**
- Rail **Green**
- Other Public Transport **Red**
- Canal **Blue**

In the context of **their 2040 future**, the groups were asked to place pieces (see 'criteria' below) on the Mapping Sheet to indicate where they thought it would be best for development to take place.

It was explained that the results of this exercise would help the project team identify common threads as to a) what development should take place (nature and quantum) and b) where it should go, over the next 30 years (taking into account the four different futures).

The groups were informed that they could:

- Use as many of the pieces as they wish – all, some or none of them
- Use whatever mix of pieces they wish
- Place the pieces wherever they want on the aerial photo
- Place pieces on top of existing development should they wish to indicate redevelopment or intensification
- Mix and match the pieces as they wish
- Stack the pieces if they think development should be more dense, or spread them out if they think development should be less dense
- Using the pens, indicate any new, or improved, transport connections

N.B. Each stud equates approx. 1 ha. (a football pitch), 30 houses, 30 jobs, 10 small shops or a quarter of a supermarket.

(See photos of the engagement sessions underway at Appendix 9.)

After approx. 20-25 minutes, a round table review session was held, lasting approx. 10 minutes, to discuss the groups' ideas.

Stage 4: Future Thoughts

Approx. 15 minutes

Based on Stage 3, each group was asked to answer questions:

In your 2040:

Please rank the answers given 1 = most important; 4 = least important

- what are the most important types of development?

housing / employment & retail / education, community, leisure & tourism

- what are the most important types of employment?
Industry & warehousing / office & high-tech / retail / education, leisure & tourism
- what are the most important aspects of the town centre?
shopping / entertainment, social and nightlife / business community / other (please specify)
- what are the most important aspects of housing?
space / security / access to (public) transport / other (please specify)
(e.g. installed or available technology / waste disposal and recycling facilities)
- what modes of travel should Daventry most be encouraging the use of?
walking / cycling / public transport / car
- what are the most important aspects of travel?
time / ease and availability / safety and security / cost
- what are the most important aspects of energy supply?
price / availability / whether renewable / other (please specify)

Space was provided on page 3 of the Group Response Sheet for the group's thoughts.

A PowerPoint slide showed the questions whilst the groups consider their responses.

After a few minutes, a round table review session was held to discuss the groups' thoughts on whether a 'big idea' is a good idea and what it might be.

Stage 5: A Big Idea?

Approx. 5-10 minutes

Each group was asked to come up with one aspirational 'big idea' that, in their future, Daventry should be / could be / could have and one thing it definitely shouldn't be / shouldn't have.

Examples: PRT / carbon neutrality or energy, water and waste self-sustainability / zero crime / zero traffic congestion / a new university / something else

Space was provided on page 4 of the Group Response Sheet for the group's thoughts and examples will be given.

After about ten minutes, a round table review session was held to discuss the groups' thoughts.

Stage 6: Closing

Approx. 5 mins

A brief summary was provided to explain what will happen next, and to thank people for attending.

Next Steps

Draft Masterplan

The task was to take the results of the engagement sessions and turn the wealth of information, opinion and ideas into a long-term vision and framework.

To do this, the results were be focused into four cross-sector themes, which were selected to cover all issues potentially of importance to Daventry, to address the key requirements as originally set out by the Council, and to allow ease of presentation for the vision and masterplan framework.

- A Green Town
addressing issues relating to: sustainability / environment / travel / development
- Ease of Movement
addressing issues relating to: travel / economy / development
- A Strong & Vibrant Community
addressing issues relating to: economy / community / development
- A Place to be Proud
addressing issues relating to: community /economy / environment / development

Consultation

The draft Masterplan was the subject of a six week consultation period which has fully informed the final document. Further information with regards to this can be seen in sections 4 and 5 of the Report and Appendix 12.

Forward Planning

With the masterplan having established a coherent, robust and flexible long-term vision for Daventry, and the framework having set out ways by which the vision could be achieved, it will then be for the prevailing planning system to take this on board and develop it into policies and proposals for delivery on the ground.

3.0 Engagement Session Response Analysis

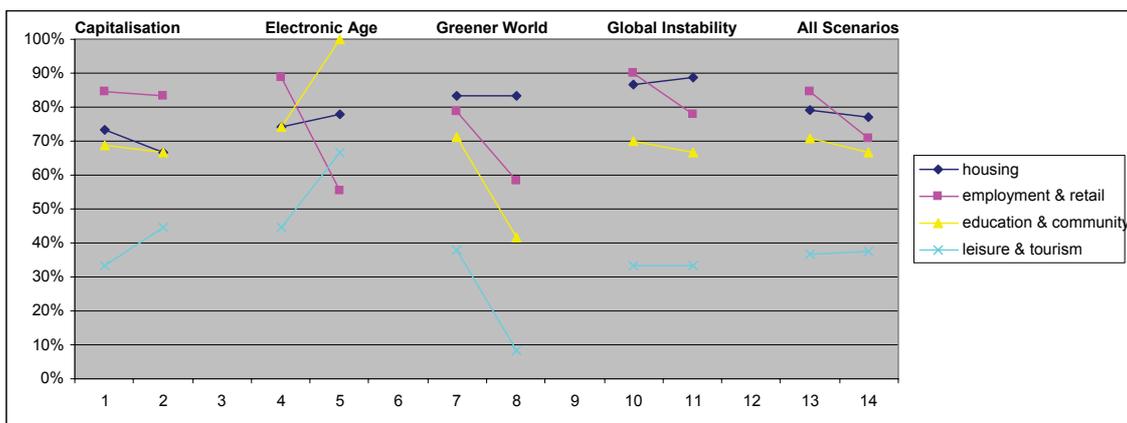
Engagement Session Stages 2 & 4: Thoughts about Today and the Future

Headlines

What are the most important types of development?

- Housing will continue to be seen as being of high importance (79/77%) overall and in every scenario.
- Employment and retail development is seen as being of most importance, but will be seen as of decreasing importance (85/71%) overall and in every scenario, especially the electronic age and greener world scenarios.
- Education and community development will continue to be seen as being of moderate importance (71/67%), being seen as of notably increased importance in the electronic age scenario and notably decreased importance in a greener world scenario.
- Leisure and tourism development is and will continue to be seen as being of least importance (37/38%), albeit being seen as of notably increased importance in the electronic age scenario and notably decreased importance in a greener world scenario.

The graph shows the ‘percentage’ importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated housing as (1) ‘most important’ in 2010, then it would show as 100%, whereas if all respondents rated it as (4) ‘least important’ it would show as 0%.



Comment

The decreasing importance of education in the greener world scenario should be seen in the context of the stated assumption that education was focused on vocational rather than academic qualifications.

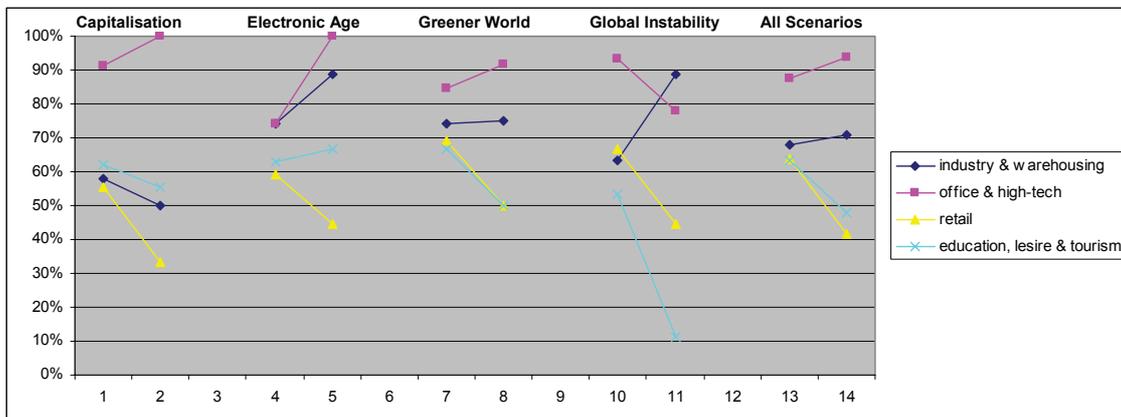
Summary

Overall, subject to the vagaries of the future, housing, employment, education and community development will remain of high importance, although whilst remaining high, the importance of employment development might decrease. Leisure and tourism development will remain of low importance.

What are the most important types of employment?

- Industry and warehousing employment is seen as being of increasing importance (68/71%) overall and in every scenario except capitalisation.
- Office and high-tech employment is seen as being of most and increasing importance (88/94%) overall and in every scenario except global instability.
- Retail and education, leisure and tourism employment is currently seen as of comparable importance (64/63%) to industry and warehousing employment, but are expected to notably decline in importance (42/48%); education, leisure and tourism employment is only expected to increase in importance in the electronic age scenario.

The graph shows the ‘percentage’ importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated retail as (1) ‘most important’ in 2010, then it would show as 100%, whereas if all respondents rated it as (4) ‘least important’ it would show as 0%.



Comment

The importance placed office and high-tech employment should be seen in the context of there being a lack of this type of employment in Daventry in 2010; thus the importance is applied to it in 2040 could reflect an assumed continued lack or a value placed on new employment of this type.

Allowing for in the stated assumptions for the respective future world scenarios, the importance of employment in education, leisure and tourism is constant except in the global instability scenario.

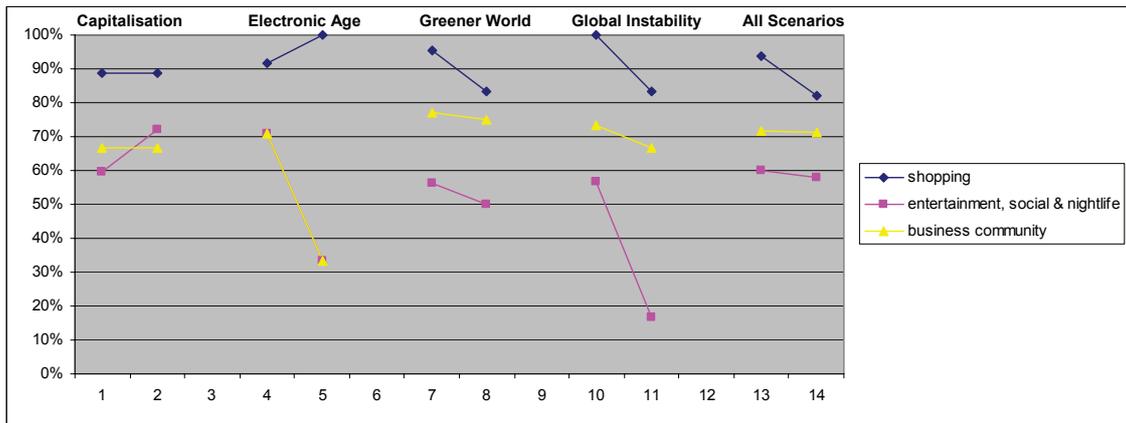
Summary

Overall, office and high-tech employment will remain of upmost and increasing importance, with industry and warehousing employment also remaining of high and increasing importance. Employment in retail, education, leisure and tourism employment will be of decreased, albeit still moderate, importance.

What are the most important aspects of the town centre?

- Shopping is seen as being of high and the most, albeit decreasing, importance (94/82%) overall and in every scenario except the electronic age scenario.
- Entertainment, social and nightlife aspects are and will continue to be seen as of least importance (60/58%) especially in the electronic age and global instability scenarios.
- The business community is and will continue to be seen as being of moderate importance (72/71%) except the electronic age scenario where it is seen as becoming of notably decreased importance.

The graph shows the 'percentage' importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated shopping as (1) 'most important' in 2010, then it would show as 100%, whereas if all respondents rated it as (4) 'least important' it would show as 0%.



Comment

The decrease in the importance of shopping should be seen in the context of the likely continued growth and impact of internet shopping, a specifically stated assumption of the electronic age scenario.

The decrease in the importance of the business community aspect of the town centre is expected given the assumption built into that scenario of a significant increase in home working.

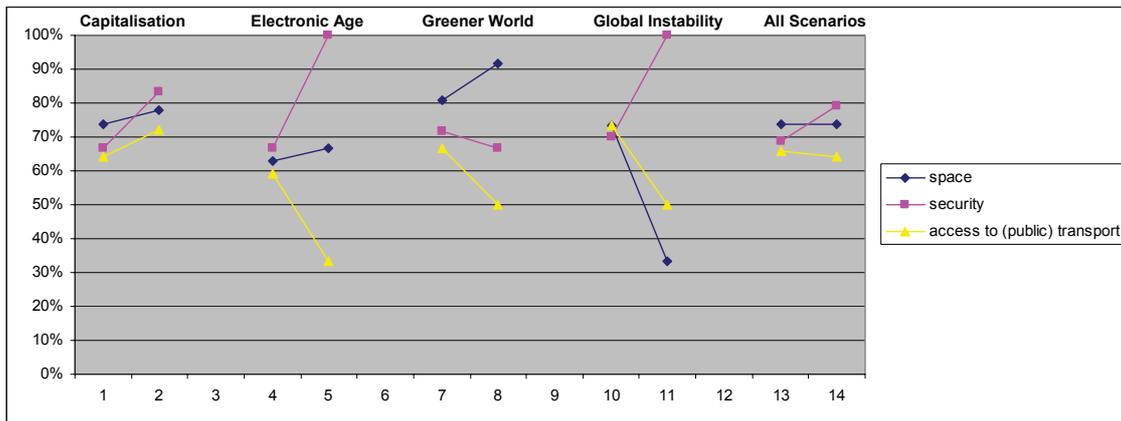
Summary

Overall, shopping will remain by far the most important aspect of the town-centre, although its importance might decrease. The business community will continue to remain of high importance whilst, subject to the vagaries of the future, entertainment and social aspects of the town-centre will remain of moderate importance.

What are the most important aspects of housing?

- Space within houses will continue to be seen as being of moderately high importance (74/74%) except in the greener world scenario where it is seen as being of increasingly high importance and in the global instability scenario where it is seen as being of notably decreasing importance.
- Security will be seen as becoming of increased importance (69/79%) in every scenario except the greener world scenario.
- Access to (public) transport is seen as being of moderate importance (66/64%), and notably of decreasing importance in every scenario except the capitalisation scenario.
- Notably, a significant number of consultees raised affordability as being amongst the most important aspects of housing.

The graph shows the ‘percentage’ importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated security as (1) ‘most important’ in 2010, then it would show as 100%, whereas if all respondents rated it as (4) ‘least important’ it would show as 0%.



Comment

The slightly decreasing importance of access to (public) transport should be seen in the context of the stated assumptions of the greener world scenario that travel by the private car will become more sustainable, and of the electronic age scenario that there is a decreased need to travel.

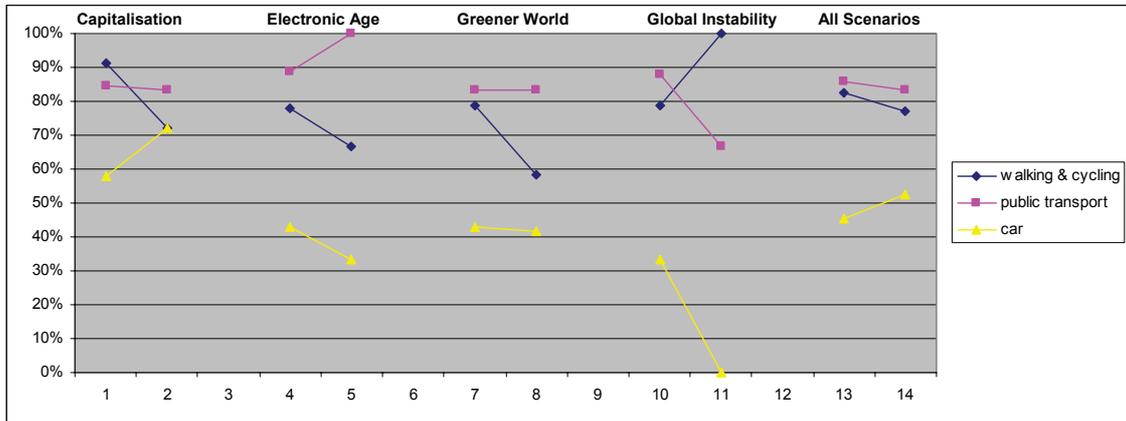
Summary

Overall, all aspects of housing - space, security, access to (public) transport and affordability – will, subject to the vagaries of the future, remain of moderate importance.

What modes of travel should Daventry most be encouraging the use of?

- Walking and cycling are seen as being of continued high importance (82/77%), albeit of decreasing importance in the global instability scenario.
- Public transport will continue to be seen as the mode of travel that should be most encouraged (86/83%), except in the global instability scenario.
- The car will continue to be seen as being the mode of travel that should be least promoted (45/52%).

The graph shows the 'percentage' importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated the car as (1) 'most important' in 2010, then it would show as 100%, whereas if all respondents rated it as (4) 'least important' it would show as 0%.



Comment

The strong support for the promotion of public transport as the mode of travel that should be most encouraged is notable from a populace that only lightly uses those bus services available to it.

It is also notable that public transport is rated as more important than walking and cycling. The continued, albeit relatively low importance of the private car in the greener world scenario should be seen in the context of the stated assumption of this scenario that travel by the private car will become more sustainable

Summary

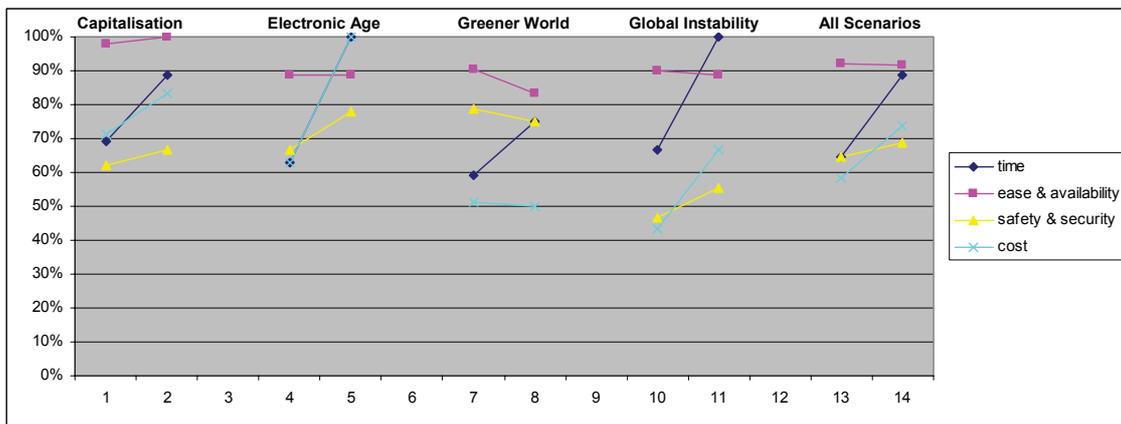
Overall, public transport will consistently remain the mode of travel of upmost importance that should be most encouraged, with walking and cycling also being seen as of high importance. Subject greatly to the vagaries of the future, the private car will remain the mode of travel that should be least encouraged.

What are the most important aspects of travel?

- Time spent travelling is seen as becoming of notably increased importance (64/89%) in every scenario, especially the electronic age and global instability scenarios.

- The ease and availability of travel is and will continue to be seen as being of the most importance (92/92%), albeit with the time taken to travel somewhere becoming just as important.
- Safety and security of travel will continue to be seen as being of moderate importance (65/69%).
- The cost of travel is seen as becoming of increased importance (58/74%) in every scenario, especially the electronic age scenario, and except the greener world scenario.

The graph shows the ‘percentage’ importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated time as (1) ‘most important’ in 2010, then it would show as 100%, whereas if all respondents rated it as (4) ‘least important’ it would show as 0%.



Comment

The notable rise in the importance of the time taken to travel in the capitalisation scenario should be seen in the context of the stated assumption of that scenario that there will be less need to travel.

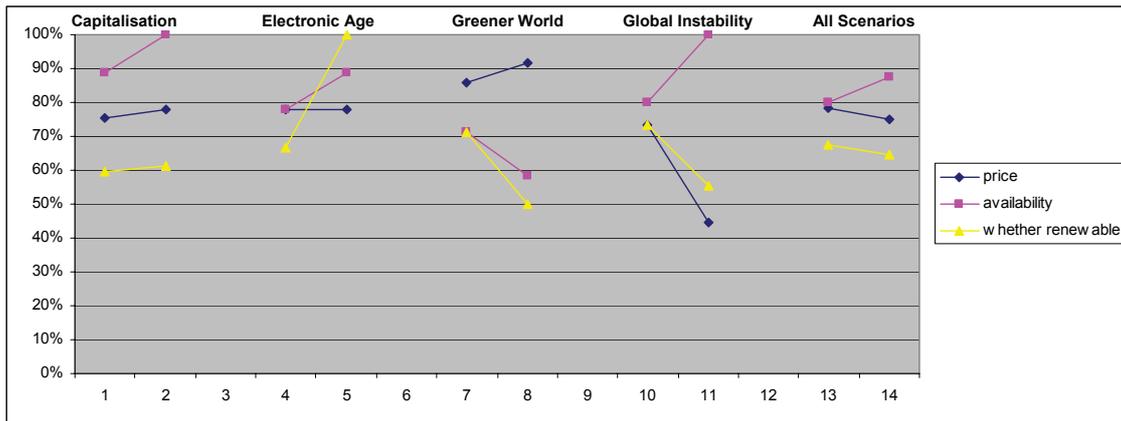
Summary

Overall, the ease and availability of travel will remain of utmost importance; although time will increase in importance to become almost as important. Other aspects of travel – safety, security and cost – will remain of high and increase importance.

What are the most important aspects of energy supply?

- Price is and will continue to be seen as being of high importance (78/75%), only reducing in importance in the global instability scenario.
- Availability is seen as being of the most and increasing importance (80/88%) in every scenario except the greener world scenario.
- Whether energy is from renewable sources is and will continue to be seen as being of moderate importance (67/65%), albeit being seen as of notably increased importance in the electronic age scenario and decreased importance in the global instability scenario.

The graph shows the ‘percentage’ importance of each type of development in each scenario for both 2010 and 2040, the connecting line indicating the change in importance over the 30 year interval – e.g. if all respondents rated price as (1) ‘most important’ in 2010, then it would show as 100%, whereas if all respondents rated it as (4) ‘least important’ it would show as 0%.



Comment

The notably decreasing importance of whether energy is supplied from renewable sources in the greener world scenario should be seen in the context of the stated assumption of that scenario that a greatly increased proportion of energy is generated from such sources.

Whilst energy supplies are, in the UK, effectively guaranteed, this aspect remains of high and generally at least as importance as price.

Summary

Subject greatly to the vagaries of the future, all aspects of energy supply will remain of high importance with availability becoming of upmost importance.

Engagement Session Stage 3: Mapping Sheets

(see Appendix 5)

The type and location of development is dependent on a raft of influencing factors, physical, economic, social, environmental, technical, political and subjective. The weight these factors exercise on the eventual type and location of development varies over time.

Various background studies of Daventry town and the surrounding area have been completed over previous decades. Whilst some have gone on to suggest alternative options for growth and to propose locations for different types of development, this has generally been in the specific context of the prevailing planning and political system, none have sought to do so in the context of a long-term physical, economic, social and environmental vision designed to last 30 years.

The masterplan takes into account these previous studies but has to bear in mind that whilst a location for development might seem appropriate in 2010, it might not be so favourably viewed in 2020, 2030 or 2040; indeed the type of development itself might not even be so favourably viewed or, for that matter, considered necessary.

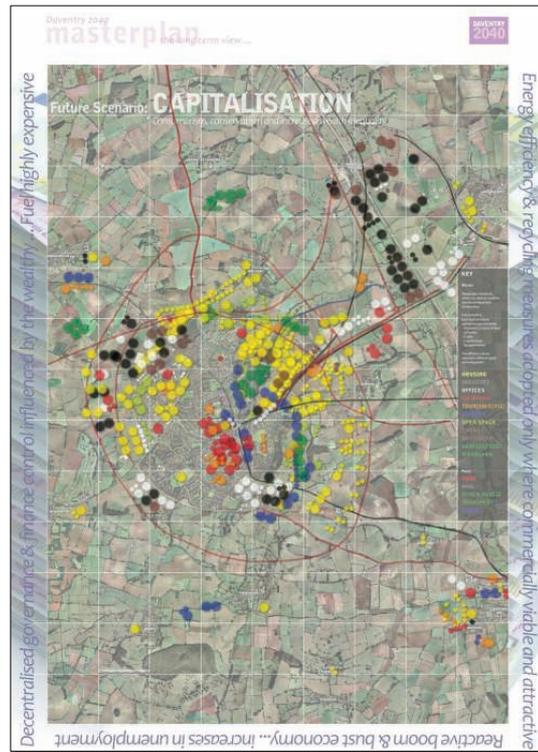
The challenge for the masterplan is therefore to identify types of development and areas and locations for potential growth or rejuvenation, which are to some extent not interdependent, as one may happen, whilst another may not.

In this context, as part of the engagement process, stakeholders were asked to take part in a masterplanning exercise in which they placed blocks representing different forms of development and connected these with different types of transport infrastructure. This exercise, which was undertaken in the context of the four future world scenarios, provides an indication of the likely level of support for various types of development and suggestions for where this might be located.

Headlines

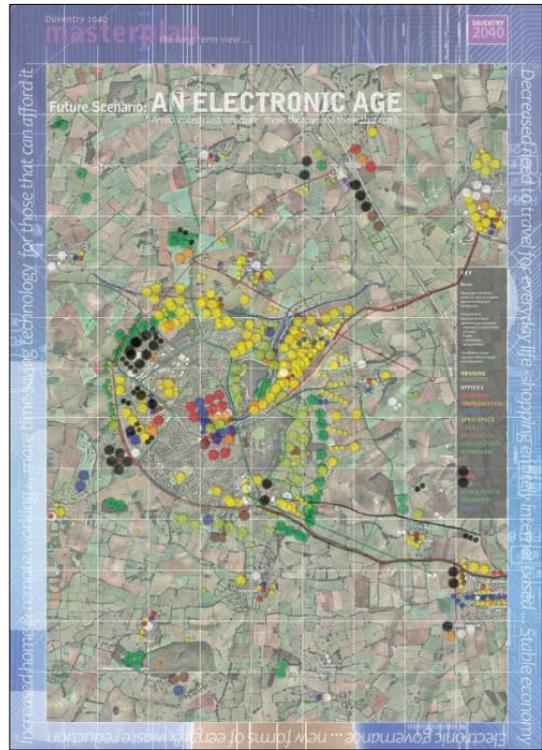
Capitalisation

- Significant new residential development to the north and east of the existing urban area.
- Redevelopment of existing industrial area in the east of the town for housing.
- Significant new industrial, office and commercial energy and recycling development to the north-west, west, south-west and/or south-east periphery of the existing urban area and alongside the motorway to the south of the Watford Gap Services / to the west and south-west of Long Buckby.
- Continued concentration and development of new shopping, tourism/civic and leisure uses in the town centre, but with some new development at other key locations.
- Continued outdoor leisure and recreation uses (leisure, open space, agriculture and/or woodland) on Borough Hill and within the County Park.
- Support for limited development (mainly housing) in many other settlements, especially in Long Buckby and Weedon (also including other uses at Weedon).
- Improved road network generally.
- Improved road and/or rail connection to Long Buckby Railway Station.
- Improved road and/or rail connection to Weedon and the motorway.



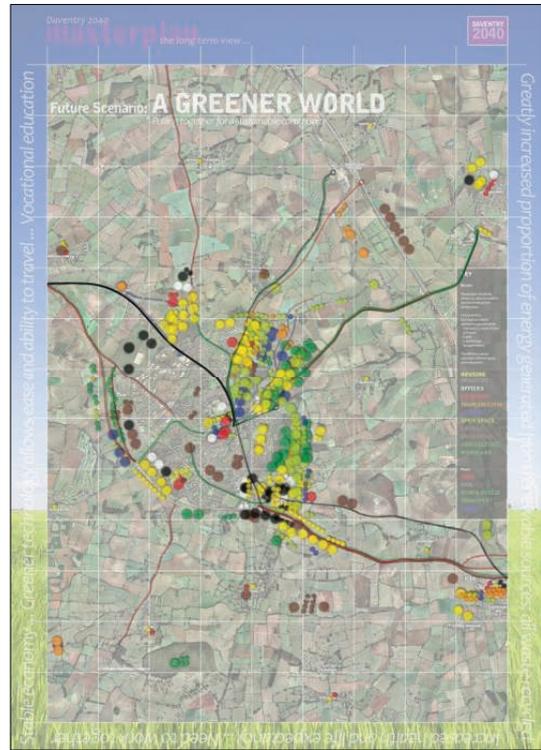
An Electronic Age

- Significant new residential development to the north and/or east of the existing urban area.
- Possible redevelopment of existing industrial area for housing and/or new industries.
- Significant new industrial development to the west of the existing urban area, and also in Weedon and/or alongside the motorway to the south of the Watford Gap Services.
- Limited new office development.
- Concentration and development of new shopping, tourism/civic and leisure uses in the town centre.
- Increased greenery (open space, agriculture and/or woodland) around periphery of town, especially to the east (on Borough Hill) and/or to the west of the town.
- Support for limited development (housing, shopping, leisure and especially offices) in many other settlements, especially in Long Buckby and Weedon.
- Improved road connection to Long Buckby Railway Station.
- Improved road, rail and/or bus connection to Weedon and the motorway.



A Greener World

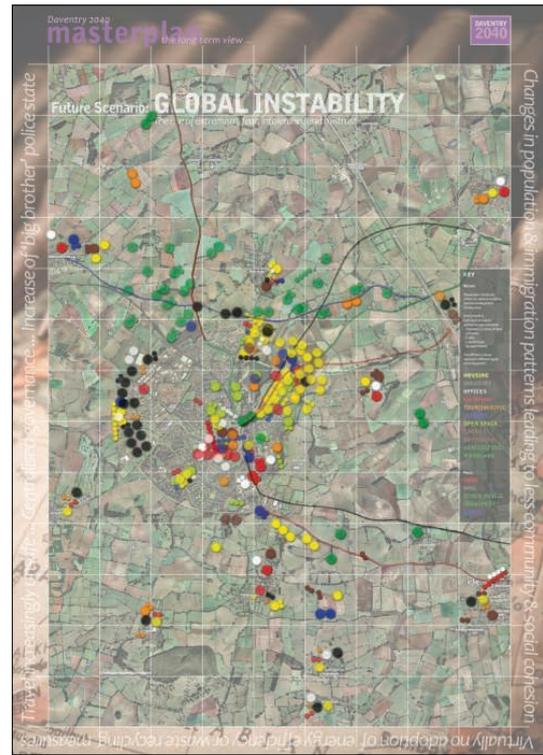
- New residential development to the north and/or east of the existing urban area.
- Limited new industrial and office development to the north-west and south-east of the existing urban area.
- Limited development of shopping, tourism/civic and leisure uses in the town centre and at a few other locations within the town.
- Increased greenery (open space, agriculture and/or woodland) around periphery of town, especially to the east (on Borough Hill), within the Country Park and/or to the west of the town.
- Significant new commercial energy and/or recycling facilities at appropriate locations (whether alongside an industrial estate, the motorway or within the rural areas).
- Support for limited development (mainly housing, shopping and/or tourism) in other settlements, especially in Long Buckby and Weedon.
- Improved transport network (road, rail and bus) generally.
- Improved road, rail and/or bus connection to Long Buckby Railway Station.
- Improved road, rail and/or bus connection to Weedon and the motorway (to the north and the south).



Global Instability

Notably, this scenario generated no consistent approach with different groups adopting entirely different philosophical ways of dealing with the scenario, focusing either on a concentrated approach with all development in close proximity, or a dispersed approach with development scattered across the countryside.

- New residential development to the north-east of the existing urban area and/or at most other settlements in a dispersed pattern.
- New industrial development either to the west of the existing urban area and/or limited new industrial development in key locations (including other settlements).
- Limited new office development.
- Limited new shopping, tourism/civic and leisure uses in the town centre and/or dispersed through the town and/or in other settlements.
- New agriculture and/or woodland to the north of the town / alongside the canal.
- Mixed-use development (housing, shopping, industry and offices) in many settlements (notably no more so within Long Buckby and Weedon than within most other settlements).
- Improved road, rail and/or bus connection to Long Buckby Railway Station OR road and/or rail connection to Weedon and the motorway.



Summary

Housing

Across all scenarios there is strong support for significant new housing development to the north-east of the town-centre, between the B4036 Long Buckby Road and the Country Park / Canal.

Elsewhere, there is support for new housing development in principle, although there is little consensus as to where this should be, with suggestions including within the urban area, around the south-western edge of the town, mixed-use redevelopment of some of the existing industrial estates, alongside the A45 to the south-east of the town and at a very low density to the east of Borough Hill.

Away from the town there is widespread support for new, small-scale, housing development in many of the surrounding villages, especially in Long Buckby and Weedon.

Industry

Industrial development is clearly valued as a major source of employment within Daventry and collectively, there is a cross-scenario view that the existing industrial areas should be retained, and where necessary, redeveloped for new industrial development.

Elsewhere, there is support for new industrial development, although there is little consensus as to exactly where this should be with suggestions including around the south-western or western periphery or alongside the canal to the north of the town.

However, there would appear to be some consensus of opinion in support of new industrial development (along with environmental infrastructure – see below) between the A5 and the M1 to the south of the Watford Gap Motorway Service Area.

There is also some support for new small-scale industrial development in the surrounding towns and villages.

Offices

Across all scenarios there is support in principle for some new office development. Suggested locations include the town-centre, existing employment sites, and extensions to them, around

the western and southern periphery of the town, and as part of new major mixed use development.

Again, away from the town there is support for new, small-scale, office development in many of the surrounding villages, especially in Long Buckby.

Shopping

Collectively, across all scenarios, there is a view that most retail development should remain concentrated in and immediately around the town-centre.

However, there is also reasonably strong support for some retail development outside the town-centre, but generally only in conjunction with new housing or employment development.

Away from the town there is widespread support for additional, small-scale, retail development in the surrounding villages, especially in Long Buckby and Weedon.

Tourism / Civic

There is a strong belief that tourism and civic facilities in and around Daventry, whilst being viewed positively, can be improved upon.

There is a strong consensus, across all scenarios, that the focus for tourism and civic development should be the town-centre, the country parks and the canal.

Albeit limited, there is some support for the further development of tourism in the villages and wider surrounding countryside.

Leisure

There is cross-scenario support for some new leisure development, with suggested locations reflecting a mix of those suggested in relation to tourism and civic development and public open space – within the town centre, the country parks and the canal, and to a lesser extent within the wider surrounding countryside.

Public Open Space

With Daventry having three Country Parks already, it was perhaps unsurprising the overwhelming suggestion is that these be retained as publicly accessible open space. The

retention and enhancement of public open space within the existing urban area is also strongly supported.

There is widespread support for the extension of the Country Park to the north-east, with suggestions that this be linked to new and improved public open space alongside the canal.

Energy / Water / Recycling / Waste

There is significant support across all scenarios for the development of new environmental infrastructure, with various locations being suggested within and around the town.

Generally, such infrastructure is suggested either within the existing urban area indicating environmental enhancements to existing development, or in combination with new housing, employment or leisure development around the periphery of the town and elsewhere.

The most notable suggestion for this Masterplan is the repeated suggestion that environmental infrastructure could be provided together with new employment development alongside the A5 / M1 / Railway between Daventry and Long Buckby.

Agriculture / Woodland

There was support for additional tree planting around the periphery of the existing urban area – particularly the north-western edge of the town, as part of any urban extension, and on and around Borough Hill – particularly on its eastern slopes.

In addition, particularly from the Global Instability Scenario, there was support for additional planting and agricultural development alongside the canal and further to the north of the town.

Engagement Session Stage 5: A Big Idea

Complex plans and strategies are often doomed to failure, especially over the long-term. In contrast, a flexible plan that is focused and adaptable can survive the tests of time. A big idea – something that can provide a focus or objective over the long-term can allow the strategies applied to the delivery of that idea to be varied as current circumstances allow, yet the end result still achieved.

An idea can embody itself as an iconic building or structure, but also as a concept; clearly identifiable enough to become the equivalent of iconic building. For instance, should a town or city decide to become entirely carbon neutral, this will provide a focus for much policy and physical development.

A concept can also provide a marketable image associated with the place in question, just as an iconic building provides a marketable image.

As part of the engagement process stakeholders were asked whether Daventry needed such a big idea, and if so to suggest possible ideas that could provide Daventry with a focus for the long-term, help place it on the map and act as a driver for future growth.

Ideas for one thing that Daventry should be / could be / could have:

(numbers in brackets indicate repeated ideas)

Capitalisation

- A self-sufficient town (energy, waste, water, jobs, social life) (2)
- Better external connections (2)
- No traffic congestion
- A high-tech hub (2)
- Better social and community facilities (2)
- A lively market town (2)
- No crime

An Electronic Age

- A self-sufficient town (infrastructure, energy, waste, water) (3)
- Carbon neutrality
- A 21st Century public transport network

- Better external connections
- A University (2)
- An education and high-tech hub (2)
- Better social and community facilities (2)
- A historic market town

A Greener World

- A self-sufficient town (infrastructure, energy, waste, water, jobs, social life)
- Carbon neutrality
- A railway station
- Better external connections (2)
- An education hub/University
- A lively market town

Global Instability

- A self-sufficient town (energy, waste, water, jobs) (2)
- An agricultural hub based around rail and canal links
- A self-sustaining area (urban and rural together)
- No traffic congestion
- A 21st Century public transport network
- A railway station
- Better external connections
- A University
- An education hub

Combined Summary

- A self-sufficient town (infrastructure, energy, waste, water, jobs, social life) (8)
- An agricultural hub based around rail and canal links
- A self-sustaining area (urban and rural together)
- Carbon neutrality (2)
- No traffic congestion (2)
- A 21st Century public transport network (2)
- A railway station (2)
- Better external connections (6)
- An education and high-tech hub/University (9)

- Better social and community facilities (4)
- A lively historic market town (4)
- No crime

Ideas for one thing that Daventry shouldn't be:

Counterbalancing the above, stakeholders were also asked to identify anything in particular that Daventry should strive to avoid. The response was again relatively categorical, with comments received indicating a strong belief that the town should not:

Capitalisation

- A commuter town (2)
- A clone town (i.e. not larger/branded shops)
- Stagnant

An Electronic Age

- A commuter town (3)
- Car dependent
- Overambitious (i.e. shouldn't try to become a cosmopolitan city)

A Greener World

- A commuter town
- A clone town
- An overdeveloped sprawling town (2)
- What it is at present

Global Instability

- A commuter town (2)
- Dependent on other areas/towns
- Influenced by the government
- What it is at present

Combined Summary

- A commuter town (8)
- Car dependent
- A clone town (i.e. not larger/branded shops) (2)
- Overambitious (i.e. shouldn't try to become a cosmopolitan city)

- An overdeveloped sprawling town (2)
- Dependent on other areas/towns
- Influenced by the government
- Stagnant / what it is at present (3)

Application

Together the responses to the main and counterbalance questions describe an aspirational and yet, at least in principle, achievable future for the town.

Whether and how these ideas can become reality will be down to the objectives and strategies established in the vision and framework in the Masterplan, the formulation of these into policies and proposals, and the practical application of these on the ground by the populace, authorities and developers over the forthcoming decades.

4.0 Public Consultation Methodology

4.1 Daventry District Council received a report on the draft masterplan at its meeting on 13th October 2011. The draft was approved for the purposes of consultation.

4.2 The document was then published for a six week consultation exercise from the 9th November to the 21st December 2011.

4.3 The Masterplan was made widely available for viewing as follows:

- A Press Release was issued for the Daventry Express and Northampton Chronicle
- An advert was placed in the Daventry Express identifying where and when the documents can be viewed
- The Masterplan was available on Daventry District Council's website and on the project website: www.daventry2040.info
- Copies of the Masterplan were available for viewing at:
 - Council Offices, Lodge Road, Daventry;
 - Daventry Library;
 - Brixworth Library and Outreach Centre;
 - Long Buckby Library and Outreach Centre;
 - Moulton Library and Outreach Centre; and
 - Woodford Halse Library and Outreach Centre.
- Public exhibitions where Daventry District Council Staff were on hand to answer any questions were held at:
 - Daventry Library from 9th to 22nd November 2011;
 - Long Buckby Library from 9th to 22nd November and 7th to 21st December 2011;
 - Daventry District Council Offices, Lodge Road, Daventry from 21st to 23rd December 2011; and
 - Woodford Halse from 23rd November to 6th December.

5.0 Public Consultation Response Analysis

5.1 A total of 339 responses were received as a result of the public consultation exercise by the closing date of the 21st December 2011. Of these 287 constituted a signed 'standard' letter.

5.2 A further 11 responses were received following this. Of these 9 had also signed a 'standard' letter.

5.3 A full review of all the responses which have been received in relation to the public consultation on the Masterplan has been undertaken in relation to each individual response which has been received.

5.4 All responses received and the actions which they have prompted can be seen at Appendix 14.

5.5 The significant changes which have been made to the Masterplan as a result of this public consultation are listed below:

- Community, safety and security will become a much stronger theme running throughout the Masterplan to ensure that future development within Daventry and the surrounding area creates places where people feel safe and secure to both live and work. This will also include references to different types of home ownership to ensure that all sectors of the community are represented in the Masterplan with regards to this.
- With regards to employment the importance of 'working from home' and this becoming an increasingly significant factor has been taken on board and given more weight within the Masterplan. Further acknowledgement has also been given to Daventry's role in providing jobs for the people in the area surrounding Daventry rather than just the town's residents along with the potential that the area surrounding Daventry has for providing jobs.
- For clarification analysis of the results of the engagement sessions has been removed from the Masterplan itself and is now included within this Engagement Report to ensure the status of this is given the appropriate weight.
- Further weight given to the role that Daventry plays as a service centre for communities in the surrounding area and the implications that this has on the towns required for facilities such as car parking and public transport.
- The Eco-Park described within the Masterplan has been amended in terms of its location and the way it is notated on the plan. The area broadly between the proposed North East Sustainable Urban Extensions and the A5 is considered to

provide an appropriate location. This will be considered further in future Local Plans.

- With regards to the South-East Sustainable Urban Extension (SUE) to Daventry the importance of ensuring that this development creates an attractive gateway to the town is now emphasised in the Masterplan.