

# Great Notley Country Park Joint Venture Partnership Board

10:00	Wednesday, 20 July 2016	Great Notley Discovery Centre,
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**Quorum: One Member from each Council**

## **Membership**

Councillor K Twitchen

Councillor S Walsh

Councillor G Butland

Councillor W Schmitt

Essex County Council

Essex County Council

Braintree District Council

Braintree District Council

**For information about the meeting please ask for:**

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Essex County Council

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## **Part 1**

(During consideration of these items the meeting is likely to be open to the press and public)

		<b>Pages</b>
<b>1</b>	<b>Appointment of Chairman</b> To appoint a Chairman of the Board for the current municipal year.	
<b>2</b>	<b>Appointment of Vice-Chairman</b> To appoint a Vice-Chairman of the Board for the current municipal year.	
<b>3</b>	<b>Apologies for Absence</b> The Committee Officer to report receipt (if any).	
<b>4</b>	<b>Declarations of Interest</b> To note any declarations of interest to be made by Members in accordance with the Members' Code of Conduct	
<b>5</b>	<b>Minutes</b> To approve the minutes of the meeting held on 3 February 2016.	<b>5 - 10</b>
<b>6</b>	<b>Country Park Site Report</b> To receive a Site Report (GTP/05/16) from Tim Dixon, Head of Country Parks, Essex County Council - TO FOLLOW	
<b>7</b>	<b>All Weather Football Pitches</b> To receive a report (GTP/06/16) and update on the all weather football pitches from Nick Day, Parks and Open Spaces Manager, Braintree District Council - TO FOLLOW	
<b>8</b>	<b>Update on Great Notley Country Park Strategic Review</b> To receive a report (GTP/07/16) and update on the Great Notley Country Park Strategic Review.	<b>11 - 26</b>
<b>9</b>	<b>Update on Proposal for Car Parking Improvements</b> To receive an update on the proposal for car parking improvements from Nick Day, Parks and Open Spaces Manager, Braintree District Council.	
<b>10</b>	<b>Date of Next Meeting</b> To agree a date for the next meeting of the Board.	

**11**

**Urgent Business**

To consider any matter which in the opinion of the Chairman should be considered in public by reason of special circumstances (to be specified) as a matter of urgency.

**Exempt Items**

(During consideration of these items the meeting is not likely to be open to the press and public)

To consider whether the press and public should be excluded from the meeting during consideration of an agenda item on the grounds that it involves the likely disclosure of exempt information as specified in Part I of Schedule 12A of the Local Government Act 1972 or it being confidential for the purposes of Section 100A(2) of that Act.

In each case, Members are asked to decide whether, in all the circumstances, the public interest in maintaining the exemption (and discussing the matter in private) outweighs the public interest in disclosing the information.

**12**

**Urgent Exempt Business**

To consider in private any other matter which in the opinion of the Chairman should be considered by reason of special circumstances (to be specified) as a matter of urgency.

**MINUTES OF A MEETING OF THE GREAT NOTLEY COUNTRY PARK JOINT  
VENTURE BOARD, CAUSEWAY HOUSE, BRAINTREE, WEDNESDAY 3  
FEBRUARY 2016 AT 10.00AM**

**Present**

**Councillors:**

R Hirst (Chairman)  
G Butland  
W Schmitt  
K Twitchen  
S Walsh

Essex County Council  
Braintree District Council  
Braintree District Council  
Essex County Council  
Essex County Council

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The following Officers were present in support of the meeting:

Tim Dixon	Head of Country Parks, Essex County Council
Emma Woods	Head of Place Services, Essex County Council
Nick Day	Parks and Open Spaces Manager, Braintree District Council
Jennie Duffy	Area Manager, Country Parks Team, Essex County Council
Claire Bunn	Senior Ranger, Great Notley Country Park
Richenda Greenhill	Committee Officer, Essex County Council

**1. Apologies and Substitution Notices**

The Committee Officer reported apologies for absence from Paul Partridge, Head of Operations, Braintree District Council, Andy Wright, Corporate Director, Braintree District Council and Julie Nash, Head of Delivery Transition, Essex County Council.

Cllr S Walsh offered apologies that he would need to leave the meeting at 11.00am due to another engagement.

**2. Declarations of Interest**

There were no declarations of interest.

**3. Minutes**

In considering the minutes of the meeting on 29 April 2015 it was noted that:

- I. Although the Board had not met formally since that date, Members had met informally in July 2015 at the launch of the Sky Ropes attraction and there was regular contact at officer level;

- II. The Head of Country Parks had established a link with Great Notley Parish Council to share good news about the country park and he would be doing the same in relation to Rayne Parish Council (**Action**: Head of Country Parks at Essex County Council (ECC));
- III. The Head of Country Parks had made contact with the Wilderness Foundation for an initial exchange of information. It was agreed that this contact should be carried forward as a continuing action (**Action**: Head of Country Parks at Essex County Council).

The draft minutes of the meeting held on 29 April 2015 were approved as an accurate record and signed by the Chairman.

The Chairman reported that he would be stepping down from the Board in the near future in order to seek election as the Police and Crime Commissioner for Essex. His place on the Board would be taken by Cllr Kay Twitchen.

#### 4. Site Activity Report

The Committee considered and noted the Site Activity report by the Head of Country Parks and received a verbal progress report. This included:

##### Staff Changes

- I. Claire Bunn was introduced as the Senior Ranger at ECC with responsibility for Great Notley Country Park and Jennie Duffy as the new Area manager. New members of staff had also been recruited to run the Sky Ropes attraction and had settled in well with the existing team;

##### Sky Ropes

- II. The Sky Ropes attraction had opened in July 2015. The launch event had gone very well and the attendance of members of the Board had been greatly appreciated;
- III. Initial visitor numbers had been very good and remained encouraging during periods of good weather, but during poor weather they had dropped significantly. It was acknowledged that the visitor numbers contained in earlier projections had been overly optimistic and officers were now revising predictions for future numbers based on the first year of operation;
- IV. Visitor feedback via Facebook had been unanimously positive and was seen as an important marketing tool in encouraging both repeat and new customer visits;
- V. It was expected that Sky Ropes would break even during the current financial year and it was expected to generate surplus revenue of £75-86k during the financial year 2016/17;
- VI. The Junior Ropes Course had proved less busy than anticipated as many younger children were choosing to use the main high ropes course. New ways of promoting and marketing the junior course would be considered in order to increase usage;
- VII. Promotion of the attraction had operated to date in conjunction with the Braintree marketing team and an excellent working relationship existed. It was now also intended for ECC country parks Service to create a full-time marketing post by the end of the current financial year to support marketing initiatives across the whole service.

- VIII. Repeat visitor numbers were not yet available, but it was intended to introduce loyalty cards to help capture this data. Work was also in hand to establish where visitors were travelling from to help direct the focus of future marketing;
- IX. There had been occasional technical difficulties with the automated number plate recognition (ANPR) system operating the car park barrier. So far this had not led to significant numbers of complaints, but officers were mindful of how this impacted on park users' overall experience;
- X. It was anticipated that total visitor numbers for 2015/16 would be in the region of 130-140k which would see Great Notley drop from the second to the third most visited country park in Essex. Thorndon Country Park remained the most popular with over 200k visitors expected, whilst Weald Country Park had moved up to second place due in part to the popularity of the new Stick Man attraction;
- XI. Work on the settling tanks and reed beds was now complete and the existing wood bark around the activity trail attractions had been replaced with tiger bark, a more hard-wearing and efficient alternative. Remedial works had been undertaken on some of the play equipment and it was noted that that this was now ten years old;
- XII. A 'Changing Places' facility for disabled park users and their carers was being added to the Discovery Centre building with access from the ground floor. This would be part-funded by an ECC grant and it was hoped that work would be completed by May 2016. The Board commended this addition to the facilities which would help support full community access to the park. The Head of Country Parks confirmed that the new facility would be proactively marketed;
- XIII. The Park Run initiative had now entered its second year and was showing an increase in the number of both participants and volunteer organisers. Some paths had become muddy due to the higher volume of runners, but the routes would be revised in consultation with the event organisers to allow recovery time to the affected areas and no repair costs were anticipated. The high numbers of return runners was noted;
- XIV. Following discussions with officers the Tamdown construction group had submitted a planning application to create up to an additional one hundred all weather parking spaces within the existing boundaries of the Discovery Centre car park for the use of their employees during business hours. If approved, these spaces would be made available to visitors to the country park at weekends. The Board supported this initiative;
- XV. The café at the Discovery Centre would be operated by Essex County Council staff until the end of February. Tenders to take over the running of the café had been requested by 14 February 2016 with a view to the new operators being in place by Easter. The decision to award the tender would be made by the Head of Country Parks with support from ECC's property team.

## 5. Great Notley Country Park Strategic Review

The Board received a presentation from the Head of Place Services at Essex County Council on a long-term strategy in relation to Great Notley Country Park, including a proposed approach and timescales.

During discussion, the following issues were highlighted, raised and/ or discussed:

- An officer level workshop had been held on 23 September 2015 which had been attended by delegates from both Essex County Council and Braintree District Council;
- The park had enjoyed increased popularity over time amongst both local residents and visitors from further afield;
- The importance of ensuring affordability in the context of diminishing public funds;
- Acknowledgement that a lot of useful information already existed, but that it needed to be pulled together to produce a more coherent picture. Additional new information would be obtained through a peak period visitor survey which would be carried out in August 2016 and a full year of financial data;
- Cllr Schmitt emphasised that all work on the future direction and shape of Great Notley should ensure that its integrity as a country park was maintained;
- Cllr Butland noted the need to be mindful of Chelmsford City Council's plans in relation to Great Leighs and the interests of Uttlesford District Council in considering the future shape of Great Notley Country Park and he emphasised the need to establish appropriate engagement with both organisations at officer and Member level;
- Braintree District Council (BDC) was working on an open space action plan in relation to Section 106 monies and there would be an on-going dialogue on this issue between the Parks and Open Spaces Manager at BDC and the Head of Country Parks at ECC.

In summing up the discussion, the Chairman noted that work would need to be ready to feed into Essex County Council and Braintree District Council budget considerations by the end of 2016 if any actions were proposed during the financial year 2017/18. To meet this timescale work on developing a vision for Great Notley Country Park would need to take place alongside the collection and analysis of baseline information. Governance arrangements would also need to be agreed by mid-November 2016 in order to tie in with both budgetary and local planning considerations. Discussions would need to take place within that timeframe with interested parties including local district councils and the Wilderness Foundation (**Action:** Head of Place Services, Essex County Council to co-ordinate).

## 6. Sports Facilities Update

The Committee noted a report by the Parks and Open Spaces Manager at BDC on the use and monitoring of the Artificial Grass Pitch (AGP) and Multi-Use Games Area (MUGA) at Great Notley Country Park in the period 1 April to 31 December 2015.

During discussion, the following issues were highlighted, raised and/ or discussed:

- (i) During the period a total of 42 different football teams representing 19 sports organisations had made use of the sports facilities. This equated to over 1,900 hours of bookings being made during the period;



- (ii) Income over the period amounted to £34,900 which represented an increase of just over 12% on the same period during the previous year. If this income level was maintained for the final quarter of 2015/16 the facility was on course for a total income of £51,990 which would offer an operating profit of around £7,000. All fees and charges were reviewed annually;
- (iii) There had been increased use of off-peak sessions during the period and very positive relationships existed with Great Notley Football Club and Braintree Town Football Club;
- (iv) A number of 'soccability' courses had been offered for young people with disabilities in addition to a programme of holiday football clubs;
- (v) The AGP would probably need replacing in around 2024;
- (vi) Officers from Braintree District Council had attended a Football Foundation Support Day in Chelmsford on 12 November 2015 during which the management and performance of the facility was subjected to close scrutiny by representatives of the Football Association and the Football Foundation. The facilities were awarded a score of 3 on a scale of 1-5 which rated it as 'Good, Meets Expectations'. The next review would take place in 2 years;
- (vii) The AGP and MUGA were now firmly established as a multi-use sports centre and the future direction of the facility would feed into the wider Strategic Review.

## 7. Date of Next Meeting

The Committee **agreed** that a Member workshop should be arranged for Spring 2016 at the Discovery Centre, Great Notley with a further meeting taking place in July 2016.

There being no further business the meeting closed at 11.20am.

Councillor Roger Hirst  
Chairman  
xxxx



		<b>AGENDA ITEM 8</b>
		<b>GTP/07/16</b>
<b>Committee:</b>	<b>GREAT NOTLEY COUNTRY PARK JOINT VENTURE PARTNERSHIP BOARD</b>	
<b>Meeting Date:</b>	<b>20<sup>th</sup> July 2016</b>	
<b>Report:</b>	<b>Update on Great Notley Country Park Strategic Review</b>	
<b>Enquiries to:</b>	Luke Bristow, Senior Ecological Consultant, Place Services, Essex County Council Email: luke.bristow@essex.gov.uk Tel: 0333 0136867	

### **Purpose of Report**

To receive an update on the Great Notley Country Park Strategic Review.





**Great Notley Country Park Strategic Review: Masterplan baseline**

Project Design by Place Services at Essex County Council

Date: 28 | 06 | 2016

Contact: [luke.bristow@essex.gov.uk](mailto:luke.bristow@essex.gov.uk) | 0333 0136867



Title	Project Design for <b>Great Notley Park Strategic Review:</b> <b>Masterplan baseline</b>
Author	Luke Bristow Senior Ecological Consultant Place Services Essex County Council County Hall Chelmsford Essex CM 1 1QH  Email: <a href="mailto:luke.bristow@essex.gov.uk">luke.bristow@essex.gov.uk</a> Tel: 0333 0136867
Origination date	11/05/2016
Revisers	Luke Bristow
Date of last version	28/06/2015
Version	1.1b
Status	Final draft
Summary of changes	
Circulation	Project steering group
Required Action	
File name/location	
Approval	

## **PROJECT NAME:**

Great Notley Country Park Strategic Review: Masterplan Baseline

### **1 SUMMARY DESCRIPTION**

- 1.1 Over the past 8 years Great Notley Country Park (GNCP) has transformed into an important visitor attraction within the District of Braintree. It is estimated that there have been over 1,000,000 visitors to the country park since 2008.
- 1.2 Given a potential increase in the population of Braintree District of circa 33,000 new residents in approximately 15,200 new dwellings over the next 15 years. It is considered an appropriate time to review the long-term strategic aspirations and vision for the park.
- 1.3 This document is a Project Design for the completion of a 'Masterplan Baseline' on behalf of Essex County and Braintree District Council who operate the park in partnership. It follows a Strategic Review Workshop held at Great Notley Country Park in September 2015.
- 1.4 The key output of the work will be the establishment of a coherent baseline with which to inform the production of a masterplan. It will collect and analyse a range of data about the park, its environs, operation and users to help articulate a vision for Great Notley together with a number of options for its future improvement.
- 1.5 This project design has been produced by the Place Services team at Essex County Council (ECC). The project will be carried out by Place Services staff, based at County Hall, Chelmsford with support from ECC and BDC officers.

## **2 BACKGROUND**

- 2.1 The current partnership between Braintree District Council and Essex County Council for the management and operation of Great Notley Country Park (GNCP) was established in 2008. Since then the partnership has seen the park transform into an important visitor attraction within the District of Braintree and wider Essex.
- 2.2 The site has seen investments in play equipment, the visitor centre, car parking an artificial grass pitch (AGP) and multi-use games area (MUGA), other grass pitches, the sky ropes, organised events and the overall maintenance of the park itself.
- 2.3 The park has seen significant increases in popularity amongst local residents and visitors from further afield who use the park for both formal and informal leisure and recreation activities.
- 2.4 The park has a number of important roles, including meeting objectives around:
- health and well-being;
  - giving children the best start in life; and
  - providing a high quality environment.
- 2.5 Given the anticipated growth of up to 950 new homes each year via implementation of Braintree District Council's new Local Plan by mid-2017 GNCP will face increased opportunities to welcome new users.
- 2.6 It is therefore considered an appropriate time to review the long term strategic aspirations and vision for the park for the next 10-15; given the context of a potential increase in the population of Braintree District of circa 33,000 new residents in circa 15,200 new dwellings over the next 15 years.
- 2.7 An initial officer level 'strategic review' workshop was held on the 23rd September 2015 at Great Notley Country Park. This was followed by a report and presentation of the results to the Great Notley Joint Venture Partnership Board. This initial work set out a series of 'next steps' with a view to compiling a baseline to inform the production of a masterplan. These 'steps' or work streams, which form the basis of the current project design, are as follows:
1. Physical Constraints
  2. Stakeholder Analysis
  3. Market Information
  4. Operational Analysis
  5. Finances
  6. Options



### **3 AIMS, OBJECTIVES & OUTPUTS**

3.1 The key aim of the baseline will be to address the question posed at the Great Notley Country Park Strategic Review Workshop: **“What information is needed to create a masterplan?”**

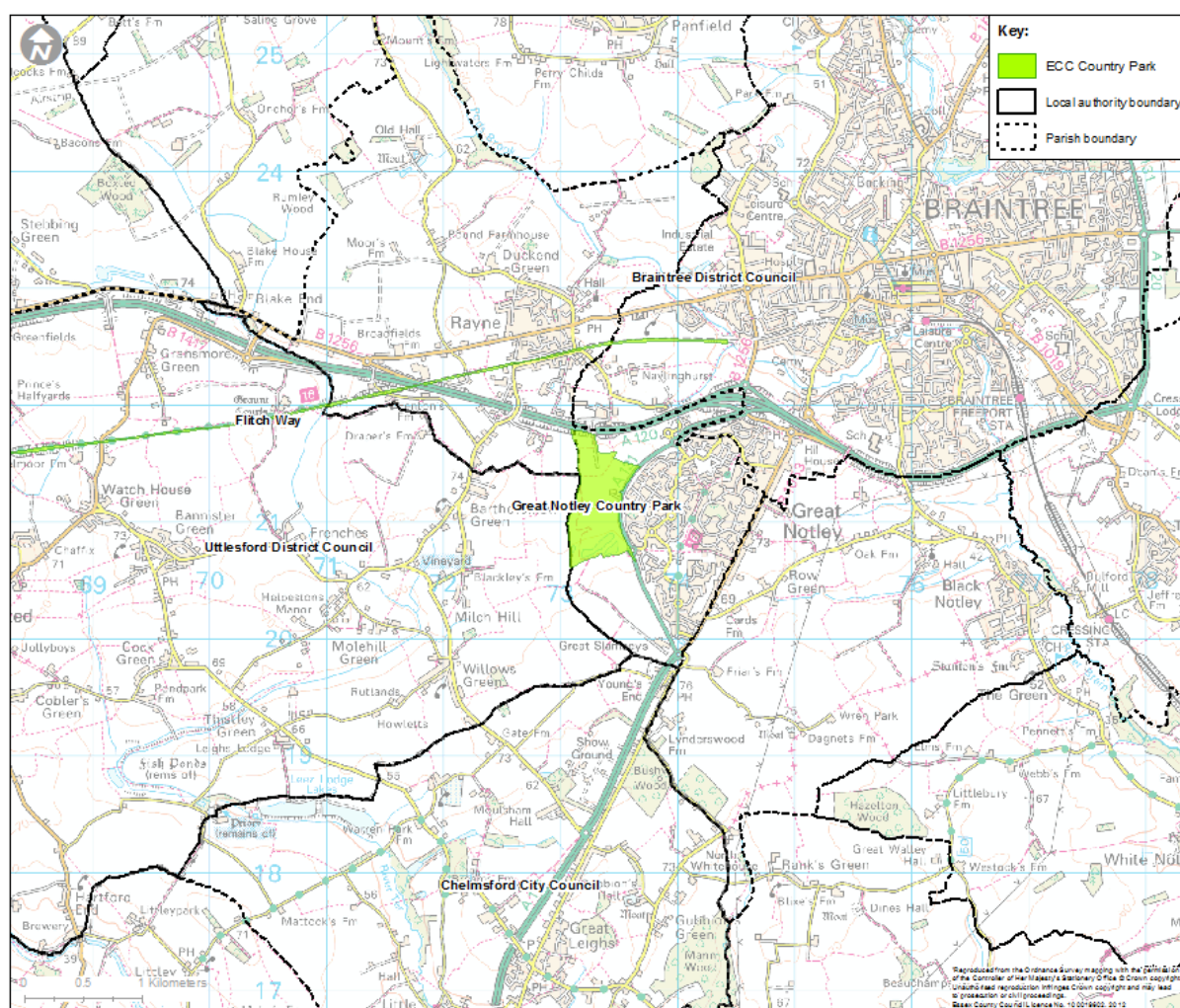
3.2 Attendees to the workshop were also asked to define “..what constitutes a ‘master plan’?”. The feedback from attendees can be summarised as follows, a masterplan should:

- 1) Be based on a vision.
- 2) Be endorsed and owned by members.
- 3) Set out management arrangements’.
- 4) Set out an investment strategy over 10-15 years. With a clear funding plan.
- 5) Include competitor analysis and identify GNCP’s unique selling point.
- 6) Analyse current and future demographics.
- 7) Sets out customer needs/wants (and non-customer).
- 8) Reflect regional and national agenda (health and wellbeing)
- 9) Based on best-practice, but also includes an innovative approach.
- 10) Separate to the implementation/action plan
- 11) Outline Risks
- 12) Include development Options (be inspiring)
- 13) Include what we ‘will not do’.
- 14) Establish a carrying capacity.
- 15) Be a business plan type document

## 4 PROJECT SCOPE

- 4.1 The geographic scope of the baseline study will focus primarily upon GNCP, but contextual data will be collected beyond the boundary of the park with regard environmental, land-use (competitor) and visitor (customer) information.
- 4.2 At the workshop the opportunity to work with Uttlesford District Council, who are also currently preparing their Local Plan, was raised. Uttlesford residents have limited access to natural green space, and therefore there could be opportunities to expend GNCP at the Uttlesford boundary. Moreover, if the country park expands into Uttlesford opportunities to gather developer contributions (section 106 and community infrastructure levy (CIL)) from new development within Uttlesford could also be explored.
- 4.3 All options at this stage are considered to be 'on-the-table', and there will be no further significant investment in GNCP before the outcome of this work is completed and a subsequent masterplan is produced.

Figure 1. Study area



## 5 PROJECT PARTNERS & STAKEHOLDERS

- 5.1 An officer-level Project Steering Group will be formed from attendees of the original Strategic Review Workshop. It will provide technical guidance and encourage stakeholder engagement. Members will include the following:
- Claire Bunn, Senior Ranger (Great Notley Country Park)
  - Steve Bunn, Head Ranger (Great Notley Country Park)
  - Lee Crab, Head of Environmental Health and Leisure (Braintree District Council)
  - Nick Day, Parks and Open Spaces Manager (Braintree District Council)
  - Tim Dixon, Head of Country Parks (Essex County Council)
  - Cerena Ashwell, Marketing - Country Parks (Essex County Council)
  - Joby Humm, Leisure Contracts Officer (Braintree District Council)
  - Alan Massow, Senior Policy Planner (Braintree District Council)
  - Paul Partridge, Head of Operations (Braintree District Council)
  - Tania Roberge, Marketing and Communications Manager (Braintree District Council)
  - Luke Bristow, Senior Consultant (Place Services)
  - Paul Frainer, Head of Natural Environment Team Place Services.
- 5.2 The key 'baseline' information identified in the workshop report is held by a range of stakeholders including officers within BDC/ECC, government agencies and other partner organisations.
- 5.3 **Table 1** sets-out the information to be collected under each work stream. **Appendix A** – provides an initial inventory of information/data identified in the report of the strategic review workshop ('What information is needed to create a masterplan?').
- 5.4 The Sourcing data in a timely fashion is likely to represent one of the main challenges to ensuring the timely delivery of the project. Therefore, the inception meeting of the Project Steering Group inception meeting will focus on reviewing the format and availability of information, identifying key data holders and establishing a timetable for its collection or collation.

**Table 1 – Information required to inform baseline**

<b>Work stream no.</b>	<b>Work stream name</b>	<b>Details</b>
1	Physical Constraints	<ul style="list-style-type: none"> <li>Information held by BDC and ECC to be pulled together and presented by Place Services</li> </ul>
2	Stakeholder Analysis	<ul style="list-style-type: none"> <li>Historic information held by BDC and ECC</li> <li>Need to undertake non-user survey</li> <li>Need to undertake user survey (peak/off peak)</li> </ul>
3	Market Information	<ul style="list-style-type: none"> <li>Demographics held by BDC and ECC</li> <li>Competitor analysis research needs to be undertaken</li> </ul>
4	Operational Analysis	<ul style="list-style-type: none"> <li>Information held by BDC and ECC</li> </ul>
5	Finances	<ul style="list-style-type: none"> <li>Information held by BDC and ECC</li> </ul>
6	Options	<ul style="list-style-type: none"> <li>Would be based on the information above.</li> </ul>

## **6 PROJECT MANAGEMENT**

### **6.1 Approach to Project Management**

Throughout the duration of the project, Project Management will be undertaken by Luke Bristow, ensuring tasks are completed on time and to budget. Paul Frainer will act as Project Executive, and will chair Project Steering Group meetings and facilitate workshops with officers and members.

### **6.2 Communication**

Effective and thorough consultation and engagement with partners and key stakeholders will be important to the successful delivery of the project.

Members of the Project Team will be based at County Hall, Chelmsford. Internal communication will largely be face-to-face and via email. Regular email updates will be issued to the Project Steering Group as necessary.

### **6.3 Project review**

The project is divided into 7 stages (see **Section 7**) reflecting the outcomes of the initial strategic review workshop. Project Review Meetings will take place at the conclusion of each main phase. Project assurance will be provided by the Project Executive and Project Manager who will be responsible for checking progress against the Project Design.

Any changes to the Project Design, timetable, and costs will be identified by the Project Manager and Project Executive, before communication to Project Steering Group.

### **6.4 Quality and standards**

Data will be stored and disseminated in accordance with the Council's spatial data standards\*.

*\*In 2007 The European Union published a Directive (2007/2/EC) establishing an Infrastructure for Spatial Information in the European Community (INSPIRE). All local authorities in England must comply with publishing geospatial information related to the environment according to specific technical specifications.*

### **6.5 Approach to Risk Management**

**Table 2** identifies the main risks to project delivery that have been identified at the design stage; risks that arise as the project progresses will be brought to the attention of the Project Executive and remedial action agreed with the Head of Commissioning (Sustainable Essex Protection) and the Project Steering Group where appropriate.

**Table 2 – main project risks**

<b>Risk</b>	<b>Remedial action</b>
Delays sourcing data inputs from third-party organisations.	Escalation of data request by ECC/BDC senior management.
Incomplete data coverage as a result of poor-quality data or refusal of data request.	Adjust data resolution to ensure consistent coverage. Seek technical guidance from Project Steering Group.
Attendance of senior officers and members to meetings and workshops.	Ensure sufficient notice is provided to attendees. Allow for contingency dates should there be delays sourcing data and information.

## **6.5 Consultation**

Consultation with the intended audience of the Essex Natural Capital Asset Check will be used to validate the outputs, raise awareness in advance of its dissemination and develop consensus around its interpretation and use.

## **6.6 Dissemination**

The initial results of the Masterplan Baseline will be shared via the Project Steering Group and to members of the Great Notley Joint Venture Partnership Board. A hard copy and electronic report together with electronic data and maps will be the primary output for dissemination.

## **7 STAGES AND TASKS**

To complete work streams 1-6 (see Table 1), it is envisaged that the project will take around 4-5 months to complete and comprise 6 stages. Critically, the programme will need to allow time and sufficiently flexibility to source data and information from a considerable number of different officers and organisations; and to plan and prepare the two proposed workshops.

## **Stage 1      Project Setup and Management (w/c 23<sup>rd</sup> May – w/c 6<sup>th</sup> June)**

### Task 1      Project Governance/Management

The project manager (Luke Bristow) will oversee the day-to-day operation of the project, including monitoring of costs and timetable, ensuring that the project produces the work agreed in the Project Design. Task 1 will include finalising the project governance structure and final composition of the Project Steering Group.

### Task 2      Sign-off Project Design

Review and agree final Project Design with Tim Dixon and Paul Partridge.

### Task 3      Inception Meeting (14th July)

Inception meeting with Project Steering group to discuss information availability and agree responsibilities and timetable for collation.

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## **Stage 2      Work streams 1-5: Collation and collection of information and data (w/c 27<sup>th</sup> June – 26<sup>th</sup> Aug)**

### Task 4      Data and information requests

Following inception meeting, a standard email will be prepared and sent to relevant data holders and/or officers responsible for collecting new survey information. To be followed-up where necessary by phone-calls. Task to be overseen by Luke Bristow with support from Business Services.

### Task 5      Data formatting and storage

Data storage protocols to be agreed by the Project Team with data stored locally in the project folder ready for formatting. This task is to be completed by Sally Gale.

Collation of ECC/Place Services data will commence immediately upon agreement of project design.

### Task 6      Review and sign-off data licences

Where necessary, licencing agreements to be signed and stored in the project folder.

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## **Stage 3      Members and senior officers workshop (w/c 12<sup>th</sup> Sept)**

### Task 7      Prepare material

In advance of workshop prepare presentation and circulate summary interim report based on results of work-streams 1-5.

**Task 8 Hold workshop at Great Notley Country Park**

Paul Frainer and Luke Bristow to present interim findings and facilitate workshop with members and senior officers at GNCP. Attendees would be drawn from Great Notley Joint Venture Partnership Board and other key stakeholders such as UDC members/officers.

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**Stage 4 Options appraisal (Work stream 6) and final draft report (26<sup>th</sup> Sep – 4<sup>th</sup> November)**

**Task 9 Complete options appraisal and final draft report**

Using information gathered from work-streams 1-5 and feedback from workshop an options appraisal will be completed and incorporated into a final draft report. Task to be completed by Luke Bristow and overseen by Paul Frainer.

**Task 10 Disseminate draft report**

Final draft report data will be circulated to Project Steering Group for comment and review.

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**Stage 5 Final workshop (tbc November)**

**Task 11 Prepare material**

In advance of workshop prepare presentation and circulate summary final draft report based on results of work-streams 1-6.

**Task 12 Present final draft report**

Paul Frainer and Luke Bristow to present interim findings and facilitate workshop with members and senior officers at GNCP. Attendees would be drawn from Great Notley Joint Venture Partnership Board and other key stakeholders such as UDC members/officers.

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**Stage 6 Final Report (December/January)**

**Task 13 Disseminate data and final report**

Incorporating appropriate feedback from final workshop, the final report and data will be circulated to the Project Steering Group and Great Notley Joint Venture Partnership Board and other key stakeholders such as UDC members/officers.

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## **Appendix A - What information is needed to create a masterplan?**

- 1) Options appraisal type process (stage 1)
  - To include a do nothing differently and further options
  - Costing and projected income for each option
  - Inspiring, innovative ideas
- 2) A clear vision
- 3) Context
  - Historical information
  - Regional and national objectives
  - A pledge detailing what the master plan is not.
- 4) Stakeholder analysis
  - Political buy-in / member support
  - Customer feedback
  - (PARC, GNFC)
  - Staff involvement
  - Parish councillors
  - Football pitch users
- 5) Market information
  - Demographics
  - Benchmarking
  - What is happening in surrounding area (Suffolk / Herts)
- 6) Physical constraints and opportunities
  - Scale and landholding
  - Wildlife surveys
  - Environmental constraints
  - Constraints mapping
  - Car parking capacity

- Opportunities linked to transport network
- Opportunities to link to Flitch Way
- Football development if pitch is relocated
- Infrastructure

7) Operational analysis

- Staffing levels
- Resources
- Parking issues at Notley Estate
- Local Authority ownership / budget management principles within a local authority
- Asset management

8) Finances

- Fundraising / revenue costs
- Investment
- Need for net surplus
- Budget
- True operating costs