



CRANBROOK

MASTER PLANNING WORKSHOP

Report back from 23 & 24 September 2015

DRAFT

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INTRODUCTION

The vision for the new town called Cranbrook has evolved over many years, and the first phase of delivery is nearly complete.

Residents are providing positive feedback, in addition to emerging thoughts on how Cranbrook could grow further and improve its credentials as a great place to live.

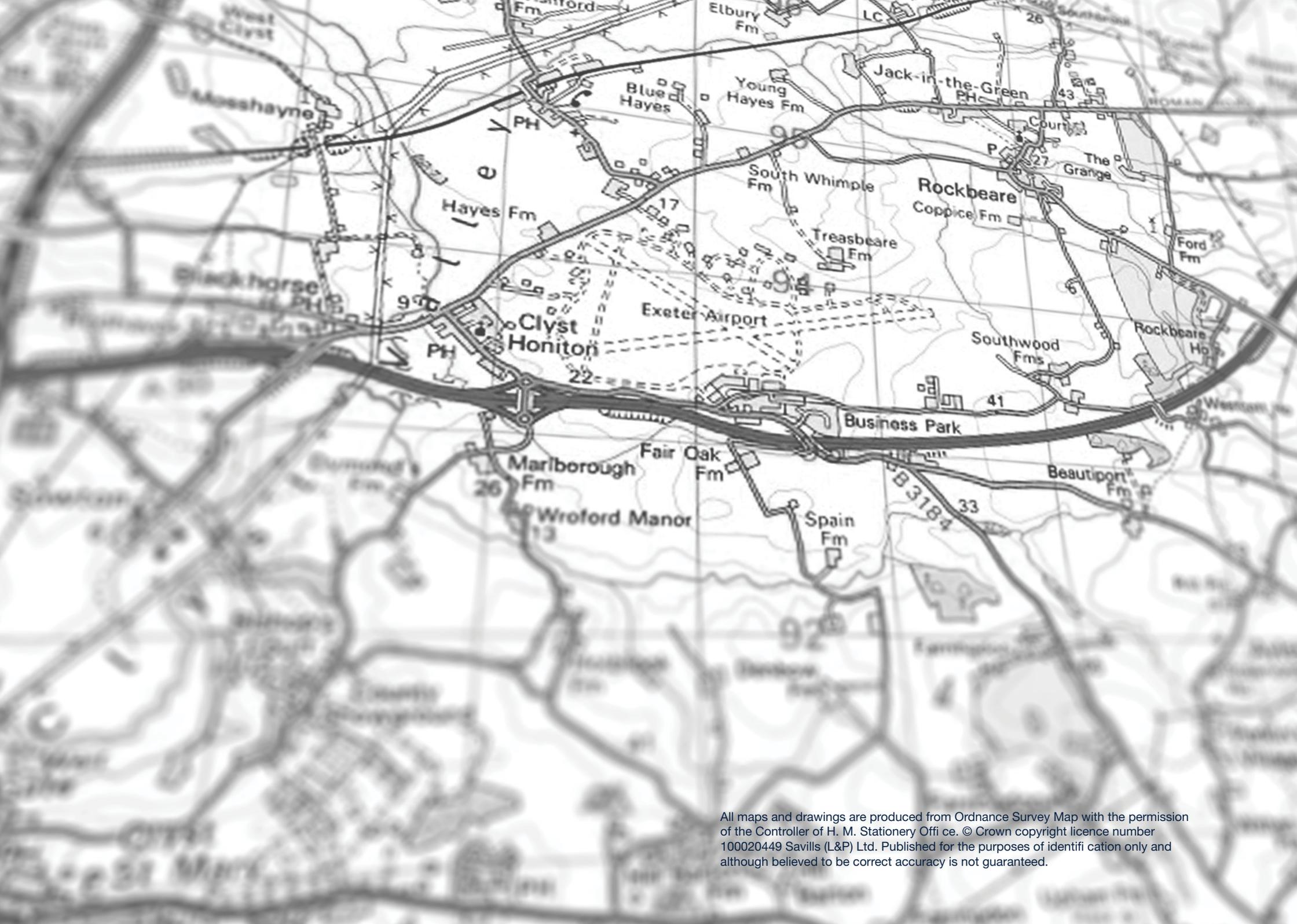
Following a review of housing requirements in the District, it has been determined that Cranbrook is a location that should provide additional housing.

In order to understand how Cranbrook might grow, and what the capacity of the town might be, the Council is running a series of technical studies and consultation events, including two workshops. These will inform the 'Cranbrook Masterplan', a document that will help to define what Cranbrook is to become. The first workshop was conducted over two days and considered issues to do with the towns sustainability criteria, green infrastructure and the wider expansion strategy for connections, employment and transport.

The second workshops were focused on the detailing of a great new town, with specific focus being placed on: -

- Day 1: Initial ideas on identity, culture, wellbeing and developing a balanced community; and**
- Day 2: Encouraging healthy lifestyles, providing a mix of uses and moving towards a design code.**

This report provides a summary of the second of these workshops.



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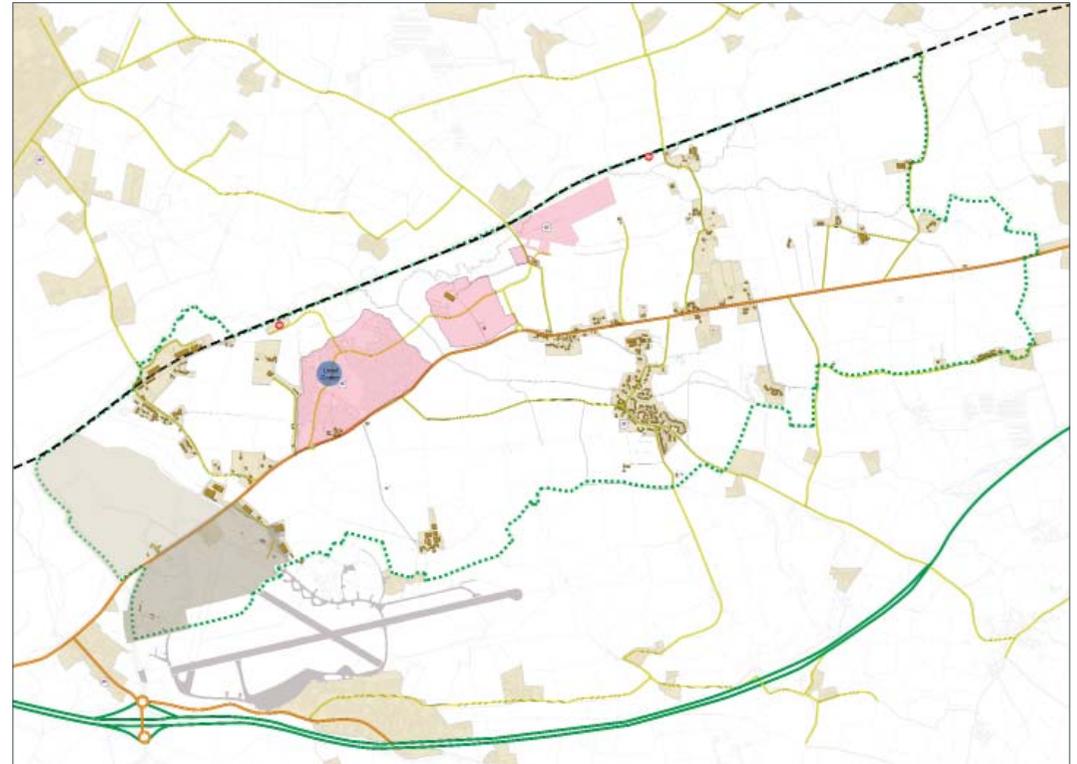
BACKGROUND

There are a number of planning applications that have already been made in relation to the early phases of Cranbrook, and the wider masterplan. A Vision for Cranbrook was produced in 2010 as part of the Strategic Design Guidance that was approved by the Council as part of the existing planning permission and which sets out broad strategies for the development of the town. The Vision now needs to be reviewed in light of the need to expand the town, and lessons learned from the early phases of development, feedback from residents and emerging new information.

Parts of Cranbrook are already fixed. Detailed consent has been granted for a number of phases, and there is an outline consent for a total of 3,500 homes. The expansion of Cranbrook provides an opportunity to review the growth of the town in light of the parts that have already been completed.

The starting point for the workshops and for the new masterplan is shown opposite, which shows detailed planning consents to be implemented.

Also shown is the Council's 'masterplan boundary' – the functional setting in which Cranbrook could be expanded.



Baseline masterplan showing the extent of the area under consideration and the areas of existing consent



PURPOSE/PROCESS

Participants were briefed on the masterplan process: and the purpose of the workshop process.

The outcomes from this second workshop, in conjunction with the first workshop will be used to inform the masterplan work, in particular in relation to health and wellbeing in the expanding town including:

- healthy travel
- providing a balanced community
- a flexible mix of uses
- the vision / identity of the town as it expands
- the delivery of a clear and high quality character

There will be additional consultations in relation to the masterplan proposals, including further discussions with District and County technical officers, prior to the production of the masterplan for Cranbrook

THE WORKSHOP - DAY 1

The workshop was facilitated by Savills and Cabe on behalf of East Devon District Council. The programme and agenda for the day was issued in advance along with a briefing paper to all invitees and followed the following structure:

9.30am	Welcome and Introduction to the day	2:20pm	Plenary discussion
10.00am	Presentation - Workshop 1 review	2:40pm	Break
10.15am	Table based discussion on Cranbrook 2035	3:00pm	Presentation - Balanced community / Demographics
10.30am	Presentation - Great Neighbourhoods and Expansion Strategy	3:10pm	Table discussion
10.50am	Break	3:40pm	Group feedback
11.10pm	Table based discussion on '21st Century Devon Identity issues 'What does 'of Cranbrook' mean?	4:10pm	NCP feedback from Day 1
12:00pm	Group feedback	4:20pm	Summary
12.45pm	Lunch	4:30pm	Close
1.30pm	Presentation - Community Wellbeing - Paul Taylor and Emma Snow Secure by Design/ Community Policing		
1:45pm	Plenary Discussion		
2:00pm	Presentation - Culture of Cranbrook - Alex Murdin and Tom Littlewood Ginkgo		

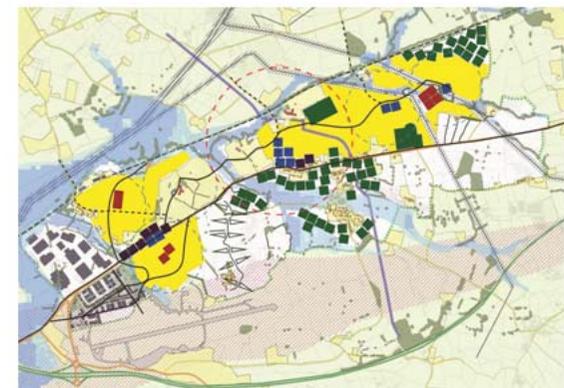
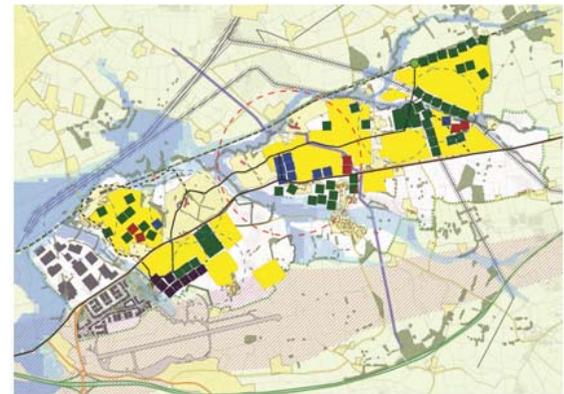
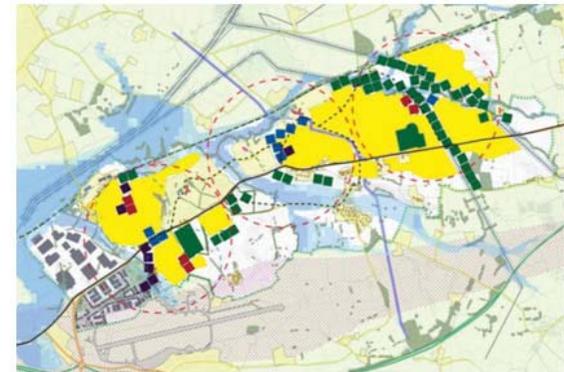
PRESENTATION : REVIEW OF WORKSHOP 1

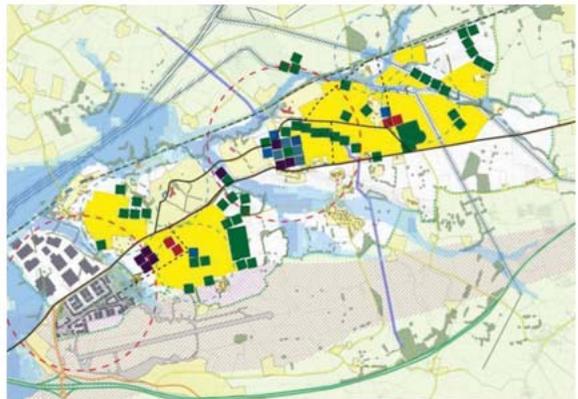
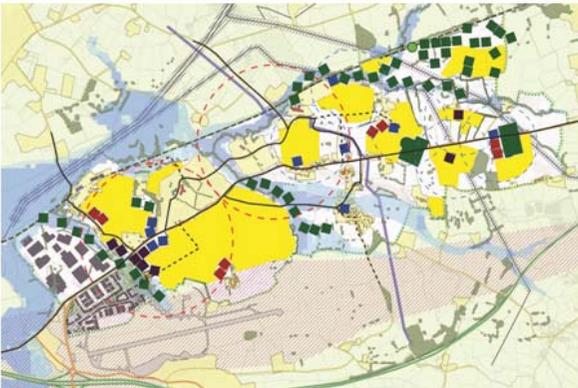
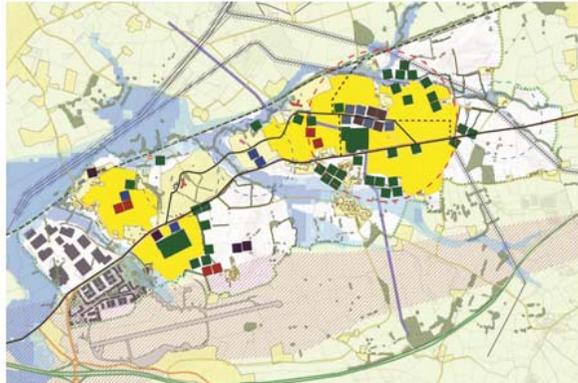
To begin the workshop event a short introductory presentation was given to review the first workshop held in during the summer. The intention was to refresh memories for those that had attended and give a brief overview for those attendees that were not able to participate.

The headlines presented were the driving topics for consideration and the broad process undertaken to arrive at the outcomes illustrated opposite:

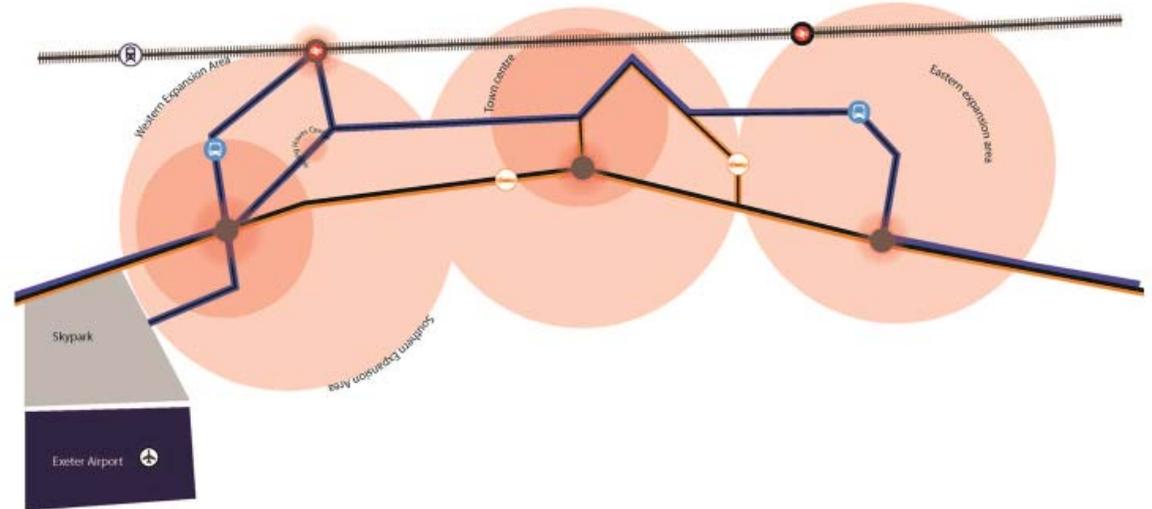
- Sustainability Criteria
- Expansion Strategy (connections, employment, transport)
- Green Infrastructure
- Table based exercise to deliver 8,000 homes

A full copy of the presentation can be found in Appendix 1 at the rear of this document.





OUTCOME STRATEGY



PRESENTATION : GREAT NEIGHBOURHOODS

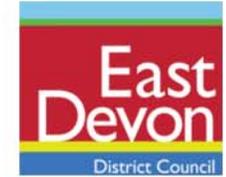
Ahead of the table based discussions a short presentation was given on what makes successful neighbourhoods, places that both work really well and create economic, social and environmental value.

There were a series of precedents offered to illustrate, by way of comparative example, new successful developments that have delivered a clear identity:

- Falmouth
- Dickens Heath, Solihull
- Lawley, Telford
- Fairfield Park, Bedfordshire
- Brooklands, Milton Keynes
- Fairford Leys, Aylesbury

A full copy of the presentation can be found in Appendix 2 at the rear of this document.





Great towns and neighbourhoods: Brooklands

1. Early delivery of high quality strategic open space, led to exceptional sales rates
2. Clear road hierarchy and block structure enables easy navigation



DISCUSSION: CRANBROOK IDENTITY

The Vision for Cranbrook agreed as part of the 2010 Strategic Design Guide stated, within the *Urban Design Principles for Cranbrook* that the identity sought for Cranbrook is that of a 'market town' and that the built form will be informed by the best of Devon's urban form characteristics.

Following the presentations a table based group discussion took place, formulated around the following key questions regarding the identity of Cranbrook:

- Is there an overall vision / identity for the whole town as it expands? If so is it distinctive 'Of Devon' or is this place of Cranbrook;
- Do the western, eastern and southern expansion areas have a separate identity;
- What kind of people will live in the expansion areas;
- Where will future residents go to work, eat out, go for leisure and entertainment, or to use community facilities;
- How will future residents travel for shopping, for entertainment and for work;
- What are the key components for the expansion areas;

- How the model (strategic land owner + volume housebuilder) can make the aspiration happen, or not; and
- Regarding the sense of aspiration and possibility – is the key challenge now one of delivery?



FEEDBACK

TABLE 3

Feedback presented by Kevin Blakley (CTC)

- There are three distinct character areas emerging, Town centre (commercially viable) cultural and business centre
- Town centre viability will be driven by parking - the car park is a key generator for business
- A mix of business – as demographics change
- Mix of uses and housing offer to reflect this, apartments over shops, however this brings its own challenges
- Pepper potting of social housing is seen as a success – a theme to continue on subsequent phases
- Street furniture a theme for uniformity, as is the building material – looks good so it should continue
- Provision for youth – this needs addressing urgently
- Flexible buildings, conversion viability (future proofing – how best to achieve this)
- Encourage and support long term residency
- Distinctiveness and character comes from the overall structure of the emerging town
- What makes Cranbrook of Devon is the fact that 90% of Cranbrook residents are from Devon

TABLE 6

Feedback presented by Janet Wallace (EDDC)

- What will the identity be? Community – new residents are young
- Flexibility to change and adapt over time – an area of flexibility (land use) managed by the community
- Provide pull factors – education, community hub, linked to University, sports pitches etc
- Landscape – a linear place, landscape all around, could inform
- Build in flexibility that can change over time
- Developer response – shops time constraint to delivery
- Town centre design code – formatting that space, making decisions key to delivery
- Not looking to change the central location
- Site that will not be delivered in the short term – allow flexible uses
- cons. Commercial drivers in interim solutions
- cons. HCA meeting – enthusiastic, rate increase of delivery question. No but can maintain the pace
- Consortium: Eastern expansion next and will see delivery to drive into the area
- Community to drive the expansion – how?

FEEDBACK

TABLE 5

Feedback presented by Kevin Blakley (CTC)

- Work hubs, serviced stations
- Contemporary design not pastiche
- Routes, street and trees, better designed
- Higher density, more space of activity – ‘Cranblas’ as of Ramblas
- Legibility, ease of understanding the way around, fun spaces, element of surprise
- Modern life needs these space
- Community share, co-design a theme
- Swifter deliver of paths and open spaces
- Encourage TC to launch a challenge, community bikes
- Permissive spaces -
- Pioneer town – people, blank space on which they can create an identity
- Reuse space and buildings – flexible
- What can the community do for Cranbrook – use that latent potential to drive character
- Feedback – reflect the sensitivity (commercial) desire for high density needs to be tempered by reality, also to reflect the aspirations of different aspects of the community
- Different types of centres need different characters and approaches

- Three drivers of placemaking, need to work hard to make the links
- Community facilities (success so far acknowledged) attract people
- Public realm – interest, surprise
- Housing – fixing the community facilities, design the public spaces and then the diversity of mix, addressing the need
- Flexibility – a difficult question regarding housing and built form. Also for public buildings, schools (Eg, access over the day)

FEEDBACK

TABLE 4

Feedback presented by Chris Odgers (Savills)

- Role and function of place, character driven by these elements, railway station
- More aspiration, to live and to visit
- Poundbury – atmosphere an issue driven by demographic. Cranbrook a younger dynamic and brings energy
- What is good and what is bad, what has worked so far? Not just critical. Pace is good here
- Mechanisms need to work with pace of change and delivery
- Business are bubbling up
- Code could achieve – garages size, access at micro level. Difficult to navigate at present
- Legible structure in code
- SDG a high level, code could focus on key placemaking principles. Not blanket prescription
- Social aspect, issue to do with social challenges

TABLE 7

Feedback presented by Stuart Langer (DCC)

- Why Cranbrook is here, a response to Exeter growth. Relates but not an Exeter overspill
- Housing next to employment, West clear identity for employment, other area to east
- Cranbrook should be a consistent whole with an overarching theme and identity
- Real opportunity to innovate. What can encourage innovation – connections opps for people to collaborate and get together to drive ideas.
- Homeworks need network and spatial provision
- Space for the market, which needs to be flexible for other uses - ie Cranbox
- Building design – flexibility. Ability to convert housing to shops and offices.
- Crime, a misconception, not reality present
- Street scene and open spaces is important
- Consistency, how and what does it look like
- MLR an opportunity to unite an aesthetic character, a theme worth pursuing
- Hamlets to the east, could be a dangerous precedent, a risk of creating ghettos?
- Car is not king, but there is a challenge in accommodation and best how to integrate
- Town centre car park should be attractive, close and easy to use

contd

FEEDBACK

- Danger in growing too quickly, employment and services to follow. Risk that could create problems.
- Business, new generated within the town. Also existing surrounding offer. Come to Cranbrook because they already have jobs
- Synergy to public transport, housing and employment. Business could invest as there is a workforce in place
- Design code – agreed as a requirement.? Inc. Wildlife friendly buildings as a theme for Cranbrook within
- Cars, need a balance. Aspiration being sustainable modes of travel. Car dependency mindset (seen in Devon) can be broken. Shift in thinking needs to be tackled. Yes provision but limited so encourage changes in modes of travel, room to accommodate in dwellings, safe route provision and end parking
- Success is not that poor people use their cars but wealthier people use public transport
- A big ask to expect people to move in a change their current m.o
- Rules of parking need to be clear, key being to offer people choice
- How do we promote choice, offer and let people know it is there. Public sector question in promoting modal choice.

- Issue of garaging, standard size, cars don't fit - evidenced in new homes
- Car park areas need to be safer, or feel safer to stop on street parking and conflicting. Educate and encourage people not to park on doorstep
- Multiple villages approach a concern, risk of diluting the town and the commercial viability
- Critical mass in the east to support town centre
- Cars are here, different types of trips so choice is essential. Encourage – communal parking and not by the doorstep
- If Cranbrook is to become the enterprise hub, we might have a lot of commercial vehicles to accommodate. How do we tackle this? Also car ownership changes over time
- Design code – community infrastructure that is commercially viable. Consider the mix and how this can delivered in the context of future expenditure cuts. Community needs to take responsibility, encourage a sense of ownership. Forges a community, forces people to get on and communicate through responsibility.
- Community charges currently added into rent – a balance needs to be struck

FEEDBACK

TABLE 1
Feedback presented by Kenji Shermer (EDDC)

- Neighbourhood centre – character. Is different good? Explicit communities or all as one?
- Exeter, looking into this as a precedent. Manga Road How did it get there, how did it emerge
- What is walkable? Need to define this as it will be different for all kinds of people/reasons
- How did the character occur? Flexibility, enabling organic growth – foreshortened time-scale
- Enable flexibility to occur – community driven
- Characteristics – town centre is not just bigger, defined not by uses but by scale
- Critical mass and then diversity follows
- Roads need to be of a scale to serve commercial and agricultural uses also
- Designing in difference, enabling organic growth. Provides catalyst to enable this to occur. May be houses clustered around a green that hosts or encourages connections
- By location, high tech might occur to the west due to close proximity
- Integrate uses, green space needs to be accessible and useable locally also
- Why is it difficult to deliver, it is happening at Cranbrook, excellent start – to a point

- Do we want to encourage people in to Cranbrook. If so will be car orientated . Need to factor and accommodate
- Car parking offers flexible space for other (temporary) functions
- Community need more things, space required for groups, scouts, to keep them here.
- How do we allow the community to maintain and grow?
- How to facilitate cultural and community expansion – now
- Community needs to solve this problem in conjunction with other.
- Space an issue and availability at present.
- 21st Century town must be sustainable – tread lightly in the construction methods also
- Construction methods should respond to this, in the context of market and current conditions (lack of flexibility in cost market availability etc) Cannot risk the delivery rates?

SUMMARY OVERVIEW

Andrew Wood , EDDC, offered a brief summary capturing the essence and key elements that had emerged from the discussions and feedback presentations:

- Overarching theme – one town with overarching principles.
- Identity is not about architecture but the structure of the place
- Pioneering enterprising community – common factors flexibility and open spaces
- Complimentary facilities that serve the town
- Travel – walking and cycling was a priority. There is a clear need to keep sight of this?
- Enterprise school – connections can be made through the new school – a will for cooperation has been expressed by the current head.
- What is the connection between Skypark and Cranbrook – there is a connection to be made be that structurally and or physically
- There is an opportunity for the children to access this connection and drive it forward – makes the Cranbrook offer potentially unique

PRESENTATION : COMMUNITY WELLBEING

Paul Taylor and Emma Snow
Secure by Design/ Community Policing

There is an overriding sense that Cranbrook is a safe place, with low levels of crime, and the current statistics bear this out.

However there was an emerging perception issue and field surveys bear this out , identifying areas with potential for crime and antisocial behaviour.

It was stated that the addressing of resident concerns would go some way to improve this

Crime versus Anti-social behaviour

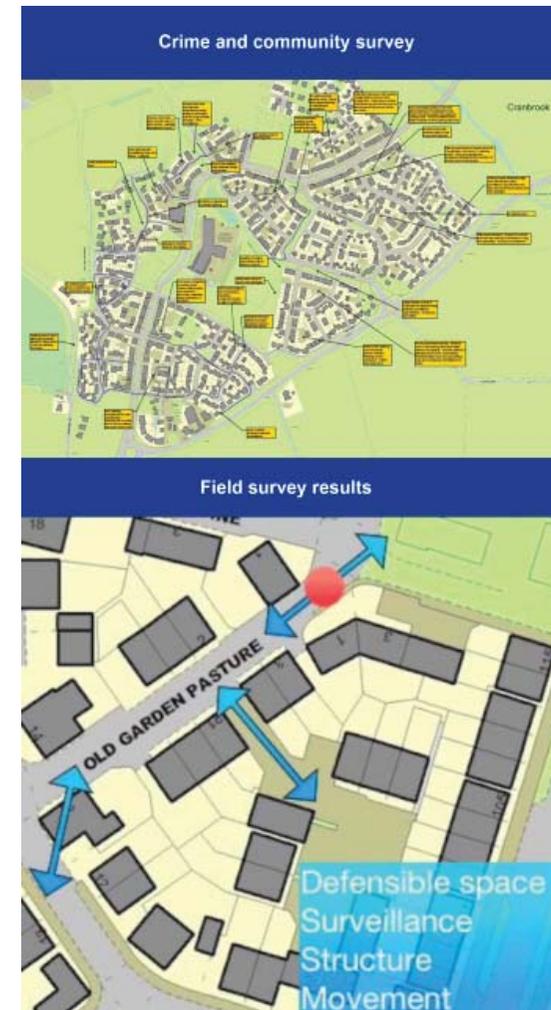
Parking courtyards need greater thought, no lights, dark and unsafe

These are points that were raised in the pre-application process but have not been implemented

A full copy of the presentation can be found in Appendix 1 at the rear of this document.



Devon & Cornwall Police
Building safer communities together

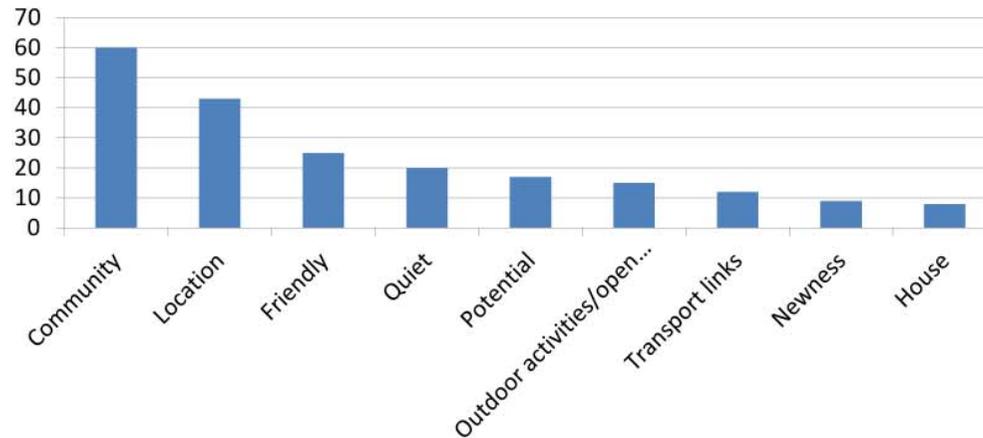


Cranbrook positive feedback

“Community feel, lovely other people, great school”

“people look out for one another, good school”

“its a fresh start and everyone speaks and is friendly”



Active frontages / effective surveillance



Ownership / defensible space



PRESENTATION : CRANBROOK IN COMMON

Alex Murdin and Tom Littlewood
Ginkgo

Ginkgo have been engaged by East Devon District Council to develop a cultural development strategy for Cranbrook.

A presentation was given on the understanding of culture, laying out the broad range upon which we can recognise culture, and the value it can bring to communities. An overview was given as to the work undertaken to date and what this means for the understanding of the existing cultural picture in the context of working towards the formulation of a cultural operating system for Cranbrook.

- What is culture ?
- What the value is of culture ?
- Existing cultural capital in Cranbrook.
- How do we plan for culture ?

A full copy of the presentation can be found in Appendix 5 at the rear of this document.

CRANBROOK DAY 2015

What does culture in Cranbrook look like in 2020 ?



Cultural audit



Cranbrook Culture in 2015

- Book Club
- Brownies
- Cardio Combat
- Citizens Advice Bureau
- Coffee Mornings @ Younghayes
- Community Helpers in Cranbrook (CHIC)
- Community Market
- Cornerstone Board Game Evenings
- Cornerstone Choir
- Cornerstone Church
- Cornerstone Film Nights
- Cornerstone Runners
- Cornerstone Toddlers
- Country Park
- Cranbrook Football Club
- Cranbrook Library and Computer Suite
- Cranbrook Travel Info
- Cycle Club
- Dads and Littleuns
- Dance School (Michaela Poulton)
- Education Campus
- Guides
- Nordic Walking
- Pilates
- Rainbows
- Scouts
- Sing and Sign
- Slimming World
- St Martins School
- Table Tennis club
- Taekwondo
- Yoga
- Younghayes Community Centre
- Zumba

PRESENTATION :

BALANCED COMMUNITY

DEMOGRAPHICS IN COMMON

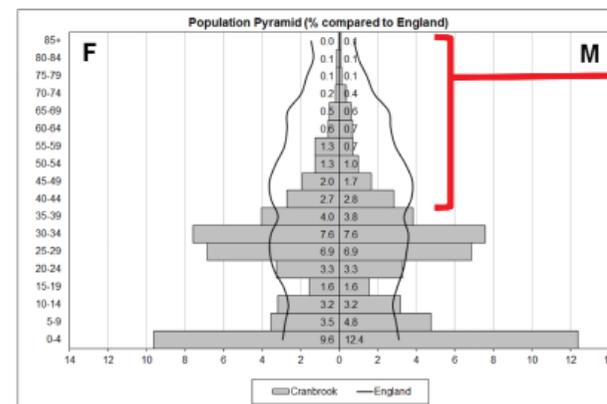
Kenji Shermer
East Devon District Council

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- Why attracting a balanced community is important:
- Older residents can provide social stability and assist in community cohesion
- How can a more balanced demographic be attracted to Cranbrook?
- How might these translate into masterplanning principles?

A full copy of the presentation can be found in Appendix 6 at the rear of this document.

Cranbrook age pyramid:



Where is everyone else?

Does it really matter?

FEEDBACK

TABLE 1

Do we just wait, services in place
 Senior homes market – Cranbrook not seen as open market at present. When are we going to care providers?
 Issue re: marketing
 Housing typologies question, provision of communal sense (isolation an issue)
 Down sizers
 Infrastructure, space, wardens, re-uniting families (southern European models)
 Lifetime homes – think about users differently, smaller gardens, low maintenance
 Cranbrook offers potential for an affordable Devon to down sizers?
 Funding and social provision, extra care homes (spatial requirements) an Cranbrook driven model
 Design of Cranbrook – inadvertently designing a town for a young profile, (parking, housing design issues).

TABLE 5

Financing for new house buyers influencing the town?
 Older buyer – might desire an established town, may change as it establishes further
 Areas complete – disruption might be a factor putting people off
 Cambourne – demographic hasn't changed over time. Retain people to broaden the demographic?
 The way bus stops are provided for example (the detail)
 Adaptability of your house – lifetime homes
 Younger seniors – self build might be attractive
 Bus stops are often moved – flexibility?

TABLE 2

Retirement generation, not a wide differential to attract.
 Convenient facilities, adaptable home (not specialist) can grow with you as you age
 Good public transport, (ring and ride type) community led facilities
 Safety and security an issue for all ages
 Gardens and public/private space provision
 Broad range of offer – garden sizes (for example broad range to reflect different aspirations), community garden provision
 The active elderly – a lot to offer currently (build on)

TABLE 3

Help to buy skewed demographic
 Lack of specialist healthcare provision – geriatric care (lack of)
 User choosers – retired market Cranbrook not the 'a typical image' of Devon
 Current activities range would not attract the elderly
 Can we make anywhere in the town quaint? Why would we want to?
 Elderly resistant to change
 The most effect way is to 'grow our own'
 Pension pots getting smaller – Cranbrook is a viable alternative to Devon

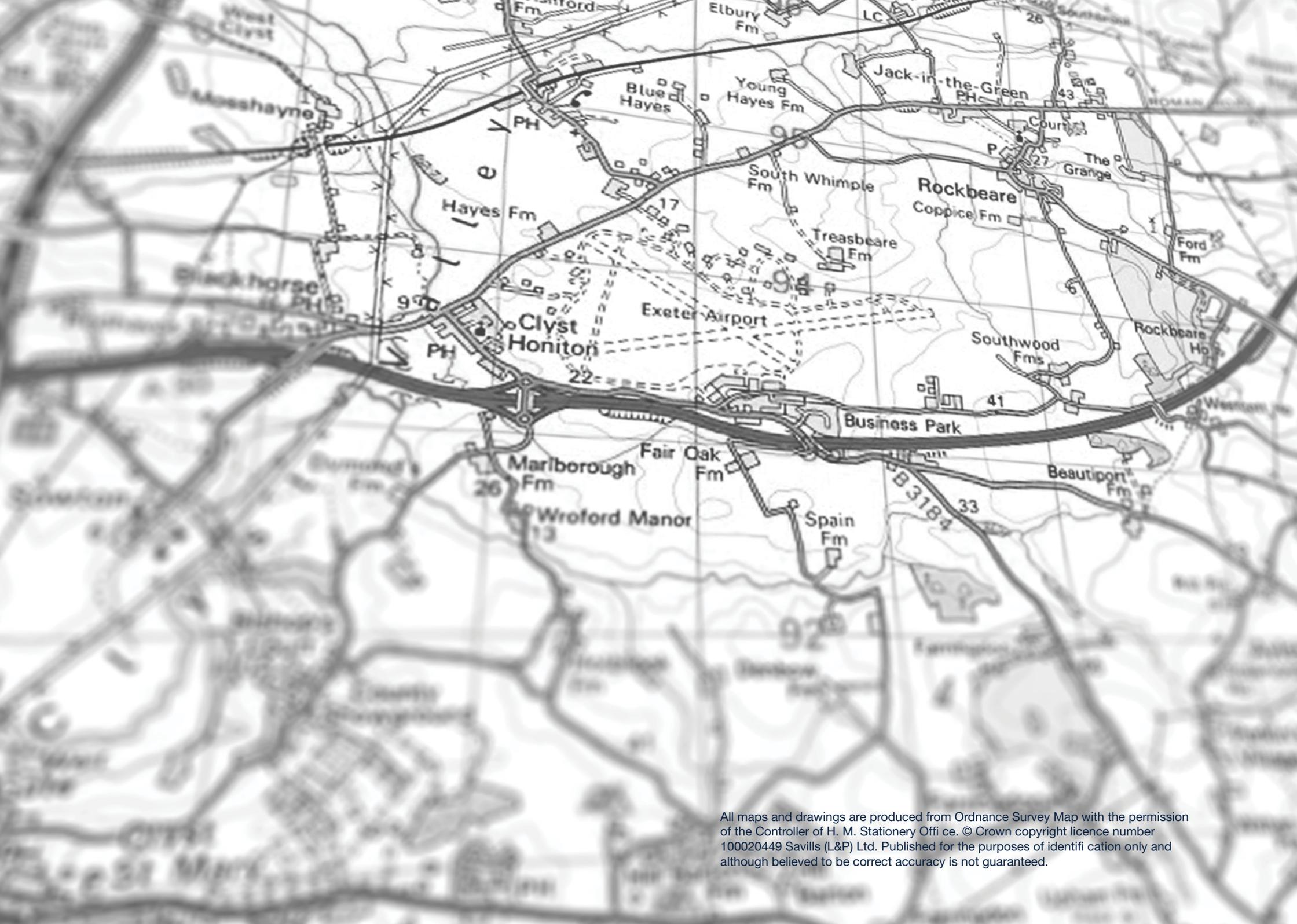
TABLE 4

Are there better alternatives? Tough competition from other Devon towns
Next 10 years – picture might not change
GP surgery a challenge, delivery of. What comes next
Access to PT and service links
What are you letting yourself in for – Cranbrook reputation
Community assistance when you need it on tap

Flexibility needs to be built in – granny flats, specialist providers
Balance on wider picture
When is this timed, delivery?
Commercial terms – when can this be delivered. Needs a critical mass to attract providers - Facilities need to be in place
Plan for it – but don't expect to get it yet.
Older people are still active – working longer so there is not necessarily a need for specialist providers yet
Q. Balance for the community – do they come first or follow?
Who pays for it? The vision was enterprise and employment led – this delivers a certain demographic
35-40 age dominant (45-70 age group not represented yet)
Attracting the later middle aged demographic – last time buyers?
Where does Cranbrook sit – in the wider context of large East Devon housing delivery program
Requirement to provide choice – we are developing a town!
Keep people in Cranbrook – what does this require – retention

TABLE 7

Growing your own – choice to stay as well as attracting people in
Thinking what I would want? Assumptions potentially false – cannot be imposed
Is it about aesthetic or quality or both?
Missing demographic below 30 – facilities to retain and attract younger generations, diversity of space allied to flexibility
Families moved in to Cranbrook because of the potential for their children and teenagers Wider implications – modern life has to an extent denied opportunities for choice. Profound changes to the housing market
Institutions investing in renting sector to meet the changing market. House ownership not attainable by all anymore – have to live somewhere
Masterplan issues – husbandry now, opportunities now and in a changing evolving market
(Straw poll) Majority view – specific provision for the aging and elderly demographic



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THE WORKSHOP - DAY 2

The workshop was facilitated by Savills and Cobe on behalf of East Devon District Council. The programme and agenda for the day was issued in advance along with a briefing paper to all invitees and followed the following structure:

9.30am	Welcome and Introduction to the day and summary of day 1	1.40pm	Presentation - Quality & Character Simon Williams Tinkler, Savills Design Coding - an appropriate form of control?
9.40am	Presentation - Encouraging Healthy Travel - David Taylor, UES	2.00pm	Table based discussion on the 'rules for Cranbrook' Appropriate levels of guidance and detail
10.00am	Table based discussion on modes of transport/movement	3:00pm	Break
10.30am	Plenary discussion Sustainable methods of transport Viability and implementation	3:30pm	Plenary Discussion - Feedback
11.10pm	Break	4:40pm	Next steps
11.30pm	Presentation - Mix of Uses - Andrew Raven, Savills Flexibility, self determination, management and control	4:55pm	Close
11:40pm	Table based discussion on disposition of uses, employment, open space and sport hubs. Varying densities and styles		
12.10pm	House builders feedback		
12.20pm	Group feedback focussing on Long term stewardship and Flexible spaces. The delivery of viable, higher density places. Mixing uses and flexible employment delivery.		
12.50pm	Lunch		

PRESENTATION : MOVEMENT AND HEALTH A code for healthy living

Following a brief overview of day one and short introduction the attendees:

In order to break the reliance on the motor vehicle

- Promote and support walking and cycling within and around Cranbrook
- Achieve seamless journeys within, from and to Cranbrook

A full copy of the presentation can be found in Appendix 6 at the rear of this document.

Consequences

11 million people in the UK do not walk or cycle to work every day. This is because of poor quality streets and parks that do not encourage them to walk more.

70% of people in the UK do not walk or cycle to work every day because of poor quality streets and parks that do not encourage them to walk more.

75% of people living in deprived areas across the country did more recreational levels of walking.

£675 million could be saved each year.

Lessons

1/ People say that it is the quality, not the quantity, of streets and parks that will encourage them to walk more.

2/ There is a clear link between land use and public health in cities.

The Urban Engineering Hub

1/ Promote walking and cycling

Good design for streets and parks



First, there is a clear link between land use and public health in cities. **Second**, people say it is the quality, not quantity, of streets and parks that will encourage them to walk more.

The Urban Engineering Hub

FEEDBACK

GROUP 1

- Plan cycle routes, not a route from A to B
- Softer measure, marking, dedicate lanes – avoid conflict – speed reduction, junctions
- Convenient, not currently a con. Route (experience of Cranbrook?)
- Who takes responsibility and move to idea of delivery?
- (MH) London protection issue, cycling inherently dangerous
What is the cost of widening and offer separate lane. The cost and deliverability will be issues.
- Space for takne out of the traffic ways given over to cycle way? Inconvenience the motor vehicle to dissuade use
- Sustrans and DCC experienced in planning this?
- A no 'white line' separation policy
- There is still a lot of work to do in Cranbrook?
Too many vehicle movements to school
- Existing cycle club – engage with the school and town council
- Key question is - Who takes responsibility for the whole of Cranbrook? There is a missing link to support investment (of other uses) and sales
- Welcome pack with sale of homes – there is an opportunity to encourage use through this.
- Exeter does have SPD for cycling infrastructure– awareness of with the designers.

- Cranbrook development – by default it has a rural edge – maximise this for routes?
- Think strategically, currently broken connection to Exeter – need to accept the wider picture.
- Use of routes – Sustrans can audit and capture.
- Look at best practice to garner what they are doing right.
- Good quality cycle parking provision at both ends of the journey are essential to encourage use.

GROUP 2

- Cycling and walking, elements that should be easier to persuade people to do and get involved
- Need a joined up strategy, prior to development
- The tolerance of drivers needs to be addressed
- Devon doctors, work to encourage walking as prescriptive? GP's need the information assess?
- Bus shelter, maps and apps, groups for walking
- Cycle parking, where? Must increase provision
- Connectivity to the wider community – joining with the wider area essential! The Cranbrook masterplan is vehicle to explore

FEEDBACK

GROUP 3

- Who is it that isn't cycling now? Why not, is it a cost issue, storage?
- We need to target specific potential users.
- Younghayes flats (as an evidenced example)
- Change in space requirements to accommodate
- Developer perspective – provide it as an option?
- The routes – what should they be, separation or integrated, how feasible is this?
- MLR also need green routes
- Cycle exchange is an option to explore
- Quality of what we provide – robust material
- Walking- safety and lighting disuades people
- How do we quantify and measure success?
- No. of houses provided with cycle storage
- Multi tasking, choices are driven by lifestyles – we cannot impose change on people
- Giving people choices is the key
- How happy are you – a simple question to pose to assess the success of a place?
- Is there a policy for cycle storage provision – is it an issue of enforcement. Standards are still too car focused – we are at a transition stage, desired holistic approach has fallen through the net.
- Design codes a vehicle to implement this
- Idea of SPD on health impact being developed
- Employment and residential connection has changed historically - need to revert approach

- Integrate employment and residential uses, this is the ideal opportunity?
- Facilities are in place at major areas of employment, cycle parking and showers etc

GROUP 4

- Change the norm, patterns of behaviour, if more people see things happening it will encourage
- Start with the schools, safe cycling, bike-ability,, as a way of getting message through to parents
- Active travel planning as a priority, tailored to families
- Cycle paths, how to implement, diverse strategy – shared vision the best way forward? Revisit
- Width of roads, shared routes, must be in early and get the implementation right
- High quality routes
- Set up a forum to audit and measure performance
- Wiggle, a hud
- Revisit the Health Impact Assessment - make it easy to read and implement - STICK TO IT
- Transport forum to audit
- School census – measure travel patterns – this is something that needs to be done
- Annual Cranbrook survey, could be the vehicle to ask the questions

FEEDBACK

GROUP 5

- Walk-ability –why a drop, down to conditions, demographics etc
- Quality of routes, this needs careful consideration
- Options and flexibility will increase choices
- Future proof Cranbrook - What will be the picture in 20 years, need to consider the changing picture
- This can be focused around the planning system
- The infrastructure, timings for Public Transport, perception issue?
- The structure of the place, getting this right, networks, uses in the right place
- Linking MLR a success to build on, a starting point to encourage improved quality roll-out
- Legibility is a key issue at Cranbrook.
- Pathway through country park – currently crushed gravel. This seems to discourage use?
- Robust material a key also – ie bonded gravel
- Thinking of detailing the place -emphasis on shade in the Town Centre for example
- How can we provide protection from vehicles
- Not designing roads – we want STREETS
- Where should the cyclist be?
- Separate from the highway question? This will need to be context led so as to encourage as wide a demographic to use – off-road, becomes more appealing to young and older uses
- Cranbrook should be safe for cyclist to use roads?

FEEDBACK

GROUP 6

Feedback presented by

- Ideas – incentive to purchase bicycles - offers?
- Storage including with new build homes, HAS to be well integrated and easy to use - accessible
- Cycle clubs, communal bike parks - accessible – Boris Bikes – draw on that principle?
- Strategic links to the wider infrastructure, Intermodal and the Sky Park etc
- Sale and repair (sponsored) community run and owned, located by the railway station for example
- Bus shelters – cctv, wifi lighting and seating, science park secure and safe – on MLR?
- Trim trail outdoor gym, make it attractive to all young and old alike
- Wild swimming!!! Bog snorkelling!
(Is there an officer in place to help?)
- Bike parking and sheds, implemented by the local authority with the town council implement
- Mobile apps, seamless journeys
- Wiggle shop (online) – all things bike and active?
Landing place in Cranbrook - a possibility?
- Build on and connect with the existing community infrastructure, schools etc
- Trial on the expansion area, for example the new bus stops – delivery with the next phase?
- Can advertising be used as a vehicle to delivery?

- Funding in place for trim-trails – implementation issue, when and how? Evidence for their use? Built and on the outskirts of Skypark.
- Junior gym, provide this early? Harnessing latent enthusiasm, the people are in place - why not?
- Annual survey to capture take up, crime get and idea of the emerging picture
- How can we become an exemplar town for this?
- Bernados shop venue for refurbishing enterprise?
- Ride-on, want a presence in Cranbrook. There was agreement to engage and investigate.

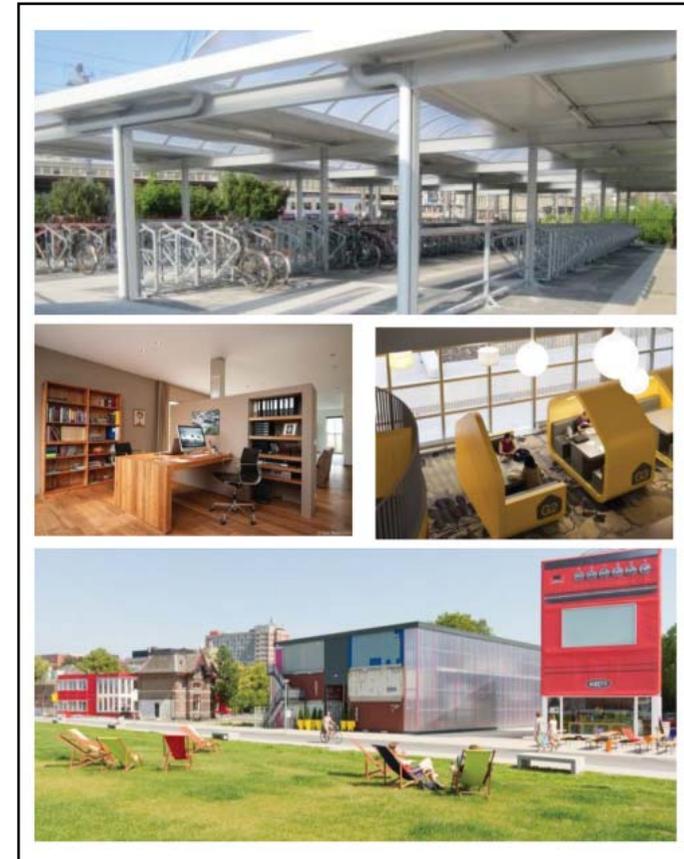
PRESENTATION : MIX OF USES A code for healthy living

Research shows that a well considered mix of land use encourages healthy life style and a work-life balance.

The key is flexibility and how this is delivered, in the context of a model that can deliver self determined space that is both well controlled and managed.

Workshop 1 identified an infrastructure that offers different use 'centres', how can this best be considered for Cranbrook?

A full copy of the presentation can be found in Appendix 6 at the rear of this document.



FEEDBACK

- Businesses looking for space in Cranbrook:
- There have been many enquiries e.g last year 500 businesses looking for small premises
- Currently no provision for small businesses – particularly east of motorway
- Science Park limited to R&D
- Difficulty in placing businesses needing space to east of motorway
- A house offered for business use, about to be agreed by Council
- Land ownership:
- Three current applications: western proposes 40,000sqft employment
- Single house idea provided some time ago;. Could further employment land (from application) be delivered earlier.
- Land disposal sequence / timing is an issue
- Providing for 'meantime' (temporary) uses
- Flexible schools / leisure centre
- Business space flexibility
- Adaptability is key to success
- Large demand for allotments: short term use in urban area?
- Local people know they are coming and content with this?
- NCP determined to introduce allotment early (Ingrams land).
Currently now considering moving following Council change in preferred location
- Temporary land for socialising space desperately needed prior to delivery for pub
- Hayes park about to open
- Temp uses: pay once so not financially un-viable /burdening
- Can be more varied density: 45-50dph by rail station
- No interest in apartments in town centre from other developers
- Possibility for specialist developers could come in, in one or two spaces
- Small spaces: ground floor of housing close to town centre?
- Regis type services complex could be provided soon?/now
- Requirements for start-up; short term lease / low risk
- Could be temp uses in one building or group of buildings; Big space licensing out to others
- Understand need: agree requirement / temp consent; deliver low capital temp use like Cranbox / business ladder
- Expectation for high st / expansion areas need to be understood in more depth
- Organic High St has 'workshop' areas. Where in a new scheme are these provided if not below apartments?
- Train station area opportunity for higher densities
- Delivery has to happen within EDDC remit from electorate and policy (which can change over time)
- Masterplan needs to fix (set) some uses

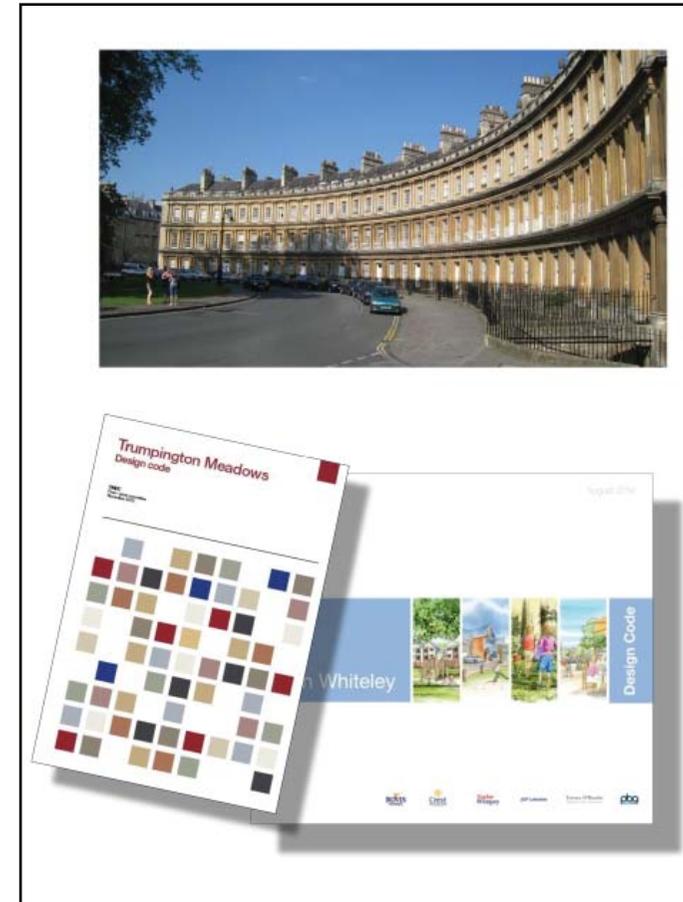
PRESENTATION : QUALITY & CHARACTER A consider approach to design

A Design Code is a set of illustrated design rules and requirements, which instruct and provide advice on the physical development of a site.

The graphic and written components of the code are generally detailed and precise, and build upon a design vision.

- The aim of the design code is to ensure quality and consistency can be maintained throughout the development programme by way of a specific mandatory requirement.
-And for Cranbrook?

A full copy of the presentation can be found in Appendix 6 at the rear of this document.



FEEDBACK

- Neighbourhood plans – detail is an issue and an opportunity to do this
- Design codes have a place – timing is key
- Gives adequate certainty
- Balance of how and when we do it
- Consistency issue
- Strategic design guide needs updating
- Detail where is it fixed is key – not a place
- Design code where it is
- Design and access statement is different
- After the outline but before we get in to the reserved matters
- Certainty at the outset is needed
- How effective was the SDG?
- There was an aspiration to deliver codes
- Has the development delivered what was expected from the SDG without the use of the code
- So long as it is know about and prepared for
- Where does the design code end?
-
- Developer kicks this process of, what is the point
- Where is the voice from the people from Cranbrook being heard
- Extra layer of control that should be added
- Creating an identity is important, how is this delivered – what is the mechanism
- Codes – reluctance

Strategic Design Guide

- Not enough Detail to provide uniformity - as evidenced in Phase 1
- SDG states that a Code is needed for future applications
- Option for an addendum or review

Process of Application

- Update the strategic design guide for overall masterplan
- Outline application that is in line with SDG
- Pre-application discussion concerning details, masterplan integration and the details for a Code
- Detailed application with a Code

Optional themes for a Code

- Garden sizes
- Parking issues, garage sizes (secure by design)
- Specific areas such as : MLR, Hamlets
- Public realm materials
- Boundary treatments
- Heights
- Densities
- Landscape (specifically hedgerows)
- Flexibility
- Quality
- Cycle provision- Healthy Lifestyles

APPENDIX 1

PRESENTATION

REVIEW OF WORKSHOP 1

APPENDIX 2

PRESENTATION

GREAT NEIGHBOURHOODS AND EXPANSION STRATEGY

APPENDIX 3

PRESENTATION

COMMUNITY WELLBEING

APPENDIX 4

PRESENTATION

CULTURE OF CRANBROOK

APPENDIX 5

PRESENTATION

BALANCED COMMUNITIES AND DEMOGRAPHICS

APPENDIX 6

PRESENTATION

ENCOURAGING HEALTHY TRAVEL

APPENDIX 7

PRESENTATION

MIX OF USES

APPENDIX 8

PRESENTATION

QUALITY AND CHARACTER

