

# Cabinet



St Edmundsbury  
BOROUGH COUNCIL

<b>Title of Report:</b>	<b>Bury St Edmunds Town Centre: Masterplan</b>	
<b>Report No:</b>	<b>CAB/SE/17/064</b>	
<b>Report to and date/s:</b>	<b>Cabinet</b>	5 December 2017
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<b>Purpose of report:</b>	To inform Members of the progress of the Bury St Edmunds Town Centre Masterplan process; to outline the outcomes of consultation into the draft masterplan and consequential amendments to the document; and to recommend its approval.	
<b>Recommendation:</b>	<b>It is <u>RECOMMENDED</u> that subject to the approval of Cabinet and full Council, the masterplan for Bury St Edmunds Town Centre, as detailed in Appendix A to Report No: CAB/SE/17/064, be adopted as a Supplementary Planning Document.</b>	
<b>Key Decision:</b>  (Check the appropriate box and delete all those that <b>do not</b> apply.)	<i>Is this a Key Decision and, if so, under which definition?</i> Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/>	
<i>The decisions made as a result of this report will usually be published within <b>48 hours</b> and cannot be actioned until <b>five clear working days of the publication of the decision</b> have elapsed. This item is included on the Decisions Plan.</i>		

<b>Consultation:</b>		<ul style="list-style-type: none"> <li>The draft masterplan consultation took place between 31 July and 8 September 2017 and included 11 public events at various locations and static displays at five other locations. Information was also provided and updated on the Council's Facebook page. In addition, public meetings were held by partner groups.</li> </ul>	
<b>Alternative option(s):</b>		<ul style="list-style-type: none"> <li>Not to prepare a masterplan. This option would result in the uncoordinated approach to the development of the town; and many missed opportunities.</li> <li>The masterplan will eventually become a Statutory Planning Document. As such, there is a mandatory process to go through in terms of options appraisals.</li> </ul>	
<b>Implications:</b>			
Are there any <b>financial</b> implications? If yes, please give details		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Are there any <b>staffing</b> implications? If yes, please give details		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Are there any <b>ICT</b> implications? If yes, please give details		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Are there any <b>legal and/or policy</b> implications? If yes, please give details		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <ul style="list-style-type: none"> <li>When the Masterplan is adopted as a Supplementary Planning Document it will become a formal planning policy document.</li> </ul>	
Are there any <b>equality</b> implications? If yes, please give details		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <ul style="list-style-type: none"> <li>The process is subject to the council's Statement of Community Involvement.</li> <li>The Council has a duty to consider the needs of all when preparing the Masterplan document. For example, officers have set up an Accessibility Consultation Group in order to hear the views of those people who can sometimes be harder to reach.</li> </ul>	
<b>Risk/opportunity assessment:</b>		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
<b>Risk area</b>	<b>Inherent level of risk</b> (before controls)	<b>Controls</b>	<b>Residual risk</b> (after controls)
Failure to adopt the draft masterplan could inhibit the Council's ability to attract and influence investment within and regeneration of the town centre.	High	Adopt the masterplan as a Supplementary Planning Document.	Low

<b>Ward(s) affected:</b>	All Wards
<b>Background papers:</b> <i>(all background papers are to be published on the website and a link included)</i>	None
<b>Documents attached:</b>	<b>Appendix A:</b> Draft Bury St Edmunds Town Centre Masterplan document  <b>Appendix B:</b> Draft Bury St Edmunds Town Centre Consultation report (due to length of documents, consultation responses are not attached, but available to view <a href="#">here.</a> )

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## **1. Key issues and reasons for recommendation(s)**

### **1.1 Background and Governance**

- 1.1.1 The Bury St Edmunds Vision 2031 document was adopted by St Edmundsbury Borough Council (SEBC) in September 2014. The preparation of a masterplan for Bury St Edmunds town centre is referred to in Policy BV27 of this document.
- 1.1.2 The aim of the masterplan is to set guidelines for the future growth and development of Bury St Edmunds town centre and to provide the framework for individual development proposals to be assessed when they come forward.
- 1.1.3 The Council is legally responsible for the masterplan; the final masterplan will become a formal Supplementary Planning Document.
- 1.1.4 The governance is provided by the councillor representation for Bury St Edmunds, jointly with Cabinet.
- 1.1.5 The masterplan is being co-produced; as such, a Bury St Edmunds Town Centre Masterplan Working Group has been created, which consists of:
- a) Portfolio Holders for Planning and Growth (Chair of the Working Group), and Families and Communities;
  - b) St Edmundsbury Borough councillors;
  - c) Bury St Edmunds Town councillor;
  - d) Suffolk County councillors;
  - e) Business representative groups;
  - f) Trader association representative; and
  - g) Heritage/environment representative groups.
- 1.1.6 Bury St Edmunds' ward members also have a governing role and are invited to attend meetings at strategic points in the process.
- 1.1.7 Town Planning experts, David Lock Associates and Peter Brett Associates, were appointed in early November 2016 to deliver the masterplan, working closely with officers and other stakeholders.

### **1.2 Timescales**

- 1.2.1 Indicative timescales for the masterplan are outlined below:
- a) **Stage 1**: Analysis and baseline review - w/c 7 November 2016;  
**Completed**
  - b) **Stage 1a**: Presentation of initial findings - w/c 12 December 2016;  
**Completed**
  - c) **Stage 2**: Preparation of issues and options report – w/c 19 December 2016; **Completed**
  - d) **Stage 2a**: Issues and options consultation period – w/c 27 February 2017; **Completed**
  - e) **Stage 3**: Production of draft masterplan - w/c 24 April 2017;  
**Completed**

- f) **Stage 3a:** – Consultation lead-in and preparation – w/c 17 July 2017; **Completed**
- g) **Stage 3b:** Draft masterplan consultation period – w/c 31 July 2017;**Completed**
- h) **Stage 4:** Finalise masterplan – w/c 11 September 2017;
- i) **Stage 5:** Handover – Week 50 – w/c 6 November 2017; and
- j) Full Council adoption of Masterplan as Supplementary Planning Guidance – by 19 December 2017.

### 1.3 **Draft Masterplan consultation (31 July to 8 September 2017)**

1.3.1 Consultation took place between Monday 31 July and Friday 8 September 2017.

1.3.2 During the formal consultation periods there were public displays at several venues, including:

- a) West Suffolk House reception
- b) Apex
- c) Library
- d) Abbeycroft Leisure Centre
- e) St Edmundsbury Cathedral

At each public display there were information posters, copies of the draft Master Plan, roller banners, hard copy questionnaires, a ballot box (to post questionnaires), business cards (with a link to the online survey).

1.3.3 There were also several events which took place throughout the consultation period, for example:

- a) Market stalls - 1 Wednesday, 1 Saturday;
- b) Evening drop-in following market day in a central location (e.g. Apex);
- c) Sessions at main supermarkets – Waitrose, Sainsbury's, Tesco and Asda
- d) Session at the library
- e) Session at the Leisure Centre
- e) Weekend session at Charter Square, The Arc and;
- f) Presence at the Food and Drink Festival over the bank holiday weekend.

1.3.4 Each event was staffed by members of the project team and where possible members of the Working Group.

1.3.5 In addition, a public meeting was hosted by The Bury St Edmunds Society in partnership with the Churchgate Area Association. This was attended by members of the project team.

1.3.6 In addition, committee members of nine of the 11 residents associations in the town were directly consulted at a meeting.

1.3.7 Information was also provided on the Council's Facebook page, which was constantly monitored and updated. The Facebook engagement reached more than 24,000 people.

- 1.3.8 Through these events, in excess of 24,000 people were directly engaged in the masterplan process and a total of 400 responses with over 2,000 separate comments were received with an impressive number of high quality and constructive replies. In addition, more than 1,500 masterplan documents (MAPS) were distributed. Details of all replies, together with Officer comment and consequential changes to the masterplan document are included in the Consultation Report which can be viewed online at [Appendix B](#).
- 1.3.9 The report identifies that those responding to the masterplan were overwhelmingly supportive of the document and its key aims. However, some important issues were raised, some of which required changes or additions to the document, while others required clarification. The changes and additions are too numerous to list, but are clearly identified in the appendices to this report. However, one key element which was widely misinterpreted related to the St Andrews Quarter, where people thought the masterplan was proposing the closure of the bus station. This revised version now reaffirms the commitment to retaining bus facilities in the town centre.
- 1.3.10 The draft Masterplan (incorporating post-public consultation amendments) is attached at **Appendix A** of this report.

Although primarily a land use document aimed at accommodating and directing inward investment in the town, the aspirations also identify a range of opportunities which may come forward during the life of the document. This has required the development of a high level delivery plan. To do this we have and will continue to work on:

- A detailed analysis of each aspiration
- Understand the scope, viability, risks, interdependencies and opportunities for each aspiration coming forward
- Anticipated time scales, initial budget for viability work as well as expected overall budget
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- Possible avenues for funding

Included within the key projects will be improvements to the link between the historic town centre and the arc, pedestrianisation of St Andrews Street South and the provision of additional town centre car parking.

- 1.3.11 Adoption of the draft Masterplan will be a key element in guiding investment and development opportunities to accommodate growth within Bury St Edmunds Town Centre helping to implement an important part of Bury St Edmunds Vision 2031.