

# *MasterplanningNow*

urban strategy and action for communities

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## **PROSPECTUS**

for  
service  
innovation



## WHAT IS MasterplanningNow

*MasterplanningNow* is a service that facilitates residents, businesses and institutions in an area to create a sustainable strategic plan for their place and becomes the instrument by which change over a long term can be managed. The service is designed to be a practical way of delivering regeneration in the new context created by the government's reform of the planning and regeneration.

It is based on the products of a cutting edge research programme being set up at the Planning Department of Oxford Brookes University to evaluate the masterplanning evidence of the last decade using a framework that re-defines its concept and practice to include contemporary influences and insights<sup>1</sup>. It aims to set out the next generation of good practice for masterplanning.

## WHY IS IT NEEDED

The coincidence of the government's reforms with the current position in the economic cycle has created an impasse in regeneration activity. *MasterplanningNow* can begin to unlock this.

The government has set out a vision for Big Society and Localism but there is a great need for practical ways of delivering it. *MasterplanningNow* has found a way forward.

## HOW DOES IT ACHIEVE THIS

### Nimble interface between regional and local

It can form a nimble interface between the aspirations of Local Enterprise Partnerships and the planning functions of local authorities, with the ability to generate effective action.

### Local ownership and collaboration

It will deploy an innovative strategy for collaboration, which is based on local ownership of the masterplanning instrument and includes its funding.

### Responsive and sustainable tool

It will provide a flexible, self-adjusting framework that can travel forward as an effective organising tool for the ongoing development of an area over a long term period.

### Modular approach

The service can be tailored to the funding available without loss of value by using a modular approach.

### Principles of localism

The service follows the ethos of the localism agenda as well as being in tune with the emerging details, such as the Localism Bill.

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1 Refer to the prospectus for the research programme - Masterplanning: learning the lessons for the last 10 years.

## SUPPORT

The purpose of this prospectus is to invite any or all of the following methods of support for the project. Support can be given in two stages. Firstly, while the project is in gestation, support in principle subject to satisfactory resolution of the detail. Secondly full support when it is felt that the detail satisfactorily meets the principles.

### Endorsement

Endorsement is sought from influential participants in, and commentators on, the field who can see the value of the project.

### Advice

A core ethic of the project is open collaboration as far as this is possible. The objective is to facilitate the best possible outcome and this can rarely be achieved acting individually. Advice on how to improve the offer is therefore welcome.

### Partnering

This represents a more sustained and formalised version of the previous item. Partners would be credited.

### Funding

A core part of the concept is that each individual project arranges for its own funding. However two types of funding are still necessary.

- Loan finance is needed to fund cash flow on individual projects; and
- the service is currently moving from incubation stage to infancy and some funding will be needed to underwrite operating inefficiencies resulting from “learning on the job”, giving local communities protection from this.

## MORE INFORMATION

### Prospectus

- Masterplanning: learning the lessons of the last 10 years.

### White Papers

- *MasterplanningNow*: an innovative urban strategy and action plan service for local communities.
- Masterplanning: learning the lessons of the last 10 years.

### Contact

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