

# Chelmsford Garden Community (CGC) Delivery Board Minutes

10am 9 June 2021, MS Teams

## 1. Welcome and Introductions

CLlr Stephen Robinson (SR), Leader of Chelmsford City Council  
CLlr Mike Mackrory (MM), Cabinet Member for Sustainable Development, CCC  
Nick Eveleigh (NE), Chief Executive, CCC  
David Green (DG), Director for Sustainable Communities, CCC  
Jeremy Potter (JMP), Spatial Planning Services Manager, CCC  
Claire Stuckey (CS), Principal Planning Officer, CCC  
Gemma Nicholson (GN), Planning Policy Officer, CCC  
Graham Thomas (GT), Head of Planning and Sustainable Development, ECC  
CLlr Lesley Wagland (LW), Cabinet Member for Economic Renewal, Infrastructure and Planning, ECC  
Daniel MacLean (DM), Senior Strategy Adviser, ECC  
Alison Jennings (AJ), Senior Partnership & Business Development Manager, Homes England  
Rosa Etherington (RE), Associate Director (Planning), Countryside Zest  
Olly Buck (OB), Director, Ptarmigan Land  
Hugo Kirby (HK), Ptarmigan Land  
Iain MacPherson (IM), Hanson  
Graeme Philips (GP), JTP

### Apologies

Andrew Taylor (AT), Group Planning Director, Countryside Zest  
Fionnuala Lennon (FL), Homes England

## 2. Minutes of previous meeting and actions

3.2.21 - minutes agreed and to be placed on the website.

Actions table updated.

## 3. Planning and Delivery Strategy Update

Tripartite Land Agreement is in a position to be signed; the parties are working to complete this by the end of June. The PPA can be signed simultaneously with the signing of the tripartite. There is one outstanding change required to the PPA to include wording on the proposed way forward on the CLG and the changes to the programme will be amended within the PPA.

## 4. Workshop Feedback

The first movement and transport workshop held on 25 May.

Lessons have been learnt from this workshop which can be reviewed for the future workshops, such as the importance of the lead-in/preparation time to start earlier ahead of next workshops.

A large number of people attended the workshops, but interactive sessions worked well. Dedicated areas of discussions have been identified for further workshops/meetings.

GP gave a presentation on process of the workshop and feedback. Overall, more feedback gained in virtual experience than normally expected in face-to-face situations. The MIRO software worked well allowing those not contributing verbally to continue to engage with the process and input views. JTP are gathering and collating feedback from the workshop and will identify the main themes, consensus points and areas of outstanding issues as a summary document.

## 5. CGC Branding

GP introduced the three branding concepts, noting that it needed to be a recognisable brand and has been informed by how it will be communicated across all materials e.g. documents, online, exhibition boards. This will be an 'umbrella' brand, which can be used in different ways but still recognisable to the main brand.

Option 1 – The CGC Mark

- Based on the C,G,C lettering
- Provides the option to have wording or no wording
- Works best across a number of different materials

Option 2 – Completing the Puzzle

- Based on puzzle pieces representing that the GC is made up of a series of connecting places and builds on Beaulieu and Channels

Option 3 – A vision of Sharing

- Based on 'orbiting' nodes

Once agreed on the option, JTP will continue to review colour palette and wording, design details etc, and how the branding can be used across the materials. Template and guidance will be issued about how the branding should be used.

### Feedback on Options

MM – option 1, would prefer more white space between the letters but can see the benefits of the logo/branding on the range of documents.

SR – option 1, but notes it relies on colour rather than imagery to provide the key message.

GT – option 1 but questions whether the dark to light of the colours from inside out has been reviewed in reverse.

NE – option 1 is versatile and didn't particularly like option 2. On option 1, the big 'C' should represent 'Chelmsford' as would tend to read from the outside in, rather than the inside out.

JMP – agrees need to look at colours for option 1, but is simple, clean and tight so would work well across the variety of material.

RE – note that the option can also be used on the website which is being refreshed.

The consensus was option 1 is the best way forward. JTP will continue with the branding work with this idea.

## 6. Project Programme

RE gave an update on the project programme. It has been recognised that following the 1<sup>st</sup> workshop, the previous programme for the workshops was unrealistic, therefore the Blue, Green and Wild infrastructure workshop will be held on 20<sup>th</sup> July.

Being mindful of the 6-week summer holiday period there won't be workshops held over the summer but instead a series of discussions, on employment and energy and sustainability, Infrastructure Delivery Plan (IDP), Planning Framework Agreement (PFA), the workshops will continue in September.

There will be additional CLG workshops held mirroring the topics of the main technical workshops. Three in total will be held.

The public exhibition is expected to be held in September/October.  
Draft masterplan submission in November.

JMP – is keen that an exploration of the different technologies available is undertaken for the public exhibition to widen out the engagement with more stakeholders.

### Actions

- RE to update and circulate project programme

## 7. HIF Update

ECC are in contract with Homes England for the Bypass and Station.  
ECC and CCC are in contract in relation to the additional elements to support the projects.

## 8. Infrastructure Update

Planning application for NE Bypass is expected in June 2021.

Progress is being made on the Beaulieu Health Centre, discussions are being had with a specialist provider to build and deliver the facility.

The site for the 2<sup>nd</sup> primary school within Beaulieu (located behind New Hall) will be net-zero. It is now a serviced and accessible site.

Formal sport provision application is also being prepared for Beaulieu.

Net-Zero Carbon demonstrator site project is progressing and is to be located within Zone X or Y.

#### Actions

- RE to provide an update to Cllr Mackrory of youth provision within Beaulieu.

## 9. Garden Communities Programme

The First Homes programme has been launched:

<https://www.gov.uk/government/news/discounted-homes-for-key-workers-and-local-residents-as-flagship-first-homes-scheme-launches>

Affordable Homes programme 2021 to 2026 - <https://www.gov.uk/guidance/apply-for-affordable-housing-funding#about>

Homes England have launched a series of workshops with Local Authority Partners, whilst over-subscribed the material will be shared. Wider discussions with other North Essex Partners for Stewardship continue and will look at lessons learnt, in the hope that this can be shared with other authorities.

Garden Communities funding has been confirmed as £250,000 for Chelmsford Garden Community. A process and discussion of prioritising the spending with Homes England has taken place. This includes funding for:

- ECC dedicated transport planner
- Sustainable transport
- Landscape and wild infrastructure consultant
- Legal support
- Infrastructure and viability
- Community stewardship (working with other projects in the county)
- Energy and waste strategy
- Zero-carbon demonstrator site
- TCPA new communities group

In the future, projects across the four Essex GCs will be working together for future bids to Homes England. Working group hosted by ECC brings together the four groups.

Changing Status – opportunity to formally request whether Chelmsford Garden Community can put forward to ‘town’ status. Work needs to be undertaken to review the implications for this. JMP to continue to explore with Homes England.

## Actions

- AJ and JMP to follow-up on the implications of changing status

## 10. Any other Business

### Community Governance Review

CLlr Robinson provided an update on Community Governance Review, the working group is meeting on 10.6.21 to discuss the responses and review the options for changes to the boundary.

The timetable is as follows:

- Governance committee will report to Full Council in July 2021
- CCC will formally consult on the proposals/options from July to September
- Working group and governance committee to consider representatives
- Full Council decision expected in December 2021
- 2022 – the legal process, drawing the maps, making the order, registering with boundary commission will take place
- 1 April 2023 – any agreed changes would come into effect
- May 2023 – elections would be had for parish council representatives

Information on the changes will be important for the community stewardship workshop to give some direction of travel.

### Livewell Development Accreditation

Sign-up process is available through the Essex Design Guide website. JMP encourages the Consortium to sign up.

## 11. Date and time of next meeting

- 13 October 2021