

About Us

Ptarmigan and JTP are working up a proposal to deliver the Berinsfield Community Investment Scheme. We will build on the work already undertaken and continue to engage with the local community to develop the emerging proposals to provide new facilities and new homes, create additional jobs, enhance the landscape and open spaces and improve the quality of life for residents of Berinsfield.



The Placemaking Promoter

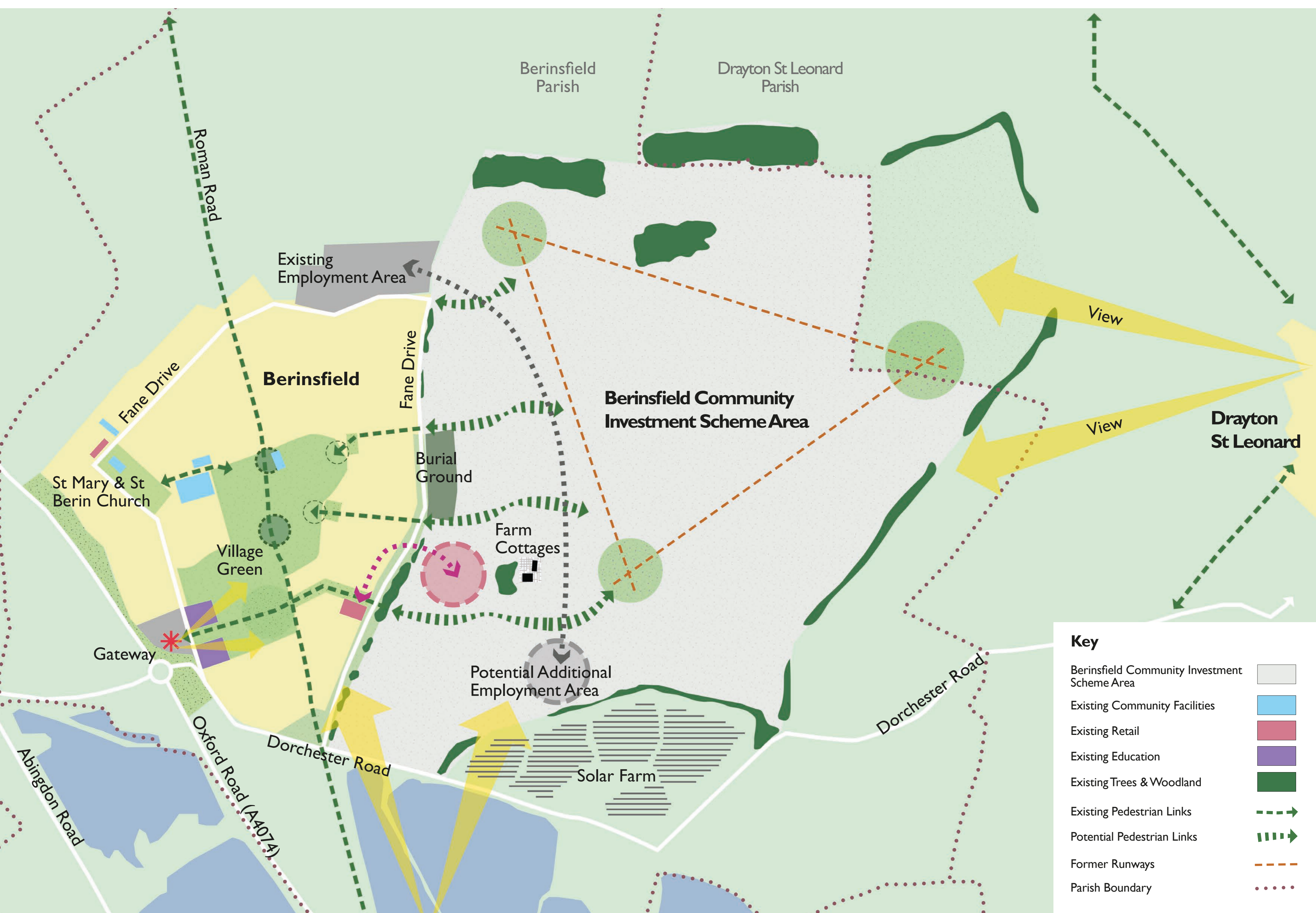
Ptarmigan Land is one of the UK's leading strategic land promotion companies, with over 18,000 homes in planning. Ptarmigan will work closely with South Oxfordshire District Council, the local community and land owners to work up proposals to deliver the emerging Vision for Berinsfield, responsive to both planning issues and local sensitivities, securing necessary agreements and obtaining the support of key stakeholders. We pride ourselves on placemaking that is innovative and environmentally aware.



Architects and Masterplanners

JTP is an international placemaking practice of architects and urban designers with extensive experience of delivering successful places for both the public and private sectors throughout the UK and internationally. Our goal is to create places where life in all senses can flourish; places that are economically thriving, artistically stimulating, environmentally footprint-free, with a strong sense of identity. In short, places where people feel they belong.

Constraints and Opportunities

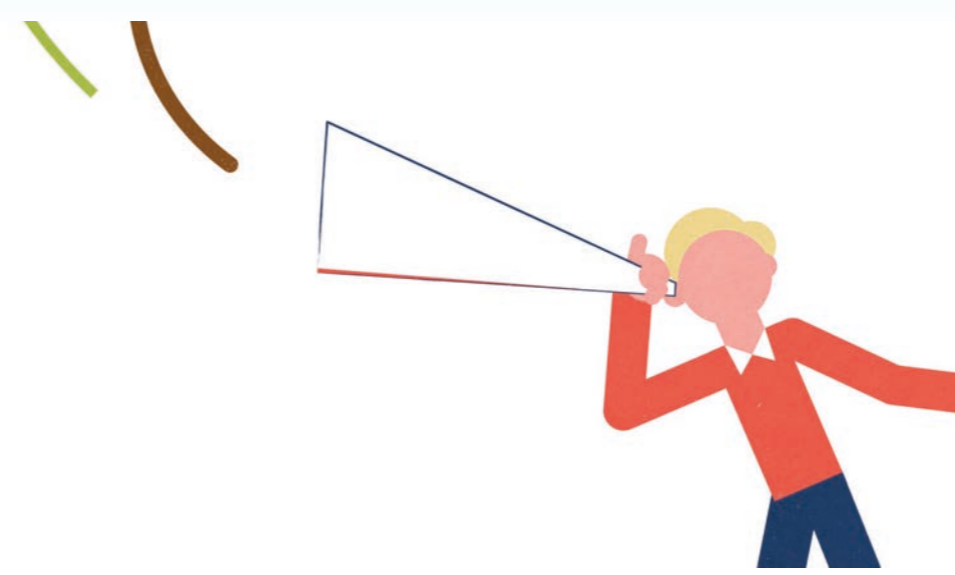


Our Approach

Collaborative Placemaking



We listen



We debate



We draw together



We create new places and breathe life into old ones



Artist's Impression of Chesterton, Cirencester

Our goal is to create places where life in all senses can flourish, places that are economically thriving, artistically stimulating, environmentally footprint-free, with a strong sense of identity. In short, places where people feel they belong.

This means putting people at the heart of the creative process, unearthing the real needs of a community, empowering stakeholders, creating goodwill, inspiring community spirit and building consensus. Far from imposing ready-made off the shelf solutions, we build a vision together.

This leads to places that are vibrant, valued and sustainable from the outset.

We approach all our projects through a process of:

Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we get under the skin of a place and identify what makes it special.

Engaging stakeholders and clients at an early stage encourages understanding, creates shared ownership, and allows the construction of a collective vision.

Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to co-ordinate.

This adds up to a process we call **'Collaborative Placemaking'**.

Other Projects

Attleborough Sustainable Urban Extension, Norfolk

Three new neighbourhoods with a mix of homes, connected by a linear park, will form the Attleborough Sustainable Urban Extension and reinforce the vitality of Attleborough town centre:

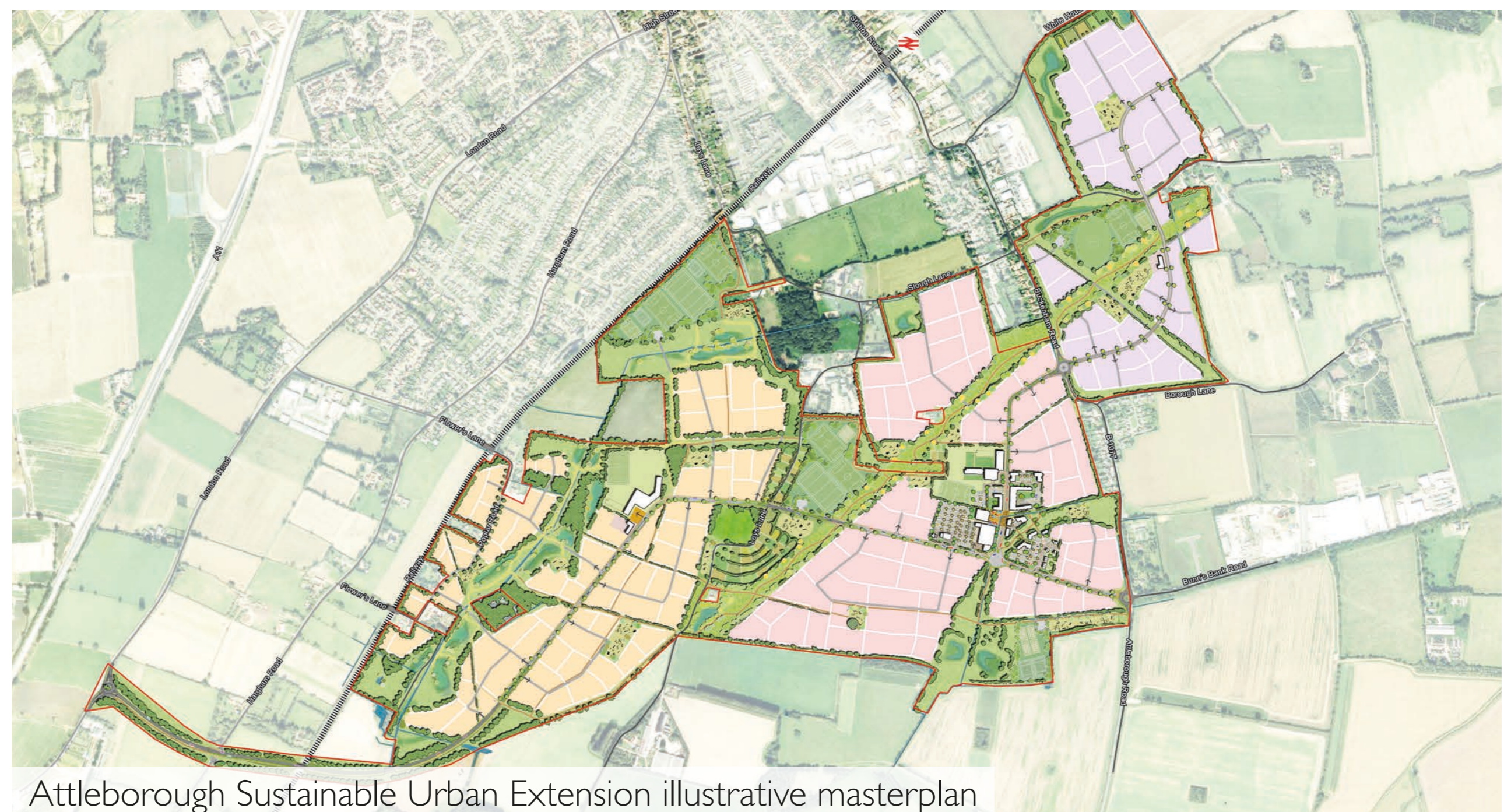
- A linear park will provide a variety of interconnected green spaces including informal recreational routes, parkland, wetland and woodland habitats, natural play areas, allotments and sports pitches.
- At the heart of each new neighbourhood and within walking distance of all homes there will be a cluster of local facilities designed to minimise the need for car use. There will be a safe and convenient network of cycle and pedestrian routes.
- A new link road will avoid the need for regional traffic to pass through Attleborough town centre and provide access to the neighbourhoods.

Our Collaborative Placemaking approach consisted of:

- Pre-application meetings with Breckland District Council planning officers.
- Meeting key stakeholders early in the process and throughout the design development stages.
- A Community Planning Weekend in February 2010, where local people participated in workshops, walkabouts and hands-on planning groups to help shape the Vision for the site at an early stage.
- Two Stakeholder Update Workshops in November 2016 and March 2017.
- A pre-planning application exhibition in June 2017.
- Continuous and ongoing liaison with the Town Council and Neighbourhood Plan Steering Group.



Artist's impression of Attleborough's Local Centre



Attleborough Sustainable Urban Extension illustrative masterplan

Other Projects

Channels, Chelmsford

The development of Channels, Chelmsford is a key component of Chelmsford Borough Council's Adopted Core Strategy for meeting the Borough's expected future housing, employment, recreation, and leisure requirements and was allocated for development as part of the North Chelmsford Area Action Plan (NCAAP).

Located four miles to the north of Chelmsford town centre on the grounds of a golf course, this project required sensitive interaction with the local community.

A 14th century clubhouse, an 18th century thatched barn, a number of privately owned homes and the facilities for a local bowls club all presented important features to be incorporated with the development.

The Channels site contained a number of landscape features which were considered important for the enhancement and protection of species within the ecological environment such as great crested newts, badgers and reptiles.

Project delivery involved:

- In-depth consultation reconciling stakeholder needs and aspirations with local planning requirements.
- Development of a new community providing 750 homes within neighbourhoods of low, medium and high density.
- Design of an integrated masterplan with high connectivity to the NCAAP set within a network of open space, and mature planting.
- A proposal that minimises environmental impact through the retention and enhancement of biodiversity networks including 'green' and 'aquatic corridors'.
- A phased plan masterplan including the relocation of the existing golf course to a new site.



Above: Artist's impressions of Channels



Berinsfield Community Investment Scheme

Working with the Community

Following today's introduction, we will continue to engage with the community through our Collaborative Placemaking process to deliver a planning application for future investment in Berinsfield.

The process will include the following:



Berinsfield Collaborative Placemaking process

Community Benefits

Working with the local community, Ptarmigan and JTP will continue to develop the Berinsfield Community Investment Scheme draft masterplan for the benefit of the existing and future communities.

An integrated neighbourhood

- Improvements to existing road network, enhancing connectivity within the neighbourhood and to surrounding communities.
- Improvements to the existing pedestrian and cycle network and provision of new links to create a pedestrian friendly and safe environment.
- Employment space for new and existing businesses provided through phased development.
- Streets and open space that will be designed to feel safe and secure encouraging full use by all sections of the community.

Landscape and open space

- Improved facilities, public realm and open space for existing and future communities.
- Habitat creation and biodiversity enhancements around the rural edge.
- Highlighting the heritage of the airfield and Roman Road through interesting landscape design.
- Protecting and enhancing views to and from the Area of Outstanding Natural Beauty and Drayton St Leonard.

Building community

- Access to a range of financially accessible housing to meet local needs and remove barriers to property ownership - no affordability gap.
- Provision of multifunctional community hub facilities.
- Village centre / local store / independent shops / café.
- New primary school with capacity for local area.
- Enhanced village green.

Health and wellbeing

- Healthy and active living principles enshrined within the design.
- Easy walking distances between housing, employment and amenities.
- Pedestrian, cycle and public transport routes.
- Play spaces and access to sport and recreation facilities.

Background

Berinsfield is celebrating its 60th anniversary this year and can take great pride in its history and strong sense of community. Over the past few years, local services have started to struggle in buildings that are no longer fit for purpose and residents have highlighted different ways that they would like to see the village change and improve.

South Oxfordshire District Council made this a priority, and committed funds to produce a masterplan, called a Community Investment Scheme. The scheme aims to find funding to replace facilities to improve the health and wellbeing of residents in Berinsfield.

During 2016 and 2017, the council engaged with the local community through community drop-in events, discussions, village tours,

stakeholder and advisory group meetings and a door-to-door survey to develop a masterplan to show what improvements to the village could potentially look like. On 8 July 2017, the draft masterplan was displayed at the Berinsfield Village Fete and residents were invited to come along and share their comments.

Ptarmigan and JTP are now working with the Council on proposals to deliver the Berinsfield Community Investment Scheme. The intention is to continue to engage with the local community to develop the proposals to provide new facilities and new homes, create additional jobs, enhance the landscape and open spaces and improve the quality of life for residents of Berinsfield.

For more information please visit jtp.co.uk/projects/berinsfield