



Barnsley Development Brief Training

Function of a development brief

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What are development briefs?

- Promote the type of development expected or encouraged by local planning authorities
- Inform developers and other interested parties of the constraints and opportunities presented by a site
- Illuminate the planning process



places & spaces

The purpose of development briefs

Why do we prepare development briefs?

- To deliver successful and well designed places
- Communicate the development opportunity & stimulate interest from the market
- State aims clearly succinctly and attractively
- Explain expectations for a site- the vision



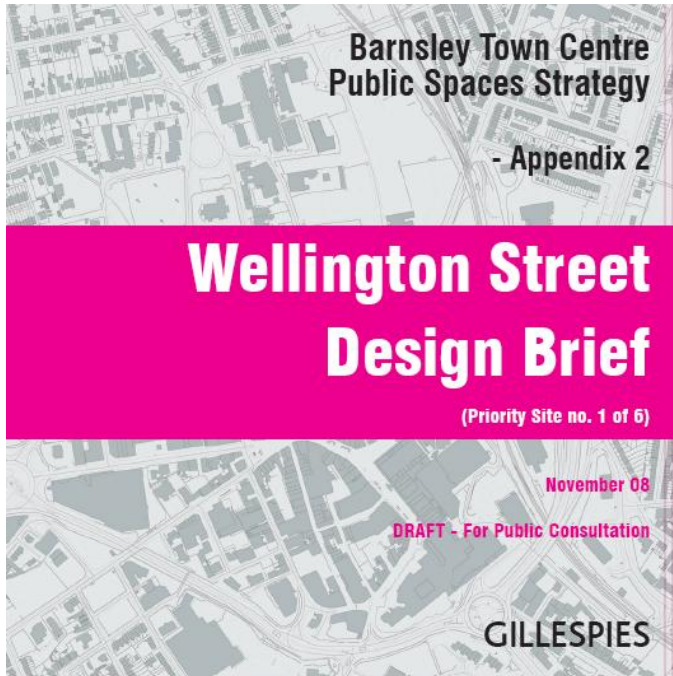
The purpose of development briefs

- Minimise uncertainty and improve efficiency – what is firm and what is open to interpretation
- Identify constraints and measures necessary to overcome them
- Add to the information and guidance in the development plan
- Tool for improving:
 - Quality and consistency of advice
 - Efficiency of the planning process
 - Quality of the built environment

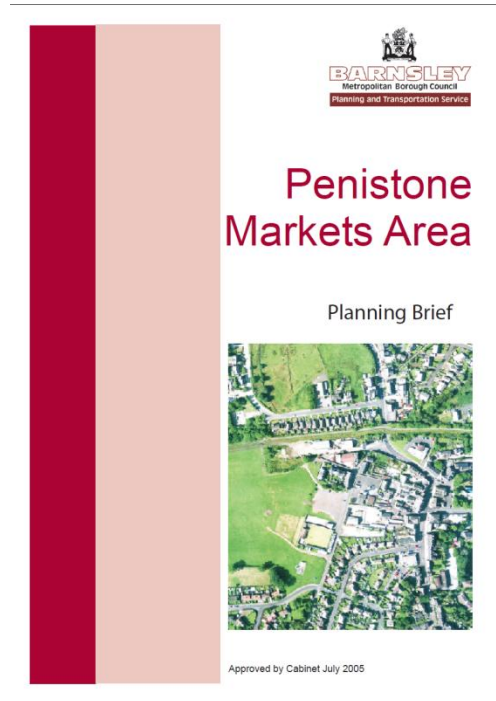
Definitions!

	Context	Purpose
Planning guides	For an area or neighbourhood	Describes planning constraints in an area
Planning briefs	For an individual site	Describes planning constraints for that site
Development briefs	For privately owned sites	Describe opportunities for a site. Include planning brief information.
	For local authority sites	Describe opportunities for a site. Include planning brief information. Part of a site disposal process, and includes description of bidding requirements.
Developer brief	For or by landowners of an individual site	Include commercial assessment of site
Design brief	For an area or individual site	Guidance on design approach and standards where design issues are important.
Supplementary planning guidance (SPG)	For an area or an individual site	Planning briefs or guides that have been formally adopted by a local authority and become a material consideration for planning applications

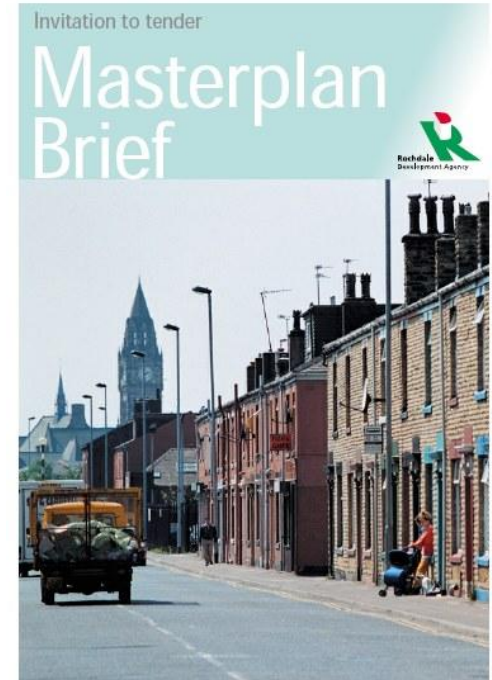
The main aim of the brief may determine what it is called.....



Design Brief



Planning Brief



Masterplan Brief

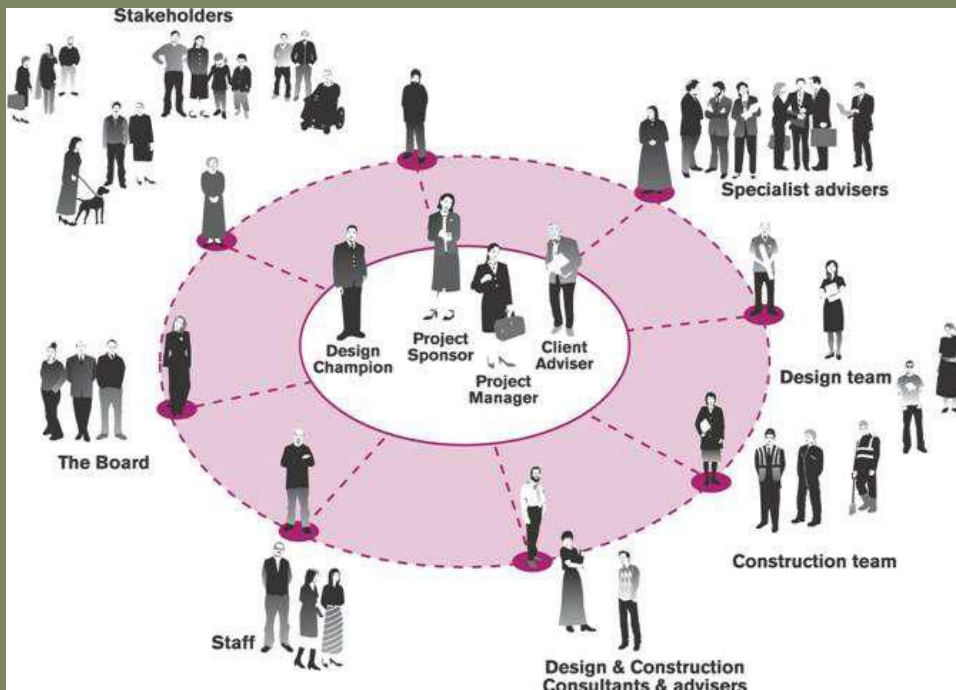
“Preparing briefing materials and structuring the process should not be seen as routine project management activities. It is during these stages that a client can exert its influence strongly in framing the direction of a project and ultimately shaping the built environment itself”

CABE Client briefing 2009

Who needs to be involved?

It's a team effort

Relates to nature of the site



Collaboration between:

- Procurement
- Planning
- Highways
- Urban design
- Parks /recreation
- Regeneration
- Housing
- Development control



- Property services
- Cleansing and maintenance
- Leisure
- Education
- Other agencies
- Specialist input – in house or external?

What are the benefits?

- Instil confidence
- Build consensus
- Save time, improve efficiency
- Get the right balance: quality v capital receipts
- Generate development interest & appropriate bidders
- Secure a higher standard of development than would have been achieved without it



Dale Mill, Rochdale



Guest Street, New Islington, Manchester

European 8, Oldham

