



Edwards & Edwards & Spira
Consultancy
Ltd

STRATEGIC PLANNING

MASTERPLANNING

HIGHWAYS & TRANSPORTATION

WHY?

RAPID REVIEW FOR
REFRESH OF
MASTERPLANS

ADJUSTING FOR
CHANGES IN
ECONOMIC
CONDITIONS

INITIAL
'IS IT POSSIBLE?'
QUERY

INFORMED
DECISION
MAKING

SMARTER,
INFORMED BRIEFS
FOR NEXT
STAGES

SPEED

LOW COST/
VALUE FOR
MONEY

HOW?



UNDERSTANDING

Parallel, initial transport/highways studies, physical surveys/studies and gathering together of existing information. A fast, strategic process to draw together known circumstances and conditions and increase knowledge.



JOINT OPTIONS STUDIES

An iterative, cross-informing process, which ensures that highways and transport issues and physical opportunities are considered alongside all other issues and opportunities from the outset, including landscape, ecology, flooding, drainage, place-making, archaeology, funding and delivery options. The process develops through the joint exploration and interrogation of constraints and potential opportunities.



CONCEPT MASTERPLAN AND TRANSPORT STRATEGY

Incorporating the concept highways and transportation plan with physical and delivery frameworks, to capture key issues, constraints, opportunities, further required work, potential benefits of development, risk, costs and timescales.

THE ADVANTAGES OF OUR PROCESS

FAST AND HIGHLY COST EFFECTIVE

A typical first stage costs in the region of £10,000

A BESPOKE TEAM

...and a locally-specific focus for each project

EASILY PROCURED

Either directly , or through established frameworks including ESPO

AND...



INFORMED DECISION MAKING

- Providing clarity, to help prioritise projects and spending, and to direct resources to where they can be most beneficial
- Informed decisions can be taken, in greater confidence, before having to commit significant resources

COST SAVINGS

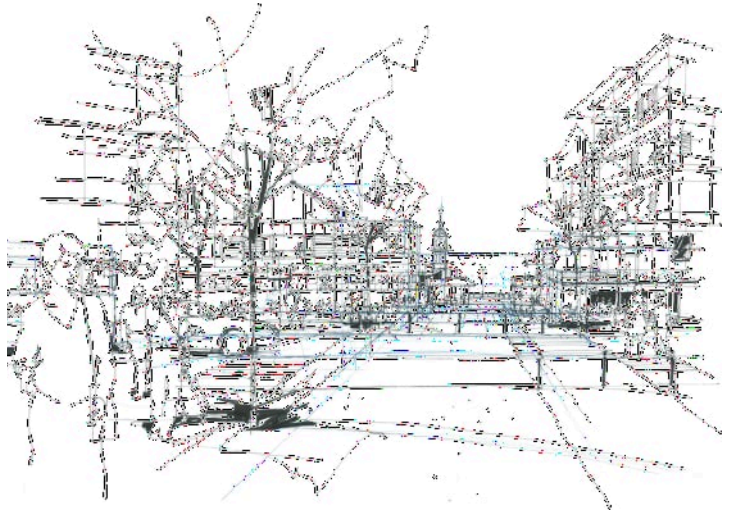
- Minimised initial and early-stage project exploration costs whilst there are many unknowns and much uncertainty about development potential
- Expenditure can be increased in stages, as knowledge increases and risks are reduced

SMARTER, MORE INFORMED BRIEFS

- Reducing time and expenditure in later stages
- Our early work informs the competitive tendering process for the next-stage detailed work, but ensures that financial investment is only made once the findings of our initial process have been assessed and evaluated

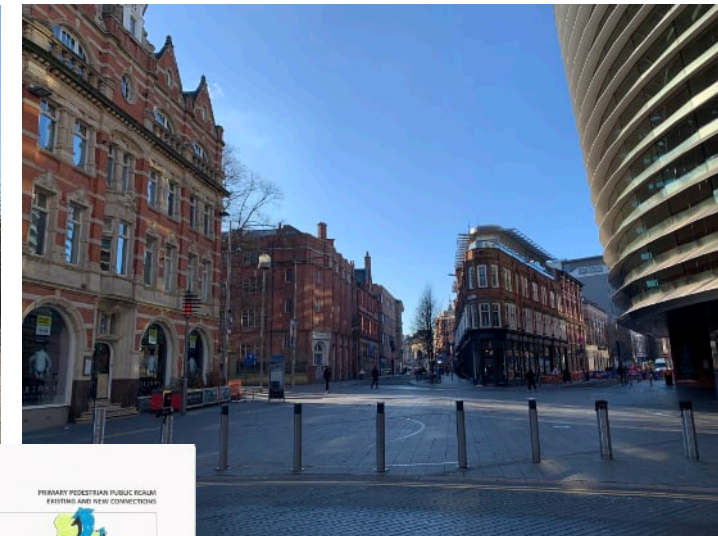
SPEED

- A collaborative, fast, strategic process, which quickly identifies key issues, constraints, risks, potential opportunities and betterment, possible project outputs and project outcomes



OUR OUTPUTS

- Highly visual plans, illustrations and narrative
- An invaluable decision-making tool and transparent evidence base for your internal decision-making processes and internal/external funding bids
- Promotional material to encourage investor and developer interest



Our approach was to identify jewels and underperforming assets and city USP- buildings, spaces, activities, views, a 'story' or history....
 Identify key routes for safe community connections with residential areas and 24 hour safe routes
 Find 'moments' in the existing fabric, spaces and junctions and landmarks, that give clarity to those connections for a comfortable and stimulating experience exploring and using the city
 Deliver modest but transformational projects, for delivery over time, to grow the USP and key sites and create the context for investment and delivery
 Spaces to have clarity, distinct and complementary uses, and wayfinding safe onward connections
 15 years growth and evolving strong urban fabric. Development strategy plans guide and encourage developer interest, whilst protecting and realising longer term potential

PROJECTS... A 15 year journey from strategic masterplanning to co-ordinated major delivery

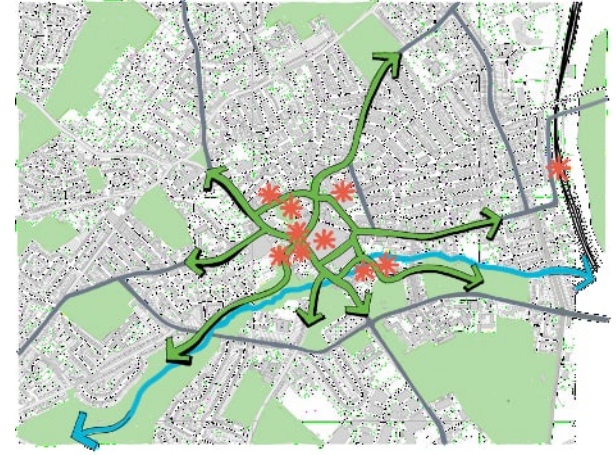
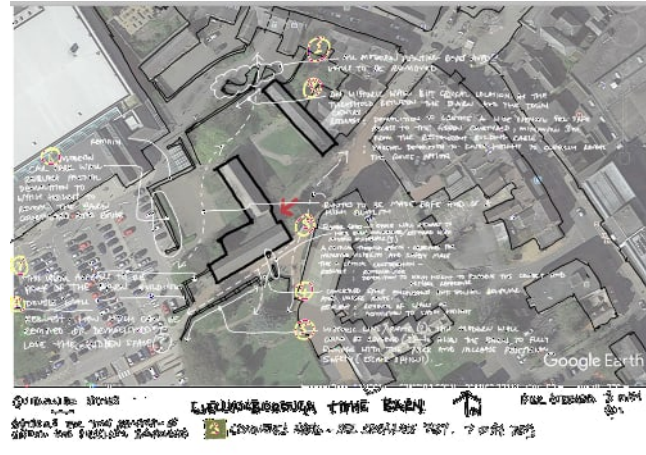
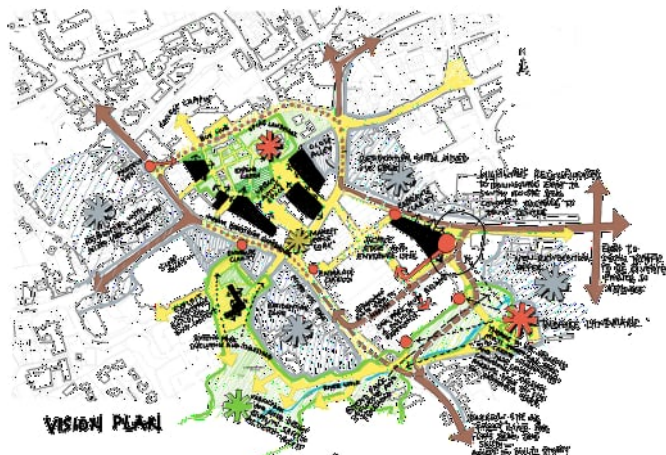
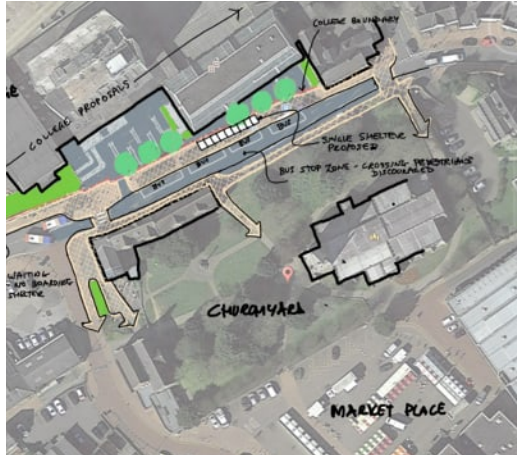
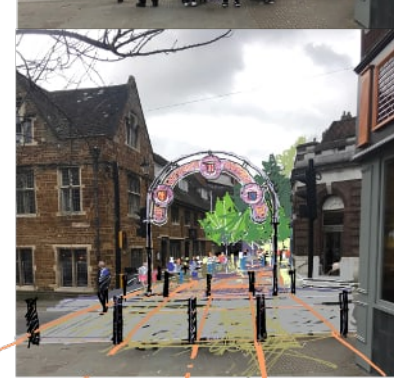
LEICESTER



BEFORE...



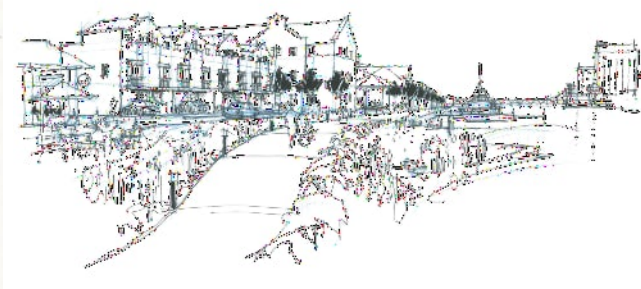
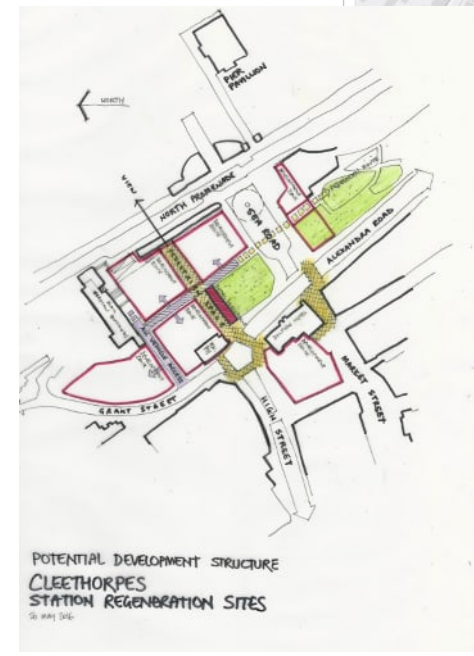
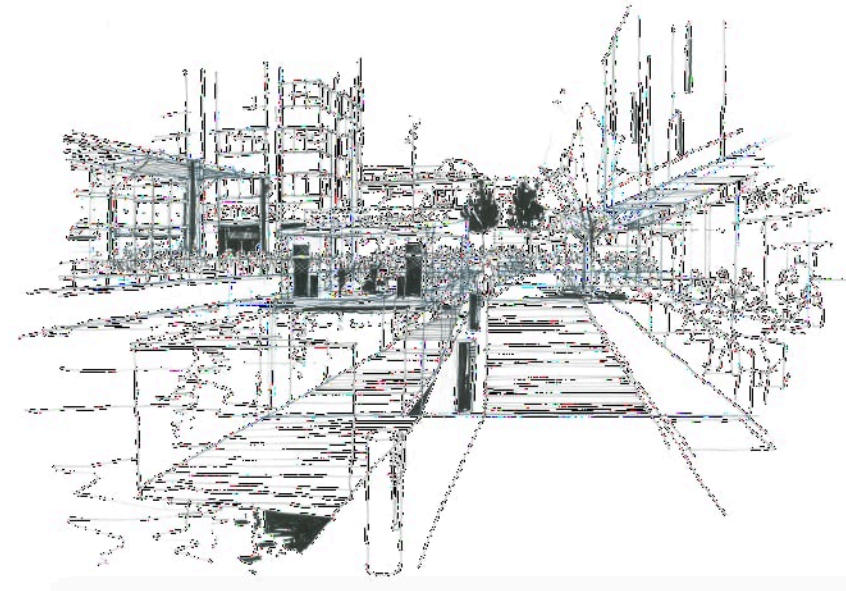
WHAT IF...



PROJECTS... 5 years and on-going

WELLINGBOROUGH





PROJECTS

SMALL TOWNS



WHO WE ARE



Neal Edwards IEng FIHE

Strategic Transport Planning, Highways and Regeneration Consultant

I have a wide range of public and private sector experience. I work collaboratively with regeneration and development specialists, to understand transportation issues, identify pragmatic solutions and achieve successful, cross-discipline outcomes in complex regeneration scenarios. I have a strong combination of expertise in Highways Development Management, transport policy, strategic transportation planning, research, funding expertise, technical assessment, Highway Agreements, highway construction and delivery. This includes an in-depth understanding of the needs of many of the disciplines within Unitary and County Highways Authorities. This experience provides me with considerable insight into the needs and objectives of all parties. I use this knowledge in order to ensure that I aim for a 'win-win' solution whenever there are opposing views on finding a solution to a problem. In practice this means that I often operate as a key link between specialist teams of local authorities, stakeholders and delivery partners. This adds significant benefits to the process, provides reassurance related to outputs / outcomes and ultimately reduces delivery timescales.



Deborah Rose BSc (Hons) Dip Urban Design

Strategic Planner and Urban Regeneration Consultant

I have played significant roles within the public and private planning and regeneration fields for over 30 years, including over 20 years within local government, leading strategic planning and urban design programmes. I specialise in brownfield and town centre regeneration, helping to overcome challenges, maximise 'offers' and improve performance and attractiveness to users and investors. I am solutions-focused, seeking to identify pragmatic interventions, always with a strong focus on achieving strategic objectives and actual delivery. I have worked closely with Edwards & Edwards for over 20 years to ensure that strategic physical planning and transportation planning are an integrated, cross-informing process, for significant benefits to process, timescales, outputs and outcomes.



Stephen Clarke DipTP MRTPI

Senior Transport Consultant

I have been at the forefront of advocating good streetscape to ensure designs reflect local contexts. When working in the public sector as Group Manager of Development Management at Staffordshire County Council I was involved in the production of design guidance and design reviews to strike a balance between competing design interests. This has included residential, commercial and public realm related schemes. Although my role as Group Manager was primarily to secure safe and functional streets I worked with other interest groups in a collaborative way to secure balanced designs. In the past 11 years working for Edwards and Edwards I have transferred those skills to the private sector by working with regional groups, county, district, borough including unitary councils on the production of design guidance to aid good design and to support decision making. I have a wealth of other experience in transport planning, active travel planning, transport assessment work and parking all of which impinges on streetscape. This broader understanding helps ensure that schemes are not just attractive but also function for all modes.



Kev Fazackerley BA (Hons) DipArch, ARCUK, FSAI, MCSD

Architect and Masterplanner

I have worked for over 30 years as a design consultant to many professional teams in the private and public sectors, in the UK, Europe, Middle and Far East. Project experience varies from town centre regeneration and large site feasibility studies, to settlement green field expansion and new communities. I have worked very closely with EAE on a number of UK urban projects, in particular the initial conceptual steps so vital to understanding regeneration opportunities and delivery.

...Detailed project experience is available





CONTACT US

As we provide a bespoke, locally focussed service, we would very much welcome the opportunity to discuss your particular objectives and requirements and how we can help.

Neal Edwards



07984 403069



neal.edwards@eaeconsultancy.com

Deborah Rose

07735 735179

deborah.rose@eaeconsultancy.com