

**MEETING TITLE**

**Otterpool Park: Collaboration Board**

**DATE**

31 August 2016

**TIME**

10:30 AM

**LOCATION**

Arcadis House, 34 York Way, London N1 9AB

**PARTICIPANTS**

Stephen Higgins, Cozumel Estates (SH)  
Liz Whittaker, Cozumel Estates (LW)  
Jeremy Chambers, Shepway DC (JC)  
Pat Main, Shepway DC (PM)  
Sarah Whittington, Arcadis (SW)  
Rebecca Kearney, Arcadis (RK)

**ATTENDEES FOR SPECIFIC ITEMS**

Mark Luetchford, Shepway DC (items 1-2) (ML)  
Kevin Murray, Kevin Murray Associates (items 1-3) (KM)  
Andy Jarrett, Shepway DC (item 7) (AJ)  
Joe Welch, Arcadis (item 7) (JW)  
Chris Jones, Arcadis (item 7) (CJ)  
Lance Digby, Arcadis (item 7) (LD)

**APOLOGIES**

Julia Wallace, Shepway DC (JW)

**ACTION**

**WHO**

**WHEN**

**1. Community Engagement Appointment: Kevin Murray Associates**

- |     |   |             |             |
|-----|---|-------------|-------------|
| 1.1 | KM described the proposed approach to community engagement and how the relationship with the Public Relations Consultants will work.  |             |             |
| 1.2 | The Board agreed that the role of the Community Engagement consultants to be performed by Kevin Murray Associates would be to a neutral broker of relations between the community and the landowners, ensuring feedback from the community is fed in to the masterplanning process and the impact the feedback has is fed back to the community.  |             |             |
| 1.3 | The Board agreed that the role of the Public Relations consultants would be an advocacy role to promote Otterpool Park on behalf of the landowners. The role would go beyond securing support for the settlement for the statutory planning process and would include attracting the future population of Otterpool Park as well as protecting and promoting the reputations of the landowners. |             |             |
| 1.4 | Scopes of service documents for Public Relations consultants to be drafted  | LW & JW     | 8 Sep 2016  |
| 1.5 | Appointment with Kevin Murray Associates to be agreed – either as sub-consultant to Arcadis or via Cozumel Estates.   | LW, JW & RK | 15 Sep 2016 |
| 1.6 | Process for developing the vision and principles for the settlement to be determined. Suggested approach includes series of 1:1 interviews with key Shepway DC and Cozumel  | JC          | 15 Sep 2016 |

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ACTION	WHO	WHEN
Estates individuals followed by a workshop.		
<b>2. Public Relations Consultants: Interviews with Lexington and Property House Group</b>		
2.1 The Board received presentations from Lexington and Property House Group setting out their respective approaches to public relations activity for Otterpool Park.		
2.2 <b>Lexington</b> presented a strategic approach to stakeholder engagement and the team's ideas for areas of activity were set out in a handout which was tabled. Lexington focussed on establishing the vision and principles for the settlement and the activity required to navigate successfully through the planning process. The team emphasised the importance of effective political engagement which they presented as one of their core strengths.		
2.3 <b>Property House Marketing</b> presented a longer term approach to public relations activity, focussing on ensuring that the settlement attracts the interest of the future population of Otterpool Park. The team presented clear ideas of the activity to be undertaken including a particular emphasis on Facebook as the optimum tool for targeting communications and using local events to promote the settlement as a desirable place to locate. Property House Marketing spoke about the need to work collaboratively with Kevin Murray Associates and to define clearly their respective roles.		
2.4 In discussion after the presentations, the Board agreed that Property House Marketing provided the best fit at this stage with the required role of the Public Relations consultant.		
2.5 Fee proposal and references to be secured from Property House Marketing.	SH	15 Sep 2016
2.6 Appointment arrangements to be agreed.	SH & JC	15 Sep 2016
<b>3. Update on progress of planning and masterplanning work</b>		
3.1 RK confirmed that the baseline review and detailed preparation for Stage 1: Feasibility and Capacity Study was in progress. A report will be issued for discussion and agreement at the September Steering Group, to include: <ul style="list-style-type: none"> <li>• Baseline review findings and gap analysis</li> <li>• Master programme and resource plan</li> <li>• Master risk and opportunities register</li> <li>• Master stakeholder engagement plan</li> </ul>		
3.2 Water supply and waste water treatment capacity were highlighted as key risks to the settlement and priority areas for investigation during Stage 1.		
3.3 The relationship between the masterplan development and the Local Plan review was discussed with a planning update to be provided at the September Steering Group meeting.		
3.4 The masterplan design options to be pursued were discussed.		

ACTION	WHO	WHEN
3.5 The Board confirmed the aim to work within the red line boundary submitted as part of the Expression of Interest and the ability to use compulsory purchase powers in future if required.		
3.6 Priorities to the Board for investigation included the capacity of the M20 Junction adjacent to the site and the existing electricity supply.		
<b>4. Lorry Park Consultation</b>		
4.1 JC confirmed that the Lorry Park consultation was open. Cozumel Estates to consider whether to submit a response to the consultation with WYG.	SH	8 Sep 2016
<b>5. Update on Land Ownership</b>		
5.1 Shepway DC and Cozumel Estates are progressing with their respective negotiations.		
<b>6. Any Other Business</b>		
6.1 Alternative dates for September Steering Group to be circulated.	RK	2 Sep 2016
6.2 Arcadis appointment documentation to be issued within the next week.	JC	8 Sep 2016
<b>7. Approach to Financial Modelling</b>		
7.1 The Arcadis financial modelling team presented the proposed approach to developing a financial model for the Otterpool Park project. The team talked through an example model, demonstrating the transparent approach and the ability to tailor the model to the needs of the project.		
7.2 SW confirmed that cost consultancy was included in the Arcadis appointment. The fee for the financial modelling will be included within the Stage 1 resource plan.	RK	15 Sep 2016
7.3 The Board confirmed the need to appoint agents to provide information on residential and commercial values. Approach to be agreed between Shepway DC and Cozumel Estates.	JC & SH	8 Sep 2016