APPENDIX 2 – PUBLIC INFORMATION

Information leaflet and feedback form

UNIVERSITY OF KENT
MASTER PLAN CONSULTATION

The University is developing a blueprint for the next 50 years to support and define its campus in one of the UK’s best universities and to be globally recognised for its work.

Our master plan will deliver long-term benefits to local communities and improve our relationships, physical, economic and cultural connections with the city of Canterbury.

We are currently seeking feedback on our concept master plan for the Canterbury campus, produced in partnership with Atkins and Parsons.

This is the first of three stages leading to the final concept master plan being presented to Canterbury City Council in 2017.

The concept master plan details the key development that could lead to the needs of the University future campus and city planning elements and this is in preparation for a feasibility study.

The concept master plan is part of our concept master plan as it is the future master plan.

THE PROCESS

Creating a master plan is a three-stage process.

1. **Spring 2016**
   - **Phase one:** We are presenting our concept master plan for discussion and feedback.
   - **This provides information about the background and context to our plans, sets out the University’s aims and objectives, and introduces initial concept ideas.**

2. **Autumn 2016**
   - **Phase two:** We will be presenting our preferred option based on further technical and design work and encourage feedback.
   - **Rather than concept ideas, this will be in the form of a more concrete set of proposals for you to respond to.**

3. **Spring 2017**
   - **Phase three:** We will be submitting our final proposals to Canterbury City Council.
   - **Each of the proposals will then still need to go through the regular planning processes for approval.**

We would like to encourage your comments and let us know what you think. We hope you will help us shape our campus over the coming years.

You can fill out the feedback form provided in the report and post it to master plan consultation, Centenary Communities, University of Kent, CT2 7NB.

You can also give your feedback online at: askacollege@kent.ac.uk

All comments will be reviewed by the programme team and the latest period at each stage of planning will be post-dated. We will respond to feedback on these sets of proposals for a summary plan.

Produced by: University Communications
APPENDIX 2 – PUBLIC INFORMATION (CONT)

Information leaflet and feedback form
DEVELOPING OUR CAMPUS MASTER PLAN/FEEDBACK FORM

Name ________________________________
Address ________________________________
Email ________________________________

Are you a ☐ Resident ☐ Councillor ☐ Member of the business community ☐ University of Kent student ☐ University of Kent staff ☐ Alumni ☐ Other

Are you happy for us to contact you again in relation to our proposals? ☐ Yes ☐ No

(Please note that we are committed to protecting your privacy and will not release your personal details to anyone outside of the University of Kent)

Comments

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Please continue overleaf
1 WELCOME

Welcome to this exhibition of our concept master plan for the Canterbury campus, produced in partnership with leading architects Farrells.

The concept plan contains ideas on how best to develop our campus to meet the needs of the University community and the city and region that we are so proud to be part of.

This is the first of three stages leading to the finished master plan being presented to Canterbury City Council in 2017.

We need your comments and feedback on our ideas. These comments will be used to help us develop this concept into the finished master plan.

2 THE PROCESS

Creating a master plan is a three-stage process.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Year</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2016</td>
<td>Phase one</td>
<td>We are presenting our concept master plan for discussion and feedback. This provides information about the background and context to our plans, sets out the University’s vision and objectives, and tests some initial conceptual ideas.</td>
</tr>
<tr>
<td>Autumn 2016</td>
<td>Phase two</td>
<td>We will be presenting our preferred option based on further technical and design work and your initial feedback. Rather than concepts and ideas, this will be in the form of a more concrete set of proposals for you to respond to.</td>
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3 OVERVIEW

We have taken the opportunity of our 50th anniversary in 2015 to build on principles outlined in the University's original development plan from 1963.

We want to develop a blueprint for the next 50 years to support our ambitions to remain one of the UK’s best universities and to be globally recognised for our work.

We must ensure we deliver long-term benefits to our local communities, and improve our intellectual, physical, economic and cultural connections with the city of Canterbury.

4 OUR PLACE IN CANTERBURY

Canterbury is the cultural and intellectual capital of Kent. We are proud to be part of the city and want to have the best possible impact on our local communities.

We make a £740m economic impact on the region and directly employ 3,300 full time equivalent skilled and semi-skilled staff. Our sports, theatre, music, gallery and cinema facilities are open to the public.

We want to make a greater contribution to the growth of the knowledge-based economy and build on our work with city partners to support Canterbury’s evolution and growth.
APPENDIX 2 – PUBLIC INFORMATION (CONT)

5 WHY WE NEED A MASTER PLAN

Universities operate in a highly competitive market. We face stiff competition from within the UK and increasingly from international universities.

Our campus must be of the highest quality to attract and retain students. We need to deliver an exceptional student experience.

We must have first-class research facilities to be one of the best universities in the world.

We need an outstanding workplace environment to attract high-quality staff.
7 OUR VISION

Our vision is to create the **best garden campus in the UK**, a world-class site which reflects our status as a top 20 UK university and as a global research institution.

The campus already has a reputation as being a green and open space. We would like to **make it even better** with orchards, parklands, meadows and gardens.

We want to **safeguard and enhance** the views of historic Canterbury.

We have drawn inspiration from the **great Kent estates** such as Sissinghurst and Great Maytham Hall.

8 OUR DESIGN PRINCIPLES

Our ideas are based on **carefully considered design principles** which we believe will enable us to deliver our vision for the campus.

- **Make more effective and intensive use** of the heart of the campus
- Create **places of quality** and variety in the spaces between buildings
- Create an environment that is **easier to find your way around**
- **Define a hierarchy** of streets, spaces and places
- Create a **diversity of green landscapes** of value and character
APPENDIX 2 – PUBLIC INFORMATION (CONT)

Information Boards

9 OUR DESIGN PRINCIPLES (CONT)

- Prioritise the needs of the pedestrian across all public spaces
- Strengthen physical and intellectual links between the University and the city
- Safeguard existing views of historic Canterbury
- Reveal the historical narrative of the campus linking together its past, present and future
- Deliver the best garden campus in the UK

10 A STRATEGY FOR THE WHOLE CAMPUS

A strategy for the development of the whole campus will make for better long-term planning and development. It will help shape plans for future growth and investment.

With the support and engagement of our local communities, we would like to create a masterplan that builds on our existing identity, heritage and culture and sense of place.

We have divided our proposals into three distinct areas: the campus heart, the parklands (or outer campus), and the northern land holdings.
THE CAMPUS HEART

The heart of the campus and home of the original university would provide the initial focus for development.

A clearly defined area spanning from Darwin College in the east to the Sports Centre in the west; from Wooff College in the north and Rutherford and Eliot Colleges in the south.

A more efficient use of existing space means we could develop more academic and residential accommodation in this area.

THE CAMPUS HEART (CONT)

A new layout of squares, gardens and other public places at the heart of the campus supporting the creation of the best garden campus in the UK.

Fewer cars at the heart of the campus, with improved pedestrian and cycle routes – cars out, feet in!

Two landmark squares to act as ‘gateways’ to the campus, linked east to west by the ‘Campus Walk’, a pedestrian high street lined with shops, cafés, cultural and leisure buildings.
APPENDIX 2 – PUBLIC INFORMATION (CONT)

Information Boards

13 THE PARKLANDS

We want to preserve and enhance the parklands that surround the campus heart, protecting the historic buildings that have long been part of the landscape.

Where academic or commercial development is required in this area, building design will be sympathetic to the surroundings and complemented by landscape components such as pavilions, mazes, gazebos, open-air theatres and observatories, drawing on the finest examples of parkland.

We would like to improve the physical link between the campus and city, easing peak-time congestion on the surrounding roads.

14 OUR NORTHERN LAND HOLDINGS

Our estate extends north, up to and beyond Tyler Hill Road. We suggest that some of this land could be used as a satellite development, supporting the growth of the local economy with minimal environmental impact.

Improved digital connectivity would support the growth of a knowledge economy and business innovation cluster creating start-up opportunities and jobs.

We could provide car parking for staff, students and visitors, relieving the pressure on space in the heart of the campus.
We would like you to consider the concepts outlined here and let us know what you think. We hope you will help us shape our plans over the coming months.

You can fill out a feedback form available at this exhibition and posting it in one of the boxes available here.

You can also give feedback online at www.kent.ac.uk/masterplan

All comments will be carefully considered by the project team and be fed into the next stage of developing the plan. At that point, we will be asking for further feedback on a clear set of proposals for a masterplan.
APPENDIX 2 – PUBLIC INFORMATION (CONT)

Kentish Gazette and Kent on Sunday adverts

OUR VISION FOR THE CANTERBURY CAMPUS OVER THE NEXT 50 YEARS

TELL US WHAT YOU THINK!

The University’s concept master plan, developed with leading architects Farrells, builds on principles outlined in our original development plan from 1963.

We need your comments and feedback to help us develop the concept into the finished master plan.

Find out more:

• Abode Hotel, 30-33 High Street, Canterbury CT1 2RX
  Tuesday 2 August, 11.00-19.00 and Wednesday 3 August, 09.00-17.00
• Blean Village Hall, 2 School Lane, Blean, Canterbury CT2 9JA
  Friday 12 August, 12.00-20.00 and Friday 19 August, 09.00-18.00
You can also read the plan in full and tell us what you think online:
  www.kent.ac.uk/masterplan/
Or contact us by email: masterplan@kent.ac.uk
phone: 01227 824009.

The University’s concept master plan, developed with leading architects Farrells, builds on principles outlined in our original development plan from 1963.

Canterbury from the air, 2005
Media coverage following University press release
Kentish Gazette
2 June 2016