



## Salford City Council

### Area Action Plan / Planning Guidance

#### Role

- Policy writing and justification skills
- Sustainability Appraisal
- Cost effective consultation
- Seamless collaboration with the Council



#### Background

Salford City Council was preparing an Area Action Plan to support regeneration and a housing PFI (Public Finance Initiative) bid in Pendleton. The timetable for the PFI bid changed such that the full statutory planning procedures for the Area Action Plan could not be completed to meet the deadline. Staff shortages meant that the Council could no longer undertake the work.

**Urban Vision** was commissioned to project manage and complete the document to a deadline that met the requirements of the PFI bid.

#### The challenge

To complete the Plan to a strict deadline and ensure it met all the requirements of the development plan framework.

#### The solution

It was agreed that an informal Guidance report would be produced. Contact was quickly established with a wide range of disciplines and organisations whose views needed to be incorporated in the Plan. The difficult issues were identified and a combination of intensive working parties and member involvement resolved them.

Meetings were held with external interested parties, local community organisations and stakeholders, presentations were given to committee and all technical documents and committee reports were produced before the final version of the Guidance was finalised.

#### The results

A first draft was produced in 6 weeks and a consultation draft within four months. The Plan was available to accompany the initial PFI submission to the Department of Communities and Local Government and as the key supporting document with the invitation for PFI tenders.