

Ensuring a strong design vision for Ashford



Ashford already has strong track record of initiatives to encourage high design quality across the borough to help deliver the highest possible standards in new homes, businesses and communities.

Initiatives taken by the council include:

- Design workshops
- Best practice learning trips
- Annual visits to completed developments
- Strong design policy
- Design Awards Scheme
- Ashford's Future Design Charter
- Regional Design Panel in Ashford



Design workshops

A central part of Ashford's approach to creating new places is working with the local community to develop ideas about the best way forward. The council was recognised for its work with the award of Beacon Council status.

Best practice learning trips

For many years the council has taken local community groups, councillors and officers to look at exemplar developments in southern England including Greenwich, Dartford and Poundbury in Dorset.

Visits to completed developments

The council's Planning Committee regularly visits completed developments with officers to assess the quality of finished schemes and learn from experience.



For more information visit
www.ashford.gov.uk/designvision



2007-2008
Promoting Sustainable
Communities Through
the Planning Process





Strong design policy

The Council has produced detailed policy guidance to help applicants making planning applications and give officers and the Planning Committee the tools needed to press for high quality design.



Design Awards Scheme

Every two years the council runs a design awards scheme to recognise excellent design and delivery of projects, large and small, in the borough. Setting high standards and rewarding quality helps to raise aspirations for all involved.

This year's winners including the Singleton Environment Centre, shared space and Phoenix Community School (below).



Ashford's Future Design Charter

The council led the initiative to sign up all partners involved in delivering Ashford's growth to improve design standards and commit to a series of steps in the design process that will help to deliver excellent new projects in Ashford.



Regional Design Panel in Ashford

The recently established Regional Design Panel includes a team of experts in the design and creation of better buildings and places. The Panel comment on key project designs as they emerge and provide an independent expert view to decision makers locally.

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