

Ashford's Design Charter

Ashford Borough Council and partners are determined to help deliver high quality growth plans and encourages development schemes to follow the key project design principles listed below.

This charter is also a powerful message to all investors that Ashford is setting and sticking to high quality standards that will create a superb place to invest in, helping to drive the economy of this growth town.

The following ways of working are advocated:

- Establish a clear project brief about project funding and priority. This brief should cover the overall project purpose; an assessment of each of the functional parts of the project and the way it meets needs; and, resulting from this work, a clear initial design rationale that could be expanded as the project develops.
- Commit to design workshops or other agreed ways of working with stakeholders and the local community at the early stages of the design process to help create consensus around the best solutions.
- Apply the Ashford Borough Council Strategic Sites Charter to help deliver strategic projects well and on time by having a clear and well-managed process to work to.
- Take account of full costs at the initial stage and as the project unfolds – including the costs of an inclusive design process, any 'developer contributions' needed to meet adopted plan policies, and allowance for future maintenance costs.
- Design and cost projects to meet the sustainable energy design standards set in the Borough Council's adopted Core Strategy.

- Commit to external design review at a formative stage(s) by the Design Panel endorsed by Ashford Borough Council so that the local planning authority can be confident of the quality of scheme design and the need for any changes.
- Put in place strong project management from the outset that is clear about the roles of all parties.

This charter has been endorsed by Ashford Borough Council and every effort will be made to encourage other agencies delivering growth area projects to adopt the same approach.