**Borough-wide Character and Context Study** 

Presentation by Adrian Lee.

Members will recall that the Core Strategy (Preferred Strategy) consulted on in July 2011 proposed a "Borough-wide Context and Character Study" – the purpose of which is to indentify key character areas and develop an understanding of the quality of the landscape and built environment.

The physical survey work for the study is currently in hand, exploring urban design quality, heritage assets and local distinctiveness across the borough. When analysed and collated it will form an evidence base for the council's approach to protecting and enhancing quality of place in the borough and inform the preparation of council's Local Plan. Adrian Lee, Principal Planning Officer, will give a short presentation to provide an overview of the study and outline how it will be used to guide future development and management approaches. Stakeholder consultation events are being planned for mid-June, so it is important that Members are aware of the Study and engage with the consultation.

Representatives from the Borough's local amenity groups will be invited to attend the consultation events – during which the purpose and methodology of the Study will be explained and stakeholders will be encouraged to engage in the process by identifying what they value about their local area, and why.