

Royal Borough of Windsor and Maidenhead

Stakeholder Masterplan Document

Frequently Asked Questions (FAQs)

1. When and why is a Stakeholder Masterplan Document required?

As per Policy QP1 in the emerging Local Plan, clause 3¹ requires the preparation of 'stakeholder masterplans' for developments which are either:

- 100+ net new dwellings, or
- 5,000 sq. m of employment or mixed use floorspace

The requirement to produce a Stakeholder Masterplan Document was added to the emerging Borough Local Plan to ensure that design principles and delivery issues of larger schemes are discussed and agreed in collaboration with the Council, stakeholders, and the local community, prior to the submission of a planning application.

2. How is the Stakeholder Masterplan document different from pre-application?

The stakeholder masterplanning process formalises good practice in relation to pre-application discussions with the council, stakeholders, and the local community, by requiring developers of larger sites to engage at an early stage in the development process. The stakeholder masterplanning process does not replace the pre-application process but should inform it. The two processes can be twin tracked; however, the development principles should derive as a result of effective engagement so it may be beneficial to undertake the stakeholder masterplanning work early on in the scheme development. The Stakeholder masterplanning process effectively takes the scheme from being a policy (allocation) through to the point of pre-application.

3. Who is required to prepare the Stakeholder Masterplan Document?

Landowners and developers (or site promoters) are responsible for the preparing the Stakeholder Masterplan Documents, in collaboration with the Council. The Council will work proactively with site promoters to agree the most appropriate scope and form for the Stakeholder Masterplan Document, with a view to ensuring that the process adds value from a placemaking perspective.

Elected Members will 'approve' the final document for Development Management purposes at Cabinet.

4. Who are the stakeholders and how should engagement be undertaken?

¹ Clause 3 was added in the Borough Local Plan (2013 – 2033) Submission Version Incorporating Proposed Changes October 2019 and can be viewed [here](#).

Stakeholders should be relevant to the development itself. They could include the local MP, Parish Councils, Neighbourhood Plan groups, resident interest groups or anyone within the local community who may be affected by the proposal.

Engagement can be undertaken in a variety of ways. The key to engagement through this masterplanning process, is that it must be effective. People must be given the opportunity to input into the scheme and shape how the scheme not only looks, but how it functions too.

An event, or events could take place in person, or virtually through meetings, interactive presentations, or workshops, or a combination of any of these, but there is no one size fits all.

The level of engagement should be proportionate to the scale of the planned development, and how complex the issues are which need to be addressed. Larger, more complex proposals will require a more involved process, engaging a wider range of stakeholders and local interest groups, considering a wider range of issues and site options.

5. What are the key outputs of a Stakeholder Masterplan Document?

There should be tangible evidence that the issues identified during the engagement stages, have been addressed and have actively influenced the scheme.

Site promoters should be clear from the start of the process on the elements of the scheme which can be influenced and allow engagement to shape the proposal. Also, any additional issues that are raised during the engagement should also be addressed within the final Stakeholder Masterplan Document.

The Stakeholder Masterplan Document should 'tell the story' of how these issues have been addressed and influenced the development, and how ultimately these have resulted in a set of clearly defined design principles and development objectives which can be easily applied by Development Management officers to assist in the determination of any subsequent planning application(s).

6. What are the main stages of the Stakeholder Masterplan Document process?

As this is a developer-led approach, the council are keen for this to be determined by the site promoter. A good starting point is to prepare an engagement strategy / note which sets out what is intended to be undertaken, and how and when.

Engagement should focus on the key issues, priorities, and development options for the site. A draft Stakeholder Masterplan Document should be prepared in consultation with the council and relevant specialist officers, and a formal consultation will need to be undertaken (minimum 4 weeks) with stakeholders and the local community. The responses should then be considered before a final Stakeholder Masterplan Document is produced which can then be submitted to Cabinet for approval.

A Planning Performance Agreement (PPA) is likely to be required for each Stakeholder Masterplan Document to ensure that resources are put in place at an early stage of the process.

7. How long does the Stakeholder Masterplan Document take to produce?

This depends on the size and complexity of the proposed development. The process is likely to take around 6 months, noting that Cabinet has quite a long lead-in time.

Site promoters that have a site which meets the criteria set out in Policy QP1 (clause 3), are advised to get in touch with the Council at the earliest opportunity to discuss undertaking a Stakeholder Masterplan Document, to ensure that that overall delivery timescales are not affected.

For further information about Stakeholder Masterplan Documents, please contact the Council's Planning Policy team on planning.policy@RBWM.gov.uk