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DPP SHAPE APPOINTED TO MASTERPLAN WEST RHYL

Manchester based DPP Shape has officially launched. The newly formed urban design & master planning practice has been appointed to lead a team of professionals to create a vision and master plan for the West Rhyl Area in North Wales. DPP Shape was appointed following detailed submissions submitted by four shortlisted teams selected from 24 expressions of interest in the project.

Shelagh McNerney, Managing Director at DPP Shape comments:

“This piece of work represents DPP Shape’s first bid as lead consultant in its newly created form and we’re looking forward to bringing our new ideas to this high profile and important project, working with Denbighshire Council, Welsh Assembly Government and the people of West Rhyl.”

DPP Shape will initially undertake a base line survey of the area, collating all the relevant information and data on a range of issues, identify problem areas and develop potential options and ideas prior to consulting with the local communities.

Leighton Andrews, Deputy Minister for Regeneration, said the appointment of DPP Shape was a key step in the long term strategy to revive the fortunes of Rhyl and tackle issues affecting local communities.

“Rhyl has been identified as one of the key towns within the North Wales Coastal Strategic Regeneration Area and its successful regeneration is a vital component of the strategy to bring about genuine change to the socio-economic profile of the area.”

The Deputy Minister emphasised the importance of all stakeholders, interested parties, community groups and individuals being involved with the consultation process.

“DPP Shape will be carrying out a great deal of work to engage with local people to gauge their views and thoughts in order to develop an agreed vision to improve housing and the environment for Rhyl.

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“The Masterplan will be developed through a community planning exercise and the involvement and buy-in of local people is absolutely vital for success and I hope as many people as possible will take advantage of this opportunity.”

Councillor David Thomas, Denbighshire County Council’s Cabinet Lead Member for Regeneration, said:

“It’s vitally important that everyone with an interest in the regeneration of Rhyl take every opportunity possible to have their say.

“The Council is delighted to be working with the Welsh Assembly Government and all its partners on plans to improve the quality of life for residents and visitors, as well as improving the visual image, encouraging investment and bringing the former glory back to Rhyl. The masterplan will be key to this ambitious programme of regeneration.”

DPP Shape will lead the regeneration and development planning for West Rhyl covering master planning, urban design, landscape design, output production, sustainability, strategic and local land planning fit. The team working alongside DPP Shape are Arc4 which will address housing need and strategy and community and stakeholder engagement, Martin Stockley Associates is appointed for urban design, transportation and movement. Strategic acquisitions, funding strategy and delivery advice will be provided by Keppie Massie and Simon Fenton Partnership will provide cost management support.

DPP Shape’s approach addresses the need for a number of key local facilities which service the area and the town of Rhyl itself highlighting its importance and role in North Wales. Like other seaside towns, Rhyl has experienced a decline in its traditional tourism function and socio-economic deprivation. Community safety and anti-social behaviour will be addressed as part of the master planning process given the town’s Victorian design which now does not address modern living requirements. Neighbourhood management, policing and the clash of day and night time economies in this small, physically dense neighbourhood will be

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key in reconfiguring and linking particular areas. Important landmarks will be considered as part of the plan and the promenade area will be important to create a sense of place for the surrounding area. The relatively healthy mix of uses already in existence will be maximised by incorporating improvement of the public realm.

DPP Cardiff's team will provide back-up support where appropriate to the DPP Shape team. DPP is the largest planning consultancy operating in Wales.

Ends

NOTES TO EDITORS

About DPP Shape

DPP Shape is a brand new studio of creative architects, urban designers and spatial planners, committed to quality, value, and the process of regeneration. It offers a comprehensive range of services associated with all stages of the planning, place making and regeneration process. It works at all spatial scales.

It creates strategy and concept master plans through neighbourhood strategies to detailed site layouts, creative, buildable architecture and all the components required by the formal planning process.

It understands that regeneration is not just about physical renewal. Regeneration is a set of activities that reverse economic, social and physical decline in areas where market forces will not do this without public sector support. We are experts in the public and private sector delivery of real regeneration and renewal across the UK and it is committed to improving the quality of life within our towns and cities.

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The experience and skills within DPP Shape as a new consultancy are focused on the **physical** apparatus essential to any urban regeneration initiative - strategising, planning, designing, consulting, prioritising and building.

A private and public sector facing company, it thrives where partnership working is the key to success. Expert communicators with technical and creative knowhow and track record, is enhanced by its ability as a team to work with others, present ideas and build consensus. Shape benefits from a strong, highly experienced and talented leadership with fresh pro-active, hands on design led approach. Architect, master planner, **Mick Timpson**, past Principal and head of EDAW's Manchester office and **Shelagh McNerney**, planner and regeneration practitioner, past Director of EDAW spearhead the practice.

Created in 2009 DPP Shape operates as part of DPP LLP, one of the UK's top 10 planning consultancies, with offices across the UK and Ireland giving Shape powerful and effective large scale support and expertise. Shape is a different kind of design and regeneration practice. Shape is dedicated to being responsive, quick and cost effective unencumbered by stifling overheads, and suffocating management systems. DPP directors John Francis, Richard Flack, Bob Robinson Jill Riley sit on the DPP Shape board of directors. DPP Shape is headquartered at The Exchange, 3 New York Street, Manchester M1 4HN.

Enquiries

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