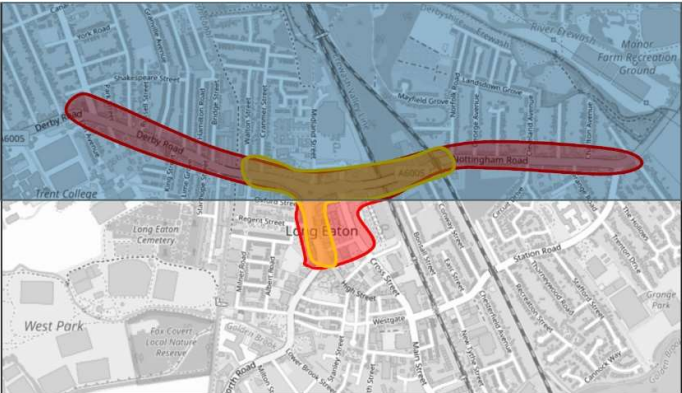


*This Project Pro-forma is used to capture **project descriptions, innovations and efficiencies**. It is not expected that all the information requested will be appropriate to all projects. Please provide as much information as possible. This form should be updated and resubmitted as projects develop.*

*Text in **shaded box** is guidance – click on text box and over type.*

MHA Authority	Derbyshire County Council on behalf of Erewash Borough Council
Project Number	60637242
Project Title	MHA PSP3 DCC Long Eaton Green
Client Contact	Jim Seymour (Jim.Seymour@derbyshire.gov.uk)
Client Details	Derbyshire County Council, Station Road, Matlock Derbyshire, DE4 2EQ
Brief Project Description (300 Characters)	<p>Long Eaton is a market town with a population of approximately 39,000 located in the Borough of Erewash. The town was included in the government’s Towns Fund programme and the Town Deal Board saw this as a potential project to be included in the Town Investment Plan.</p> <p>The client commissioned a feasibility study into Placemaking for Long Eaton High Street, with estimated cost and delivery timescale. The objectives included traffic improvement and market realignment with the intention of creating public spaces to promote the areas health, happiness, and well-being.</p>
Full Project Description	<p>Derbyshire CC and Erewash BC required support ahead of a bid to the Town Deal Fund which was provided by AECOM to produce a preferred option for Long Eaton Green improvements.</p> <p>Step 1: Agree Study Area</p> <p>The core study area as shown in orange on Figure 1, with consideration of how the scheme may merge into the wider area shown in red. The wider area (red) is included to ensure the scheme (orange) is well integrated into the Long Eaton urban setting and does not appear as an isolated intervention.</p> <p>Figure 1: Study Area</p>  <p>Step 2: Agree Objectives and Project Constraints</p> <p>Scheme objectives were as follows:</p> <ul style="list-style-type: none"> • improve the ‘place’ function of Long Eaton Green as a gateway to the town. • improving the quality of the experience for those, principally for those on foot; and • support local trips into and out of the town centre.

Supporting cycling and improving cycling safety was not a specific objective but considered as options and were developed. Safety was a key consideration when developing options or place-specific interventions.

Step 3: Workshop 1

AECOM hosted an on-line stakeholder meeting where the study area and objectives were confirmed. A summary report was prepared.

Step 4: Pedestrian Desire Lines

Using online mapping and demographic data and a 2km catchment, likely desire lines into the town centre were identified. The study concentrated on entry points likely locations of crossing demand, and how these demands fit with existing pedestrian crossing provision.

Step 5: Site Visit

With respect to Covid-19 and the consequences for any site-based work, Erewash was under Tier 2 restrictions.

Step 6: Option Generation

Agreed place-making principles guiding decision making for the long list of options. These high level and conceptual options used outputs from the stakeholder meeting and included place-making and place-quality as key components.

Three options were developed further in terms of place-making and transport planning and assessed against the agreed objectives. All options were compliant with MfS2 / Delivering Streets and Places.

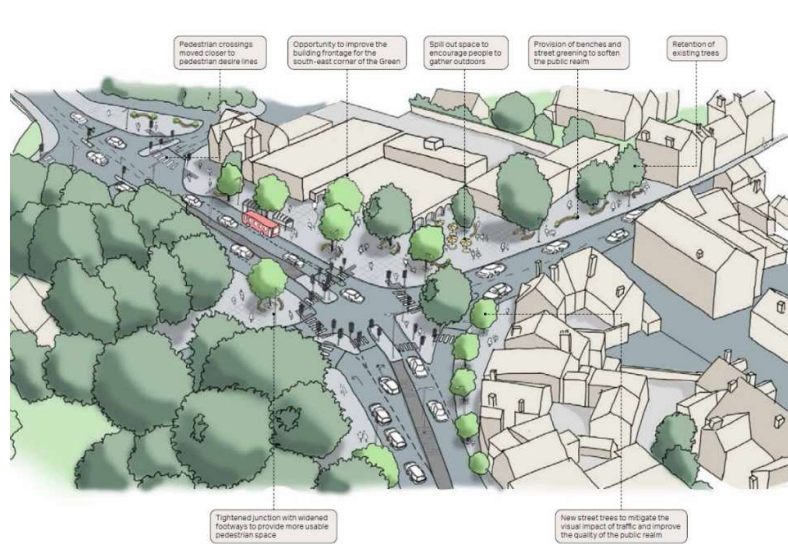
This options exercise was a critical component of the final report, which was to form part of the Town Deal Fund application.

Step 7: Workshop 2

A second workshop was held to discuss each of the options and agree the final scoring against the project objectives. From this, an agreed option was selected for further development.

Step 8: Preferred Option Development

An illustrative masterplan for the preferred option was prepared, with supporting technical and illustrative material, to explain how the option works, the benefits of its adoption and application and a high-level cost exercise. This included a preliminary Civils check.



Innovation	<p>On-line workshops hosted by the project lead on Teams saved travel time & costs for all participants. The alternative would have been a meeting at a venue in Long Eaton with associated travel time and costs with the added complication of Tier 2 COVID restrictions.</p> <p>Participants included AECOM employees based in London and Telford and Erewash Councillors and Officers based in Long Eaton.</p>	
Lean Delivery / Efficiency Savings	<p>No project expenses were charged to the project.</p> <p>As an estimate travel expenses for 2 reps and 2 workshops around £400.</p>	
Sustainability	<p>Concept was to deliver place-setting area focussed on people.</p> <p>If the project wins funding and is implemented, improved public access will be provided with the better located and shorter crossing lengths. Increased public space and associated planting should provide a better destination and sense of community pride.</p>	
Awards / Customer Satisfaction	<p><input checked="" type="checkbox"/> MHA PSP3 360 Project Feedback Form</p> <p><input checked="" type="checkbox"/> Overall score was 9/10. 10/10 achieved for both Financial Control and Health and Safety.</p> <p>Strengths: Brief & expectations clearly defined for this work which was delivered to time and budget.</p> <p>Built on strong relations on High Street project with further co-ordination with another office, working remotely with end client. Evidenced by the 2 client workshops to develop the preferred options.</p> <p>Direct access to end user/recipient and timely responses.</p>	
Address of Site	<p>Long Eaton Green Long Eaton Derbyshire</p>	<p>Multiple Site Project: <input type="checkbox"/></p>
Project Capital Value (if applicable)	<p>Estimated: £3,522,770</p> <p>Feasibility Study Only</p>	<p>At Completion: N/A</p>
Fee Value	<p>Estimated: £48,280</p>	<p>At Completion: £48,280</p>
MHA PSP3 Delivery Team	<p>Project Manager: Morna Dudeney</p> <p>Delivery Manager: Stuart Dungworth</p> <p>Framework Manager: Jason Clarke</p>	
Project Manager Contact Details	<p>Morna Dudeney Royal Court Basil Close Chesterfield S41 7SL</p> <p>Email: morna.dudeney@aecm.com Mobile: 07790 622503</p>	
Other Useful Information		
Image References (Images to be provided separately)	<p><input checked="" type="checkbox"/> _Long Eaton Green Compensation Event / Proposal</p> <p>210128_LongEatonGreen-RV04</p>	

Completion Certificates (to be provided separately)	<input type="checkbox"/> n/a
This information provided by:	Who: Jo Upton Joanne.upton@aecom.com Mobile: 07817 804959 When: 04-03-21
