

**2015 sees yet another milestone in the history of DPDS Consulting as the Group celebrates its 30th year of operation. This edition of Review looks at a number of landmark projects that DPDS has worked on over this time. Working alongside our clients, together we have achieved successful outcomes by maximising development potential, achieving high standards of design and remaining sensitive to the environment.**



The Wichelstowe project was just a dream when DPDS were instructed by the landowners almost 28 years ago to provide planning advice and promote the land, often referred to as “The Front Garden”, for development. In March 2000 DPDS secured a positive EiP Panel Report recommending allocation of the site in the Wiltshire Structure Plan 2011 and in July 2002, DPDS submitted an outline planning application to Swindon Borough Council for the development for 4,500 homes, employment land, retail and community uses, primary and secondary schools plus community open spaces. The application was approved in 2004 and, in spite of several unsuccessful High Court challenges, work got underway by 2006. Today, over 500 families have moved in to the first of the new homes at East Wichel and construction of the main district centre food store has taken place and is occupied by Waitrose. Construction is now set to commence later in 2015/16 on the central section of the site at Middle Wichel.

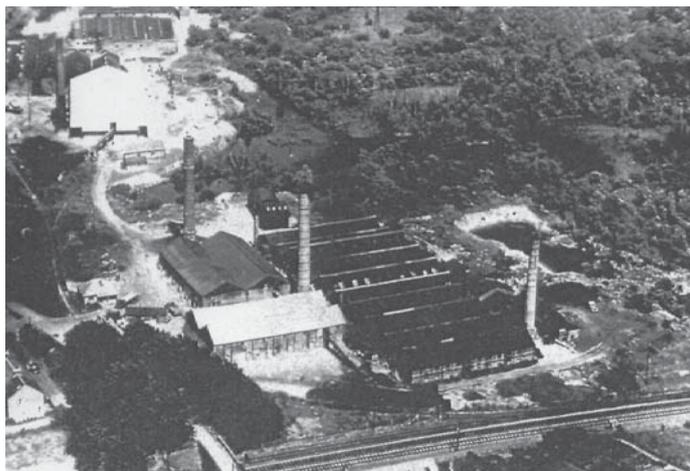


Established in 1985 by current Chairman, Les Durrant, DPDS Consulting Group is a leading professional practice providing expert advice in the fields of Town and Country Planning, Architecture, Masterplanning and Urban Design, Environmental Impact Assessment, Landscape Architecture and Development.

With an initial staff of just four, the practice has now grown to having a multidisciplinary team of highly experienced people operating out of two offices based in Swindon and Derby. In 1994 the Consultancy was complimented by the opening of a full RIBA Chartered Architectural Practice incorporating masterplanning & urban design, landscape architecture and graphics teams.

The practice's client list contains many well known organisations from the mainstream property sector as well as government agencies and departments, major manufacturing companies and numerous private clients.

Looking back Les commented "thirty years of growth has been both fun and at times challenging and it is not something I could have done without the support of both my team and professional peers".



1 Bursledon Brickworks

**1985** Successfully represented Redland PLC at the Whitely Local Pan Inquiry in Hampshire, pursuing the redevelopment of the former Bursledon Brickworks in Fareham (*picture 1*). The site has now been developed as a 750,000 sq ft Air Traffic Control Centre for the Civil Aviation Authority. The overall scheme provided for the restoration of a Grade 2\* Listed Building and Scheduled Ancient Monument (a steam-driven Victorian brickworks) and its conversion into an industrial museum in partnership with the Hampshire Historic Buildings Preservation Trust.

**1986** Conclusion of the Company's first major planning-led site acquisition on behalf of clients at what is now the Ladygrove Development Area at Didcot in Oxfordshire. The company's first significant Metropolitan Green Belt appeal was successful for a large scale warehouse in Chiltern District.

**1987** Planning permission for a large retail scheme at Broadbridge Heath was secured and DPDS was also involved in town centre redevelopment project occupied by Waitrose (*picture 2*).

Planning permission secured for a 250,000 sq ft business park in Green Belt adjacent to Oxford Airport now developed as the Oxford Spires Business Park.



2 Broadbridge Heath Retail Park

**1988** Move to Old Bank House in Devizes Road, Old Town.

Planning Consultants for Allied Dunbar in respect of the development of a 250,000 sq ft training facility at King Edwards Place, Wanborough (*picture 3*). The successful completion of this scheme provided DPDS with a Civic Trust commendation for its involvement in the project.



3 King Edwards Place

Front cover images relate to the Wichelstowe Scheme

**1989** First major commission in Europe. A study was undertaken at Lyon, France to establish the feasibility of a major retail and commercial development proposal. Since then DPDS has become involved in other development projects in France.

**1990** The company's first major instruction from a European manufacturing company developing its business interests in the UK for Platre Lafarge.

DPDS diversify its business interests further into the public sector with new contracts to provide consultancy services to the Ministry of Defence, Department of Trade & Industry and a number of other public agencies and Local Authorities.

**1991** A major manufacturing facility at Portbury Docks, Bristol for Platre Lafarge was completed (*picture 4*). The 500,000 sq ft project was designed by DPDS as part of a design and build package and was completed both inside time and cost budgets.



4 Lafarge, Portbury

The Company also undertook an important commission on behalf of British Rail in connection with the evaluation of some 200 potential development sites affected by the Government decision to consider a number alternative routes into London from the Channel Tunnel (*picture 5*).

**1992** Further instructions from British Rail Property Board to act as their planning consultants in respect of the formal asset valuation of their entire estate as part of the privatisation process. In excess of 5,000 planning appraisals were carried out in just over a 12 week period demonstrating the value of the DPDS Development Plan Monitoring System.

**1993** Major Public Inquiry on behalf of the Ministry of Defence in respect of their landholdings in the City of Portsmouth (*picture 6*).

**1994** DPDS continued to be involved with a number of major leading land acquisitions throughout southern England. With an increasing architectural workload, the practice's urban design team was registered formally as an architectural practice.

**1995** The Corporate Property Services division upgraded the Development Plan Monitoring System and secured ongoing commitments from a major developer for a UK-wide contract and national utilities company for their extensive property portfolio.

**1996** Instructions received from Sea Containers to appraise and advise of the proposals by GNER to construct three strategic parkway stations on the East Coast Mainline.



5 Channel Tunnel Link



6 Spinnaker Tower, Portsmouth

**1997** In association with AEA Technology, DPDS were appointed by the Ministry of Defence for the decommissioning of a research reactor within the Royal Naval College at Greenwich (*picture 7*).

Following the preparation of an Environmental Statement, Scheduled Ancient Monument Consent was granted 12 days from request.

**1998** Submission of the planning application for the new hospital for Swindon accompanied by an Environmental Statement which was successfully concluded with a grant of planning permission (*picture 8*).

DPDS represented Crest Nicholson Properties at a large scale call-in Public Inquiry for a 25ha business park.

**1999** DPDS attended Examinations in Public for the Derby/Derbyshire Structure Plan and the Wiltshire Structure Plan promoting major development sites to the south of Derby and the Southern Development Area for Swindon respectively.



7 Royal Naval College, Greenwich

**2000** MEPC further instructed DPDS to obtain planning permission for Birchwood Park, Warrington.

**2001** Construction commenced at the HQ of Williams F1 for a new Conference and Exhibition Centre designed by DPDS Architecture. The Centre includes a 50 seat preview theatre, a 150 seat auditorium, flexibly arranged seminar and meeting rooms, as well as dining facilities (*picture 9*).

The centre is also home to their private race collection providing an exhibition of some 40 cars (*picture 10*).

Instructions were also received to design an extension for the Formula One Team factory located at Grove, Oxfordshire.



8 Great Western Hospital



9 Williams F1 Conference Centre



10 Williams F1, Racing Car Museum Foyer

**2002** The construction of the new Conference and Exhibition Centre at Williams F1 is successfully completed.

Planning application made for Wichelstowe.

**2003** The Great Western Hospital was officially opened by HRH Duke of Edinburgh. DPDS Architecture were also responsible for the design of the 60 bed intermediate Care Unit adjacent to the main hospital building (*picture 11*).

Whilst visiting Swindon HRH also officially opened New College where DPDS acted as both planners and concept architects on this project.

DPDS Architecture secured further instructions from Williams F1 to design and construct a new wind tunnel at the Formula One Team headquarters.

**2004** Joint venture company 'Incubation South East' formed by DPDS Consulting Group and Great Western Enterprise (GWE) was appointed as one of three companies by the South East England Development Agency (SEEDA) to deliver and manage facilities to support its Enterprise Hubs and Enterprise Gateways initiatives.



12 Williams Wind Tunnel Building



11 Intermediate Care Unit, Great Western Hospital

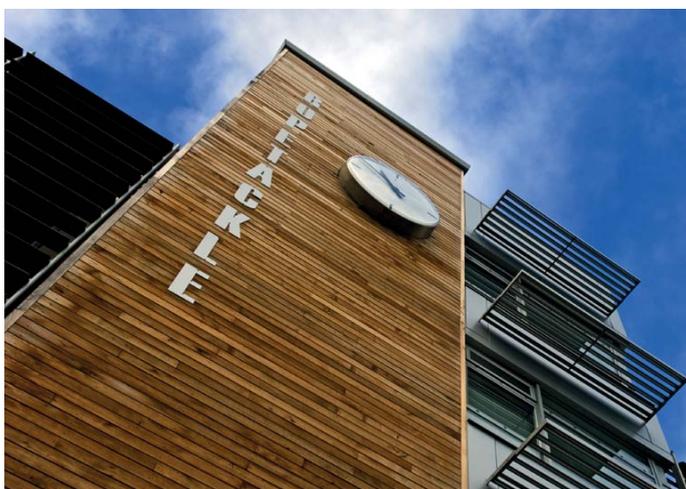
DPDS Architecture completed the official handover of the Williams F1 wind tunnel building. Initial tests exceeded expectations and the wind tunnel was fully commissioned ahead of schedule (*picture 12*).

Planning application granted for Wichelstowe.

**2005** DPDS returned to New College in Swindon to deliver an annex providing much needed accommodation (*picture 14*).

Planning application is made for the Swindon Gateway development, including a site for the University of Bath.

**2006** DPDS Central Region secured planning permission and Listed Building Consent through sensitive negotiations with Derbyshire Dales District Council for Grade II Listed Mercaston Mill. DPDS Architecture were then appointed for the design and conversion of the mill, turning it into a stunning country home.



13 Ropetackle, Shoreham



14 New College Swindon

Ropetackle, the flagship development of the Shoreham Maritime Regeneration Scheme opens (*picture 13*).

DPDS Architecture was appointed under a framework agreement by SEEDA/Incubation South East.

The development provided some 200 new homes, an Arts and Community Centre together with an Enterprise Gateway Centre.

**2007** DPDS secured detailed planning permission for proposals for Patheon Pharmaceuticals, substantially expanding their Swindon supersite. The building designed by DPDS Architecture represents a highly contemporary solution housing the specialist manufacturing process.

Opened in May, 15 Cornwall was the second of Jamie Oliver's 15 Foundation restaurants training young, disadvantaged people from the region and helping them to build a career in catering (*picture 16*).

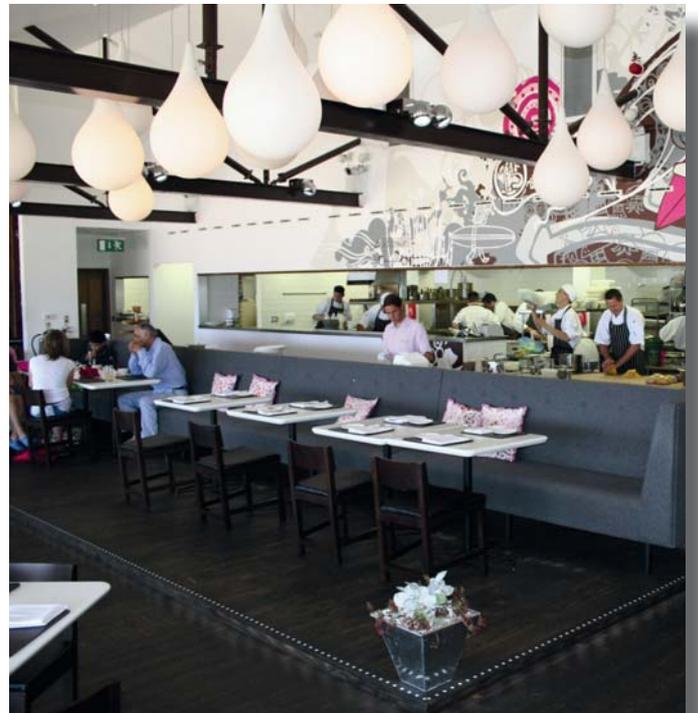
Located at Watergate Bay near Newquay, DPDS designed and negotiated detailed planning permission with Restormel Borough Council, having won a competition for the project.

**2008** The first planning application submitted for five 50m high turbines (hub height) at Westmill Wind Farm, Shrevenham. The wind farm is owned by a cooperative of local people and is the first wind farm of this scale in the South East of England (*picture 17*).

DPDS has helped Kingerlee Homes obtain planning permission at the former University Botanic Garden in Bristol for the conversion of the existing buildings to flats and cottages and the construction of seven large family homes in part of the grounds (*picture 18*).



15 Mercaston Mill



16 Jamie Oliver's 15 Cornwall



17 Westmill Wind Farm, Oxfordshire



18 Bracken Hill House



19 The Boulton Family - first residents of Wichelstowe

**2009** The first residents of the 4,500 home developments at Wichelstowe move in (*picture 19*).

**2010** Oxford University asked DPDS to secure planning permission for a new building to house its priceless collection of books from the Bodleian Library. Work to allow this to happen progressed rapidly and permission was granted enabling the £26 million project to go ahead at the Keypoint Business Park in South Marston.

**2011** This year saw the relaunch of DPDS' Development Plan Monitoring System, **planinfo**. The database, now accessed through the web, is a professional tool monitoring changes in planning policy and development plan activity for all Local Planning Authorities across the UK. It provides comprehensive information on key pieces of information, programmes, critical dates and key statistical data.

**2012** Outline planning was secured by DPDS on behalf of Hallam Land Management for a residential development with associated infrastructure and open space of some 12 hectares of land to the northern extent of the existing town of Bolsover, Derbyshire. The greenfield site is situated immediately adjacent to the settlement boundary and is well related to the town centre and its services and facilities, providing a sustainable location for development.

The proposal required the consideration of key site constraints and sensitivities, including steep site gradients, obtaining an adoptable road access and highway layout design, a desire to preserve and enhance views to and from, and the setting of the nearby Grade 1 Listed Bolsover Castle, retaining important landscape and visual elements in terms of views relating to the open countryside.

**2013** DPDS were asked to advise retained client Derbyshire Fire and Rescue on a "Strategic Land Management Plan". This required DPDS to quickly gain an understanding of the constraints and opportunities provided by some 32 land holdings and achieving the "buy-in" of 10 local planning authorities across the county.

**2014** After extensive work through strategic land promotion, planning permission was secured for Ridgeway Farm, Swindon, on appeal for the development of 800 residential units along with a new primary school and related public open spaces for Taylor Wimpey Homes (*pictures 20 & 21*).

Outline planning was secured on behalf of the Ministry of Justice for a development of 84 dwellings adjacent to a Young Offenders Institute on the edge of Barnard Castle.

Outline planning permission was achieved for W Westerman Limited successfully promoting a key site at Field Farm, Stapleford, for 450 homes, securing removal of the land from greenbelt, its specific identification within a Core Strategy as one of two strategic land allocations and resolving the grant of planning permission following the withdrawal of Secretary of state "call-in" involvement.



20 Ridgeway Farm



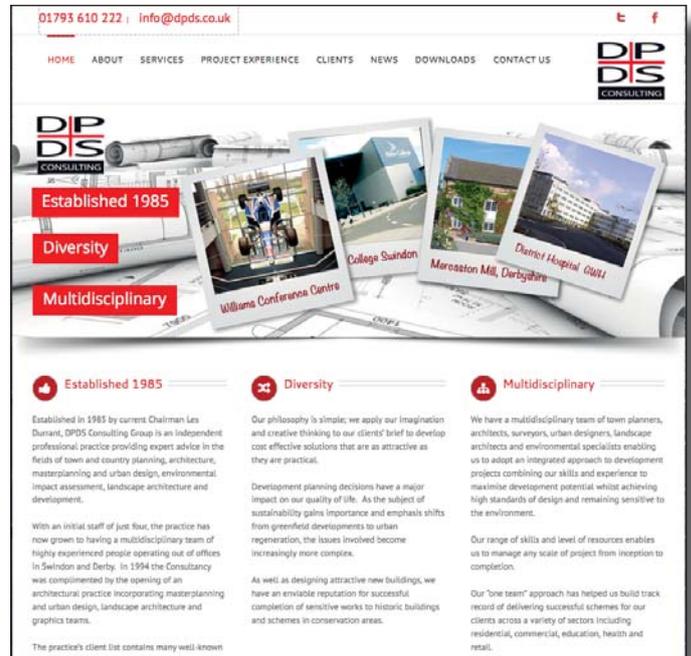
21 Ridgeway Farm

DPDS launched its new website featuring an improved homepage design, cleaner layout of page content, and an intuitive and consistent site-wide navigation system. It is also accessible through a wider range of web browsers and devices, including mobiles and tablets, and has been designed to meet all relevant accessibility standards (picture 22).

**2015** Developing on experience gained on an earlier project in 2007 for Patheon Pharmaceuticals, permission has been secured for installation of equipment to facilitate a further development of the highly specialised manufacturing plant at their Swindon premises.

An allocation for 1,650 new homes with supporting infrastructure, primary school and local centre at Kingsdown Village, was secured in the Swindon Borough Local Plan 2026, adopted in March 2015.

Working on behalf of private landowner clients has secured outline planning permission for the 350-home proposal at Abbey Farm (picture 23), off Lady Lane and Tadpole Lane, Swindon. In addition to the 350 new homes, there is provision for a two form entry Primary School and recreation area along with public open spaces and a retail outlet.



22 Launch of new Website



23 Abbey Farm

## Swindon

Old Bank House  
5 Devizes Road  
Old Town Swindon  
Wiltshire SN1 4BJ  
Tel: 01793 - 610222  
Fax: 01793 - 512436  
email: dpds.swindon@dpds.co.uk

## Derby

3 Gleneagles House  
Vernon Gate  
Derby  
DE1 1UP  
Tel: 01332 206222  
Fax: 01332 206012  
email: dpds.central@dpds.co.uk

DPDS Consulting Group comprises:  
Development Planning & Design Services Group Ltd (Company Registration No 1907209); DPDS Consulting Ltd (Company Registration No 02091153); Development Planning & Design Services Ltd (Company Registration No 2091708) and DPDS Architecture Ltd (Company Registration No 2937191)

Registered Office: Old Bank House, 5 Devizes Road, Old Town, Swindon, SN1 4BJ  
www.dpds.co.uk

