

Accessible and meaningful public consultation – Peterborough City Centre Plan

client | partner
Peterborough City Council

Making development proposals accessible and engaging to all

Peterborough is the UK's fastest growing city with a range of large-scale development projects planned. Visualisation and Accelerated Collaboration has been used to align information from a range of stakeholders to present a single picture of plans to develop the city centre.

A key tool for partner and resident engagement, the visual model and collaboration process has also secured consensus from key stakeholders around a clear and common vision.

Described as “the most successful consultation by Peterborough City Council” the work has been put forward for a national Royal Town Planning Institute award.

A virtual tour of development proposals to engage residents in plans and enable meaningful consultation.

Aligning data from multiple sources to create a ‘virtual tour’

The visualisation of the city centre plans draws together data and media from a range of landowners and developers alongside the City Council’s policies and aspirations for the area over the next 15 years.

The city centre plans include significant changes and growth including a major extension to the city’s main retail area and a new 100-acre Riverside development. With proposals for improvements to swimming and sporting facilities, a new cinema and better walkways and accessibility throughout, the plan also makes provision for an increase in the number of homes in the city centre and modern office space.

The visual model draws together all elements of the plan being promoted by a range of partners into one engaging and easy to understand ‘virtual tour’.

Find out more:

Stuart Dawks, +44 (0) 1733 336508
stuart.dawks@rhdhv.com

royalhaskoningdhv.co.uk



“We wanted to communicate an overview of the whole plan in a few minutes and make it more readily accessible to a greater number our citizens and partners. Our multi-media and fly-through approach makes it easy to present the overview of the plan to a very wide group of stakeholders”.

Gemma Wildman, Principal Planner, Peterborough City Council