

# 1. University Vision

## What is this about?

Keele University is currently producing a new campus masterplan. The masterplan will set a vision and framework for how the campus estate should develop over the next 10 years.

This exhibition presents the masterplan as it currently stands, to inform the local campus and neighbouring communities, and to gain any feedback on the proposals and policies.

## Why have a masterplan?

The purpose of the masterplan is to define a high level strategy for the University estate that supports:

- **The University's vision** for a single integrated campus comprising both the University campus and Keele Science and Innovation Park;
- **The University's Strategic Plan**, guiding investment in the University estate over the short to medium term.
- The emerging Keele Neighbourhood Plan and Joint Stoke / Newcastle Local Plans.

## Keele University's Vision

The six aims of the University's Strategic Plan are summarised below.

### AIM 1

To continue building Keele as a broad-based research-led University of about 13000 students recognised internationally for excellence in education, research and enterprise



### AIM 2

Through the Distinctive Keele Curriculum provide outstanding discipline-based education and a unique portfolio of personal development opportunities in the context of a sector-leading student experience



### AIM 3

To deliver international excellence and impact in focused areas of research



### AIM 4

To contribute positively to the society, economy, culture, health and well-being of the communities we serve



### AIM 5

To promote environmental sustainability in all that we do



### AIM 6

To transform how we work to ensure the University's development is sustainable and delivers world-leading teaching and research



## Masterplan Principles

The masterplan has also been informed by the following principles:

- A significant proportion of student growth, supported by the current investment in additional laboratory space, is to be within Natural Sciences and Medicine and Health Sciences Faculties. This is being supplemented by the new Smart Innovation Hub, facilitating growth in Humanities and Social Sciences.
- The University wishes to expand its research Centre of Excellence, suggesting this grows from two Institutes to three.
- Research and Teaching should not be split otherwise
- this will dilute Keele University's distinctive curriculum including research-led teaching.
- Whilst it is acknowledged the campus has a beautiful landscape, the buildings and public realm disappoint and more needs to be made of Keele's setting and cars should dominate less.
- The spiritual heart of the campus is Union Square. Whilst it is acknowledged that there are development opportunities to the east of the campus, these should not duplicate facilities in the campus core or dissipate the energy from the heart of the campus.
- The University is investigating options to renew and

- enhance its residential provision to provide between 3,500 and 4,000 rooms. This new provision must provide a sense of small communities with a diverse mix of offers and social facilities within each.
- The University wishes to strengthen and build upon existing relationships with businesses and commercial partners.
- To promote interdisciplinary and multidisciplinary working within the University and between the University and its partners, collaborative multipurpose space is needed as well as dedicated space for conferencing and Continuous Professional Development (CPD).



# 2. Masterplan Objectives

Ten objectives have informed the development of the masterplan.

## 1. Connected

A campus that is open and accessible to all communities, allowing the University to build strong relationships and support social and economic needs; both globally as well as locally.

## 2. Integrated

A mixed use, single, integrated campus for teaching and research, business and innovation. A campus that with an interdisciplinary and multidisciplinary approach produces people shaped to work for the good of community and enterprise.

## 3. Identity and Brand

A 'one brand' campus that provides identity and a sense of place and arrival for students, staff, visitors, and businesses.

## 4. Living and Learning Community

A big campus with small communities catering for all students and staff's academic, social, and wellbeing needs.

## 5. Green

A campus that maximises its attractive natural rural setting, promoting wellbeing and enhancing the 'Liberal Arts College' feel.

## 6. Distinctive

A campus that combines historic and contemporary buildings tied together by high quality public realm and landscape. A campus that improves first impressions, breathes new life into iconic buildings, and helps build a culture of pride.

## 7. Linkages

A campus with a clear hierarchy of routes that provides structure and legibility to all areas, enhances connections, and provides a holistic sense of place.

## 8. Consolidate, Re-energise and Future-proof

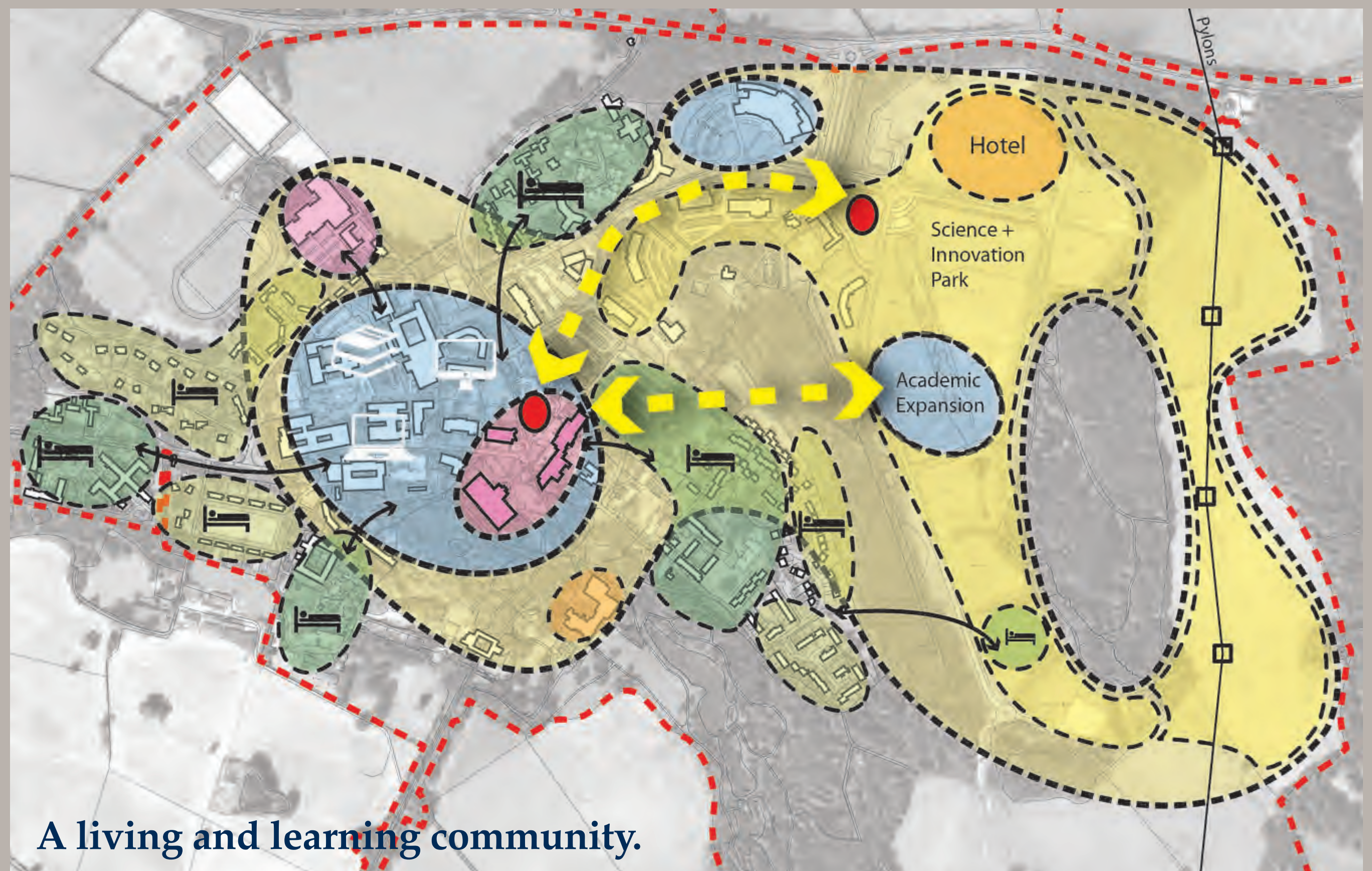
A compact, efficient, and highly utilised campus supporting excellence in teaching and research. Reinvigorated spaces enhance the 'student experience', spaces redesigned / designed to accommodate change and growth in student numbers and new research streams.

## 9. Energy Efficient and Technically Wired

A campus that improves the energy efficiency of existing building stock and provides low-energy new build whilst providing 24/7 use. A campus with a smart, resilient, flexible network of renewable energy supply, storage, and monitoring. An infrastructure to support a fully integrated and innovative digital campus.

## 10. Sustainable Transport

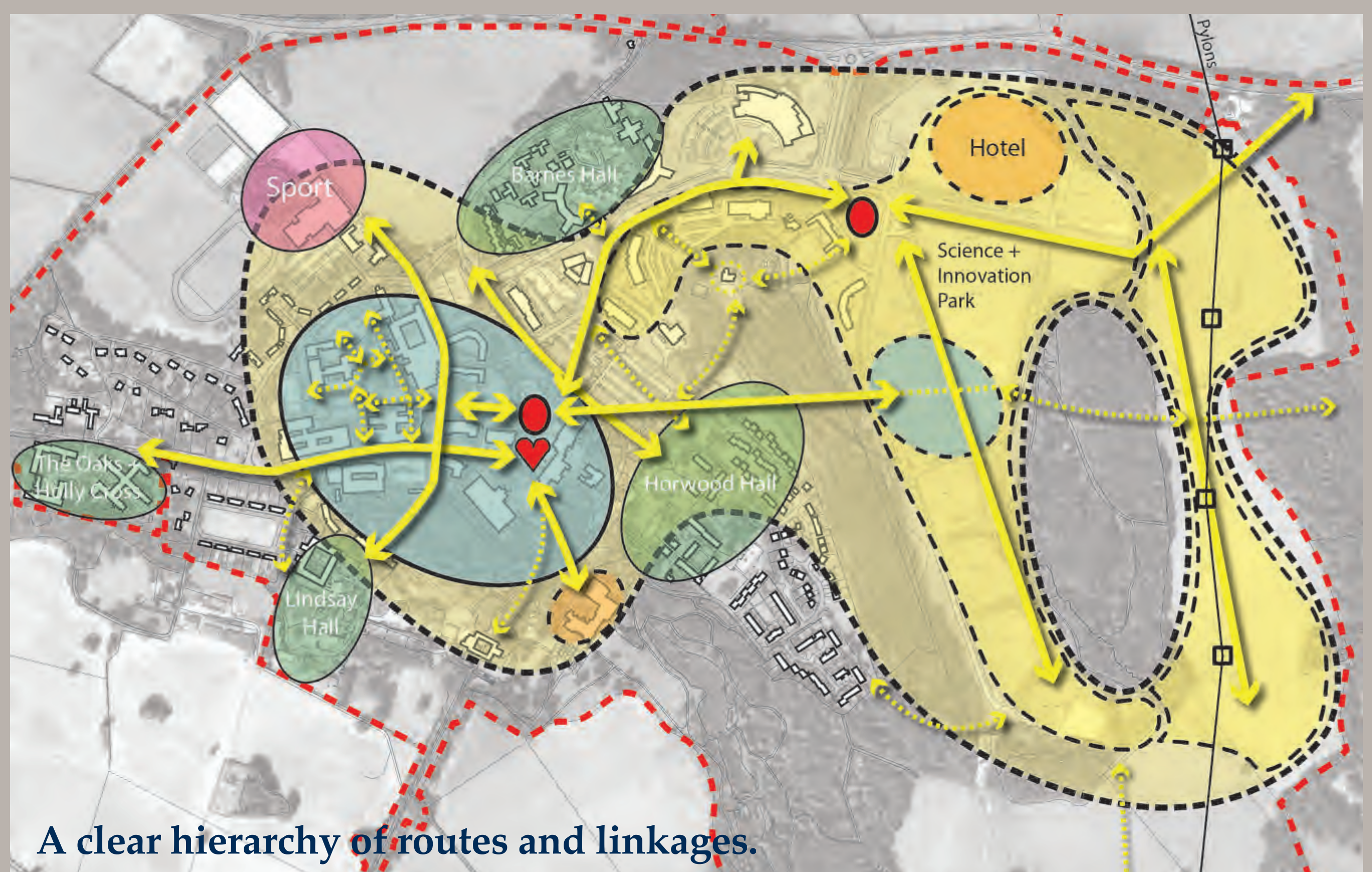
A pedestrian and cycle friendly campus with enhanced public transport infrastructure and an integrated waste strategy.



A living and learning community.



A campus that maximises its green setting.



A clear hierarchy of routes and linkages.



# 3. Campus Masterplan



## The masterplan comprises the following elements:

- A 'twin hub model' with a student facing facility close to Union Square and a business facing facility on the Science and Innovation Park.
- Removal of poor quality and unsuitable building stock and replacement with high quality distinctive buildings.
- Expansion of the 'liberal art campus' landscaping approach, to create a beautiful and enticing campus for new and prospective students.
- Pedestrianisation of key routes and spaces to re-energise the campus.
- New linkages between the existing academic core and the Science and Innovation Park.
- New student residences and amenity facilities throughout the campus to ensure true living and learning communities are created.

## Building proposals:

1. Student Hub
2. New administration cluster
3. Business Hub / New Business School / IC6
4. IC7
5. Health teaching and research
6. Hotel
7. Refurbishment of Stephens Building
8. Central Teaching Laboratory expansion
9. Sports expansion
10. Natural Sciences expansion (William Smith)
11. New Vet School
12. Leonard Jones refurbishment
13. Keele Hall refurbishment
14. Chancellor's refurbishments
15. Student Union refurbishment
16. Claus Moser refurbishment
17. New Horwood Hall accommodation and facilities
18. New Lindsay Hall accommodation and facilities

## Infrastructure proposals:

1. New east-west combined pedestrian and cycle link
2. Renewable energy generation
3. New car parks
4. Pedestrian / cycle route improvement
5. Central Drive public realm upgrade
6. Library - Keele Hall public realm upgrade
7. Lindsay Hall - Sports public realm upgrade
8. Barnes Hall Road public realm upgrade
9. Greening / new lawns
10. Remove courtyard parking



# 4. Campus Development Policies

## Keele Neighbourhood Plan

The *Keele University Masterplan* will form part of the *Keele Neighbourhood Plan*. The development of the Neighbourhood Plan is being led by Keele Parish Council. The Neighbourhood Plan will locate where and what type of development should happen in the Parish and include policies that take precedence over existing policies in the *Local Plan for the Parish* – provided these policies do not conflict with the strategic policies in the Local Plan.

The draft policies for Keele University are set out below.

## Campus Development Strategy

Development proposals within and adjoining the campus shall be consistent with the principles and imperatives of the adopted *Campus Masterplan Strategy*.

## General Campus Development Policy

New development proposals and alterations to existing buildings within the campus will be expected to demonstrate good design and contribute positively to the character and quality of the built and natural environment of the campus. Proposals for new development and alterations to existing buildings will be expected to:

- respond to the local context and the form of surrounding buildings;
- take account of relevant landscape and topographical features;
- ensure that all components of the proposal, such as buildings, car parking, access routes, open space and landscaping are well related to ensure an integrated and attractive development;
- take account of sensitive wildlife habitats, and retain trees shrubs and hedges that contribute to the character of the development site and the wider campus;

- use appropriate materials in order to complement the character and appearance of existing buildings and landscapes within the campus;
- embrace sustainable design, construction and operational elements;
- ensure safe access for pedestrians, cyclists and road users;
- promote walking, cycling and public transport use;
- promote healthy living standards.

### Housing

Proposals for residential development within the campus for University staff; students and the wider University community which accord with the adopted *Campus Masterplan Strategy* will be supported, subject to compliance with any specific requirements set out in the *General Campus Development Policy*.

### Transport Infrastructure

Support and encouragement will be given to the provision and enhancement of public transport infrastructure, including bus waiting and transfer areas and passenger shelters, and services which serve the University; Keele village and surrounding areas.

Transport facilities and services within the Campus will be provided, maintained and managed in order to encourage the use of non-vehicular modes of transport.

### Parking

Parking facilities will be provided in accordance with adopted standards. Existing and additional provision will be operated and managed with the objective of reducing the reliance upon the private car.

### Access

Development schemes within the campus will be required to provide clearly defined, safe and accessible pedestrian routes and facilities for all users including people with disabilities. Such routes will be expected to contribute towards promoting easy access to local services and facilities, including off-campus services.

### Cycling

Development schemes within the campus will, where appropriate, be expected to provide safe facilities for cyclists, including dedicated cycle ways and cycle parking facilities in accordance with adopted standards.

### Heritage

Development proposals which adversely affect designated heritage assets and their setting will be resisted.

Development proposals within, or immediately adjoining, the Conservation Area will be required to demonstrate that the character and appearance of the Conservation Area will be preserved and enhanced.

### Design

Development proposals for new or extended buildings, or public realm works, shall promote high standards of sustainability and innovation in design, materials, construction and safety.

Development proposals shall respond positively to the local context and form of surrounding buildings, landscape and topography so as to add positively to the character and appearance of the campus and its wider setting.

### Environment

Development proposals for new or extended buildings, and facilities within the campus, will be expected to minimise adverse impacts upon, and where possible enhance, protected habitats and ecological diversity.

### Facilities

Where appropriate and feasible, the University will facilitate access to, and the use of, University services and facilities for members of the local community.

### Renewable Energy

Proposals for renewable energy infrastructure within the campus, or at locations where such infrastructure will contribute to meeting the University's energy needs, will be supported in principle. Detailed proposals will be expected to comply with the relevant requirements of the *General Campus Development Policy*.





# 5. Emerging Joint Local Plan

The University's development and investment strategies provide the basis for planned growth to the west of Newcastle. The delivery of this growth, and the infrastructure needed to support it, will involve the release of land from the green belt located to the east of the existing developed campus. The emerging Joint Local Plan for Newcastle and Stoke-on-Trent is expected to embrace the case for this release.

The plans shown here illustrate the initial thinking around the vision for Keele University over the next 20-30 years, which underpins the case for green belt release.

