



Ashley Godfrey MBA, Dip TP, MRTPI, MILAM, MCIM

Principal Consultant



Career Summary

Ashley has a background in both planning and leisure management. He has worked in both the private and public sectors.

Between 2000 and 2003 he working for Sport England on a part time basis. At Sport England he was responsible for establishing the National Benchmarking Service for sports halls and swimming pools, a performance measurement tool used by facility managers that covers financial, utilisation and access performance as well as customer satisfaction. He was also responsible for the production of the new playing pitch strategy, Towards a Level Playing Field, which is now used in Planning Departments throughout the country. He has worked with a number of sport's governing bodies including British Cycling with whom he produced the Design Guide for Cycling Facilities. During this period he also worked with the Leisure Industries Research Centre on a database development project.

In his capacity as a freelance consultant he has undertaken a number of assignments including playing pitch assessments and open space strategies. His work with Cambridge City Council has recently been cited by CABI as good practice example. He has worked with Sheffield University Management School providing management advice to leisure managers and operators. He was also a member of the team that produced Liverpool's Cultural Strategy, part of the city's Capital of Culture bid.

In his planning role he has advised clients on major development projects including a Football Club that is negotiating the sale of its existing assets and re-locating to a new site. His planning career has included spells with local authorities and with the Lee Valley Regional Park Authority, where he was Head of Planning.

Ashley joined Ancer Spa in 2003 and has worked on a number of development projects, including the following:

East Midlands Development Agency – Project appraisals including, Derby Visual Arts and Media Centre, Eckington Business Park, Employment Growth Zone, Holmewood Business Park and Fittingly Airport.

British Racing Drivers Club – Business Plan for the innovation and enterprise centre at Silverstone.

Market Drayton Economic Development Forum – Business Plan for the town including a town centre healthcheck. Proposals for mixed use development on underused town centre sites.

Chatterley Valley, North Staffordshire – Planning obligation negotiations to replace sports provision as part of 100 hectare industrial development .

Peer Group – Planning Appeal and Local Plan representations.



Previous clients have included:

Cambridge City Council - Preparation of an Open Space Strategy

Basildon Borough Council - Playing Pitch Strategy

Sawbridgeworth Sports Association - Re-location of Sawbridgeworth Town FC

Poplar Area Neighbourhood Partnership - Neighbourhood Renewal Fund - Strategy for sport, open spaces and play.

Leisure Industries Research Centre - Database development for Facilities Planning Model.

Hastings Borough Council - Single Regeneration Budget - Redevelopment of West Marina for a public slipway and watersports facilities.

Epping Forest District Council - Cultural Strategy

Calderdale Council - Cultural strategy

London Borough of Haringey - Project management of Single Regeneration Budget projects.

British Waterways - Competitor analysis of charities and visitor attractions.

Pegler Ltd - Redevelopment of sports ground in Doncaster for housing and new sports facilities with funding via section 106 agreement, Single Regeneration Budget, ERDF and Lottery Sports Fund.

Cambridge City Council - Study of playing fields and open spaces as part of review of Leisure Strategy and Unitary Development Plan.

Hertfordshire County Council - Lottery Sports Fund application on a school site in Saint Albans.

Somerset County Council - Lottery Sports Fund applications on two school sites in South Somerset

London Borough of Brent - Development of proposal for Healthy Living Centre in South Kilburn.

Pedrables Limited - Playing field study in support of planning application for redevelopment of private sports ground for housing in Dunstable

Redlands Aggregates - South Oxfordshire Water Park, 2000 metre rowing course and housing development.

London Borough of Wandsworth - Feasibility Study to establish an artificial canoe slalom course and water sports centre on the River Wandle.

London Borough of Havering - Oldchurch Park, Romford - Relocation of Athletic and Football Clubs.



Clients Include

Regional Development Agencies:

Advantage West Midlands (AWM), East Midlands (EMDA).

Government Agencies:

Sport England

Local Authorities:

Liverpool City Council, Cambridge City Council, London Borough of Wandsworth, Basildon Borough Council, Poplar Area Neighbourhood Partnership, Hastings Borough Council, Calderdale Council and Lee Valley Regional Park Authority.

Private Sector Clients:

- *Pedrables Limited*
- *Pegler Limited*
- *British Waterways*
- *Sawbridgeworth Sports Association*
- *Redlands Aggregates*

Contact Information

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