

## **Tracy Scully**

Research Assistant



### **Profile and Career Summary**

Tracy has assisted with a variety of research exercises for a number of different clients, both in the public and private sectors. She has extensive experience of data collection and interpretation, especially within the fields of planning and development. She has undertaken telephone interviews, data collection and analysis projects for a number of local authorities as well as private sector clients and consultancies.

Since joining Ancer Spa in July 2005, Tracy has assisted with a number of projects including a planning application for the major redevelopment of the Chatterley Valley sites, near Stoke-on-Trent, on behalf of Advantage West Midlands, and the submission of a planning application for outline business uses and ancillary services on an extensive site just south of the M54 near Wolverhampton. This project is part of the i54 Wobaston Road development for Advantage West Midlands.

She has also assisted with a variety of market and business research exercises, including research for a study considering the future of Major Investment Sites (MIS) for Advantage West Midlands, and business research for a feasibility study for an enterprise centre in East Northamptonshire for the Northamptonshire Partnership and the East Northamptonshire Council.

### **Recent Projects:**

**Chatterley Valley, North Staffordshire** – ANCER SPA (Midlands) Ltd was the lead consultant in the preparation of a masterplan and development framework for the Chatterley Valley development area (100 hectares) on the borders between the cities of Stoke-on-Trent and Newcastle-under-Lyme. Our work included writing the consultancy briefs for an extensive technical team, assessing the briefs, recommending consultants and managing them through an extensive period of multi-disciplinary activity. –

*Advantage West Midlands, Stoke-on-Trent City Council, Newcastle-under-Lyme, Staffordshire County Council*

**i54 Wobaston, South Staffordshire** – ANCER SPA (Midlands) Ltd was the lead consultant in the preparation of a masterplan and development framework for the i54 Wobaston Road Major Investment Site. Our work included writing the consultancy briefs,



undertaking an extensive programme of public participation, and, more recently, submission of a planning application outline planning consent for the site – *Advantage West Midlands*

**Feasibility Study for an Enterprise Centre in East Northamptonshire** – ANCER SPA (Midlands) Ltd was recently commissioned to undertake a feasibility study, considering demand for an enterprise centre within the district of East Northamptonshire. This project included extensive research into local businesses, as well as a number of other information-gathering exercises – *Northamptonshire Partnership and East Northamptonshire Council*

### ***Clients Include:***

- Advantage West Midlands
- East Northamptonshire Council
- Northamptonshire Partnership
- Orkney Developments

### ***Contact Information:***

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