

# theplaceteam

## Visions and practicalities of place shaping and market making.

5 Towns Seminar 6 November 2008

### **The Seminar Aims: to**

- Raise awareness of the strategic place making role and what this means in relation planned growth, spatial planning and economic regeneration and physical development.
- Raise awareness of strategic housing across other local authority services
- Raise awareness of housing enabling by working in partnership
- To cement an understanding of the need for proactive engagement with the private sector particularly in relation to affordable housing, to sustain economic growth and development in the sub region.
- Facilitate increased understanding of the strategic housing role among housing strategy, private sector housing, forward planning and operational planning services.
- To provide an understanding of development economics and the implications of s106 planning gain caveats and requirements on outcomes
- To provide challenge and debate around planning gain, maximising and capturing value from interventions.

## Programme

- 9.15 – 9.30**            **Arrival, registration and coffee**
- 9.30 – 9.45**            **Welcome, introductions and purpose of the day - Chair**
- 9.45 - 10.00**           **Short Corporate and area perception opening exercise**
- 10.00 – 10.15**        **Context and Scene Setting: place making in the broader context of the areas history and future – Leader and/or Chief Executive**
- 10.15 – 11.15**        **Session 1: *Taking stock :- Assets and Liabilities, challenges and opportunities***

Within the context of housing and neighbourhoods, this session will examine:

- The past, present and future: What are the 5 towns for?
- How does the area sit in the national and global context?
- What are the areas strengths?
- What will attract the people the area needs, in order to create strong, vibrant, sustainable and attractive places to live, work and play?
- What are the areas assets, its liabilities, its challenges and opportunities?

**Dickon Robinson theplaceteam**

**Presentation 25 mins**

**Facilitated workshops/breakout groups 20 mins**

**Feedback 15 mins**

- 11.15 -11.45**            **Coffee/Tea**
- 11.45 – 12.30**        **Session 2 *Rising to the Challenge of Place Shaping and housing Markets – Local Authority Strategic Housing:***

Topics to be covered will include:

- A new environment: the changing nature of the local authorities role
- Understanding housing markets, current difficult conditions and housing needs and requirements now and into the future
- Making the connections between housing, regeneration, planning and the economy
- What makes successful places: Success and value

- A rationale for strategic intervention
- Effective use of Partnerships
- Involving residents and communities in Strategic Housing

**Julie Cowans theplaceteam**

**Presentation 30 mins**

**Discussion 15 mins**

**12.30 – 1.45 pm Lunch**

**1.45 – 2.45**

***Session 3 Understanding and working with the private sector in planning for successful places:***

i) A new world - Understanding the centrality of planning  
Why a new approach to pro-activity and Placemaking is required in the future?

What does the future hold in terms of policy?

How to work within authorities and across boundaries for success?

ii) Who are the private sector? What are their drivers?

How important is an understanding of development economics in public policy making?

Reaping what we sow - what are the practical implications of planning requirements and caveats?

**Presentation Kelvin Macdonald theplaceteam – 20 mins**

**Presentation Julie Cowans 20 mins**

**Discussion 20 mins**

**2.45 Tea**

**3pm**

***Workshop exercise***

This session will involve 'teams' of public and private sector place makers, endeavouring to reach objectives, compromises and effective partnership working. It will examine the different motivations and how that influences development economics and outcomes.

**4.00 – 4.15 Feedback and discussion**

**4.15 Chairs Closing Remarks**

**4.30 Close**