Creating better places to live

Cllr. Richard Blunt - Leader of the Council & Design Ambassador

Stefan Kruczkowski - Urban Designer
Why good design matters to us.

How we’ve improved place quality.
2004/5 ranked a “weak” authority.

High staff turnover in planning; morale, confidence and bravery.

Improving the planning service as a whole (from customer service to place quality)
NWLDC scheme cited as ‘poor’
Building homes but not necessarily good quality places
Encouraging healthier lifestyles?
Choose a photo.

What do you see? A good or poorly designed place?

Share your thoughts with a fellow delegate.
“Poor! I wouldn’t want to park my car here!”
Why do you think good design matters?
Preventing crime or fear of crime
Why do you think good design matters?

Building community pride and self esteem

Prioritising people not cars

Reducing litter and anti-social behaviour
Why design matters to us:

Encouraging healthier life styles (e.g. more connected street patterns, safe routes to schools)
A better balance between people and cars
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Place attachment and legacy
Improving the perception of new development
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Place attachment and legacy
Improving the perception of new development
Streets and spaces – practical and attractive, not liabilities
Guarding against crime and anti-social behaviour
“Every generation should be judged by the places they leave behind”

Cllr. Richard Blunt
What makes a good place to live?

Jot ideas on post its (one quality per post it).

Discuss thoughts with fellow delegates.
Endorsed by the industry and government.

Used by more local authorities and Neighbourhood Planning Groups every year.
How have we improved?
Leader, CEO and Cabinet that recognise the value of good design to wider Council objectives
Completely committed design ambassadors (as opposed to a single champion)
Adopt Building for Life to express design expectations and frame planning discussions.
Invest in and protect design skills
Make sure your planners understand urban design (cultural change)
Establish strong local design policies
Be sensitive to market conditions – good design can be achieved in more modest property markets
Tell people what is expected!

Creating places people are proud to call home
National standards for The National Forest
Recognise those who work with you
Be imaginative and confident
What are the wins?

https://hikingartist.files.wordpress.com/2012/01/everybody-wins.jpg
More and better homes

More effective planning system

Places people are proud of

Better and safer streets and public spaces to play in

House builders take our expectations seriously

Achieved radical change in an economic downturn
What’s the ONE thing you will commit to do to create better places to live?
Thank you

Comments and questions