

# ACCESS & ACTIVITY

## CREATING SUCCESSFUL TOWN CENTRE AND LOCAL ECONOMIES

Thursday 26th April 2012 | 15 Hatfields, London SE1



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### TOPICS INCLUDE:

- >> Growth and value: an economic and delivery framework for place-making
- >> Designing for delight: attractive and accessible centres
- >> Joined up thinking: agreed visions and town centre business planning
- >> Great expectations: responding to community aspirations

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## CREATING SUCCESSFUL TOWN CENTRE AND LOCAL ECONOMIES

*'If we can develop and design streets so that they are wonderful, fulfilling places to be – community-building places, attractive for all people – then we will have successfully designed about one-third of the city directly and will have had an immense impact on the rest'*

**Great Streets, by Alan Jacobs**

Why do some town centres and streets attract better shops and amenities, and a broader mix of people, than others?

The way we plan for **growth** and **vitality** across town centres and high streets needs to evolve. Traditional approaches to town centre stimulus have focused on physical interventions and, whilst these remain important, we need to do more to create versatile and adaptable town centres for the future.

A **joined-up approach** is required across local authority functions, businesses and communities. In an emerging spatial planning context, the sharing of best practice in undertaking **need and impact assessments** for the development of town-wide, integrated business planning is vital.

Current town centres strategies need to focus on **accessibility and adaptability**: on creating networks of streets and spaces that can support a flexible and distinctive mix of services and cultural, civic, community and visitor assets. As transport interventions and infrastructure, in particular, are often expensive investments, it is important that practitioners use **tools and planning initiatives** that are appropriate for their community's needs.

### This event will explore:

- >> Delivering place-based approaches to growth and vitality in the age of localism
- >> Innovative ways to demonstrate how good urban realm design adds economic and social value
- >> Effective tools and practices to mitigate development risk
- >> Best practice local partnership working in an evolving funding and planning framework
- >> Place management: delivering, measuring and evaluating success
- >> Finding the funding: linking growth, economic development and revenue

## Programme

- 09.00 Registration
- 09.30 Welcome & introduction by morning chair  
David Moores, Head of Public Realm, Project Centre

### 1 Growth and value: an economic and delivery framework for place-making

- 09.35 Place economics: How does design add value? Techniques for capturing the economic performance and social value of places  
Tim Stonor, Managing Director, Space Syntax & Visiting Professor, The Bartlett, University College London
- 10.00 Maximising return on infrastructure investment: a balanced and sustainable approach to public realm improvements  
Brian Fitzpatrick, Head of Highways, EC Harris,
- 10.25 Addressing disconnects between transport professionals, urban designers, investors, developers, public agencies, retailers and the public: town teams and the promotion of strategic development frameworks  
David Lock, Chairman, David Lock Associates
- 10.50 Questions & discussion
- 11.10 Morning coffee

### 2 Designing for delight: attractive and accessible centres

- 11.30 Towards 'destination': creating a locally relevant retail, business and leisure mix  
Julian Dobson, Director, Urban Pollinators
- 11.50 Creating active, multi-functional hubs: delivering better place and movement-related outcomes and capturing development opportunities  
Martina Juvara, Global Head of Urban Design, SKM Colin Buchanan
- 12.10 Evidencing progress: taking forward agreed local visions aligned with wider policy frameworks  
Patrick Knight, Head of Place Management & Economic Development, Plymouth City Council
- 12.30 Questions & discussion
- 12.50 Lunch





- 13.50 Introduction by afternoon chair  
**Cathy Parker, Professor of Marketing and Retail Enterprise, Manchester Metropolitan University Business School, and Director, Institute of Place Management**

### 3 Great expectations: responding to community aspirations

- 13.55 Activity and adaptability: have reports of the high street's death been exaggerated? Responding to changing movement, living, working and leisure patterns  
**Laura Vaughan, Professor of Urban Form and Society, University College London**
- 14.15 Listening to the locals: devolving decision making and the role of community-led approaches in generating active uses and revenue for places in transition  
**Jess Steele, Director of Innovation, Locality**
- 14.35 Convenient and complementary journeys: improving the whole journey environment  
**Graeme Evans, Professor of Urban Cultures and Director, Cities Institute, London Metropolitan University**
- 14.55 Questions & discussion
- 15.15 Afternoon tea

### 4 Joined-up thinking: agreed visions and town centre business planning

- 15.35 Policy context, guidance and tools for the new mix of local government, business and stakeholder input  
**Councillor Shona Johnstone, Vice Chair of the Local Government Association Economy and Transport Board**
- 15.55 Linking business growth, economic development and revenue: spotlight on car parking strategies  
**Patrick Troy, CEO, British Parking Association/ ATCM (joint report into town centre parking)**
- 16.15 From development control to development management: improving connectivity and realising the value of town centre sites  
**Jonathan Tricker, Masterplanning lead, Parsons Brinckerhoff**
- 16.35 Questions & discussion
- 17.00 Close of conference

## Who should attend?

This event will provide valuable information and insights for the following:

- >> Urban designers
  - >> Highway and traffic engineers
  - >> Planners
  - >> Transport professionals
  - >> Architects
  - >> Town centre managers
  - >> Landscape architects
  - >> Regeneration managers
  - >> Conservation officers
  - >> Estate and property managers
  - >> Developers
  - >> Economic development officers
  - >> Consultants
  - >> Retailers
  - >> Local government policy makers
- and more...



480 point (8 hours)



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Call **Anthony Kelly** on **0845 270 7895** or email **anthony.kelly@landor.co.uk** for details.

## ACCESS & ACTIVITY: QSS17 CONFERENCE – TRANSPORT & TOWNS

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#### PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

☐ Standard Rate **£295 plus vat**

☐ Local Authorities/Small business **£225 plus vat**  
(up to 5 staff)

☐ Voluntary sector/Students **£145 plus vat**

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#### PAYMENT DETAILS

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Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor LINKS Ltd. **Payment terms are strictly 7 days.**

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#### ADMINISTRATIVE DETAILS

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Email: [conferences@landor.co.uk](mailto:conferences@landor.co.uk)

**For accounts queries please call 0845 270 7866**

#### DATE & VENUE

26 April 2012, 15 Hatfields, London SE1

#### Confirmation

You will receive a receipted VAT invoice. If your booking has not been acknowledged 7 days prior to the event please contact us to confirm your booking has been received on 0845 270 7965.

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