

TOWN CENTRE OPPORTUNITIES

UNLOCKING THE POTENTIAL OF PROPERTY AND PUBLIC SPACE

Thursday 9th May 2013 | 15 Hatfields, London SE1

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*How will our urban centres
look and perform in future?*

Join the discussion...

THIS KEY EVENT WILL EXPLORE:

- >> Development and infrastructure to boost growth
- >> Localised planning to kickstart high street performance and economic vitality
- >> The key roles of property and public space in creating smart urban centres
- >> Responses to new patterns of town centre usage
- >> Resolving competing land uses: housing, commercial and social
- >> Key actors and routes for change



KEYNOTE SPEAKER

Nicky Gavron,
member of the
London Assembly
and Chair of Planning
Committee

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This event will explore design and policy responses to:

- >> Re-evaluating the purpose, appearance and performance of our town centres
- >> Responding to click and collect: planning and design initiatives
- >> Access all ages: accommodating the changing demographics of town centre users
- >> The new life of urban areas: using property assets to upgrade the passenger and visitor experience
- >> Spatial success: understanding spatial planning impacts on trends and costs
- >> Adding value to town centres and high streets: design approaches to support access, usability and attractiveness
- >> Physical meets digital: tools to help improve the town centre experience

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...



A CPD pack will be available on the day

Programme

- 09.00 Registration
- 09.30 Welcome & introduction by morning chair
Chair: David Ubaka, Director, David Ubaka Placemakers

1 The new life of urban areas

- 09.35 Development and transport infrastructure to boost growth: Enhancing the commercial value of property and public space assets whilst improving the public transport experience
Graeme Craig, Property Development Director, Transport for London
- 10.00 **Keynote:** Learning from London's town centres: How can Mayoral planning policy, the London Plan and the emerging Town Centres supplementary planning guidance (SPG) best support town centres?
Nicky Gavron, London Assembly member and Chair of Planning Committee
- 10.25 Developing the high street evidence base Understanding the geography and cost of current retail trends on town centres and local authorities
Mark Thurstain-Goodwin & Gaynor Astbury, CASA, University College London and Geofutures
- 10.50 Questions & discussion
- 11.10 Morning coffee

2 Smart moves – design responses to new, multi-use town centres

- 11.30 Getting movement patterns and land use right Placing the local environment at the centre of transport issues: Traffic in Towns revisited
Martina Juvara, Head of Urban Design and Masterplanning, SKM
- 11.50 The town centre response to emerging smart developments How can town centres respond to new behaviour patterns and user expectations?
Peter Frankum, Director of Masterplanning & Urban Design, and Dulcie Lucas, Associate Landscape Architect, Savills
- 12.10 How consumers use town centres What adds value to town centres and high streets? Supporting access, usability and attractiveness for tomorrow's town centres
Cathy Hart, Senior Lecturer in Retailing and Operations Management, Loughborough University
- 12.30 Questions & discussion
- 12.50 Lunch

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13.50 Introduction by afternoon chair
Chair: Professor Cathy Parker, Institute of Place Management

3 Localising incremental change – what makes the high street happy?

13.55 Planning for town centre success
Planning solutions: how changing the way we use property and space can benefit town centres
Carl Dyer, Head of Planning, Thomas Eggar LLP

14.15 **Case study:** How Harrow saved the high street. What local authorities can – and cannot do – to turn high streets around
Stephen Kelly, Divisional Director of Planning, London Borough of Harrow

14.35 Learning from places people choose to visit
Community use and ownership of property, community town planning, and new models of shared enterprise
Alison Eardley, National Policy Manager, Action for Market Towns and Towns Alive

14.55 Questions & discussion

15.15 Afternoon tea

4 What could future high streets and town centres look like?

Convener: Professor Cathy Parker, Institute of Place Management

15.35 What could future high streets and town centres look like?

This session is *your* session. We will put your questions, views and comments to an invited panel of experts and practitioners, selected from the day's speakers and invited guests best able to tackle the issues that matter to you...

Help to develop the high street evidence base by leaving your comments at:

<http://highstreetfutures.ideascale.com>

Key questions will include:

- Infrastructure, accessibility and parking
- Technology and emerging behaviour patterns
- Investment, marketing and management
- Competing land uses: housing, commercial and social
- Planning policy, strategy and Land Use Classes
- Key actors and routes for change

16.35 Questions & discussion

17.00 Close of conference

Published programme subject to change

In an age of supermarkets, out-of-town malls and internet shopping, we need to ask ourselves what town centres are for. Can, or should, they continue to be dominated by shopping, or must town centres re-imagine themselves to serve cultural, entertainment, and social purposes?

Nicky Gavron, Chair of the Planning Committee and London Assembly member

Property is a valuable asset because it has a bearing on perceptions of TfL as a brand. Decent buildings and public space can enhance people's experience of public transport, and we have yet to unlock this potential

Graeme Craig, Property Development Director, Transport for London

The government is proposing to allow offices to be converted to homes without the need for planning permission ... This could provide a welcome boost to town centre vibrancy, and to footfall. Unhelpfully, planning permission will still be required for any works other than the change of use itself

Carl Dyer, Head of Planning, Thomas Eggar LLP

>> Sponsorship & exhibition opportunities

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Call **Daniel Simpson** on **0207 091 7861** or email daniel@landor.co.uk for details.

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Our current research aims to explore the geographic patterns of retail and town centre performance over a ten-year period. The analysis is set within a wider framework of town centre activity and contemporary policy change: boosting localised planning, high-street performance and economic growth.

Mark Thurstain-Goodwin, CASA, UCL, & Geofutures

The big opportunities for town centres...

There has been a great deal of activity in the past year around efforts to revitalise town centres, since the *Portas Review* of the high street and the subsequent pilot funds to support town teams in action.

At last year's Quality Streetscapes conference, Julian Dobson, author of the original report on which the *Portas Review* was based, outlined his vision that the high streets of the future should be 'multi-functional social centres, not simply competitors for stretched consumers'. There is, said Dobson, a positive future for our high streets that lies in collaboration and co-operation.

But urban centres are facing increasingly tough times. With a squeeze on amenities and council services, far less money to invest in regeneration schemes and town centre management, less cash ringing in the tills and a big increase in empty or radically under-used property, new thinking is urgently needed.

This year our focus is on how urban pioneers, city leaders, businesses, designers, planners and social entrepreneurs are making more and better use of existing assets – new uses for neglected and empty buildings, a new emphasis on local amenities and smart thinking about what people need and want from their neighbourhood centres.

New patterns of town centre use are clearly emerging – town centre convenience stores are creating urban lockers for on-foot and on-bike pick-ups, shops are responding to 'click and collect' retail by facilitating new ways to accommodate shoppers.

We need to turn our town centres into places that more, and different types of, people have a reason – and a desire – to visit.

DELEGATE RATES:

Standard Rate £295 plus vat

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

Voluntary sector/Students £145 plus vat

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The fee is inclusive of papers, refreshments and lunch

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