

Community Involvement in Planning

How can planners move beyond community consultation to more meaningful participation?

Sustainable Communities and Community Interest

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Dr Michael Crilly
Director, Studio UrbanArea LLP

e: michael@urbanarea.co.uk
w: urbanarea.co.uk

Sustainable Communities and Community Interest

[1] - initial thoughts on community involvement

begins with ... grassroots involvement and individual values, attitudes and aspirations
economics is often the missing element
continues with ... requirement to be self sustaining

[2] - hypothesised market and decision-making agents

understanding 'touch points'
integration and synergy
communications, marketing [qualitative market testing] public art / events
research and development [interviews, observations]
monitoring and evaluation [smart metering, energy billing, carbon foot printing
management

[3] - designing a Community Interest Company

Peterborough South Bank Carbon Challenge

[1] - initial thoughts on community involvement

**begins with ... grassroots involvement and individual values, attitudes and aspirations
economics is often the missing element
continues with ... requirement to be self sustaining**

Definition of Sustainable Communities:

“Sustainable communities meet the diverse needs of existing and future residents, their children and other users, contribute to a high quality of life and provide opportunity and choice. They achieve this in ways that make effective use of natural resources, enhance the environment, promote social cohesion and inclusion and strengthen economic prosperity.”

Office of the Deputy Prime Minister [2004] *The Egan Review: Skills for Sustainable Communities* [HMSO, Norwich].

“We recognise that true sustainability will only be achieved through a *holistic* approach, which gives equal consideration to all three elements ... that support economic prosperity, are environmentally responsible and promote social integration.”

CABE [November 2004] *Environmental Sustainability and the Built Environment – Position Paper* [Commission for Architecture and the Built Environment, London].

“Community is an important word for ... ‘understanding the urban’. ... They are *holistic* rather than differentiated. People know each other and regard each other as part of the same social unit.”

David Byrne [2001] *Understanding the Urban* [Palgrave, London].

Identified the economics of sustainable communities ...

Corporate v local ownership and ethical investment

Localisation and LETS trading

Self reliance, permaculture

Community governance and design as an active and on-going participatory *process*

small
is
beautiful

a study of economics
as if people mattered

EF Schumacher

HOPE VI ...

Development Process

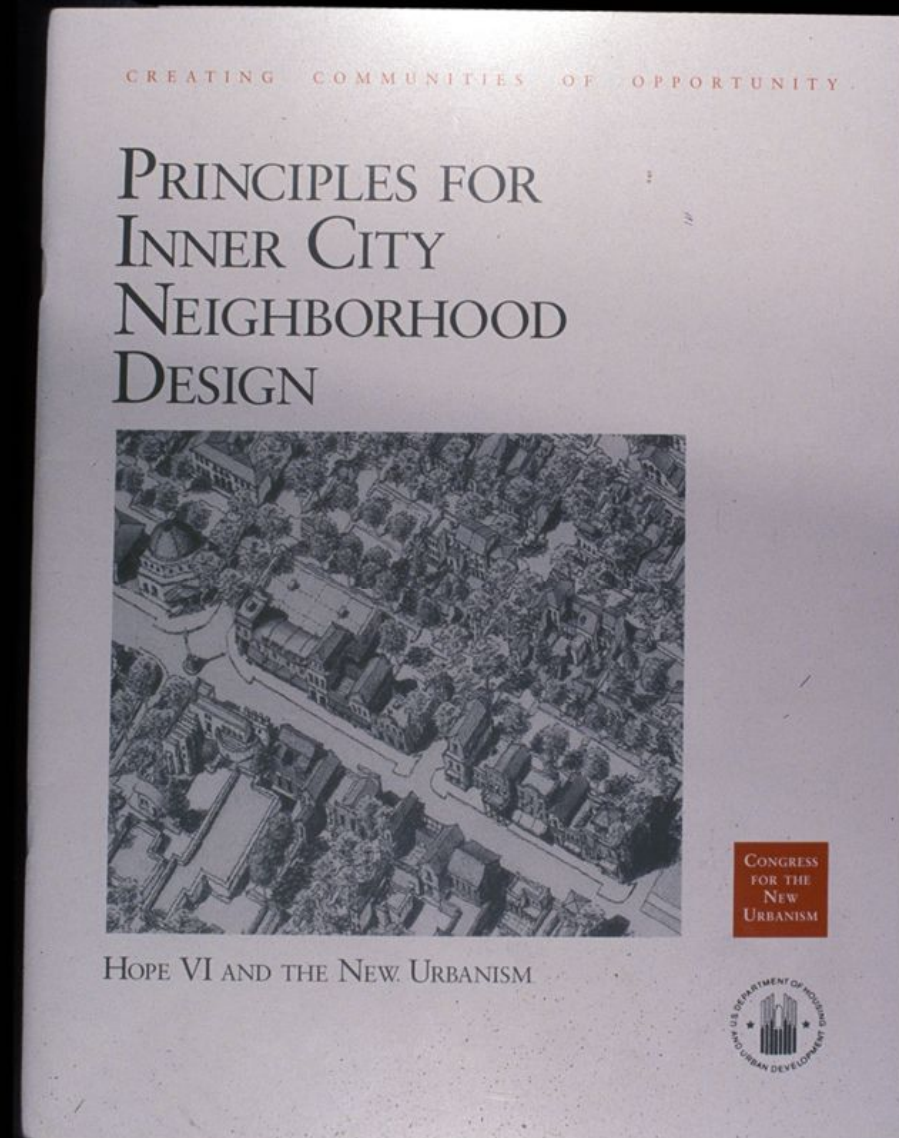
Financing

Physical Design

Tenant Composition

Relationship with residents

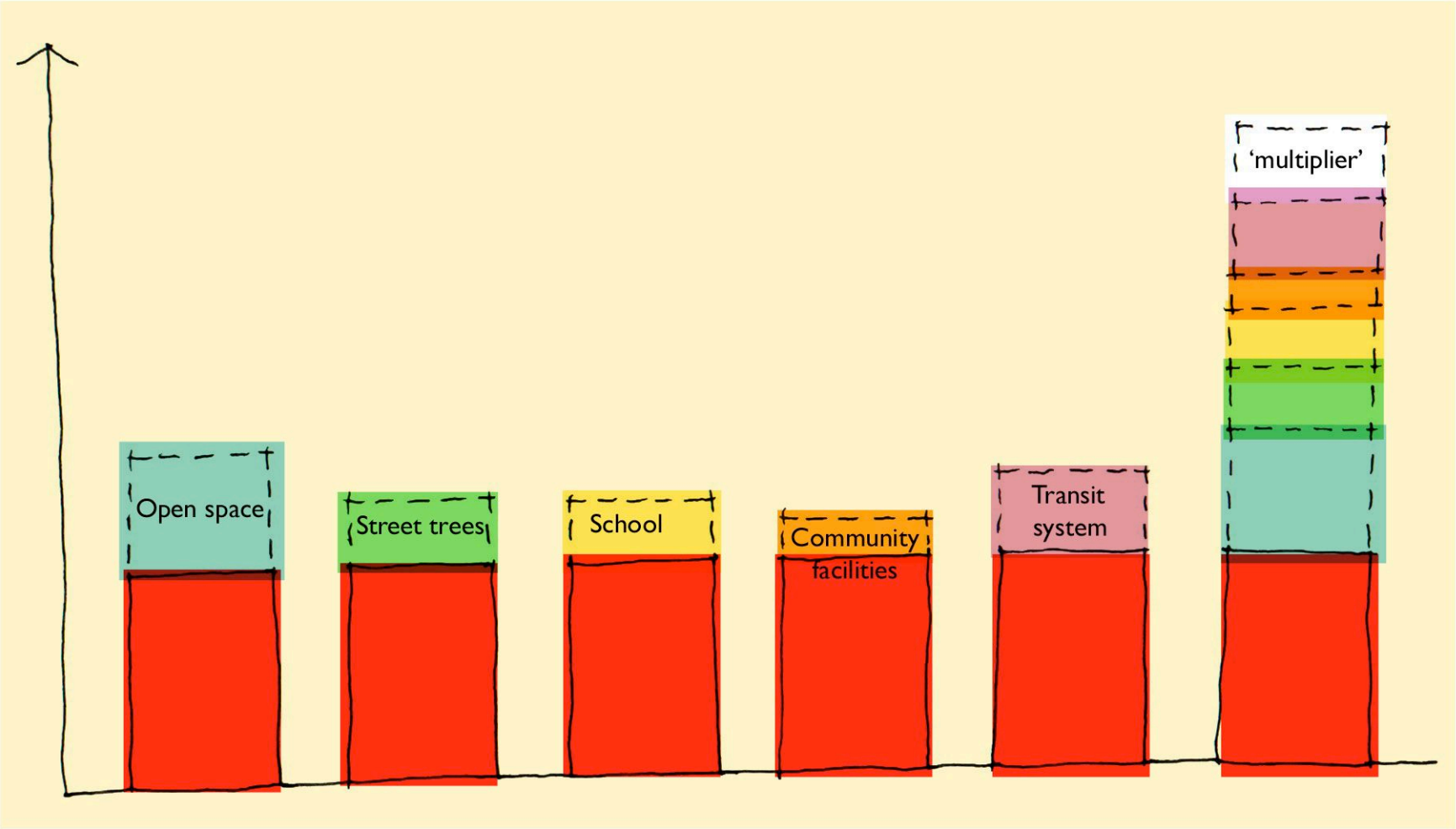
Linkage of housing with schools



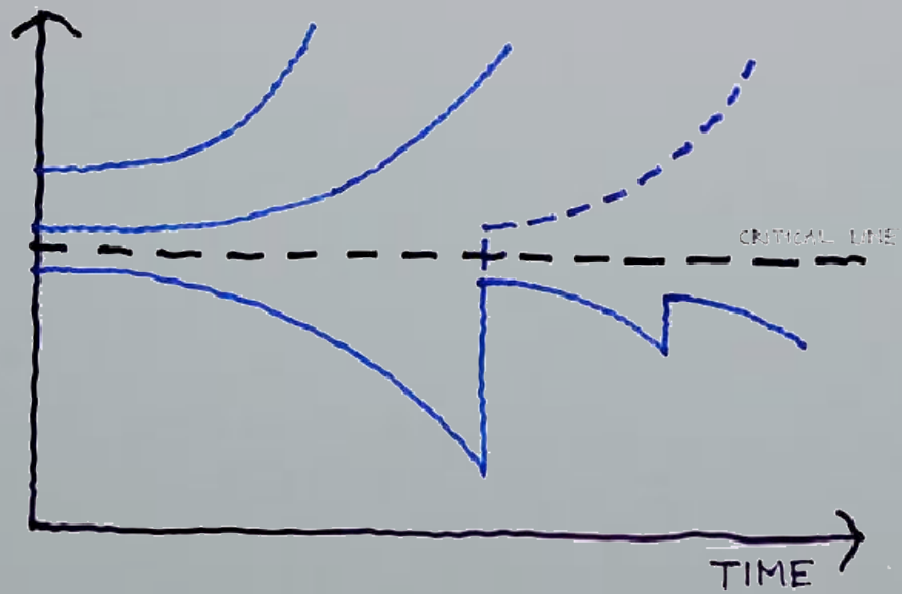
“Economics is above all a science of measurement. ... knowing what to measure and how to measure it makes a complicated world much less so ... because there is nothing like the sheer power of numbers to scrub away layers of confusion and contradiction.”

[Levitt and Dubner 2005 p13-14]

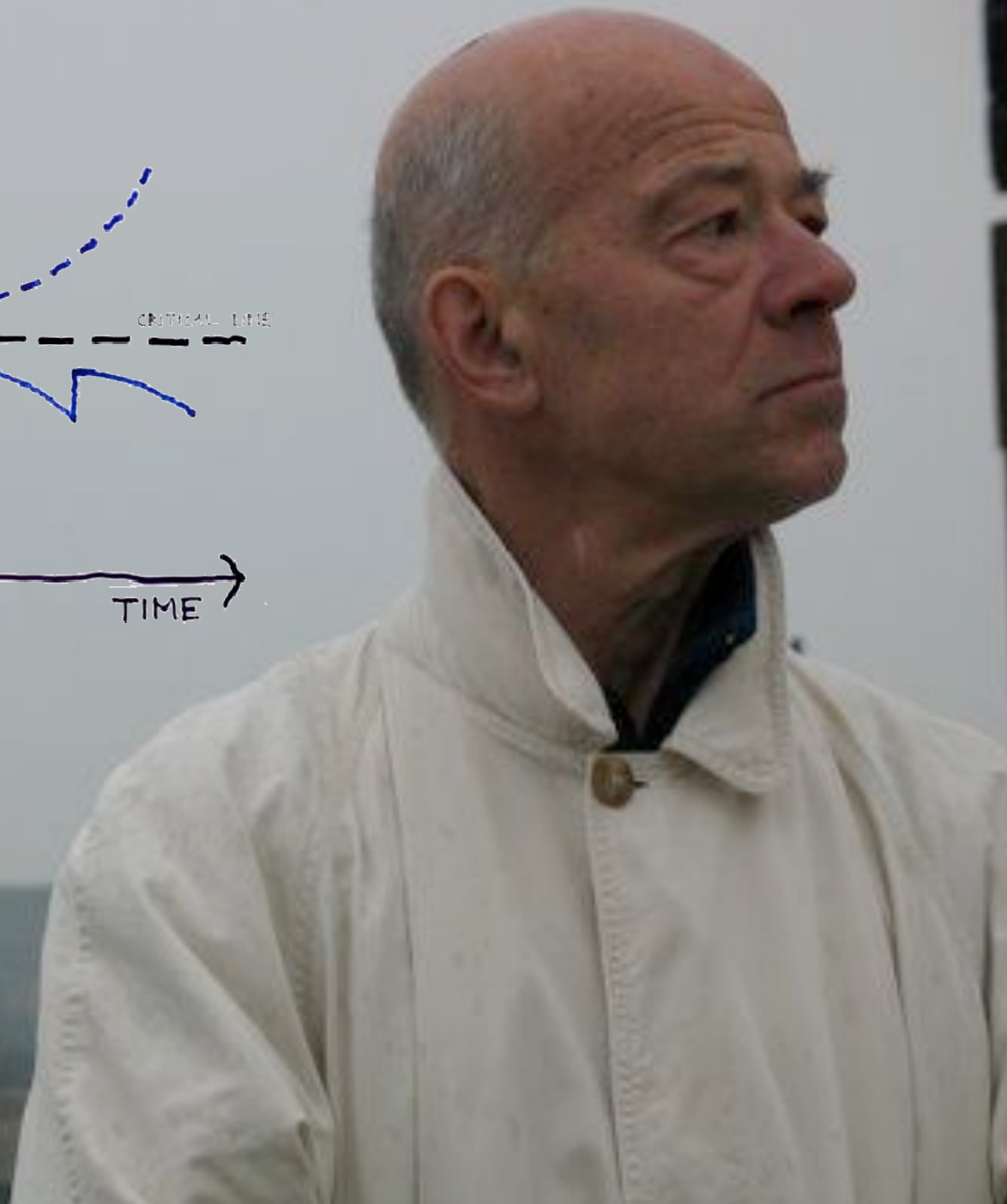
Attribute	Potential added 'value'	Sector	Context	Methodology	Evidence
Access to high quality / managed urban park and greenspace	+7% - +34% +8% - +20%	Direct 'visual' amenity and functionality. Generic business benefit to locality.	England, Sweden, United States .	Comparative 'case study' contingent evaluation and qualitative survey [user focus group, telephone interview and self completion questionnaire]. Hedonic pricing.	CABE Space 2005; Swanwick <i>et al</i> 2003. Alm 2003, Crompton 2001; More 1988. More <i>et al</i> 1988 .
Presence of street trees and woodland	+5% to +20% People willing to pay 5% on residential property for woodland view.	Residential [with bias towards single occupancy properties].	Finland, United States .	Willingness to pay. Modelled against deferred costs.	Gorman 2004; Price 2003; McPherson <i>et al</i> 2002; Tyrväinen and Miettinen 2000; Tyrväinen 2001; Moll and Young 1992.
Direct visual amenity / design quality		Residential	United States	Comparative real estate values	Ridout 1988
Fully occupied mixed income / tenure community	+3.3%	Mixed use / commercial [potential result of indirect accessibility]	United States .	Hedonic pricing.	Mikelbank 2005 .
Regenerating community	Positive net benefit	Residential	Netherlands, England.	Property sale values.	Ulusory 1994
Proximity and easy access [within 5-10 m minutes walk / 800m] to public transit / light rail system	+2% to +18% +8%	Residential	United States, Northern Ireland, England.	Contingent evaluation. Regression analysis.	Cevero and Duncan 2002; Adair <i>et al</i> 2000; Smersh and Smith 2000; Nelson 1992; Voith 1991.
	+3% to +30%	Commercial / industrial [non-residential]	United States .	Hedonic pricing [of asking rents rather than rents achieved]	Ryan 2003; Weinberger 2000; Weinstein and Clower 1999; Fejarang 1994; Dyett 1979 .
Accessibility to city / town centre [level of 'walkability']	+2% [annual saving on transportation costs] +3% to +25% ['new urbanist' premium for single family homes]	Commercial / Mixed use [linked to scale and density of development]; Residential at neighbourhood level.	United States .	Hedonic pricing analysis [including longitudinal data sets]. Potential transportation cost savings. Contingent evaluation.	Ryan 2005; Litman 2004 ; Eppli and Tu 2000; Murphy and Delucchi 1998; Bagby 1980 .
Design quality	Positive net gain	Individual building[s]; street scenes	United States, United Kingdom, Japan.	Peer review, design review. Evaluation of design competition winners [self-competition questionnaire]. Ranking visual preferences / comparisons.	Nasar 1999; Murta 1991; Nasar 1988.



MARKET
VALUE



Prof. Klas Tham



[2] - hypothesised market and decision-making agents

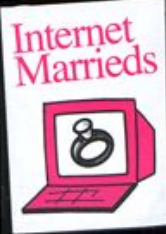
understanding 'touch points'

integration and synergy

communications, marketing [qualitative market testing] public art / events

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THE SMALL FORCES BEHIND TODAY'S BIG CHANGES

MICROTRENDS

MARK J. PENN WITH E. KINNEY ZALESNE

'Mark Penn has a remarkable gift for detecting patterns and identifying trends. The ideas in his book will help you see the world in a new way'

Bill Clinton

'Mark Penn has a keen mind, and a fascinating sense of what makes America and the world tick, and you see it on every page of *Microtrends*'

Bill Gates



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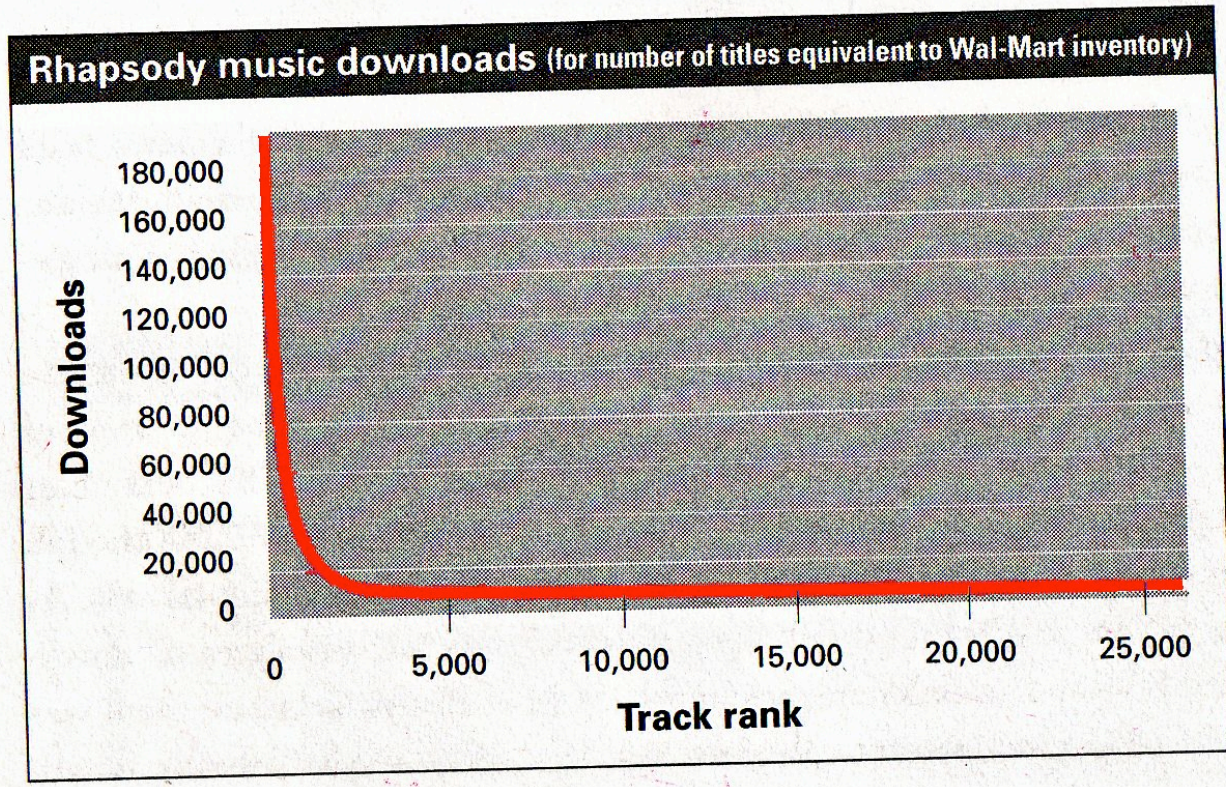
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music retailer Rhapsody. A subscription-based streaming service owned by RealNetworks, Rhapsody currently offers more than 1.5 million tracks.

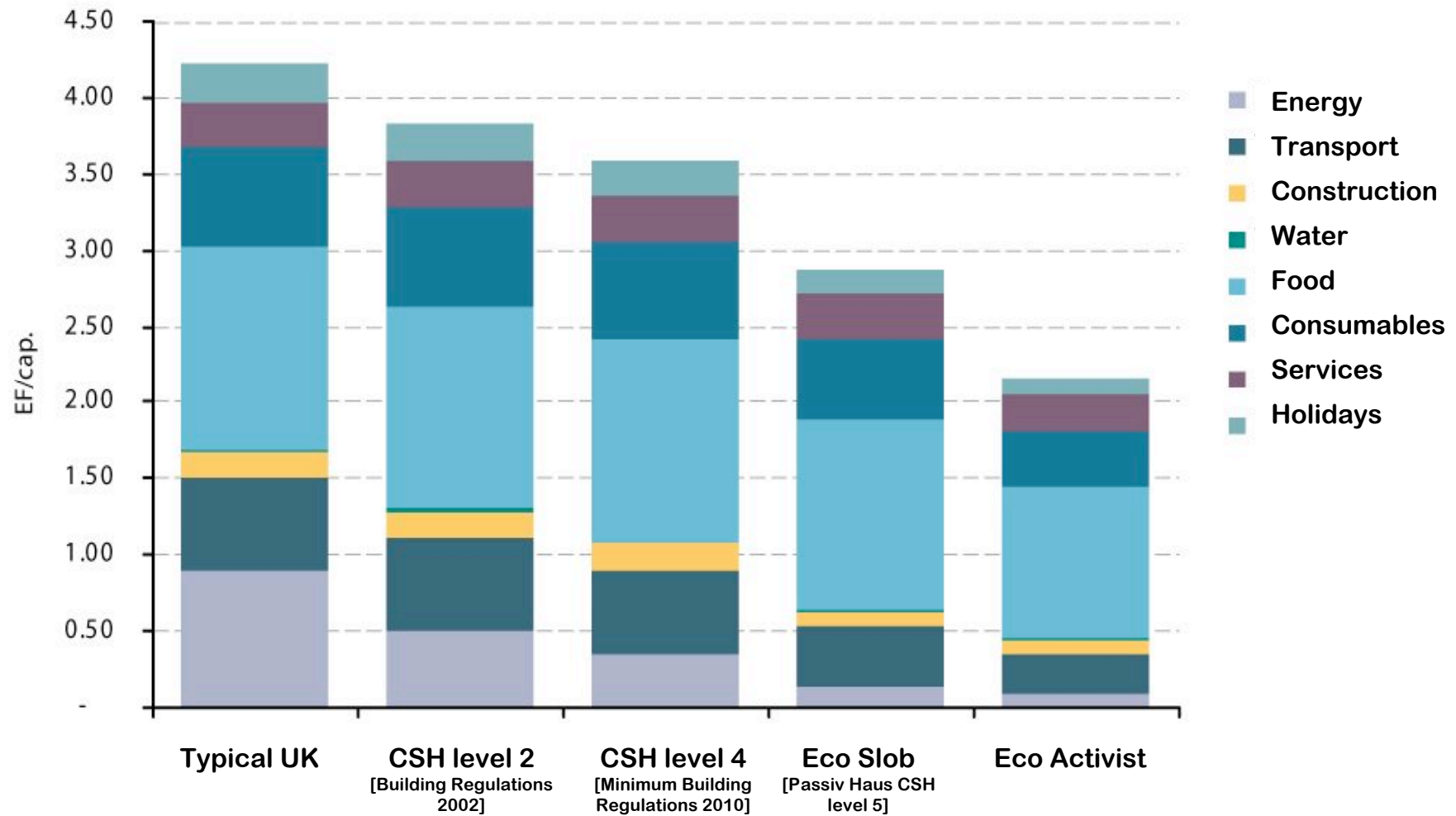
“The mass market is turning into a mass of niches”

Anderson, Chris [2006] *The Long Tail: How endless choice is creating unlimited demand* [Random House, London].

Chart Rhapsody's monthly statistics and you get a demand curve that looks much like any record store's. Huge appeal for the top tracks, tailing off quickly for less popular ones. Below is a graph representing the top 25,000 tracks downloaded via Rhapsody in December 2005.



The first thing you might notice is that all the action appears to be concentrated on the left-hand side. No surprise there.



[An analysis of four different UK housing types and the associated Ecological Footprint of the residents, combining the indirect impacts of consumption, including the impact of construction – ARUP / SEI 2006]

Non-architects have berated the ... “failure for design processes to become consumer led and better informed by the emerging needs of the customer. It is often difficult to persuade companies in this sector to invest in the creation and application of social and consumer insights ... [t]he hope is that this type of sociologically-based thinking”.

Howard, Melanie [2007] The homes that the future built in the introductory essay to the 2007 Housing Design Awards



pPODIA



Peterboroughness¹ |'pētər| |'bərō|(abbr.: **bor.**) |nəs; nis|

adjective

1 the fact of quality (of a person) of being from Peterborough; resemblance of the city (of the place) : *Andy Bell's flamboyance and dress sense shows the characteristic of Peterboroughness* | *there is a real Peterboroughness on the South Bank and the proximity to the river Nene*. See notes on

Peterborough [proper noun] and **Peterborian**.

2 having a slightly confused regional identity – evident in the uncertainty over the use of 'East' in geographical descriptions resulting in misconceptions of where it is situated within a strategic context: *Peterboroughness is based in **East** Anglia* (blamed on the University), *or is it **East** of England or the South **East** or the **East** Midlands?*

3 noticeable for being flat | lying below sea level | having characteristic man-made drainage systems (Fens and Dykes): *this Fenland landscape suggests we are close to Peterborough*.

4 an exemplar for cultural diversity within the typical smaller English city (the cosmopolitan mix of communities contrasting with the city still being perceived as a 'market' or 'new' town): *the many generations of migrants have created a real positive Peterboroughness about the town*.

5 an exemplar for architectural diversity within the typical smaller English city (resulting from a large number of small scale local and speculative developments set within a distinctive and controlled Cartesian morphology): *the competition between local builders on this single street and the heterogeneity over the external appearance of buildings has given the place Peterboroughness*.

5 having a quiet spirituality (supposedly resulting from the tolerance for the above diversity).

6 reflecting the local geology (Barnack Stone | Anchaster Limestone | Greensand) and reminiscent of (Blue Oxford) clay pipes and bricks, specifically within the Fletton area : *the home of the London Brick Company is evident through the Peterboroughness of the Phorpres bricks*.

7 punching above your weight (usually in context of football giant-killing).

8 related to food production and processing (adding value to apples, plum).

[predic.] (**Posh on**) having the visible appearance and characteristics of Peterborough (feeling down at heart or flat) : *Warren has a real Posh on today*.

DERIVATIVES

Posh |pə sh| informal noun

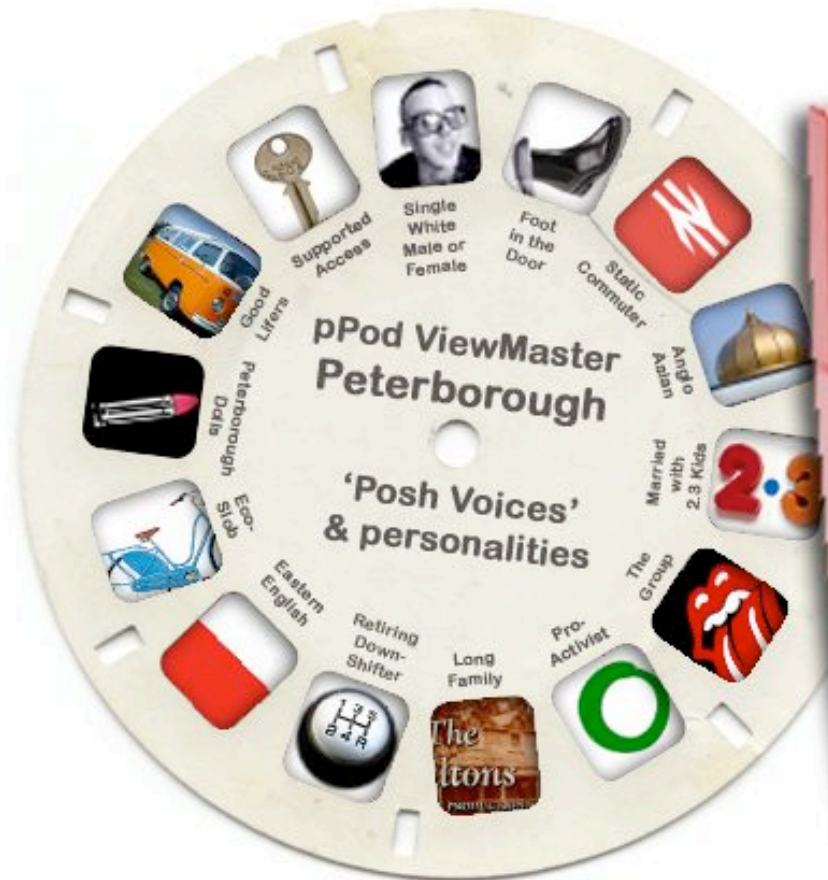
ORIGIN Old English *burg, burh* [fortress, citadel,] later [fortified town,] of (Durobrivae) Roman and later Germanic origin; related to Dutch **burg** and German **Burg**. Compare with **burgh** but not Chris de (not as sometimes suggested the long lost brother of Peter).

Peterborough |'pētər| |'bərō|

a city, town or borough and railway hub / river port in east-ish (subjective geography) of England, situated at the junction of the Nene River, the Great North Road (London Road) and the East Coast mainline railway (mostly London Railway); pop. 180,000. Also know as "Medeshamstede" (Saxon Settlement in the Meadow), 'Gildenburgh' (Golden Borough historical derivative of 'Posh') and 'Pizzaborough' (resulting from early 20th Century Italian immigration to the Fletton brickfields).

Characteristics of hypothesised 'agents' ...

Initial profiles are based on mixed and multiple sources of information and evidence that includes [1] regional / sub-regional housing market appraisals for the East of England and the East Midlands, [2] preliminary work from the Peterborough housing market assessment, [3] internal marketing review from consortium members working in the city, [4] external review of a range of local property agents, and [5] other published / secondary sources.



Peterborough Dolls

Sarah is a professional journalist who has worked in the city since her graduation, over ten years ago.

She has developed an interest in the housing offers for the single professional female following a successful series of articles she penned for *Woman and Home*. This highlighted the subtle gender imbalances in some locations where there is a higher number of service and creative jobs – an example being her own profession that is 57% female. She feels there should be recognition of the growth of single women entering the property market independently of husbands and partners. She thinks this is a trend that will raise the profile of sustainable design as her work unearthed research showing women are significantly more aware of environmental issues and the links with climate change. She even anticipates her employer publishing a carbon-free version of *heat* at some point in the future in response to this.

Her cultural references are 'loose women' mixed with 'Ali McBeal'.



***p* Pod** presents "Posh Voices"



Review and testing of hypothesised 'agents' ...

Are these recognisable people? Do they reflect real views, social attitudes and behaviour?

What are the implications for housing design? ... What is their dream house? Questions on how they use space, need privacy, behave in communal areas, flexibility for both internal and external private space. Requirements for car parking? Issues of personalisation?

Neighbourhood issues ... What elements of 'added value' for community provision will make the area more attractive?

What are the typical financial constraints influencing the household? ... Can these help us design specific financial offers and products?

Carbon footprinting ... Are we able to estimate individual / household carbon / eco footprints?

Targeted 'agent based' marketing ...

Activity	Target Group(s)	Methodology	Requirements
Mainstream newspaper advertising	All	Generic advertisement selling general characteristics of the development	Advertisement text. Liaison with local press. Budget
Specialist print media	Second Generation Anglo-Asian; Retiring down-shifters; Eco-activist; The Peterborough Dolls; Eastern English; The Group [captured by default]; Foot in the door; Single white male or female; Professional 'want to be static' commuter; Live / work balancers [the 'goodlifers'?]	Article/advertisement based content, aimed specifically at individual groups, pushing group buttons identified above	Identify appropriate content and write up. Lobby for/commission placement. Develop appropriate foreign language content
Mainstream visual/audio media	All	Generic content selling key characteristics of the development via lifestyle programming	Liaison with programming commissioners.
Specialist visual/audio media	Second Generation Anglo-Asian; The Long-family [by default]; Eco-activist; The Eco-slob; The Peterborough Dolls; Eastern English; The Group [by default]; Single white male or female; Supported affordable accessible; Professional 'want to be static' commuter	Focus on targeted content in line with group drivers above. Obvious examples include any local Polish language radio content or Anglo Asian/community TV programming	Liaison with programming commissioners. Community support to identify content where possible [e.g. via community group liaison mechanism below]
Dissemination through relevant community/ interest groups	All, where identifiable groups exist	Direct contact with group leaders/ administrators e.g. Imam, Secretary, Chairperson etc	Identify contact details. Prepare text. Make approaches
Specifically commissioned marketing events	All	Specific events tailored to the needs, aspirations and drivers of the individual agent groupings	Venue, content, recruiting attendees, appropriate incentives etc
On-street approaches	Second Generation Anglo-Asian; Eco-activist; The Eco-slob; The Peterborough Dolls; Eastern English; The Group; Foot in the door; Single white male or female; Supported affordable accessible	A range of approaches, from English language/ translated posters with tear-off mobile numbers, sandwich boards and leaflets to video vox pops or questionnaires	Permission to operate in City Centre, leaflets, dedicated mobile phone etc depending on routes adopted

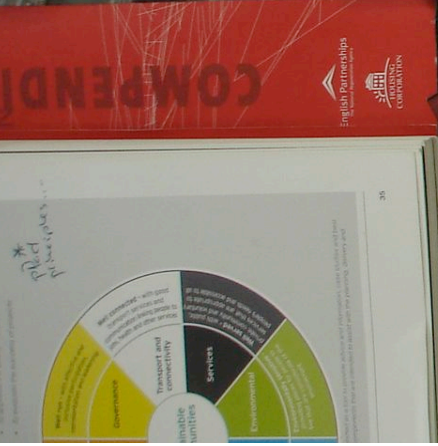
... playing the Peterborough Game



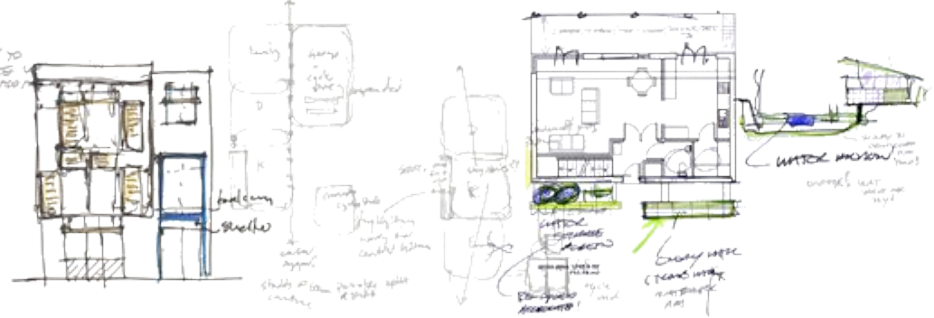
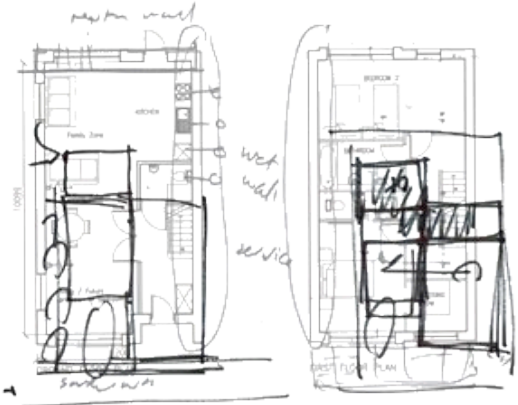
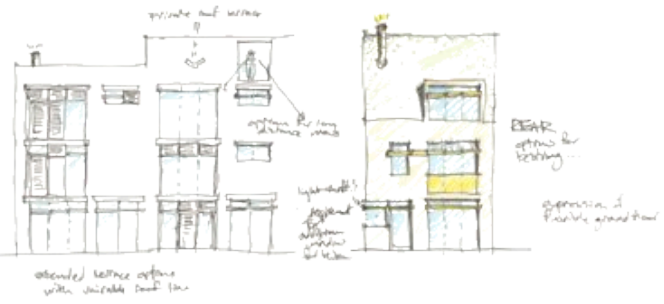
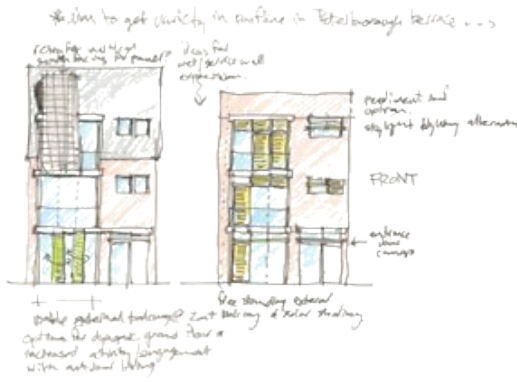
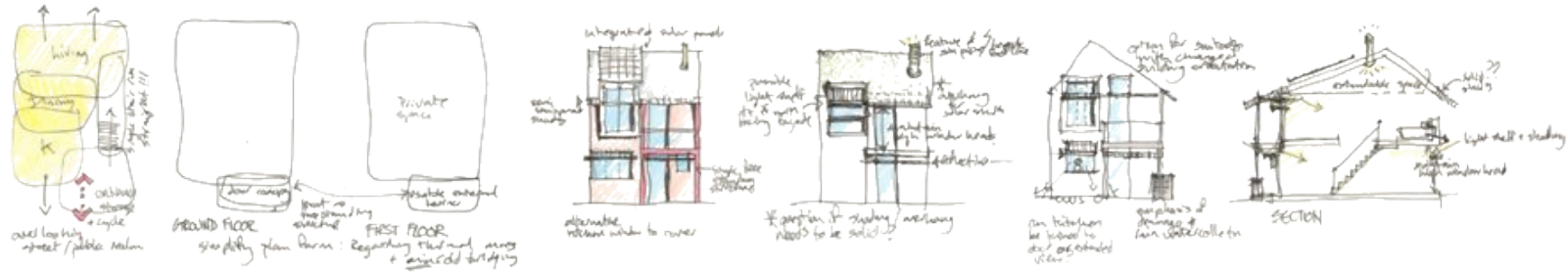
Table 10: Peterborough City Climate Challenge

For a residential high plant, settle and use there is evidence of widespread contamination of soils in urban and suburban areas. The presence of hydrocarbons in urban soils is a result of the use of fossil fuels in transport and the use of fossil fuels in industry. The presence of hydrocarbons in urban soils is a result of the use of fossil fuels in transport and the use of fossil fuels in industry. The presence of hydrocarbons in urban soils is a result of the use of fossil fuels in transport and the use of fossil fuels in industry.

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... link to www.inspire-east.org.uk



CO.FIX SUSTAINABLE HOUSING

patternbookforsustainablehomes.co.uk



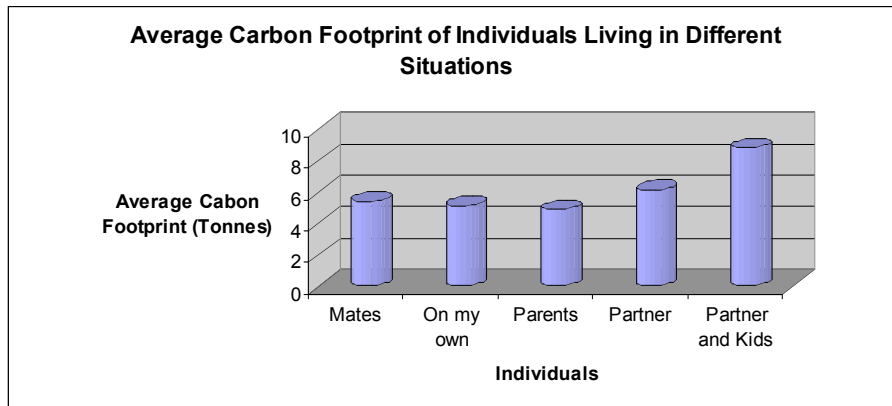
Integrated design = kit of parts

Personalisation at the point of sale

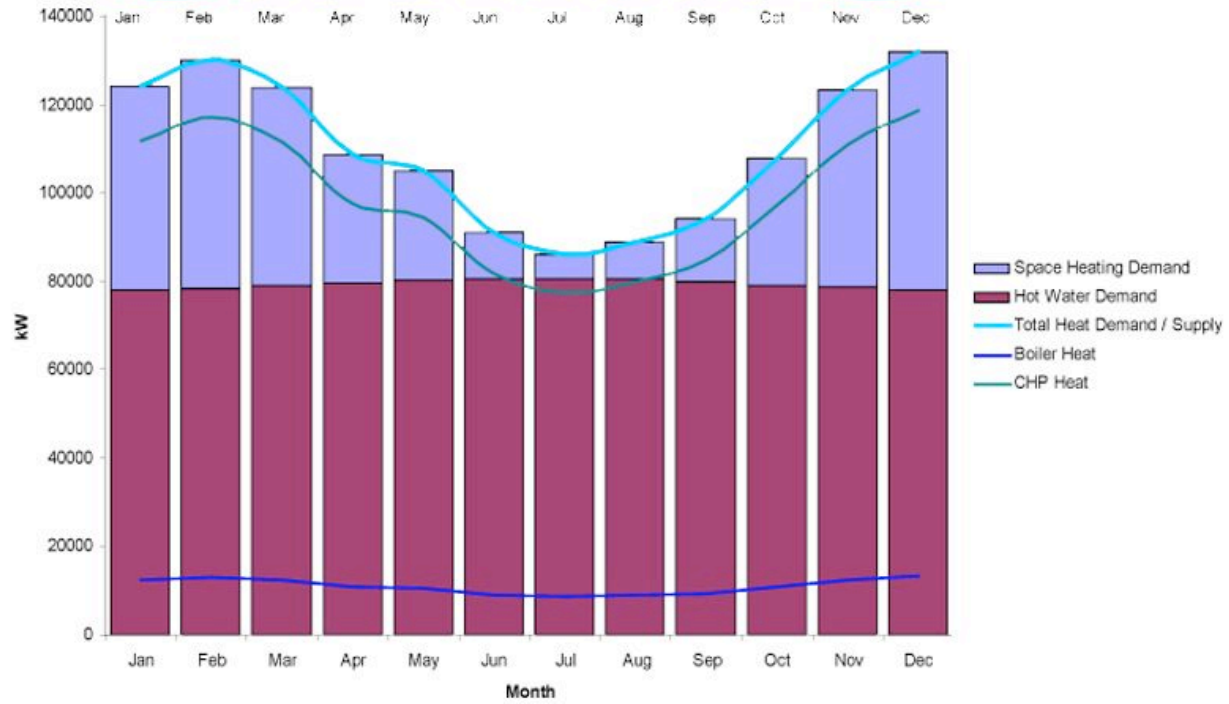
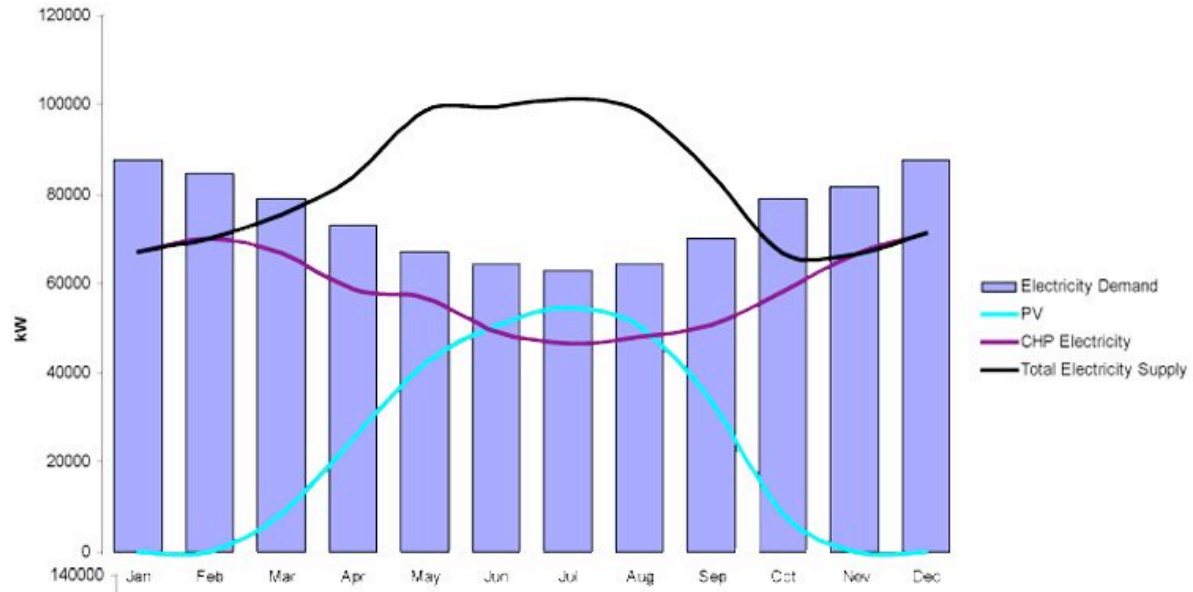


Microsoft Excel - final analysis

	AM	AN	AO	AP	AQ	AR	AS	BB
	How do you travel for journeys less than a mile?	How many short haul return flights do you take every year?	How many long haul return flights do you take every year?					
1				5.95				
2	2 public transport	1 to 2	1 to 2	6.82			male	
3	3 walking/cycling	1 to 2	none	3.3		63	7.99	18%
4	4 walking/cycling	none	none	3			female	
5	5 walking/cycling	none	none	12.92		67	6.69	52%
6	6 walking/cycling	3 to 5	1 to 2	5.57		130		
7	7 walking/cycling	none	1 to 2	9.43				
8	11 walking/cycling	1 to 2	1 to 2	4.18				
9	12 walking/cycling	1 to 2	3 to 5	2.72				
10	14 walking/cycling	3 to 5	1 to 2	9.29			age 21-35	
11	15 walking/cycling	1 to 2	none	3.61			89	7.08
12	19 walking/cycling	1 to 2	1 to 2	5.51				68%
13	20 walking/cycling	1 to 2	none	6.45			age 36-50	
14	21 walking/cycling	1 to 2	none	4.82			22	6.76
15	23 walking/cycling	1 to 2	none	9.46				17%
16	24 walking/cycling	1 to 2	none	3.59			age 51+	
17	25 walking/cycling	3 to 5	none	4.41				
18	26 walking/cycling	3 to 5	none					
19	28 walking/cycling	none	none					



	A	B	C	D	E	F	G
	No.	Commuting comments	Spare time activities	Weekend activities	Community comments	Housing preferences	Environmenta
1			Spends time with family. Gathering with friends for dinner parties etc.				
2	1				Wants a close community feel so she can feel safe about her child (babysitting etc.), also would like to be involved in community.		Aware of enviro issues
3	2				Children's future very much important therefore close community required. Too much work therefore cannot be involved in community, but would like to, although not much community feel in flats.	All live together. Money is the problem keeping them from moving into "proper" accommodation.	
4	3				Looking for a close community with values, safe but also offers privacy for family. Involvement within community minimal, would likely stay that way after move because of close knit family.	Wants large house for grandchildren. Probably will live with one of her kids.	Environmental i really play a par making, but if all available in hor would be a plus
5	4				Likes open spaces with gardens etc. doesn't like living in flat, but moving into house no an option at this age. Small community atmosphere in retirement complex, everyone quite close.		
6	5		Takes part in retirement home activities (outing to parks, coast, crafts etc.)	Likes to go to clubs on weekends. Booze, drugs etc (serious but likes to have fun)	Wants a community with young people, professional, but still know how to have fun		Environmentally
7	6	Bus. Wants better access to public transport, in addition to an increase in quality of public transport			Very much involved within polish community helping with polish get togethers, charity etc. but not o much interaction with non-polos, although he would like to		
8	7				Worried about cultural influence on child. Want a close community ideally. Something where they could really get involved and get to know neighbours so they can feel safe about their child.		
9	8		Friends/contacts generally all Turkish. Likes small community (real) but thinks				





WORLD OF POSH

I want to live in a house next to my design business in Peterborough

Polska pPod 2008

pPod Mobil

pPod Mobil

O



[3] - designing a Community Interest Company

Peterborough South Bank Carbon Challenge

Characteristics of a Community Interest Company ...

Statement of Community Interest [generally locality specific new economic geography / community development aims]

Asset lock and thus need for initial asset – capital, property or time / skills

Valuing non-monetary contributions within the asset lock and potential to gain profit from local networks / goodwill

Designed to support growth in social enterprise and strengthening the 3rd sector economy

Still to be exploited as a local development and regeneration model as the main alternative to community development trust / charity

Flexible with potential for innovation and response to opportunities

Open and honest business relations – more formal than charity and focused profit for a purpose

Synergy from management structures

“The company will seek to provide a range of services to the local community that will have a significantly positive effect on either the local environment, local quality of life or both, that would either be unavailable, unaffordable or under-consumed without its intervention. These services include, but are not limited to, the provision of: High quality property management and maintenance facilities in line with the requirements of such technologically advanced homes, WiFi network access and other ICT facilities within the development; renewable energy provision at the community scale; a series of appropriately designed carpooling/care share/green travel schemes; on-site environmentally sensitive waste management and recycling facilities and services; and an enhanced public realm, including links to a Sustainable Urban Drainage System and high quality public sports/play/recreation areas..”

[pPod Statement of Community Interest]

Community Interest Activities ...

Community Values	Services to attain the values
Promote carbon neutral living by reducing energy use and carbon emissions	<p>Establish local carbon credits / trading scheme</p> <p>Promotion of effective environmental management, information [building / neighbourhood user guide]</p> <p>Local renewable energy supply company support / endorsement</p>
Reduce environmental impact of the community and consumption of natural / finite resources	Water collection / monitoring usage
Provide a safe and secure environment	<p>Community concierge service</p> <p>Wireless network linked to remote security, entry systems, CCTV</p>
Promote a cleaner community by reducing waste and pollution levels	<p>Waste / pollution monitoring and management</p> <p>Waste reduction and recycling services [separation at source collection]</p> <p>Business support services for green procurement and purchasing</p>
Encourage and support more sustainable transport opportunities	<p>Operation and support for a city car club</p> <p>Personalised green travel planning</p> <p>Supporting local business travel and distribution with sustainable transport services</p> <p>Support technological solutions to coordinate and management community / public transport provision</p> <p>Business support services for home-working</p>
Maintain levels of biodiversity and promote nature conservation ¹	Measure the quality of the environment and manage this in a systematic way
Promote initiative that encourage more sustainable lifestyles	<p>Lifestyle coaching</p> <p>Green and ethical finance / support</p>

Community Interest Company Board Structure ...

Number of Places	Nomination	Appointment	Portfolio
1	Co-opted	By elected board members	Chair
1	Gentoo	By appointment	Gentoo interests
5	South Bank residents	By election	TMC resident interests
1	Morris Homes	By appointment	Morris homes interests
1	Co-opt	By elected board members	Legal
1	Finance	This will be a purchased service and will not be a board appointment	Finance interests



Community Interest Company

Integrated design - process and elements of plan are based on understanding of long term management roles and responsibilities ...

- Property maintenance / management
[single point for all tenures]
- Community concierge service
- Business support services
[home office to hobby rooms to SME managed hot pods]
- Landscape and public realm
[allotments and food supply chain management]
- Ecological services
- Community facility management
[combined breakfast club / after school club]
- Energy strategy
[closed loop with waste and food networks / local schools and hospitals]



Community Interest Company

Capital support and contributions for ...

- Green travel and Car Pool
[support space, energy supply, business buy in, marketing and information]
- Crèche and Spa
[physical capital and support for commercial ventures]
- Community Café and Kitchen
[supply chain management]

Community Interest Company

- Member of joint venture
- Delivery responsibility
[planning, s106 + conditions, phasing]
- Enforcement, monitoring, building user guide
[use of restrictive covenants at point of sale / lifestyle coaches and personal trainers]
- Future phases
[collaborative design code / local development order as neighbourhood user guide]
- Local Employment Agreement
[skills, training, inward investment]



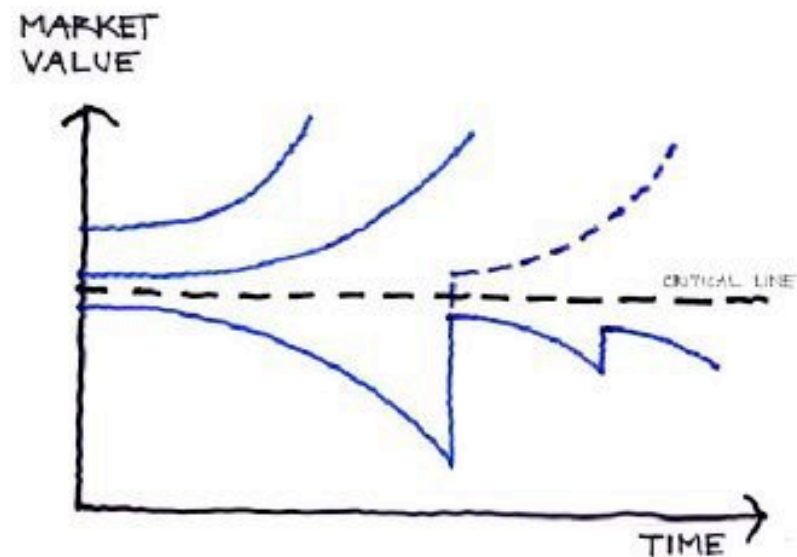
Planning Guidance



Community Interest Company

Agents ...

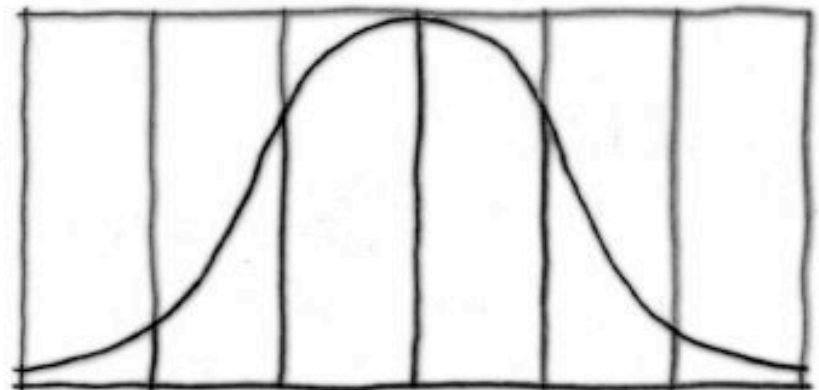
- Environmental guardians and slobbs [responsive housing mix]
- Devolved ownership and management to street / block [flexible masterplan, garden space, hobby rooms with initial capital contribution]
- Monitoring and evaluation





Community Interest Company

- Innovative financial models
[engagement with local lenders, varying equity models, flexible borrowing strategies, low carbon / accessible mortgages]
- Strong local market testing
[masterplan elements and housing typologies]
- Market informing 'bell curve' mix
[reinvented East of England transect]

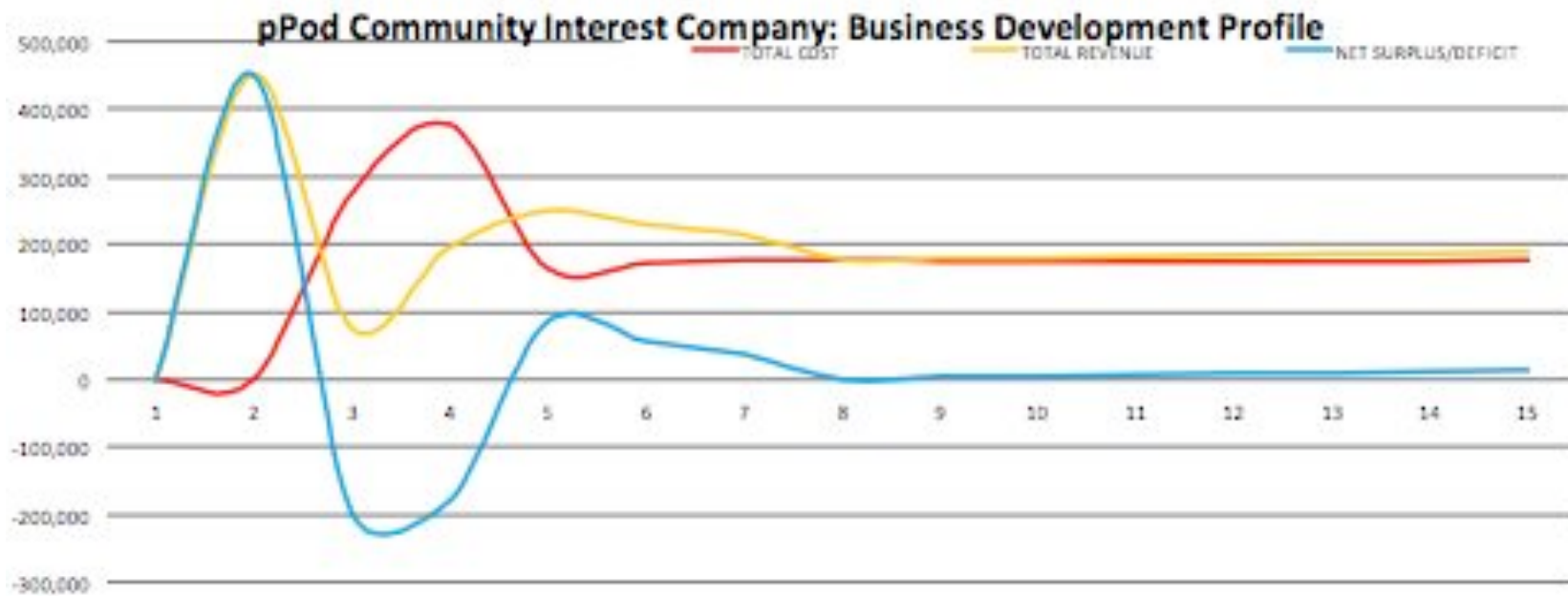




POSHSWAP

Community Interest Company

- Community involvement within management structure
[networkers, persuaders, enforcers]
- LETS and 'Sweat Equity'
- Incentives for involvement and carbon reduction
[monitoring linked to local carbon credits and trading / service charge]
- Real income streams
- Supporting community enterprise [equity share holding in local SMEs]



Thank You

Dr Michael Crilly
Director, Studio UrbanArea LLP

e: michael@urbanarea.co.uk
w: urbanarea.co.uk