

# Designing a Better Way to Live

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DEVELOPING THRIVING COMMUNITIES  
BY VALUING PEOPLE AND  
BUILDING RESPONSIBLY

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# Designing a Better Way to Live

1. A new focus on design and place-making from Central Government
2. How we are responding to this
3. Customer-focussed urban design
4. The benefits of placemaking
5. The Redrow 8



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**300,000**

Provided homes for around **300,000** people



Created more than **36,000** direct jobs



Invested **£2.7 billion** into community infrastructure including schools, affordable housing and green spaces



Provided over **2,300 hectares** of publicly-accessible open space



Last year (2018-19), Redrow built **6,443 homes** across England and Wales



Awarded a coveted **Five Star customer satisfaction rating** in the annual Home Builders

# Central Government on Design

*“Offer a planning framework that is more supportive of higher levels of development with quicker and more effective processing of applications”*

*“In return, the Government expects developers to build more homes...and to focus on design and quality”*



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# A new focus on Design

- Government Design Conferences
- Building Better, Building Beautiful Commission
- Government Architect – Andy Von Bradsky
- Design team at MCHLG
- Planning policy guidance to be strengthened
- National Design Guide launched October 2019
- National Design Code to be launched early 2020



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# National Design Guide

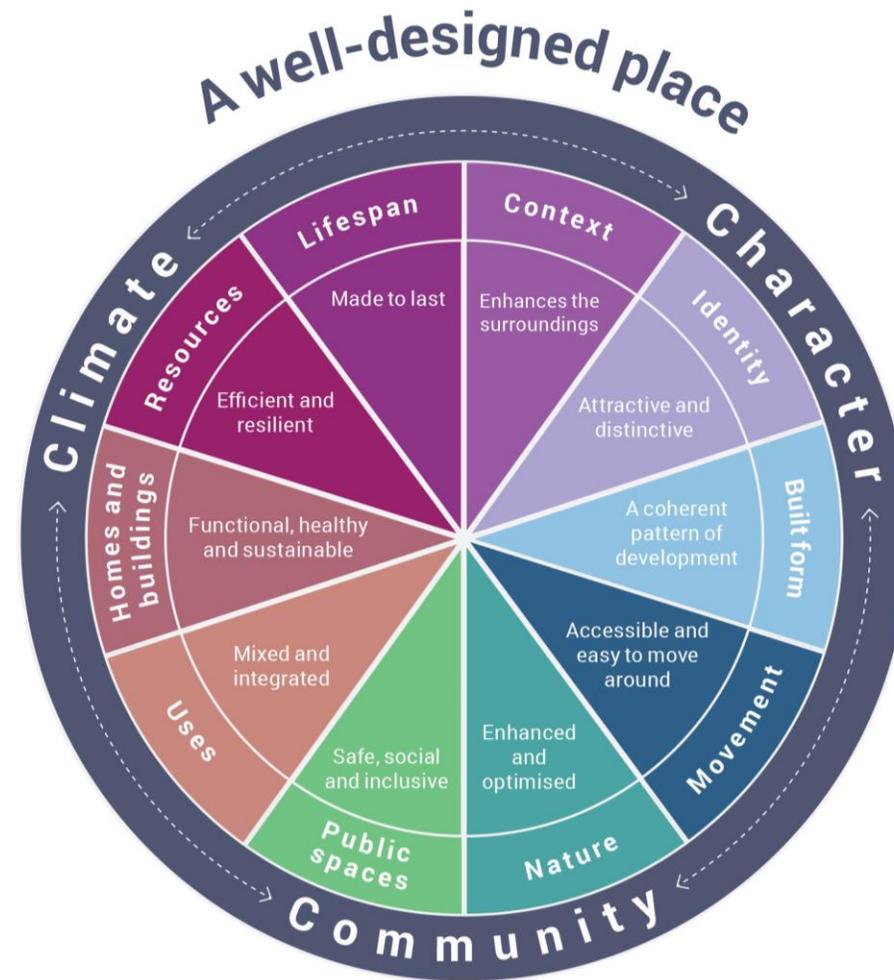
- Forms part of National Planning Practice Guidance
- A material consideration and supports para 130 of NPPF:  
*Planning permission should be refused for development of poor design that fails to take opportunities available for improving the character and quality of an area and the way it functions*



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# National Design Guide



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# National Model Design Code

- To be published in early 2020 for consultation
- A clear model for good design and the style of homes and neighbourhoods
- LPAs encouraged to develop their own codes – if they don't the national code will be the default in decisions
- LPAs to involve local people and embed their views
- Codes will be “simple” but “prescriptive”
- A presumption in favour of tree-lined streets



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# How we are responding to this new agenda



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# Who we are designing for



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# Customer aspirations

Surveys of 2,000 customers:

- Close to green spaces and routes
- Being part of a community
- Access to nearby cafes, shops, school and facilities



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# Why placemaking is important to us

- Customer aspirations
- Creates great places to live
- Our legacy
- Shared vision can speed up planning process
- An increasing emphasis from Government
- Enhanced values and sales rates

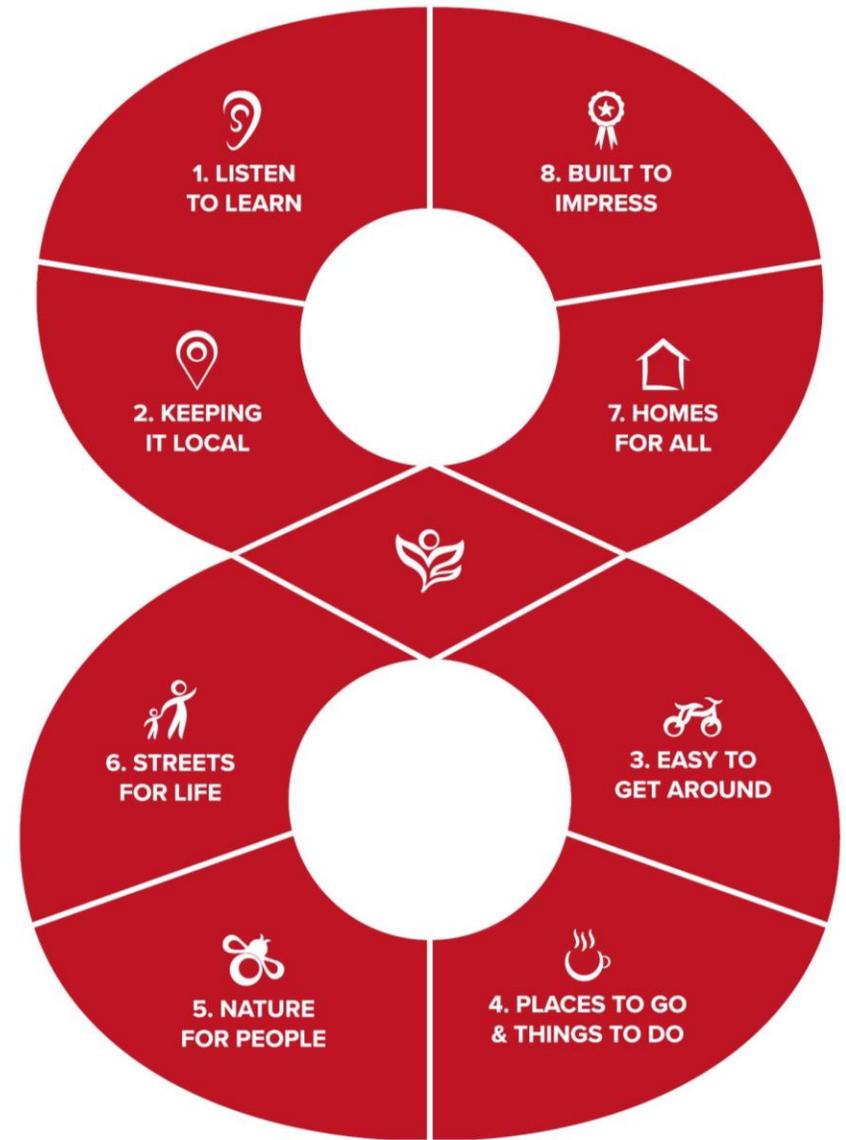


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# The Redrow 8

- To focus attention on what matters most to our customers
- To provide a clear and practical explanation of our vision
- To provide a framework for appraising layouts and completed schemes
- Urban Design principles in plain English to use internally and in our marketing



# Where the 8 principles came from

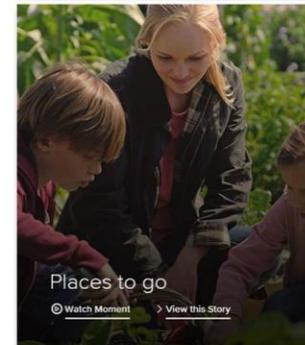
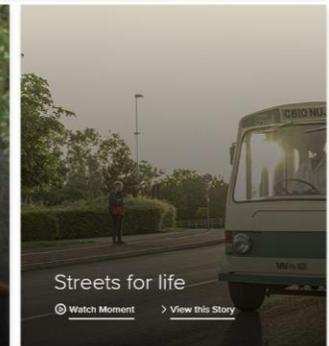
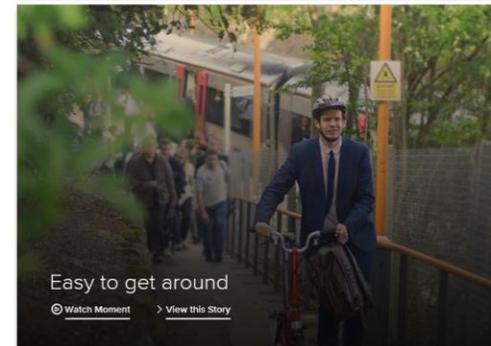
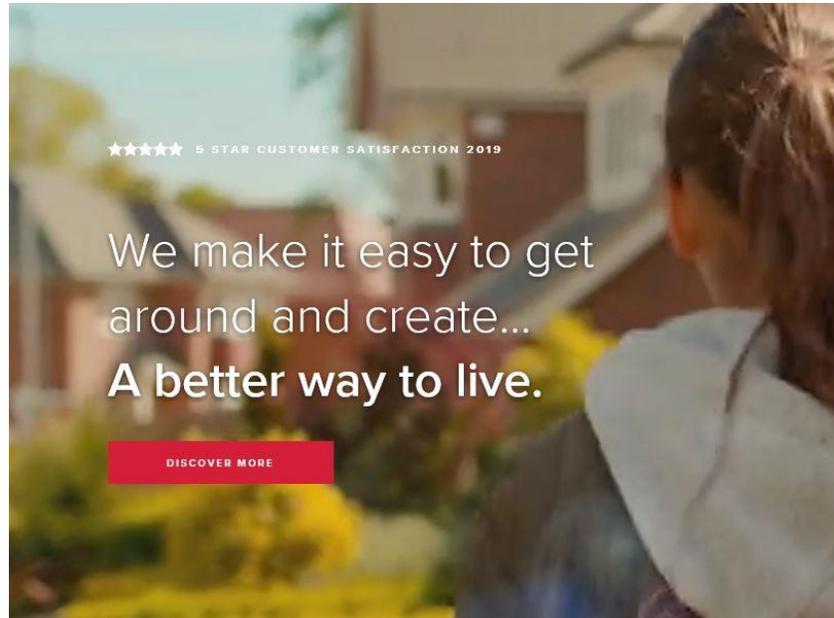
- Customer feedback and surveys
- Comprehensive review of latest best practice and policies
- Workshops with our regional teams
- Our values and the 'Redrow Way'



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# Place-making in our marketing



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# Visioning

**Experience of**

**We apply the principles but they are specific to the site.** Sites to be developed by Redrow are designed to lead in delivering village principles.

Each of our developments is designed to be a community in its own right. Our developments are designed to be a community in its own right. Our developments are designed to be a community in its own right.

**8.1 Clive Park, Thornbury - Eden Homes Project**

**Redrow Homes are invested in delivering high quality schemes which will complement the surrounding environment, incorporate green open spaces, respect the location and local character, improve connectivity to the woodland and the town centre, whilst maintaining the commercial value for the landowner.** The project has been designed in accordance with the Clive Planning Conditions, the principles and objectives set out in the approved Strategic and Design Access Statement.

We have undertaken a detailed review of the technical information to ensure that the scheme is set out in accordance with the planning permission and we have successfully been able to create an attractive scheme for 300 new homes, including a mix of 2, 3 & 4 bed family homes and the built built. We have made provision for the same home mix and the broader community/commercial landscape.

In terms of Affordable Housing, our scheme provides 9% Affordable homes with a tenure split of 37% social rent, 1% Affordable Rent and 2% Intermediate Housing in accordance with the SDC, including 8% of homes designed to be wheelchair accessible. We have also responded to the request to include the provision of an access road to the landowners retained land.

**Homes for all**  
The housing mix responds to the local needs.

**Keeping a local**  
Opportunity to be part of the community.

**Homes for all**  
Affordable housing has been sensitively integrated and is a design feature in well mixed housing.

**Home for people**  
Garden courtyards with landscaped street features as part of the green infrastructure scheme.

**Built to impress**  
High quality homes designed to complement the approved scheme.

**Places to go, things to do**  
Local spaces with seating and a themed play area.

**Easy to get around**  
Well connected, direct, permeable layout that promotes pedestrians and cyclists.

**Nature for people**  
Environment for a diverse habitat.

**Streets for life**  
Clear hierarchy of streets.

**Built to impress**  
Carefully designed homes to create an attractive entrance.

**Built to impress**  
Tree-lined streets provide for an impressive sense of arrival.

**Nature for people**  
Locally sourced, sensitive family species.

**Key Benefits of the Redrow 8**

The Redrow 8 principles are focused on creating places that offer social and environmental benefits for new residents and the wider community they will become a part of. The principles contribute towards improving public health, health and happiness, place attachment, protection and enhancement of the built and natural environment among other considerations.

The application of the 8 principles provides for a range of benefits for the existing and new community. By listening to learn from our customers and local communities we will design developments that are sensitive and responsive.

Through careful consideration of a development site and its wider context, we will keep it local - helping to stitch new developments into their locality.

benefits for new residents and the wider community they will become a part of. The principles contribute towards improving public health, health and happiness, place attachment, protection and enhancement of the built and natural environment among other considerations.

There are three purposes for the Redrow 8:

- To focus attention on the things that matter most when thinking about, planning and designing new developments.
- To provide a clear and practical explanation of our approach to placemaking, and
- To provide the framework for an assessment methodology for appraising plans and completed schemes to ensure that our required standard is met.

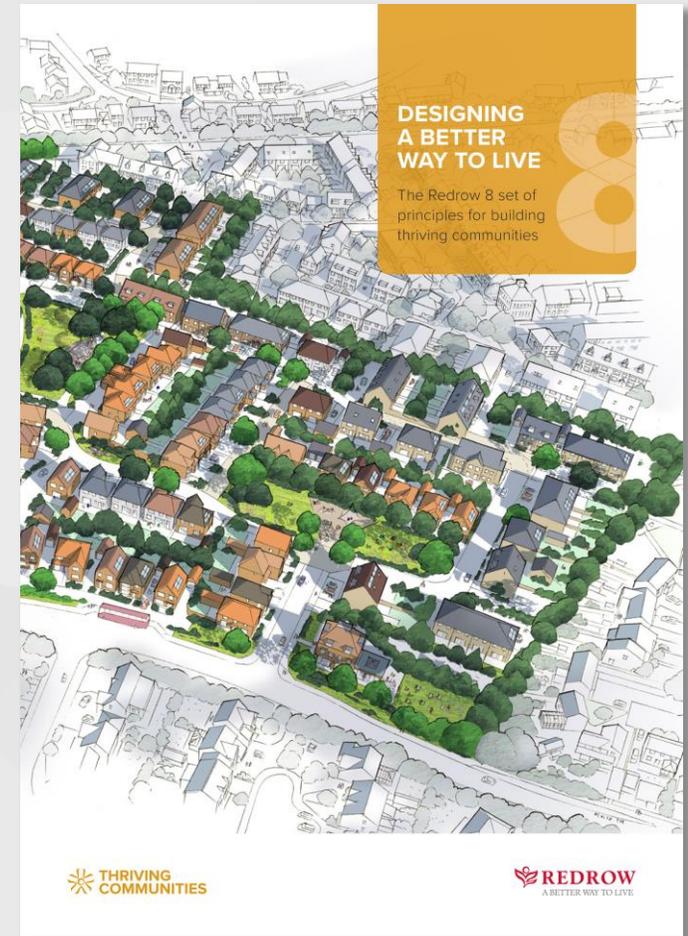


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# How we are using the Redrow 8

- 54 page Design Manual
- For internal use
- 2 'measures for each principle'
- Additional 'stretch measures'
- Case study examples of where each has been achieved on a Redrow development



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# How we are using the Redrow 8

**GUIDELINE 3A**

**Design an environment that prioritises pedestrians and cyclists.**

From the earliest stage in the design process the needs of pedestrians and cyclists must be considered and incorporated. This means identifying and responding to key desire lines to potential destinations such as local parks, cafés and shops as well as creating a network of safe and attractive routes and prioritising (where possible) pedestrians and cyclists over vehicles.

At our Horsforth development near Leeds we provided signposts to encourage walking and cycling.



**GUIDELINE 3B**

**Create a place where it is easy to find your way around and where safe, direct and attractive routes are provided between people's homes and schools, shops, places of work and other community destinations. Distinctions between routes can help people navigate places more easily.**

A clear hierarchy of distinctive street types will be provided together with a clear focal space.

Tree-lined streets, such as this one in Mon Bank, Newport can form part of a hierarchy of distinctive street types.



**STRETCH GUIDELINE**

**Design ways to encourage people to walk and cycle for short journeys.**

Innovative and creative approaches can encourage a change in habits such as protected cycleways.

Our development at Cheswick village near Bristol includes a connected network of cycle paths encouraging a healthy lifestyle.



At our St Andrews Place development we took the opportunity to retain and restore an existing clock tower and set this within a framed public open space.

This is an important local landmark within the new neighbourhood helping people to navigate the development as well as providing a physical focus for the community.

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# How we are using the Redrow 8

- All layouts reviewed
- Easy to use scorecard
- All completed schemes audited
- Score out of 8
- Health and wellbeing score out of 5
- Barriers recorded

Redrow 8 Scoring Sheet					
		Site Name		Stage of development (tick or 'x')	
		Division		Draft layout	
Completed by		Date		In planning	
				With planning	
				On-site	
				Completed	
Principle	Measure 1 'no'=0 'yes'=0.5 some/part=0.25	Score	Measure 2 'no'=0 'yes'=0.5 some/part=0.25	Score	Total
 LISTEN TO LEARN	1.1 Has the project been subject to community and stakeholder consultation and collaboration in accordance with the Redrow Community Participation Guidance (Appendix A of Designing a Better Way to Live)? For RMA applications this includes any consultation carried out under the outline application.	0 0.25 0.5	1.1 Have the proposals been shaped, influenced or revised to take into account of suggestions, where appropriate and viable?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 KEEPING IT LOCAL	2.1 Does the layout respond sensitively to site features and characteristics such as views, landform or landscape features. For example are important trees and hedges brought into the POS network and treated as assets?	0 0.25 0.5	2.1 Do the proposals incorporate any features or characteristics that make the local area distinctive? These could be boundary treatments, building materials, landscape treatments or species.	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 EASY TO GET AROUND	3.1 Does the layout respond to pedestrian desire lines to local destination and likely routes? Are these routes safe and attractive for use by pedestrians and cyclists?	0 0.25 0.5	3.1 Does the layout provide for a development that is easy to navigate? Is there a clear hierarchy of street types? Are key corners defined by corner turning house types?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 PLACES TO HIT IT THINNER TO DO	4.1 Is the site within a reasonable walking distance of existing local facilities such as employment, shops, open spaces, school etc.?	0 0.25 0.5	4.1 Will we be making a financial contribution to the provision of new community facilities?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	

 NATURE FOR PEOPLE	5.1 Does the layout incorporate a creative approach to providing an accessible network of multi-functional green infrastructure (drainage, wildlife, amenity open space etc.)?	0 0.25 0.5	5.2 Does the landscape and ecological strategy use appropriate native wildlife friendly species and are these areas safeguarded through management?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 STREETS FOR LIFE	6.1 Does the layout provide for a clear internal street structure with a choice of walking and cycling routes?	0 0.25 0.5	6.2 Does the layout provide for a development with a design speed of 20mph (or less) on residential streets?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 HOMES FOR ALL	7.1 Does the proposed mix of house types respond to local needs?	0 0.25 0.5	7.2 Does the affordable housing sit sensitively within the development and is it of the same design treatment and materials?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
 BUILT TO IMPRESS	8.1 Does the layout provide for "sense of arrival" through the creation of attractive and overlooked streets and public spaces?	0 0.25 0.5	8.2 Have we ensured that the threshold between homes and the street has been carefully designed to avoid dominance of parking and an appropriate landscape setting for the home?	0 0.25 0.5	Max 1
	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	Notes / evidence for score / barriers that have prevented or restricted score. Insert "barrier" score to the right and explain here what the barrier was.	Barrier score	
<b>Total</b>					
<b>Health and Wellbeing score</b>					



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# 1. Listen to Learn

- a) Did we work collaboratively with the LPA and others in developing a vision for the place from an early stage?
- b) Did we listen and act on changes suggested by the local community where practicable?



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## 2. Keeping it Local

- a) Does our development respond positively to the site and its immediate context – views, topography, features?
- b) Have we incorporated any locally distinctive features – materials, boundaries, landscape, biodiversity?



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## 3. Easy to Get Around

- a) Is the development easy to get around for pedestrians and cyclists – responding to ‘desire lines’ within the site and to local destinations?
  
- b) Is the place easy to understand – is there a clear structure / has a hierarchy of distinctive routes been created?



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## 4. Places to Go and Things to Do

- a) Are there places to go and things to do within the development – walking routes, focal green spaces, play, seating areas? Are there links to any nearby employment, shopping, bus routes or other facilities?
  
- b) Has the development contributed to or delivered community facilities?



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## 5. Nature for People

- a) Is there a connected network of green spaces that will encourage people to interact with nature?
- b) Have locally native, wildlife friendly species been used?



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## 6. Streets for Life

- a) Is the development well connected internally and with the wider surroundings to provide a choice of walking and cycling routes?
  
- b) Has the layout been designed for 20mph on residential streets?



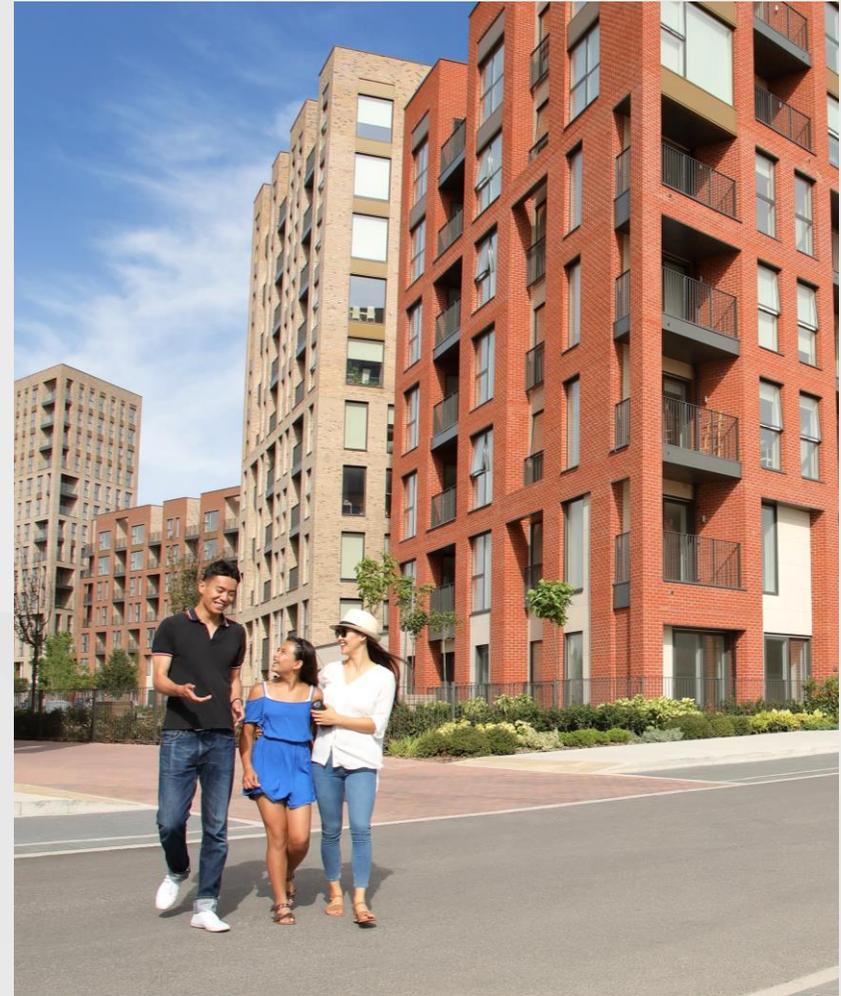
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# 7. Homes for All

- a) Does the accommodation mix meet identified local needs?
- b) Is the affordable housing designed to integrate with the private homes?



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## 8. Built to Impress

- a) Does the layout provide for a 'sense of arrival' with high quality, overlooked streets and spaces?
- b) Are streets designed with careful attention to the threshold between the house and the street – parking integrated, kerb appeal for all homes?



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# Summary

- Putting the customer at the heart of our approach to placemaking gives it a clear purpose
- Clear, measurable principles that everyone understands
- Clear business benefit to each principle
- Plain English terminology
- Principles rooted in “The Redrow Way”
- Delivers a Better Way to Live



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# Thank you



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