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Design Skills Symposium 2011, Tollbooth, Stirling

“Delivering Better Places”

# **Local Economic Development: the role of place and diversity**

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# Why do we need a new story for economic development?

- We've had more than a decade of economic development but inequality between and within places has grown. Many places still struggle. Why?
- Process of place making and objectives of economic development are not always well aligned and frequently disjointed
- Legacy of regeneration suggests we need to look again at who really benefits from place-making?



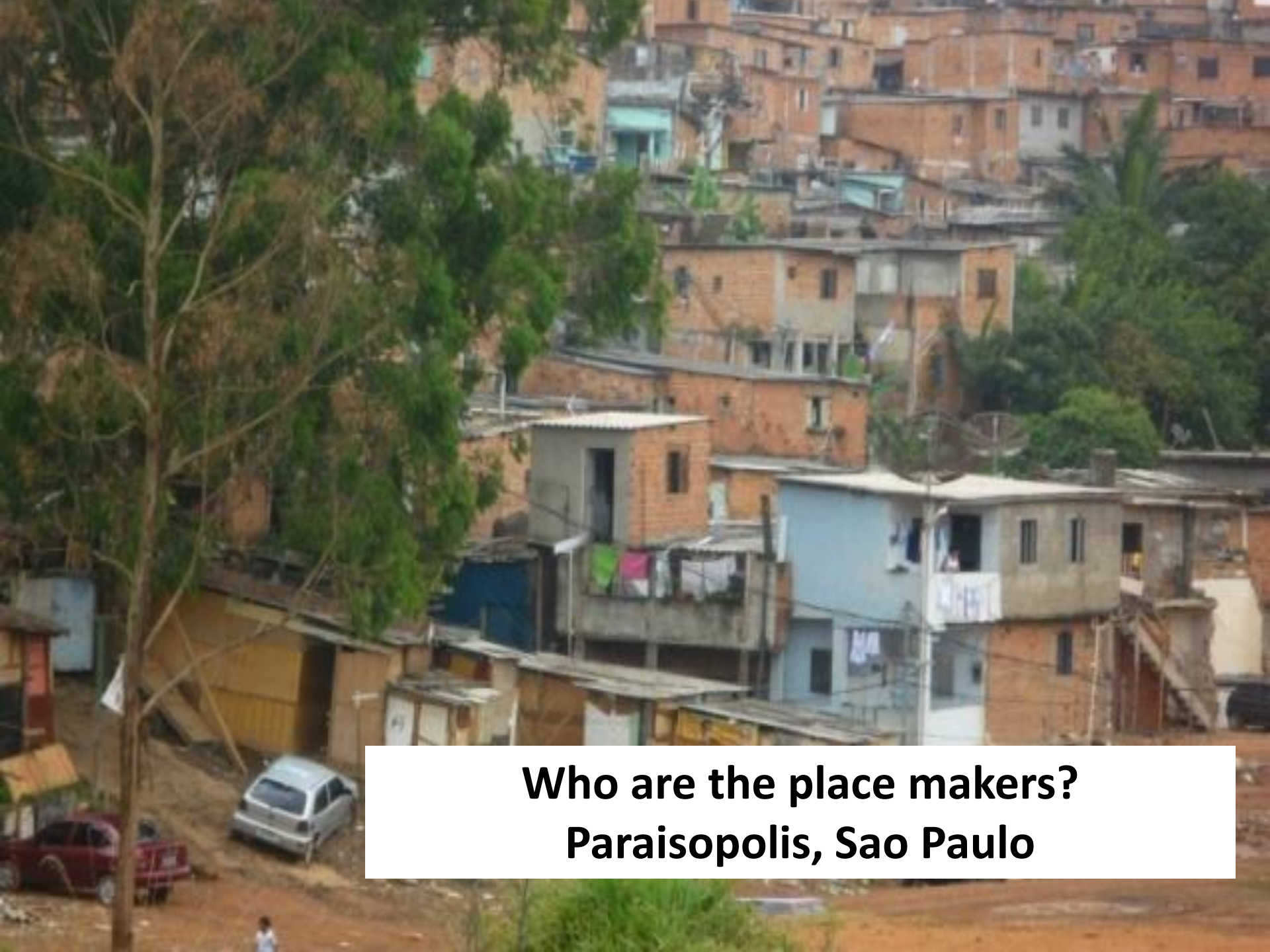
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## Curitiba, Brazil

**Integration of economic, spatial and transport planning  
'A city designed for people not planners'**

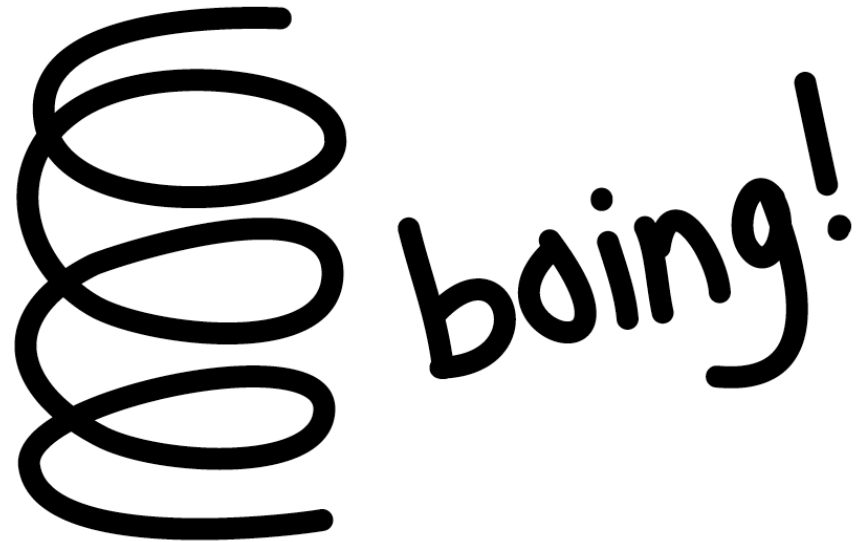


**Who are the place makers?  
Paraisópolis, Sao Paulo**

# A better place = a 'resilient' place

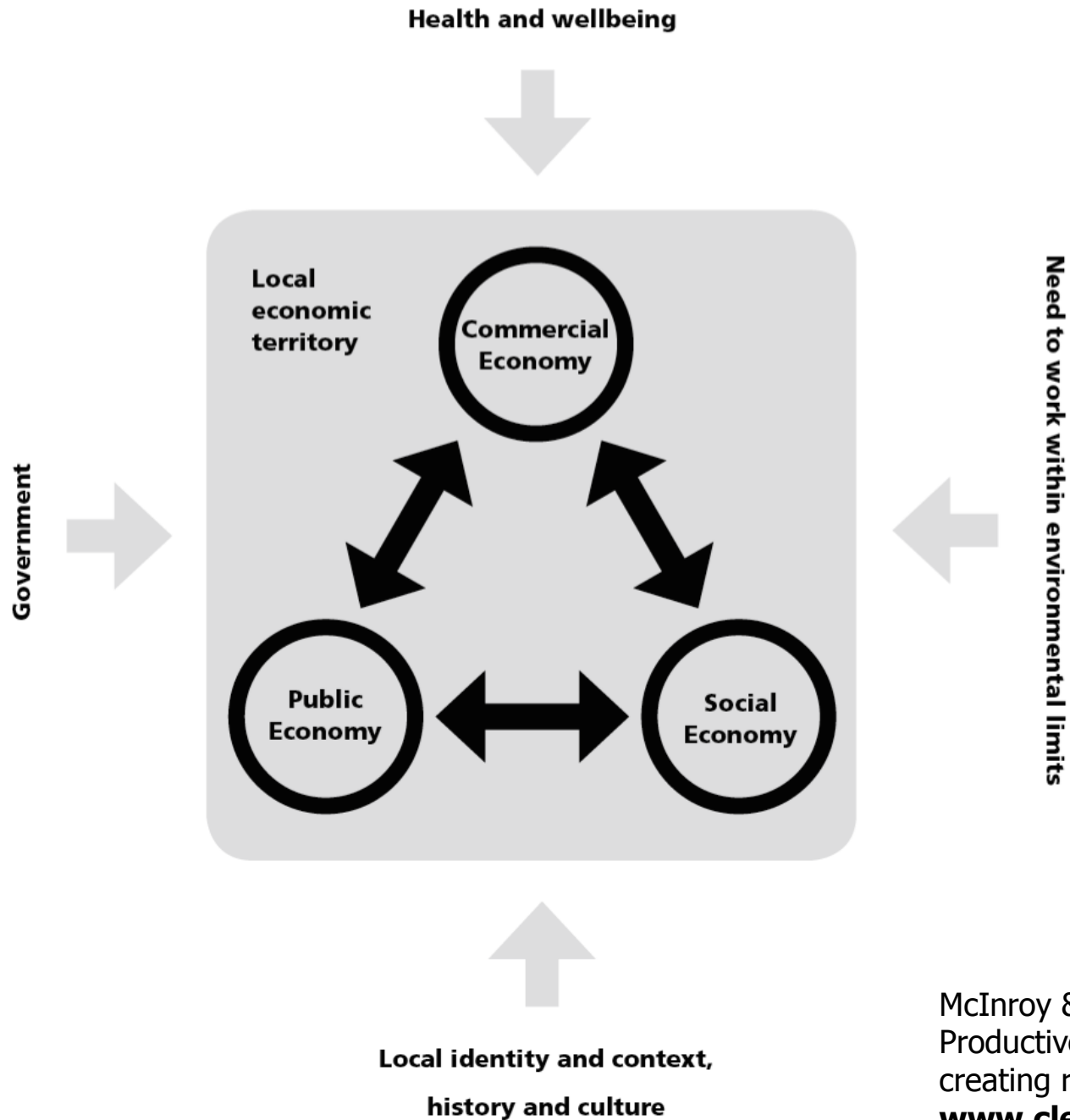
*"Resilience is the capacity of a system to deal with negative change without collapsing, to withstand shocks, and to rebuild itself and learn"*

Places which go.....



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McInroy & Longlands (2010)  
Productive local economies:  
creating resilient places  
[www.cles.org.uk](http://www.cles.org.uk)

# The development process model

- **Anticipation** - being clear on the concept for the place, and why
- **Initiation** - projects that will kick start the process of making the concept 'real'
- **Design** - turning the concept into physical form and service delivery proposals
- **Implementation** - processes supporting how the place is built
- **Stewardship** - long term maintenance and management necessary to grow place VALUE over time.

Scottish Government (2011) Delivering Better Places in Scotland. A guide to learning from broader experience.

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# Delivering *resilient* places

- **Effective working relationships** between public, commercial but also social partners
- **Leadership** – place delivery must not depend solely upon rules and regulation. Also needs vision and imagination
- **Important role of the public sector** – identifying opportunities, organising partners, providing resources, de-risking projects. Also political dimension
- **Economic value of place making process** – eg through procurement and employment - making better use of the resources that we already have
- **Place policy = economic policy!** –connecting economic development with other policies of place. Resilience model as a tool to support the design and development process.

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