

EXECUTIVE SUMMARY
EXECUTIVE BOARD
5TH JULY 2021

SIGNATORY TO THE PLACEMAKING CHARTER

1. BRIEF SUMMARY OF PURPOSE OF REPORT.

The report seeks endorsement for the Council to become a signatory of the Placemaking Charter Wales. In so doing the report outlines the context and purpose of Placemaking, its role and status in national and local planning policy as well as the content of the Charter.

Planning Policy Wales along with the redrafting of the National Development Framework / Future Wales 2040 emphasises placemaking on a strategic level with the objectives of becoming better connected, reducing travel and boosting local services to enhance identity, character, sense of community and collective ownership through the planning system. This is reinforced through the Council's emerging Revised LDP. Wellbeing is central to the placemaking process and gives importance to the need to work together to build better places. This is achieved by applying a holistic approach to the planning process: one that considers the context, function and relationships between a development site and its wider surroundings.

2. Introduction

Planning Policy Wales (PPW) along with Future Wales 2040 emphasises the importance of placemaking on a strategic level with the objectives of becoming better connected, reducing travel and boosting local services to enhance identity, character, sense of community and collective ownership through the planning system.

Wellbeing is central to the placemaking process and gives importance to the need to work together to build better places. This is achieved by applying a holistic approach to the planning process: one that considers the context, function and relationships between a development site and its wider surroundings.

PPW sets out the Welsh Government approach to achieving well-being and sustainable development via placemaking. It emphasises the legacy of development for people and the environment.

“Good placemaking is...essential to the delivery of sustainable development and achieving improvements in the well-being of communities”. (PPW Ed.11, Paragraph 2.10)

Building Better Places - Placemaking and the Covid-19 recovery: Welsh Government (July 2020) identifies Placemaking as its central theme.

Future Wales 2040 through its policies and guidance emphasises the role of Placemaking as being at the heart of the Planning system. Policy 2 of Future Wales identifies its role in shaping urban growth and regeneration by positively contributing towards building sustainable places that support active and healthy lives, with urban neighbourhoods that are compact and

walkable, organised around mixed-use centres and public transport and integrated with green infrastructure.

The principles of Placemaking and the pledges set out through the Placemaking Charter below closely align to our Well-being Objectives as follows:

1. Help to give every child the best start in life and improve their early life experiences
2. Help children live healthy lifestyles
3. Support and improve progress and achievement for all learners
4. Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways
5. Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty
6. Create more jobs and growth throughout the County
7. Increase the availability of rented and affordable homes
8. Help people live healthy lives (tackling risky behaviour and obesity)
9. Support good connections with friends, family and safer communities
10. Support the growing numbers of older people to maintain dignity and independence in their later years
11. A Council wide approach to support Ageing Well in Carmarthenshire
12. Look after the environment now and for the future
13. Improve the highway and transport infrastructure and connectivity
14. Promote Welsh Language and Culture
15. Building a Better Council and Making Better Use of Resources.

The preparation of the Revised LDP has seen Placemaking and components such as design quality, sustainability, Net Zero Carbon Agenda and Green and Blue Infrastructure embedded into planning policy. In this respect, it is interwoven within the emerging Plan and is a guiding principle which will be supported through a range of planning guidance documents to assist in interpreting what's required and its implementation, as well as a Manual for communities in the preparation of their own Place Plans.

Alongside the emerging LDP, Carmarthenshire already has a strong delivery focused outlook centred on a one team or collective approach. The Council through its regeneration priorities and the ten towns strategy has continued to adopt a progressive approach to developing responsive and place-led proposals. Indeed, the emerging post Covid Recovery Plan provides a mechanism for ensuring our response reflects people's well-being and a principle through which to plan the future shape of communities. The principles of Placemaking reflects not only the five ways of working set out within the Well-being and Future Generations Act and the principles for sustainable development but also the need to plan and collaborate in creating places, particularly post Covid. This is reflected in the Recovery Plan which states:

“How we help deliver the recovery and growth of the economy is as important as what we deliver –and consideration of the Wellbeing of Future Generations Act has reinforced the need

to work differently to recover and improve the sustainable economic well-being of Carmarthenshire. The Act puts in place the five ways of working to ensure that public bodies take account of the long-term, work to prevent problems occurring or getting worse, take an integrated and collaborative approach, and consider and involve people.”

3. What is Placemaking?

Placemaking is the proactive and collaborative approach in the creation and management of places. This process relates to more than the planning services function of the Council, and in fact relates to multiple service areas across local government that contribute to the shaping of the built and natural environment and creation and management of places. Placemaking is a key process to deliver the duties of the Well Being of Future Generations Act, and its multi-disciplinary approach aligns well with the delivery of the Council's corporate priorities which require the multifunctional approach in their delivery, but also as we plan for recovery post Covid.

It represents an integrated approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense.

Placemaking is an approach that considers the context, function and relationships between a development and its wider surroundings. The principle is just as relevant for smaller scale development, as the themes involved seek to ensure all new development contributes positively as far as possible to the creation of place.

Placemaking should not be about adding additional cost to a development, but rather it should be about integrated and collaborative thinking from the earliest possible stage. Placemaking adds social, economic, environmental, and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into decisions.

4. The Placemaking Charter Wales

The Charter has been developed by the Design Commission for Wales and the Welsh Government in collaboration with the Placemaking Wales Partnership, which is made up of stakeholders representing a wide range of interests and organisations working within the built and natural environment. The Charter reflects the collective and individual commitment of these organisations to support the development of high-quality places across Wales for the benefit of its communities.

Launched in September 2020 by Julie James, Minister for Housing and Local Government it has been signed by a range of organisations and bodies including Local Authorities, Home Builders Federation, Natural Resources Wales, National Park Authorities, Chartered Institute of Highways and Transportation, Institute of Highway Engineers, Housing associations, Future

Generations Commissioner for Wales, Royal Society of Architects Wales, Welsh Government, Welsh Local Government Association and national/regional house builders.

The Charter includes the following six principles:

- **People and Community:** The local community are involved in the development of proposals. The needs, aspirations, health, and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.
- **Location:** Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment and leisure and other facilities are planned to help reduce the need to travel.
- **Identity:** The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location including heritage, culture, language, built and natural physical attributes are identified and responded to.
- **Movement:** Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel network and public transport stations and stops are positively integrated.
- **Mix of Uses:** Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.
- **Public Realm:** Streets and public spaces are well defined, welcoming, safe, and inclusive, with a distinct identity. They are designed to be robust and adaptable, with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

In signing the Placemaking Charter an organisation agrees to support placemaking in all relevant areas in working and promote the six placemaking principles in the planning, design and management of new and existing places. Once the organisation has agreed and signed the Charter, the name of the organisation will be added to the list of signatories on the Placemaking Wales partnership website and will be sent the Charter logo to use. A copy of the Charter can be found in Appendix A.

DETAILED REPORT ATTACHED?

NO [APPENDIX ATTACHED]

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report:

Signed: N. Daniel

Head of Planning

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	NONE	NONE	NONE	NONE	NONE

1. Policy, Crime & Disorder and Equalities

The principles of Placemaking as expressed within the Charter reflects the objective of Planning policies, proposals and decisions to seek to promote sustainable development and support the well-being of people and communities. Placemaking links to the delivery of the seven well-being goals and by using the five Ways of Working, as required by the Well-being of Future Generations Act, including seeking to maximise the social, economic, environmental and cultural benefits, while considering potential impacts in line with the Act's Sustainable Development Principle. This is embedded in the provisions of national planning policy and the emerging Revised LDP and is reflective of the requirements emanating from the Wellbeing and Future Generations Act 2015 and the Carmarthenshire Well-being Plan: The Carmarthenshire We Want – 2018 - 2023. Through Placemaking principles and land use planning policies, the approach will seek to promote the principles of sustainability and sustainable development by facilitating the creation of communities and local economies which are more sustainable, cohesive and provide access to local services and facilities and reducing the need to travel.

2. Legal

Placemaking as a requirement is already embedded into the national planning policy through Planning Policy Wales and Future Wales (National Development Framework) as well as the emerging Revised LDP. Planning Policy Wales along with Future Wales emphasises placemaking on a strategic level with the objectives of becoming better connected, reducing travel and boosting local services to enhance identity, character, sense of community and collective ownership through the planning system in line with the objectives of the Well-being of Future Generations (Wales) Act 2015.

3. Finance

The Authority is already implementing the principles as a consequence of the policies and provisions of Planning Policy Wales and ultimately through the Revised Local Development Plan. No additional direct costs are envisaged.

CONSULTATIONS

<p>I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below</p> <p>Signed: N. Daniel Head of Planning</p>	
<p>1. Scrutiny Committee Not applicable. Future reports to be provided to Community and Regeneration Scrutiny to consider the application of the charter.</p> <p>2. Local Member(s) Not applicable. Internal and external partners will be engaged as part of the implementation of policy and the principles of the Charter.</p> <p>3. Community / Town Council Not applicable. Internal and external partners will be engaged as part of the implementation of policy and the principles of the Charter.</p> <p>4. Relevant Partners Not applicable. Internal and external partners will be engaged as part of the implementation of policy and the principles of the Charter.</p> <p>5. Staff Side Representatives and other Organisations Not applicable. Internal and external partners will be engaged as part of the implementation of policy and the principles of the Charter.</p>	
EXECUTIVE BOARD PORTFOLIO HOLDER(S) AWARE/CONSULTED YES	Include any observations here

<p>Section 100D Local Government Act, 1972 – Access to Information</p> <p>List of Background Papers used in the preparation of this report:</p> <p>THESE ARE DETAILED BELOW</p>		
Title of Document	File Ref No.	Locations that the papers are available for public inspection
Planning Policy Wales (Edition 11)		https://gov.wales/sites/default/files/publications/2021-02/planning-policy-wales-edition-11_0.pdf
Future Wales: the national plan 2040		https://gov.wales/sites/default/files/publications/2021-02/future-wales-the-national-plan-2040.pdf
Revised Deposit LDP		https://www.carmarthenshire.gov.wales/home/council-services/planning/local-development-plan-2018-2033/deposit-plan/#.YH1j-o5KiUI
Placemaking Charter Website		https://dcfw.org/placemaking/placemaking-charter/
Placemaking and Design SPG		https://www.carmarthenshire.gov.wales/media/1213904/adopted-placemaking-design-spg-report.pdf