

WEST OF ENGLAND PLACEMAKING CHARTER

West of England Placemaking Charter

A charter for high-quality places
in the West of England

The way we build and regenerate communities will affect everyone who lives, works, or simply comes to visit the West of England. The Placemaking Charter sets out a shared vision and set of principles to guide development and regeneration that will bring health, happiness and quality of life into the heart of towns, cities and rural communities.

The Charter will shape places that are:



FUTURE READY



CONNECTED



BIODIVERSE



CHARACTERFUL



HEALTHY & INCLUSIVE

To view our action plan and sign up to the Charter visit:
www.westofengland-ca.gov.uk/placemakingcharter



FUTURE READY

Development contributes to the region's net zero 2030 ambition. Local, clean energy is generated, low carbon lifestyles are supported, resources used efficiently, and buildings and materials are re-used creatively.

- Improve and re-use existing buildings and structures where possible, ensuring sensitive repair and creative adaptation.



- Embed zero carbon and nature positive principles at the very start of the design process.
- Be innovative in design and construction. Create new buildings that use resources efficiently and are adaptable to meet future needs.
- Generate local, clean energy.
- Enable and support low carbon lifestyles.

- Use nature-based solutions to create resilient places to address flood risk, provide urban cooling and to improve air quality.



CONNECTED

Communities are served by frequent, affordable, accessible, high quality public transport and a comprehensive network of safe, attractive and direct walking and cycling routes.

- Integrate public transport that is fit for the 21st century: frequent, affordable, high quality and accessible to all.
- Provide comprehensive and safe active travel networks.
- Think ahead – plan, design and deliver infrastructure improvements in advance of development.
- Connect communities to economic, social and wellbeing opportunities, including access to nature.
- Create vibrant, compact, fifteen minute neighbourhoods that meet every day needs.
- Provide excellent digital connectivity for all.





BIODIVERSE

All communities have ready access to nature and high quality green spaces to support health and wellbeing. Transformational nature recovery ambitions are embedded within developments.

- Design with nature and give space for the natural environment to thrive.
- Connect green spaces and habitats, contribute to the nature recovery network and aim to exceed biodiversity net gain requirements.
- Design places to support wildlife, bees and pollinators and support the West of England to become the UK's bee capital.
- Improve opportunities to access and connect with the natural environment and high quality green spaces.
- Design infrastructure creatively and sensitively to integrate with nature, using nature based solutions wherever possible.
- Transform water quality, responding positively to the region's river catchments and coastal landscapes, and managing water use and discharge effectively.



CHARACTERFUL

The character of the West of England is enhanced, understood and reflected in developments. Distinctive, high quality, enjoyable places contribute culturally, socially, economically and physically.

- Value what's there. Understand and enhance the positive aspects of place.
- Reinforce local character at the broad range of different scales; from landscape setting to building detail.
- Respond creatively and sensitively to the different qualities of places and their contributions to village, town and city locations.
- Work imaginatively with architecture, public art and landscape, understanding the local cultural and heritage context.
- Design streets, buildings, public and green spaces to be attractive and safe, that people can use comfortably and be proud of.
- Pay attention to detail in the quality of buildings, public and natural spaces, consider their ongoing management and stewardship.





HEALTHY & INCLUSIVE

Communities are involved creatively in the development of proposals. Enterprises and communities have space to thrive. Buildings and places support health and wellbeing.

- Listen, engage and work creatively with communities early on. Respond to what's important to different people, cultures, and identities.
- Use accessible language and media to engage, build trust over time and describe change.
- Design places to be inclusive and accessible to all, making the most of opportunities to address social, economic and health inequalities.



- Design homes to be comfortable, robust, adaptable and genuinely affordable to suit people at all stages of life and support independence.
- Provide space for exercise, social interaction, relaxation and play, and for communities to come together.
- Rejuvenate and reimagine village, town and city centres and high streets, and make room for enterprises to thrive.

HOW TO USE THE CHARTER

The Charter is intended as a tool for all stakeholders involved in the built environment in the West of England to create better places. The Charter can be used:

- To demonstrate commitment to the placemaking principles through signing up to the Charter.
- As a checklist to inform the design of development schemes.
- To identify opportunities to improve development proposals.
- As a reference point to shape projects and plans.
- To frame the development and use of design tools such as masterplans, design codes and design review.

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