

PLACEMAKING CHARTER FOR OXFORDSHIRE



Local authorities, developers and organisations that commit to this charter will practice a Placemaking approach on new housing developments in Oxfordshire.

Placemaking is about creating thriving, healthy and socially active communities, designed and led by the unique characteristics of people and place. It takes a grassroots approach to working with residents and partners on a broad range of issues which shape and affect where people live, work and play.

PEOPLE, COMMUNITY AND LOCAL SERVICE PROVISION ARE THE HEART OF PLACEMAKING

Development is not just about houses. It is about community. It is about the people, the place, and the range of local services they can access that shapes a unique community. Placemaking means balancing current and future needs in the ongoing creation of welcoming, socially strong communities, with access to the green spaces and countryside which add so much to a sense of identity and well-being. This means healthier, happier communities. Bringing people together to achieve positive change using their own enthusiasm, knowledge, skills and lived experience is a vital part of the development process. This means creating opportunities for communities to influence their own futures.

ENGAGEMENT AND COLLABORATION BETWEEN COMMUNITY AND PARTNERS

Placemaking brings together residents, developers, planners and others in a spirit of genuine collaboration to best meet the needs of all partners in a manner that maximises the positive impacts on the community. Forums will be established for all major development sites to facilitate this process. Experience shows that direct support for community engagement activities from the early stages of new developments has significant positive impacts in building a sense of place, identity and community cohesion.

BUILDING COMMUNITY CAPACITY AND TAKING ACTION

The placemaking approach brings residents, the developer and other agencies together on discussions and projects to shape a place. These projects will reflect existing and future community needs and wants. By definition, they will be unique to that place and wherever possible they will be led by residents; everyone has a 'gift to give', skills, talents and experience that contribute to a thriving community.

SUPPORT FOR SOCIAL AND NOT JUST PHYSICAL INFRASTRUCTURE

Infrastructure does not just mean roads, power and water. It also means social infrastructure. But we cannot expect thriving new communities to simply 'emerge'. Placemaking means a commitment by developer, local authorities and others to maximise financial contributions which provide on the ground, community development support as well as community assets.

ACHIEVING POSITIVE, LASTING RESULTS

What's in it for residents? A thriving neighbourhood, self-confidently playing the lead role in building community in line with its changing needs and aspirations.

What's in it for developers? Facilitated engagement with the community and fewer conflicts and delays.

What's in it for Local Authorities? Less officer and member time spent in conflict management, and healthier, happier communities.©