

# PLACEMAKING SERVICE



Bringing developers and communities together  
to create thriving places



## MAKING DEVELOPMENT WORK BETTER

**Housing development is usually controversial. CFO believes that where it takes place a professionally facilitated approach makes it work better for all involved.**

Evidence shows that engaging and shaping new communities from the earliest stages of development are hugely important in creating welcoming and socially strong places to live, work and play. Crucially, this means meeting community as well as physical infrastructure needs.

Happier places with stronger community roots mean fewer potential problems down the line. Evidence shows that putting community at the heart of development attracts future buyers and renters.

## HOW CAN CFO HELP MAKE THIS HAPPEN?

**We bring developers and communities together to explore and develop strategies to ensure that new housing development works as best as possible for new and existing residents. Every project is unique but can include:**

- Brokering relationships between the local community and the developer and managing development forums
- Deep-dive consultation to find out local issues and aspirations and how new development can help solve and meet them
- Identifying the physical and community infrastructure needed for a place to thrive
- Collectively exploring how developments preserve and enhance the special character of an existing place
- Running on the ground community development projects to support the needs of new residents, help new communities put down sustainable 'roots', and 'build bridges' with existing communities.



## BETTER HOUSING DEVELOPMENTS – BENEFITS ALL ROUND

- **What's in it for residents?** Thriving places, self-confidently taking the lead in building community to meet changing needs and aspirations.
- **What's in it for developers?** Facilitated engagement with the community, leading to fewer conflicts and delays.

## WHAT ABOUT CFO'S EXPERIENCE?

From theory to practice, we know placemaking

Undertaken major research projects for Local Authorities and Housing Associations on best practice in placemaking on new developments

Delivered a comprehensive Social and Community infrastructure Plan for Woodstock

Manage on the ground community development projects on major development sites at Upper Heyford and Graven Hill

Run a thriving Neighbourhood Planning consultancy

Offer specialist services in community action planning, community halls and shops, and community transport

Host Collaborative Housing, a support service for community-led housing groups

We set out our vision for creating thriving communities in our Placemaking Charter. [www.communityfirstoxon.org/wp-content/uploads/2020/09/CFO-Placemaking-Charter.pdf](http://www.communityfirstoxon.org/wp-content/uploads/2020/09/CFO-Placemaking-Charter.pdf)



## WHAT DO CLIENTS SAY ABOUT WORKING WITH CFO ON PLACEMAKING PROJECTS?

*"Following allocations for significant strategic developments in Woodstock, CFO were commissioned to consult with local residents and stakeholders to fully understand the existing infrastructure in the town and identify improvements the developments might facilitate.*

*The nature of the work was challenging, given local opposition to development, but CFO still managed to get the residents to engage with the process and thereby giving us some helpful insights across the entire town."*

*The CFO team used their skills and experience to produce a thorough report that many residents have praised and the development project team have relied upon throughout the planning process."*

**BLenheim ESTATE**

### **COMMUNITY FIRST OXFORDSHIRE IS A COMMUNITY DEVELOPMENT CHARITY**

We support community action projects, volunteering, community halls, transport schemes and local businesses. We also run a Neighbourhood Planning consultancy, helping communities and clients, including developers and Local Authorities, identify infrastructure requirements and develop the policies and projects necessary to achieve them.

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