

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 and infrastructure. It is about community. It is about the people and the place, and the nature and range of local services they can access, that shapes and creates a unique community. Placemaking means balancing a community's current needs, their future needs and the need to create a sustainable community. Bringing people together to achieve positive change using their own enthusiasm, knowledge, skills and lived experience of issues they encounter is a vital part of the development process. This means creating opportunities for communities to influence their own futures rather than having to shoulder the unreasonable burden created by new development without sufficient new infrastructure provision.

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 community engagement and grassroots involvement from the early stages of new housing developments has significant positive impacts in building a sense of place, identity and community cohesion.

BUILDING COMMUNITY CAPACITY AND TAKING ACTION

The placemaking approach allows people in the community, the developer and other agencies designing and supporting new development to work together on projects to shape and strengthen that place. These projects will reflect existing community wants and future community needs and will make it a sustainable community in the long-term. By definition, these projects will therefore be unique to that place and will help to create, empower and sustain the new 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 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 happier communities.