

The University of Dundee, Geddes Institute for Urban | Rural Research
Architecture Design Scotland
The Academy of Urbanism
Royal Town Planning Institute
The Royal Institution of Chartered Surveyors
Centre for Environmental Change and Human Resilience (CECHR)
Planning Aid for Scotland
Homes for Scotland

With representatives from Scottish Government

You are invited to join us for the forthcoming Symposium

Professions, Place-Making, and the Public: What Next?

The Symposium will share learning and consider the developing nature of professional engagement with the public and the professions' changing role in creating successful places

Date: 14/11/2014 Time: 12.00 – 17.00

Location: Dalhousie Lecture Theatre 2G11 LT4, University of Dundee

Briefing

Given current economic and environmental macro-conditions, governments, clients, communities, and scholars are increasingly challenging built environment professionals to create quality places which make a difference for people on 'the ground'. Place making professionals (institutions, firms, and individuals) operate within complex, dynamic and evolving responsibilities; and are expected to mediate between supply and demand. Better place-making solutions require shared long term visions, responsiveness to context, effective processes, deep understanding of places, and sensitivity to community objectives in use. Successful place-making is based on knowledge of what actually works in practice and what needs improving.

Professional bodies and individual professionals are thus confronted with an unequivocal challenge: how to reconcile both place making and property market outcomes. These challenges are of concern to all the built environment and urban design professions, as they have interconnected and collective responsibilities. They must find ways of getting involved in proactive 'market shaping', assessing future needs, demands and risks (at appropriate scales), taking longer-term responsibility for learning through the delivery of place-based objectives.

In the Geddes Institute for Urban | Rural Research, we focus on robust evaluation of current professional practice in spatial design and planning and on the critical assessment of new ideas and methods. Through these activities we can provide a practice, research and learning framework for promoting better place-making. The Geddes Institute, which lies at the heart of the University's vision of *Transformation* - striving for excellence and impact, has explored the practice of place-making through a series of Symposia^{1, 2, 3}. A framework of principles covering engagement, design, planning and development has emerged. This Symposium will explore the changing nature of the professional in place-making. It will concentrate on professionals' responsibilities toward civil society

¹ <http://www.ads.org.uk/urbanism/features/masterplanning-in-current-conditions>

² <http://www.ads.org.uk/urbanism/features/practice-of-community-charrettes-in-the-uk>

³ <http://www.ads.org.uk/urbanism/features/better-approaches-to-masterplanning-practice>

for the creation and maintenance of 'public good' in the built environment - what is often referred to as the 'sustainable place-making/community'.

The symposium will be structured around the themes of professional responsibilities, place making and the public; and consider *What is happening? What needs improving? What do we want to happen?* Questions to be addressed include the following:

1. What evidence is there that professional culture and practice is changing in response to the requirement for better place making?
2. What evidence is there of an emerging consensus, expressed through changes in professional practice, that place making requires more than just adding a few extra criteria to an already extensive list of project requirements?
3. How can place making professionals promote the clarity, transparency and simplicity needed to raise communities' and stakeholders' confidence so encouraging them to participate in co-creative partnerships?

In short, does delivering sustainable places indicate a need for a wider examination of the developing nature of professional engagement with the public and the professional's role in society? Is a re-orientation of the professional practice of place making now necessary?

This half-day event, which is being run collaboratively with community and development sector partners, will be structured around presentations, small group and plenary discussion. In meeting these, this event will bring together expertise from across the UK and wider international.

The programme is multi-disciplinary in its approach and organisation. Participants' disciplines will include: architecture, urban design, planning, geography, engineering, economics, environmental science, health, and property development. The participants also have different backgrounds in terms of how they understand knowledge which will generate new and significant insights. This will allow appropriate approaches to be put in place to achieve the most effective impacts, socially, economically and culturally. This symposium will provide policy makers, planning authorities, developers, local communities and other professionally qualified members with critical insights into the changing nature of the professional in place-making, the developing nature of professional engagement with the public, and the professions' changing role in creating successful places.

Professor Rob Duck, Dean of the School of Environment, The University of Dundee

Professor Graeme Hutton, Associate Dean of the School of Environment, The University of Dundee

Programme

12:00-13:00	Light Lunch (Only by invitation)		Dalhousie Room (2G12)
13:00-13.10	The Associate Dean's Welcome The Symposium Programme	Professor Graeme Hutton Dr. Husam Al Waer Mrs. Barbara Illsley University of Dundee	13:00-15:00 Dalhousie Ground floor (2G11 LT4) Open to Staff, Students and Public
13.15-13.40	Opening Provocation: Professionalism, place making and the public in times of change	Prof. Ian Cooper Eclipse Research Consultants	
13.40-14.00	Delivering sustainable places – 'finding common ground'	Prof. Ian Gilzean Scottish Government	
14.00-14.20	Breaking out of 'silo' thinking	Mr. Craig McLaren RTPI- Scotland	
14.20-14.40	Professionals' responsibility to collaborate with civil society	Prof. Tara J. Fenwick Stirling University	
14.40- 15.00	Questions and concluding remarks	Mr. Diarmaid Lawlor AD+S	
15:00- 15:10	Coffee		15:00 – 17:00 Dalhousie first floor (2F11) Workshop Only by invitation as we have very limited spaces
15.10– 16.10	Group discussions Reframing professional responses to place making	Facilitated discussion Prof. Ian Cooper	Dalhousie (2F11)
16.10 – 16.25	Plenary discussion: Rapporteurs feed-back	Prof. Ian Cooper	
16.25 – 16.45	Linking professionals, value and delivery of better place making: Developer response	Mr. Chris Brown (IGLOO)	Dalhousie Ground floor (2G11 LT4)
16.45 – 15.00	The shape of better professionalism– Concluding remarks	Dr. Husam Al Waer Mrs. Barbara Illsley	Dalhousie Ground floor (2G11 LT4)
17.00	Close		
	Drinks reception		Dalhousie the foyer Ground Floor