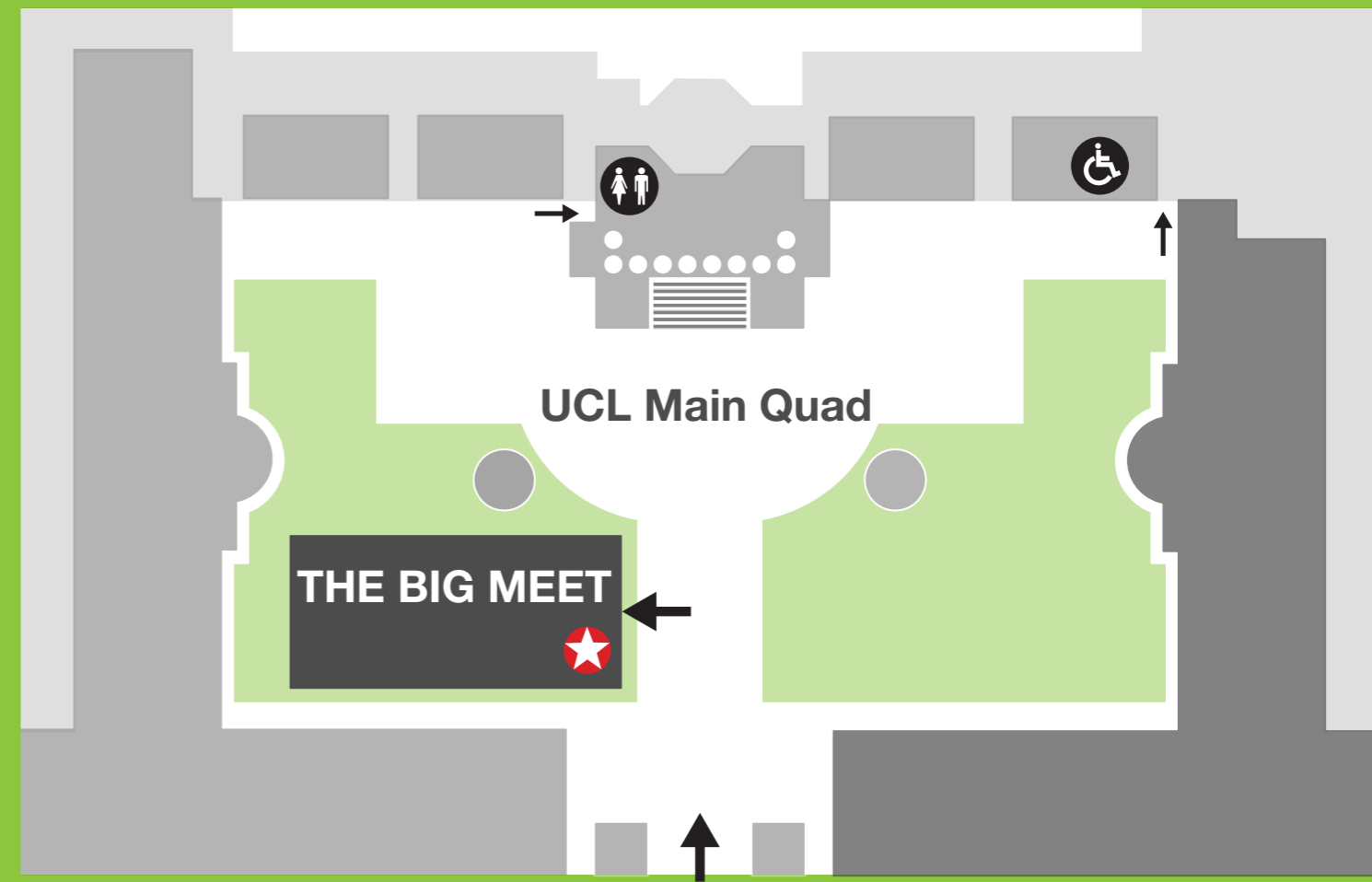




Tues 24th February 2015
11am-3.30pm

Join us at UCL for **Place Alliance's**
BIG MEET 3

We will discuss our first activities and our initiatives for Place Quality in 2015. Minister Ed Vaizey MP will address the Place Alliance, and there will be a networking lunch sponsored by the IHBC.



Gower Street



We support...



Our Purpose

A new movement

Brings together organisations and individuals who share a belief that the quality of the built environment – the places in which we live work and play – has a profound influence on people's lives. We believe that through collaboration we can create and maintain better places. To this end, we share knowledge and support each other to demand and realise buildings, streets and spaces that enhance the quality of life for all.

Our vision is:

- i. That place quality has a value that is recognised by all
- ii. That the quality of buildings, streets, and spaces is always given a high priority by those who have the power to shape them
- iii. That national and local government recognises the vital contribution of the quality of place to the economic, social and cultural life of the nation and to achieving environmental sustainability
- iv. That the professionals responsible for making and managing places, work constructively together and with local communities to shape high quality local environments.

Place quality refers to

The recognisable and desirable qualities that the most successful parts of our villages, towns and cities share. They are: *friendly* (open, cherished and characterful); *fair* (inclusive, healthy and low impact); *flourishing* (adaptable, dynamic and diverse); *fun* (vibrant, playful and stimulating); and *free* (safe, accessible and democratic) (see *Place Matters*).

The Place Alliance aims to:

- Inspire and raise aspirations for places.
- Support dialogue and collaboration to improve place quality
- Build and share evidence, knowledge and resources
- Influence policy, practice and behaviour to achieve better place quality
- Be open and accessible to all interested individuals and organisations.

Big Meet 3: Place Alliance in 2015 Agenda

UCL, Front Quad 24th Feb 2015

Introduction

11.00-11.15 Place Alliance welcome and update

11.15-11.35 Address from the Minister, Ed Vaizey MP

11.35 -11.50 Q & A

Session A

11.50-12.10 Mapping place quality initiatives & resources, the national survey results

12.10-12.20 Discussions on 'Allying to fill the gaps'

12.20-13.00 Feedback

13.00-14.00 Networking Lunch

Session B

14.00-14.20 Farrell Review update, Max Farrell

14.20-15.20 Workshop 'Reaching out through Talk Place'

Wrap-up

15.20-15.30 Summary, next steps and close

