Профессор
Брайан Марк Эванс
(professor Brian Mark Evans)
Glasgow
1958
Lawrence C Smith - The New North
the NORCs +45°N
USA, Canada, Iceland, Greenland, Norway Sweden, Finland & Russia
VANCOUVER to VLADIVOSTOK
HABITAT III and the metropolitan context of the UNECE

Prof BRIAN MARK EVANS
The Glasgow School of Art
THE ‘REGIONAL REPORTS’ ON CITIES.
The Territories of the United Nations Economic Commission for Europe (UNECE)
North American Sub-region

EU/EFTA

Eastern Europe, Russia, Caucasus & Central Asia

Countries of South East Europe - United States - Canada

Armenia - Azerbaijan - Belarus - Georgia - Kazakhstan - Kyrgyzstan - Moldova - Russian - Tajikistan - Turkmenistan - Ukraine - Uzbekistan

Austria - Belgium - Bulgaria - Croatia - Republic of Cyprus - Czech Republic - Denmark - Hungary - Ireland - Italy - Latvia - Lithuania - Luxembourg - Malta - Netherlands - Poland - Portugal - Romania - Slovak - Slovakia - Slovenia - Spain - Sweden - the UK

Population statistics (2013)

354.4 million

The Territories of the United Nations Economic Commission for Europe (UNECE)
THE BOREAL FOREST OR ‘TAIGA’ extends across the UNECE Region greater in extent than the Amazon rain forest
city population – by city size – by part of the world, 2015

Source: JRC 2015, GHSL Pop Grid V1
City Popula. on size:
- 50,000 - 250,000
- 250,000 - 500,000
- 500,000 - 1,000,000
- 1,000,000 - 5,000,000
- >5,000,000

POPULATION DENSITY

City size class by global region 2015

Source: JRC 2015, GHSL Pop Grid V1
THE INDUSTRIAL CITY

- Access to Materials & Markets
- Zoning of Land for Efficiency and Health
- Significant In-migration
- Freight Transport Networks

THE KNOWLEDGE CITY

- No Spatial needs beyond Proximity
- Demand for Mixed-use and the Experience Economy
- The importance of Place - Image & Attractiveness
- Universities, Airports, Cultural Quarters

Access to Materials & Markets

Zoning of Land for Efficiency and Health

Significant In-migration

Freight Transport Networks

Demand for Mixed-use and the Experience Economy

The importance of Place - Image & Attractiveness

Universities, Airports, Cultural Quarters
TOWARDS A NEW PARADIGM for the NEW URBAN AGENDA

City-focused, people-centred and integrated
Yorkshire Forward’s Regional Economic Strategy aims to implement a programme to regenerate our city and town centres to create world class urban environments.

- **Strategic** town wide urban planning and design
- **Quality** world class towns and cities in a world class region
- **Community** town teams and local strategic partnerships
Yorkshire Forward's Urban Renaissance Panel is working with local communities through recently formed Town Teams, assembled to represent amenity, business and political interests. Together we are creating long term environmental, social and economic renaissance strategies for the region's towns and cities built upon rising aspirations and enhanced skills in citizenship and civic leadership.

Alan Simpson

A good Town Team is a critical friend.

Martin Winter
“where there is no vision, the people perish”
Acts

“a city can only exist when it is inhabited in the imagination of its citizens”
Alistair Grey
Scunthorpe 2023

SCUNTHORPE RELAXING

IN 2023

Restaurant
The "town charter for Scunthorpe" which marks the start of our move towards becoming a renaissance town and economic driver for North Lincolnshire.
What is a Charrette?

“An inclusive, design-led approach to gathering information, analysis, option generation and formation of design proposals.”

Overarching Aims of the Brief

“... to increase the vitality of the town as a whole and to address particular issues associated with the River.”
Lack of appreciation of the civic heritage in development

No night-time activity

“It’s a doughnut town”

Common good lands are not in local control

Signage – not clear, mis-information, too many signs, clutter

Co-location of major cars/bus facilities with the towns premier landscape

“Waste of one of Dumfries biggest asset”
FLOODING

Whitesands is an historically important place in the heart of Dumfries but it is currently blighted by flooding. Participants felt that the blight affected not only Whitesands but had a negative knock on effect on the rest of the town compounding some of the wider economic challenges. Flood mitigation was discussed in detail and most people felt that flood protection against 1 in 25 year flooding would be an appropriate solution that would end years of uncertainty and provide the opportunity to start making plans for the regeneration of the area, allowing people and projects to move forward.

“Nothing can happen until the flooding is sorted”
Start with people!!

LIFE

SPACE

BUILDINGS
1:25 YEAR FLOOD LEVELS ALONG WHITESANDS
0.400m additional freeboard required
Character analysis
SCUNTHORPE

Character analysis

Movement pattern
SCUNTHORPE

Character analysis

Movement pattern

Public transport & carparking
SCUNTHORPE

Character analysis

Movement pattern

Public transport & carparking

Gateways & nodes
SCUNTHORPE
Character analysis
Movement pattern
Public transport & carparking
Gateways & nodes
Key sites
SCUNTHORPE

Character analysis

Movement pattern

Public transport & carparking

Gateways & nodes

Key sites

Existing uses

Proposed Uses

Areas of focus

Built form

Key Spaces
CHURCH SQUARE
OVERALL PLAN
CHURCH SQUARE
EXISTING FORM
CHURCH SQUARE
PROPOSED FORM
Library
CHURCH SQUARE

PROPOSED FORM

Library

New Museum
CHURCH SQUARE

PROPOSED FORM

Library

New Museum

New Hotel

Redeveloped Markets
CHURCH SQUARE

PROPOSED FORM

Library
New Museum
New Hotel
Redeveloped Markets
New Retail
CHURCH SQUARE

PROPOSED FORM

Library
New Museum
New Hotel
Redeveloped Markets
New Retail
New Offices
CHURCH SQUARE
PROPOSED FORM
Library
New Museum
New Hotel
Redeveloped Markets
New Retail
New Offices
Residential
CHURCH SQUARE

PROPOSED FORM

Library
New Museum
New Hotel
Redeveloped Markets
New Retail
New Offices
Residential
Carparking
CELEBRATING INDUSTRIAL ACHIEVEMENT
There is real potential for Scunthorpe to maximise its strategic position and become a sub-regional hub.

"Making things" will continue to provide the backbone of the town – because making things lies close to the history, personality and the ego of the place."
Lincolnshire
Villages
• Vibrant Town Centre
• Knowledge Campus

Steel town

Industrial Garden Town

Sustainable Lakeside Town

SCUNTHORPE TRANSITION

VISION & STRATEGY

NEW URBAN HEART

GILLESPIES
Lincolnshire Villages
- Vibrant Town Centre
- Knowledge Campus
- Central Park

SCUNTHORPE TRANSITION
VISION & STRATEGY
NEW URBAN HEART

Steel town

Industrial Garden Town

Sustainable Lakeside Town

VISION & STRATEGY

GILLESPIES
VISION & STRATEGY

NEW URBAN HEART

SCUNTHORPE TRANSITION

Lincolnshire Villages

Steel town

Industrial Garden Town

Sustainable Lakeside Town

• Vibrant Town Centre
• Knowledge Campus
• Central Park
• Transport Loop
SCUNTHORPE TRANSITION

VISION & STRATEGY

NEW URBAN HEART

NEW CENTURY GARDEN TOWN

Lincolnshire Villages

Steel town

Industrial Garden Town

Sustainable Lakeside Town

- Vibrant Town Centre
- Knowledge Campus
- Central Park
- Transport Loop
- Green Structure

VISION & STRATEGY

NEW URBAN HEART

NEW CENTURY GARDEN TOWN

GILLESPIES
Lincolnshire Villages
- Vibrant Town Centre
- Knowledge Campus
- Central Park
- Transport Loop
- Green Structure
- Renaissance Routes

VISION & STRATEGY
NEW URBAN HEART
NEW CENTURY GARDEN TOWN

SCUNTHORPE TRANSITION

Steel town
Industrial Garden Town
Sustainable Lakeside Town

GILLESPIES
Lincolnshire Villages
- Vibrant Town Centre
- Knowledge Campus
- Central Park
- Transport Loop
- Green Structure
- Renaissance Routes
- Hydrological System
- New Lifestyle
SCUNTHORPE TRANSITION

VISION & STRATEGY

NEW URBAN HEART

NEW CENTURY GARDEN TOWN

LINCOLNSHIRE LAKES

NEW GEOGRAPHY

Lincolnshire Villages
- Vibrant Town Centre
- Knowledge Campus
- Central Park
- Transport Loop
- Green Structure
- Renaissance Routes
- Hydrological System
- New Lifestyle
- New Geography
- Sustainable Future

Steel town

Industrial Garden Town

Sustainable Lakeside Town

NEW CENTURY GARDEN TOWN

LINCOLNSHIRE LAKES

NEW GEOGRAPHY

VISION & STRATEGY

SCUNTHORPE TRANSITION

GILLESPIES
Зачем существует этот город?
What is this town for?

Чем занимаются люди, живущие в этом городе?
What do the people do?
Why are some places *more successful* than others?

Competitive towns?
Place Turnaround

Profile

Survival Stability

Restructuring

Repositioning

Reinvention

Time
RE-POSITIONING URBAN AREAS

‘SOFT’ APPROACHES
• Image Management e.g.
  “Miles Better Campaign”,
  Customer Service Support
• Events Strategies e.g.
  Garden Festival, City of Culture,
  City of Architecture and Design
• Distinctive Culture e.g.
  Friendly city, Business friendly
city, Good place to get started
• Attractive Ambience e.g.
  24 hour city, Cool city, Dynamic City

‘HARD’ APPROACHES
• Utilising the City’s legacy
  • History
  • Geography
• Distinctive Economic Competence
  Hi-tech clusters, Knowledge city,
  Shopping city, Entertainment city
• Design Excellence
  Promoting flagship buildings,
  Distinctive public realm
• New Urban Quarters
  Developing Waterfronts, Cultural
  Quarters
KEY DRIVERS OF URBAN TRANSFORMATION

‘Investability’

Local Organising Capacity

‘Employability’  ‘Liveability’
The Key Drivers of Town Competitiveness

A town’s endowment of industry & business
• industry mix
• diversity

• communications
• infrastructure
• urban amenity
• talent
• human capital

• image
• perception
• urban leadership

self-organising capacity
• vision
• sense of direction
• confidence
Этапы вовлечения местных жителей

1. Research & issues
   Исследования и повестка

2. Develop vision & test options
   Разработать концепцию и протестировать механизмы ее реализации

3. Agree & refine preferred projects
   Утвердить и довести до совершенства лучшие проекты

4. Present action plan
   Презентация плана действий
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   Презентация плана действий

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Engagement Stages

1. Listening
   Общение

2. Testing
   Тестирование

3. Endorsement
   Принятие

4. Promotion
   Продвижение
Engagement & Collaboration

Understanding the community
Building trust
Shared understanding
It was business and commercial performance that made towns great in the past.

It was business and commercial failure that led to their decline.

It will be business and commercial success that will lead to their revival.
Economic dependence to Economic independence

transition to greater resilience through enhanced 'attractiveness'
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