

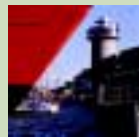
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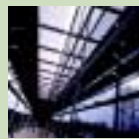
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towards a better built environment for the South West

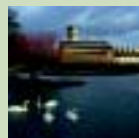
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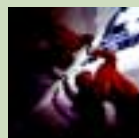
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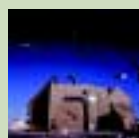
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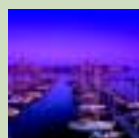
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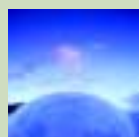
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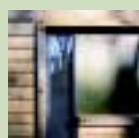
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A photograph of a harbor scene. In the foreground, a large, vibrant red sail is partially visible, framing the view. In the middle ground, a white boat with blue accents is docked, with the name 'JINJY' written on its side. The background shows a harbor with several other boats and buildings, including a prominent multi-story building with a curved facade. The sky is a clear, pale blue.

'I think the future of architecture does not lie so much in continuing to fill up the landscape - as in bringing back life and order to our cities and towns.'

GOTTFRIED BOEHM

# foreword



In the South West we enjoy an environment that is recognised worldwide for its beauty and diversity.

But we have sometimes lost sight of this richness, allowing unsympathetic development to creep into our cities, our towns and our countryside. Recently though, there have been signs that the tide is beginning to turn. The region has some wonderful new examples of buildings, town extensions and public spaces - often forming part of imaginative and inclusive regeneration projects.

Increased regional decision making means we have more potential than ever to encourage innovative and sustainable development in a more co-ordinated and integrated way. This publication aims to raise awareness of the value of our built environment and to encourage people to take an active interest in its future quality.

We are committed to the vision laid out over the next few pages. The activities outlined will help promote good design in the region. Some will take time to be developed and implemented. Others, with the help of our partner organisations, can start right now.

We believe this document is an important first step towards creating a built identity for the South West that will respond to the cultural, social, economic and environmental needs of the region in the future.

Every one of us can, and should, take an interest in - and influence the design of - the place where we live. Our legacy ought to be an exceptional built environment rooted in its people and in its place.

Bryony Houlden

Geoffrey Williams

Jane Henderson

Bryony Houlden is Chief Executive of the South West Regional Assembly, Geoffrey Williams is Chief Executive of the South West of England Regional Development Agency and Jane Henderson is Regional Director of the Government Office for the South West.

# introduction

This document is the first step in a drive to improve the quality of development in the South West. It sets out some key actions and identifies areas for improvement: a framework to inform design in the region, making the difference between everyday - and truly exceptional - design.

Fundamental to the success of this initiative will be Creating:Excellence - the South West Regeneration Centre. The promotion of sustainable design, good architecture, planning and built environment in the region is one of the main objectives of the Centre.

The following pages will provide a basis for many of the activities that Creating:Excellence will pursue over the next few years relating to:

- Changing the way we think about our environment.
- Helping to improve skills and information for design excellence.
- Promoting new and better ways of achieving design excellence.
- Celebrating good design.

While many of the principles outlined here will be developed and delivered through Creating:Excellence, there are many partner organisations and individuals who will play a critical role. We look to universities, learning providers and employers to play their part in improving skills. We look to funding agencies to adopt its guiding principles when considering applications. We look to public and private sector clients to act as good patrons. We look to the professions to play a dynamic role in turning the vision into a reality.

Finally - and crucially - we look to everyone in the South West to take an active interest, and a pride, in our built environment and its improvement.



Professor Colin Fudge

Chair of the Working Group for the Strategy for Architecture and the Built Environment in the South West and Regional Representative for CABE in the South West.

'Architecture has  
recorded the  
great ideas of  
the human race.'  
VICTOR HUGO





# working to improve our environment

This document is the result of a collaborative process involving research, debate and consultation that began in January 2000.

Many individuals and organisations have helped to develop the thinking so far and are committed to its principles, objectives and actions. These include:

- Arts Council England, South West
- Civic Trust
- Commission for Architecture and the Built Environment
- Creating:Excellence – The South West Regeneration Centre
- English Heritage
- Government Office for the South West
- Public Art South West
- Royal Institute of British Architects
- Royal Town Planning Institute
- South West of England Regional Development Agency

Wildfowl and Wetlands Centre, Slimbridge.

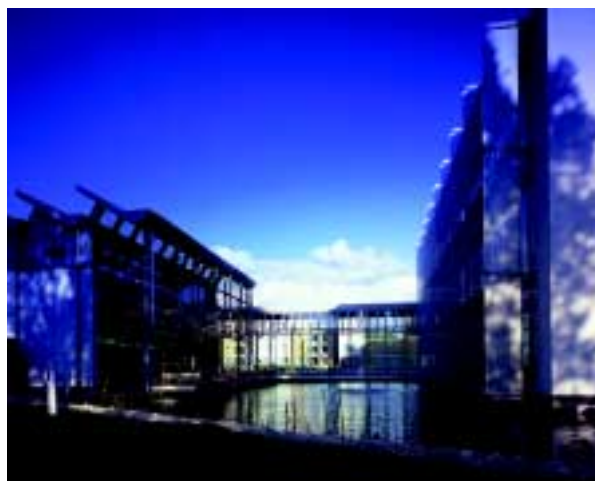
## What is Creating:Excellence – The South West Regeneration Centre?

Creating:Excellence has been established to bring people together to share skills and knowledge, so that regeneration brings lasting social, economic and environmental benefits for all, through:

- Making **partnership working** more effective and efficient.
- Promoting efficient use of **funding** resources, encouraging interested parties to work more closely together.
- Encouraging **regeneration and renewal**, responding to the economic, physical and social needs of the region.
- Stimulating best design in a **built environment**, meeting the needs of individuals and communities now and for the future.

Everyone involved is committed to the principles, objectives and actions that make up this initial document because they believe:

- A sustainable and high-quality built environment helps to make the region a dynamic area of growth.
- The quality of new development is a collective responsibility that involves everyone.
- Encouraging good design is part of promoting regional and local culture: our contribution to a new heritage for future generations.



Detail - Bristol Central Library Disabled Access, Oxstalls Campus, University of Gloucestershire, 'Back of Avon', Tewkesbury.

We champion an integrated and multi-disciplinary approach to design in the environment. We believe it is time to stop thinking in narrow terms or dividing up the roles and responsibilities we have for creating the built environment. To promote a richer mix of talent, we need to encourage greater co-operation between planners, engineers, designers, surveyors, artists and other professionals. The process of creating new spaces and regenerating old ones demands teamwork. We also need to promote greater collaboration between the professionals, developers, landowners, and the communities with which they deal.

As well as cutting across disciplines, the agenda for good architecture and better urban design and planning skills applies equally to both the rural and urban parts of the region.

Good design is at the heart of our thinking. We want to give future development in the South West a unique quality, and create visually stimulating environments. To achieve this goal, a broad range of skills and approaches needs to be recognised and promoted. We should not miss the opportunity, for example, of including artists and other conceptualisers in design teams as a way of enriching this vision.

Good planning will also be critical. The changing planning system should offer new opportunities for collaboration and consensus between professionals, landowners, developers and the public.



‘The mother art is architecture. Without an architecture of our own we have no soul of our own civilization.’  
FRANK LLOYD WRIGHT





# the South West

The South West is an extraordinarily rich and diverse region. From Land's End in the west, to Gloucestershire in the north, and Dorset in the east – we all benefit from a wealth of natural resources, complemented by a rich, historic environment, as witnessed by our range of vibrant cities, bustling towns, charming villages and dramatic landscapes.

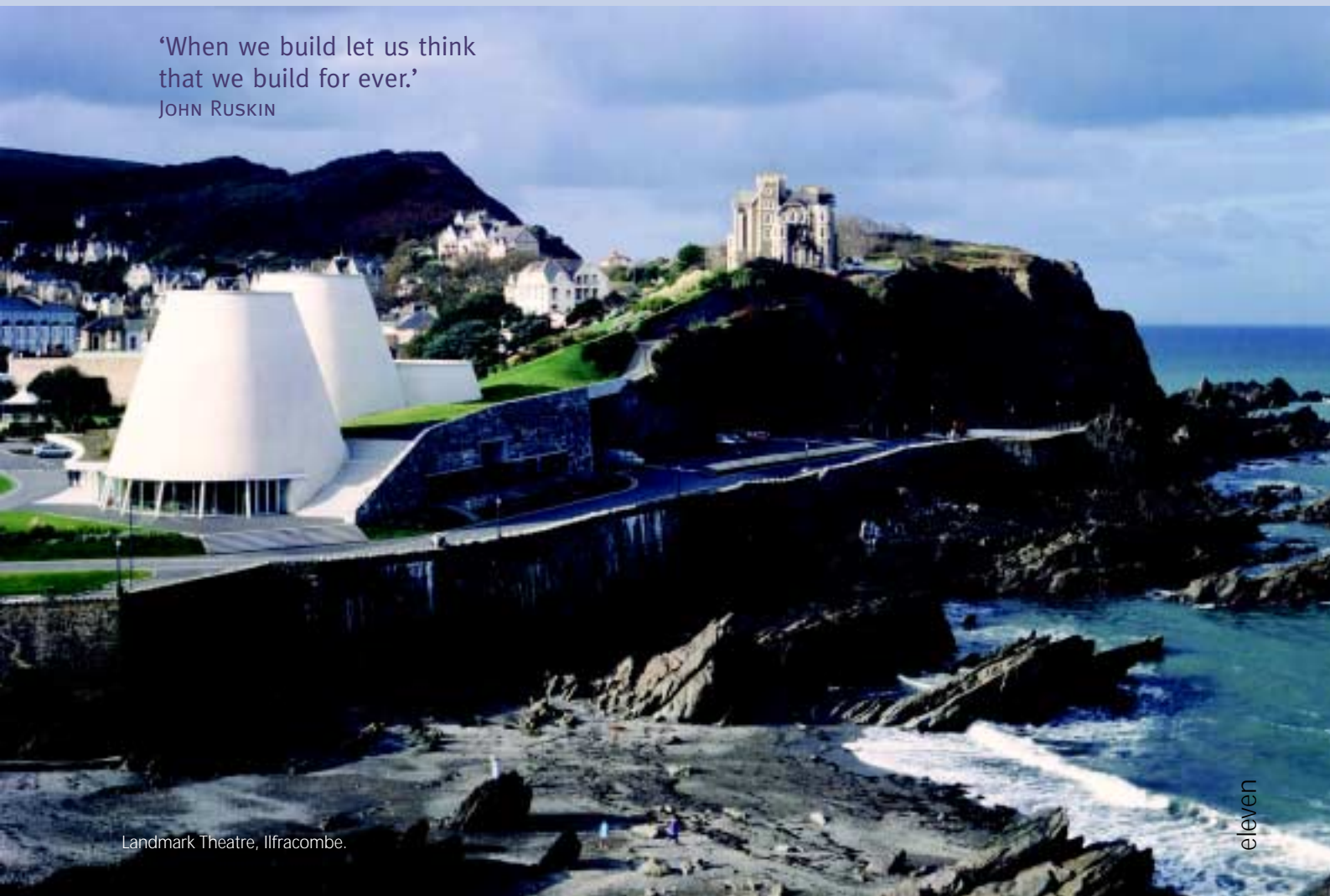
Increasingly the South West is seen, both nationally and internationally, as an area in which to invest, live, work or relax. The Eden Project, the arrival of the Meteorological Office, and the renaissance of Bristol and Plymouth all bear this out, as high-profile economic success stories for the region.


For many organisations and individuals, the attraction of the South West is the quality and diversity of its natural and built heritage and this makes these assets key to the prosperity and growth of the region. So there is a need, some would say an obligation, to preserve and celebrate the best of the existing built environment, complementing it with new development that meets the very highest standards.

Both public and private sectors have already been instrumental in projects of exceptional quality. However, there is much still to do to ensure innovation and vitality come more and more to characterise design in the South West.

‘When we build let us think  
that we build for ever.’

JOHN RUSKIN





The Orange Imaginarium, At-Bristol.

‘Good design is fit for purpose, sustainable, efficient, coherent, flexible, responsive to context, good looking and a clear expression of the requirements of the brief.’  
CABE 2001

# our objectives

Above all, our goal is to deliver the highest quality design in the built environment for the South West. This document seeks to set out how we can best:

- **Promote the benefits of excellent design**, encouraging high-quality architecture, public spaces, urban planning and public art, while raising an awareness of our historic environment and promoting a ‘sense of place’.
- **Raise awareness** of our built environment and stimulate debate around architecture and the built environment – from design to sustainable development.
- **Reward** good new design and **celebrate** excellence through the spread of good practice, in order to create a new heritage for future generations
- **Encourage developers** from both the private and public sectors to raise their design aspirations.
- **Get more people involved** with planning and decision making.
- **Embed good design criteria** within regional policies and institutions.
- **Help enhance design skills** by working with universities, schools and other educational and training agencies, as well as a broader range of other disciplines, such as artists or gender specialists.
- **Increase collaboration** between those involved in changing the environment - promoting consensus rather than conflict.
- **Support** those organisations already involved in improving design.

# our aims

'Architecture is the will of an epoch translated into space.'

LUDWIG MIES VAN DER ROHE



To meet our ambitious goals, we have developed five aims, each with a number of actions to make them a reality. These aims cover:



- Vision and Culture.
- Process.
- Skills and Development.
- Communication.
- Mechanism, Delivery and Key Players.

# vision and culture

'Architecture is a social net and the  
material theatre of human activity.'  
SPIRO KOSTOF



The aim here is **to change the way we think about our environment** in the South West, so we can promote the benefits of good design – including architecture, sustainable development, planning, urban and landscape design, and integrated public art. To achieve a regional culture for good design, we aim:

- To **respect regional identity**, reflecting the diversity of the region and finding ways to express this rich variety.
- To **encourage good patronage**, raising an awareness of, and a demand for, good design while supporting opportunities to commission well designed buildings, landscapes and spaces - especially from local practices and designers.
- To **nurture creativity**, encouraging the inclusion of people with diverse skills from a broad range of disciplines within design teams.
- To **advocate empowerment**, encouraging people of all ages to participate in the design process – promoting ‘Design Citizenship’.
- To **promote good design** in new ways, helping to improve design leadership in Regional, County and District authorities, as well as in institutions and the private sector.
- To **raise public awareness** of the benefits of good design.

### What do we mean by Design Citizenship?

Everyone has a role to play influencing the quality of the places where we live, where we work or where we relax. Design Citizenship means taking an active interest in the development of the environment. It relies on a strong awareness of the impact and importance of good design. Design Citizenship means more people becoming more involved in influencing the design of their built environment and public spaces.

Schools Design Workshop  
for Trowbridge Urban  
Design Framework.





# vision and culture actions

To transform how we relate to the environment in the South West - and to promote the benefits of good design as broadly as possible, we will look to:

- Establish a **Regional Design Forum**, bringing together the private and public sectors in a range of partnership programmes to improve design. The Forum will complement and enhance new programmes such as Design South West.
- Support the establishment of a **Design Review and Advisory Panel**, providing a core of local design expertise to the Regional Design Forum, as well as supporting training and facilitation programmes initiated by Creating:Excellence. We believe that the Design Review Panel will play an important role in enabling design excellence for a range of projects and programmes through advice and review, including briefing and procuring and Private Finance Initiative/Public Private Partnership procedures.
- Help draw up a **Regional Design Charter** to promote a set of regional design principles and objectives for development - and 'design rights' for users. It will be a companion to Sustainability South West's Construction Charter. We will encourage both public and private sector organisations to become involved in the development and drafting of this important document.
- Facilitate an **exchange of views**, whether through annual conferences, public events or web facilities. We recognise that ours is a dynamic, changing culture where new ideas will need to be explored and shared.
- Support the appointment of a **Regional Design Champion** who would help Councils and other public sector bodies establish **Local Design Champions** to promote good design principles and practice.

We see the links between Championship, the Design Forum, the Design Review Panel, the Design Charter, and the role of Creating:Excellence, as key to growing a new enthusiasm for good design in the South West.

## Further, we will:

- Support **Creating:Excellence** and other organisations that encourage the provision of programmes that involve local communities and work to increase opportunities for people to participate in design decisions. To this end, we will encourage the use of **Town and Village Design Statements, Community Plans, Place Checks** and other programmes to help establish local visions for towns, city suburbs and villages. We will also promote programmes that help make design more accessible and understandable, and encourage the use of Design Statements and three dimensional representations to support informed decisions.
- Encourage the development of a **network of Architecture Centres** and encourage its support, enabling it to provide programmes for professionals, business and communities.
- Encourage **small architectural practices to get involved in Private Finance Initiative/Public Private Partnership** contracts and tenders in order to improve design quality and vision, and to increase the pool of local design talent. We will assist younger practices and will encourage organisations like The Groundwork Trust, Architecture Centres and **Creating:Excellence** to promote initiatives establishing links between larger contractors and local designers. We will also encourage developers to **'widen the design team'** by involving a range of disciplines, including landscape architects, artists, urban designers and other specialists.
- Advance **innovation through partnership** and demonstration projects. We will support and promote the exploitation of technology and greater speed in construction, energy resource efficiency, sustainable development, local cultural values, greater affordability, and new forms of creative procedures. We believe in competitions as a valuable means of advancing new designs, even for small developments.

### Why is it important to 'widen the design team'?

No one is the same. As individuals, we all have different needs. The places we live in, work in and socialise in need to reflect this diversity - to make sure spaces work for everyone.

In order to achieve this, developers might need to 'widen the design team' to include people who can help ensure spaces are socially inclusive and work well for everyone.

This might mean taking into account the differing needs of men, women and children, those from different cultural or ethnic backgrounds, or those with disabilities.



# process

'We shape our  
buildings and thereafter  
they shape us.'  
WINSTON CHURCHILL

'Always design a thing by considering it in its larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.'

ELIEL SAARINEN



Poole masterplan.

Our aim is to change how we do things in order to achieve our goal of highest quality design in the built environment for the South West. This includes promoting new approaches to planning procedures and encouraging greater public participation in decision making. To improve the ways in which design issues are considered, we aim:

- To encourage ways of getting better results from planning by supporting and exploring new, more innovative uses of existing Council resources - strengthening the role of design and the quality of planning applications.
- To foster greater collaboration, encouraging wider creativity through multi-disciplinary teams and the inclusion of new skills and stakeholders in the design and development process.
- To promote the introduction of Design Review and Advisory Panels that will assist Local Authorities and applicants with design decisions.
- To offer guidance on selecting consultants - increasing creativity and design quality.
- To explore ways of involving the public, both through advice on techniques and form, and assistance in Capacity Building.
- To help ensure urban design, sustainability, and local identity are considered in development proposals.

## What is Capacity Building?

Capacity Building is the development of an organisation's core skills and capabilities in order to build its effectiveness and sustainability. Capacity Building works by assisting an individual or group to identify and address gaps in their knowledge, skills and experience. For the built environment, this might mean providing technical support or learning opportunities for Councils, private sector organisations or communities.

# process actions

The planning system is changing. Some procedures will be different in the future. The new system should enable improved design, and the delivery of a better environment. Much can be done to improve the processes we use to create and change our built environment. We will:



Southbrook Village plan.

- Encourage local authorities to prepare Urban and Landscape Design Frameworks, Conservation Area Statements and Design and Development Briefs for important areas. This will help form the basis for discussion between communities and those applying for planning permission or involved in the development process.
- Promote the use of Design Statements, and other design related information, as a way of improving application procedures. They would include new guidance on information and assessment criteria for planning applications. To this end, we encourage greater - and earlier - consultation and discussion between applicants and Councils to ensure high quality schemes are submitted.

# skills and development

It is impossible to improve design quality without improving skills and resources. The South West suffers from a skills shortage, so we recognise the particular importance of education and training for achieving our goal of design excellence.

We also believe that developers, professionals and the public will benefit from programmes that will help people make informed judgements about their environment. To improve education, skills, training and knowledge, we aim:



Barton Enterprise Centre, Gloucester.

- To increase dialogue and collaboration between academic departments around the region, encouraging them to play a greater role in developing design excellence.
- To increase dialogue and collaboration between the sectors involved in creating, managing and using the built environment.
- To help enhance the skills of practitioners by providing additional, more widely publicised courses and Continuing Professional Development opportunities, especially those encouraging greater cross-disciplinary skills, and increasing dialogue between the different professions.
- To help improve the skills of decision makers and patrons right across the planning and design processes, including briefing and procurement.
- To develop the skills of members of the public, and encourage their involvement in decisions affecting their environment.



'Architecture is to  
make us know  
and remember  
who we are.'  
SIR GEOFFREY  
JELICOE

Afro-Caribbean Association 'after school club', Gloucester.

## The Empowerment Ladder

- Empowerment** 'Here's the resources – get on with it...'
- Facilitation** 'We'll help you take charge...'
- Participation** 'You can help us make the decisions...'
- Consultation** 'What do you think of it..?'
- Information** 'This is what we are going to do...'

The planning system ensures that basic information about any proposed development is available to the general public. But for people to get involved, they need to climb the 'empowerment ladder'.

The higher up the ladder we climb, the more the general public plays a part in influencing how their environment develops. By getting people involved, we can ensure projects are locally distinct, and reflecting the culture and the needs of the area.

We need to move from informing people, to consulting with them. From consulting, we need to encourage active participation with new projects. And from there, we have to help people develop skills and knowledge through facilitation that will enable them to become fully empowered – effectively taking the lead in creating a built environment that is right for them.



# skills and development actions

To meet the challenge of raising skills and promoting greater public involvement, we will:



Spacemakers' workshop, Linking Communities, Gloucester.

- Identify new skills needs and map existing provision through research, to be carried out by Creating:Excellence.
- Work to improve the skills of practitioners, decision makers and patrons, and encourage greater take up of Continuing Professional Development opportunities. This can be achieved through workshops, seminars and events with partners - communicating good principle, practice and process.
- Encourage more joint working across professions and disciplines through new academic courses and professional programmes. We will also encourage other collaboration between academic institutions and local communities through specific projects.
- Encourage the enhancement of the public's skills. This will range from learning programmes aimed at members of planning committees and other local decision makers, reinforcing appropriate levels of knowledge and information to developing the skills of communities through programmes like Place Checks and Village Design Statements.

# communication



National Maritime Museum, Cornwall.

Delivering important messages and providing easy access to information will help raise the quality of what we create, as well as celebrating and rewarding good practice in the region. Communicating current and new initiatives to the widest audience means that we aim:

- To encourage a **media strategy** to raise awareness through increased press coverage and to stimulate debate on issues of quality, on environmental design and on architecture.
- To promote a **website** which can act as a single, comprehensive resource with advice, contacts and examples of good practice to complement and link with other web sites, such as the CABA Library.
- To support and **enhance the role of Architecture Centres**, and other similar organisations.
- To **celebrate good practice** through rewards that are well co-ordinated and promoted.
- To promote the **gathering and sharing of best practice** throughout the region.
- To advance the creation of programmes that **meet local demand** for information and advice.



# communication actions

One of our main objectives is to boost the level of debate about design in the environment. Good practice also needs to be celebrated and rewarded. In order to communicate our vision for the region, we will:

- Support **regional and local media strategies** that increase coverage and awareness around the quality of design in our environment. We encourage a strategy, run through Creating:Excellence, that will cover not only news media but also those media concerned with cultural tourism.
- Support an **interactive website** that, over time, will host information on good practice, skills and 'design notes'.
- Encourage professional bodies to co-ordinate and increase their **regional programmes** of lectures, exhibitions, site visits and conferences, through the Urban Design Alliance and other organisations. We will support greater cross-disciplinary activity, joint working and an integrated approach to projects and programmes. We will also encourage the professions to engage with the public through debates and events to explore issues of good design.
- Develop a **regional award strategy** that co-ordinates and manages the increased range of design awards recognising partners and designers. We will help promote and celebrate new forms of architecture, public art, public space, street and highway design, planning and urban design programmes.



Orbit 2K mobile learning centre, Legible Cities Project, Bristol, Plymouth Waterfront Walkway, Lynher Dairy, A4 Millennium Bridge, Architecture Centre, Bristol.

# mechanism, delivery and key players

King William Yard, Plymouth.

## Creating:Excellence – next steps

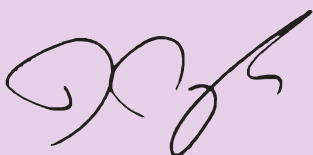
Creating:Excellence is a prime mover for turning our aspirations for our built environment into a reality. But taking our thinking forward will rely on partnerships.

We recognise that architecture and the built environment are complex subject areas where issues, audiences and interests overlap. Our initial thoughts are bound to change over time. With regular review, our aims, actions and priorities will inevitably develop. Likewise, the roles of the different stakeholders will evolve.

We will work with existing partners to deliver against the goals outlined here, and seek to create further partnerships to enhance what we do going forward.

The next step for Creating:Excellence is the establishment of our independently-chaired Implementation Panel of stakeholders which will agree a detailed action plan in line with the thinking set out in this document. It will be based on our current research into the skills needs of the region. It will also encourage partners to confirm the actions they will undertake in parallel to our own – to support our goal of a better built environment in the region.

Creating:Excellence welcomes the views of all those with an interest in design and the built environment – and looks forward to working with others to create places we can be proud of.



Dominic Murphy  
Development Manager, Creating:Excellence

Delivery of our aspirations for a better built environment in the South West will involve a range of players and a variety of activity, if the public and private sectors and the community are to become engaged and committed. Different organisations will play different roles but the main driver will be the South West Regeneration Centre – Creating:Excellence.

The key players will include:

- **Regional Organisations** – The Regional Assembly, Government Office for the South West, South West of England Regional Development Agency, Sustainability South West, Public Art South West and Culture South West.
- **Public Sector Organisations** – NHS Trusts and Local Authorities.
- **Transport Authorities** – County and Unitary Transport Authorities and Highways Agency.
- **Private Sector Organisations** – companies and consultancies - both as sponsors and as providers. This will include groups such as the House Builders Federation and developers.
- **National Agencies** – Commission for Architecture and the Built Environment, English Heritage, the Environment Agency, the Countryside Agency and English Partnerships.
- **Education Institutions** – Universities and colleges involved in design in the environment such as University of the West of England, those in Plymouth, Falmouth, Bournemouth and Poole and others.
- **Training Organisations** – such as the Construction Industry Training Board.
- **Professional Institutions** – such as the Royal Institute of British Architects, Royal Town Planning Institute, Royal Institute of Chartered Surveyors, Landscape Institute, Institution of Highway Engineers, co-ordinated under the Urban Design Alliance banner with Construction Industry Council South West and the Construction Industry Training Board.
- **Charitable/Not-for-Profit Sector** – Civic Trust, Urban Design Group, Groundwork Trust, Architecture Centres, Education Trusts and School organisations, The Prince's Foundation and the Campaign for the Protection of Rural England.

We will work with all these groups, and more, to help promote initiatives between them that will stimulate an improved environment.

Working together, we can help make sure our environment is well designed, harmonious and delightful – and leave a new legacy to the next generation.

# what do we mean by 'good design'?

Good design is about more than subjective taste or aesthetic beauty. There is a set of core values that are timeless, objective and easily understood. These values are essential for achieving our goals for good design and sustainable development.

'Good design keeps the user happy,  
the manufacturer in the black and  
the aesthete unoffended.'

RAYMOND LOEWY



## 1 Places for people

Well-designed places raise people's spirits. They enrich our lives, promote activity and provide opportunities for people to meet in comfortable and safe environments. They encourage better public services, spaces and buildings.

## 2 Enrich the existing

Good design can give a new lease of life to places suffering from social or economic decline by restoring identity and civic pride, and encouraging investment.

## 3 Respecting local context

Good design strengthens the character of a place and complements the landscape. This leads to high quality public spaces, ease of movement, a clear form of development, and, where appropriate, a mix of use – contributing to the local distinctiveness that is so important in different parts of the region.

## 4 Sustainability and efficiency

Good design works with and influences the landscape, ecology, landform and local resources. It harnesses opportunities to be energy efficient and encourages environmentally friendly ways of living.

## 5 Make movement easy

Places need to be easy to get to and from, and to be integrated, physically and visually, with their surroundings. They should provide easy movement on foot, by bicycle, public transport or car – in that order.

## 6 Enduring and flexible

Good design will help ensure that build quality is durable and can respond to changes in use, climate and lifestyles. Building on whole life cost principles and encouraging a long-term view of construction and maintenance, will help increase value for money and also help us create a new regional heritage.

## 7 Mix and match

Good design can meet the demands of a wide range of uses, tenures and social groups. It respects local character, traditions and materials and promotes diversity.

## 8 The new heritage

Good design adopts an integrated approach that results in distinguished architecture, harmony with existing buildings, inspiring public art, excellent masterplanning and urban design, favourable responses from users, customers and the wider public, and benefits for Councils and communities.

## 9 Collaboration

Good design relies on good information. Every client procuring a new building or masterplan should be a design champion. This requires an openness to pursue innovative approaches that promote design quality. Good design requires positive patronage, as well as a clear and informed brief - reflecting a multi-disciplinary approach, appropriate design advice and consultation with stakeholders and Councils.

## 10 Value for money

Good design can help promote economic viability, investment management and raise values.



## 'designing our environment' - index



### Top row

WCA House | Architecton | image: Jason Ingram

Wessex Water headquarters | Bennetts Associates | image: Andrew Molyneux

Wildfowl and Wetlands Centre, Slimbridge | ECD Architects | image: Peter Cook

Aerial shot - Gloucester City Council | image: Cities Revealed

The Eden Project | Nicholas Grimshaw and Partners | image: Andrew Molyneux

### Middle row

Legible Cities Project, Bristol | Visual Technology at Bristol City Council

Century Court | Fielden Clegg Bradley | image: Peter Cook/View Pictures

Detail - Bristol Central Library Disabled Access | Architecton | image: Architecton

'Back of Avon', Tewkesbury | Holyer Purchase Design | image: Craig Aukland

Burnham on Sea masterplan | Landscape Design Associates

### Bottom row

The Orange Imaginarium, At-Bristol | Imagination - Richard Foulkes | image: Andrew Molyneux

The Point, Bristol | Fielden Clegg Bradley | image: Simon Doling

Lundy Shore Building | Van der Steen Hall Partnership | image: Norman Young

Schools Design Workshop for Trowbridge Urban Design Framework | Gillespies, Jon Rowland Urban Design, BDOR, Arup, Alder King

Faith House | Tony Fretton | image: Helene Binet



Top row

Oxstalls Campus, University of Gloucestershire | Feilden Clegg Bradley | image: Mandy Reynolds, Fotoforum

Landmark Theatre, Ilfracombe | Tim Ronalds Architects | image: Martin Charles

Visitors' Centre, Stourhead | Feilden Clegg Bradley | image: Adam Wilson

National Maritime Museum, Cornwall | Long and Kentish | image: Andrew Molyneux

St George's Road, Bristol | Alec French Partnership | image: Adam Wilson

Middle row

Visitors' Centre, Stourhead | Feilden Clegg Bradley | image: Adam Wilson

Crewkerne Aqua Centre | Feilden Clegg Bradley | image: Mandy Reynolds/Fotoforum

Century Court | Fielden Clegg Bradley | image: Peter Cook/View Pictures

Keppel Gate | Kevin McCabe | image: Kevin McCabe

Sainsbury's Plymouth | Jeremy Dixon and Edward Jones | image: Dennis Gilbert/View

Bottom row

Lighthouse, Poole | Light art by Peter Freeman | image: Peter Cook FlashVIEW

Gloucester Docks masterplan | Gillespies, Jon Rowland Urban Design, Feilden Clegg Bradley, Buro Happold

Poole masterplan | Terence O'Rourke

Southbrook Village plan | Jon Rowland Urban Design, Mason Richards Partnership, Parkman

Barton Enterprise Centre, Gloucester | image: Andrew Molyneux

Afro-Caribbean Association 'after school club', Gloucester | image: Andrew Molyneux



**Top row**

At-Bristol and Millennium Square | Wilkinson Eyre Architects (At-Bristol) | Concept Planning Group (Millennium Square) | image: Andrew Molyneux

'Spacemakers' workshop | image: 'Spacemakers'

Linking Communities, Gloucester | image: Andrew Molyneux

National Maritime Museum, Cornwall | Long and Kentish Architects | image: Andrew Molyneux

Orbit 2K mobile learning centre | image: Andrew Molyneux

**Bottom row**

O'Sullivan House, Salcombe | Stan Bolt | image: Simon Cooke

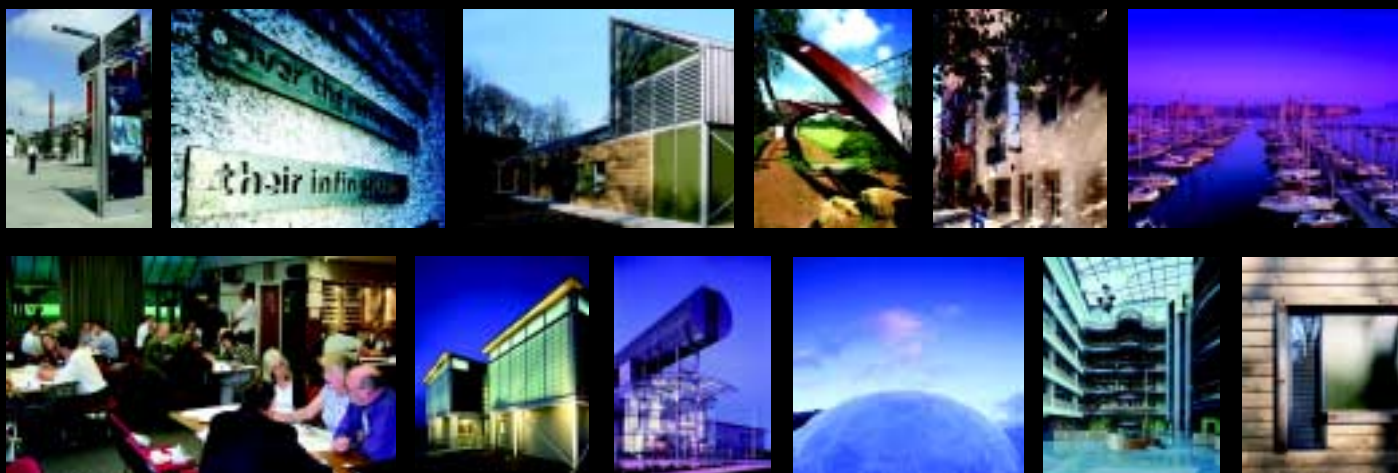
The Point, Bristol | Feilden Clegg Bradley | image: Peter Cook/View Pictures

The Study Gallery, Poole | Richard Horden | image: Denis Roberts

'Zenith' - Millennium Square, At-Bristol | David Ward | image: Jack Tait

Swanage Waste Water Improvement Scheme | Feilden Clegg Bradley | image: Mandy Reynolds/Fotoforum

Multi-denominational prayer room, Bristol Royal Hospital for Children | Building Design Partnership | image: Andrew Southall



Top row

Legible Cities Project, Bristol | Visual Technology at Bristol City Council

Plymouth Waterfront Walkway | Gordon Young and Why Not Associates | image: Rocco Redondo

Lynher dairy | Sutherland Hussey Architects | image: Morley Von Sternberg

A4 Millennium Bridge | Mark Lovell Design Engineers | image: Ian Smith

Architecture Centre, Bristol | Conversion by Niall Phillips Architects Ltd. | image: Niall Phillips Architects Ltd.

King William Yard, Plymouth | Urban Splash | image: Trevor Burrows

Bottom row

Trowbridge Urban Design Framework consultation | Gillespies, Jon Rowland Urban Design, BDOR, Arup, Alder King

City Learning Centre | Alec French Partnership | image: Adam Wilson

The Motorola Building | Sheppard Robson Architects | image: Richard Bryant/Arcaid

The Eden Project | Nicholas Grimshaw and Partners | image: Andrew Molyneux

Temple Quay House | Stride Treglown | image: Paul Highnam

Lynher diary - detail | Sutherland Hussey Architects | image: Morley Von Sternberg



## 'designing our environment' - partners

Civic Trust

[www.civictrust.org.uk](http://www.civictrust.org.uk)

t: 020 7170 4299

Commission for Architecture and the Built Environment

[www.cabe.org.uk](http://www.cabe.org.uk)

t: 020 7960 2400

English Heritage

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

t: 0117 975 0700

English Partnerships

[www.englishpartnerships.co.uk](http://www.englishpartnerships.co.uk)

t: 01392 435188

Government Office for the South West

[www.gosw.gov.uk](http://www.gosw.gov.uk)

t: 0117 900 1700

Housing Corporation

[www.housingcorp.gov.uk](http://www.housingcorp.gov.uk)

t: 01392 428200

Public Art South West

[www.publicartonline.org.uk](http://www.publicartonline.org.uk)

t: 01392 229227

Royal Institute of British Architects

[www.architecture.com](http://www.architecture.com)

t: 020 7580 5533

Royal Town Planning Institute (South West branch)

[www.rtpi.org.uk](http://www.rtpi.org.uk)

t: 01823 665532

South West of England Regional Development Agency

[www.southwestrda.org.uk](http://www.southwestrda.org.uk)

t: 01392 214747

Creating:Excellence – The South West Regeneration Centre

[www.creatingexcellence.info](http://www.creatingexcellence.info)

t: 0800 328 3234

## consultants

Jon Rowland - Principal, Jon Rowland Urban Design

with

Sebastian Loew - Architect, Planner and Skills Advisor

Bernie Foulkes - Director, Landscape Design Associates

Andrew Cross - Artist

## acknowledgement

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Copy writing - Grayling

Design - Sore Thumb

The logo for Creating:Excellence features three overlapping circles of increasing size in shades of green and blue. Below the circles, the text 'creating:excellence' is written in a lowercase, sans-serif font, with 'creating:' in blue and 'excellence' in green. Underneath that, in a smaller font, is 'the south west regeneration centre'.

creating:excellence  
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*South West*  
England



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