

ABOUT THE AUTHORS



Four architectural practices

This report is the product of collaboration between four architectural practices, specialising in the design and delivery of residential and mixed-use neighbourhoods: HTA Design, Pollard Thomas Edwards (PTE), PRP and Proctor & Matthews Architects.

We have been at the forefront of housing debate, design and delivery for 40 years or more, and are currently delivering a significant number of new homes in England. We are therefore able to take a long view, and to bring experience from across the whole spectrum of housing by type, location and tenure. We are creating homes for all sorts of people: young and old, wealthy and poor, singles and families. Our regeneration work, engaging with local people, has given us particular insights into what has worked – and failed to work – in the past.

Our case studies include projects for housebuilders, landowners, communities, local authorities, and cross-sector partnerships. They include higher and lower value areas, although we acknowledge that we show more of the former than the latter, and we understand the challenge of achieving quality on low budgets. Our guidance is intended to be universal, and not confined to the more generously funded developments.

Why collaborate?

Although we are competitors, we also recognise the benefits of collaboration when it comes to understanding and influencing the wider context in which we operate. We therefore meet regularly to discuss current issues in relation to housing and place-making, and the way they are shaped by the pull of market and regulatory forces.

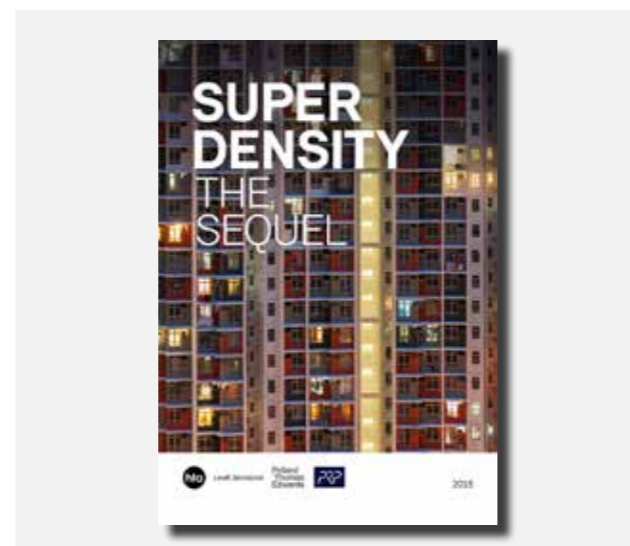
With a wide range of clients and huge collective experience, embodied in our over 600 combined staff, we find that we can bring knowledge and insight to contemporary issues, and we are keen to share that with the wider community of developers, local authorities, practitioners and politicians. We don't agree about everything, and we bring four different voices to each debate, but we typically discover a high degree of consensus about what are the problems and what might be the solutions.

We also collaborate, individually and collectively, with other organisations such as the Housing Forum, Future of London, NHBC, RIBA, Design for Homes and New London Architecture. Members of our practices have participated in the Housing Standards Review, undertaken research for government and many other national organisations, written numerous design guides and published articles, papers and books about housing.

Some of our collective work to date

A related group (HTA, Pollard Thomas Edwards, PRP and Levitt Bernstein) has produced a number of reports and discussion papers including:

- *Altered Estates: how to reconcile competing interests in estate regeneration*
- *Superdensity: The Sequel Recommendations for Living at Superdensity*
- *Space Benchmarking: Helping Consumers to Make Informed Choices about Homes to Buy and Rent*
- *Yes! In our backyard. Reflections from 30 years of experience of community architecture on how Localism can be made to work*
- *Red Tape Challenge and Innovation in Housing*
- *Bonfire of the Regulations - Rights to Light*
- *Home Performance Labelling*



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Copies of the report can be obtained from any of the above, and it is available to download from the website:
www.distinctivelylocal.co.uk

The report was written by:

Introduction – Pollard Thomas Edwards
More, Better, Faster – Pollard Thomas Edwards
Distillation of place – Proctor & Matthews
Living streets – PRP
Iconography of home – HTA Design
Harmonious diversity – Pollard Thomas Edwards

Designed by Nikos Georgópoulos

Special thanks to:

Lord Taylor of Goss Moor for writing the Foreword; *Lord Matthew Taylor* has advised successive governments on planning and housing policy for over a decade. In 2006–8 he conducted the Government's rural planning review 'Living Working Countryside', which laid many of the foundations for the Government's National Planning Policy Framework and Neighbourhood Planning. In 2011–12 he led the Government review of all the planning practice guidance sitting behind the NPPF, creating the National Planning Practice Guidance suite. In 2015 he developed his 'Garden Village' proposal, published by Policy Exchange and adopted as national policy at the March 2016 Budget. He continues to advise Government, Homes England and local authorities, and runs his own consultancy business. Former chair of the National Housing Federation and President of the National Association of Local Councils, Matthew is an Honorary Member of the RTPI, Visiting Professor of Planning at Plymouth University, and Senior Visiting Fellow at Cambridge University's School of Planning.

Andy von Bradsky, Head of Architecture at the Ministry of Housing, Communities and Local Government (MHCLG) for general advice and support.

Denise Chevin for editing the report;

Denise Chevin is a freelance writer and editor specialising in the built environment. She has edited *Housing Today* and *Building* and has been a columnist for both *Building Design* and *Architects' Journal*. She has also edited and authored a number of influential reports on housing and architecture for parliamentary groups, think tanks and industry organisations.