



A good  
relationship  
starts  
with good  
communication.

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PICTUREQUOTES.com

# Theme - Promoting a shared language and culture by walking, talking and looking

Written and spoken language on its own is easy to misinterpret and to misrepresent. Visual prompts and representations allow difficult issues to be more easily communicated and understood particularly with those who are less used to grappling with spatial or design matters. They can also aid in the achievement of consensus.

Site visits are common tools in professional planning context for good reason. Photographs, diagrams and other visual prompts and illustrations should therefore be the means by which placemaking plans are coproduced with communities.



# Context – Coproduction of Placemaking Plans in East Ayrshire

Placemaking Plans are being developed by communities throughout East Ayrshire. Their preparation is fully integrated with the agreed process for developing Community Action Plans.

The Community Action Plan process works with local people who understand their community - its pros as well as its cons – to identify what needs to be done to improve it. It incorporates the principles behind the Place Standard; as such it enables those actions that involves the use of land and that improves the quality of the physical environment to be identified and marked on a local, community based Placemaking Plan.

The community Placemaking Plan incorporated into the Local Development Plan as statutory Supplementary Guidance.

The process places the community at the heart of the planning process using participatory methods and coproduction.



CATRINE  
COMMUNITY ACTION PLAN  
2017 - 2022

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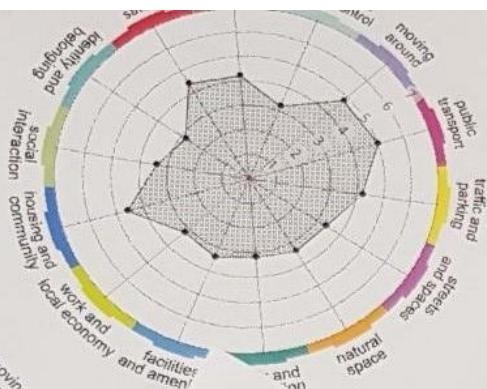
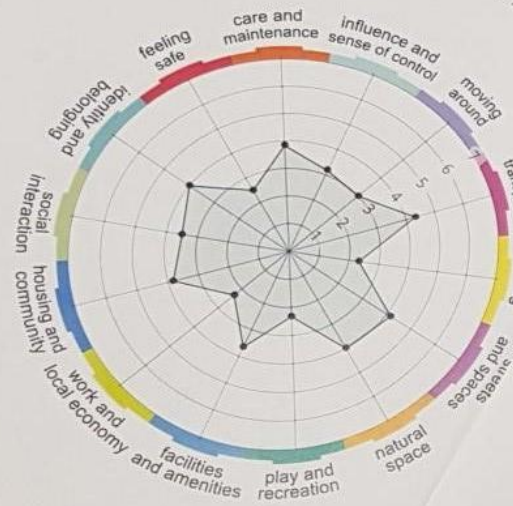
CATRINE  
COMMUNITY ACTION PLAN  
2017 - 2022

Rationale –Places are best understood by those closest to them and best represented by direct experience of them

The Community Action Plan and Placemaking process helps planners to engage productively with all members of the community and provides a deeper understanding of ‘what makes it tick’. Community members are treated as experts and become part of the planning team.

The process allows their plan to be given equal status with other parts of the local development plan. The placemaking plan provides the rationale for community based action to improve the quality of their own individual place or community.

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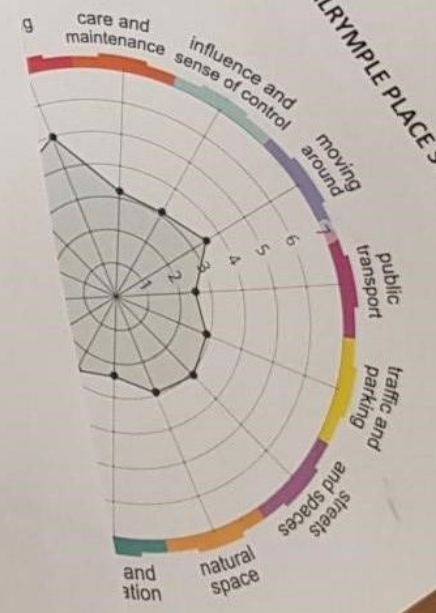
Please score the following themes based on how you feel about your community

Age:

Gender:



	ROOM FOR IMPROVEMENT			LITTLE ROOM FOR IMPROVEMENT			
	1	2	3	4	5	6	7
Facilities & Amenities							
Feeling safe							
Play & Recreation							
Streets & Spaces							
Natural space							
Care & Maintenance							
Housing & Community							
Influence & Sense of control							
Identity & Belonging							
Social interaction							
Work & Local Economy							



DALRYMPLE PLACE STANDARD

# Description – walkabout, talking pictures and approval

Key to engagement with community members is building a partnership which overcomes the “them-and-us” relationship often associated with formal planning procedures. Barriers are removed by active listening.

Community members are encouraged to ‘walk about’ their communities, to take numerous photographs and to use them in conjunction with their own, local knowledge, to share their understanding of the issues which exist and how they might be improved. The Place Standard helps local people to understand the holistic characteristics of a place and how they combine to make their place special and what needs to be done to improve it.

Approval is sought from the community representatives at each step and provides a major impetus towards ensuring delivery.





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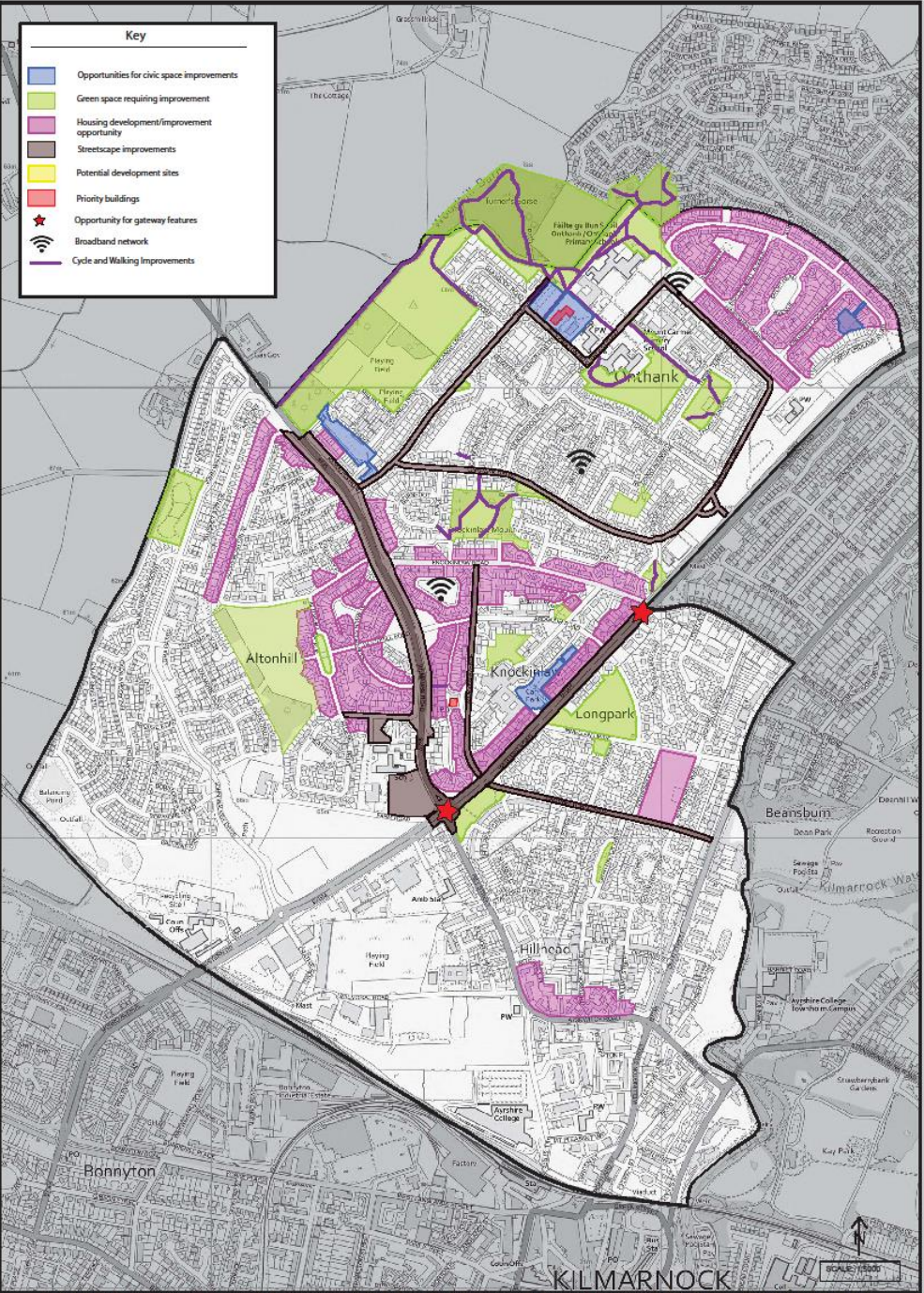
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# Achievements

- Full integration between Community Planning and Placemaking.
- 3 co-produced Placemaking Plans adopted as statutory supplementary guidance to the East Ayrshire Local Development Plan.
- 5 co-produced Placemaking Plans under development.
- 23 Placemaking Plans programmed.
- Placemaking plans underpin detailed action planning, funding strategies and project delivery.
- Communities actively involved in delivering projects.



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# Conclusions

- Coproduced Placemaking utilising the Place Standard tool within a wider community action planning process can and does work!

