

Case Study:



Queenborough and Rushenden in the Isle of Sheppey is cited as an example of empowering people in the Government's Communities in Control: Real people, real power document (Chapter 4)

PfR was used to gather the ideas and views from the community to create a master plan for a brownfield site between Queenborough and Rushenden. Community engagement has been key to the regeneration on the island as part of the Thames Gateway Programme. A series of participatory consultation events provided local residents with information on how the area would change and crucially gave people the chance to genuinely shape the master plan. Local school children helped make a large 3D model of Queenborough and Rushenden. 30% of the local population were consulted, generating more than 5,000 suggestions.

Following the enthusiasm created by PfR, residents and local partners went on to set up the Community and Skills Group, a community newsletter and even a website www.qrregen.co.uk

To find out how we can help your people shape their community, get in touch:

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**PfR-Royal Town Planning Institute
Award Winner 2008**



Planning for Real®



Shaping the
neighbourhoods
and communities
where you live

Making planning come alive

Planning for Real (PfR) has helped thousands of people across the world shape the neighbourhoods and communities where they live.

With today's increasing focus on locally led regeneration and neighbourhood empowerment, this award-winning and globally-acclaimed community planning tool is more relevant than ever before.

By giving the people the power to physically shape the built environment using models, it brings the planning process to life.

30 years' of success, big and small!

PfR has an unrivalled track record and breadth of experience stretching back more than 30 years, including:

- Town and country planning
- Regeneration – physical, social and economic
- Crime reduction
- Flood defence planning
- Private and public sector

It has delivered locally-led solutions for diverse clients, ranging from small community groups to multi-million pound regeneration schemes for local authorities and developers.

How it works

PfR is a uniquely engaging 'hands on' process which, by using a 3D model as a focus, enables local people to put forward suggestions to "show" how an area can be improved, or to highlight specific problems.

The 3D model is usually made by local residents, often children, on a scale of about 1:500, which means that details such as individual front doors are recognisable and familiar landmarks can be easily located. The model is lightweight and portable so it can easily be taken to the places where people naturally meet and gather.

During the consultation exercise, the model is surrounded by 'suggestion' cards or flags, which have pictures on as well as words. Residents select cards, or write their own, and place these on the model to show what their needs are. These cards are colour-coded to enable people to see at a glance which are the main priorities and problems.

Residents work in small groups, supported by the appropriate partner officer to review the 'suggestions' and decide priorities and possible options. This is achieved using NOW, SOON, LATER charts which enable residents to consider realistic timescales.

Groups then develop an Action Plan by identifying the WHO and HOW, working together with experts and partners as appropriate.



Why use Planning for Real?

- A UNIQUE approach to community planning recognised globally.
- A cost effective and Value for Money method which WORKS.
- More than 30 years of diverse EXPERIENCE.
- Genuinely COLLABORATIVE methods.
- INNOVATIVE engagement tools, from photography to ideas walls.
- We can provide TRAINING and capacity building.
- Direct access to wider EXPERTISE, including architectural design.
- Work with children links into CITIZENSHIP curriculum