

Dissemination in Birmingham Eastside and Urban Futures

Dr. Rachel Lombardi
University of Birmingham
10 November 2008



Sustainable Regeneration

UNIVERSITY OF
BIRMINGHAM

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EXETER

LANCASTER
UNIVERSITY

BIRMINGHAM
City University

EPSRC
Engineering and Physical Sciences
Research Council

Disseminate (v)

- To spread about;
- Scatter, as seed in sowing;
- Promulgate (to make known or announce officially and formally)

Source: The New International Webster's
Comprehensive Dictionary of the English Language

Sustainable Regeneration: *from evidence-based urban futures to implementation*



Effective

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Effectively disseminate (v)



- To communicate such that the information is useful to the recipient*
- Achieve demonstrable 'relevance and utility in publicly funded research'***
- Addressing the needs and interests of the audience being addressed***

* yours truly

** Petts et al, Geoforum (2007)

*** Juned, UoB report (2008)

Sustainable Regeneration: *from evidence-based urban futures to implementation*

SUE 1: Birmingham Eastside Project Overview



Objective: To study how and where sustainability was incorporated in a major urban regeneration initiative (or not)

Four Work Packages:

- Utilities Infrastructure
- Natural Environment & Biodiversity
- The Socio-Economic Fabric
- Built Environment & Open Space

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SUE 2: Urban Futures Project Overview



Objective: To future-proof sustainability within urban regeneration against various possible futures

Eight Paired Work Packages:

- Air Quality; Biodiversity
- Water; Utilities Infrastructure
- Social Needs & Policy; Organizational Behaviour
- Built Environment & Open Space; Density

Sustainable Regeneration: *from evidence-based urban futures to implementation*

Urban Futures Active Collaboration: 41 Supporters & Expert Panellists



Practitioners:

Ove Arup & Partners Ltd
Resource Optimization Initiative
(India)
MADE - Midlands Architecture
& the Designed Environment
UK Water Industry Research Ltd
BRE
Cyril Sweett
AMEC
British Waterways
Hyder Consulting
Igloo Regeneration Fund
ISIS Waterside Regeneration
Urban Splash
CIRIA
Lancaster & Morecambe Vision
Groundwork Sustainability advisor
R. James Chapman, Architect
Joe Holyoak, Architect

Government agencies & programmes:

British Geological Survey
Resource Efficiency
Knowledge
Transfer Network
UK National Industrial
Symbiosis
Programme (NISP)
Environment Agency
Advantage West Midlands
SEEDA
Worcester City Council
Birmingham City Council
Forestry Commission
RegenWM
Planning Aid Service, RTPi

Academics:

Oxford Brookes
University
Universidade de Sao
Paulo
UNESCO IHE (Delft)
Univ of Surrey
Univ of Cambridge
Univ of Worcester
Univ of Nottingham
Univ of East London
Univ of Greenwich
KTH Univ, Sweden

Other:

Wildlife Trusts
Land Care Associates
Worcester Civic
Society

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Effective Dissemination: The Landscape



	Strategic	Operational
Project	Urban Futures	Birmingham Eastside
Audience	<ul style="list-style-type: none">· National, regional strategic planners· Policy makers· MPs	<ul style="list-style-type: none">· Local, regional government planners· Practitioners· RDAs· Royal Town Planning Institute· Local Government Association

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Effective Dissemination: The Landscape



- Local
- Regional
- National
- Professional bodies and associations
- Developers and other practitioners

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Effective Dissemination: Targeting different actors



- Local authorities
 - Consultation
 - Bespoke Reports
 - Supplementary Planning Documents
 - Headlines flyer
 - Stakeholder, local expertise
- Regional and National Government
 - Consultation
 - Newsletters and website dissemination
 - Headlines flyer

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Effective Dissemination: Targeting different actors



- Related National Organizations
 - Bespoke presentations and workshops
 - Headlines flyer
- Private sector developers, architects
 - Bespoke workshops
 - Developers' Forum
 - Consultations
 - Headlines flyer

Effective dissemination: the challenges*



- Timing is everything
- Framing is (also) everything
- Simplicity is (also) everything

* Prof. Judith Petts, SDRN Conf 11-Sept-08

Effective dissemination: Timing



- Timing of projects
- Timing of policy
- Timing of events

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Effective dissemination: Framing



Frame the research to meet the
needs of the intended audience

- Scale
- Dimensions

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Effective dissemination: Simplicity



Birmingham Eastside headlines flyer

- Local conditions must set local priorities
- Past and present must be incorporated
- Early involvement is central to advancing sustainability
- Individual design decisions influence very different objectives
- Sequencing activities correctly keeps options open

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Effective dissemination: Simplicity



- Audiences for Headlines Flyer
- All project partners
 - Local governments through BREW Centre e-zine and LGA FIRST newsletter
 - LARCI newsletter
 - All RDAs' Sustainability Officers
 - WM Regional Assembly
 - Sustainable Development Commission Chair

Effective Dissemination



What Has Worked = Pull

- Partners: building relationships & trust
- Local action: having a presence, consultation, networking
- Providing evidence base

What Hasn't = Push

- Bi-annual steering committee meetings
- Interesting research questions within our comfort zone (e.g., CBA missing)

Effective Dissemination

Next challenge: interdisciplinarity



- 'The urban environment constitutes precisely the kind of problem deemed suitable for an interdisciplinary approach'*
- Sustainability is a 'wicked issue', requiring the ability to work across organizational and disciplinary boundaries**

*Petts, et al Geoforum (2007)

**Clarke & Stewart (1997) INLOGOV discussion paper

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