



How to Deliver Good Design

11.01.2023

- **“Quality is a wider term than beauty.”** Our definitions of terms such as beauty, quality and aesthetics of experience are critical. Quality, which could include beauty has wider aims, , such as future-proofing, climate-proofing, functionality, resource efficiency and experience of place.
- **How do we deliver ‘good growth’?** Assume a holistic developmental approach; maximise space through designing at appropriate and sustainable density but put place quality first – designing at the human scale is essential.
- **Set benchmarks of quality and stick to them.** Expect high-quality drawings, representations, CGIs, supporting information. A lack of detail can lead to the dilution of quality later on. For example set objectives and parameters for materials – so you can say no to poor quality substitutes.
- **Maintain design quality at every stage.** If changes are made, expect equal quality. Refer to the use of the Design Certifier Clause if required, to maintain quality in long term projects and ensure additional design quality protection.
- **Influence at crucial moments.** The LPA has greatest influence at the plan-making phase. followed through at all application stages.. Planning’s role within developmental design quality does not stop when planning permission is issued, the process has only just begun!
- **Celebrate good design!** Showcase local design excellence – use this to set a quality benchmark and set an example of good design, positive engagement and successful outcomes.

Speakers:

Michael Ritchie, Principle Officer, LB Tower Hamlets

Marissa Ryan Hernandez, Strategic Planning Manager, LB Tower Hamlets

Rob Edwards, Lead Sponsor, TfL

Ben Hull, Strategic Design Manager, LB Newham

Attendees: 84