

# PRESS RELEASE

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Ecobuild Fringe seminars tackle the case for investment in landscape and show how green infrastructure can meet the localism agenda

**Wednesday, March 02, 2011 from 10:30 AM - 4:15 PM**

**EXCEL, South Gallery, Rooms 19/20, One Western Gateway, Royal Victoria Dock, E16 1XL**

Seminars on investment in landscape and making green infrastructure work at a local level top the bill at this year's Ecobuild events run by the Landscape Institute. Announcing a packed programme of fringe seminars on 2 March 2011, LI president Jo Watkins said, 'this year we tackle two important topics: why investing in landscape architecture makes sense in the face of public sector cuts and how to make green infrastructure work locally'. He continued, 'what make places special are high streets, squares, parks and other public spaces. Getting them right is the best investment you can make. Getting them wrong often has people voting with their feet.'

**Why Invest in Landscape?** is a new campaign from the Landscape Institute, which shows how towns and cities around the UK are seeing a good return on their investment in public space. From the small scale of a single town square up to plans for whole new settlements, the returns on investment are clear. When landscape is placed at the heart of the development process, communities and local businesses reap the economic benefits.

## **10.30 Seminar 1 - the case for investing in landscape**

**Why Invest in Landscape?** – Alastair McCapra, CEO, Landscape Institute

An introduction to the Landscape Institute's new campaign.

**Green Infrastructure from the ground up** - Paul Mathers, Programme Manager, Landscape and Regeneration, WRAP.

**Investing in Cambourne** - Dick Longdin, landscape architect, Randall Thorp and Neville Stebbing, Project Director for Cambourne and Major Projects Director for Taylor Wimpey.

Cambourne, a new settlement near Cambridge is what many consider to be a model Eco Town. In this, the first of two sessions looking at Cambourne, Dick and Neville will demonstrate that environmentally sensitive design needn't cost the earth and can save developers millions of pounds in addition to creating places that are good for people and good for wildlife.

## **11.45 Seminar 2 - Green Infrastructure - the economic argument**

**Green Infrastructure** at national, regional and local levels - Ian Phillips, member of the Landscape Institute Policy Committee

An introduction to the way in which GI can be implemented at all scales of landscape and an explanation of how landscape architects can support developers, planning authorities and communities in responding to the localism agenda.

**Leeds City Region** – Neil Homer, LDA Design and Melanie Taylor, Leeds City Region

The Leeds City Region has one of the most powerful economies in the UK and covers some of the UK's most cherished areas of natural beauty and landscape. Its new Green Infrastructure Strategy has identified how the city region's natural environmental assets will become an increasingly important driver of its economic success. The strategy has informed the city region's successful Local Enterprise Partnership proposals. These seek to attract private, public and civic society investment into enhancing, creating and managing its green infrastructure to create and sustain high value jobs and economic development that is resilient to the costs of climate change. The seminar will summarise the strategy's key proposals and explain how the new LEP intends to deliver them.

**The Milton Keynes South Midlands Green Infrastructure Design Guide** – Dominic Watkins, Chris Blandford Associates

Chris Blandford Associates were commissioned to illustrate how GI can benefit communities. Delivering quality sustainable development in a harsh economic climate is difficult, so one of the successes of this award-winning publication was in demonstrating how investment in GI also makes economic sense. The guide shows how GI can transform urban spaces – from cooling cities, to filtering out pollutants, to creating attractive places for people to live and work.

**The Cambridge SuDS Design and Adoption Guide** – Simon Neesam, the Landscape Partnership  
When Cambridge City Council decided to adopt sustainable drainage systems (SuDS) in the open spaces of its Growth Area development sites, the Landscape Partnership created an innovative and accessible guide. Winner of the Landscape Institute's President's Award 2010 and the first of its kind in Britain, the guide prepares for many of the changes laid out in the Flood and Water Management Act 2010.

**1.30 WRAP lunchtime surgery** on the use of quality compost in landscape applications.

## **2.45 Seminar 3 - How Green Infrastructure works at local level**

**Green Infrastructure at Cambourne** - Dick Longdin, Randall Thorp

In addition to being an excellent example of how investing in landscape makes sound economic sense, Cambourne also demonstrates the principles of creating a multifunctional and connected green infrastructure.

**Bury Mount – Camlin Lonsdale**

Bury Mount is the first phase of a regeneration project centred around the Moat Lane area of Towcester, in which Moat Lane is to become the civic and cultural focus of the town with opportunities for retail, office and residential development as well as cultural and leisure activities.

## **Thames Gateway Parklands—Delivering Environmental Transformation – Brian McDonald, Natural England**

The Thames Gateway Parklands Programme is on track to deliver 15 key projects across East London, North Kent and South Essex by the end of this financial year. This is delivering over 600 hectares of new green space, over 2000 hectares of enhanced green space, 7 kilometres of Thames Estuary Path, 110 hectares of SSSI improvements, and more. This will lead to the environmental transformation of one of Europe's largest regeneration areas, where the conflict between development and environmental improvement is an ongoing challenge.

All the seminars are free of charge. To book visit [www.landscapeinstitute.org](http://www.landscapeinstitute.org)

To register for Ecobuild visit [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

## **ENDS**

### **Further information:**

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### **Notes to editors:**

1. To find out more about the Landscape Institute or book visit [www.landscapeinstitute.org](http://www.landscapeinstitute.org)
2. Ecobuild takes place at ExCel, London from 1-3 March 2011
3. The Landscape Institute seminars are supported by WRAP. WRAP (Waste & Resources Action Programme) works in England, Scotland, Wales and Northern Ireland to help businesses and individuals reap the benefits of reducing waste; develop sustainable products and use resources in an efficient way. For more information visit [www.wrap.org.uk](http://www.wrap.org.uk).
4. The Landscape Institute is the professional body for landscape architects. It is an educational charity and chartered body responsible for protecting, conserving and enhancing the natural and built environment for the benefit of the public. It champions well-designed and well-managed urban and rural landscape. The Institute's accreditation and professional procedures ensure that the designers, managers and scientists who make up the landscape architecture profession work to the highest standards. Its advocacy and education programmes promote the landscape architecture profession as one which focuses on design, environment and community in order to inspire great places where people want to live, work and visit. The Institute provides services to assist members including support and promotion of the work of landscape architects; information and guidance to the public and industry about the specific expertise offered by those in the profession; and training and educational advice to students and professionals looking to build upon their experience.