



HOMES UK
THE FUTURE OF LIVING
27-28 November 2019, ExCeL, London

BUILDING BETTER & MORE BEAUTIFULLY

*Design-led development &
the importance of beauty*

Mary Parsons



Purpose & Role of the Commission:

- To tackle the challenge of poor quality design and build of homes and places, across the country and help ensure as we build for the future, we ***do so with popular consent***.
- To gather evidence from both the public and private sectors to develop practical policy solutions to ensure the design and style of new developments, including new settlements and the country's high streets, ***help to grow a sense of community and place, not undermine it***.

Creating space for beauty

Why have we stopped talking about it?

“we all want beauty for the refreshment of our souls”

Octavia Hill (1883)



‘Human society and the beauty of nature are meant to be enjoyed together.’

Ebenezer Howard (1898)



“Today to talk of beauty in policy circles risks embarrassment: it is felt both to be too vague a word, lacking precision and focus and, paradoxically given its appeal by contrast with official jargon, elitist.

Yet in losing the word ‘beauty’ we have lost something special from our ability to shape our present and our future.”

Dame Fiona Reynolds (2016)

“Great places.

*You know them when you see them – but how
do they become great?*

*Probably we can all think of a street,
neighbourhood or public place that is unique
or memorable; but what makes it special?*

*What elements combine to produce a place
that not only works for people in the
community, but rises far above the ordinary?”*

Think of a beautiful place ...

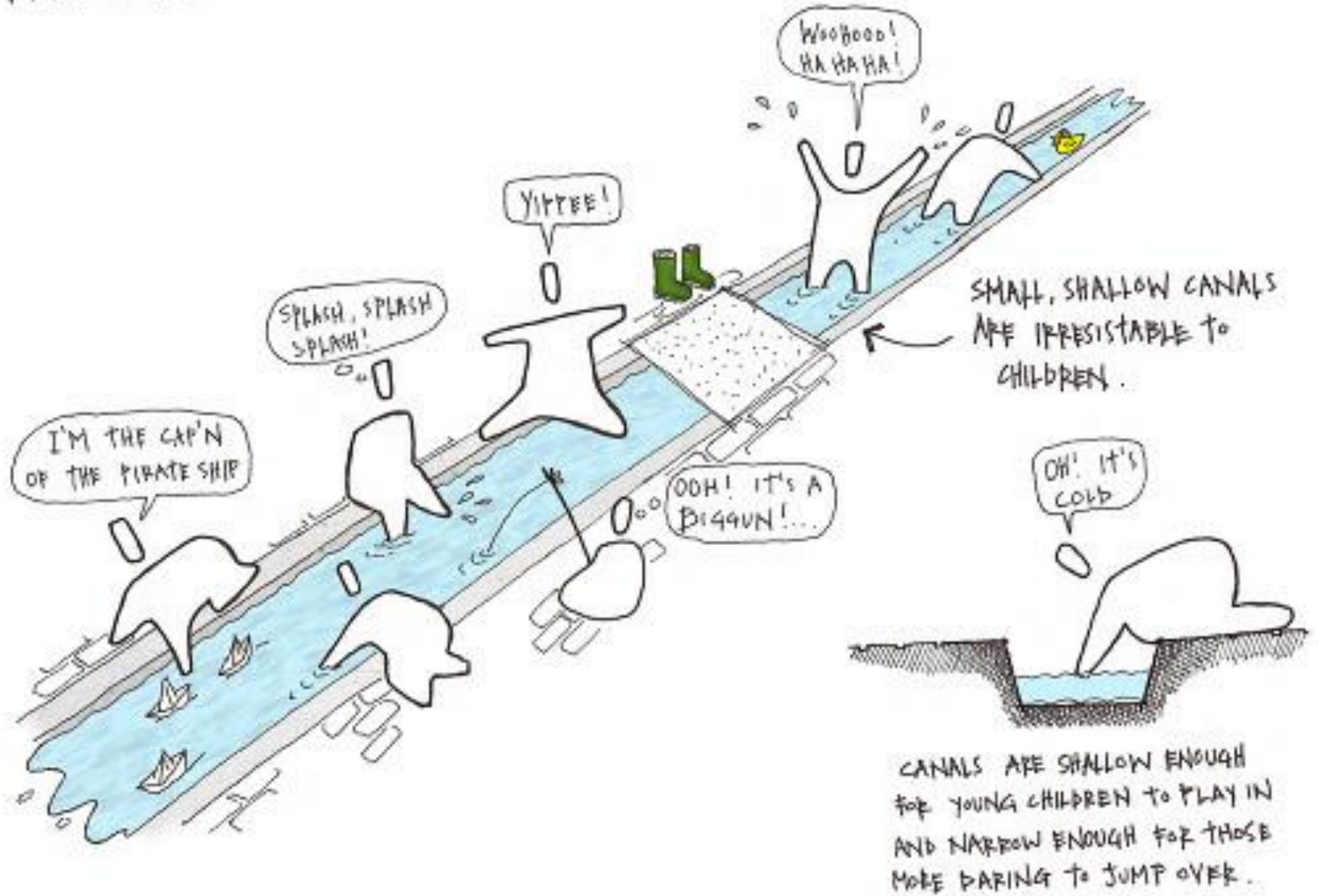








FREIBURG BAECHLE.



Promoting the benefits of a place ...

Functional Benefits

Providing the best.....

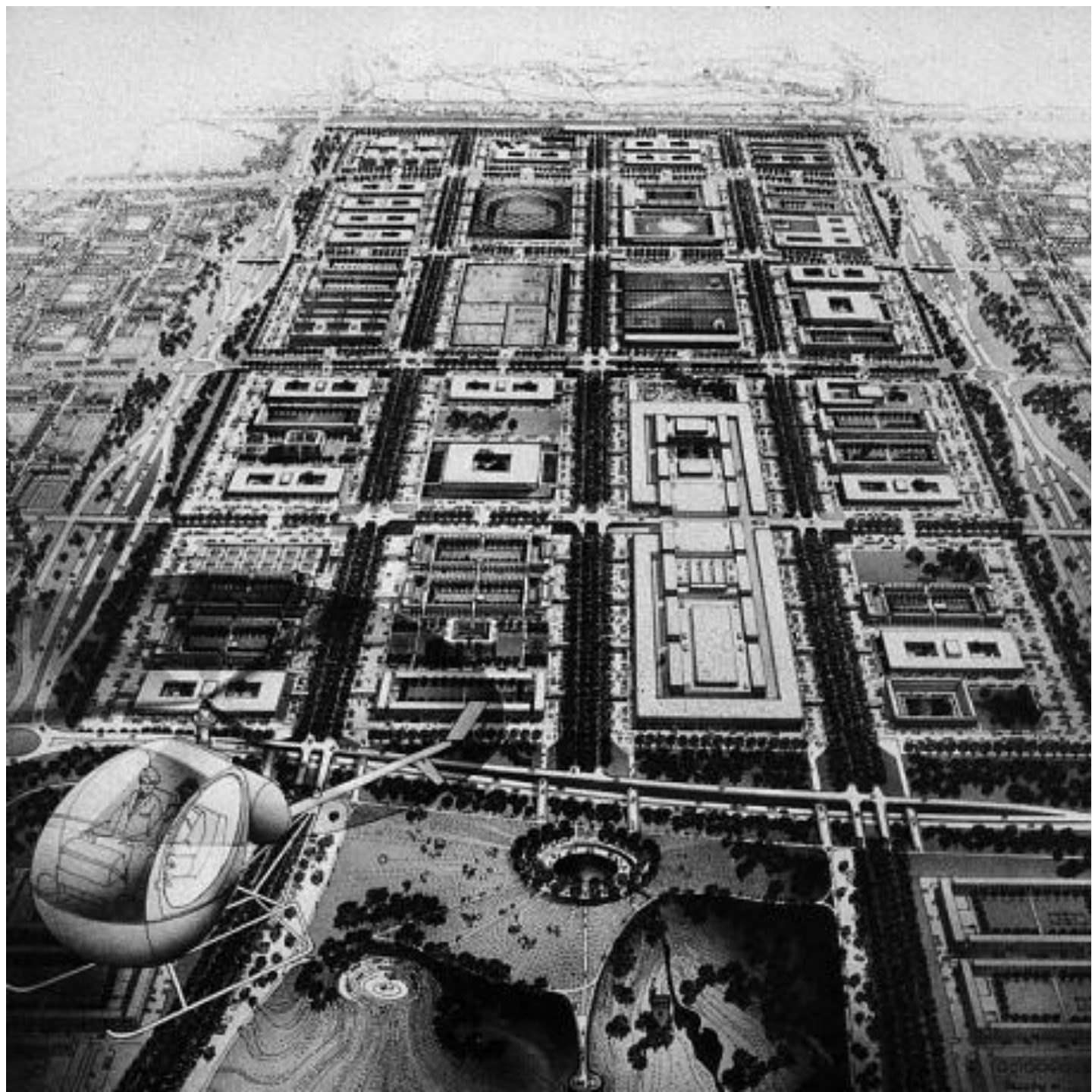
- Transport links and access
- Accessible homes
- Mixed use
- Schools, facilities and open spaces – a complete place
- Governance & Stewardship
- Employment opportunities

Emotional Benefits

How will it make you feel....

- Safe
- Relaxed and secure
- Proud of where they live
- Part of a community
- Looked after
- A sense of belonging
- Happy

'a beautifully and sympathetically designed place that is inspired by the spirit of the locality it has grown out of'





Beauty at three scales





