



Building Longevity and Beauty into National Development

Prof Sadie Morgan OBE

UNIVERSITY OF
WESTMINSTER

NATIONAL
INFRASTRUCTURE
COMMISSION

 **EBSFLEET
GARDEN CITY**
Design Forum

UNIVERSITY OF
CAMBRIDGE



 Food, Farming
& Countryside
Commission

HS2

 **QUALITY
OF LIFE**
FOUNDATION



 **London
South Bank
University**
EST 1892

Net Zero Buildings Council

**AJ WOMEN IN
ARCHITECTURE**


**Homes
England**

MAYOR OF LONDON

 **Thames
Estuary**

 **MAJOR PROJECTS
ASSOCIATION**

Practice

Advocacy &
Teaching

Implementation &
Advisory

Policy &
Guidance

What is Beauty?



People first



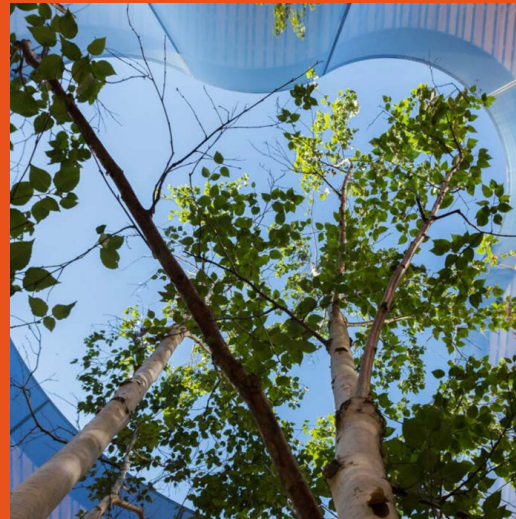
Defining good



Building social equity



Iterative progress



Prioritising simplicity



Valuing longevity

People first



1



Starting point:
a mindset of collective
stewardship and care



WOMANS REALM February 1972
 Jane Ford, Sadie Morgan, Eileen Brown, Joclyn Belsey holding Paula Brown,
 Sue Malec holding Ian Brown, Sim Hadlow, Andrew Brown, Mike Hadlow,
 Kate Morgan (beside Sue)



1. Families and club members
 lunching at separate tables in
 the modern dining-room. Sunday
 lunch at St. Julians is tradition-
 ally a cold buffet; in the fore-
 ground you see a mouth-watering
 array of delicious home-made
 puddings and gâteaux.

2. Jane and Ray Hadlow, both
 designers in St. Julians' graphic
 design group—Design Practi-
 tioners—and sons, Simon and
 Michael, relaxing in their self-
 contained, four-roomed flat.

3. Cheerful cordon bleu cook
 Joan Burne, in striped apron (left)
 with Daphne Fleetwood and chef
 George Brown (right), at work in
 their bright, well-equipped kitchen.
 They pride themselves on their
 bread and soups, which are
 always home-made.



2



3

4. Residents and club members
 gather in the bar—it's a popular
 meeting place before lunch on
 Sunday, and on warm summer
 evenings after a swim in the pool
 or a game of tennis.

5. Jack Morgan, son of George
 and Betty Morgan, with his wife,
 Skimp, and two small daughters,
 Kate and Sadie. Like the Hadlows,
 they have a self-contained flat,
 and theirs includes Skimp's work-
 shop. Here you see Skimp show-
 ing Jack and the girls some of her
 work—the lovely leather watch-
 straps and belts, which she de-
 signs and makes herself, and sells
 to boutiques throughout Britain



4

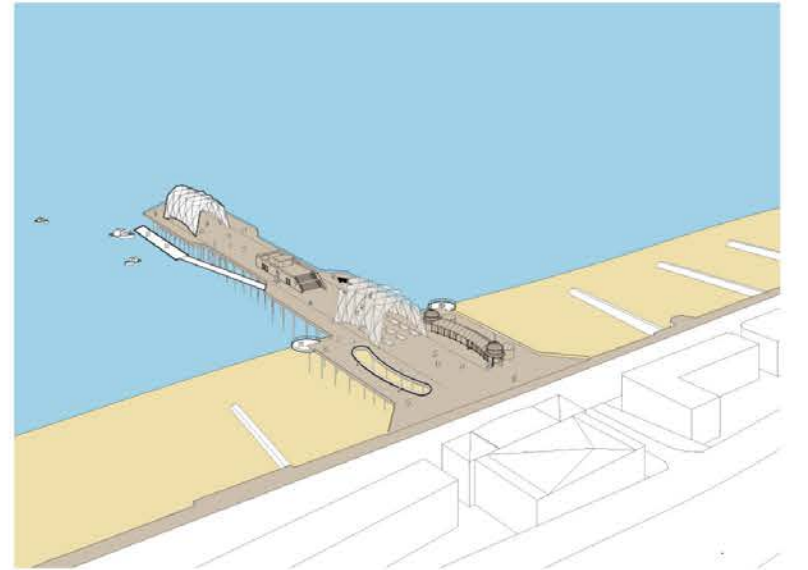
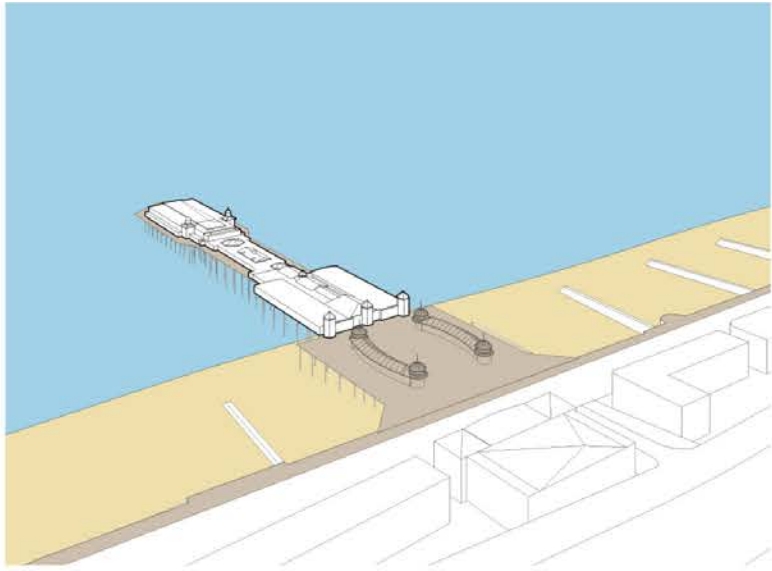


5



Identifying priorities:
designing what's important
to people











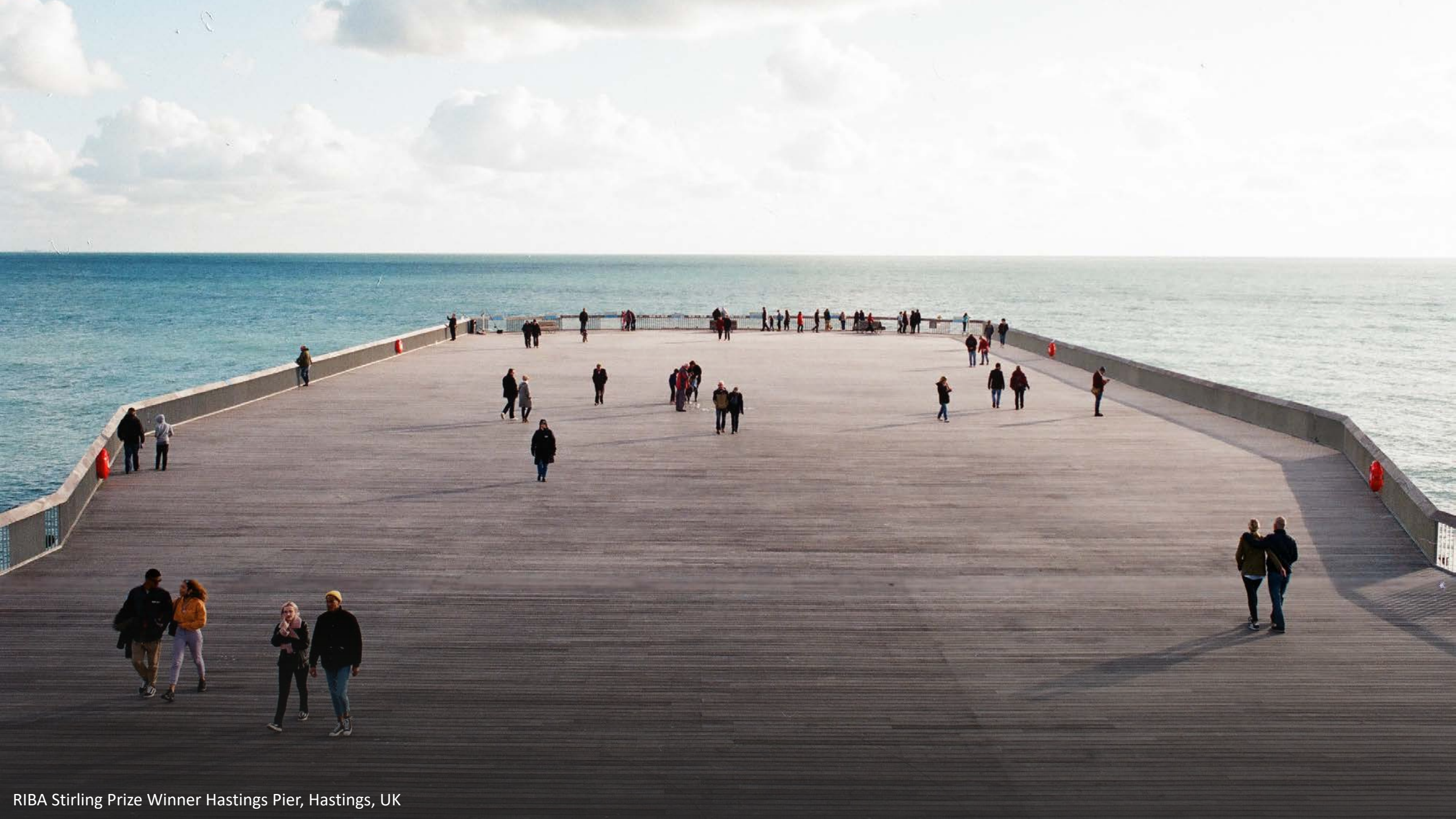






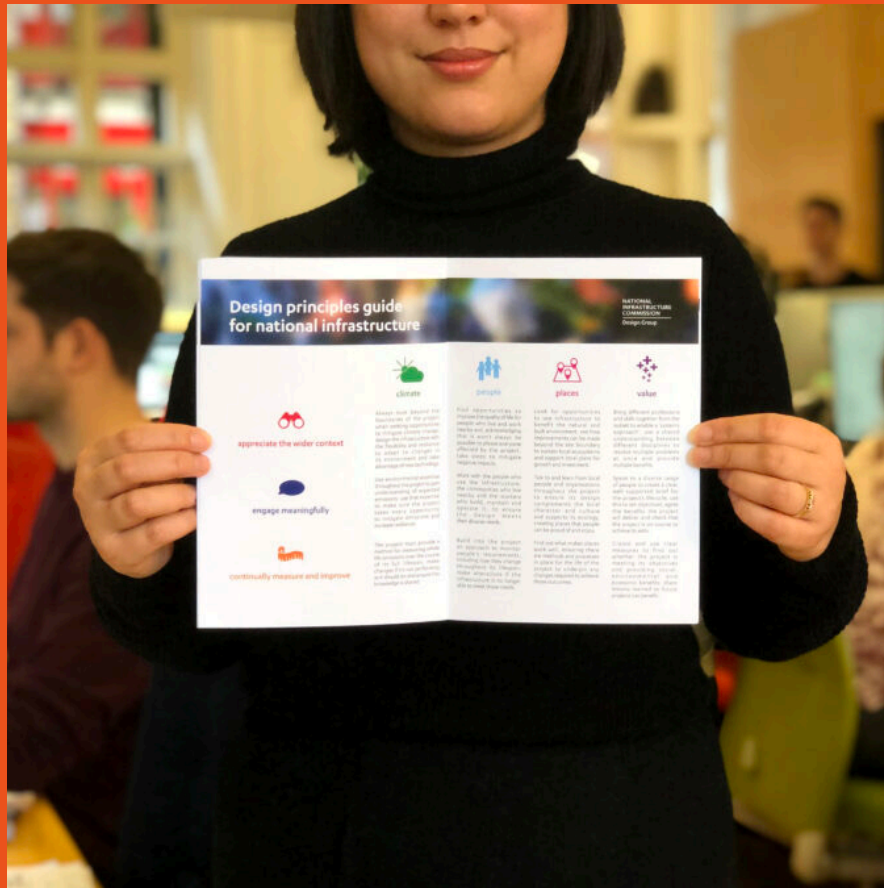
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RIBA Stirling Prize Winner Hastings Pier, Hastings, UK

Defining good



2



Governance:
the power of collective thinking,
advisory and action



Young architects sought for National Infrastructure Commission panel

4 DECEMBER, 2017 • BY ELLA BRAIDWOOD



3 COMMENTS

MOST POPUL



2015

Chancellor George Osborne announces National Infrastructure Commissioners (NIC)

2017

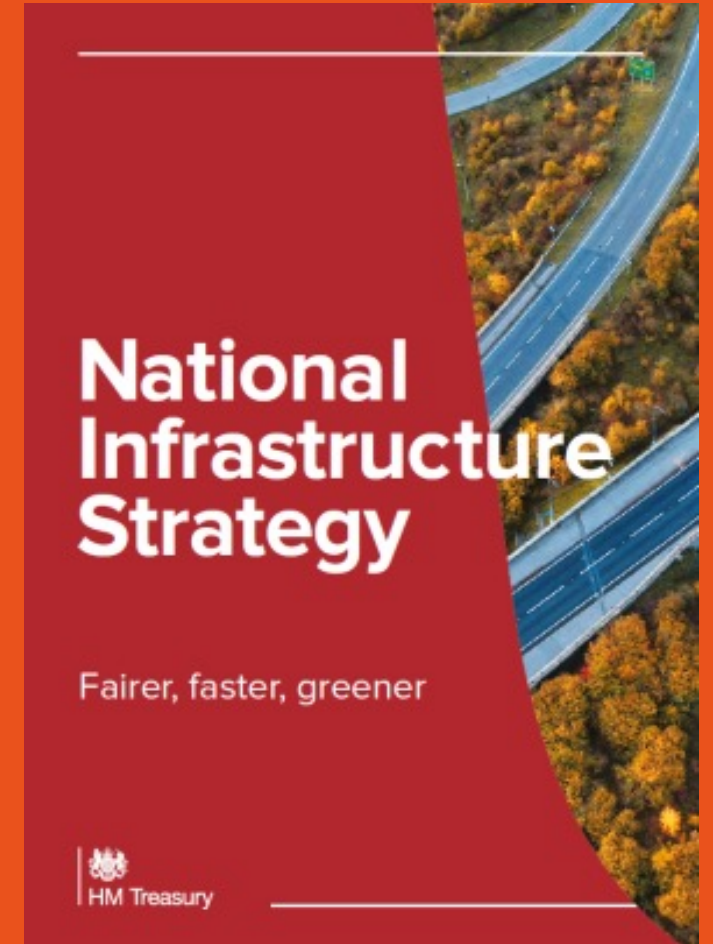
National Infrastructure Panel open call

2015-2019

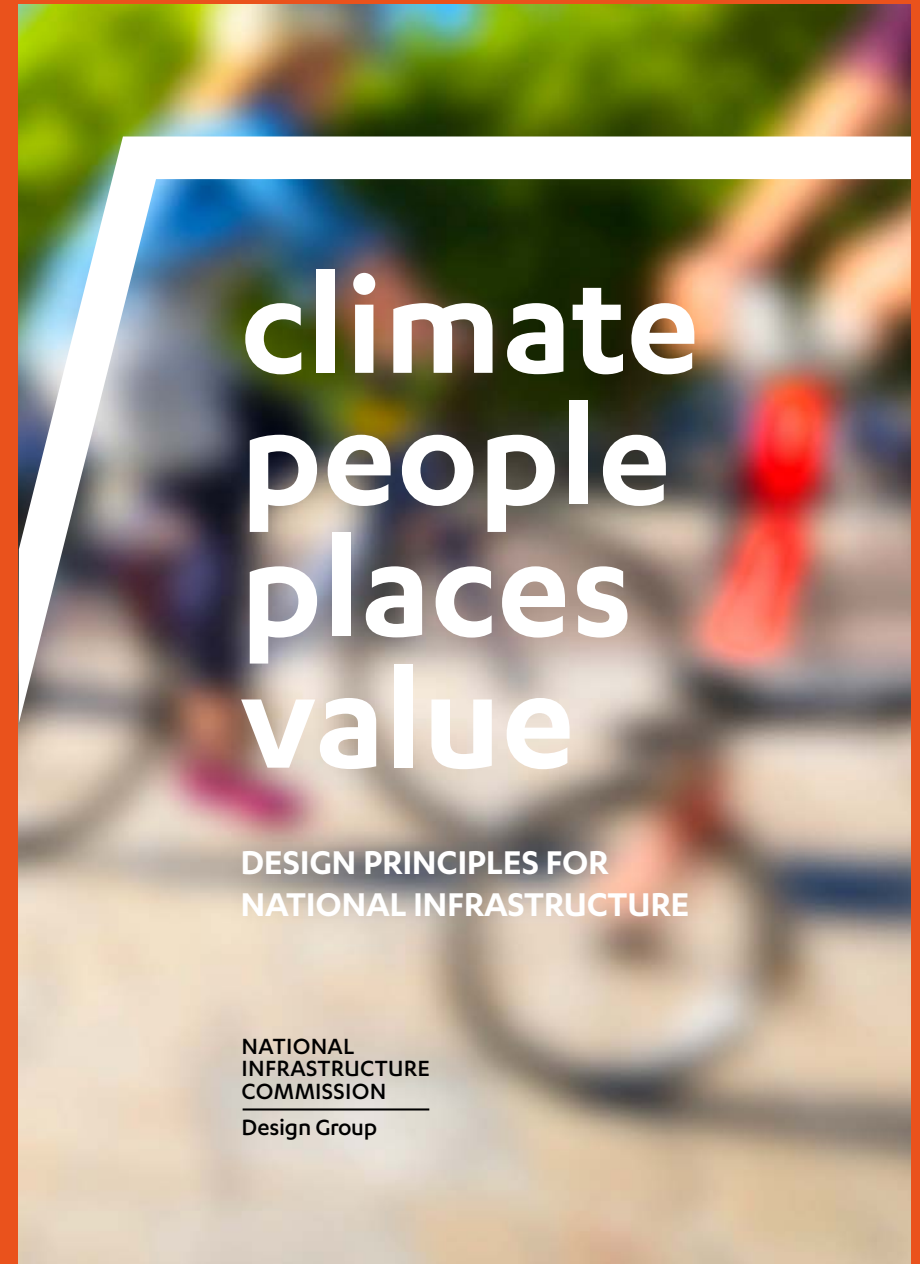
Design principles for national infrastructure identified

2020

National Infrastructure Strategy launched



**Value setting:
building a vehicle for ensuring
long-term vision**





ICE needs to build on the findings of the survey, particularly when it comes to interfacing with other industry bodies and working towards a pipeline of design champions.

As the nation starts to look at its infrastructure needs in the light of the Covid-19 pandemic, there is an opportunity to reset how infrastructure evolves and ensure that, in the future, decisions are made in a way that considers the whole infrastructure lifecycle and develops the best outcomes for climate, people, places and value.

The survey has highlighted a number of specific opportunities to build both design skills and organisational culture to promote design excellence in infrastructure projects. These can be found at the end of each chapter theme on climate, people, places, value, skills and culture. They are summarised here:

04
Business models that value outcomes

ICE members identified business models that value outcomes as critical to enabling a better design culture.

Recommendation
■ ICE to work with Project 13 to review and integrate the NIC's design principles within the approach.

01
Climate

Design for climate mitigation and adaptation is not getting the attention it needs. This is an emergency and we need to rapidly empower our civil engineering community to design and innovate to deliver net zero and climate resilience.

Recommendations
■ ICE to develop and speedily implement a carbon/climate design literacy programme for all membership grades.
■ ICE to reflect the importance of carbon literacy in the requirements for Membership and Fellowship grades. Infrastructure Client Group to review drivers to create the environment and culture for climate design in member organisations.

05
A good brief

Better outcomes for climate, people, places and value would emerge if they were clearly identified in the brief. This needs to be based on a local needs assessment and identify wider systemic opportunities.

Recommendation
■ ICE to convene a cross-industry forum to evaluate what makes a good design brief, with a model brief produced that presents best value for the client via good design.

02
People, places and value

We need to test our understanding of what makes good design for people and places, and how we capture the value created.

■ For people – engaging with communities early on in the design process.
■ For places – especially in the context of the built environment.

Recommendations
■ Develop ICE CPD programme to convey best practice in design, in partnership with other institutions.
■ ICE to work with other institutions to collate best practice case studies and develop a framework akin to PAS 2080 for carbon, for people, places and value.

06
Design champions

Civil engineers need to recognise that they are all potential design champions and that design is a collaboration with a number of disciplines and specialists. There is a need to tackle design deficit at all stages of the project lifecycle but particularly at the early planning and concept stages.

Recommendation
■ ICE to convene a forum with institutions and industry representatives to define what a design champion is and commit to creating programmes to support the development of board-level champions in all major infrastructure projects.

03
Integrated infrastructure planning

Meeting our climate targets and delivering value for people and places requires a more joined-up approach to planning and designing infrastructure systems.

Recommendation
■ ICE to work with the Infrastructure Client Group and the Infrastructure and Projects Authority to identify the cultural, procurement, project management and business model changes needed.

07
Creating an evidence base on the value of design

There is a need to provide examples of how design creates value to overcome perceptions that it takes time and adds cost.

Recommendation
■ ICE to develop a research programme for an evidence base to support the use of the NIC's design principles as a means to add value to projects.



**Drawing on talent:
collaborating with the right people to
define excellence**

NEW LONDON SOUNDING BOARD MEMBERS



Sadie Morgan

Founding Director, Chair, Commissioner, Mayors
Design Advocate
de Rijke Marsh Morgan Architects

[VIEW MORE >](#)



Alex Williams

Chief Customer and Strategy Officer
Transport for London

[VIEW MORE >](#)



Dame Alison Nimmo

Former Chief Executive Officer
The Crown Estate

[VIEW MORE >](#)



**A shared agenda:
identifying a set of parameters to
interrogate and work by**

We should be talking about common purpose and defining place as an improver of other things. The built environment has a critical role to play in shaping Londoners lives.

Jo Negrini

We need clarity if we are going to answer the big questions for London. What does it mean to be a world city?

Robert Evans

Why don't people trust development in London? People question where their role is in that development.

Debbie Jackson

**Collective
responsibility**

Clarity

Trust



New London Agenda

Proposed core areas of focus

Prepared for New London Sounding Board #2, 30 March 2023

1. Plan for the long-term.

Thinking beyond short-term development and political cycles, focusing on those actions that deliver long-term gain for Londoners and their city.

2. Think beyond boundaries.

Delivering greatest impact when we think beyond the 'red line' of development plots, of borough and administrative boundaries, and industry silos.

3. Embrace diversity.

Embracing the diversity and richness of place, people, and planet – understanding that London's diversity is its greatest strength.

4. Focus on health of people and planet.

Measuring our success through focusing our impact on the health of people and planet.

5. Invest in innovation.

Driving change through investing in innovations and technologies that support our end goals.

6. Prioritise partnership.

Working together in partnership, enabling us to unlock new solutions and approaches to shaping places for the future.

Building social equity



COMMENT

A framework focused on improving quality of life

By Sadie Morgan | 2 March 2021



Too many homes are still being built without people's health and wellbeing in mind. We must change that, says Sadie Morgan

The snow has melted and spring is in the air. Primroses, crocuses and daffodils are finally showing their heads and, with all this new life, some of the optimism and hope that has been in short supply at times during this cruel, cold winter returns.

It is with optimism and hope that I am pleased and proud to announce the launch of the Quality of Life Framework, an initiative that I and many others have been working on for the past year and a half. Its purpose is to lay out, in language that anyone can understand what is important



LEGAL & PROF

How will Quality of Life Foundation help the UK to build better homes?

By Sadie Morgan | Fri 1 November 2020



The built environment plays a huge role in shaping people's lives and how they feel, as well as having an impact on the wider environment.



The UK's built environment contributes to 40% of the country's carbon emissions, so for buildings and neighbourhoods to have a positive impact on people's wellbeing they must also be good for the environment: we are facing a climate emergency and wellbeing, quality of life and sustainability are now inseparable.

So as we look to build the 300,000 homes per year needed to tackle the housing crisis, it is more vital than ever to remember that the homes and neighbourhoods we are building today will have a profound effect on the people who live there and the wider environment for years to come.



Advertise and apply for jobs at PW4Jobs



Building Design.

NEWS

Sadie Morgan announces Quality of Life Foundation advisors

By Dave Rogers | 15 January 2020

Building Design columnist and Stirling Prize winner join panel

Stirling Prize winner Annalie Riches and Building Design columnist Flora Samuel are among the advisors appointed by Sadie Morgan for her Quality of Life Foundation.



The initiative was set up by the drMM co-founder and fellow Stirling Prize laureate to improve people's quality of life and wellbeing by improving the built environment.

The Quality of Life Foundation will work with large-scale developers, housebuilders and investors to come up with ways of improving how buildings and communities are acquired, planned, constructed and managed to actively promote a better quality of life.

BACK TO NEWS

COMMUNITY IS FUNDAMENTAL TO OUR QUALITY OF LIFE AND 'BUILDING BACK STRONGER'

Thursday 17 September 2020



ENABLING COMMUNITIES

NLACommunity

SHARE THIS NEWS



The government wants to "build, build, build" to reinvigorate the economy and provide the homes the country needs. To do this, it proposes reforming the planning system, including a new rural system and an extension to permitted development rights, and investment in a housing model that is still based largely on home ownership. All of these changes could have profound and as yet unknown effects on both housing provision and local democracy.

So what do people want from their homes and communities? What do they think makes a good place to live? And what effect has Covid had on their decisions?

These are the questions that we asked in our recent report, "Quality of life at home", which provides an in-depth study of people's perceptions of where they live.

The common view is that beautiful buildings and green, clean and safe public realm are top on the agenda for creating places that make people happy and fulfilled. Although these factors proved to be still be important in our study, community was voted as the key to a beautiful life.

It's a sense of community, and all that comes with it, from conversations in the street and neighbourly loans, to shared rituals of school and work, all help to create the identity of a place. These interactions do more to satisfy the human need to 'belong' than any physical intervention.

People across the UK told us that Covid-19 has brought the concept of community much closer to home (pun on the word), emphasising the need for a better work-life balance and highlighting how valuable it is to know your neighbour and feel cared for by the people around you.

Quality of Life Framework

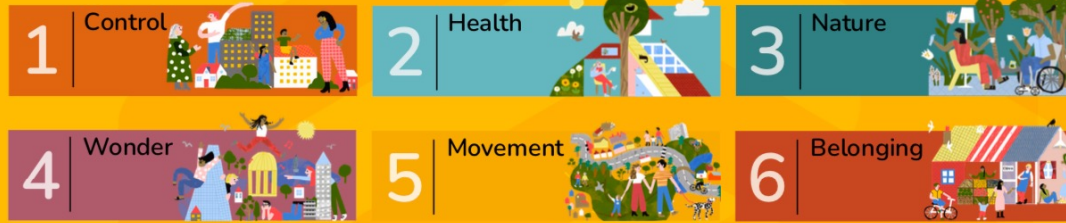
Belonging to a community is a powerful need in humans and is central to our wellbeing. It's about a sense of control, about knowing our neighbours, chatting to fellow parents, or even just nodding at our fellow dog-walkers. This sense of community and belonging is influenced by the make-up of the community and by the design of the neighbourhood.



WHAT WE DO

RESEARCH

QUALITY OF LIFE FRAMEWORK



PRE-PLANNING

POST-OCCUPANCY



Community Consultation for Quality of Life (CCQOL)

Map-based, face-to-face and digital engagement for developers and local authorities.



Quality of Life Strategy

Helps designers, developers and local authorities to embed quality of life as a core objective from pre-planning onwards, resulting in a quality of life statement to give to landowners and planners.



YourQOL

Resident-led post-occupancy evaluation for local authorities, developers, housing associations and architects to help care for existing places better and to learn from existing places to inform the development of new places.



People's Housing Audit

An independent assignment and ranking system that determines how will volume housebuilders create places that are good for people's long-term quality of life.

ENVIRONMENTAL, SOCIAL & FINANCIAL IMPACT

BY IMPROVING PEOPLE'S HOMES AND COMMUNITIES, WE AIM TO RAISE THEIR QUALITY OF LIFE, WHICH IS BETTER FOR PEOPLE AND THE PLANET.

1 | Control

An illustration of a city scene with several people in various poses. One person is jumping, another is sitting on a ledge, and others are standing. The background shows stylized buildings and a red roof.

2 | Health

An illustration of a house with a large tree in front. A person is sitting on a bench under the tree. The scene is bright and sunny, with a blue sky and a yellow sun.

3 | Nature

An illustration of two people sitting on a bench outdoors. One person is in a wheelchair. There are trees and plants around them, representing a natural setting.

4 | Wonder

An illustration of a person jumping over a cityscape. The scene is colorful and dynamic, with various buildings and people.

5 | Movement

An illustration of people walking and a dog. The scene is active and shows movement, with a road and various people.

6 | Belonging

An illustration of people in a shop or community space. There is a sign that says "Open" and people are interacting, representing a sense of belonging.





What is CCQOL?

Community Consultation for Quality of Life (CCQOL) is a major research project funded by the Arts and Humanities Research Council to develop a new, map-based model of community consultation that takes place both online and face-to-face across the UK.

This toolkit is just one of a number of reports that will culminate in a Code of Conduct for Community Engagement. For more information visit:

www.ccqol.org

**Listening first:
understanding what equity looks like by
engaging directly with communities.**

Your Quality of Life Community Report

December 2022



Report highlights

What did we find out?

Sense of belonging and public space

- People are satisfied with living in Harlow, Gilston and the surrounding areas
- People feel like they belong to their immediate neighbourhood
- People feel like public spaces and the town centre could be better maintained

Arts, cultural and social facilities

- People in Harlow, Gilston and the surrounding areas are highly engaged with local cultural and heritage sites
- Respondents are generally dissatisfied with the current provision of local services and amenities in their area
- Respondents have noted the need for investment into local social infrastructure

Parks and green spaces

- Parks and green spaces in Harlow, Gilston and the surrounding areas are especially valuable to local respondents
- People are split as to whether the maintenance and upkeep of these spaces is satisfactory

Influence and participation

- A lot of people feel like they can't personally influence decisions affecting their local area
- People feel very strongly about the future of the town and its surrounding areas
- There is a strong desire to have a say in influencing what happens in the future, especially when it comes to regeneration and development

Transport and getting around

- People are generally dissatisfied with buses and public transport connections
- Walking and cycling were rated better, although these two options were scored neutrally across the survey

Regeneration and growth

- Respondents are concerned about the negative impact that the expected growth of the town could have (increased traffic, littering and anti-social behaviour)
- People are also concerned about the future of the green spaces as the area continues to grow



“

Reducing non-essential motor traffic and parking-induced congestion. Retaining the green areas and recreational facilities, managing them as sustainable resources.

”

“

Reliability!! Multiple times waited 1hr+ for a bus that just didn't come and missed out the stop. Cheaper, student options to become available.

”

“

Cycle paths are great but need more maintenance. Lots of green space and easy access to the countryside.

”

“

Our physical environment has a big impact on a person's mental and physical health. When there is dog poo, rubbish and rubbish dumped everywhere, it is another reminder that the community is not valued. It gives us the message that we don't matter.

”

“

More leisure/recreational use of space mixed in with low-level shops. Need to create more social spaces, both indoor and outdoor, with associated facilities, like Spurriers.

”

“

I suffer from severe mental health issues and depression. I don't go out on my own but being fairly quiet round here makes me feel better.

”

Iterative progress



4



**Beyond the red line:
understanding the importance of
designing over time and with a layered,
iterative approach**



HS2

Kick-starting regeneration

Old Oak Common is the UK's largest regeneration project, supporting up to 65,000 jobs and 25,500 new homes.

Old Oak Common Station, HS2









1040 Platform 5
Cambridge
1050 Platform 10
London
1100 Platform 8
Edinburgh
1105 Platform 8
London

King's Cross station, John McAslan + Partners (JMP)



King's Cross Regeneration, including Arthouse, dRMM



Brill Place, dRMM, part of the Somers Town regeneration masterplan

5

Valuing longevity





**Getting it right:
good design lasts longer, which makes it
better for people and planet**



High Speed Two (HS2), Colne Viaduct, Specimen Design, UK, Knight Architects







River Colne

Key design features

- Additional wet woodland
- Retain riverside habitat
- North-south footpath
- Public art installations



River Colne Crossing

Key design features

- New footbridge across the River Colne
- River channel improvements
- Woodland and scrub planting
- Protect wildfowl habitat from visitor disturbance



Korda Lake

Key design features

- Create new shallow wetland shelves at the edge of Korda Lake
- Provide viewing opportunities
- Minimise vegetation clearance



Moorhall Road

Key design features

- Reinstatate mixed broadleaf woodland
- Reinstatate areas of dense scrub and ground cover



Grand Union Canal

Key design features

- Open areas around the piers to create views across Saray Lake
- Create the landing for the pier
- Retain mature tree cover along the canal corridor
- Retain alignment of the Colne Valley Trail and towpath



Harefield Moor

Key design features

- Provide additional flood storage capacity
- Plant new woodland
- Minor re-alignment of the public footpath
- Retention of most mature trees along the south shore of Harefield no.2 Lake



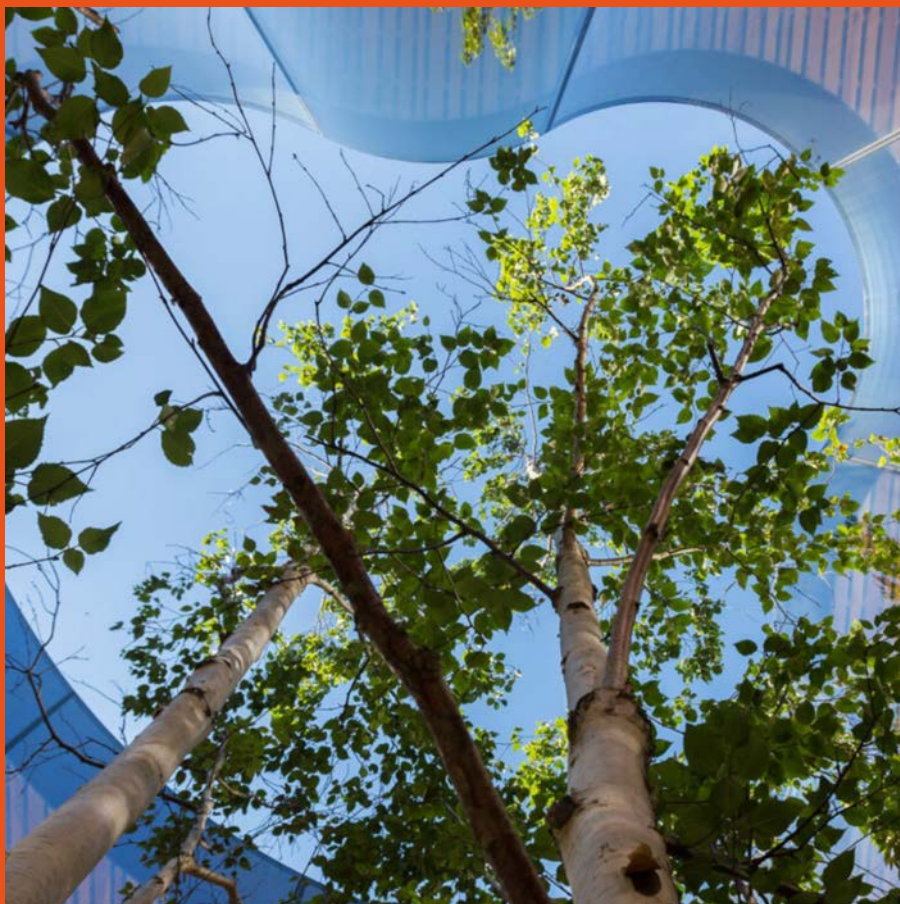
**Investing in long-term:
testing to understand the principles
of good design**

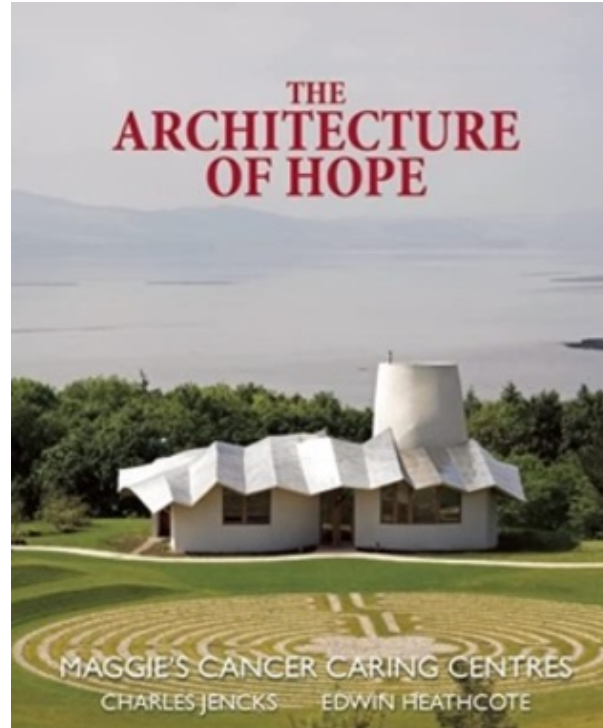
To Birmingham



6

Prioritising **simplicity**





Interview

Maggie's centres: how one woman's vision is changing cancer treatment

Kate Kellaway

Maggie Keswick Jencks was a designer with a passion for gardens. As she was dying of cancer, she created the blueprint for cancer care centres that recognise how design can help recovery. Here friends and family recall a remarkable woman



Left to right:

Dame Laura Lee, Maggie's Centre

The Architecture of Hope, Charles Jencks, Edwin Heathcote

Maggie Keswick Jencks profile, *The Guardian*



Left to right:

Maggie's Centre, Aberdeen, Snøhetta

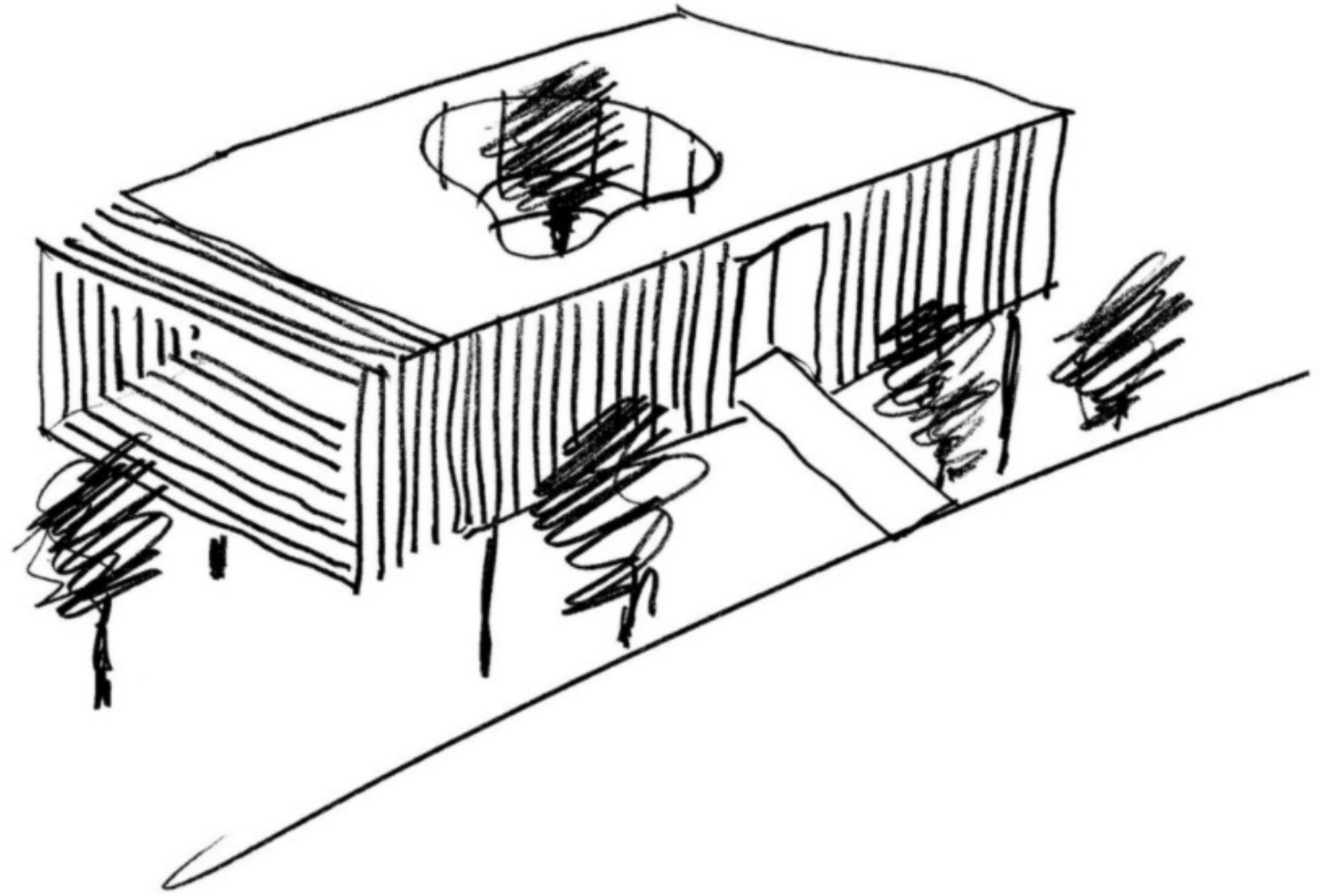
Maggie's Centre, Dundee, Frank Gehry

Maggie's Centre, Royal Marsden hospital, Ab Rogers

Maggie Centre, Charing Cross hospital, Rogers Stirk Harbour & Partners



MAGGIE'S
THE SIR NORMAN STOLLER BUILDING



Maggie's provided a very detailed, practical and emotionally complex brief for the Oldham centre.

It was to be a safe and welcoming space; an un-institutional building more akin to a house.















**Beauty in simplicity:
finding the dignity of
the everyday**

Building Longevity and Beauty
into National Development
Prof Sadie Morgan OBE