

## Why make a strategy?

"The realisation is growing around the world that it is not enough for real estate to be able to just tick all the boxes for sustainable technology. Real estate is always set within a bigger and richer context. People are increasingly seeking and expecting to encounter an experience of a place wherever they live, work, play, stay, make, shop, visit or rest, rather than just a collection of buildings, however green they may be. If any individual piece of real estate can not add this sort of value that the occupiers expect, than its appeal and price will lower. To achieve this greater value investors in real estate need to enhance the occupiers experience and be capable of adaption to the may changing needs and conditions that the future will throw at them. If real estate fails to do this then it is incapable of being sustainable."

Professor Yolanda Barns of the Bartlett Institute UCL

- Strategic approach
- Enhance the conversation
- Collective action
- Future proof the city

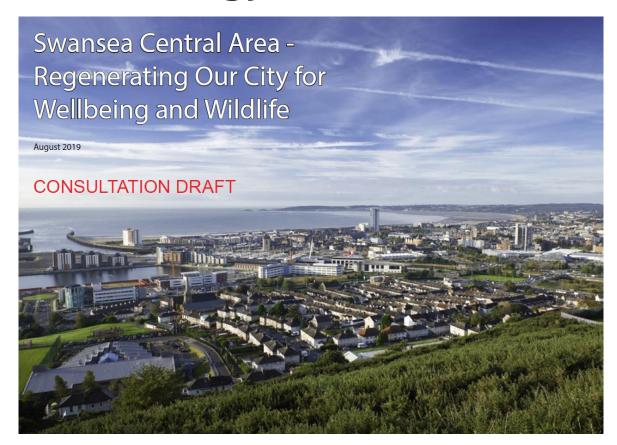
# **National Policy and Legislation**





Cyngor Abertawe Swansea Council

## The Strategy









"Taking the kids shopping is a headache. 30 minutes break for free play is a life line. children don't have that chance today"

"A City that is green is a City where I want to be seen.

A City that is bare is a city that does not care."

# Well-being of Future Generations (Wales) Act 2015 - Ways of Working





understand barrier to implementation





#### Long term:

finding the balance between long term trends on the city communities and the short term pressures



#### Integration:

Understanding who is involved and their goals

#### Collaboration:

- Authentic and energised partnership
  - multidisciplinary approach

#### **Involvement:**

- 634 conversations with members of the public
  - 4 primary schools
  - · Social media campaign
  - Stakeholder meeting and workshops
    - Corporate sessions

## "Culture eats strategy for breakfast"

**Peter Druker, Management Consultant** 

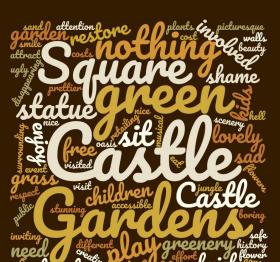
People
Relationships
Trust
Time
Willingness
Understanding
Procurement

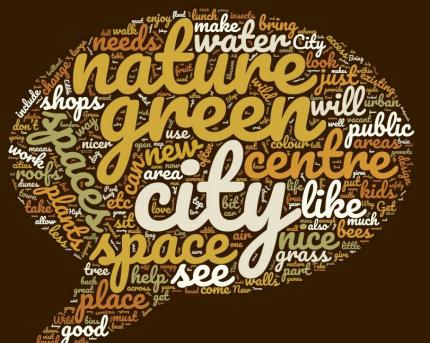






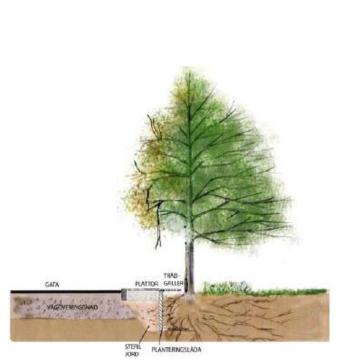






## **Guiding Principles:**

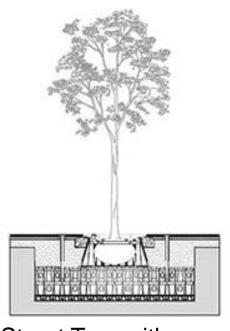
- Work with nature, not against it
- More soil, vegetation & water (green & blue infrastructure)
- Multi-functional approach
- Not just more greening but cleverer greening



Typical Street Tree



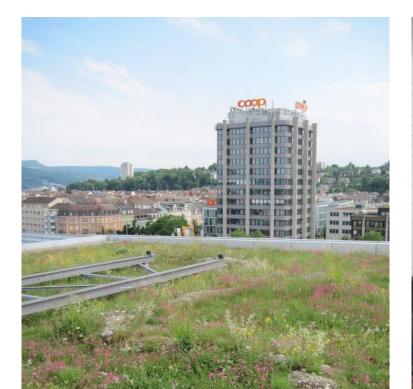




Street Tree with Soil Cells

#### The Vision:

High quality multifunctional green infrastructure delivers resilience, prosperity, nature, health, well-being and happiness to the citizens and visitors of Swansea.







## **Over Arching Strategic Objectives:**

- 1. Provide a high-quality environment
- 2. Creating a distinctive destination city
- 3. Adapt to Climate Change by becoming a:
  - Sponge City
  - Mitigating urban heat island effect
  - Maintaining and enhancing Swansea Cities natural resources and biodiversity
- 4. Involve, engage and educate communities
- 5. Lead by example
- 6. Attain wildlife and well-being friendly city status, such as;
  - Biophillic City
  - National Park City
  - UNESCO Biosphere
  - Woodland city



## We will achieve these by:

- ✓ Increasing terrestrial green infrastructure to 26% by 2030
- ✓ Increasing canopy cover to **25% by 2044** by planting species which provide the most effective mix of multiple benefits.
- Expecting developers to meet the UK Green Roof Code of Practise 2014 which sets minimum standards for the design, installation and maintenance of green roofs
- ✓ Expecting developers and planner to use the tools such as the Green Space Factor and CAVAT to demonstrate compliance with our ambitious targets and relevant legislative requirements.
- ✓ Become and Trees in the Townscape champion by official endorsing the 12 Trees in the townscape principles in Swansea city.
- ✓ Developing resilient communities by creating champions through high level engagement.



# Green Space Factor Tool (Urban Greening Factor)

A tool for measuring quantity and function of green infrastructure proposed as part of planning applications;



- Aimed at securing quantity and multi-functionality of GI;
- Encourages developers to include more GI (notably green roofs and living walls) but allows flexibility;
- Used to inform planning officers;
- Can be used to test options; and
- Usually applied to particular zones within a city.

#### **Our Seeds Have Germinated...**

- Piloted GSF
- Partner alignment
- Influenced local and national funding



#### What we have learnt...

- Conversations
- Ask good questions
- Learn each others language
- Spend time

- Genuine and meaningful engagement
- Work with experts with a proven track record







