

live/work planning business Clusters

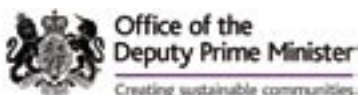
a LIVE WORK NETWORK event
May 12 2004, BT headquarters, London
www.liveworknet.com



sponsored by



supported by



Fashion designer, Forest Garden Mews

WELCOME to the first live/work seminar held in the UK. Our theme today – planning live/work business clusters – reflects a growing recognition that live/work property can do a lot more than provide individuals with a combined home and workspace. With the right ingredients, a live/work development can create a thriving cluster of businesses, breathing economic life back into urban and rural areas.

But these ingredients are not always in place. Despite hitting all the right policy buttons – mixed-use, transport reduction, urban/rural renaissance, sustainable use of one property not two – there is no framework to support live/work development. There is no planning guidance on live/work, no national or regional policy, no budget, no tenancy. We want this to change.

The Live Work Network exists to encourage information sharing and best practice amongst those who seek to develop live/work. Part of this process is to lobby for sensible reforms that will help enable planners and developers to work together to create genuine live/work schemes, where business can flourish in sustainable communities.

Today we will all attempt to answer some of the tricky questions commonly asked about live/work development. And we will produce a document based on this seminar which will be submitted to ODPM and sent to you as contributors.

This event is sponsored by BT. We are immensely grateful for their generous support. We would also like to thank ODPM for its support and its interest in live/work.

We hope that this event will not only help inform you, but also give all of us in the new live/work sector a better understanding of what works. Live/work is an emerging market that looks set to grow. We are here right at the start, with an excellent opportunity to make UK live/work really work.

We hope you enjoy the day and continue to work with us as part of a growing network of live/work providers.



Tim Dwelly

Director, Live Work Network

- 8.30 to 9.30 **Welcome / coffee**
- 9.30 **Opening remarks**
- Chairman Tim Dwelly, Live Work Network director
- 9.45 **The Government's view of live/work**
- Richard McCarthy, director general of sustainable communities, ODPM plus Q&A
- Five minute table break
- 10.20 **What future live/workers will need – users' perspectives**
- David Tannahill, head of commercial initiatives, Peabody Trust
 - Toby Hyam, director, Huddersfield Media Centre
- Q&A with live/work residents:
- Anne Roebuck, physiotherapist, West Ferry
 - Ian Hazlewood, IT consultant, West Ferry
- 11.15 **Coffee**
- 11.30 Session choice one (main room)
- Urban and rural renaissance – live/work as a catalyst for wider area renewal**
- Ian Harrabin, MD Complex Development Projects Ltd, developers of Electric Wharf Coventry
 - Gerald Hitman, MD, Brockhall Village Ltd, rural live/work developers
 - Ofer Ambalo, Investland Properties, live/work developers, Hackney
- Q&A
- Session choice two (breakout room)
- How the planning system can support live/work clusters**
- Pat Hayes, director of regeneration and planning, Lewisham
 - Richard Motley, Sheffield Cultural Industries Quarter
 - Andrew Dakin, Welsh Development Agency
- Q&A
- 12.30 **Interactive session/network time/lunch**
- 2.00 **BT feedback**
- Mike Buhagiar, BT head of marketing, government sector
- 2.20 **Live/work in the USA**
- Report from the USA by Tony Hallett, author of *Homes that mean business*
- Q&A
- Five minute table break
- 3.15 **Creating a model for planning live/work business clusters**
- panel Q&A with
- Jeremy Myerson, Helen Hamlyn Research Centre/Royal College of Art
 - David Power, policy director, Places for People Group
 - Live Work Network associates Andy Lake and Stephen Aitken
- 4.00 **Conclusions and summary**
- 4.15 to 5.45 **Coffee, networking**

Stephen Aitken is an associate of the Live Work Network and business incubation expert. A former adviser to the DTI's Innovation Unit, he also runs a business development consultancy stephenaitken@liveworknet.com [LWN](#)

Ofèr Ambalo is project manager at Investland, a developer specialising in London live/work. The company is developing a number of sites at the 'city edge' location Kingsland Basin, where a live/work community is taking root ofer@investland.co.uk [LWN](#)

Mike Buhagiar is BT's head of marketing, government sector. He develops BT's relationships with the public sector and creates value propositions for pan-government initiatives. His lead projects include: UK Online, Small Business Service Gateway, DTI Objective One funding in Cornwall, Broadband Regional Aggregation Project mike.buhagiar@bt.com

Andrew Dakin is the Welsh Development Agency's area development manager for the Vale of Glamorgan and member of its All Wales Regeneration Development Team. He is also director of the partnership between the Vale of Glamorgan Council and the WDA to regenerate the greater Barry area, within which a live/work business cluster is proposed andrew.dakin@wda.co.uk [LWN](#)

Tim Dwelly is director of the Live Work Network and home-working specialist. He also runs a regeneration consultancy which produces policy and good practice reports for ODPM, Joseph Rowntree Foundation, Work Foundation, Housing Corporation and others timdwelly@liveworknet.com [LWN](#)

Tony Hallett is a leading analyst of live/work in the USA. He is author of *Homes that mean business* and the *Encyclopaedia of Entrepreneurs*. He runs an economic development agency, Community Research Corporation, at New Castle, Pennsylvania ahallett@adelphia.net [LWN](#)

Ian Harrabin is managing director of Complex Development Projects Ltd, a specialist mixed-use developer. The company's latest scheme is a major live/work and business unit development at Electric Wharf in Coventry, where units are selling fast idh@complexdevelopmentprojects.co.uk [LWN](#)

Pat Hayes is director of regeneration and planning, Lewisham. Lewisham has a proactive and supportive approach to live/work, with a standalone live/work planning policy pat.hayes@lewisham.gov.uk [LWN](#)

Ian Hazlewood runs IT company Peerless Consulting from his former live/work premises at Peabody's West Ferry scheme in Limehouse, London. He was the first resident at the scheme, where his business has remained and flourished sales@peerless.uk.com [LWN](#)

Gerald Hitman is director of Brockhall Village Ltd, a specialist rural live/work developer currently planning 30-plus unit village developments on various sites. These sites will offer residents shared resources and a bespoke business support/networking project
gerald.hitman@brockhallvillage.co.uk **LWN**

Toby Hyam is director of Huddersfield Media Centre, which hosts services for 80 creative businesses and provides shared resources for live/workers at the adjacent Creative Lofts
toby@the-media-centre.co.uk **LWN**

Andy Lake is an associate of the Live Work Network and flexible working expert. He is also partner with HOP Associates and editor of the influential www.flexibility.co.uk website
andylake@liveworknet.com **LWN**

Richard McCarthy is director general of the Sustainable Communities Group at the Office of the Deputy Prime Minister. He leads the Government's plans to boost housing supply in the south east and to tackle housing market instability in parts of the north and midlands, with a wider remit to achieve a balance in housing supply and demand. He is also responsible for planning, housing policy and building regulations
richard.mccarthy@odpm.gsi.gov.uk

Richard Motley is head of development at Sheffield's Cultural Industries Quarter ('CIQ'). CIQ are planning to include live/work units in their next phase of development
richard.motley@ciq.org.uk **LWN**

Jeremy Myerson is professor of design studies and co-director of the Helen Hamlyn Research Centre at the Royal College of Art. The Centre has investigated live/work design and is pursuing ways that live/work can provide affordable premises for art and design graduates seeking to grow their businesses
j.myerson@rca.ac.uk **LWN**

David Power is policy director at Places for People Group, the UK's largest housing association group, with arms that provide homes for sale and private rental as well as regeneration services. The group owns Creative Lofts, the ground-breaking live/work scheme in Huddersfield
dave.power@nbh.co.uk **LWN**

Anne Roebuck runs a physiotherapy company as a live/work resident at Peabody's West Ferry scheme in Limehouse, London. She recently won an award for best small business start up in docklands and was young business person of the year at the East London and Essex Business Awards 2003
enquiries@physiotherapy-specialists.co.uk **LWN**

David Tannahill is head of commercial initiatives, Peabody Trust and is responsible for its commercial portfolio as well as sales, market rent and key worker programmes. He also leads Peabody's live/work programme, including the 'work/live' business support package at West Ferry studios in London docklands
davidt@peabody.org.uk **LWN**

LWN: Live Work Network member

Key ingredients of a live/work business cluster

*This page is meant to stimulate debate during the seminar and provide a focus for the day. What do **you** think the answers are to these questions? Are there other questions you think should be considered? We will send all delegates a copy of the live/work cluster document we draw up after hearing your view at this seminar*

- 1 How many units do you need to create a 'cluster' with **critical mass**?
- 2 Which **locations** work best?
- 3 How important is **broadband** and ICT?
- 4 What sort of **design and functionality** do live/work schemes/units need?
- 5 How can long term **work use** be sustained?
- 6 Should residents' **businesses** be supported? If so how?
- 7 Do live/work units need to be made **affordable**? If so, how?
- 8 How can **collaboration** between residents in the cluster be encouraged?
- 9 What **mix** of business/resident types is appropriate?
- 10 How can **added value** be maximised – eg remote employees, transport reduction

Live/work planning policy – a model to consider

Live Work Network is currently working on ideas for live/work planning policies. The model below could help inform discussion today

- 1 On sites of sufficient scale, planners could use section 106 agreements to require a **business support project** to help residents collaborate and share costs, with some **shared facilities**
- 2 These projects would be able to report back on the units' **work use** to relevant authorities and the developer
- 3 The developer would then be able to demonstrate a **track record** in providing genuine work use in their future planning applications
- 4 The planning authority would, in effect, gain out-of-house **monitoring of conditions-of-use**
- 5 **Affordable live/work units** could also be required on such schemes, ensuring a wide economic benefit and a minimum % of units where work use can easily be sustained via tenure

feedback

We hope to hold more live/work events in the future.
Please can you take a few moments to fill in this form
and leave it with us before you go. Many thanks

name/organisation

what I didn't get the chance to say/ask

what I learnt today/found most valuable

what I will do as follow up

what Live Work Network should do next

comments on the event and speakers
