



VALUING LANDSCAPE CONFERENCE 2018

CONNECTING PEOPLE, PLACE AND NATURE



IFLA EUROPE
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

**Landscape
Institute**
Inspiring great places



UNIVERSITY
of
GREENWICH

CONFERENCE PROGRAMME

UNIVERSITY OF GREENWICH, 6-7 SEPTEMBER

#VLConf2018



Schedule at a glance

	Conference p.3-5
08.15	Registration
09.00	Chair's opening remarks
09.10	Welcome
09.20	The changing role of value
09.45	Understanding and responding to future trends
10.25	Networking and refreshments
10.45	Valuing the Intangible
11.35	Case study: Ottawa How Natural Capital Accounting is vital for urban growth
11.55	Unlocking the intangible – what should we measure?
12.25	Creating value for people in Thamesmead: wellbeing and green infrastructure
12.45	Lunch
13.45	Maintaining value for people, environment and community
14.55	Fostering competition and value: lessons from place-makers
15.55	Afternoon refreshments and networking
16.15	Announcement of the winner of the Ebbsfleet Garden City: Landscape for Healthy Living Ideas Competition
16.30	Creating a new kind of value for the future
17.20	President's closing remarks
17.30	Post-conference networking
18:00	Nordic Life in Urban Spaces! Reception sponsored by Vestre

08.15

Registration

09.00

Chair's opening remarks

Samira Ahmed, BBC Journalist and Broadcaster opens the conference

09.10

Welcome

Adam White, President, Landscape Institute and Director, Davies White

Tony Williams, President, IFLA Europe and Principal Landscape Architect, Transport Infrastructure Ireland

09.20

The changing role of value

With society's needs, values and habits shifting, it is vital that landscape responds. Hear about:

- Key future trends and challenges that the sector faces
- How external influences will affect the value society attributes to landscape and place
- Design inspired by human experience and social action

Jan Christian Vestre, CEO, Vestre

09.45

Understanding and responding to future trends

Join the debate about how future trends will have an impact on the value we place on landscape and how the profession may need to change to meet the needs of generations to come. Discuss:

- The connection of the environment, productivity and housing needs in future place-making
- The social, economic, educational and technological changes that will transform our lives
- New skills needed for the future
- International challenges and opportunities

Professor David Maguire, Vice-Chancellor, University of Greenwich

Dr Wei Yang, Chairman, Wei Yang & Partners and Vice Chair, RTPI International Committee

Daniel Cook, CEO, Landscape Institute

Jan Christian Vestre, CEO, Vestre

10.25

Networking and refreshments

10.45

Valuing the Intangible

Hear from leaders in design, infrastructure and conservation about how their sectors have tackled the challenges of valuing intangible assets and benefits.

- New frameworks and methods of evaluation
- Understanding cultural, social and economic value
- Accounting for and demonstrating the value of the intangible
- Alternative viewpoints, risks and challenges

Sarah Weir OBE, CEO, Design Council

Professor Ian Hodge, Land Economy, University of Cambridge

Ursula Hartenberger, Global Head of Sustainability, RICS Brussels

Karen Ellis, Director of Science and Policy, WWF UK

11.35

Case study: Ottawa

How Natural Capital Accounting is vital for urban growth

In a case study that is all the more relevant as the impact of climate change is felt around the world, Dr. Mark Kristmanson, CEO will discuss a recent study that accounts for his organization’s natural capital assets and ecosystem services they provide to Canada’s capital region. Managing 55,000 hectares of green space in an urban setting, the NCC fosters a ‘landscape of sustainability’ through the lens of natural capital accounting. The NCC and its landscape professionals have a unique opportunity to reconcile ecology and land economics in an ethos of sustainability on a regional scale.

Dr Mark Kristmanson, National Capital Commission, Ottawa, Canada

11.55

Unlocking the intangible – what should we measure?

- Should we value all, part or none of the landscape?
- What are the risks or challenges?
- How do we measure intangible assets?
- How is landscape important to cities and their design?

Sarah Weir OBE, CEO, Design Council

Dr Mark Kristmanson, National Capital Commission, Ottawa, Canada

Professor Ian Hodge, Land Economy, University of Cambridge

Ursula Hartenberger, Global Head of Sustainability, RICS Brussels

Karen Ellis, Director of Science and Policy, WWF UK

12.25

Creating value for people in Thamesmead: wellbeing and green infrastructure

Dr Phil Askew, Director of Landscape and Placemaking, Peabody

12.45

Lunch

13.45

Maintaining value for people, environment and community

Find out how landscape and place-making can make a deeper, lasting impact on communities.

- Hear how environmental value improves quality of life and reduces health inequality
- See examples of success and what policymakers should learn from them
- Consider the value of landscape for an ageing population
- How can we better engage communities to meet their needs?

Helen Noble, CEO, Pennine Prospects

Alison King, Principal Landscape Architect, LUC

Jennette Emery-Wallis, Director, Landscape Architecture, LUC

Miriam Weber, Senior Advisor, Health Urban Living and Resilience, Utrecht, Netherlands

Roo Angell, Co-Founder, Sayes Court CIC

- 14.55 **Fostering competition and value: lessons from place-makers**
How landscape and place management address issues of urban value and competitiveness. Hear about:
- Place management and its long-term sustainability
 - New ways of connecting stakeholders with landscape
 - Partnerships and innovation for funding
 - An integrated skills policy that supports stronger outcomes for local level transformation
- Montserrat Prado**, Head of Restoration, Urban Institute, Barcelona City Council
Professor Ares Kalandides, Senior Fellow and Director of the Institute of Place Management, Manchester Metropolitan University
Simon Quin, Director and Visiting Professor at the Institute of Place Management, Manchester Metropolitan University
Dr Julia Georgi, Associate Professor, Landscape Architecture and Vice Chairman, Panhellenic Association of Landscape Architects
- 15.55 **Afternoon refreshments and networking**
- 16.15 **Announcement of the winner of the Ebbsfleet Garden City: Landscape for Healthy Living Ideas Competition**
- 16.30 **Creating a new kind of value for the future**
How can design, landscape and place professionals be bolder through leadership, inspiration and influence?
- What is the added value in better leadership?
 - Attracting leaders: who and what is needed?
 - How can we evolve to meet future needs?
 - What could we do differently to make more impact?
- Professor Antje Stokman**, Professor of Architecture and Landscape, HafenCity University, Hamburg
Dr Antonella Radicchi, Principal Scientist at Hush City Mobile Lab, Institute of City and Regional Planning, Berlin
Suzanne O'Connell, Landscape Architect, The Decorators
Joris Voeten, Senior Engineer Urban Green Space, Urban Roofscapes
- 17.20 **President's closing remarks**
Adam White, President, Landscape Institute and Director, Davies White
- 17.30 **Post-conference networking**
Experiencing the next generation: technology, student exhibition and competition entries
- 18:00 **Nordic Life in Urban Spaces! Reception sponsored by Vestre**
Meet the man behind the disruptive 'Parklets 2.0' that is replacing car parking in Nordic cities. **Ashley Conn** was also the lead architect for the transformation of Aker Brygge, one of Oslo's most interesting outdoor public spaces. Enjoy a mini-concert with up-and-coming Norwegian artist **Hanne MjØen**. This special event will include landscape architects, architects, urban designers, planners, leaders, place-makers, developers, engineers, and many more with an interest in the built and natural environment.



Schedule at a glance

	Conference p.7-8	Site visits p.9-10
09.00	Welcome	08.00-13.30
09.15	The value of management The value of science	Site visit A Thamesmead A1 The future of retail and urban realm A2 Inequality and urban landscape responses A3 Healthy cities A4 Green infrastructure
09.55	Post-Brexit environment policy: opportunities and challenges	
10.45	Networking and refreshments	Site visit B Olympic Park and Stratford Business Improvement District
11.05	Landscape value: the evolving definition	
11.45	Landscape value: the impact of planning	
12.35	Unlocking future value through management and science	
13.25	Close of conference sessions	
13.30	Lunch	
14.30	Workshop 1 Natural Capital: what's the opportunity? Workshop 2 'Valued landscapes': how will the new NPPF impact on landscapes? Workshop 3 Future talent needs for the profession	Site visit C From the ground up: exploring the fast-changing Greenwich Peninsula O2 and Emirates Site visit D Royal Museums, Greenwich and the Greenwich Maritime Museum Site visit E Managing the extraordinary landscape heritage of the Royal Parks Greenwich Site visit F Guided Greenwich 'Soundwalk' Site visit G Sayes Court, Deptford and neighbourhood Site visit H Deptford Park
16.30	Reception Networking with IFLA Europe delegates	
17.00	Welcome to IFLA Europe General Assembly	
17.30	IFLA Europe Pecha Kucha	



Conference Sessions

- 08.15 **Registration**
- 09.00 **Welcome**
Ed Wall, Academic Lead in Landscape Architecture at the Department of Architecture and Landscape, University of Greenwich
Urszula Forzcek-Brataniec, Secretary General, IFLA Europe
- 09.15 **The value of management**
Sue Biggs CBE, Director General, Royal Horticultural Society
- The value of science**
Rosemary Hails, Director of Nature and Science, National Trust
- 09.55 **Post-Brexit environment policy: opportunities and challenges**
The changing shape of environmental policy across the UK and Europe.
Urszula Forzcek-Brataniec, Secretary General, IFLA Europe
Howard Davies, CEO, NAAONB
Sarah Bryan, CEO, Exmoor National Park
Ben Allen, Principal Policy Analyst, IEEP
Rosemary Hails, Director of Nature and Science, National Trust
- 10.45 **Networking and refreshments**
- 11.05 **Landscape value: the evolving definition**
UK and Republic of Ireland landscape change monitoring and mapping to identify trends and challenges that inform future landscape policy and management. Updates from the interagency team working across the UK and Ireland on new approaches and frameworks in assessing and defining landscape value.
Tony Williams, President, IFLA Europe
Jill Bullen, Senior Landscape Specialist, Natural Resources Wales
Chris Bolton, Principal Landscape Specialist, Natural England
Neil Rainey, Senior Landscape Architect, DAERA Northern Ireland Environment Agency
Deborah Sandals, Project Manager, Scottish Natural Heritage
- 11.45 **Landscape value: the impact of planning**
Updates from the planning sector on how it is addressing the value of landscape.
John Acres, President, RTPI
Dr Deb Upadhyaya, Specialist, Homes England and Board Director at the Academy of Urbanism
Ramune Sanderson, Director, Terra Firma
Simon Coop, Planning Director, Lichfields UK
- 12.35 **Unlocking future value through management and science**
How we can unravel the value of protected natural spaces and forests using skills spanning management, horticulture and ecology.
Alison Barnes, CEO, New Forest National Park Authority
Euan Hall, CEO, The Land Trust
Laura Gatti, Director, Laura Gatti Consultants
- 13.25 **Close of conference sessions**
Daniel Cook, CEO, Landscape Institute
- 13.30 **Lunch**



Workshops

Workshop 1 14.30-16.30

Natural Capital: what's the opportunity?

The UK government has stated that it wants 'to be the first generation to leave our environment in a better state than we found it'. This is being driven by new economic and environmental thinking, and pioneering measurement tools. Using practical examples, this workshop explores how Natural Capital can be an opportunity for the landscape profession.

Bruce Howard, Director, Ecosystems Knowledge Network

Jim Rouquette, Director, Natural Capital Solutions

Ece Ozdemiroglu, Director, Eftec

Richard Webb, Associate Landscape Architect, Barton Wilmore

Clare Warburton, Principal Advisor for Green Infrastructure and Local Growth, Natural England

Workshop 2 14.30-16.30

'Valued landscapes': how will the new NPPF impact on landscapes?

This workshop will explore the new National Planning Policy Framework (NPPF), what it means for landscape, and how the contentious policy on 'valued landscapes' will be applied in practice.

Rebecca Knight, Landscape Planning Director, LUC

Michelle Bolger, Director, Michelle Bolger Expert Landscape Consultancy

Peter Radmall, Environmental Planning Consultant

Dr Ashley Bowes, Cornerstone Barristers

Workshop 3 14.30-16.30

Future talent needs for the profession

This workshop is your chance to contribute to and get involved in major initiatives linked to the future talent needs of the profession:

Have your say on what future skills are needed in the landscape profession.

Hear more about #chooselandscape, our new national careers campaign and learn about apprenticeships plans for the profession.

Hear the latest about the EU LAND 21, a project for European landscape architecture education and training.

Professor Gintaras Stauskis, EU LAND 21 Project Coordinator

Poppy Smith, Head of External Affairs, Landscape Institute

Christina Hirst, Consultant to LI on Entry Standards and Apprenticeships



Site Visits

Site visit A 08.00-13.30

Participants may either meet at 8.00 at the University of Greenwich, where an LI representative will take them to Abbey Wood station, or they may make their own way to Abbey Wood station, where buses for Thamesmead will depart at 8.45.

Thamesmead

Join conference sponsor Peabody at this remarkable site, one of Europe's largest landscape-led housing and regeneration projects.

Choose from one of four inspiring site visits:

A1 The future of retail and urban realm

Noel Farrer, Director, Farrer Huxley Associates

Dr Steven Millington and **Simon Quin**, IPM

A2 Inequality and urban landscape responses

Paula Hines, Head of Thamesmead Socio-Economic Regeneration, Peabody

Kate Batchelor, Senior Regeneration Manager, Peabody

A3 Healthy cities

Sarah Jones-Morris, Director, Landsmith Associates

Francois Xavier Lallemand, Lallemand

A4 Green infrastructure

Dr Phil Askew, Director of Landscape and Placemaking, Peabody

Richard Webb, Associate Landscape Architect, Associate Urban Designer, Barton Wilmore

Nicholas Wright, National Project Manager – Water Management Solutions, Polypipe

Site visit B 08.00-13.30

Participants may either meet at 8.00 at the University of Greenwich where a bus will take them to Olympic Park, or meet outside 1 Stratford Place, E20 1EJ, at 8.45, where an LI representative will take them to Olympic Park.

Olympic Park and Stratford Business Improvement District

Discover the many different elements that make this major East London regeneration project a successful place for people to live, work and play.

Ruth Holmes, Head of Landscape, Queen Elizabeth Olympic Park

Tom Armour, Global Landscape Architecture Leader, Arup

Gianluca Rizzo, Manager, Stratford Original BID

Rowan Longhurst, General Manager, Our Parklife CIC

Site visit C 14.30-16.30

Buses depart Greenwich University at 14.30.

From the ground, up: exploring the fast-changing Greenwich Peninsula O2 and Emirates

Explore how landscape practitioners and suppliers can combine their skills to adapt and respond to changing briefs with a focus on the 5000 home development at Greenwich Peninsula, home of the O2 and the Emirates Cable Car.

Asil Besim, Group Technical Manager, Hardscape

Mike Martin, Director, Turkington Martin



Site Visits

Site visit D 14.30-16.30

Royal Museums, Greenwich and the Greenwich Maritime Museum

Greenwich Museums are set in a historic Royal Park with astonishing views. LUC will address some of the challenges of working with a site that combines the legacy of Wren with views of Canary Wharf.

Elizabeth Evered, Senior Landscape Architect, LUC

This site tour will be entirely on foot. Sensible footwear and clothing required.

Site visit E 14.30-16.30

Managing the extraordinary landscape heritage of the Royal Parks Greenwich

This visit will explore this '*prodigious Manor of Pleasaunce*' and the diverse and conflicting challenges that the Royal Parks face. It will consider opportunities to address issues, conserve/restore the Grade 1 listed landscape, invest in facilities for a growing and diverse local audience, while greatly enhancing learning, volunteering and understanding of this rural landscape in an urban setting.

Jane Pelly, Head of Landscape, Royal Parks Greenwich

Graham Dear, Park Manager, Royal Parks Greenwich

This site tour will be entirely on foot. Sensible footwear and clothing required.

Site visit F 14.30-16.30

Guided Greenwich 'Soundwalk'

Enjoy a unique guided walk through a pre-defined route, take part in a digital evaluation of the sonic environment and join in a group discussion informed by the data gathered during the walk.

Dr Antonella Radicchi, Principal Scientist at Hush City Mobile Lab, Institute of City and Regional Planning, Berlin

This site tour will be entirely on foot. Sensible footwear and clothing required.

Site visit G 14.30-16.30

Sayes Court, Deptford and neighbourhood

A walk from Greenwich to the neighbouring area of Deptford, where centuries of history have formed a core part of the independent, questioning and proud identity of those living here today. Explore the different approaches that development has taken over the last twenty years, and the ways in which the public realm has been informed, adopted or adapted by the communities which bring them to life.

Roo Angell and Bob Bagley, Founders, Sayes Court CIC

This site tour will be entirely on foot. Sensible footwear and clothing required.

Site visit H 14.30-16.30

Buses depart Greenwich University at 14.30.

Deptford Park

This site visit will explore the planting of community orchards and their seasonal care and maintenance, recruiting community volunteers, fundraising, and celebration events. Gain an understanding of how planting community orchards acts as a catalyst for wider landscape improvements. Recognise the interrelationship between active residents, the local authority and the older established community, and its contribution to mental, social and physical well-being.

Carole Wright, Community Gardener and Environmental Manager

Deptford Folk Founders

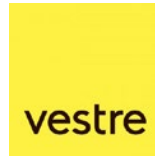
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