

# Added Value in Rural and Urban Housing



## *"Spirit of Place"*

*"Sometimes the spirit of a place is so strong you may think you see its face and glimpse it gamboling over a field or peeking out of a forest.*

*This spirit we sense in each locality would once have been described as the scintilla or spark of its soul, the pearl in the oyster.*

*It accounts for the magic of a region and without it, an acute sense of place dissipates into a vague and lazy feeling of nowhere.*

*It's when we lose a vivid sense of region and locality that the spirits of the place crawl back into hiding and human life becomes pale with the loss."*

Thomas Moore.

APRIL 2014

The recent publication of the Farrell Report highlights the increasing importance of appraising every development site in depth and adjusting every scheme to its setting so that it reinforces local distinctiveness and creates its own special sense of place. This is what will mark out a development from its competition, and this is where TNW can help.

We have very wide experience of producing distinctive, locally appropriate and commercially successful housing schemes. Depending on the size and location of a development site we can work at any scale to produce high-end strategic frameworks involving the creation of new neighbourhoods or settlements, through local character assessments of outstanding rural villages or urban parishes, down to ingenious and efficient layouts for complicated small parcels of land.

At every scale we have the skills to bring a unique and appropriate 'sense of place' to a development.

Please contact either John Tweed or Lelia Dunlea-Jones for further information.



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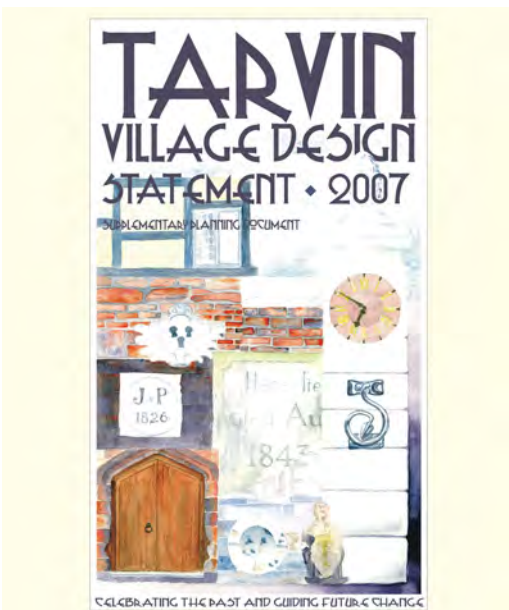
**THE FARRELL REVIEW**  
of Architecture + the Built Environment

**P L A C E**  
PLANNING LANDSCAPE ARCHITECTURE CONSERVATION ENGINEERING



New Settlements in the Countryside

March 2014 has seen the publication of the Government sponsored Farrell Review of Architecture and the Built Environment. When the Review was launched Ed Vaizey MP, Minister for Culture, Communications and Creative Industries in the DCMS said *“Good design builds communities, creates quality of Life and makes places better for people to live, work and play in. I want to make sure we are doing all we can to recognise the importance of architecture and reap the benefit of good design”*. [www.farrellreview.co.uk](http://www.farrellreview.co.uk)



The important unifying idea that runs through the Review and across all themes is a new understanding of PLACE as an holistic way of viewing the built environment and the people who use it. The review suggests that the acronym PLACE should be used based on the core skill sets of Planning, Landscape, Architecture, Conservation and Engineering:

TNW has built up a comprehensive network of like-minded professionals who can come together to ensure that this holistic response to creating people-friendly neighbourhoods is fully realised. In 2012 we initiated a dialogue with a core group of skilled specialists under the working title 'First Aid for Villages'. We can advise on which skills from the group may be needed for a particular project and co-ordinate as required. Alternatively any one of the team can fit into your existing network of advisors as necessary.

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Settlement Character Appraisals

