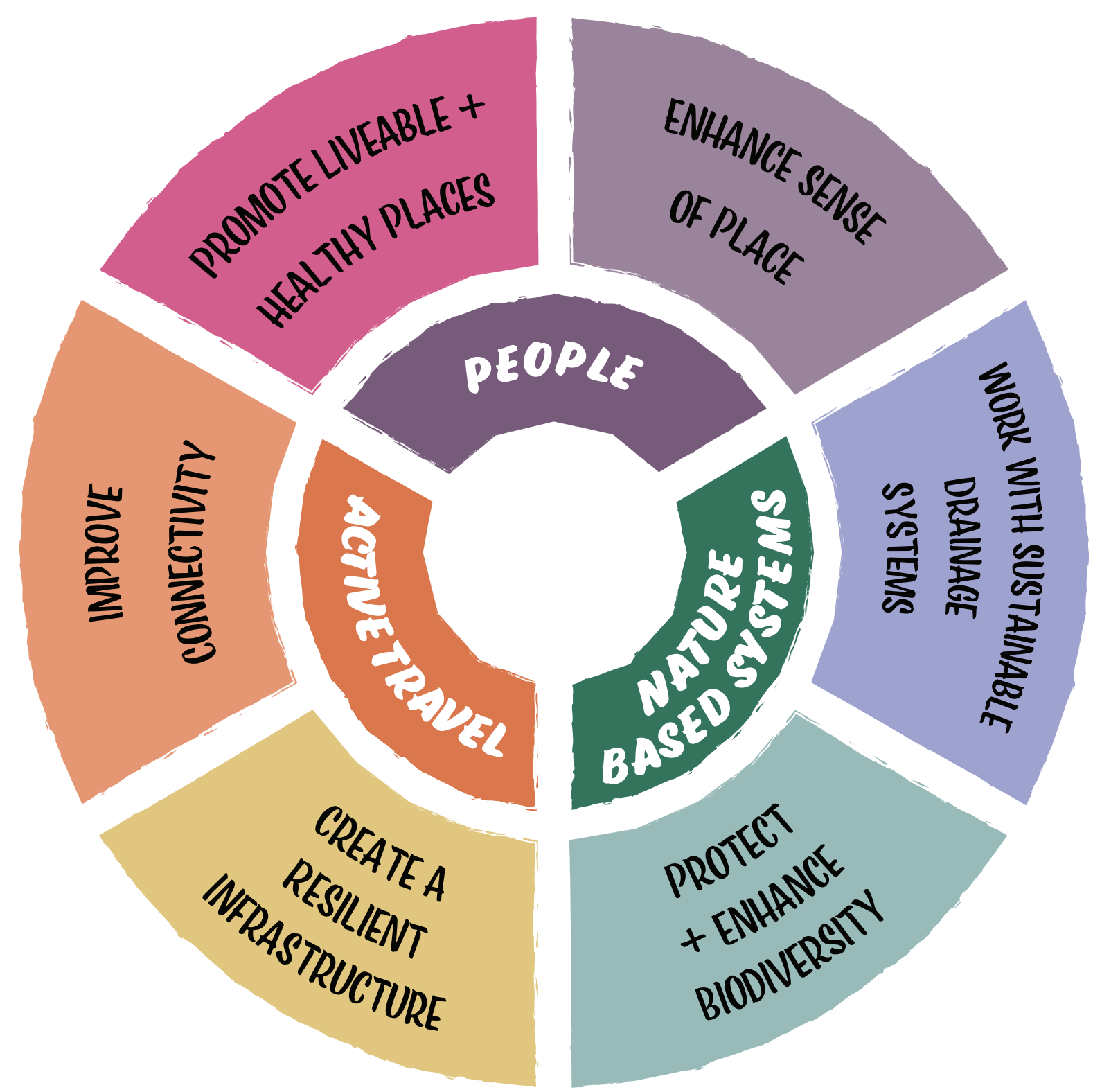


# A GREEN CORRIDOR APPROACH

## TO RESILIENT, INCLUSIVE AND HEALTHY COMMUNITIES AND PLACES

NOW MORE THAN EVER BEFORE, PEOPLE ARE RECOGNISING THE VALUE OF PUBLIC REALM TO CONNECT COMMUNITIES.



OUR GREEN CORRIDOR APPROACH PUTS PEOPLE FIRST, PROMOTING ACTIVE MOBILITY AND INTEGRATING NATURE-BASED SOLUTIONS.

A PEOPLE-CENTRIC APPROACH STRENGTHENS THE CONNECTION BETWEEN PEOPLE AND THE PLACES THEY LIVE, WORK AND PLAY.

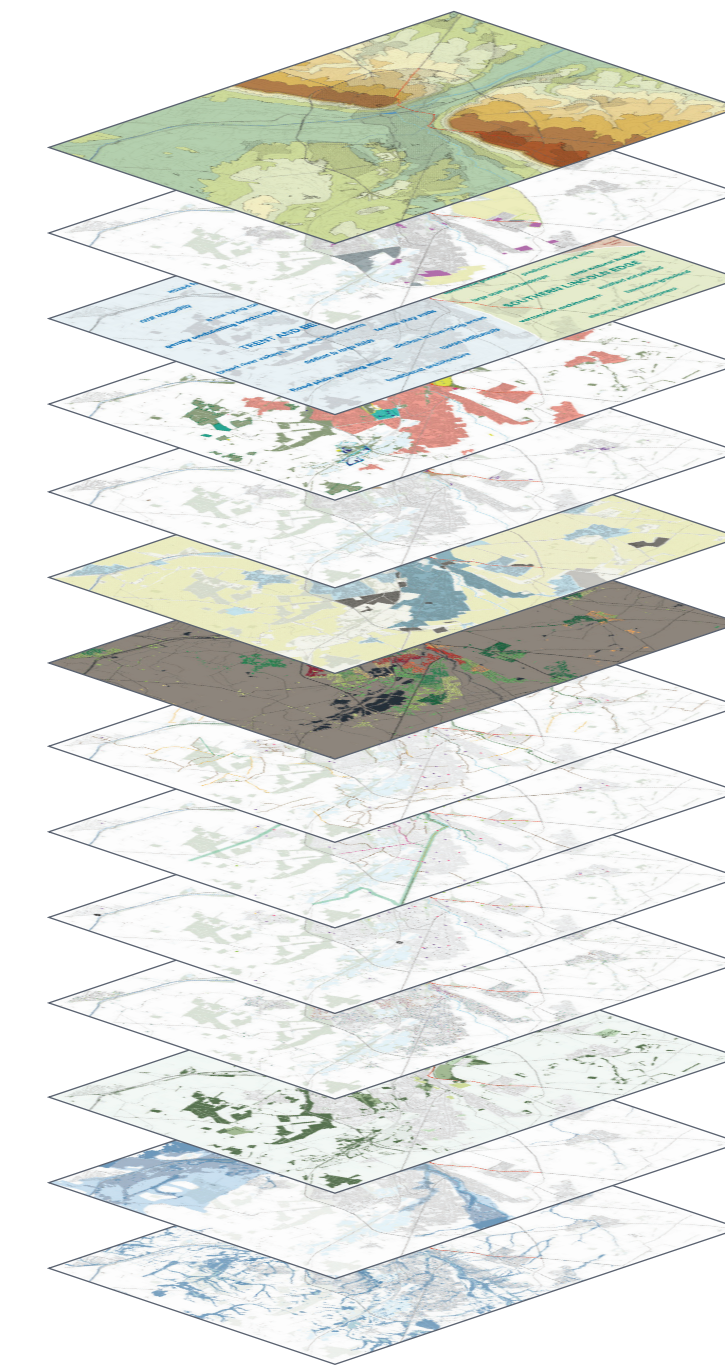
ACTIVE MOBILITY IMPROVES ACCESS AND SUPPORT PEOPLE, BUSINESSES, AND ORGANISATIONS TO MEET THEIR DAILY NEEDS THROUGH A WIDE RANGE OF AFFORDABLE, RELIABLE, AND SUSTAINABLE TRAVEL OPTIONS IN URBAN AREAS.

AN INTEGRATED AND CREATIVE USE OF A NATURE-BASED NETWORK COMPRISING ALL OF OUR MOST CURRENT VALUABLE GREEN AND BLUE SPACES IS ONE OF THE MOST PROMISING ACTIONS FOR ADAPTATION TO RAPIDLY CHANGING HUMAN AND ENVIRONMENTAL CIRCUMSTANCES.

WE ARE LIVING IN A TIME OF SIGNIFICANT CHANGE. THE PANDEMIC IS ONE EXAMPLE THAT CLEARLY DEMONSTRATES THE IMPACT OF SIGNIFICANT CHANGE ON OUR LIVES, BUT OTHER GLOBAL CHANGES WILL ALSO HAVE LONG-LASTING AND SIGNIFICANT IMPACT ON COMMUNITIES AND INDIVIDUALS AROUND THE WORLD. DOES THE IMPACT OF CHANGES SUCH AS POPULATION GROWTH, SOCIAL EQUITY, THE CARBON CRISIS, CLIMATE CHANGE AND THE BIODIVERSITY EMERGENCY ON OUR COMMUNITIES NEED TO BE NEGATIVE?

MOST FUTURE-THINKING IS FOCUSED ON CITIES, BUT IN THE UK AND OTHER COUNTRIES OVER 50% OF THE URBAN POPULATION IS LIVING IN SMALLER TOWN COMMUNITIES. OUR GREEN CORRIDOR CASE STUDY CONSIDERS THE IMPACT OF RAPID POPULATION GROWTH ON A TYPICAL SMALL TOWN IN ENGLAND. THROUGH A COLLABORATIVE, MULTI-DISCIPLINARY PROCESS, WE DEVELOPED AN INNOVATIVE AND TRANSFERRABLE, PEOPLE & PLACE-FOCUSED APPROACH THAT RESPONDS TO CLIMATE CHANGE OFFERING THE POTENTIAL TO IMPROVE PEOPLE'S LIVES IN A WAY THAT A TRADITIONAL CAR-CENTRIC APPROACH COULD NOT.

OUR PEOPLE-CENTRIC APPROACH USES GIS DATA SETS TO UNDERSTAND LOCAL COMMUNITIES AND TARGET PROPOSALS TO BENEFIT SPECIFIC USER GROUPS.



- LANDSCAPE FORM AND IDENTITY
- TOPOGRAPHY
  - SETTING
  - NATURAL HERITAGE
  - CULTURAL HERITAGE
  - LANDSCAPE TYPES
  - URBAN CHARACTER AREAS
  - DEPRIVATION
  - ACCESS AND CONNECTIVITY
  - WALKING
  - CYCLING
  - SUSTAINABLE TRANSPORT
  - DEMOGRAPHICS
  - GREEN AND BLUE INFRASTRUCTURE
  - GREEN NETWORK
  - BLUE NETWORK
  - VISUAL ANALYSIS
  - POLICY CONTEXT

WE ALSO DEVELOPED A ROAD MAP TO DEMONSTRATE HOW DELIVERY COULD BE PHASED TO MATCH FUNDING OVER A LONGER PERIOD OF TIME.

**Name: Peter**  
**Municipal Planner**  
 Local authority working on high density housing from social landlords

Age: 35  
 Income: £15k  
 - Renter (Council Flats)  
 - Doesn't currently work due to long term illness  
 - Has existing weight related issues

**Likes**

- Going to community events
- Outdoor flower displays
- Walking with walking club

**How Do I Use the Corridor Now**

- Orders groceries online
- Walks to local shops
- Doesn't go into town very often given lack of access
- Doesn't use the corridor much at all

**How Will I Use the Corridor in the Future**

- Walks with local walking club once a week
- Walks into the Corridor at least twice a week to meet with friends
- Uses the Corridor for a mental health point of view with it being much greener

**Name: Poppy**  
**Student**  
 Local authority working on high density housing from social landlords

Age: 22  
 Income: £15k  
 - Renter (Shared)  
 - Full time student  
 - Goes to the gym 3 times a week  
 - Goes to the town centre 3-4 times a week

**Likes**

- Running along the canal
- University Activities
- Coffee and bars

**How Do I Use the Corridor Now**

- Walks to Uni with housemates
- Doesn't take bus that often
- Shares taxi's in the evening with fellow students into town

**How Will I Use the Corridor in the Future**

- Uses the corridor to meet friends and socialise (its now the up and coming place to be seen)
- Uses the Bus to get to different university campuses along the corridor

**Name: Linda**  
**Coastal Living, first-of-its-kind owners in rural locations enjoying the benefits of country life**

Age: 60  
 Income: £10k-£14k  
 - Rural Homeowner (Shared County House)  
 - Taken early retirement due to illness  
 - Empty nester

**Likes**

- Electrical Venues
- Gardening
- Long dog walks

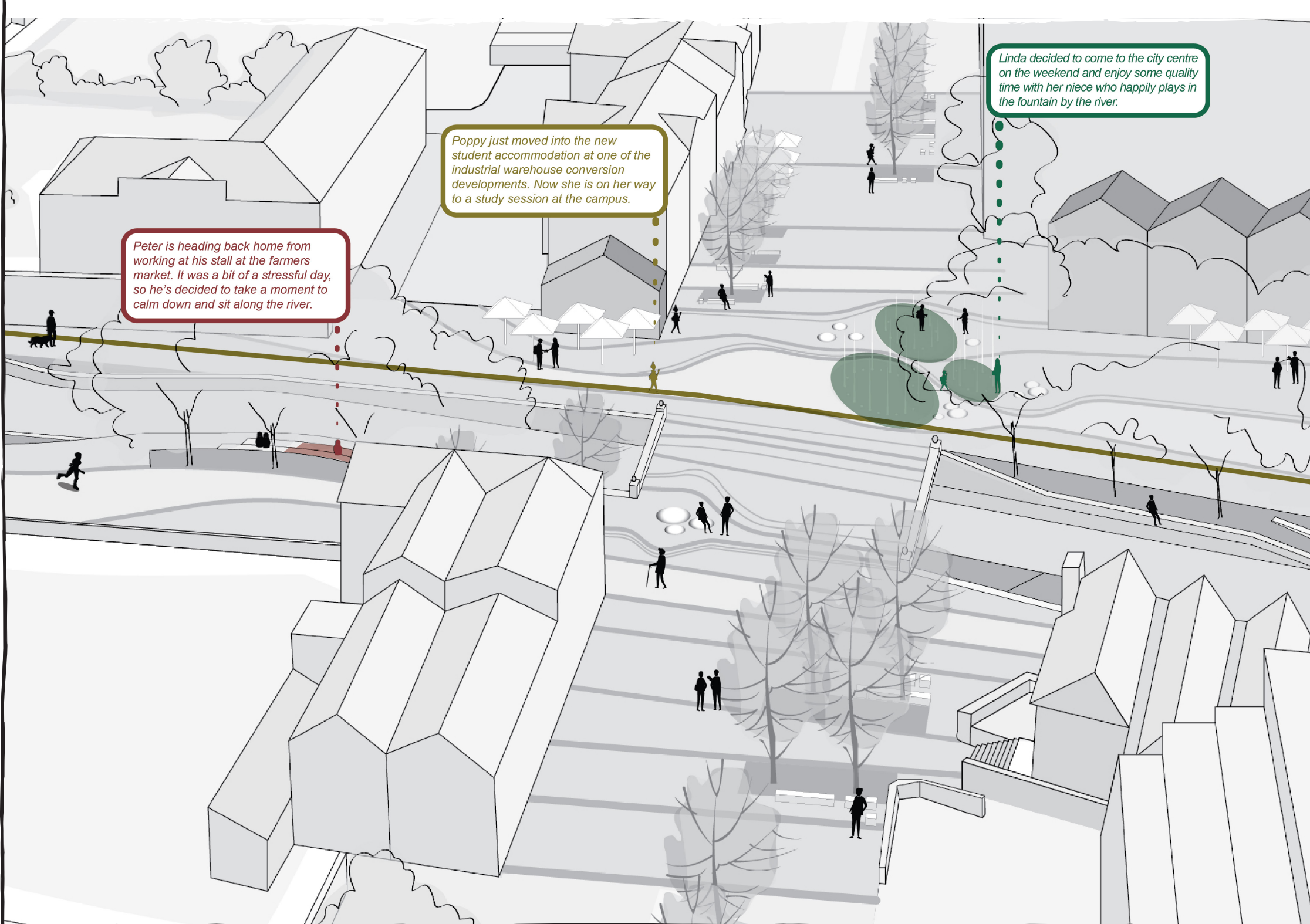
**How Do I Use the Corridor Now**

- Drives into the city regularly for shopping and shopping
- Regularly drives in to visit the park for walks with her dog or meet friends at the city centre for coffee

**How Will I Use the Corridor in the Future**

- Leaves her car at home now and uses the bus to travel into town as the service has improved considerably and is much more reliable
- Regularly drives in to visit the park along the corridor
- Also needs her friends along the corridor for walks

### PEOPLE CENTRIC APPROACH - A NEW EXPERIENCE



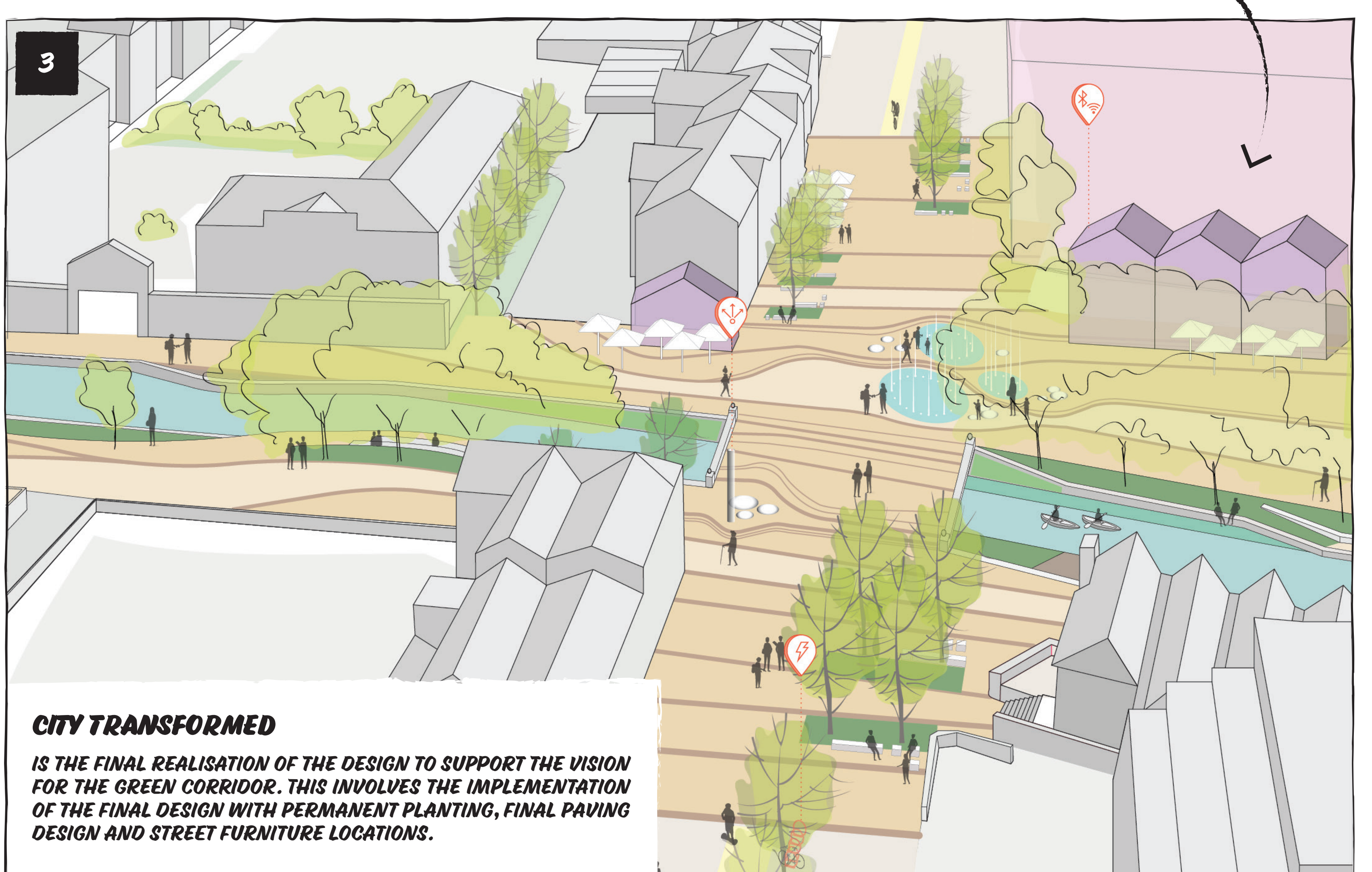
### TACTICAL URBANISM

IS ALL ABOUT ACTION. ALSO KNOWN AS DIY URBANISM, PLANNING-BY-DOING, URBAN ACUPUNCTURE OR URBAN PROTOTYPING, THIS APPROACH REFERS TO A CITY, ORGANISATIONAL AND/OR CITIZEN-LED APPROACH TO NEIGHBOURHOOD BUILDING USING SHORT-TERM, LOW-COST AND SCALABLE INTERVENTIONS TO CATALYSE LONG-TERM CHANGE.



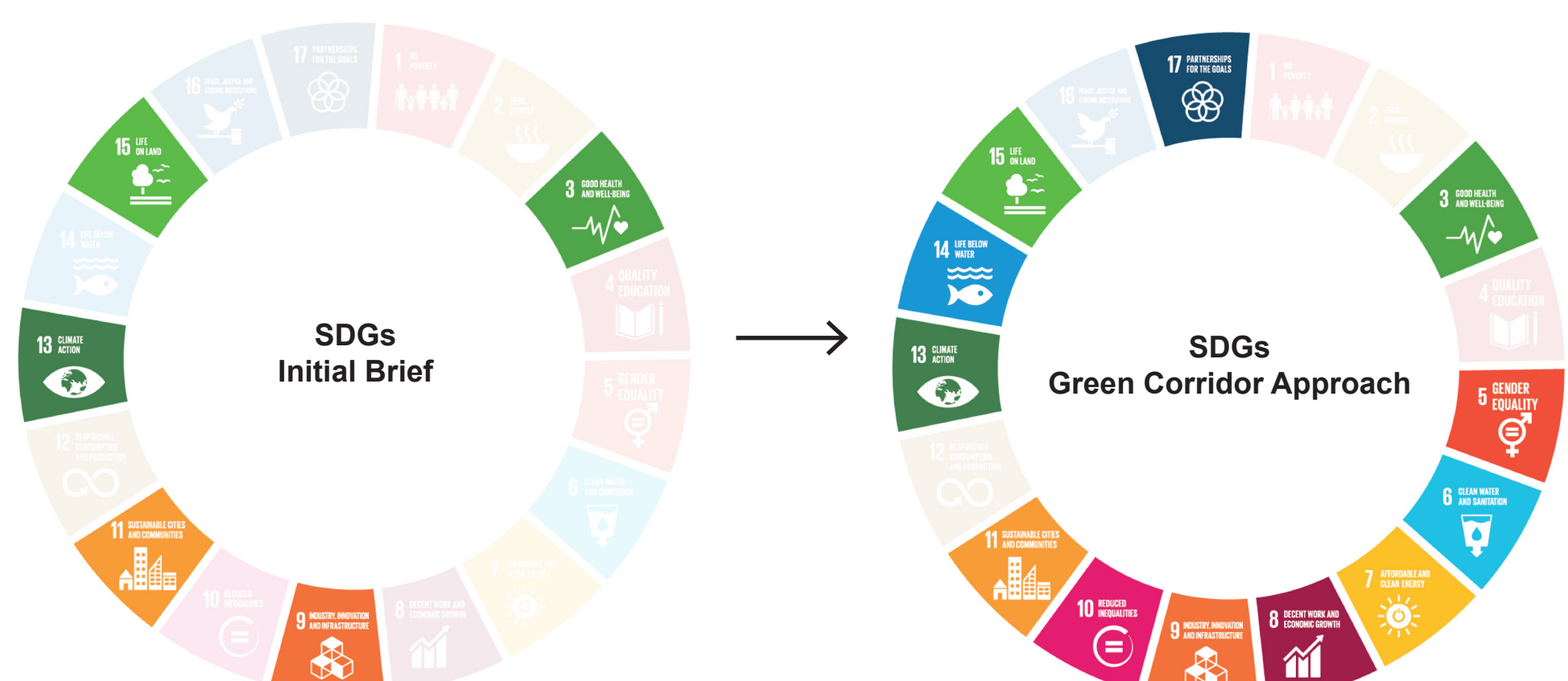
### SPACE PROOFING

INVOLVES THE SET-UP OF KEY INFRASTRUCTURAL AND DESIGN CHANGES TO CURRENT LAYOUTS. GENERALLY, THIS INVOLVES FINALISING KERB LOCATION, CROSSING POINTS, IMPLEMENTING UTILITIES AND TECHNOLOGIES, ALL IN PREPARATION FOR THE NEXT AND FINAL PHASE.



### CITY TRANSFORMED

IS THE FINAL REALISATION OF THE DESIGN TO SUPPORT THE VISION FOR THE GREEN CORRIDOR. THIS INVOLVES THE IMPLEMENTATION OF THE FINAL DESIGN WITH PERMANENT PLANTING, FINAL PAVING DESIGN AND STREET FURNITURE LOCATIONS.



USING FUTURE READY TO SEE THE FUTURE MORE CLEARLY AND BENCHMARKING OUR WORK AGAINST THE UN SUSTAINABLE DEVELOPMENT GOALS WE PROPOSED INITIATIVES THAT:

- PROMOTE MORE WALKING AND CYCLING TO REDUCE CARBON AND SUPPORT HEALTHY LIFESTYLES,
- BUILD STRONGER COMMUNITIES TO SUPPORT THE LOCAL ECONOMY AND MAKE OUR STREETS SAFER, AND
- REDEFINE OUR RELATIONSHIP WITH NATURE TO IMPROVE WELLBEING AND RESILIENCE TO CLIMATE CHANGE.



FOR FURTHER INFORMATION VISIT:  
[HTTPS://WWW.WSP.COM/EN-CB/WUBS/FUTURE-READY-LANDSCAPES](https://www.wsp.com/en-gb/wubs/future-ready-landscapes)

