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# HOUSING AND URBAN DEVELOPMENT

## Public Private Partnership

Creating 'Added Value' destinations  
Some thoughts on what ... why ... how ...

# Creating 'Added Value' destination Agenda

## Added Value

Why?

For What?

For Whom?

PPP

Value with values

Shared Values

## Benchmarks/ Guidelines

Global

U.K.

## Case Studies

U.K.

Rublevo Arkhangelskoye, Moscow

# Why Added Value?

To be successful in a competitive market any offer, activity, development and location must **compete** and **differentiate** to achieve **a first choice perception** for its target users, investors, stakeholders and audiences.

..... **Brand Equity**

**The Challenge** - creating and sustaining the right image and reputation

**concept .... message .... behaviour .... experience**

## Image .... Reputation .... Attraction

country ... region ... city ... district ... venue ... street ... address ... home ....



## The Challenge - alignment of

perceptions ... attributes ... values ... experience ... interests

## emotional v. rational

# Added Value for Who?

## Users

- 📄 Tenants
- 📄 Homeowners
- 📄 Visitors
- 📄 Business
- 📄 Services
- 📄 Workers

## Investors/Shareholders/ Stakeholders/Government agencies

*More than ticking boxes ...*

- Politicians 📄
- Utilities 📄
- Developers 📄
- Infrastructure Contractors 📄
- Consultants 📄
- Subcontractors 📄
- Suppliers 📄

## Audiences

- 📄 The local community
- 📄 The media
- 📄 Interest groups - social, environmental, specialist
- 📄 Influencers / commentators

## **‘The Argument’** creating ‘added value’ - ‘better value’

the use of private sector expertise and money for public sector services and facilities

## **Perceptions:**

### **Public Sector**

#### **‘Policy’**

- 📄 political not commercial
- 📄 indecisive - new policies
- 📄 no ownership - different department priorities
- 📄 lack of management/project business experience
- 📄 poor value - poor quality, overspends, late delivery
- 📄 burden for taxpayer

### **Private Sector**

#### **‘Delivery’**

- 📄 project management expertise
- 📄 commercial experience / skills
- 📄 more efficient
- 📄 save government / taxpayer money

## 'Needs and Aspirations'

Now global recession - Everyone must achieve more with less ... and wants more for less

*'the world has changed'*

## People ... Planet ... Profit

- ☞ sustainability - environmental ... social
- ☞ new standards ... design quality... building codes ...  
legislation ...
- ☞ new criteria ... health ... wellbeing ... socio-economic ...

# The Challenge - 'Shared Values' ... 'Visions'

**Urban development and Housing represent an increasingly complicated matrix of interests, motivations, needs and aspirations.**





## **Governments / Ministries / Public Bodies**

... responsible for the 'big picture'

**social ... cultural ... commercial**

- 📄 masterplanning and zoning
- 📄 setting and maintaining appropriate standards
  - procurement, design and management
- 📄 protecting the short and long term interests of their citizens, society and the country
- 📄 meeting new global standards of corporate governance
  - ethical and environmental practice and behaviour

# National Reputation - Global Benchmarks


## 'One Planet Living'



ONE  
PLANET  
LIVING<sup>®</sup>




 zero carbon

 zero waste


 sustainable transport

 local and sustainable materials

 local and sustainable food

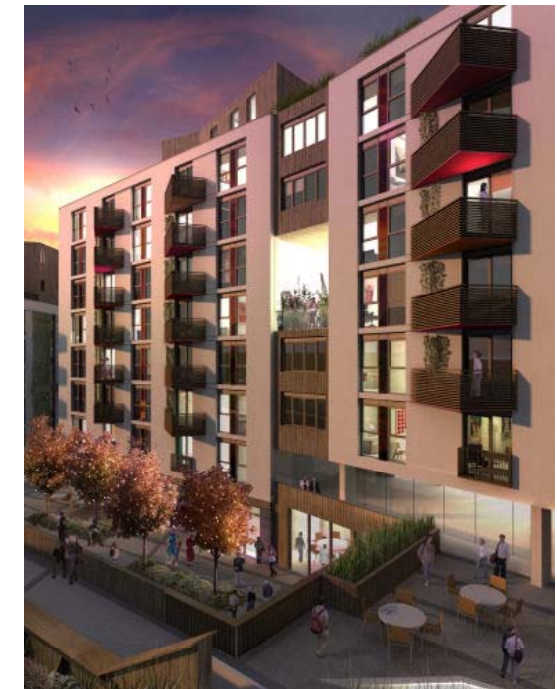
 sustainable water

 natural habitats and wildlife

 culture and heritage

 equity and fair trade

 health and happiness



‘Equator Principles’ ....



## The Equator Principles

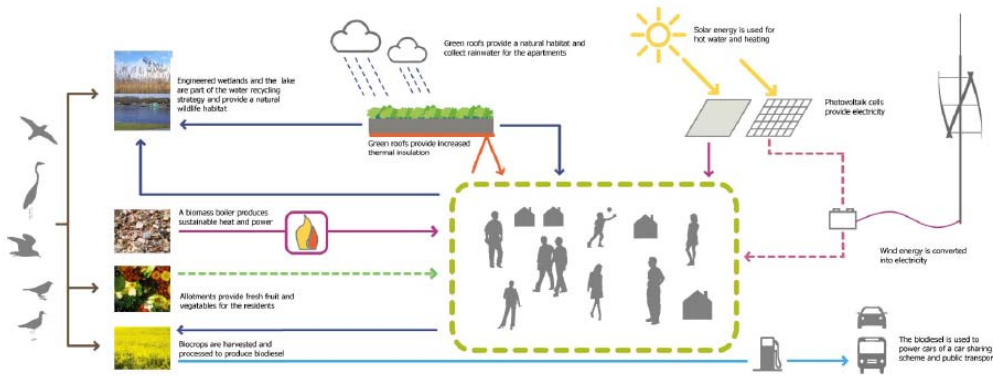
A benchmark for the financial industry to manage social and environmental issues in project financing



# National Reputation - Global Benchmarks

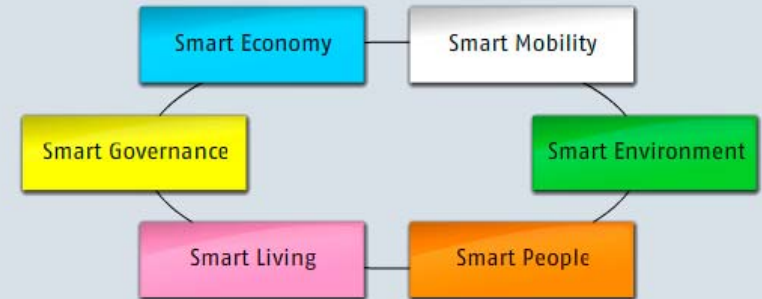
## european smartcities

### Design Principles – Sustainability Loop



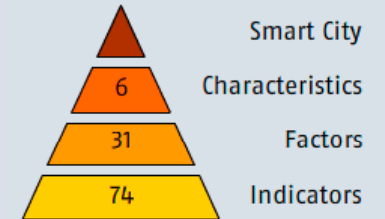
### The smart city model

A Smart City is a city well performing in 6 characteristics, built on the 'smart' combination of endowments and activities of self-decise, independent and aware citizens.



### Standardization and aggregation

To compare the different indicators it is necessary to standardize the values. One method to standardize is by z-transformation (see formular). This method transforms all indicator values into standardized values with an average 0 and a standard deviation 1. This method has the advantages to consider the heterogeneity within groups and maintain its metric information. Furthermore a high sensitivity towards changes is achieved.





# U.K Benchmarks ... Guidelines



BUILDING  
FOR LIFE



Homes &  
Communities  
Agency



**‘guidelines’**

**CABE**

commission for Architecture and the  
Built Environment

*‘design quality’*

**Building for Life**

**‘rules’**

**Legislation**

Code 4 ... 6 building regulations for  
housing

*‘commercial viability’*

**‘obligations’**

**Section 106 Agreement**

developers to provide services and  
infrastructure, highways, recreation  
facilities, education, health and  
affordable housing to obtain  
planning permission

*‘mixed use’ tenures*

## PPP Challenge

---

### Public

risk aversion  
agencies ... departments ... politics



### Private

risk management  
profit / viability

## Risk v Return

---

*'protection'*

*'commerciality'*



*'control'*

*'sharing risk'*

*'flexibility'*

**'cost benefit analysis' - whose benefit?  
- credible corporate governance**

# U.K. PPP Reality

## Public/Private Bodies

HCA, CABE, HBC, ...  
Quality standards ...  
health ... wellbeing ...

## Government

major housing shortage ... recession  
need consensus ... votes ...  
funding private development ...

## Utilities

water/ sewage/ electricity/ gas ...  
resource shortages, infrastructure ...  
environmental pressures ...

## National Health Service

saving money  
'treating people in the home, not hospitals'  
'lifetime' homes

## Construction

recession hit/ lack of funding  
legislation outstripping available technical resources,  
... materials and components

## 'Local Community'

residents/businesses/services  
Nimbys  
inadequate services / infrastructure  
private ownership ...

## Environmentalists

bio diversity  
flora & fauna protection

## 'Communities of Interest'

'Help the Aged' - people services  
'Shelter' - the homeless  
Trade Unions / employment

## Planning

social - environmental sustainability  
greenfield v. brownfield .. Section 106  
protecting environment

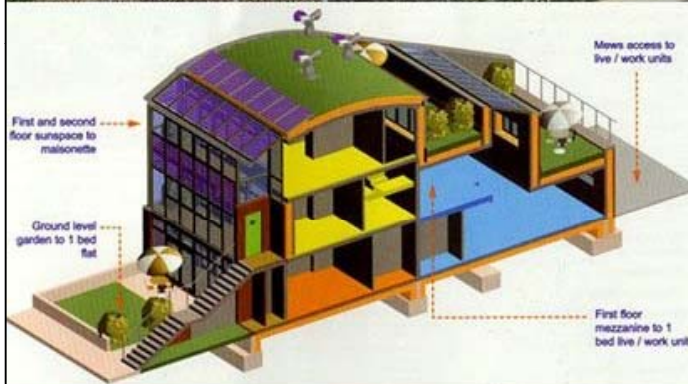
## SPV's

## Special Purpose Vehicles CONSORTIUMS

design ... build ... fund ...  
operate



# U.K. Case Study - Eco Towns



**BBC** Low graphics Help Search

**NEWS** [▶ LIVE BBC NEWS CHANNEL](#)

Page last updated at 10:12 GMT, Thursday, 16 July 2009 11:12 UK

[E-mail this to a friend](#) [Printable version](#)

## Four sites to become 'eco-towns'

The locations of four new "eco-towns" have been announced as part of scaled-down government plans.

They are Rackheath, Norfolk; north-west Bicester, Oxfordshire; Whitehill Bordon, East Hants; and the China Clay Community near St Austell, Cornwall.

Gordon Brown had announced plans to create hundreds of thousands of homes in 10 "carbon neutral" communities.

**England's new eco-towns**

Legend: ■ Confirmed sites □ Proposed sites

English Channel



## Vision → Values → Message ... Reality

**April 2008** ... government announce up to 15 new towns across the UK by 2020 ... low energy ... carbon neutral ... recycled materials ... 15-20,000 people ... affordable housing ... greenfield sites ... streamlined government approval ...

**July 2009** ... 4 sites to be Eco 'towns'

**Present** ... 'Eco towns are dead' ... no change in planning process ... no incentive for developers ☐

**rhetoric v. reason**

**society v. local community**

**visions v. viability**

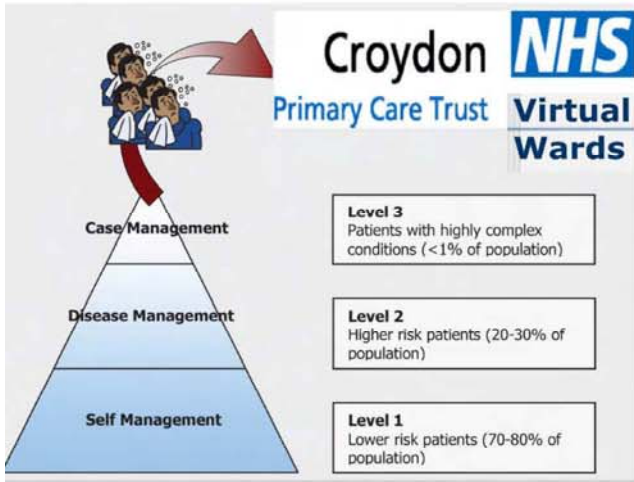
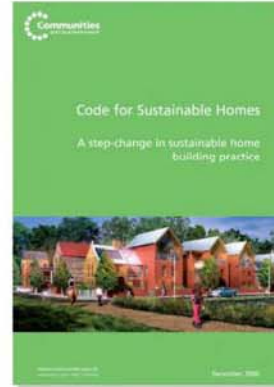
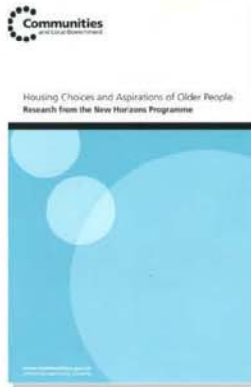
## Awareness ... Dialogue ... Engagement?



# U.K. Case Study - LivinHome

# LivinHOME™

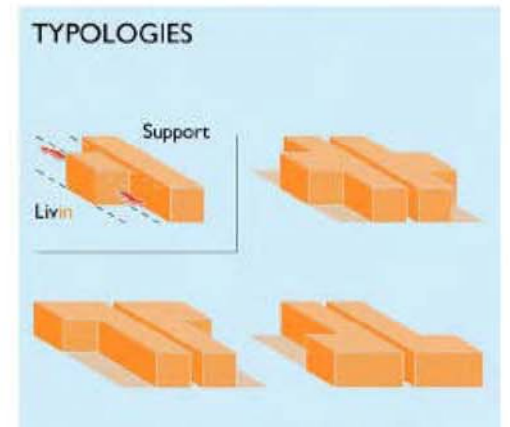
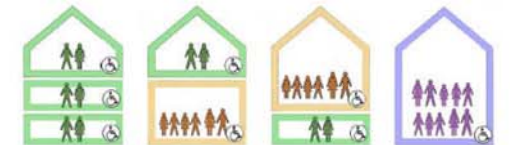
Connecting themes, standards, opportunities and aspirations to improve individual and community well-



# U.K. Case Study - LivinHome

# LivinHOME™

Urban and sub-urban house



 Geraghty Taylor   
ARCHITECTS

© Geraghty Taylor Architects

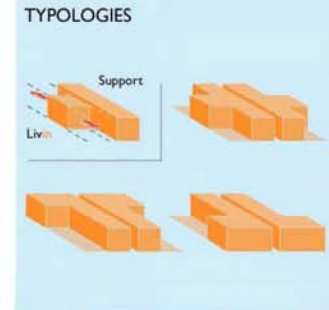


# U.K. Case Study - LivinHome

# LivinHOME

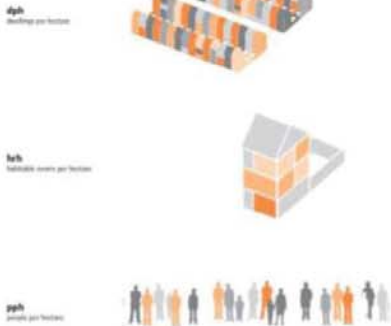


HOUSE	TWO FLATS	BIG HOUSE	FLAT / DUPLEX	DUPLEX / FLAT	THREE FLATS	THREE FLATS	DUPLEX / FLAT	FLAT / DUPLEX	BIGGER HOUSE	FOUR FLATS	TWO DUPLEX
<b>House</b> Population 5 - 6	<b>Flat (x2)</b> Population 2	<b>House</b> Population 8	<b>Duplex</b> Population 5-6	<b>Flat</b> Population 1	<b>Flat (loft)</b> Population 1	<b>Flat (x3)</b> Population 2	<b>Flat</b> Population 2	<b>Duplex</b> Population 5 - 6	<b>House</b> Population 10	<b>Flat (x4)</b> Population 2	<b>Duplex (x2)</b> Population 5 - 6
<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 9	<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 2	<b>Habitable Rooms</b> 2	<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 10	<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 6
<b>Bedrooms</b> 3 - 4	<b>Bedrooms</b> 1	<b>Bedrooms</b> 6	<b>Bedrooms</b> 4	<b>Bedrooms</b> 1	<b>Bedrooms</b> 1	<b>Bedrooms</b> 1	<b>Bedrooms</b> 1	<b>Bedrooms</b> 4	<b>Bedrooms</b> 6	<b>Bedrooms</b> 1	<b>Bedrooms</b> 4
<b>Gross Internal Area</b> 102 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 160 sqm	<b>Gross Internal Area</b> 106 sqm	<b>Gross Internal Area</b> 39 sqm	<b>Gross Internal Area</b> 39 sqm	<b>Gross Internal Area</b> 55 sqm	<b>Gross Internal Area</b> 55 sqm	<b>Gross Internal Area</b> 106 sqm	<b>Gross Internal Area</b> 173 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 106 sqm
<b>Plan Types</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 3	<b>Plan Type</b> 3	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 1, 2 & 3	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2
<b>Units/ha</b> 43 - 50 <b>Rooms/ha</b> 258 - 300 <b>People/ha</b> 215 - 300	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 258 - 300 <b>People/ha</b> 172 - 200	<b>Units/ha</b> 43 - 50 <b>Rooms/ha</b> 387 - 450 <b>People/ha</b> 344 - 400	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 344 - 400 <b>People/ha</b> 258 - 350	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 344 - 400 <b>People/ha</b> 215 - 250	<b>Units/ha</b> 129 - 150 <b>Rooms/ha</b> 258 - 300 <b>People/ha</b> 258 - 300	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 387 - 450 <b>People/ha</b> 301 - 350	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 387 - 450 <b>People/ha</b> 301 - 350	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 387 - 450 <b>People/ha</b> 301 - 350	<b>Units/ha</b> 43 - 50 <b>Rooms/ha</b> 258 - 300 <b>People/ha</b> 430 - 500	<b>Units/ha</b> 172 - 200 <b>Rooms/ha</b> 516 - 600 <b>People/ha</b> 344 - 400	<b>Units/ha</b> 86 - 100 <b>Rooms/ha</b> 258 - 300 <b>People/ha</b> 516 - 600
<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 1	<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 1	<b>Habitable Rooms</b> 6	<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 4	<b>Habitable Rooms</b> 4	<b>Habitable Rooms</b> 1	<b>Habitable Rooms</b> 3	<b>Habitable Rooms</b> 1	<b>Habitable Rooms</b> 1
<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 102 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 102 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 106 sqm	<b>Gross Internal Area</b> 106 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 51 sqm	<b>Gross Internal Area</b> 106 sqm	<b>Gross Internal Area</b> 51 sqm
<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2	<b>Plan Type</b> 3	<b>Plan Type</b> 1 & 2





# U.K. Case Study - Superdensity



superdensity



# U.K. Case Study - Superdensity

## Key features

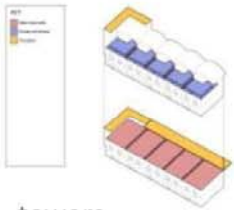
- 600+ units
- 760hr/ha (recom'd. urban/central density 725hr/ha)
- 41% private
- 59% social
- 30% family units
- mixed tenure
- tenure blind



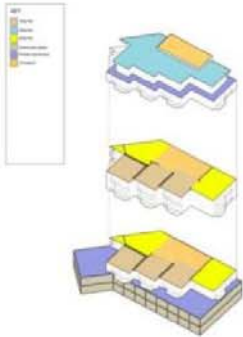


# U.K. Case Study - Superdensity

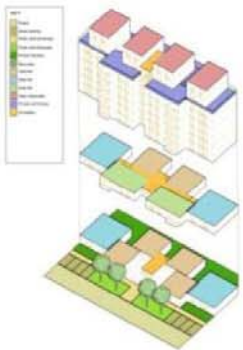
maisonettes



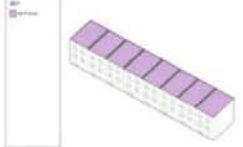
towers



apartments



houses



terraces extend grain of neighbouring streets into site





## Serving the generations

### Year 1

Hello, we are Mark and Michelle Williams, and our dog Elliot. We have been married for three years and have just moved into our new home. The house is too large for us so to help with repayments we have two young couples sharing with us. The layout of the house allows each couple to have a level of privacy, their own washing facilities and outdoor amenity space.

### Year 5

My wife gave birth to our first child last year. The couples who were previously renting have left. The grandparents sometimes visit and stay in the room next to the child's room. We have taken on a single lodger who is being accommodated in the Flexi-room. The location of this room suits his and our wish for independence.

### Year 10

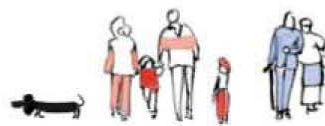
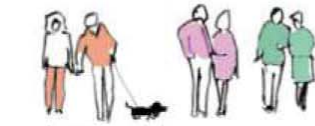
We now have two children aged 4 and 6. They have their own separate bedrooms facing the garden which we open up during the day to create a playroom. We use the Flexi-room for grandparents or guests when they come and stay.

### Year 23

One of our children has gone to university. We have opened the two adjacent bedrooms on the first floor to give our second child more space. This allows her to bring friends back home without feeling they are on top of us. My freelance work is growing and I have converted the Flexi-room into an office.

### Year 50

Shortly after we converted the loft to give us more space Mark developed a long term disability. We installed a domestic platform lift in the lightwell which gives him access to the whole house. Our oldest daughter has returned with her family and they are accommodated on the first floor. The Flexi-room and adjacent WC/shower allow me to continue my work from home.



# U.K. Case Study - Listed Building

'An outstanding example of creative conservation securing a sustainable future for a Grade I listed building at risk'

Crown Estate Conservation Award judging panel

**New users**

**Mixed tenures**

**Heritage Challenge**

**1934, Wells Coates**





# U.K. Case Study - Listed Building





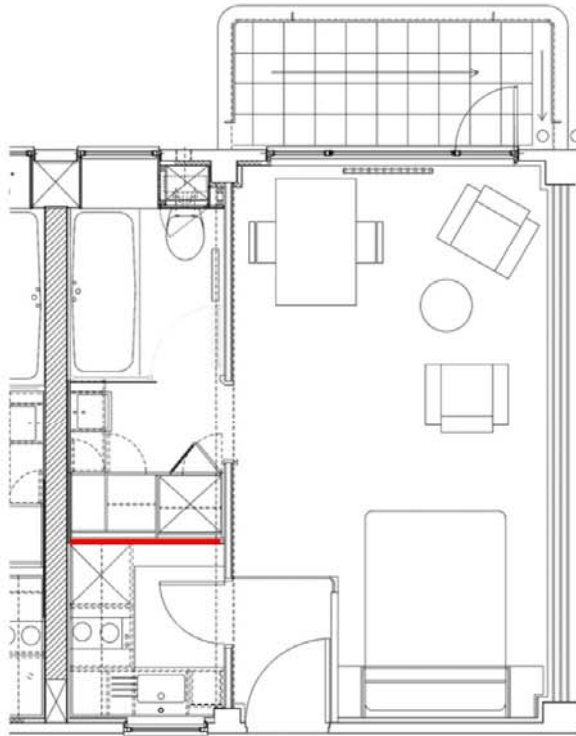
# U.K. Case Study - Listed Building



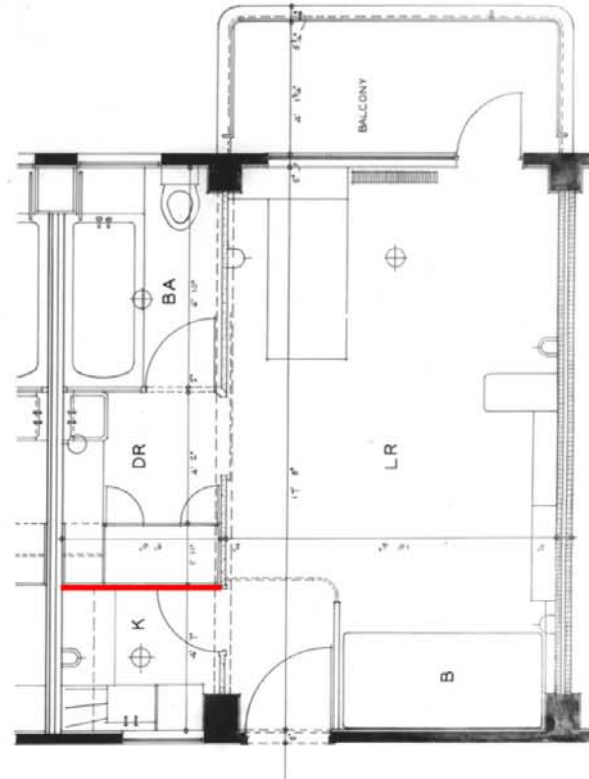
# U.K. Case Study - Listed Building

## ‘Listed Building’

- penthouse / key worker housing / micro-flats



Revised



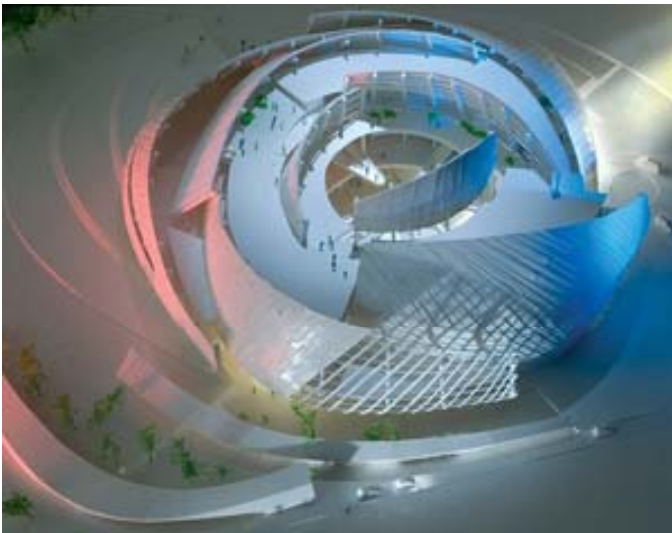
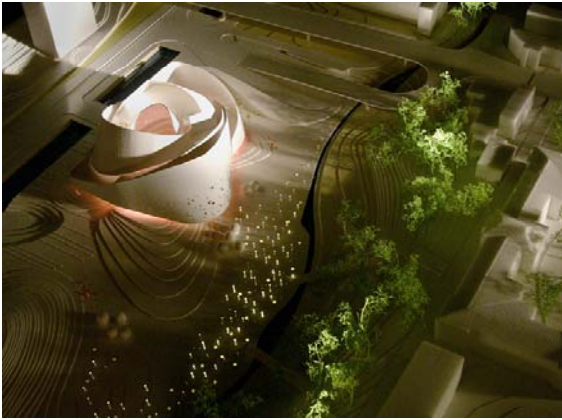
Original



# Massar Children's Discovery Centre, Syria

‘... the Discovery Centre has sustainability at its heart’

‘... re-interpret traditional visual themes of Syrian culture’



Buro Happold

Henning Larsen Architects

Martha Schwartz Partners



*Rosa damascena*

## Our role: Alignment - Synergy Consulting

**Developing ...**  
**Shared Vision**  
**Consistent Values**  
**Best Value**

### **Brand Strategy**

Vision ... Ethos ... Values ... Attributes

Profile ... Image ... Name ... Themes ...  
Messages

Brand Identity ... Communications

### **Built Environment**

Planning

Architecture ... Urban Design ...  
Landscape

Infrastructure

**concepts ... coordination ... implementation**



# Creating a mini-city - Announcement



## NEW CITY LIFE

Issue no.1 March 2009  
www.ra-news.ru

### RUBLYOVO-ARKHANGELSKOYE IS A BRAND NEW CITY AND ONE OF THE LARGEST DEVELOPMENT PROJECTS IN EUROPE



Only 20 minutes away from Moscow, yet a world apart in the beauty of its architecture, landscape and surroundings.

What sets Rublyovo-Arkhangelskoye apart from all other developments in the region is that it will be a fully integrated and autonomous town in its own right.

Located in the prestigious north western region, 3 km from the Moscow outer ring road and directly connected to the Novorizhskoye highway.

The brand for the new city reflects the rich diversity that it offers. Bringing together a number of different elements to form the initials of the name RA, the brand communicates the dynamic spirit of the enterprise.

At the very centre is the developer endorsement brand. This symbol, which has evolved out of the original bird of paradise logo, reflects the unity of purpose of all those involved in the development.



### MASTERPLAN CONCEPT



The overall planning concept draws on well established principles of European city models. At the heart of the city is a central square surrounded by traditional street patterns and a canal that reflects the bow of the river. Around and further out from the central core are a series of different surrounding districts, each with their own distinctive characteristics in terms of architecture, landscape, function and facilities.

The result is a coherent, integrated masterplan that also provides a wide variety of choice for living and working. The city therefore works at both a macro and a micro level with local facilities close at hand – never more than a 5 minute walk away. Conceived on a grand scale, it also has a very human touch.

### FIRST PHASE UNDERWAY

The first phase is well underway and construction of the initial 1,500,000m<sup>2</sup> of projects starts on site in summer/autumn this year:

- Road, footpath and engineering infrastructure projects including canal construction, embankment and river navigation works.
- Two major residential complexes in the heart of the city. Both will offer a variety of apartment sizes and aspects, excellent security and a choice of stores, restaurants and other facilities.
- A Business Park providing Class A offices with ultra modern communications, good car parking facilities, located on the bank of the Moskva river with easy access to the Novorizhskoye highway.
- A School and Kindergarten with full facilities including classrooms, play areas, swimming pool, gym, medical centre and library.
- Outpatients Hospital providing a range of adult and children's medical services.



### AT A GLANCE

- Over 300 hectares total surface area
- Over \$9 billion investment
- 10 years total construction period
- Predicted population of over 40,000 people
- Over 20,000 living units
- Infrastructure facilities - over 1,000,000m<sup>2</sup> including schools, kindergartens, health facilities, stores, restaurants, fitness centres, exhibition halls, business centres and other.



### SURROUNDED BY WATER AND NATURE

Water and nature permeate the city. The Moskva river, crossed by stunning bridges surrounds Rublyovo-Arkhangelskoye on three sides. The canal, lakes, fountains, parks, squares and boulevards enliven the different districts. Water based activities are an important leisure opportunity, together with golf, horse riding and other outdoor pursuits.



### A PLACE OF HISTORY AND CELEBRITIES

The name of the city contains vivid references to fame, history and fortune - the nearby 18th century Arkhangelskoye palace, once the residence of the noble Yusupov family and also Rublyovskoye Shosse, which runs to the south of the site, a prestigious area favoured by celebrities, top businessmen and politicians.

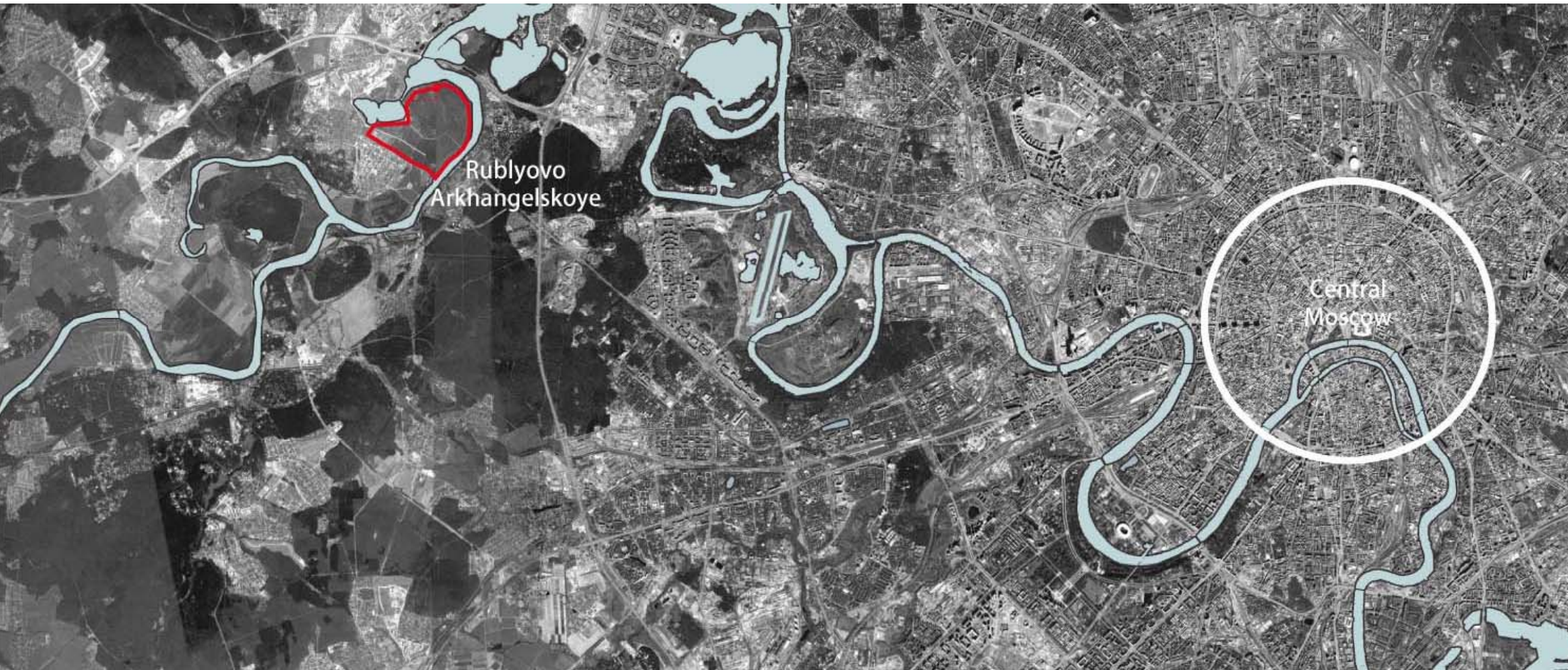


### INTERNATIONAL DEVELOPMENT TEAM

The team working on the project includes leading International and Russian companies such as "GUP NIIPI Gerplana Moskvly", creative boutique of S.B. Tschenko, architect bureau of Pavel Andreev, bureau of architect Voronov, "ABV Group", LLC "Miran-proekt", engineering bureau "Sergey Kiselev and partners", LLC "Studia Storony", architect bureau "Ostozhenska", architect bureau under the guidance of A.Zherbatov, engineering companies "Ingeproekt", "Kanalstroyprom", "Stroyproekt", Woods Bagot, Hales Associates, Broadway Malyan, Aulet Fitzroy Robinson International and others.



# Creating a mini-city - Location

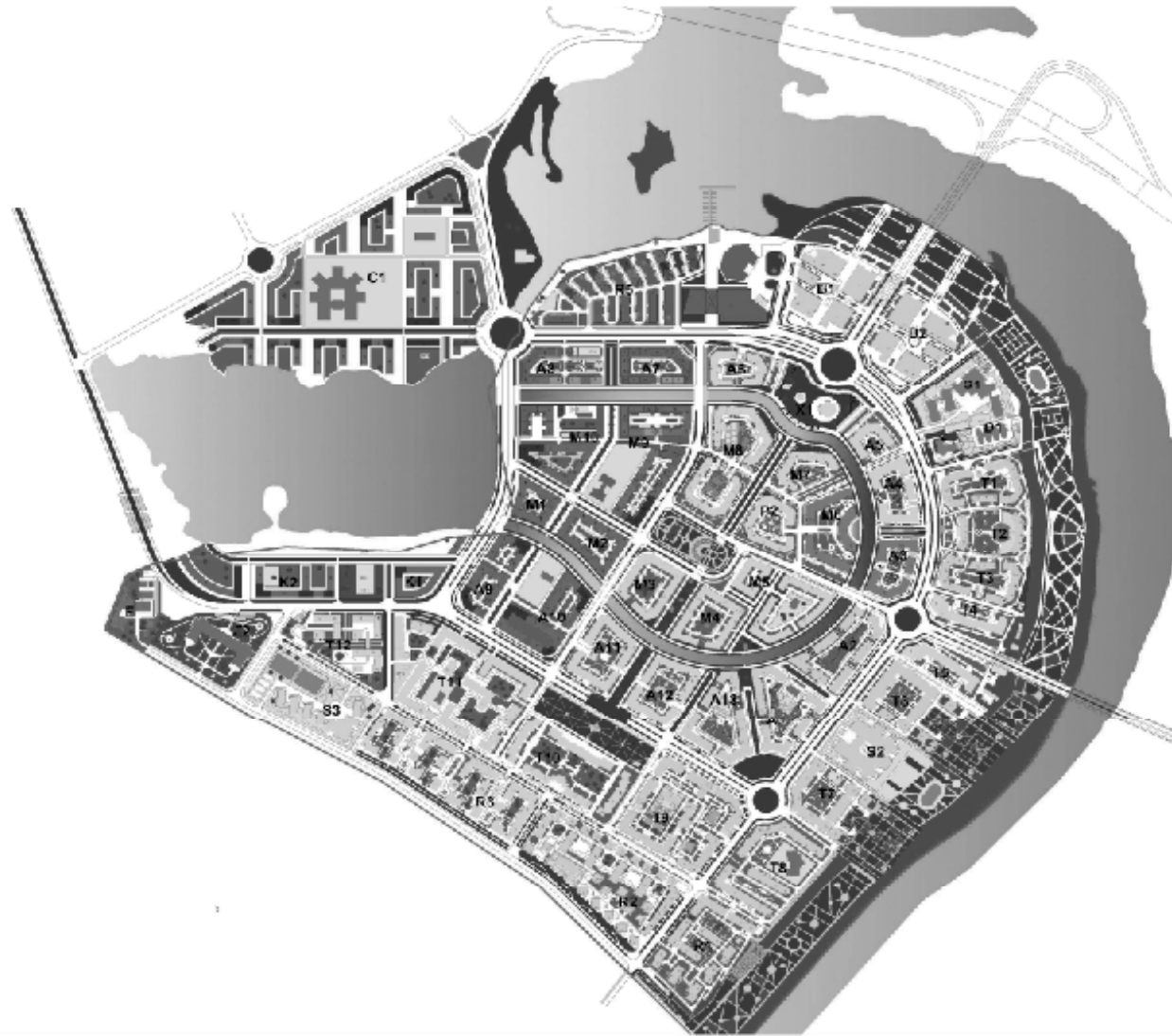




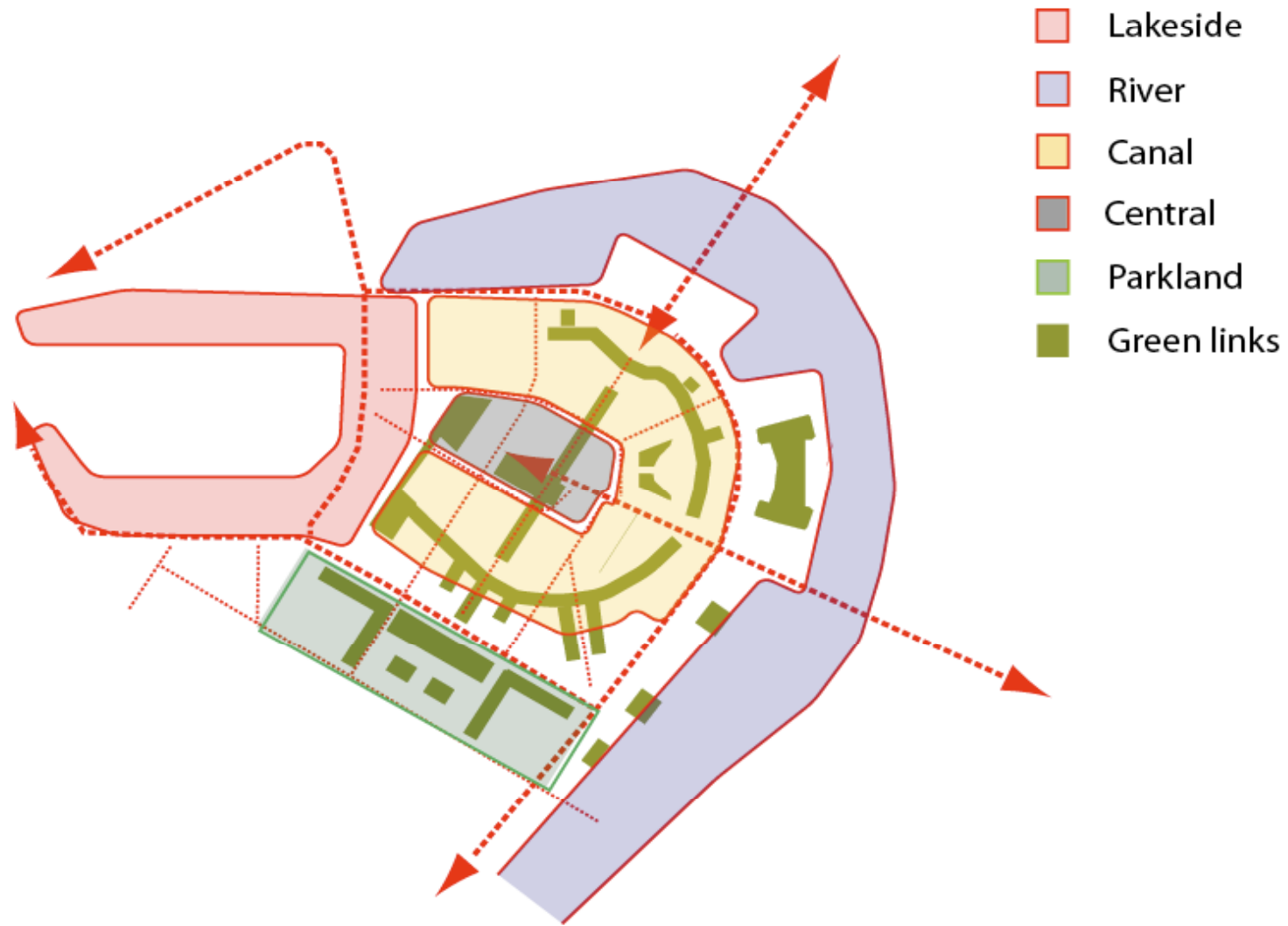
# Creating a mini-city - The Site



# Creating a mini-city - Masterplanning



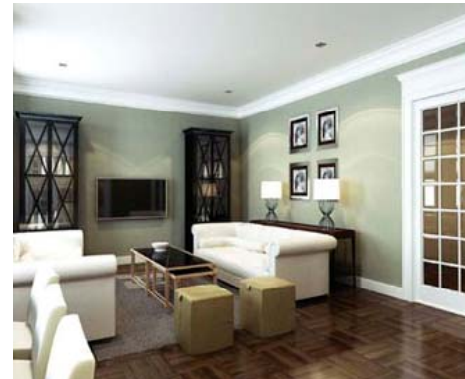
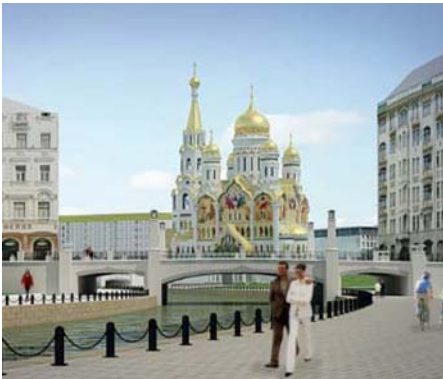
# Creating a mini-city - Zoning





# Creating a mini-city - Architecture

## Creating a balance

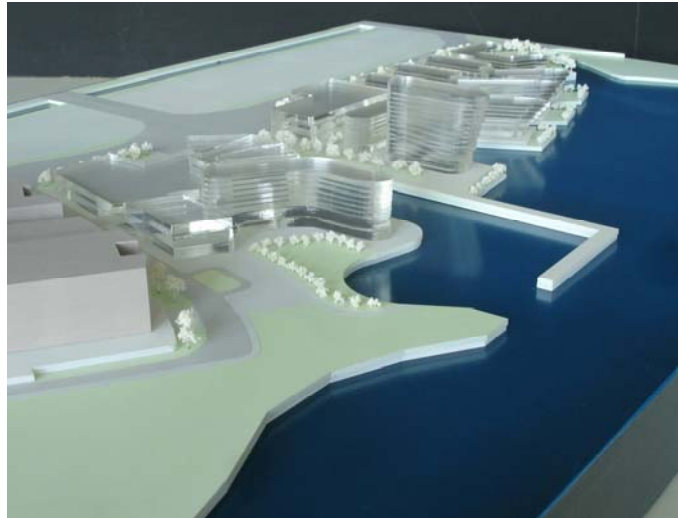
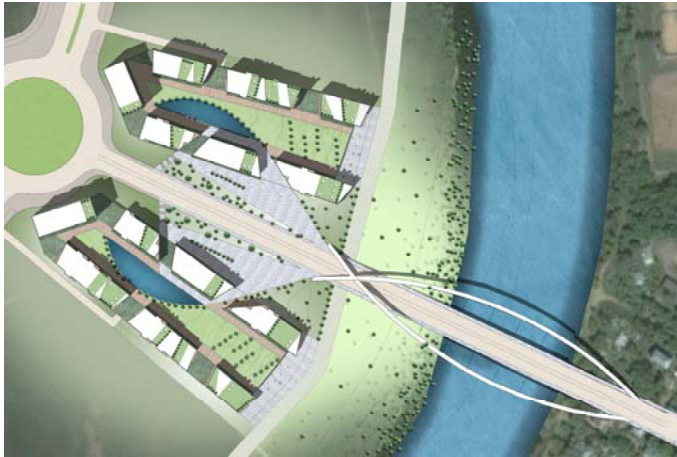


**Classical ... Traditional ... Contemporary**



# Creating a mini-city - Architecture

## Balancing Act - 12 local and international



## Zone co-ordination and theming

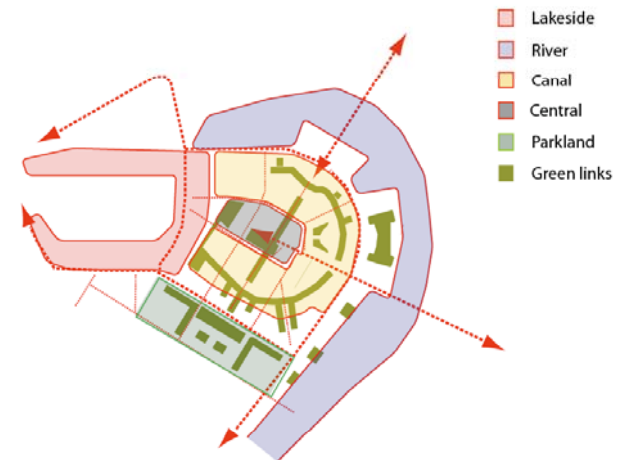


# Creating a mini-city - Urban Design

## Concepts

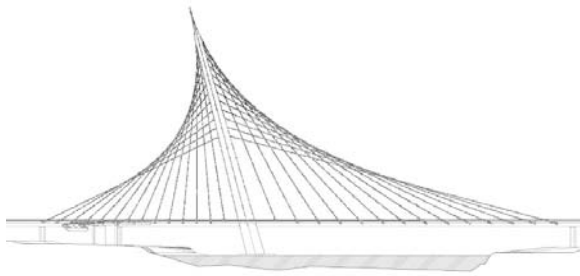


**Creating a cohesive public realm**  
rest ... play ... themed zones



# Creating a mini-city - Infrastructure

## Signature bridges / destinations



**Section: Novorizhskiy Bridge**



*Visualisation: Novorizhskiy Bridge by Night*



# Creating a mini-city - Vision

## THE VISION



A future proof development  
Long term appeal.  
Relevance + sustainability



A gateway to a better life



A range of lifestyles +  
work options



Freedom within security

## A FIRST CHOICE LOCATION & DESTINATION

"THE FUTURE NOW"

---

5 KEY DEVELOPMENT PRINCIPLES  
A UNIFIED VISION FOR ACTION



A vibrant community  
in a beautiful place

# Creating a mini-city - Attributes

## OPTIMISE KEY ELEMENTS

### LOCATION

20 minutes from central Moscow but a world away.



### PLANNING & INFRASTRUCTURE

Distinct districts.  
Individual character & appeal within an overall coherence.  
Experience of space and quality.



### ARCHITECTURE

Fusion of contemporary, heritage & traditional values.  
Memorable skyline.



### LANDSCAPE

Green, fresh, natural, diverse.  
Outstanding hard & soft landscaping.



### WATER

Surrounded by water; the freshest part of the Moscow river.  
Water features: fountains, bridges, ice sculptures, skating.  
Changing character & perspectives.  
Cool, fresh, calm, reflective, inspirational/dynamic, energetic, lively.

# Creating a mini-city - Activities

CITY BRAND / FACILITIES

## FACILITIES



### LIVE

Choice of houses, apartments, maisonettes; city/country living, urban edge environments, contemporary/traditional.  
High specification, state of the art amenities/technology, luxury, comfort, convenience.



### WORK

Major office complexes & headquarters.  
Multi use, flexible business units.



### PLAY

Outdoor activities – horse riding water sports, walking, skating  
Entertainment – cinema, theatre, centre events, festivals  
Social enjoyment - dining, bars, clubs...  
Indoor facilities – swimming, sports centres, bowling



### ENHANCE

Art and sculpture.  
Music, dance, drama, art, poetry, literature.  
Churches, community centres, libraries.  
Celebrations & remembrances.

Diversity... Breadth... Depth...



### HEALTH & HEALING

Hospitals, health centres, doctors & dentist surgeries.  
Expertise, care & advice.  
Fresh air, healthy living.



### CONNECT/MOVE

Good connections – roads, bridges, interchanges.  
Advanced personal facilities – helipad, electric car/scooter hire, bio fuel.  
Excellent parking & public transport, car sharing schemes.  
Car free zones, pedestrianisation, cycle paths.  
Tram/monorail network, fast commuter ferries, boats & canals.



### LEARN

Schools, colleges, academies – latest thinking & philosophies; future generation.  
Cultural events & exhibitions.  
Lifelong learning & personal development – from creches to evening classes.



# Creating a mini-city - Target Audiences

## KEY AUDIENCES + INFLUENCERS: NEEDS + ASPIRATIONS



### POTENTIAL RESIDENTS

Families, singles, couples, young, middle aged, retired.  
Professional, affluent, aspirational, going places.  
Established, successful, more time for themselves.

Upgrading, improving, realising ambitions, looking to the future, living life to the full.



### VISITORS

Pleasure visitors – retail, leisure, day out/ special event.  
Friends & relations, business visitors.  
Opening up new opportunities, a rewarding & satisfying experience



### COMMERCIAL ORGANISATIONS

Wide range of companies, services & sectors  
Established/start up businesses.  
Management & staff, local workers & commuters.  
Retailers, leisure & service operators.

Relocation, growth, expansion  
Recruitment, advancement, promotion  
Convenience, access, resource  
New markets/customers, sales opportunities  
Integrated business community & network

# Creating a mini-city - Target Audiences

## KEY AUDIENCES + INFLUENCERS: NEEDS + ASPIRATIONS



### INSTITUTIONS

National, local, international.  
Governmental, educational, sporting &  
cultural establishments.  
Investors.

Added value, prestige, presence, political influence  
Opportunity, development, profile



### MEDIA

Facts, figures, profiles, what's going on  
Local information – press, radio,  
communication centres, regular bulletins.  
National media/ journalists.

Information, knowledge, stories, point of  
view/difference



### CONSULTANTS

Architects, engineers, planners, specialists  
eg transportation.  
Advertising agencies, PR consultants.  
Property brokers & consultants.

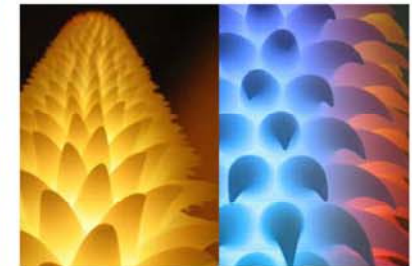
Understanding, contribution, role, macro and  
micro perspectives



# Creating a mini-city - Themes

CITY BRAND / THEMES, IMAGERY, MESSAGING

THEMES, IMAGERY, MESSAGING



CITY OF LIGHT

'The future is bright'

Glow, beam, brightness, radiance, luminous, illumination, sunny, sunlit

Natural light – day, sun, moon, stars

Light creations – light sculptures, floor lighting

Night lighting – street lamps,

Interior lighting



# Creating a mini-city - Themes

CITY BRAND / THEMES, IMAGERY, MESSAGING

THEMES, IMAGERY, MESSAGING



URBAN / RURAL DYNAMIC

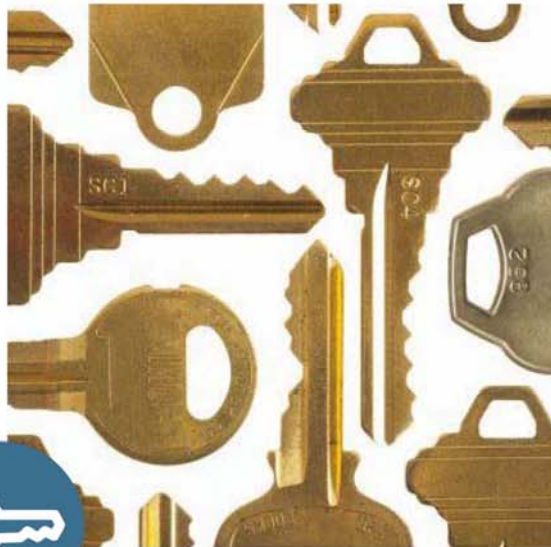
'The best of both worlds'

Close to centre, yet a world away  
Accessible, convenient  
Urban vibrancy/rural retreat

# Creating a mini-city - Themes

CITY BRAND / THEMES, IMAGERY, MESSAGING

THEMES, IMAGERY, MESSAGING



SECURITY

'A Sure Future'  
'An oasis of freedom'  
'In safe hands'

Safe, protected, watched over, cared for  
Comfort, confidence, calm, seclusion, Privacy assured,  
no worries/carefree  
Openness, freedom, liberty, unrestricted  
Oasis, haven  
Like minded community



# Creating a mini-city - Themes

CITY BRAND / THEMES, IMAGERY, MESSAGING

THEMES, IMAGERY, MESSAGING



SUSTAINABILITY

'New generation experience'  
'A new way of life'

Responsible, nurture, long term view, preserve, protect and conserve

Embracing latest sustainability and environmental values - maximising natural light, materials and green technology  
Environment, natural materials, greenery, water -  
Community  
Future Proofing



# Creating a mini-city - Themes

CITY BRAND / THEMES, IMAGERY, MESSAGING

THEMES, IMAGERY, MESSAGING



'A vibrant community'

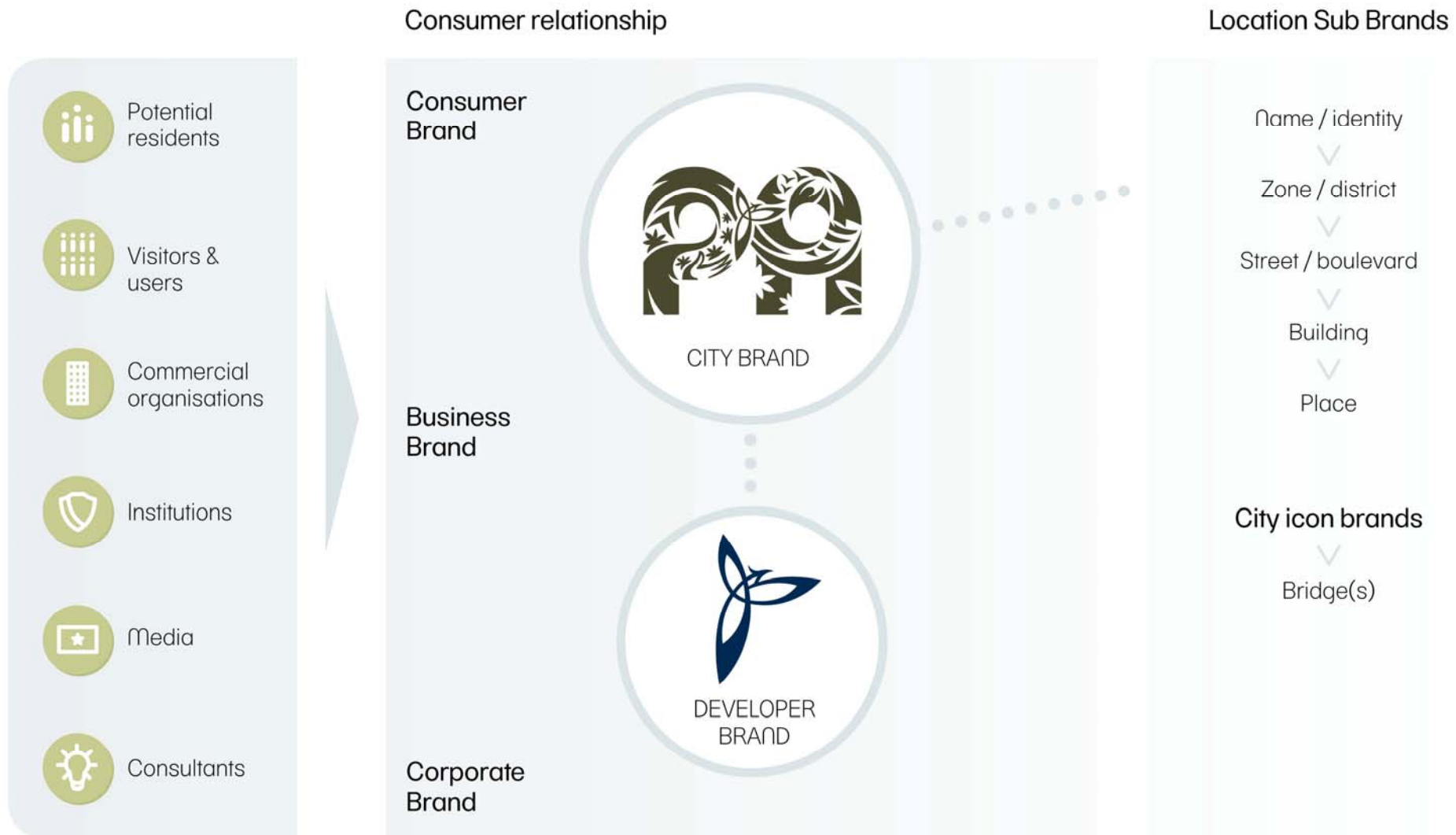
Pulse, buzz

Spirituality, shared beliefs and values

Community hub/amenities, traditional core, central focus

# Creating a mini-city - Brand Strategy

## AUDIENCES



### Application strategy

Planning. Architecture. Infrastructure. Landscape. Marketing + Communications. Media Plan. P.R. Events. Activities. Visitor Centre.

# Creating a mini-city - Brand Synergy

## BRAND STRATEGY CHECKLIST

### Audience



Potential residents



Visitors



Commercial organisations



Institutions



Media



Consultants

### Vision



SECURITY



SUSTAINABILITY



GATEWAY



LIFESTYLE



COMMUNITY

### Elements



LOCATION



PLANNING



ARCHITECTURE



LANDSCAPE



WATER

### Facilities



LIVE



WORK



PLAY



ENHANCE



LEARN



CONNECT



HEALTH

### Themes, imagery, messages



CITY OF LIGHT



URBAN/RURAL



CHOICE



SECURITY



SUSTAINABILITY



HEART



GATEWAY



# Creating a mini-city - Communications

## Objectives $\Rightarrow$ Strategy

“A city for me”

Current perceptions

- “Not for me”-  
misunderstood, misinterpreted
- Unaware
- “Not happening”
- “City of millionaires”

Misconceptions  
Misinformation  
Misunderstandings

Re-align perceptions

- Positive Awareness
- Knowledge
- Confidence
- Engagement



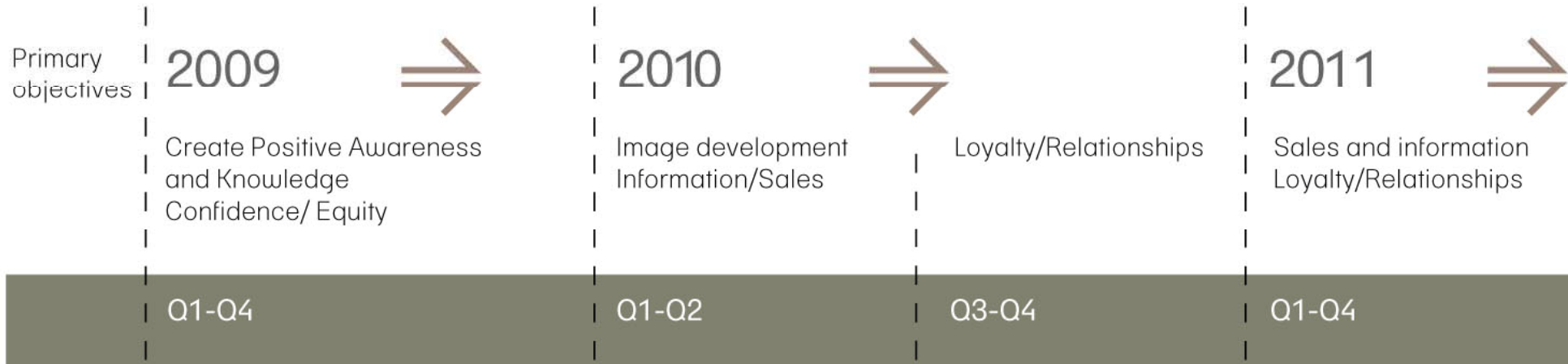
Now



Future

# Creating a mini-city - Communications

## Project programme



“Achievable goals”



# Creating a mini-city - Communications

Media available



Select appropriate media - Focus, Relevance and Efficiency



THE VISION

