

MP4: Making Places Profitable - Private and Public Spaces



PLACE-KEEPING CHARTER

We are committed through the Charter to promoting and developing place-keeping, where we understand place-keeping to be defined as:

“The long-term management of places, which ensures that social, environmental and economic quality and benefits that a place brings, can be enjoyed now and by future generations.”

By adopting the Charter we seek to work with our place-keeping partners to retain and enhance high-quality, sustainable places, which are valued by users who want to visit them again and again. This means we will:

Promote partnership working to facilitate place-keeping by:

- Involving all sectors (public, private, community and third sector) to make best use of our individual capacities and skills
- Welcoming private partners as valued contributors to the development of place-keeping
- Developing local and area-based approaches ensuring both local knowledge and commitment are visible and valued
- Involving partners from the start of place-keeping decision making processes
- Agreeing realistic goals and time scales with partners to avoid raising unrealistic expectations
- Ensuring place-keeping has a voice and advocate at a strategic political level

Encourage the long-term use of spaces as a part of place-keeping by:

- Supporting and encouraging community ownership of spaces through place-based events and activities
- Promoting local spaces to our schools, health centres, community groups and other organisations whose activities and programmes could benefit from greater use of open spaces

- Developing patterns of annual and long-term open space community use, through activities such as workshops, festivals, gatherings, celebrations, meetings, presentations, exercise programmes and play groups etc
- Sharing place-keeping best practice and outcomes with other groups, cities, regions, nationally and internationally
- Understanding that each space and community is different and valuing the diversity in use of space - thereby giving our communities a greater sense of belonging and spaces a lasting local identity

Increase awareness of place-keeping by:

- Linking together with those working in different sectors (health, education, environment, social care, policing etc.) to identify and achieve our compatible aims, share skills and agree areas of mutually beneficial support
- Actively promoting our place-keeping activities and sharing skills with one another in an open and transparent manner
- Raising community awareness of place-keeping at a local scale and how we as individuals and community groups may become involved

- Simplifying communication channels, agreeing contact points and persons for place-keeping within our own organisations
- Putting pressure on funding bodies to provide grants for revenue funding (place-keeping) not just capital (place-making)

Encourage development of innovative place-keeping practice by:

- Recognising the added value that different groups bring to management and maintenance of our open spaces and being flexible in our approach
- Taking a long-term, responsive and locally appropriate approach to design, management and maintenance as community ownership and use of spaces develops
- Providing expert, professional facilitation to ensure all stakeholder groups (regardless of sector) are properly supported to develop and sustain place-keeping skills
- Ensuring the design and materials used enable facilitate sustainable management and maintenance through focus on using local materials, knowledge and skills
- Considering place-keeping before place-making when producing master-plans (master-keeping) to enhance the likelihood of sustainable long term care