

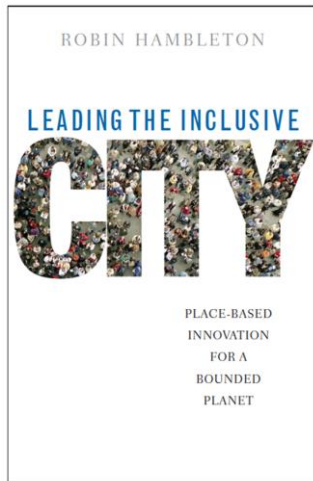


‘Place’ in Public Policy: Place-making, Place-shaping and Place-marketing

A presentation in four parts:

- **Thinking about place**
- **Place and public leadership**
- **Place strategies**
- **Leading place-based collaboration**

Leading the inclusive city



A decline in the power of place?

- The traditional view: place was highly valued
- The idea of 'No place like home'
- Globalisation since 1980s: power of place in decline
 - The 'space of flows' supersedes the 'space of places'
 - Manuel Castells (1989) The Informational City
- A brave new hyper-connected world
 - Facebook; LinkedIn; Twitter; and all the rest
- False conclusion: place doesn't matter any more

The re-emergence of place

Five reasons why place matters:

- Place-based identity
- Environment, local loyalty and the quality of life
- Enhancing governmental effectiveness
- Places as building blocks for democracy
- The need to combat place-less power

What do we mean by place?

**‘Leading the Inclusive City’ (p 82) definition of place:
‘Somewhere somebody cares about’**

- **People endow places with meaning**
- **Place identity is multi-level**

To pay attention to place does not mean rejecting other sources of identity



Perspectives on public policy

- **Silo thinking in central governments**

‘Single purpose departments have some of the qualities of sensory-deprivation tanks’

James C. Scott (1998) *Seeing like a State*

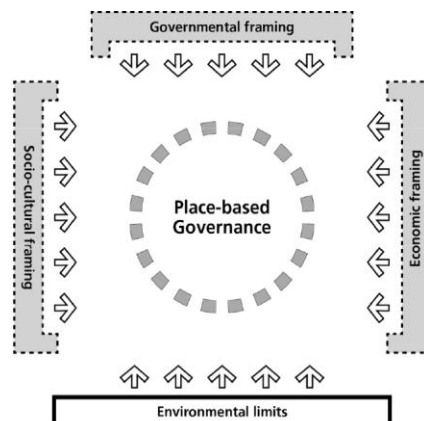
- **Briefing systems and power structures = obstacles**

- **Contrast a place-based approach**

Warren Magnusson (2011) ‘Politics of Urbanism: Seeing like a city’

- **The idea of place-based leadership**

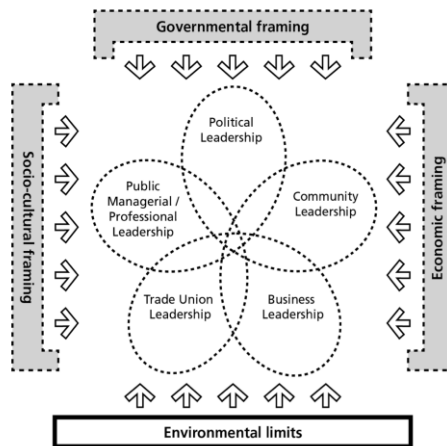
FRAMING THE POWER OF PLACE



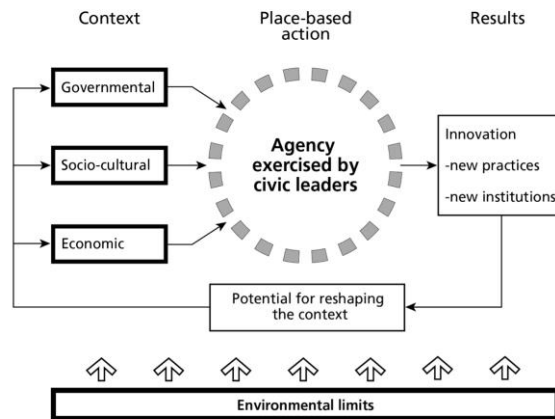
REALMS OF PLACE BASED LEADERSHIP AND INNOVATION ZONES IN THE MODERN CITY



PLACE BASED LEADERSHIP IN CONTEXT



A PROCESS MODEL OF CIVIC LEADERSHIP



Place-making

- The planning, design and construction of places
- Traditional themes:
 - physicality, character, imageability, public space
 - environmentalism, connectivity, land use/transportation
- More recent themes:
 - climate-proofing, healthy cities, new urbanism
 - economic development, promoting social enterprise
- Ireland 2040 Our Plan...
 - refers to 'A Place-making Strategy'
 - (Section 4 of 'Issues and Choices' paper, February 2017)

Place-shaping

- More than physical planning and design
- Involves enhance the role of local government
 - Lyons Inquiry (2007) Place-shaping: A shared ambition for the future of local government
- My definition:
 - 'Elected local authorities adopting a strategic role to shape the places they govern in order to promote the well-being of all the people who live there'
- An outgoing role for local government
- City and spatial development strategies

Place-marketing

- Stems from product marketing

First example, the selling of Los Angeles to pioneers

- Real estate capitalism...

With globalisation place-marketing has become more sophisticated. Tourism industry influential.

- Attracting businesses or attracting people?

- Contrasting views:

Place-marketing (and branding) commodify places

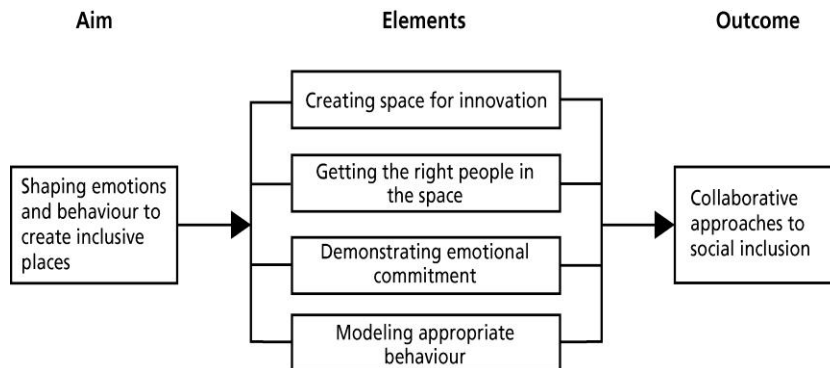
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Place-branding as an expression of local identity



Leading public service innovation

From 'Leading the Inclusive City' (p165)



Collaborative leadership

Local authorities can do 'more with more' by developing innovative ways of working collaboratively to advance social inclusion even at a time of public spending cuts.

Create 'innovation zones' – spaces where people with different backgrounds and perspectives come together to co-create breakthrough practice.

Foster a culture of innovation: demonstrate how to work collaboratively, give permission to take risks and try out new ideas, and manage fear of failure

Support catalysts for innovation – identify and value experienced outsiders, external drivers of momentum, potential 'innovation zones', people skilled at spanning boundaries, etc.

Place-based leadership can orchestrate a process of social discovery and promote radical innovation



**THANK
YOU**

Robin Hambleton | Urban Answers

