

David Birkbeck
Design for Homes

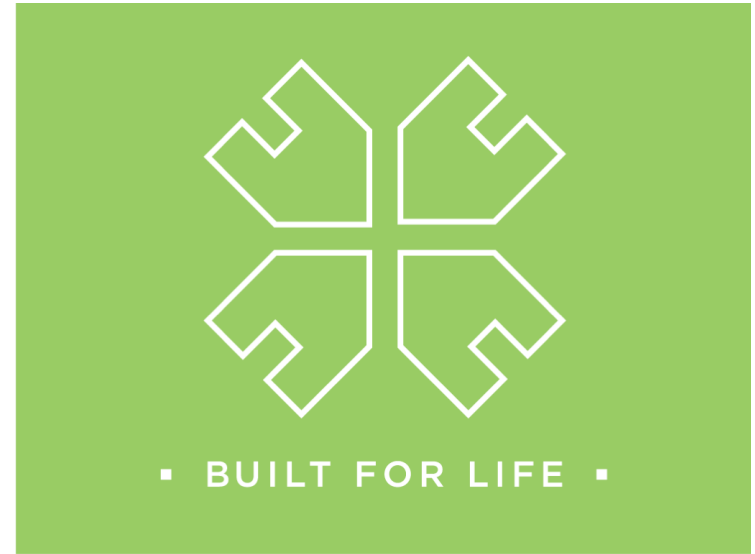
&

Stefan Kruczkowski
Nottingham Trent University

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BUILDING
FOR LIFE **12**



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■ BUILT FOR LIFE ■

BFL12 is a fair 'friends and family test'

Nick Boles, 27.06.13 at NHBC:

"I love BFL because the principles were not created by government. They are not narrow, although they can be demanding."



It was always evolving

BUILDING FOR LIFE

PROVIDING QUALITY HOMES WE NEED: TEN WAYS FOR THE GOVERNMENT TO HELP

Delivering great places to live

20 questions you need to answer

BUILDING FOR LIFE

Delivering great places to live: 20 questions you need to answer

BUILDING FOR LIFE

The sign of a good place to live

BUILDING FOR LIFE 12



BUILT FOR LIFE







Building for Life is the industry standard, endorsed by Government, for well-designed homes and neighbourhoods that local communities, local authorities and developers are invited to use to stimulate conversations about creating good places to live.¹



Four trends

1. Spatial composition and layout

Connectivity/walkability
Legibility







KAY CLOSE

FG51 DCD

TO LET
Call
01273 811111

YOUR MOVE
FOR
9.95



Source: GoogleMaps/StreetView





40-42
FORTY ACRE ROAD



Four trends

2. Accommodating the car

Amount, location and desirability of parking





W289 UAX

P438 YWA

R004 HXC

















Four trends

3. Landscaping

*Too hard, too mean, needs to be respected
as the basis of character*





FH51 VUX

PEUGEOT SX51 FEG 206









Four trends

4. Threshold to home and a clear demise

Identifying what's public and what's private
Robust and practical landscaping
Waste storage





40







NO
PARKING



CITY OF NOTTINGHAM
CITY OF NOTTINGHAM
CITY OF NOTTINGHAM

CITY OF NOTTINGHAM

CITY OF NOTTINGHAM

34
CITY OF NOTTINGHAM



07.06.2012 10:25









FirstBuy
available
here

David
Brown
Homes

FOR SALE

FOR SALE

FOR SALE





So where does this leave us?



***Valuations do not necessarily
(positively or negatively)
respond to urban design
quality***

***Home builders value things
that help them sell homes
faster and improve the appeal
of their offer to consumers***

***Post-completion awards
do not help housebuilders
at the point of sale***

Can an accreditation process align with what people want from new-build development – ‘The People that Walk by’ test?

(Or Boles’) ‘friends and family test’?

Change of ethos to earn industry buy-in

Voluntary accreditation scheme – opportunity for brand differentiation

Point of sale to raise consumer consciousness

Annual awards for the best of the best (?)





• BUILT FOR LIFE •

Manor Kingsway
Kier Partnership Homes



• BUILT FOR LIFE •

Starvehall Farm
Gloucestershire County Council



• BUILT FOR LIFE •

Roussillon Park
Zero C



• BUILT FOR LIFE •

Seven Acres
Homes by Skanska



• BUILT FOR LIFE •

Church Fields
Taylor Wimpey



If we can...

Raise consumer consciousness

Offer a non-bureaucratic QA tool

Direct discussion about design to what's fair

