



M10

**masterplanning: learning the
lessons of the last 10 years**

**OUTLINE
PROSPECTUS
FOR ACADEMIC
PARTNER**

INTRODUCTION

M10 is envisaged as a research programme within a leading university, probably of three year duration, and involving several researchers. Its aim is to set out the next generation of good practice for masterplanning. It will evaluate the masterplanning evidence of the first decade of the millennium using a framework that re-defines the concept and practice of masterplanning to include contemporary influences and insights.

This document is an outline prospectus to elicit expressions of interest from potential academic partners. It contains brief information about the initiative and the process for recruiting the partner. The [website](#) contains more detail which can also be elaborated by personal contact.

BACKGROUND

The research concept was initially conceived over three and half years ago by Philip Kassanis as a PhD and was acceptable in principle to 3 universities. However it was not financially viable in this form and the requirements of a PhD would have restricted its ambitious scope. It was therefore re-imagined as a research programme that could attract significant funding from public and private sector sources. The proposition was then carried forward by [Philip Kassanis Architect and Urban Designer](#) along with a parallel practical initiative for bottom-up planning, OurPlanning™ (see separate prospectus).

A start had been organised in 2012 with one university but it became clear that it was premature because certain aspects of the relationship between M10 and OurPlanning™ were insufficiently resolved. In October 2012 a not-for-profit company, [Open Urbanism](#), was founded to specifically develop and deliver both initiatives in an integrated way. Work on M10 was put on hold while OurPlanning™ was reviewed with help of [The Glass-House](#) using funding from the Technology Strategy Board under its Innovation Voucher scheme. Both are now ready to commence. £50,000 seed funding is already secured from a social philanthropist.

MAIN FEATURES OF M10

Conceptual

Aims to overhaul the basis of practice in the field of masterplanning by...

- Evaluating the rich seam of evidence of masterplanning from the first decade of the millenium.
- Developing a framework for this that re-defines the concept and practice of masterplanning to include contemporary influences and insights. It originates from an MA and has been developed informally since.
- Recognising that masterplanning is a cross disciplinary, cross sectorial activity and co-authoring papers with academics from other relevant disciplines (eg economics, geography, and anthropology).
- Developing and deploying mass-collaboration techniques to access a large amount of evidence to be both authoritative and comprehensive.

Practicalities

Some initial estimates of the practicalities are...

- 3 year project
- A team of 2 or 3 researchers (not full time)
- Funding in the order of £350,000

Drivers

Some drivers for the research include...

- The existence of a rich seam of evidence that no one else seems to be analysing.
- The existence of a credible provisional framework for analysis that includes contemporary insights and influences that is good foundation for further academic development.
- During the first decade of the millennium the availability of capital allowed the old model for planning and regeneration to be unswervingly rolled out. With all energy channelled into delivering the great throughput of opportunities, shortcomings in the practice of masterplanning were masked and went unnoticed. For example some expert opinion judges it to be one of the most misunderstood tools in the British planning and design lexicon¹.
- Masterplanning is one of the main instruments in the task of regeneration. Historically this has been a large item of public expenditure (e.g. £40bn in 2007/8). The efficacy of tools with such an impact needs to be under constant review to ensure they provide value for public money. The Audit Commission used to have a framework for this but it has now been disbanded.
- A general property of all forms of planning is that they leverage benefits far in excess of the resources needed to create the planning. Masterplanning is worth doing while capital is scarce. It can be a smart move to make the best use of limited funds and ensures that preparations are in place for a time when more capital becomes available.
- It is widely accepted that investing in infrastructure is one of the few measures that can help to steer a way out of a period of low growth. One of the principle functions of masterplanning is to identify which infrastructure will enable further development. Thus in order to ensure that limited resources are channelled into the correct infrastructure it becomes necessary to engage in masterplanning.

¹ PUNTER, J. (ed.), 2009. Urban Design and the British Urban Renaissance. London: Routledge.

THE PARTNERSHIP

Summary of roles

- Open Urbanism
 - » founder and overall vision
 - » partnership leader
 - » co-development of project
 - » executive functions for the project
 - » research
 - » lead on fundraising
 - » administration of funds
- Academic Partner
 - » supervise research
 - » co-development of project
 - » contribute its experience within the field and access to necessary relevant “resources”
 - » broker collaborative relationships with academics in other relevant discipline within the university or in other academic institutions
 - » provide access to researchers or help with recruitment
 - » provide assistance to Open Urbanism with funding bids
 - » lead funding bids that are geared to the academic environment
 - » help provide a coherent interface with the OurPlanning™ initiative which it is hoped will be carried out within the same academic institution
 - » broker relationships that will assist the development and delivery of the initiative

INVITATION TO EXPRESS INTEREST IN BECOMING A PARTNER

You are invited to express interest in becoming the academic partner. Once expressions of interest are received a shortlisting process will begin. The form of this process is not yet worked out but more detail of the project will be shared at that stage.

CONTACT

Philip Kassanis | info@masterplanning.org.uk | 07899 710142.

More information on can be found at www.openurbanism.co.uk.