



IMAGINING THE FUTURE TOGETHER

The RCA announces a major new research project working with industry partners, local councils and charities in the communities of Biggleswade in Bedfordshire, Haltwhistle and surrounding parishes in Northumberland and Lyme Regis in Dorset to reimagine community placemaking and transport planning.

The covid19 pandemic has highlighted the current fragility of our interconnected world: from the importance of our local communities to the impacts on global trade, jobs and our natural environment.

In response to this and wider challenges about the future, designers from the Royal College of Art supported by the professional bodies of TPS, CIHT, RTPI, and private organisations ITP, UK Regeneration and MBC, have come together to seek a better way forward. Together with partners from councils, civil society and charities, the RCA have connected with three rural communities around England so that they can understand their beliefs, feelings and knowledge about their towns. The three communities are Biggleswade in Bedfordshire, Haltwhistle and surrounding parishes in Northumberland and Lyme Regis in Dorset.

We will be using their experience and knowledge to develop a set of tools that will help them to reimagine how they can build their community together, improve the ways they get around their town as well as beyond and how they might share their ideas about the future in more collaborative and supportive ways.

As Lynda Addison OBE, former chair of the Transport Planning Society and chair of CIHT Sustainable Transport Panel says, "We need to create a "plastics" moment, as Sir David Attenborough did for oceans, in the approach to community and transport planning. We want to create places where local services and activities are truly local or accessible and we need to give confidence to all sectors of society that this is deliverable, essential given the major challenges in society, and effective. This will require a paradigm shift in thinking and action and will only be achieved if it is supported and led by local communities as well as politicians and industry partners."

The project will be led by the Intelligent Mobility Design Centre at the RCA and will include an interdisciplinary team from mobility design, architecture, communication and service design who will be using their creative skills to develop a vision of future community planning that is both inclusive and fit for the future. We will be sharing design insights and a prototype proposal from the project on the TPS's Transport Planning Day - 16 November 2020. ^{11.11.20} _{SEP} Stakeholders who have agreed to provide additional knowledge include Living Streets, Sustrans, The RAC Foundation, The National Association of Local Councils, The Centre for Ageing Better and Social Research Associates Ltd.

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For further information or images please contact the Intelligent Mobility Design Centre % imdc@rca.ac.uk

Notes to Editors

About the RCA

The Royal College of Art, the world's number one university for art and design, provides students with unrivalled opportunities to deliver art and design projects that transform the world.

A small, specialist and research-intensive postgraduate institution based in the heart of London, the RCA is a high performing, radical traditionalist in a fast paced world.

The RCA's approach is founded on the premise that art, design, creative thinking, science, engineering and technology must all collaborate to solve today's global challenges.

The College employs around 1000 professionals from around the world – professors, researchers, art and design practitioners, advisers and visiting lecturers – to teach and develop students in 30 academic programmes.

RCA students are exposed to new knowledge in a way that encourages them to experiment. Working across scientific and technical canvases and beyond set boundaries, RCA students seek to solve real-world problems.

The RCA runs joint courses with Imperial College London and the Victoria & Albert Museum. InnovationRCA, the College's centre for enterprise, entrepreneurship, incubation and business support, has helped over 50 RCA business ideas become a reality that has led to the creation of over 600 UK jobs.

The RCA GenerationRCA campaign, launched in 2019, propels the College's radical new academic vision by focusing on three key pillars: 'Place, Projects and People'. This programme sees the RCA transform its campuses and the ways in which the College teaches, researches and creates. It includes the construction of the Herzog & de Meuron-design flagship building in Battersea and introduction of future programmes centres on nano and soft robotics, computer science and machine learning, materials science and the circular economy.

Alumni include Sir David Adjaye OBE, Christopher Bailey MBE, Sir James Dyson CBE, David Hockney OM CH RA, Tracey Emin CBE, Thomas Heatherwick CBE, Lubaina Himid CBE, Dame Zandra Rhodes DBE, Sir Ridley Scott and Clare Waight Keller.

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