Future of the City Centre Symposium

Professor Bob Giddings
Chair of Architecture and Urban Design
Project Leader
Background to Future of the City Centre

development of cities

agricultural
industrial
commercial
retail
leisure
cultural
digital
are we on the cusp of a major change?
Future of the City Centre

International Research Network funded by the Arts and Humanities Research Council

Over 24 months

UK
Australia
South Africa
Brazil

with a symposium in each country
Project Partners
Professor Bob Giddings
Northumbria University – Principal Investigator
Dr Robert Rogerson
University of Strathclyde, Glasgow – Co-Investigator
Dr Marcus Jefferies
University of Newcastle, Australia
– International Partner
Professor PD Rwelamila
University of South Africa, Pretoria
– International Partner
Professor Geovany Silva and Professor Carlos Nome
Federal University of Paraiba, Joao Pessoa, Brazil
– International Partner
A World View

while individual cities cannot represent continents or even countries

they can be indicative of responses from different:

geographies
governance systems
cultures
heritage
populations
Multi and Interdisciplinary Perspectives

Environmental
Social
Economic
Political

Technological
Research Questions in relation to the City Centre

Who is it for?
Which communities could occupy the city centre?

What is it for?
What kind of activities might take place?

Where does its future lie? Is it in commercialism or culture or residence or combinations?

Why is it the focus of human activity?
Why are people attracted to the city centre?

How can its future be guided? What kind of strategies might be engendered?
Symposium Content
The aim of this symposium is to explore how the centres of Newcastle, Gateshead and other UK cities are addressing contemporary challenges and visions for the future.

The sessions will be led by key participants, each offering perspectives on the future challenges and opportunities. These will address the environmental, social, economic, political, and technological dimensions of the city centre. Each contribution is designed to provoke debate about the future.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00</td>
<td>New Models of Development: Gateshead</td>
<td>Peter Udall, Service Director Council Housing, Design and Technical Services Gateshead Council</td>
</tr>
<tr>
<td>10.30</td>
<td>Newcastle City Centre: Getting the Balance Right</td>
<td>Michelle Percy, Assistant Director Commercial Development and Strategic Property, Newcastle City Council</td>
</tr>
<tr>
<td>11.00</td>
<td>Round Table Discussion and Feedback</td>
<td></td>
</tr>
<tr>
<td>12.00</td>
<td>Perspectives from other cities</td>
<td>Stephen O’Malley, Civic Engineers</td>
</tr>
<tr>
<td>12.30</td>
<td>Open Discussion</td>
<td></td>
</tr>
<tr>
<td>13.00</td>
<td>Lunch and Networking</td>
<td></td>
</tr>
</tbody>
</table>
Morning Session Initial Questions

What is the guiding vision currently used to assist in the development of the city centre, including response to internal and external influences?

How has this been constructed and agreed, and how is it being interpreted?

What instruments and forms of governance are evolving to guide, support and deliver visions for the future?
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.00</td>
<td>Introduction to the Session Reflections on Morning Session</td>
<td>Robert Rogerson, Project Co-Leader, University of Strathclyde</td>
</tr>
<tr>
<td>14.30</td>
<td>Vibrant City Centre: Visitors, Inward Investment and Major Events</td>
<td>Kathie Wilcox, Marketing and Communications Director, Matt Bratton, Inward Investment Manager, Carol Bell, Executive Director, Great Exhibition of the North, Newcastle Gateshead Initiative</td>
</tr>
<tr>
<td>15.15</td>
<td>Panel Discussion – Newcastle Gateshead Initiative and Guests</td>
<td></td>
</tr>
<tr>
<td>15.45</td>
<td>Round Table Discussion and Feedback</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>Open Discussion, Summary and Networking</td>
<td></td>
</tr>
</tbody>
</table>
Afternoon Session Initial Questions

How can a vibrant city centre play a role in attracting inward investment and leisure tourism, as well as bidding to host major business, sporting and cultural events?

What should be the socio-economic balance between international, national, regional and local influences?
Recording
Video
Photographs
Audio