



# Evidence base masterclasses

Evidence bases are increasingly important in planning. Producing them can be long, complicated and expensive process. But it doesn't have to be. As the Planning Inspectorate reminds us, the most useful studies are usually the simplest and most focused ones. These half-day classes will help you build a robust evidence base efficiently and will provide a step-by-step guide to help you build your evidence and translate it into development plan policies.

## General housing

19 October 2010 am (London) • 8 April 2011 am (London)

## Affordable housing

19 October 2010 pm (London) • 8 April 2011 pm (London)

## Employment land and economy

3 November 2010 am (London) • 10 May 2011 am (London)

## Retail and town centres

3 November 2010 pm (London) • 10 May 2011 pm (London)

## Infrastructure

11 November 2010 am (London) • 19 May 2011 am (London)

## Local Economic Assessments

11 November 2010 pm (London) • 19 May 2011 pm (London)

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 mediation of space - making of place

## General housing

19 October 2010 (am) • 8 April 2011 (am)

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## Employment and land planning for economic growth

3 November 2010 (am) • 10 May 2011 (am)

## Retail and town centres

3 November 2010 (pm) • 10 May 2011 (pm)

## Infrastructure

11 November 2010 (am) • 19 May 2011 (am)

## Local Economic Assessments

11 November 2010 (pm) • 19 May 2011 (pm)

Location: Central London

Registration and coffee

morning session 9.00-9.30; afternoon session 1.00-1.30

## Why you should attend

Evidence bases are increasingly important in planning. Producing them can be a long, complicated and expensive process. But it doesn't have to be. As the Planning Inspectorate reminds us, the most useful studies are usually the simplest and most focused ones. These classes will help you build a robust evidence base efficiently.

Local authorities are required to prepare and maintain a suite of evidence base studies to underpin their planning policies. These masterclasses will help you prepare some of the studies and keep them refreshed. It will look at the essential evidence studies, how they should be approached, what they should contain and what guidance local authorities should be following so they can demonstrate that their evidence is robust and the policies based on it are sound. It will help you decide what you can do in-house and where you may need specialist help.

Each class will be a step-by-step guide, informed by best practice, to help you build your evidence and translate it into development plan policies. We will also look at how evidence can inform development management decisions.

## Benefits of attending

Attending these masterclasses will enable you to:

1. Understand what evidence you need to assemble
2. Keep it up-to-date and understand how and why it may need refreshing
3. Produce effective evidence base studies yourselves...
4. ...or more effectively commission and manage them
5. Learn how to use key data sources
6. Learn from best practice
7. Avoid common pitfalls and errors which can be costly and add delay

## Who should attend?

- Those who write planning policies
- Those who commission and produce evidence base documents
- Monitoring officers
- Those who use monitoring data

## Season ticket scheme – save up to 30%

Make the most of purchasing these courses through our evidence base masterclass season ticket, offering discounts of up to 30%.

We are offering a number of different dates and times throughout the year, so that you can choose a date and time to suit you and your commitments.

Alternatively, if you are unable to use this package, the 'Evidence Base Masterclass' series offers flexibility enabling individual places to be purchased on any of the courses, or alternatively an organisation can purchase the package and allocate different delegates to attend the different sessions, just like the annual RTPI Season ticket scheme.

## Trainers include:

**Chris Bowden** is Chris Bowden is a geographer and a chartered town planner working at the interface of planning and economics. He has worked for both the public and private sector but specialises in producing the evidence base for LDFs, with a particular focus on housing and infrastructure assessments.

**Lin Cousins** of Three Dragons is a town planner by background and has supported a number of local authorities in producing affordable housing evidence base documents and prepared regional level guidance for use by local authorities.

**Bernard Greep** is a chartered town planner who also holds a degree in architecture and has worked in both the public and private sectors. He has managed many evidence base projects specialising in SHLAAs.

**Peter Keenan** manages many of Roger Tym and Partners' retail studies for both the public and private sector, including both general evidence bases and work on specific issues such as retail-led regeneration.

**Richard Pestell** is a town planner who has specialised in planning for economic growth and employment land, for both the public and private sectors.

**Philip Wallbridge** is a chartered surveyor. He has worked for both the private and public sector, including Derwent London and the South East England Development Agency (SEEDA). Philip joined Roger Tym & Partners in 2008 and has been working largely on infrastructure and viability studies.

# The general housing evidence base

19 October 2010 (am) – event code: 36164

8 April 2011 (am) – event code: 36520

## Why you should attend

This masterclass will focus on the main evidence needed to support LPAs' housing policies. The new government is making many changes to this policy area, but there is still a need to demonstrate a 5-year housing supply and to plan for longer-term needs, and local housing policy must still revolve around the evidence provided in the SHLAA and the SHMA. The masterclass will look at:

- Introduction to SHLAAs
  - Identifying sites to be included in SHLAAs
  - Assessing deliverability
  - Assessing yields
  - What does our SHLAA show us?
- Introduction to SHMAs
  - Assessing current housing markets
  - Assessing future housing demand
  - Assessing current and future levels of housing need
  - Considering the requirements for particular groups
  - What does our SHMA show us?
- Using your evidence in practice to write defensible policies and manage development
- Working with stakeholder groups
  - Who to consult
  - When to consult
- Monitoring and keeping evidence up-to-date
- Recent policy changes
  - Updates to PPS3
  - Abolition of Regional Spatial Strategies

### Trainer:

**Bernard Greep**, Associate Partner, Roger Tym & Partners

# The affordable housing evidence base

22 October 2010 (pm) – event code: 36165

8 April 2011 (pm) – event code: 36521

## Why you should attend

This masterclass will focus on the evidence base needed to produce sound policy on affordable housing. There have been several contentious cases in this area in recent years, and it is important to ensure that affordable housing policy is based on robust evidence, that it stands up to scrutiny, and, importantly, that it delivers what it intends to. We will look in detail at the following:

- Affordable housing – the policy background
  - Affordable housing in PPS3
  - Guidance from the Regional Spatial Strategies
- Precedents in case law
  - Blyth Valley vs Persimmon
  - Wakefield vs Barratt
- Lessons from these cases
  - The need for appropriate evidence, especially concerning achievability
  - Pitfalls to avoid
- The evidence base needed
  - SHMAs
  - Housing needs studies
  - Affordable Housing Economic Viability Assessments
- Consultations – who to involve at what stage
- The effects of varying affordable housing policies on the level of affordable housing delivered – models to consider
- Exploring best practice
- Keeping abreast of changing market conditions – making sure the evidence reflects the current reality

### Trainer:

**Lin Cousins**, Director, Three Dragons

# The employment land and economy evidence base

3 November 2010 (am) – event code: 36166  
10 May 2011 (am) – event code: 36523

## Why you should attend

This masterclass will focus on the main evidence needed to inform LDF policies relating to the economy generally and employment land specifically. National policy encourages authorities to plan for the whole economy, covering town centre uses and public and community services, not just the traditional employment (B-class) uses. So the economy evidence base should combine an employment land review, which looks closely at the need for employment land, with an analysis of the wider economy. The masterclass will include:

- Assessing the local economy
  - Structure
  - Performance
  - Problems
  - Opportunities
  - Growth prospects
- Assessing the need for employment land
  - Identifying how much land you should provide
  - Assessing your existing stock of employment land
  - Identifying new land
- Planning for the 'non-B-economy'
  - Bringing together related studies/strategies
  - Identifying land for economic uses
- Consultations – who knows what and how do you ask?
- Dealing with uncertainty, deliverability and development viability
- Using your evidence
  - To write robust policies and development
  - To underpin development management decisions
- Monitoring and keeping your evidence up-to-date

### Trainer:

**Richard Pestell**, Associate, Roger Tym & Partners

# The retail and town centres evidence base

3 November 2010 (pm) – event code: 36167  
10 May 2011 (pm) – event code: 36524

## Why you should attend

This masterclass will focus on the retail and leisure evidence needed to support retail and town centre policies. Local authorities are expected to assess the need for retail and leisure development taking into account both quantitative and qualitative factors. PPS4 states what is required and its accompanying practice guidance provides detailed explanation of the processes involved. The key elements of a retail and town centre evidence base will be spelt out clearly.

- What evidence does PPS4 require for town centre uses (particularly retail and leisure uses)?
  - What is quantitative need?
  - What is qualitative need?
- What are the key technical inputs into such evidence?
  - Data
  - Surveys
  - Forecasts
- What else is needed?
  - Town centre health checks/audits
  - Site appraisals
  - Consultation
- What are the typical outputs from such evidence? (both quantitative and qualitative)
- Best practice examples
- Avoiding common mistakes and pitfalls
- How to use your evidence to inform holistic town centre strategies and policies?
- Monitoring and keeping your evidence up-to-date

### Trainer:

**Peter Keenan**, Associate, Roger Tym & Partners

# The infrastructure evidence base

11 November 2010 (am) – event code: 36168  
19 May 2011 (am) – event code: 36525

## Why you should attend

This masterclass will focus on the evidence base required to underpin an infrastructure assessment and the development of associated charging mechanisms. Local authorities are expected to undertake an infrastructure assessment in order to understand what infrastructure is needed to support growth and how this is to be funded and delivered. The masterclass will include:

- What evidence does PPS 12 require for infrastructure plans?
  - What work does this require in practice?
  - What issues could this basic analysis fail to adequately address?
- How to work with service providers in preparing the evidence
  - Typical approaches by service provider type/case law
  - What evidence is reasonable to expect from service providers?
- How to prioritise infrastructure and identify key inter-dependencies
- What evidence will be required for a tariff (including potentially a CIL or Single User Local Tariff)?
  - What does an infrastructure funding model look like?
  - Pros and cons of S106/CIL approaches
- How to test viability in an infrastructure plan and set CIL/SULT
  - What do planners need to understand regarding viability?
  - Approach to strategic viability analysis
  - Assumptions to be made about future values
- How to prepare an overall infrastructure delivery plan
  - What it should contain
  - First steps/Common pitfalls
- Examples of infrastructure plans
  - Plans that have been declared sound/unsound
  - An analysis of a selection of plans to identify what is missing/limitations, etc

### Trainer:

**Chris Bowden**, Senior Associate, Roger Tym & Partners

# The Local Economic Assessment evidence base

11 November 2010 (pm) – event code: 36169  
19 May 2011 (pm) – event code: 36526

## Why you should attend

This masterclass will focus on the new Local Economic Assessment duty and their role as part of the LDF evidence base. LEAs need to be more than descriptions of the local economy; they need to help local authorities devise relevant and feasible economic interventions. This masterclass will explore how LEAs can do this by combining statistical analysis, ad hoc research, local intelligence and an understanding of delivery mechanisms.

- CLG and IDeA guidance on the role and scope of Local Economic Assessments
  - What is the role of LEAs in the policy-making process?
  - A broader understanding of ‘economic development’
  - What the guidance doesn’t do.
- From data collection to story of place (data sources and analytical frameworks)
  - An overview of the data sources listed in the guidance and other examples
  - The need for surveys?
  - Identifying the local questions you need to answer and building an analytical framework
  - Defining functional economic areas
- Building on local intelligence from stakeholders
  - Who to consult?
  - When to consult?
- Linking analysis to delivery
  - From research findings to recommendations
  - Understanding local delivery duties and levers
- Monitoring and keeping your evidence up-to-date

# Booking form

**RTPI**

Brochure code:  
Please provide this number  
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## Evidence base masterclasses – scheme 36712

### No. of places

- 1 place
- 2 places (save 10%)
- 3 places (save 15%)
- 4 places (save 20%)
- 5 places (save 25%)
- 6 places (save 30%)

### Price per delegate

- £199 + VAT
- £179.10 + VAT
- £169.15 + VAT
- £159.20 + VAT
- £149.25 + VAT
- £139.30 + VAT

## Evidence base season ticket series

- |   |  |
|---|--|
| <input type="checkbox"/> 19/10/10 (am) • General housing (36164)            | <input type="checkbox"/> 8/04/11 (am) • General housing (36520)              |
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### Invoice address Please use BLOCK CAPITALS

[NB: Invoice will be sent to this address and each delegate will receive joining instructions].

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Business type

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**0845 120 9612**

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Customer Services, RTPI Conferences,  
7th Floor, Elizabeth House, York Road,  
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Call Customer Services on  
**0845 082 1171** (at local rates) quoting  
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booking by credit card.

### Fees and venue

The fee for these events cover all written materials, lunch and refreshments. A VAT invoice and joining instructions will be sent to you acknowledging your booking. This includes a full statement of our terms and conditions and a venue location map which may also be found at [www.rtpiconferences.co.uk](http://www.rtpiconferences.co.uk)

Please contact us if you do not receive this within seven days of booking. Should delegates have any specific dietary requirements, please inform our customer services team on the number above.

**Reduced conference fees** – A limited number of places are available at a reduced rate for student members of the Royal Town Planning Institute who at the time of the conference are in full-time education, and for Members of the Institute who at the time are unemployed/retired or licentiates. Bookings for these places must be made via our Customer Services team on **0845 082 1171** as proof of situation is required.

### Substitutions/cancellations

Upon receipt of your booking form, your place(s) will be confirmed. Any cancellation/transfer must be received in writing. The appropriate charge will apply based on the cost of your booking:

### Transfers

Up to 28 days before the event	FREE
27-14 days before the event	10% + VAT
Less than 14 days before the event	100% + VAT

Please note a delegate can only transfer from the same event twice within 12 months of the original booking. A transfer can only take place once payment has been received.

### Cancellations

Up to 28 days before the event	10% + VAT
Less than 28 days before the event	100% + VAT

A substitute delegate can be named at any time before the programme begins without charge.

### Multiple booking discounts

Organisations making two or more bookings at the same time will receive a 10% discount. Please note that this only applies to places booked at the same time by either members or non-members and excludes students/unemployed and season ticket bookings. Unless otherwise stated, any discount available on this event may not be used in conjunction with other special discounts which may be offered by RTPI/Hawksmere Ltd from time to time.

### Important note

This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of RTPI/Hawksmere Ltd to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, a substitute event from the series may be booked but RTPI/Hawksmere Ltd disclaim any further liability.

### Carers

Members of the Royal Town Planning Institute with caring responsibilities may be able to reclaim caring expenses incurred through attendance at any of these events. Claims must be made at least three weeks prior to the event, to the Member Services Department at the Royal Town Planning Institute.

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