



Byker, Newcastle-upon-Tyne
(Designer: Ralph Erskine)

Once detailed designs have been agreed upon, confirmation of the **implementation and management arrangements** needs to target in particular:

- the programme of delivery - to ensure a diverse range of development opportunities, choice of sites and forms of accommodation. This will also facilitate affordable housing, self-build and self-managed houses and development by a range of developers and their design teams, from the small scale local builders to regional or national companies;
- the management of site sales to ensure urban design consistency;
- the setting of a high quality management and maintenance regime, especially of the public realm, after project completion.

Formal adoption of the Masterplan or briefs as Supplementary Planning Guidance ensures that they 'bite' when it comes to development control. Effort put into **promotion and marketing** helps sustain community involvement and create media and developer interest.

Formalising **design review protocol** ensures that the client body keeps its 'eye on the ball' when it comes to safeguarding design quality as defined in the project objectives. It may be appropriate to retain the Masterplanner in an advisory capacity when the client is considering development of the individual plots or phasing of the overall project. Design Review Panels, initiated from the project outset and comprising multi-disciplinary professionals and community representatives, can help to make sure everyone is pulling in the same direction. Project implementation is monitored against Masterplan intentions, design principles, objectives, agreed outputs and targets. **Updating procedures** are then agreed upon so that designs remain up-to-date. As individual projects are implemented, periodic reviews are carried out, assessed against best practice, using perhaps for example the Compendium as a point of reference.