

The logo for WSP, consisting of the letters 'W', 'S', and 'P' in a white, stylized, sans-serif font. The 'W' is composed of two vertical bars and two diagonal bars. The 'S' is a single, continuous, curved shape. The 'P' is a vertical bar with a curved top. The logo is positioned in the upper right quadrant of the image, set against a background of a city skyline at dusk.

WSP

A wide-angle photograph of a city skyline at dusk, viewed from across a body of water. The sky is a deep blue with scattered white clouds. The city lights are on, reflecting on the water. The skyline includes a mix of modern glass skyscrapers and older, ornate buildings. A large, white, curved structure is visible on the right side of the skyline. The water in the foreground is calm, showing clear reflections of the city lights and the sky.

***Engaging People for
Productive Places***

***Boosting productivity through
planning and design***

“Productivity isn’t everything, but in the long run it is almost everything. A country’s ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker.”

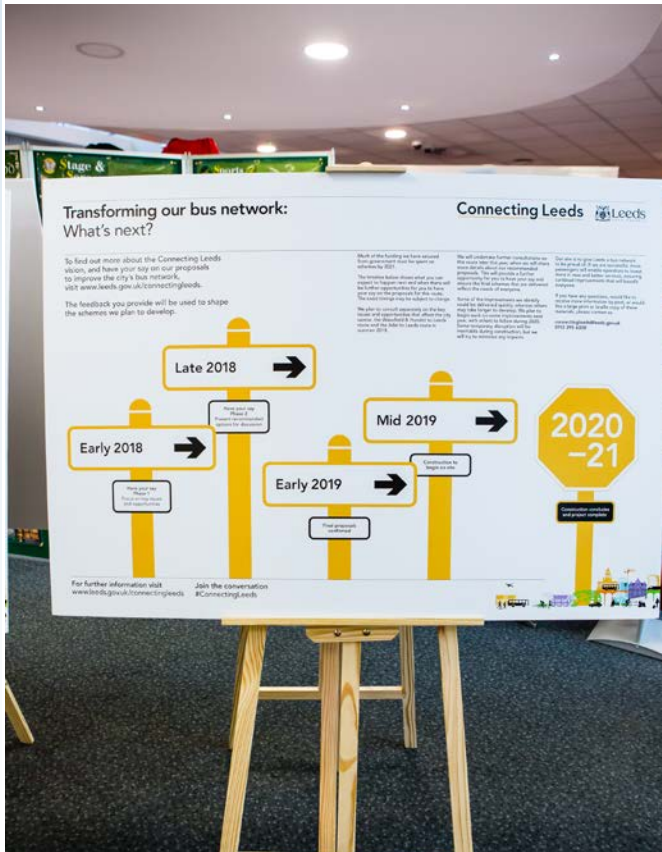
*Paul Krugman, The Age of Diminishing Expectations
(1994)*



ENGAGEMENT

Engaging people effectively is crucial for achieving successful outcomes and delivering productive places. Developing effective designs through engagement with all parts of society will help schemes deliver increased benefits.

3







SPACES

Places that offer access to a large number of higher-skilled workers or a network of higher-skilled businesses are more likely to attract investment from more productive, innovation-focused firms.

6





Spaces and the public realm drive productivity because...

Attractive spaces are more appealing to individuals and encourage social interaction

Flexible city spaces need to accommodate changing technologies

Efficiency of space is an important component of productivity

HEALTHY

A healthy local population creates productivity gains through more focused people, less resident churn and lower absenteeism.

8





Healthy citizens drive urban productivity because...

- Healthier employees are more productive at work
- Our living and working environments affect our experience, which impacts our economic performance
- Poor health creates an unproductive cohort of people who contribute more

ACCESSIBILITY

Enable mass movement by planning for new mobility and reallocating space for cars to cycling and walking, reducing non-productive time, and using spare space for more productive activities.

10





Accessible services drive local productivity because...

- Accessible urban areas and cities save time and traffic costs
- Inclusive development means more people can work and remain independent for longer
- New mobility will provide opportunities to use road space in more effective ways

RESILIENCE

Turn risks into opportunities by future-proofing urban systems and reducing downtime by preparing for changes in climate, technology and demographics.

12





Resilience drives productivity because...

- Integrating future trends in design reduces the disruption and cost of external shocks
- It holds communities together in times of external stresses
- It protects supply chains and local economic fabric from rapid change
- Resilience is no longer a ‘nice to have’ for infrastructure

Benefits

In order to deliver schemes which benefit the diverse communities we live in we need to ensure we involve them in the design decision making process. Consultations must be inclusive and far reaching.

14



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