



# **Human Nature**

## **Designing places to facilitate active travel**

# Human Nature

A campaigning development company

We design, build & run places that make sustainable living easy & attractive

## Circle of Impact

Human Nature has developed a bespoke framework for strategy, planning, design, goal setting, measuring, monitoring and learning to achieve remarkable, regenerative, impacts. This Circle of Impact sets out 12 interrelated ways in which at neighbourhood-scale we and our partners can drive uniquely powerful and urgent transformational change, at a replicable, appropriate and sufficient scale, improving lives while regenerating the biosphere.

Each tool has the possibility to create positive impacts. But all tools deployed together and in an integrated way in place are exceptionally effective in achieving compound, transformative impacts towards exponential sustainability. And more than this, they can both inspire and make it far easier for all to live well and sustainably as we approach the second quarter of this century of extraordinary challenges and opportunities.



## The 12 levers of transformational change

### 1. Energy & infrastructure

Generating, importing, storing, distributing and managing renewable energy; creating a clean and potable water supply, sewage treatment, with circular resource management, all reducing the cost of living.

### 5. Stewardship & services

Facilitating professional, commercial and community enterprises that own, build, maintain, repair buildings and building fabric, gardens, streets, energy systems, co-mobility services, shared community spaces, local composting, waste collection, re-use and recycling.

### 9. Land use & place

Shaping urban structure and form through iterative and transdisciplinary design, marshalling streets, blocks, plots, roofscapes, townscape and landscapes to create beautiful mixed-use, walkable neighbourhoods that will stand the test of time. Selection of land-use types to ensure mixed-use neighbourhoods and buildings and curating the choice of tenants in pursuit of HN purposes.

### 2. Buildings & fabric

Sourcing materials from our bioregion, mining the Anthropocene (as architect Duncan Baker Brown has it) for salvage and reuse; use of regenerative and low impact materials; finding safe ways to use engineered and other timber; kickstarting local timber industries.

### 6. Enterprise & creativity

Providing multiple spaces for enterprise from home and co-working, studios, hybrid social spaces, makers spaces, events and meetings spaces. Local expertise in circularity and business support.

### 10. Bioregion & ecosystems

Connecting optimised urban ecology to other ecologies; sourcing food from regenerative farms; low-carbon materials from the bioregion; cycling and going slower to better understand a place and its context, creating new habitats and encouraging biodiversity.

### 3. Homes

Creating compact but beautifully proportioned and well lit, super-insulated homes. Using raw structure with occupant-led finishes; super-efficient appliances; accessible roofs for gardening, food growing and ecology. Manual for ease of maintenance and repairs; shared storage, housing for bikes of all kinds, laundries, tools and common areas.

### 7. Affordable living & community wealth

Creating mixed-income communities with more expansive homes to support the provision of affordable homes; different kinds of affordable tenures, institutional private rent, co-housing, shared spaces and facilities; community context; local food scheme; collective insurance; affordable energy; estate management; hiring and purchasing locally.

### 11. Behaviour & culture

Encouraging and enabling people to live sustainably, creating Everyday Heroes who – as per climate scientist Peter Kalnus – inspire others to make positive changes, ultimately creating happier, healthier lifestyles and communities.

### 4. Sustainable mobility

Encouraging walking and cycling as the primary means of movement, with safe, green streets, short blocks, inviting corners and excellent connectivity. Co-mobility services, including EV car club and hire, centralised parking and EV shuttle service.

### 8. Catalytic conversations

Engaging in conversations – from deep purpose to key themes – effective listening and deliberative processes, creating important agents of change. New ways emerge as opportunities, not constraints; finding ways to agree upon strategy and actions for exponential sustainability.

### 12. Public health & wellbeing

Designing compact neighbourhoods that reduce social isolation, loneliness and depression; promoting walking and cycling neighbourhoodness; healthy food sourcing; creating active living and fitness centres and trails and primary and complementary health and social care.



# Phoenix Project

7.9 hectare brownfield site in Lewes

685 homes, workspaces, community facilities

Planned to prioritise people over cars; Designed to encourage a culture of sharing; Exponential sustainability

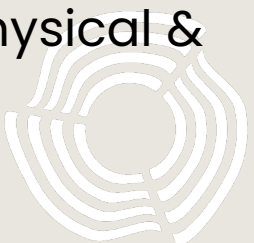




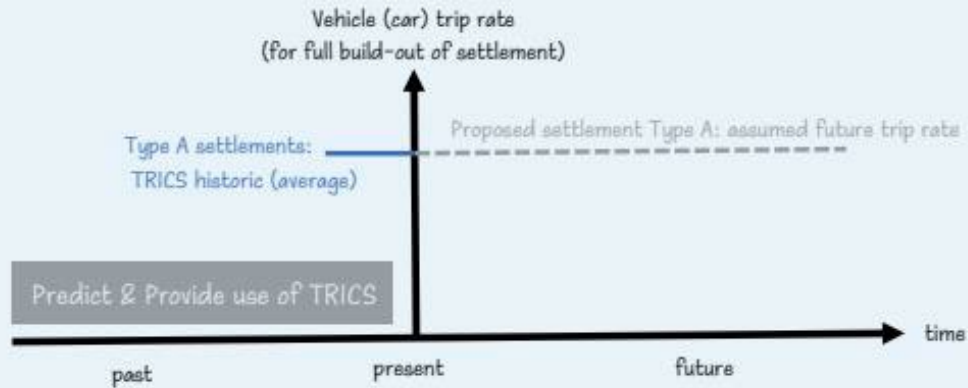
# Why Promote Active Travel?



- Safe, beautiful streets
- Cleaner air
- Mitigate climate change
- Less congestion (quality of life + economic savings)
- Less noise
- Affordable living (not owning a car saves c. £3,500 per annum)
- Greater travel options for those who choose not to/can't afford a car
- **Unlock new sites for development by minimising additional pressure on local highway networks**
- **Improved commercial viability**
- Reduced public spending due to: improved physical & mental health, lower congestion, fewer accidents / crashes

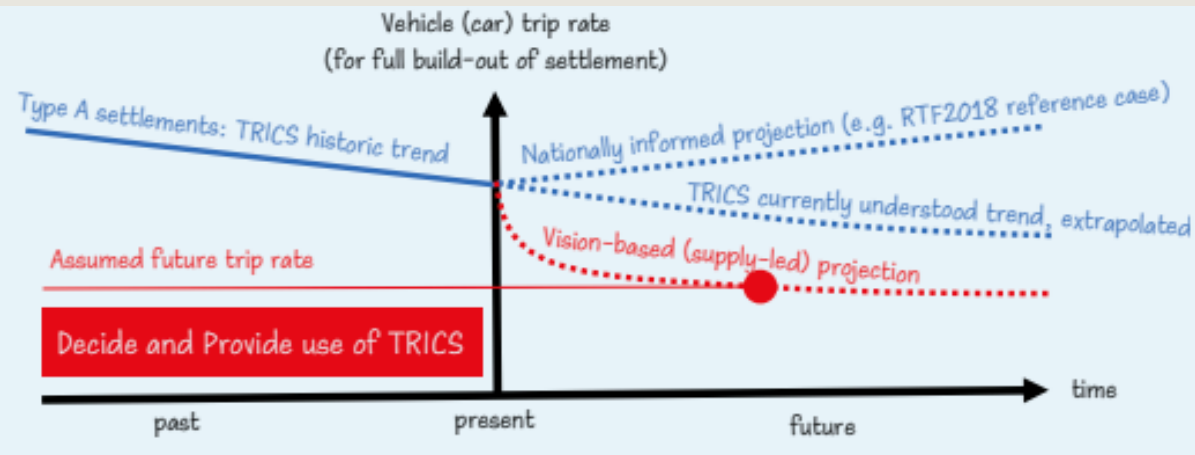


# Business as usual: predict & provide





# A different approach: decide & provide



# How do we do it?

Creating new routes to, from & through site & key existing destinations

**Three Important Connections**

**The River Front Path**  
 Pedestrian route connecting the Pells river path to the Causeway. The path has three characters; a wild and green northern third, a centre third which is at higher level called The Belvedere and a southern third which is close to the river foreshore.  
 The extension of the river path south beyond the Pells and as far as the Causeway, opens up the possibility of a future connection towards the high street by extending further south outside of this projects boundary.

**Thomas Paine Bridge & Cycle Route**  
 Dedicated cycle route (with pedestrian provision) linking Malling Rec with a new foot and cycle bridge with The Phoenix and onwards towards the town centre.

**North St & Brook St**  
 North Street and Brook Street are the primary streets within The Phoenix neighbourhood by which all vehicles will enter and exit. All residential streets feed off of North Street.  
 North Street, which is designed with walking and cycling in mind, leads to the far north of the site where there is a pedestrian link into the Pells.  
 Both streets link into the existing street connect adjacent to The Phoenix.

**The Phoenix will connect into and piece together the existing cycling network, making an important link between the town and Malling Rec.**

The proposed Thomas Paine foot and cycle bridge will deliver a new connection between The Phoenix and Malling Rec which creates a new, direct route between the town and Malling via the established cycle route through the Rec. This trip would have otherwise been made along the eastern river path from Cliffe or via The Pells and Wiley's Bridge (which is not a cycle route and is very steep).

Existing Cycle Connections, 2022. Based on Cycle Lovers cycling maps, third edition.

**Wider Cycle Connectivity Diagram**

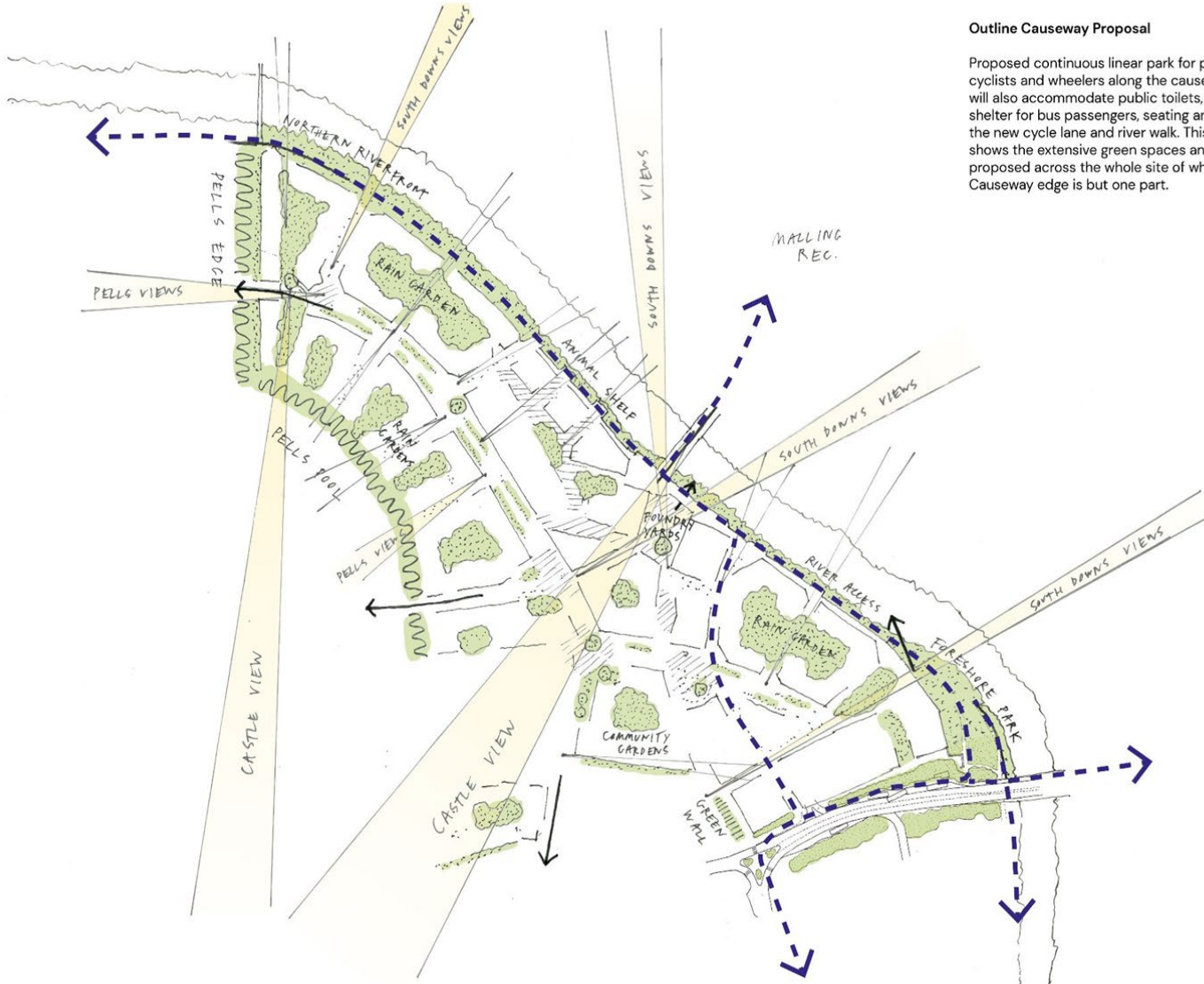
- Designated Cycle Path or Other Surfaced Route
- On Road Route with Lighter Traffic
- Unsurfaced Off Road Route
- Useful Link to Push a Bike
- Proposed Cycle Path Surfaced
- Proposed Useful Link to Push a Bike
- Proposed On Road Route with Lighter Traffic
- Desirable Future Cycle Link (outside of project scope)





# How do we do it?

Paths & streets to improve pedestrian/cyclist legibility – well designed whilst retaining a sense of wit, mess & imperfection (visual/sensory intrigue)

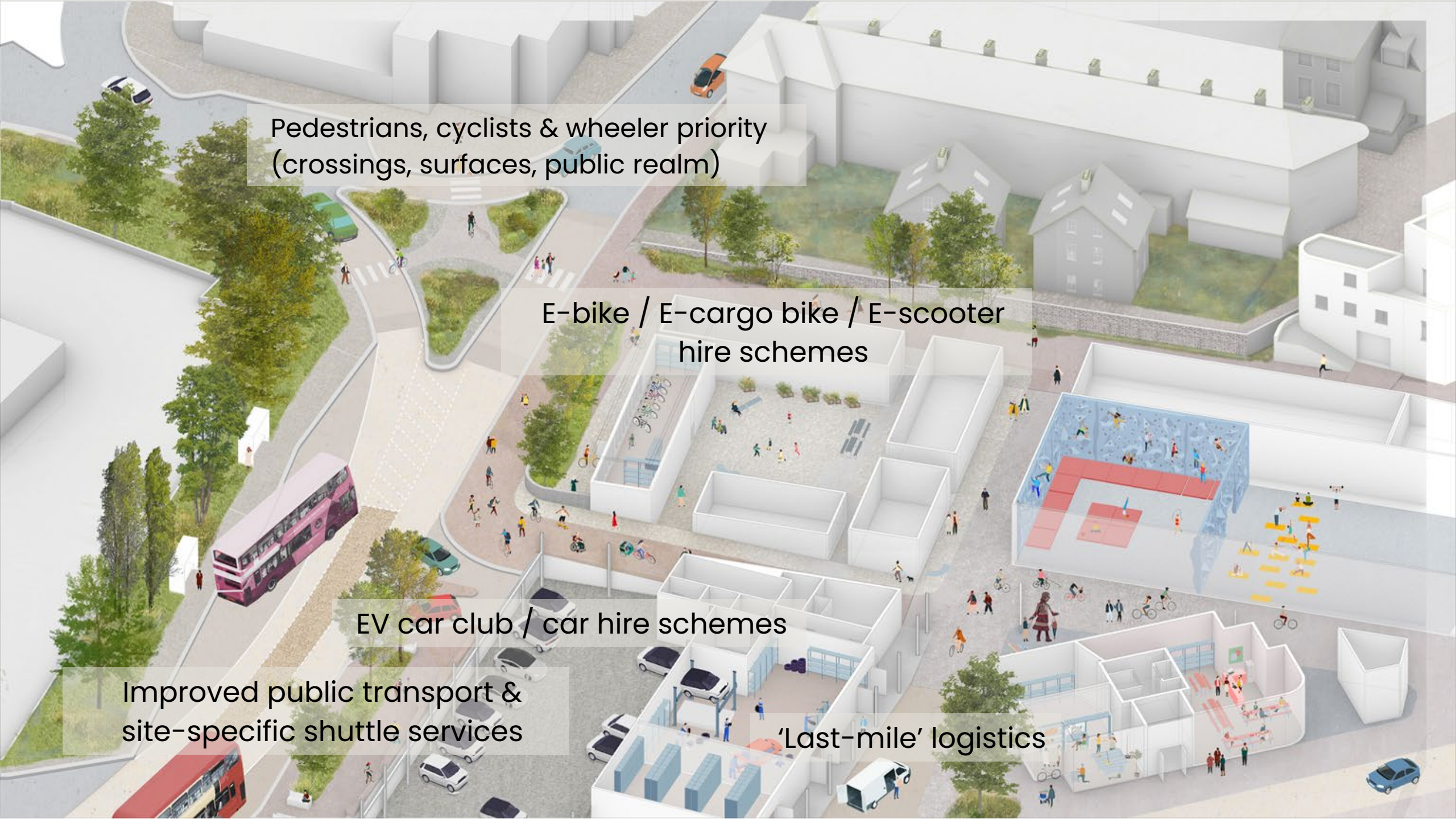


### Outline Causeway Proposal

Proposed continuous linear park for pedestrians, cyclists and wheelers along the causeway which will also accommodate public toilets, a café, a shelter for bus passengers, seating and a link to the new cycle lane and river walk. This plan also shows the extensive green spaces and planting proposed across the whole site of which the Causeway edge is but one part.







Pedestrians, cyclists & wheeler priority  
(crossings, surfaces, public realm)

E-bike / E-cargo bike / E-scooter  
hire schemes

EV car club / car hire schemes

Improved public transport &  
site-specific shuttle services

'Last-mile' logistics



# Everyday upsides of low-car neighbourhoods

Centralised parking facility, with limited parking for residents, co-located with mobility services

On plot parking limited to blue badge holders, pick-up & drop-off, & maintenance/service vehicles





# How do we do it?

A human-centered approach

Aligns with Young Parent persona



Leena, 43

BIO

Leena is an accountant at a private practice who lives in the Phoenix Project, in the northern-end of the site, with her husband and two sons. On the weekends, much of her time is also spent driving her sons between extra-curricular activities.

#### BEHAVIOURAL IDENTIFIERS

**Purchasing power:**

High roller

**Core values:**

Healthy travel, convenience and comfort

**Travel concerns:**

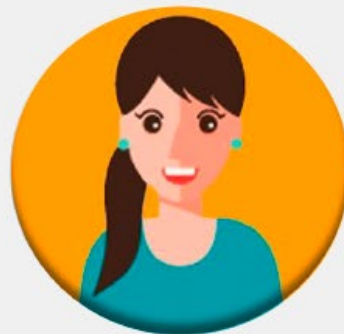
Sticking to schedule and making trips multi-

functional

**Tech confidence:**

Functional user with recent smart phone

**Subscriptions, interests and memberships:**



Marie, 19

BIO

Lewes born and bred Marie is a student living in the neighbourhood of South Malling with her friends of similar age to her. She is an aspiring painter and uses the Maker's Space at Phoenix in her spare time.

#### BEHAVIOURAL IDENTIFIERS

**Purchasing power:**

Limited income/ dependent on parents

**Core values:**

Affordability, active travel and speed

**Travel concerns:**

Running out of mobile data/ phone charge, safety

**Tech confidence:**

Tech-whizz with latest smart phone

**Subscriptions, interests and memberships:**

Tik Tok, Spotify, Monzo

Aligns with Silver Surfer persona



Phillip, 68

BIO

Phillip is a retired dentist who moved to the area a few years ago. Phillip and his wife do a lot of weekend trips and often travel by car into the town centre for food and retail. He has access to both the fractional car sharing loop and the car club.

#### BEHAVIOURAL IDENTIFIERS

**Purchasing power:**

Conservative spender

**Core values:**

Comfort, quality, sustainable choices

**Travel concerns:**

Reliance on car journeys, can't do a lot of walking

**Tech confidence:**

Low confidence, although looking to improve

**Subscriptions, interests and memberships:**

Barclays Platinum, countryside walks, golf club



# How do we do it?

Community engagement





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**Thank you**

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