

One Voice Wales,  
Annual Conference,  
4<sup>th</sup> October, 2014

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crew  
Regeneration Wales  
Adfywio Cymru

# The Deep Place Approach

Dave Adamson and Mark Lang

Grŵp  
Cartrefi  
Cymunedol  
Cymru



Community  
Housing  
Cymru  
Group



Ariennir gan  
Lywodraeth Cymru  
Funded by  
Welsh Government



Toward a New Settlement: a *deep place*  
approach to equitable and sustainable places.

# Context and Findings

Dave Adamson and Mark Lang

@CREWRegenWales

#DeepPlace

28th April 2014

Grŵp  
Cartrefi  
Cymunedol  
Cymru



Community  
Housing  
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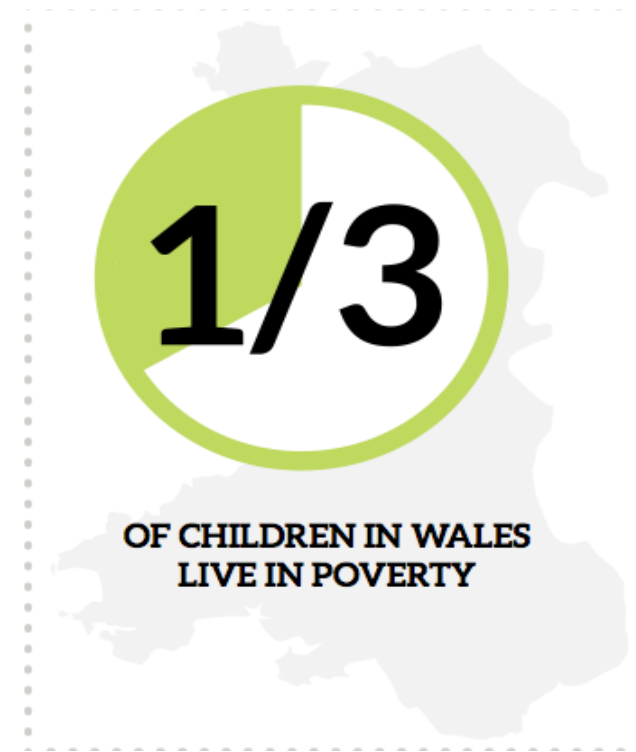
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# Two Policy Challenges

- Poverty Eradication
- Achieving Sustainability
- Part of the same problem
- Toward a New Settlement

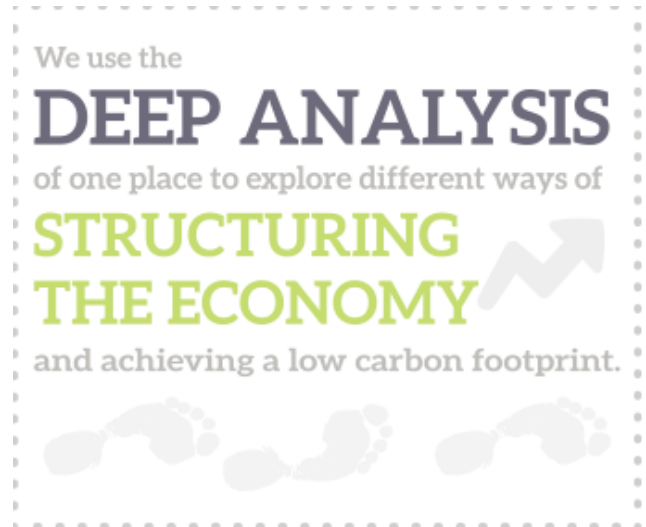


# The Key Question

***What type of economy and society do we need to create to achieve economic, social, cultural and environmental sustainability by 2030?***

# Theoretical Influences

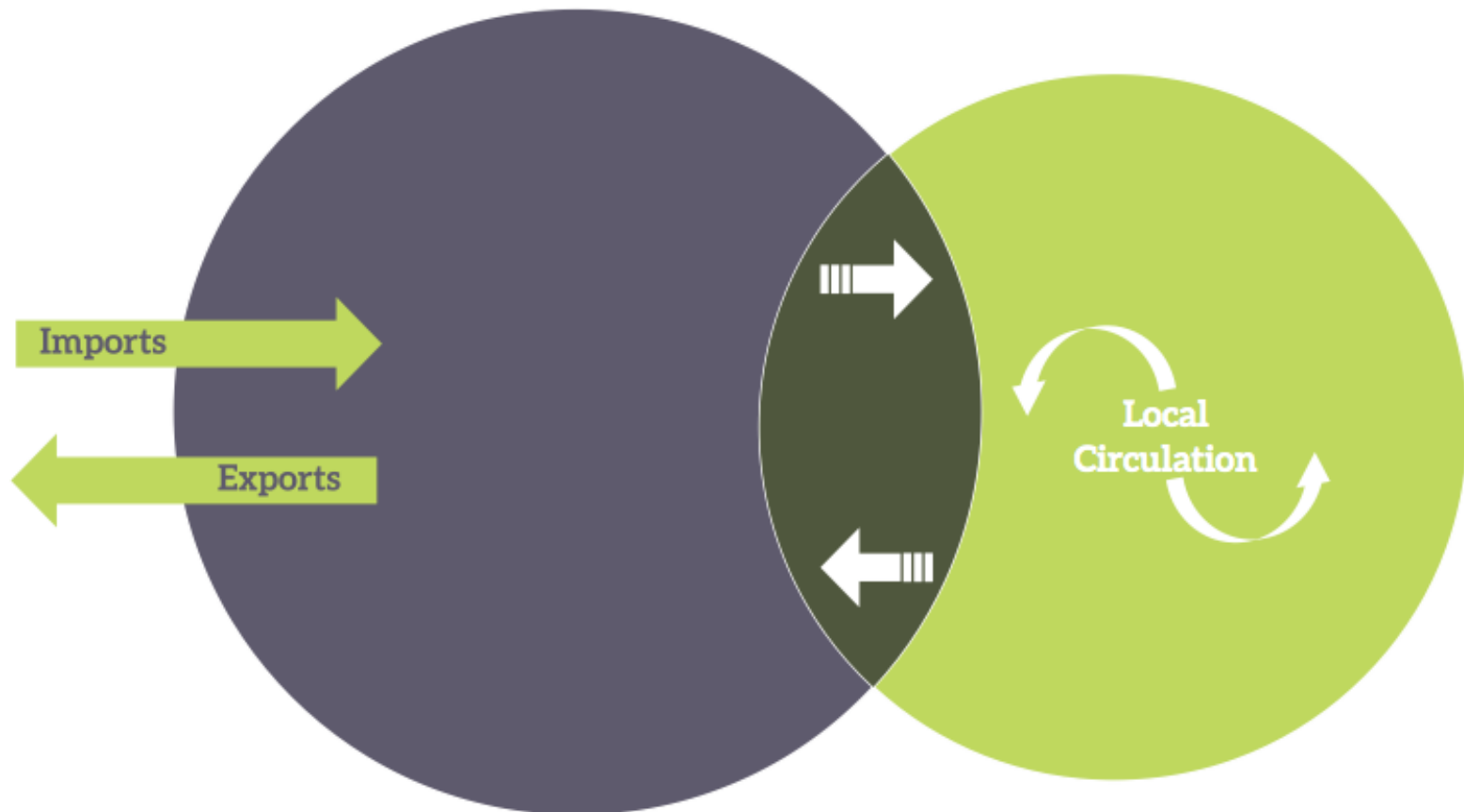
- Transition Theory
  - Total Place
  - Foundational Economy
- = DEEP PLACE



# Re-localising Economic Activity

EXTERNAL ECONOMY

LOCAL ECONOMY



# Key Sectors

- Food production
- Energy Conservation and generation
- The care sector
- E-Commerce and Employment

# Breaking down the challenges

- Health
- Education
- Housing
- Transport



# Patterns of Governance

A spatial relationship between:

- Community
- Regional
- National

Within a Total Place approach

# Role of Town and Community Councils

- Local Leadership
- Project initiation
- Project management
- Community mobilisation
- Culture Change