

Institute for

Environment  
Sustainability  
and  
Regeneration



STAFFORDSHIRE  
UNIVERSITY

Public Lectures in Regeneration

# “Regeneration....don’t leave it to the so-called experts”

Wayne Hemingway  
HemingwayDesign

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Ashley Building  
Leek Road campus  
Staffordshire University

Lecture series supported by



## Wayne Hemingway

Wayne Hemingway was born in 1961 in the seaside town of Morecombe. In 1979 he gained a degree in Geography and Town Planning at University College London. One day he decided to empty his wardrobe and that of his childhood sweetheart (now wife Gerardine) and took the contents to sell on Camden Market. The realisation that money could be made from fashion suddenly dawned. Wayne and Gerardine founded 'Red or Dead', built it into an award-winning fashion label, spent 21 years working on it, and finally sold it in the late 1990's in a multi-million pound cash sale!



In 1999 Wayne and Gerardine set-up HemingwayDesign which specialises in affordable and social design. Their highest profile project is the Staiths South Bank, an 800 property mass-market housing project on Tyneside for George Wimpey Homes. Work included masterplanning, architecture, landscaping and marketing (see [www.staithssouthbank.co.uk](http://www.staithssouthbank.co.uk)). The project has won a number of high profile awards including: Housing Design Award's Best Large Project, Building Magazine's 'Best Housing-Led Regeneration Project', as well as a 'Building For Life' and the highest rating of any large-scale scheme in a recent CABE (Commission for Architecture and the Built Environment) audit.

Wayne is the Chairman of Building for Life, a CABE-funded organisation that promotes excellence in the quality of design of new housing ([www.buildingforlife.org](http://www.buildingforlife.org)). He is a Professor in the Built Environment Department of Northumbria University, a Doctor of Design at Wolverhampton, a writer for architectural and housing publications, as well as a judge of international design competitions and a TV design commentator. He also does charity work for the Princes Trust, Shelter and Traid.

Wayne maintains his ability to balance a hectic lifestyle with being a passionate father of four. Travelling back and forth from his seaside home daily, Wayne throws himself into family life, like the World's Strongest man pulling two double-decker Routemaster buses. More on Wayne and HemingwayDesign on [www.hemingwaydesign.com](http://www.hemingwaydesign.com)

## The Staiths South Bank

In 2000 Wayne Hemingway wrote an 'infamous' article in The Independent and coined the phrase 'The Wimpeyfication and Barrattification of Britain'. George Wimpey reacted in an unexpected way, and invited HemingwayDesign in for talks. The result is delivery of one of Europe's most liveable developments: The Staiths South Bank in Gateshead.

The project involved building 777 homes on a brownfield site, just a few minutes from the city centres of Newcastle and Gateshead, and previously occupied for almost a century, by Redheugh Gas Works. The brief was the development of a modern, vibrant community by combining forward-thinking design with a people-friendly environment.

Good design, affordability, innovation and the intention to create a community where people want to live was the guiding concept for the development. There was a deliberate move away from 'identikit' new-build housing, replacing it with a scheme that incorporated public, private and semi-private spaces that were integrated with transport and circulation infrastructures. Different scheme phases had their own 'play strategy' with adventurous and unusual equipment within the streetscape; seats and benches were included for residents to meet and congregate. The housing approach was to mix size, shape, and internal design to create a broad mix of property types within the same building line or courtyard. External design varied using render, brickwork and wood cladding: adding individuality and identity - detail even drills down to choice in the design of the front door!

The project was an immediate hit. In January 2003 the first phase sold out within four hours! When the second release went on the market two months later people queued overnight. When the project is completed it will contain over 50 different types of home design.

Sustainability was a high priority of the development, with environmental, financial and especially social and community needs being central to the plans. The community were also involved in all stages of the development - even the publicity photographs come from a resident! Material and fittings were mostly sourced locally, central heating boilers were all more efficient than Building Regulations recommendations, play areas for children are free from cars, private gardens open out into communal gardens; trees, hedges and climbing plants are used to soften the scenery and attract wildlife, biodiversity has been conserved and enhanced. The design also incorporates features to rebalance the vehicle and pedestrian relationship as part of the Department of Transport's experimental Homezone scheme. Roads are graded, becoming narrower, pavements wider, and the bias towards the pedestrian more evident towards the centre of the development: ending in car-free courtyards.

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All residents are within 400m of a bus stop, each house has a cycle shed and there are plenty of cycle securing points. There is a network of cycle routes, and cycling is the quickest way to get to the town centre or quayside - residents are even given £50 towards the cost of a cycle. The result is not a housing development, but a living space.

This is a condensed version of material which can be read in full, and with many extras at: [www.hemingwaydesign.com](http://www.hemingwaydesign.com)

### Forthcoming lectures:

- **Thursday 27th September**

“Sustainable Urbanism: How To Do It - the Approach of John Thompson & Partners”

Marcus Adams: Managing Director of John Thompson & Partners, an architect’s practice based in Hatton Gardens, London. Marcus, who hails from Stoke-on-Trent, is an architect and urban designer with substantial experience working on major mixed-use developments and large-scale regeneration projects.

- **Thursday 25th October**

A lecture by Nick Johnson, Deputy Chief Executive of Urban Splash.

Nick is currently responsible for over £150m of development projects including the 3rd Millennium Community project. He is also Chairman of ‘Marketing Manchester’, a director of the Castlefield Gallery – one of Manchester’s leading contemporary galleries, and regional representative for CABE (the Commission for Architecture and the Built Environment).

- **Thursday 29th November**

“The Urban Environment: Complexity and Sustainability”

Professor Sir John Lawton. Sir John is President of the British Ecological Society and Chairman of the Royal Commission on Environmental Pollution.

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