

One Planet Living - Today's Speakers



Councillor Roderick Bluh
Leader of the Council

Councillor Roderick Bluh entered local government politics in June 2004 after a highly successful career in accountancy. He qualified as a chartered accountant in 1981 and moved to Swindon to establish his firm's new branch in 2001. Having been elected to the Cabinet in May 2005 Roderick was given the Economic Development, Regeneration & Development Issues. As part of this, he started developing his concern for sustainable development, an interest he has maintained since becoming Leader of the Council in 2006.

Roderick is now looking to mainstream sustainable issues throughout the council and is here to suggest some ways that central government may assist in this



Councillor Peter Greenhalgh,
Cabinet Member for Sustainability, Transport & Strategic Planning

Peter has been a councillor for Freshbrook and Grange Park since 2004 having gained a ward from a minority party and then been re-elected with an increased majority in 2008.

He served as the Chairman of the Audit Committee from 2005 where he subjected officers and cabinet members to rigorous scrutiny over the whole range of the Council's expenditure.

In May 2007 he was appointed to the Cabinet as the lead Member for Highways, Transport & Strategic Planning a portfolio that was expanded in 2008 to encompass Sustainability, Transport & Strategic Planning.

Peter is noted by his colleagues for his wide-ranging knowledge of the academic, technical and practical issues concerning sustainability.



Kevin McCloud MA (Cantab), HonD.Univ (Oxford Brookes), Hon.Ph.D (Plymouth) Hon. FRIBA, Hon.FICF
Broadcaster, designer and author

Kevin is best known for Channel 4's **Grand Designs** and for his annual coverage of the **Stirling Prize** each October. He admits to an unhealthy obsession for buildings since childhood: he studied the history of them at Cambridge, has designed everything in and around them, has lit them and written about them. He now champions issues such as context, the historic environment and sustainable construction, often in his feisty columns in which he takes on planners, architects and developers. His two ambitions are to entertain and to make the built environment better - and consequently 'make people feel better'.

Kevin's other forays into television include **Don't Look Down** for BBC2 in 2002, in which he climbed six tall buildings and **Demolition** for Channel 4 in 2005, in which he, George Ferguson and Janet Street-Porter started a campaign to improve public space in our towns and cities. In August 2008 Channel 4 screened **Kevin McCloud and the Big Town Plan**, a major series that was five years in the making, covering the problems of urban regeneration and design quality in the public realm. The effects of this series have reverberated through government, councils and regeneration agencies across Britain. 2009 sees a major four-part Channel 4 series about the European **Grand Tour** and its effects on modern-day design, architecture and town planning.

In 2006 Kevin formed **Hab Housing** (happiness, architecture, beauty). In partnership, the company is now working on sustainable housing projects in Swindon. He also devised and launched the **Great British Refurb**, a campaign formed this spring between several institutions, retailers and government, to promote the retrofitting of Britain's 26 million homes to low-energy standards.

Mainly for getting rid of the capital 'A' from architecture Kevin was awarded two honorary doctorates in 2005, from Plymouth and Oxford Brookes and an Honorary Fellowship of the RIBA in 2007. He is a recalcitrant patron of several architectural and sustainable charities, a Fellow of the Chartered Institute of Foresters, an Honorary Fellow of the Royal Institute of British Architects and a WWF Ambassador.



Sue Riddlestone
Executive Director and Co-Founder **BioRegional**

An award winning organisation which develops real-life solutions for sustainability. BioRegional initiated the BedZED eco-village in south London and are based there.

Sue co-founded One Planet Living, a global initiative developed by BioRegional and WWF. As part of BioRegional's One Planet Living Programme, Sue and her team are working with local partners to introduce sustainable communities from China to the USA, with B&Q to further green their company operations and help their customers to achieve One Planet Living in the home and with the London Borough of Sutton to create a One Planet Living suburb.

At BioRegional Sue has also pioneered projects on sustainable paper production and led a team to develop the MiniMill, new small-scale technology to produce paper pulp.

As a member of the Mayor's London Sustainable Development Commission, Sue has worked on setting targets for reducing London's CO2 emissions and the London 2012 Olympic bid. BioRegional subsequently worked with London 2012 to write the sustainability strategy "One Planet Olympics".

Sue co-authored a book with co-founder Pooran Desai about BioRegional's projects and approach entitled "*BioRegional*

Solutions" and is a regular contributor to conferences and to the written and broadcast media. In 2008 the Government appointed Sue to the Eco-Towns Challenge Panel, with CABE Sue subsequently published the report "what makes an eco-town?"



Kelvin Campbell
RIBA MRTPI MCIT MILT FRSA
Managing Director: **Urban Design and Development Planning**

Kelvin is a Director and founding partner of Urban Initiatives, established in 1989, and takes a lead role in its thought leadership, business planning, design philosophy and communication. He has overall responsibility for urban design and development planning matters in the practice and regularly provides the Design Director role on projects. He has over thirty years' experience in major urban regeneration and development projects in the UK and abroad. This includes masterplanning of new towns, new neighbourhoods and quarters, commercial and mixed use developments; and major transportation initiatives. He has passionate interest in the future of cities and towns, in particular revitalisation of urban centres and waterfronts; arts, new media and cultural strategies; city marketing and branding; and urban conservation.

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Kelvin is recognised as one of the leading figures in the field of urban design. He has written government policy on urban design, published numerous books and articles on the subject, regularly speaks at conferences and seminars and advises a number of cities on design matters. He has led the practice to numerous awards in recent years

- RTPI 'Planning Consultancy of the Year,' RICS

'Regeneration Consultancy' and 'Innovation of the Year' and winner of the BEX 'Best International

Masterplan' award for the Birmingham Big City Plan.



Luke Engleback

Luke Engleback founded Studio Engleback in 1996 and is an expert on climate change adaptation. Luke wanted to become a landscape architect from an early age and all his projects consider climate change as well as local character. He describes landscape architecture as the 'green glue' that holds development schemes together. He says "There is a really important role for landscape architecture to help save the planet – it is not too strong to say that". "We have the science background in terms of plants and the physical geography. We are good on the design side and think about the meaning of things. We have to deal with people and design for people but equally look at the function. "We are the green glue. We hold the thing together. We are the base where we can do things that actually benefit a variety of other professions involved in the big schemes."



Andy Parsons

Chair of Swindon Climate Action Network (SCAN).

Andy became concerned about climate change as a research scientist working in the Arctic and Antarctic - regions where signs of global warming are clearly visible. No longer an active researcher, he has taken a pledge not to fly, travels around town by bike and bus, and takes every opportunity to inform and influence about the climate crisis.

SCAN is an independent group of people from across Swindon who are concerned about climate change and want to do something about it. We aim to raise awareness of the impacts of climate change and help people in Swindon to combat it, by encouraging them to reduce their personal carbon emissions and get involved in local and national campaigns. SCAN has had success raising the profile of climate change among the people of Swindon and their representatives. We are currently campaigning on local transport and encouraging people to have lower carbon lifestyles through a growing Transition Swindon movement.



**Patrick Holden, Director,
Soil Association**

Patrick was brought up in London. He visited a dairy farm near Epping aged five and decided he wanted to milk cows. He studied biodynamic agriculture at Emerson College in 1972 and started a community farm in West Wales in 1973. The holding is now the longest established organic dairy farm in Wales, with a herd of 65 Ayrshire cows the milk from which is being made into an unpasteurized cheese by his son Sam. Patrick still milks his cows at weekends. He has worked for the Soil Association since 1988 and as Director since 1995. During that period income has risen from £200,000 to £10 million and sales of organic food from £50 million to £2 billion.

He is a regular broadcaster/speaker and was responsible for Tony and Pat Archer's conversion in 1985 and still advises for the Archers on matters organic. He was awarded the CBE for services to organic farming in January 2005.



**Brian Mark
BA FCIBSE MinstBiol**

Brian joined Fulcrum in 1987. Expert in sustainability across both building and infrastructure design and operation. Highly experienced in community and user consultation. Brian is one of the key advisors to BioRegional for the Z-Squared zero carbon, zero waste large scale housing concept. Co-author of CABI Sustainable Design Guidance Document 2005. Building services and environmental engineering Design appraiser for London 2012. Steering committee member of the Nuffield Trust / RIBA programme 'Health Care 20:20 vision'



**Dr Jonathan (Jack) Frost
Director of Johnson Matthey Fuel Cells.**

Jack leads the company's global fuel cell business, which is headquartered in a new purpose built manufacturing facility in Swindon UK. It also has facilities in Reading, UK, New Jersey and Pennsylvania, USA and there are business development offices in Japan and China.

Jack led the Government's Environmental Innovation Advisory Group, which first proposed the Forward Commitment Procurement approach to innovation and sustainability. The Group sponsored the successful demonstration of the approach with the Prison service and proposed the FCP approach to Ultra Efficient Lighting. Recently he has served on the Board of the Low Carbon Vehicle Partnership, the Sustainable Procurement Task Force, the Commission on Environmental Markets and Economic Performance and the Board of the Centre of Excellence in Low carbon Vehicles and Fuel Cells. He received his BSc and then PhD from the University of Exeter in 1979. He worked at major scientific research facilities in France, Britain and California, USA before taking up a lectureship at Heriot Watt University in Edinburgh. Jack then moved to British Petroleum where he spent 9 years leading different areas of BP's industrial research and development in catalysis. In 1993 he joined Johnson Matthey as Technology Manager. He was appointed Director, JM Fuel Cells when Johnson Matthey created fuel cells as a separate business in January 2000.

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Jonathan Smales
Managing Director and
international trustee, Greenpeace (UK), 1986-90 and a non-executive director of Greenpeace Switzerland,

Jonathan Smales has long experience of working on environmental campaigns, brands, communications and projects. In 1990, following the Brundtland report of the World Commission on Environment and Development, he founded the Earth Centre with the aim of creating a major new international centre for sustainability. A pioneer of ecological land remediation, green design and construction, interpretation, exhibitions and education, the Earth Centre became a national Millennium project in 1995, in the process raising over £70 million. While at the Earth Centre he became adviser to the Mayor of Hannover on the World Expo 2000 and was a member of its environmental advisory panel under Prof. Ernst von Weiszacker.

In 2001 Jonathan and his partner - writer and broadcaster Joanna Yarrow - established consultancy Beyond Green and have grown a portfolio of work and achievement which marks it out as one of the UK's most innovative and effective sustainability strategy and practitioner companies. In an early assignment they raised funding for and undertook a seminal piece of work that gave rise to the government climate change communications programme and later researched and wrote the sustainability strategies for both CABI and the Housing Corporation (now part of the Homes and Communities Agency). Jonathan is currently sustainability strategist to the Olympic Legacy Framework Plan and is assisting Manchester on its ground-breaking Call-to-Action on climate change. He has led several visioning, inter-disciplinary design charettes and stakeholder planning exercises for large scale sustainable urban extensions and regeneration projects for private, social and public sector clients.

Jonathan is founder and Chief Executive of property company BlueLiving Ltd. Blue is assembling a strategic land portfolio with a view to delivering a series of new mixed use developments and re-invigorated places and social and other infrastructure that will inspire and enable active, healthy, and more environmentally sustainable ways of living. Its hallmark is excellent process, place-making, premium urban design, and whole life management and economics. With Beyond Green colleague, Neil Murphy, Jonathan is writing a book - "Re-Generation: how shall we live? - part manifesto, part manual for how to plan (and re-design) cities and neighbourhoods that give rise to more sustainable ways of living, assembling experience, examples and ideas from over 25 years work in the field. He is also helping to create a new, Beyond Green lifestyles, campaigns and communications web-site and blog entitled ITCH! Is something bothering you? In 2010 Jonathan will become joint proprietor (with Joanna Yarrow) of Wilderness Wood in Sussex - a 60-acre ancient woodland which is managed sustainably, is a source of a range of woodland products and will offer hands-on education in conservation, woodland management skills, appropriate off-grid green technologies, and sustainable living.

Jonathan has been trustee of several environmental charities, a CABI enabler, member of the Advisory Board for Design for London, and speaks at conferences around the world. He has three children and a small dog.

Elizabeth Cox
Head of Connected Economies



As Head of Connected Economies, Elizabeth leads on the local economies work at nef (the new economics foundation), a London-based independent *think-and-do* tank, that inspires and demonstrates real economic well-being. nef aims to improve quality of life by promoting innovative solutions that challenge mainstream thinking on economic, environmental and social issues. nef's work ranges from campaigns identifying the loss of diversity on our highstreet (Clone Town and Post Office research) and our practical response to supporting community action to reverse this trend (HighStreet UK, BizFizz, Plugging the Leaks), developing approaches to help public bodies to commission and procure more sustainably, to research challenging how success is measured at the national level and organizational level (National Accounts of Well-being, Social Return on Investment), and research on poverty and climate change.

Elizabeth leads on the action research part of nef's work, designing and implementing approaches which challenge the notion that the economy is an end in itself; and instead re-focuses attention on models of local economic development which enhance the well-being of the citizens, in a way that is socially just, and environmentally sustainable.



Gavin Jones,
Chief Executive
Swindon Borough Council

Gavin joined Swindon Borough Council in 2004 and has been Chief Executive for over 3 years. Gavin is a Board Member of the national think tank the New Local Government Network, (NLGN), and more recently was appointed Vice Chair of the South West Regional Improvement and Efficiency Partnership. Gavin's career started in Information Technology with British Telecom. From here he moved to the TSB Trust Company and then onto Galileo International, where he was Business Development Director for Europe Middle East and Africa. Immediately prior to joining SBC, Gavin worked for SITA (a Global airline and telecommunications provider) as Vice President for Customer Services and Marketing with global responsibilities.

Gavin is married with 2 daughters. Emily (23) the eldest who recently graduated from drama school in Edinburgh, whilst Lucy (7) attends a local primary school. Although having worked abroad for a number of years, Gavin was brought up in Swindon and has lived near or in the Borough for most of his life. He has a degree in IT and enjoys playing lead guitar in a blues band, and is a keen runner and cyclist.



Sara Lovett
Participle

Sara is a Project Lead and Strategic Thinker, specialising in the 'how' of societal change through an understanding of human developmental stages, value systems and frameworks that exist beneath what we believe and do - as individuals, within families, neighbourhoods, organisations and within society. Her focus is on creating new services and models that provide relevant and nurturing support for people and communities to build loving and independent lives. She is currently leading the Swindon/ Participle Families work. Previously Sara has worked as a barrister, a social change agent in Aboriginal communities across Australia, a consultant on new ways of creating and innovating business and community as well as a meditation and healing teacher. She also has a long and much enjoyed ashtanga yoga practice and is committed to 'walking the talk'. She holds a law degree with honours from University of Technology, Sydney and is about to complete a Masters degree in Public Policy from Sydney University long distance.