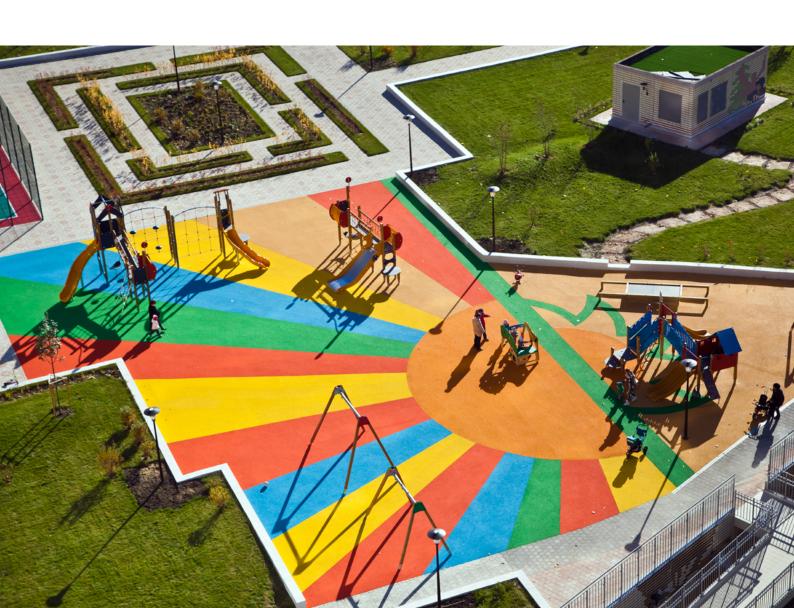**GHD**

Future Communities
→ Introducing Loveable

Putting people at the heart of place

Through our Loveable approach, we are inspiring a new phase in the evolution of community building. It's an approach that puts people outcomes first, celebrating the varying experiences and uniqueness of place.

By taking time to look at the multi–functional role infrastructure plays in our lives, we can capitalise on existing assets to bring greater social and economic return. Ultimately, this enables our built environment to better meet the disparate, changing needs of our future communities.

Moving beyond what is liveable

Designing Loveable places means moving beyond tangible metrics of liveability and presumed functionality towards a deeper understanding of how communities interact with place. It's a paradigm shift that looks beyond the 'primary' function of a piece of infrastructure.

GHD's Loveable approach celebrates what makes a place unique, recognising the intangible elements that make us fall in love with the places we live, work and visit. Rather than counting the number of park benches in an area for instance, our approach considers whether people use them and how long they spend there. By taking this approach, we can create vibrant infrastructure that responds to local needs and aspirations.

At the heart of what communities value

Using a variety of community engagement and behavioural tools, our Loveable approach enables us to collect human-centric data in multiple ways. We then apply the Loveable framework to connect design, form and function with the lived reality of a place.

This approach is guided by and developed in response to the dual pillars of 'place identity' and 'people's experience'. 'Place identity' celebrates the unique characteristics of place, such as landmarks, areas of social gathering or iconic institutions. 'People's experience' acknowledges the identity of community, the wants and needs of differing demographics, and the rhythms and rituals that play out within a space depending on the time of day or season.

By getting to the heart of what people truly value and want more of, we can build more socially cohesive and desirable communities. This creates added economic benefit; focusing on what people love attracts talent, which in turn attracts investment. Loveable places also lead to elevated environmental outcomes and flow-on socio-economic benefits, such as reduced loneliness and improved community mental health.

> " **Loveable is about embracing what is different about a place and celebrating those differences. It is about understanding its essence and ensuring that what the community values is at the heart of future planning.** "
>
> – Michala Lander,
> Loveable Lead

Partnering on new solutions

Through meaningful collaboration with our clients, Loveable seeks to harness rich data and new insights to address some of the biggest social and urban planning challenges of our time.

Through Loveable, we will capitalise on existing assets, celebrate the uniqueness of place and foster people's experience to build an inspired and productive future. A future that powerfully connects people with place, enhancing our sense of belonging and enabling our communities to thrive.

ghd.com/FutureCommunities

Our philosophy

Loveable is a solution born out of Future Communities – our commitment to creating thriving places and spaces, together with our clients, that put people first.

Knowing that every community is different, Future Communities helps solve increasingly complex social, cultural, environmental and economic challenges to deliver on our client's strategic ambitions and community aspirations.

→ The Power of Commitment