

“How the digital transformation in our historic town centres can lead to a society for all”

Webinar - Thursday 16th September 2021

Webinar Feedback Report November 2021

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An Chomhairle Oidhreachta
The Heritage Council



Save the date



Speakers

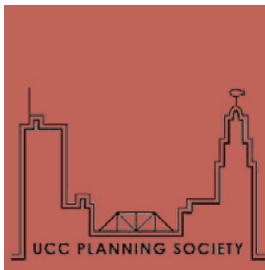
- Eoin Costello
- Diane Rennie
- Sarah Sherlock



Young Planners Forum



16TH
SEPTEMBER
2021
2-4PM
ONLINE EVENT



'How the Digital Transformation in our
Historic Town Centres can lead to a
Society for All'

An Chomhairle Oidhreachta
The Heritage Council



The UCC Planning Society would like to extend their sincere thanks to Alison Harvey of the Heritage Council for encouraging us to establish the first Young Planners Forum. We would also like to thank our fantastic speakers; Diane Rennie, Sarah Sherlock and Eoin Costello for their time leading up to the webinar and on the day itself. Finally we would like to thank all of those who attended the webinar and engaged with the Q&A.

The Need for a Digital Transformation

Reduce the Information Gaps
using validated data and
robust systems

Improve Access and Awareness
from the Ground-Up

Enhance Meaningful
Participation and Inclusivity
through Collaboration

“Digital technologies
play a key role to
accelerate access
to knowledge and
education, for equality
and participation”

President of the European
Commission,
Ursula von der Leyen,
June 2021

Guest Speaker

Diane Rennie



Diane is a Senior Leader and Programme Director with 15 years experience in Digital Transformation across public and private sectors.

She has led a collaboration between local authorities and the Scottish Government to deliver the *Development Programme*, laying the foundation for the digital transformation of the Scottish planning system.

Lessons from Scotland - Diane Rennie

- The digital transformation **must** be a multistakeholder process
- Government and local authorities need to work in partnership
- An open process can allow for the transfer of knowledge between business sectors
- The digital transformation of planning will be an ongoing process, extending far beyond the timeframe for delivery of a new e-planning system
- The digital era must be an inclusive one, even to non-digital needs



Guest Speaker

Sarah Sherlock



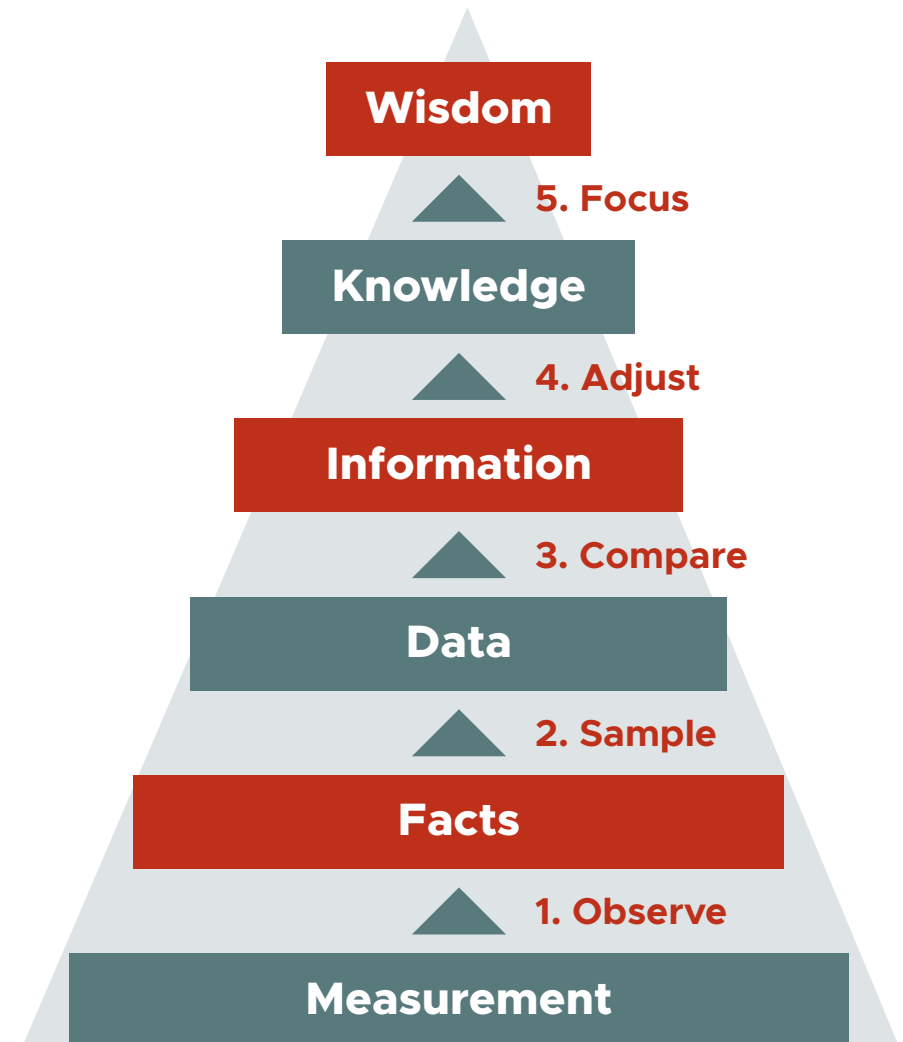
Sarah is a geospatial consultant with Murphy Geospatial.

She has a post-graduate qualification in Urban & Building Conservation and an advanced diploma in Planning and Environmental Law.

She has studied and observed villages first-hand and understands their contribution to Irish life and its citizens.

The Need for Accurate Town Data - Sarah Sherlock

- The needs and benefits of geospatial truth : a hub where all spatial information may come together to better inform people is a key requirement for informed decision making
- Identify the purpose, gather your data to suit and validate it. Always know what your data is, how it was captured, when it was validated, who gathered the data. Know that data with a spatial aspect is different from non spatial data - they have different inputs and needs
- How to use data for people and place: Measurement, Facts, Data, Information, Knowledge, and Wisdom
- Every measurement is subject to some uncertainty, uncertainties must be established in order to rely on them and establish/know what the limitations are
- Cross collaboration enables spatial data to be used for better outcomes e.g. the creation of detailed mapping and interactive 3D mock-ups to inform planning interventions
- Everything is connected: Measurement and detail matters! We need to collaborate and engage with people in order to understand the user experience throughout the modern planning process



Guest Speaker

Eoin Costello



Eoin Costello is the Digital Champions for small businesses at Digital HQ clg.

He is an expert in digital marketing, scaling and is a former CEO of Startup Ireland which delivered Ireland's first national startup week, the Startup Gathering.

Eoin devotes his time to creating digital first communities in town centres by repurposing vacant listed buildings to be 'Digital Growth Hubs'.

A better way to live and work through digital growth

- Eoin Costello

- We need to reinvent Ireland's Town Centres to meet the needs of people in the 21st century
- DigitalHQ's 21st Century Town pyramid shows the journey towns and their communities of small businesses need to take to become platforms to attract investment and jobs
- To thrive 21st century towns must create a fusion between traditional small businesses, innovation driven businesses and social enterprises
- This is conducted through towns that highlight Traditional Business and Innovation Driven Enterprises
- 'Digital First Communities' is a digital powered framework that brings People and Places together for Prosperity to achieve this fusion
- 'Digital Growth Hubs' are indigenous engines of growth at the heart of localities and deliver the digital collaboration fundamental to successful 'Digital First Communities'
- Digital HQ Prediction: That 50% of vacant town centre space will be filled by coworkers within 10 years with the catalyst being state owned buildings being converted into 'Digital Growth Hubs'



Lessons and Solutions

- A combination of Quantitative and Qualitative research required for a successful strategy
- Information Vs Outcome: The more information you have the better the overall outcome - 'the devil is in the detail'. In order for the data collection and data input processes to be successful we must ensure there is a clear understanding of the purpose of the data by establishing key outcomes or “**missions**” in a collaborative manner (Scottish Government)
- The Cost of doing NOTHING is far greater than the cost for enabling change
- The need for visibility: Establish a 'Google Earth' type approach for the planning system that is easy to use and understand - The Digital Twin
- The framing of the debate around our Built Environment has to change - too much of a passive approach to serious social issues such as dereliction
- Reduce the data gaps - building a bank of information that can be used to bridge the known from the unknown
- Old vs New: Care for what we have and make the most of it, rather than obsessing about building something 'new'
- Use and adopt best practice methods and processes to assist more positive public participation and engagement

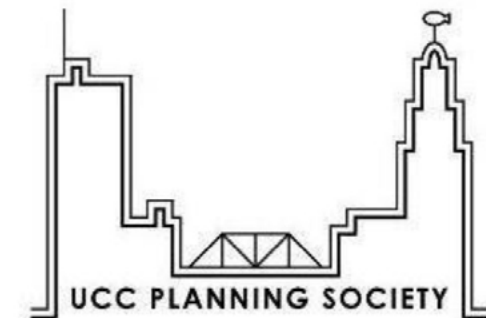
Lessons and Solutions

- Young people are the future and must be front and centre of all forms of active and meaningful participation
- Sharing of information - by working together and in partnership we can share and disseminate knowledge and information. Improving how we approach knowledge share processes in planning will not only benefit individual users but also the wider public and community
- The digital transformation is central to stimulating innovation and growth in our historic town centres. Enabling access to information online can create opportunities for a more creative approach to the use of public and private space
- Location-based data collection and useability must be a cohesive process that encourages public engagement in order to deliver physical solutions that meet the needs of the public
- Location-based data is best utilised through collaborative action that can effectively support local businesses can be effectively used to support local business and the greater public

Organisers and Stakeholders



An Chomhairle Oidhreachta
The Heritage Council



Organisers

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