

33 BOROUGHGS

33 OPPORTUNITY AREAS

1 YEARBOOK

GET TO THE HEART

OF THE MARKET

YEARBOOK 2013

MEDIA PACK

The new Planning in London Yearbook

WELCOME TO THE 11TH EDITION OF THE PLANNING IN LONDON YEARBOOK – THE ESSENTIAL GUIDE TO PLANNING, DESIGN, PLACEMAKING, REGENERATION AND DEVELOPMENT IN THE CAPITAL

Each year the Yearbook provides an essential snapshot of planning in London – the boroughs, people, policies, opportunities and challenges.

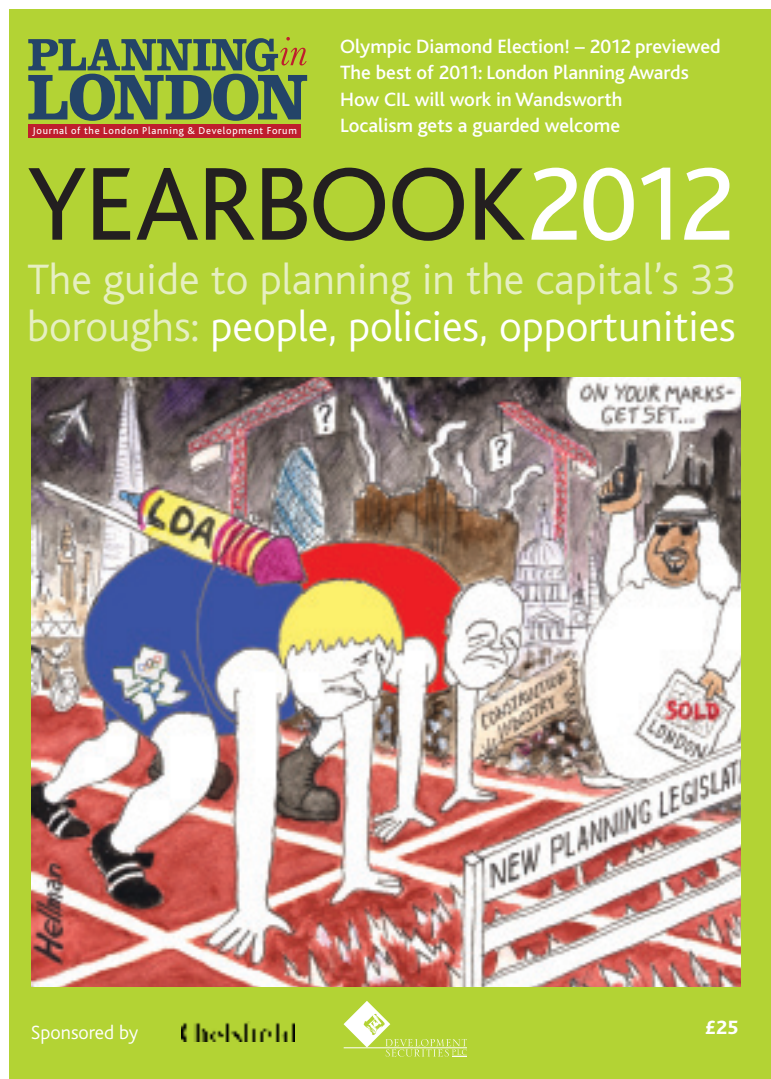
Building on the success of last year's edition – 2012 was an amazing, transformative year for London, and planning in London, after riots, the Games, the Localism Act and all that they brought with them – the Yearbook 2013 will focus on legacy and the implications of underestimated population growth highlighted by the recent 2011 census results..

The Yearbook also will focus on the impact of the financial crisis, the attempts to tackle the deprivation that led to 2011's riots, the emerging impact of the Localism Act, the advent of the Community Infrastructure Levy and the massive impact that Crossrail will have in transforming London's geography – not to mention Boris Johnson's re-election as London Mayor and his new powers.

London is still living in interesting times, and 2013, though less glamorous, will still be a fascinating year for the world's favourite city.

Who gets the Yearbook?

3,000 planning and regeneration officers, and consultants, developers, clients, investors, architects, lawyers, engineers, property consultants, agents, new emerging stakeholders including neighbourhood forums and enabling groups (right: the cover of last year's Yearbook)



Where does our knowledge come from?

Planning in London is the magazine of the London Planning and Development Forum (LPDF), whose members are public and private sector planning professionals, experts and academics. The LPDF meets to discuss, debate and influence capital planning policy with presentations from leading policy movers and shakers in London. Its function is to provide policy makers with feedback from those who engage with the planning system.

This gives **Planning in London** an authoritative understanding of developments in planning policy and a unique relationship with the people who shape the capital. The 2013 Yearbook will provide readers with;

- An understanding of London's planning system across 33 boroughs, the Mayor's new enhanced housing and regeneration role, the new London Plan, the impact of the Localism Bill and central government policy, and a myriad other influences
- Profiles of the key people and organisations involved in policy and planning, design and development, government and community groups
- Insights into the opportunities being created in the capital through the new relationships emerging between planning and communities
- In-depth features on existing and new policies and the views of the three main stakeholder groups – communities, local government and the market
- Highlights from the past 12 months with special features on exemplar and award winning schemes and the lessons learnt.

Editors and contributors

The Planning in London Yearbook is edited by Lee Mallett with co-PiL editors Brian Waters (LPDF chair), and chairman of Design Council CABE, Paul Finch, with contributions from other high profile experts from the world of planning and development, government and communities (right: a leader page from last year's Yearbook)



Content for 2013

The 2013 Yearbook will provide a guide to the state of planning policy in each of the London boroughs written with expert input, including:

- progress on Neighbourhood Plans & LDFs;
- local impact of spending review
- planning and regeneration contacts
- major developments proposed
- planning performance statistics
- key policy changes and appeal decisions
- profiles of key personnel
- political summaries

Boroughs directory

The guide to planning, policies and opportunities in London's 33 boroughs

The 2013 Yearbook will provide an up to date guide to the state of planning policy in each of the London boroughs. These include key contacts, performance statistics, major developments, key policy changes, profiles of key people, important appeal decisions, progress on LDFs, emerging Neighbourhood Plans and the impact of spending reviews.

Special features

The Yearbook will include a series of special features.

POPULATION GROWTH

The last Census showed London's population had grown to 8.2m – nearly four times the annual predicted growth on which the London Plan is based. What are the implications for London of this fundamental underestimate?

THE GREATER GLA: THE MAYOR'S NEW POWERS

What does the transfer of the HCA's housing and regeneration powers to the Mayor and GLA, and the establishment of the Mayor's Development Corporation mean for London?

OLYMPIC LEGACY

How is legacy being delivered in London's East End, in Newham at Stratford and in the Royal Docks.

COMMERCIAL PROPERTY: ECONOMY AND INVESTMENT

What are the prospects for commercial property in the capital and how will planning affect these? Can the resilience of London's economy be maintained and enhanced?

THE NEW WEST END

How Westminster is changing in the wake of the Games and the arrival of Crossrail stations. What opportunities are there for more improvement and growth, or are policies stifling expansion as some fear. And how are the council's plans for the north of the borough progressing.

Borough profiles from the 2012 Yearbook

CITY OF LONDON

The City of London is a unique institution, but the London Plan for 2011 recognises its role in the city's economic and cultural life. The City is a major employer and a significant contributor to the city's economy. The City is also a major centre for financial services and a significant contributor to the city's economy. The City is also a major centre for financial services and a significant contributor to the city's economy.

CROYDON

With significant investment, already underway and set to continue in 2013, Croydon is a major employer and a significant contributor to the city's economy. The City is also a major centre for financial services and a significant contributor to the city's economy.

Metric	2011	2010
Applications	1,200	1,100
Refusals	150	180
Appeals	100	120

Metric	2011	2010
Applications	1,100	1,000
Refusals	140	170
Appeals	90	110

SUTTON

The Council was one of the first London authorities to be awarded the title of 'Green Flag' in 2007. Sutton is a major employer and a significant contributor to the city's economy. The City is also a major centre for financial services and a significant contributor to the city's economy.

TOWER HAMLETS

Tower Hamlets Council is a major employer and a significant contributor to the city's economy. The City is also a major centre for financial services and a significant contributor to the city's economy.

Metric	2011	2010
Applications	1,300	1,200
Refusals	160	190
Appeals	110	130

Metric	2011	2010
Applications	1,200	1,100
Refusals	150	180
Appeals	100	120

CLEANING UP IN THE CITY

Consolidation and restoring the City's tattered reputation as the world's leading financial centre requires careful application of planning policy. What are the new forces shaping the City's future?

HOUSING: BREAKING THE CYCLE OF NON-DELIVERY

London's residential property market has defied recession. But planning consents for 500,000 homes are not built out, and mortgages are not available. Are we still locked into a 'boom and bust' cycle exacerbated by planning? Are affordable housing policies having the opposite effect of that intended? Will build to rent break the cycle? London's shortage of housing remains spectacular and at the top of the political agenda.

CROSSRAIL AND OTHER KEY TRANSPORT ISSUES

Crossrail is coming alive across the capital, along with many other rail improvements that are changing the shape of the capital, boosting regeneration and enhancing the appeal of existing centres, suggesting new opportunities and shifting the map of London's values and activities.

REGENERATION AND RENEWAL

Set out in the London Plan are 33 major Opportunity Areas and 15 Intensification Areas, providing major opportunities for regeneration and renewal – sufficient in fact to provide at least 240,000 new homes and to create business space for around 400,000 new jobs it is estimated. The Yearbook will describe and assess these opportunities and provide updates on the prospects for these areas.

PUBLIC REALM: GENERATOR OF VALUE

Good public realm is essential to sustainability, particularly economic and social sustainability. The Yearbook will include a review of exemplary projects transforming the capital's public realm.

EDUCATION & HEALTHCARE

The role of education and healthcare in London is vital. London's continuing appeal and growth requires an excellent education offer both to its residents and overseas students. Student and keyworker accommodation, and the role that education can play in regeneration and growth will all be examined.

CULTURE AND SPORT

Tate Modern and the Olympic Park at Stratford are just two amazing examples of how powerful the joint impact of culture and sport are on development in the capital. London's cultural and sporting offer is vital to its future. What and where are the next generation of London's cultural and sporting offers?

LEISURE

Restaurants, bars, cinemas, clubs, theatres, museums, shopping – London is a world-beating place in which to enjoy leisure time, as the ever-increasing number of tourists testifies. Are we making the most of London's appeal and do planning policies help or hinder this aspect of the capital?

CONSERVATION

The adoption of the Government's new Planning Policy Statement 5: Planning for this Historic Environment has profound implications for all development in the capital.

THE LONDON PLANNING AWARDS

An in-depth look at this year's awards and the reasons for success. Sponsored by London First, RTPI, GLA.


Special feature pages from the 2012 Yearbook

A new CILver lining for every London borough . . .

From April boroughs will be able to charge the Community Infrastructure Levy (CIL). Wandsworth is a Government Pioneer. Councillor Nick Cliff, chair of planning, explains how it will work for Lee Mallot.

"We took the decision early on as a Cabinet that we wanted to be on the CIL."

When it comes to CIL, Lee Mallot, Councillor for Lee Mallot, has been a pioneer. He was one of the first to raise the issue with the Cabinet. He was also one of the first to raise the issue with the Cabinet. He was also one of the first to raise the issue with the Cabinet.



Area	Rate
Lee Mallot	£100
Lee Mallot	£100
Lee Mallot	£100
Lee Mallot	£100

After the riots – mending broken London

Richard Simmons, the last chief executive of CABE, and urban regeneration expert Nick Falk, took the overnight round London. Divergent social landscape and suggest answers to last year's riots.

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Are you one of Planning in London's movers and shakers?

The following professionals, politicians, developers, consultants and experts, in order of appearance, contributed to last year's Yearbook. Many thanks to all of them. Their articles and opinions are well worth the read (we've used the positions/titles they had at the time of publication, January 2012).

- Cllr Paul Dimoldenberg, leader of Westminster Labour Group
- Seema Manchanda, assistant director (planning and environmental services), London Borough of Wandsworth
- Rob Perrins, manager director, Berkeley Group
- Roger Hephner, head of planning, Savills
- Sarah Gaventa, Rogers Stirk Harbour, former director of CABE public space
- John Corey, chair of the Bermondsey Neighbourhood Forum
- Robert Evans, director, Argent
- Baroness Jo Valentine, chief executive, London First
- Angela Brady, Brady Mallalieu Architects, RIBA President
- Julian Barwick, director, Development Securities
- Giles Dolphin, former head of planning decisions, GLA
- Cllr Nick Cuff, chair of planning, London Borough of Wandsworth
- Richard Simmons, former chief executive of CABE
- Nick Falk, director, URBED
- Stephen Kennard, director of land and development, London Development Agency
- Duncan Bowie, senior lecturer in spatial planning, University of Westminster
- Cllr Daniel Moylan, deputy chairman of London Transport
- Keith Hearn, head of London planning, CBRE
- James Thonger, project manager, Arup
- David Rugg, chairman, Christie & Co
- Michael Meadows, Drivers Jonas Deloitte
- Philip Johnson, principal, Populous
- Paul Monaghan, director, AHMM
- Peter Ellershaw, director of environment and wellbeing services, LB Bexley
- Bob McQuillan, chief planner, LB Bromley
- Graham Loveland, assistant director, planning and regulatory services, LB Hackney
- Mark Dorfman, assistant director planning, regeneration and economy, LB Haringey
- Alison Young, divisional director for planning, regeneration and enterprise, LB Lambeth
- John Hill and James McGinlay, heads of service, LB Merton
- John East, divisional director of planning and development, LB Newham
- Owen Whalley, service head, planning and building control, LB Tower Hamlets
- Sir Terry Farrell, Farrells

The 2013 Yearbook will feature contributions from a broad and influential range of people reflecting the dynamism and complexity of London's issues and needs.

Why advertise

The PiL Yearbook provides a unique marketing opportunity for companies to highlight their expertise, their key people and experience to a targeted circulation of key decision makers in the capital.

The mix of features, analysis and industry expert commentary make the Yearbook an essential guide to planning in the capital and provides a unique environment to build brand and company awareness and communicate key messages to the London's planning, design, development and community sectors.

Advertising options

The PiL Yearbook provides advertisers with a range of advertising options to deliver your message. You can choose from a range of formats and advertising positions

Advertising rates

Display	Mono	Colour	
DPS (Double Page Spread)	–	£2,795 (Ex Vat)	£3354 (Inc Vat)
FP (Full Page)	–	£1,595 (Ex Vat)	£1914 (Inc Vat)
Outside Back Cover	–	£2,200 (Ex Vat)	£2640 (Inc Vat)
Inside Front /Inside Back Covers	–	£1,950 (Ex Vat)	£2340 (Inc Vat)
1/2 page	–	£895 (Ex Vat)	£1074 (Inc Vat)
1/4 page	–	£495 (Ex Vat)	£594 (Inc Vat)
Tenth page	–	£225 (Ex Vat)	£270 (Inc Vat)

Circulation and readership

The PiL Yearbook will be circulated to our new up to date database of 3,000 key organisations and professionals involved in planning, architecture and development based in London and the South East with an estimated pass on readership of 5 people per copy.

The job functions will include;

- Developers
- End users / clients
- Planning departments / local authorities
- Planners and planning consultants
- Architects
- Regeneration professionals
- Investors
- Property agents
- Engineers – consulting, transport and M&E
- Lawyers
- Management Consultants
- Project Managers, Quantity Surveyors
- Community groups

Mechanical Data/Artwork & Delivery Details

File Requirements

PDF

PDF/X1 with fonts embedded, all images saved in CMYK. No compression.

TIFF

Flattened TIFF (8 bit) with all fonts rasterized, all images saved in CMYK. No compression. 300 DPI at full size.

JPEG

JPEG saved in CMYK format. No compression. 300 DPI at full size.

EPS (Encapsulated Postscript)

EPS files to have all type converted to paths. All images CMYK.

File Details

Sizes: All advert sizes are shown on page 7.

Fonts: Minimum 6pt type font, minimum 8pt for reversed out type.

Rules: Do not use hairline rules. Solid Black rules to be 0.25pt minimum, colour rules to be 0.5pt minimum.

Photographic images: 300 dpi, CMYK mode. Maximum density should not exceed 300.

Colours: CMYK only. No special, Spot or Pantone colours. ONLY CMYK and tints.

Rich Blacks: Use 100% K (Black) with 40% C (Cyan) to give a rich black.

Trapping: Do not set any trapping – this will be added by printer.

Proof: Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Proofs should be at 100% size of file submitted, and include bleeds and trims.

Delivery Procedures

All advertising material is coordinated through Lansdowne Publishing and should be delivered to:

John Guy

Lansdowne Publishing Partnership Limited
11-12 School House, 2nd Avenue Trafford Park
Manchester M17 1DZ

john.guy@lansdownepublishing.com
Tel 0161 872 6667 Fax 0161 872 6668

Upon uploading an advert file to FTP site, please e-mail the file name and low-res PDF (for placement only) to richard.marsden@lansdownepublishing.com

If submitted electronically **a flat proof is still required** to minimise corruption and errors. Please post / deliver a proof to the address above.

Terms and conditions including cancellation policy

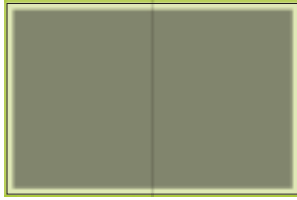
see www.planninginlondon.co.uk

Advert sizes

All measurements are in millimetres (mm) and Width x Height

Adverts with bleeds need to be supplied with 3mm bleeds and crop marks.

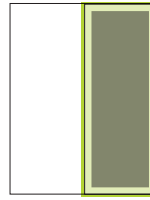
*For spreads, leave a minimum of 10mm type safety area on either side of the central gutter.



Double-Page Spread*

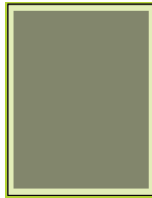
Advert Size: 420mm x 297mm
With Bleeds: 426mm x 303mm
Type Safety Area: 395mm x 270mm
(25mm gutter)
Non-Bleed Advert: 420mm x 297mm

||
Avoid type spanning
the central gutter



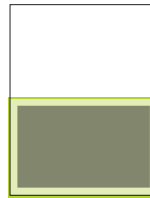
Half Page Vertical

Advert Size: 102.5mm x 297mm
With Bleeds: 108.5mm x 303mm
Type Safety Area: 82.5mm x 270mm
Non-Bleed Advert: 90mm x 265mm



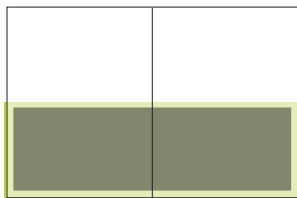
Full-Page

Advert Size: 210mm x 297mm
With Bleeds: 216mm x 303mm
Type Safety Area: 185mm x 270mm
Non Bleed Advert: 185mm x 265mm



Half Page Horizontal

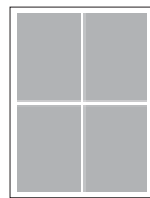
Advert Size: 210mm x 146mm
With Bleeds: 216mm x 152mm
Type Safety Area: 190mm x 130mm
Non Bleed Advert: 190mm x 130mm



Half-Page Spread*

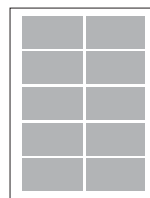
Advert Size: 420mm x 146mm
With Bleeds: 426mm x 152mm
Type Safety Area: 395mm x 130mm
(25mm gutter)
Non Bleed Advert: 394 x 130

||
Avoid type spanning
the central gutter



Quarter Page

90mm x 130mm



1/10 Page

90mm x 48mm

PLANNING IN LONDON

YEARBOOK 2013

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