The High Streets Task Force

An overview of the High Streets Task Force for England

www.highstreetstaskforce.org.uk

HIGH STREETS TASK FORCE

The Task Force

An alliance of place making experts supporting communities and local government to transform their high streets.

1.Boost local authority capacity

2. Build sustainable placemaking skills

3. Co-ordinate national approach

4. Information and data sharing

HIGH STREETS TASK FORCE

Transforming your high street
Report

Unlocking your place potential
Diagnostic visit

Expert visit

Boosting local authority capacity

Visioning workshops

Training

Mentoring

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Developing Place Leaders

Developing Place Analysts

Webinars

Building sustainable placemaking skills

Placemaking Programme

Online Learning

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Resource library

Dashboards

Information and data sharing

Professional, research and data group

Place capacity mapping

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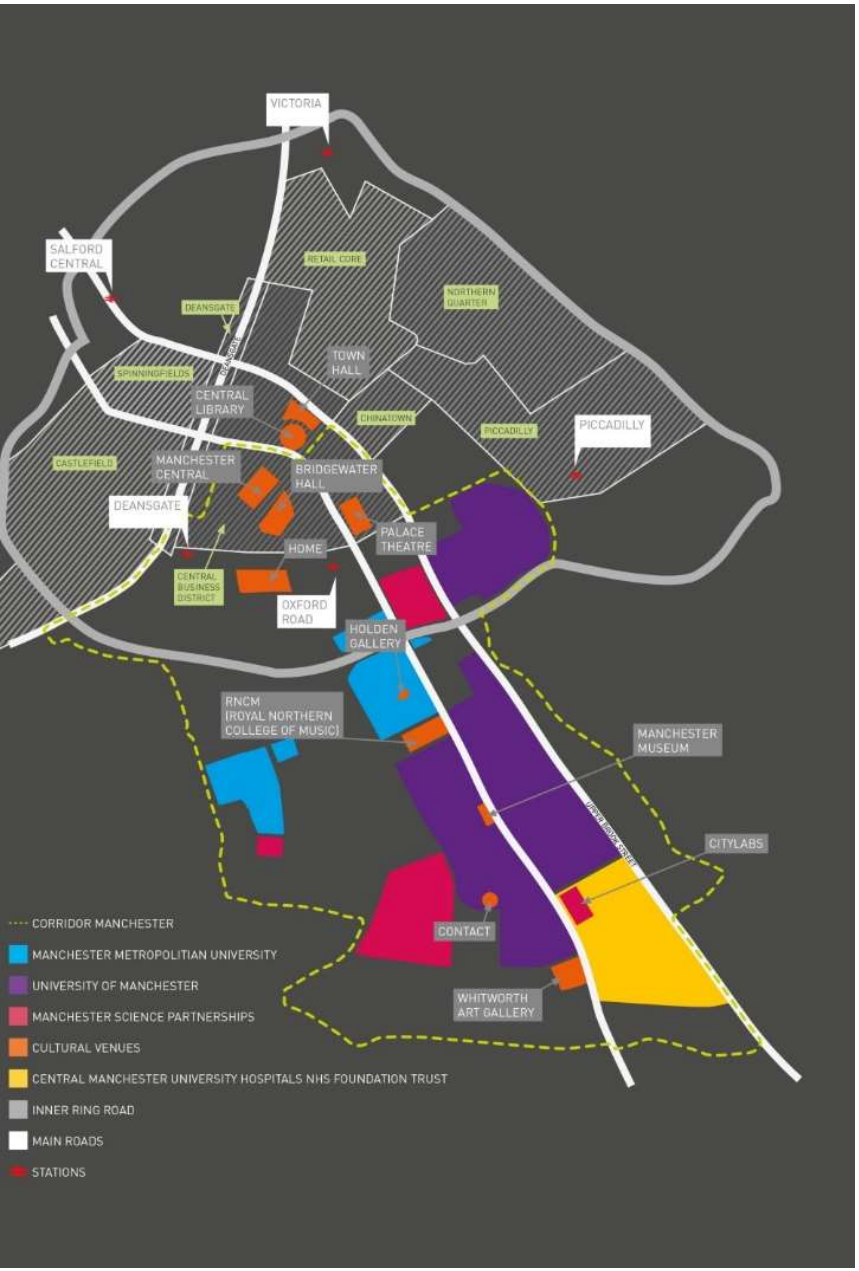


Towards a Citizen-Centric Smart City

USING CO-CREATION TO DEVELOP SMART SOLUTIONS TO PLACE-SPECIFIC URBAN CHALLENGES

Dr Regine Sønderland Saga

The Smart City

- Population growth and urbanisation
- Environmental challenges and efficiency opportunities
- Smart Cities addressing the challenges and opportunities

Aims:

- ↓ Energy consumption
- ↓ Carbon emissions
- ↑ Quality of life

Why a citizen-centric focus?

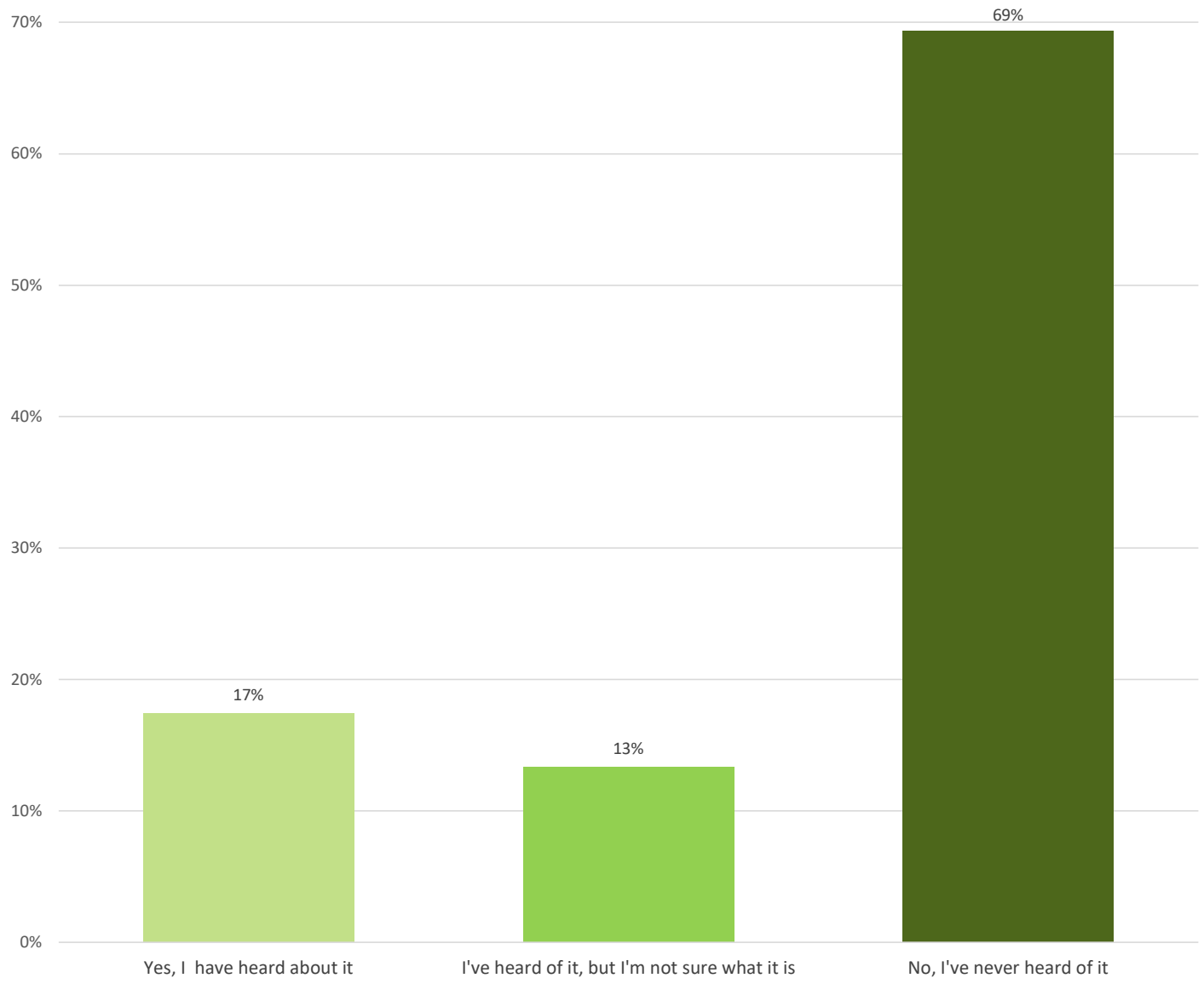
- Inevitable dawn of smart technology
- Citizens are key stakeholders in the smart city
- Big data and speculative futures
- From top down to people-led and inclusive solutions

Research problem:

- Socio-technical challenges to integration of ICTs and technology

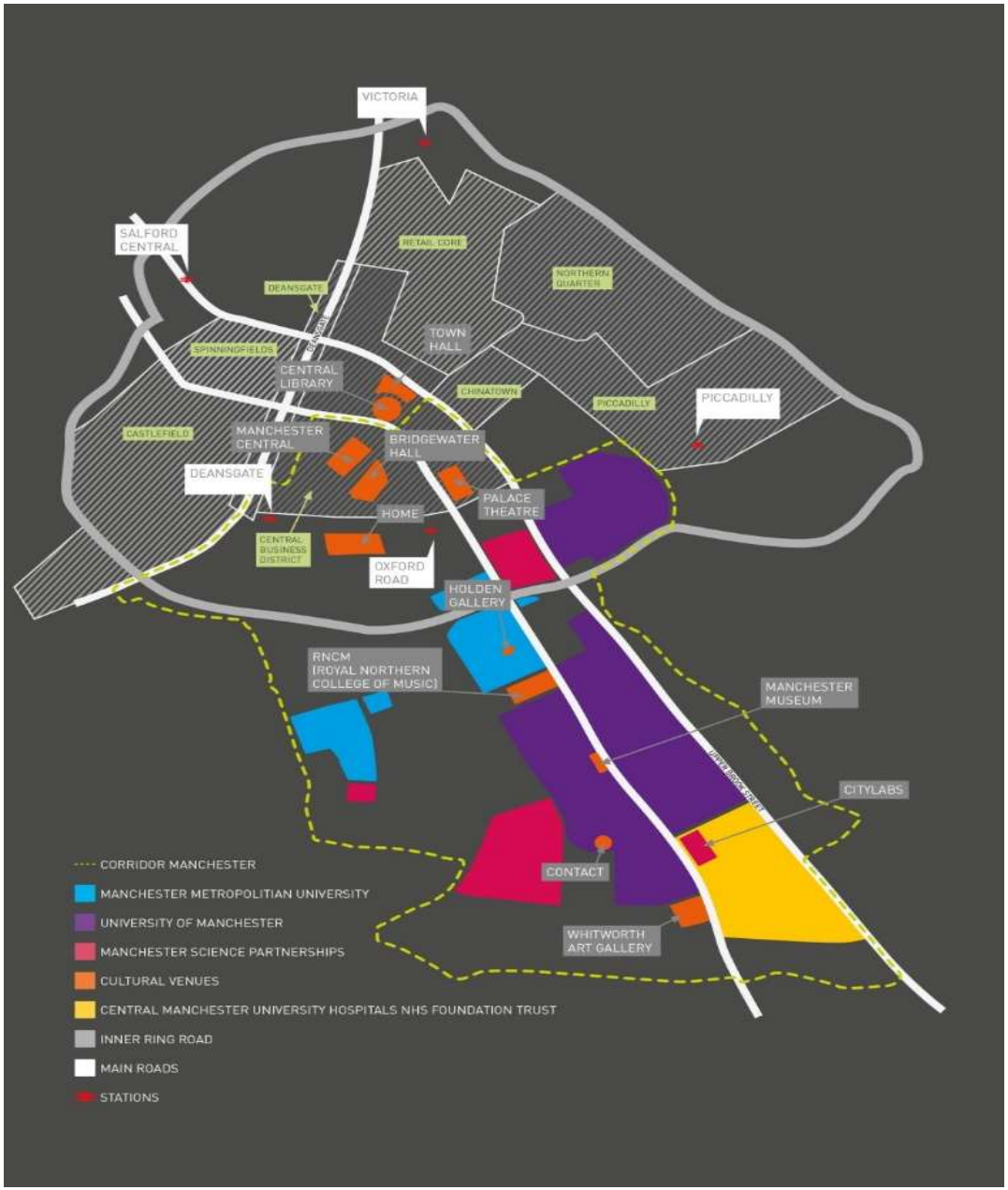
Awareness of the Smart City

- Two-thirds unfamiliar
- Then what about broader public?



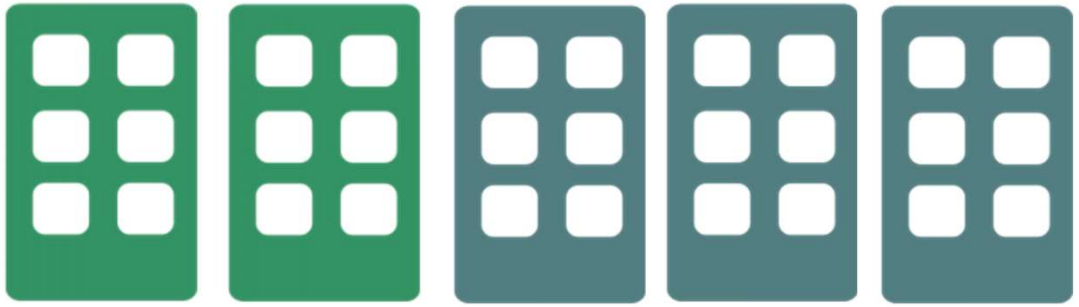
Student citizens in Manchester

- Smart City district: Oxford Road Corridor
- Universities as analogues to the Smart City
  - Universities as living labs and test beds
  - Platform for collaboration
  - Educators of tomorrows leaders
- Digital natives and early adopters
- Digitally enabled and techno-literate
- Life changing event
- Unexplored population



Birley Fields Campus

Why Birley Student Living



Halls

- 2 blocks, 37 flats
- 8 students per flat

Townhouses

- 3 blocks, 56 flats
- 12 students per flat

- In the Oxford Road Corridor - a Smart City District
- Built to high Energy Performance Standard
- Multiple replicates of flats with identical energy demand
- Students do NOT pay bills
- Real time energy monitoring at flat level
- Only variable in determining actual energy use = occupant behaviour

The Landlord-Tenant Split Incentive Scenario

Tenant pays energy bills

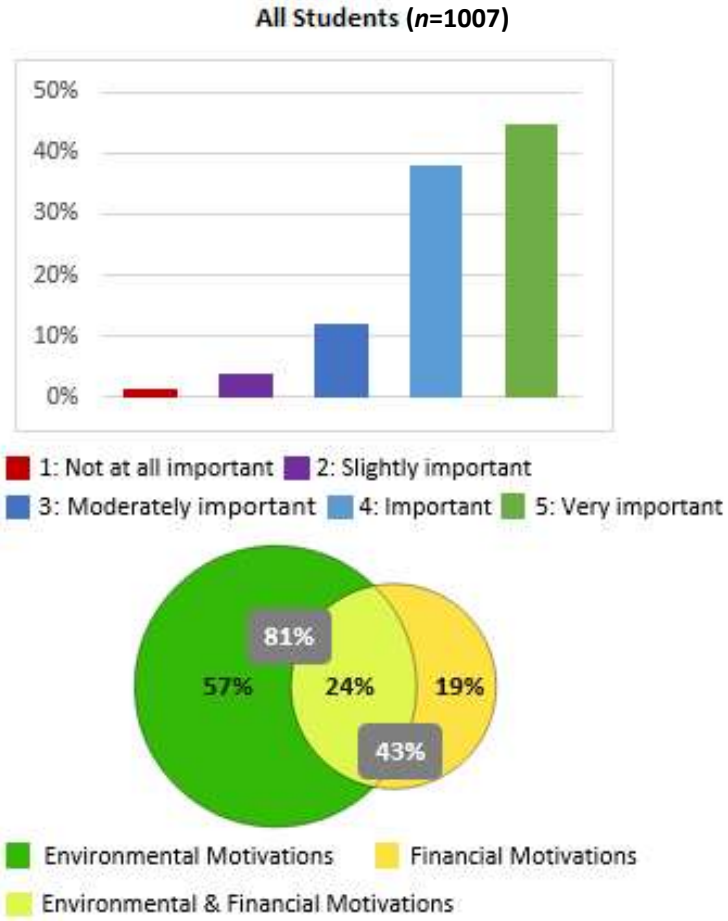
Landlord has **no incentive** to improve energy performance of building

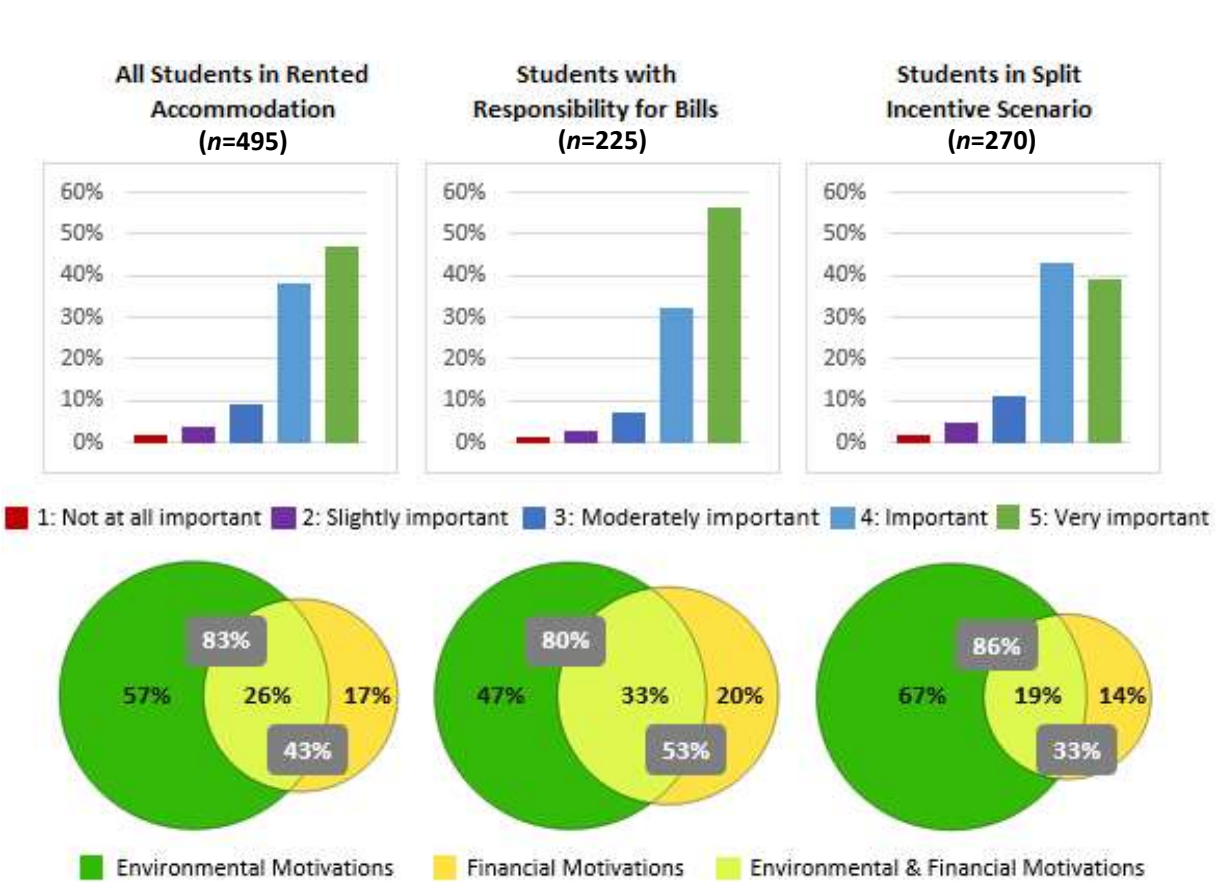
Landlord pays energy bills

Tenant has **no incentive** to reduce energy use

Objective: Explore the potential for smart solutions to encourage energy savings in a split incentive scenario

How important do you think it is to save energy?



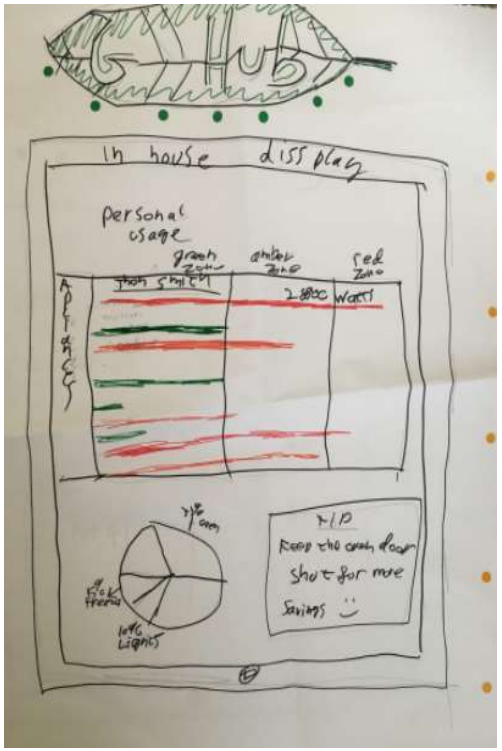


Cues, context, challenge

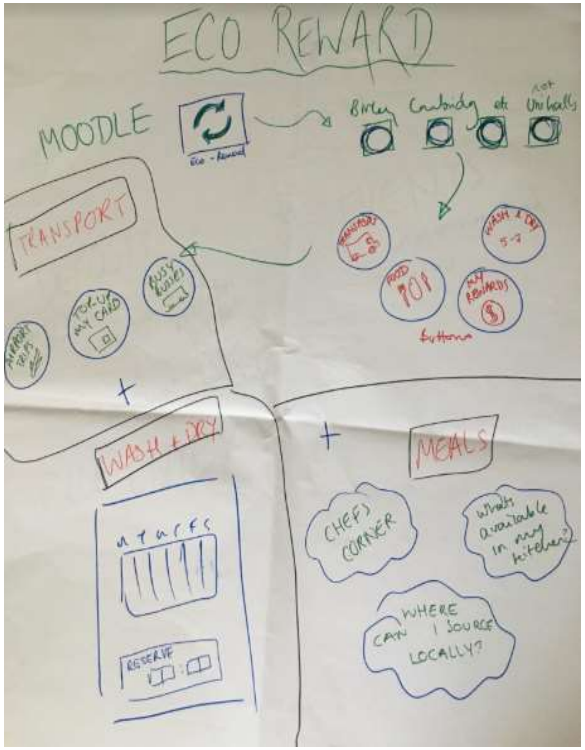
Seeing my real-time energy use would encourage me to conserve energy because...	Having a smart meter or monitor didn't encourage me to conserve energy because...	Having a smart meter or monitor did encourage me to conserve energy because...
"...if I had a little progress bar that told me how much i was using I'd be much more aware of and able to prevent my energy wastage"	*"...[it only showed] numbers I don't understand and didn't really have a severity level (showing what's good, bad and average)"*	"...[it displayed a] smiley face and a green background when we used little energy"
"...if I knew the average amount that a person was using and I was using more, I would want to cut down."	*"...it tell [sic] me what it's currently using however it should also come up with [a] message [...] warning when I'm using more than average amount daily or weekly. Just because it displays numbers doesn't mean anything."*	*"...it would show how much energy is being used in the household at that time represented by colours; green, orange and red. When it is red or a large amount of orange it encourages us to use less energy, by switching things off or using them for a short amount of time."*
"...I'm quite competitive so I'd probably be trying to beat my daily best for less consumption"		*"...it reminded me of how much energy I have used and how much I have saved from previous day or week"*
"...gamification [...] would make it easy to turn the abstract concept of saving energy into a tangible concept and remind you how much you should / shouldn't be using"		

If you were to design a smart solution to encourage students to save energy in the flats and town houses at Birley Fields campus, what would it look like?

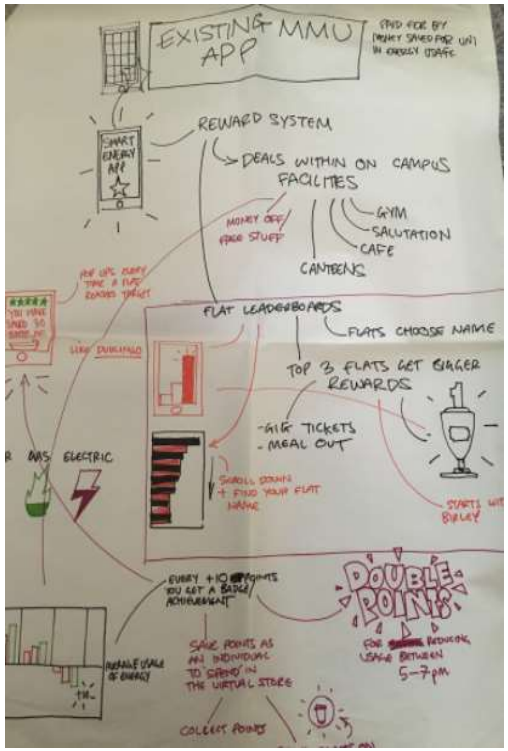
Team 1: Energy Savers



Team 2: Eco-Students

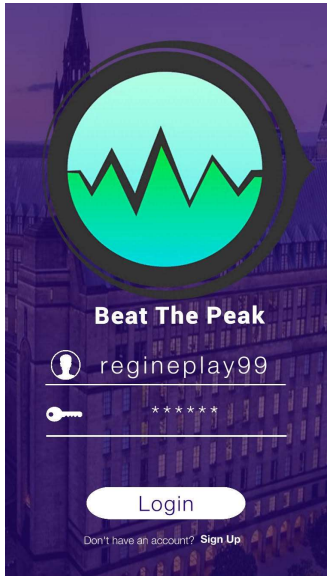


Team 3: OMIE



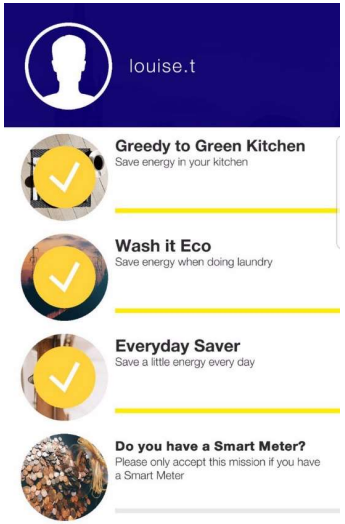
The Innovation Challenge (*n*=13)

Apps and dashboard solutions



Accept or decline

Variety of missions



Focus Groups

(*n*=49, split between 8 groups)

- Colours and design
- Language
- Information
- Tips
- Leader boards and competition
- Rewards and incentives

Conclusions

A call for **more visible smart cities** that include citizens in the **co-creation** of solutions to urban problems.

Environmental drivers are the dominant motivation for students to conserve energy, also in split incentive scenarios.

Encouraging indications that provision of **contextualised and real-time energy information using intuitive visual cues and gamification** could potentially change student energy behaviours.