



Practice Profile

Axis Design Collective

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<http://axisdesigncollective.com>

AXIS DESIGN COLLECTIVE



## Axis Design Collective

### *Practice Introduction*

We are a private practice of Architects and Urban Designers established in 1980 and working from offices in one of our own projects, a refurbished, Grade II listed foundry building in the Jewellery Quarter of Birmingham. Our experience, commitment and enthusiasm for architecture enables us to give personal attention to a wide range of commissions.

Whatever the scale of project we believe that good design should enrich the lives and activities of its users.

This principle holds good whether we are working for a local authority, commercial organisation, an individual client or a community group. As designers we have a number of special interests which can be brought to bear on our commissioned work. These include:

- *Low-energy, environmentally sustainable design*
- *Conservation and re-use of historic buildings*
- *Participatory design and community consultation*
- *Online consultation*

Over the last 25 years we have gained extensive experience and an unparalleled record in the West Midlands working on area regeneration and social housing projects for Community Groups, Local Authorities, Housing Associations, Voluntary Organisations and Housing Action Trusts.

By working from early concepts through to delivery on site we have extensive experience of the many regulatory requirements of social housing and urban regeneration such as Scheme Development Standards, Lifetime Homes and Secured by Design. The latter of which we have recently been advising on as part of a consultation group alongside Birmingham City Council and West Midlands Police.



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## PREVIOUS PROJECTS: PAGE 1

### Urban and Estate Regeneration Projects

<b>Blurton, Stoke-on-Trent</b> Large scale web-based estate consultation project	<b>2005-present</b>
<b>Normacot, Stoke-on-Trent</b> Local area environmental masterplan	<b>2005-present</b>
<b>Lyndhurst Estate, Birmingham</b> Tower block options appraisal and neighbourhood planning	<b>2004-present</b>
<b>Coalville, Stoke on Trent</b> Masterplan consultation and remodelling of a400 home estate	<b>2004—present</b>
<b>Pitts Farm Estate, Birmingham</b> Extensive environmental improvements and new Home Zone	<b>2003—present</b>
<b>Birchfield Estate, Birmingham</b> Options appraisal study	<b>2003</b>
<b>Egghill Estate</b> Housing regeneration masterplan/design guidance	<b>2001-2004</b>
<b>New Deal for Aston</b> Sports and leisure-led regeneration proposals	<b>2001-02</b>
<b>Brandwood Smiths Kings Heath, Birmingham</b> Community planning project for 250 households	<b>2000—present</b>
<b>Fairfields Estate, Market Drayton</b> Resident led estate improvement proposal	<b>2000-04</b>
<b>The Lyng, West Bromwich</b> An urban, high density, housing regeneration project	<b>2000-04</b>
<b>Irish Quarter, Digbeth, Birmingham</b> Development options for the Irish Community Forum	<b>2000</b>
<b>Holte/Priory Road, Birmingham</b> Inner city local area planning	<b>1999-04</b>
<b>Urban Care Project, Sparkbrook SRB,</b> Training residents & running a large Community Health Survey	<b>1997-98</b>



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## PREVIOUS PROJECTS: PAGE 2

### *Urban and Estate Regeneration Projects*

<b>Parkfields Estate, Castle Bromwich</b> Production of resident-led Estate Improvement Plan	1998-02
<b>Watton Green West Neighbourhood Strategy</b> Castle Vale Local area consultative planning	1996-97
<b>Sopwith Croft Neighbourhood Strategy, Castle Vale</b> Local area consultative planning	1995-96
<b>Ladywood Regeneration Framework, Birmingham</b> Master Planning an inner city estate in Birmingham	1990-95
<b>Pype Hayes Estate Regeneration, Birmingham</b> Master Planning of an estate of 1600 mixed tenure homes <i>Winner NHTPC National Partnership Award 1998</i>	1989—present



## PREVIOUS PROJECTS: PAGE 3

### *Housing projects—Social and Mixed Tenure:*

<b>Stoke Road, Bletchley</b> Canalside scheme of 94 mixed tenure homes	2004-present
<b>Upton Site B, Northampton</b> Second place competition entry to develop 195 new homes	2004
<b>Camphill, Nuneaton</b> A scheme of 172 houses utilising Urban Village Principles	2002—present
<b>Chatham Road, Northfield</b> Development of 72 new homes and Extracare Scheme	2002—present
<b>Lyng, West Bromwich</b> Development of high density urban flats and townhouses	2000—2004
<b>Concorde Tower, Castle Vale, Birmingham</b> Second phase of 42 houses and flats on Tangmere Drive	2000—2003
<b>Sunderton Road, Kings Heath, Birmingham</b> Redevelopment of Smiths houses into new housing <i>Finalist Best Sustainable Regeneration Project 2003</i>	2000—present
<b>Bond Drive, Castle Vale, Birmingham</b> 22 family houses for rent	2000—2002
<b>Tangmere Drive/Drem Croft, Castle Vale</b> A low energy, courtyard development of 21 bungalows	1999—2001
<b>Howes Croft, Castle Vale, Birmingham</b> Disabled bungalow development	1999
<b>Neville Walk &amp; Chigwell Close, Castle Vale</b> 33 rented infill houses & bungalows	1998—1999
<b>Sopwith Croft Phase 1 Castle Vale</b> 42 rented homes with emphasis on tenant choice	1998—2000
<b>Tewkesbury Millennium Housing competition</b> Second prize entry	1998
<b>Bryce Road phase 1, Dudley</b> A low energy, sustainable social housing project <i>Winner of the Homes 2000 Award</i>	1996—1998



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## PREVIOUS PROJECTS: PAGE 4

### *Community Projects:*

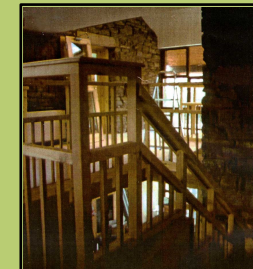
Since 1980 we have been involved in numerous Community Projects varying in complexity, scale and budgets, a selection of which are:

- *Pool Farm Community Nursery Building*
- *Arts & Games Wall, Midlands Arts Centre, Birmingham*
- *Ladywood Public Art Project*
- *Long Nuke Community Centre*
- *Maharashi School - Skelmersdale*
- *Kilby & Lighthorne Community Play Area, Ladywood*
- *St. Mary's Peace Garden, Pype Hayes*
- *Seven Streets Field Study Centre, Balsall Heath*
- *New Beacon Community School, Skelmersdale*
- *Community Focus, Pype Hayes, Birmingham*
- *Vale FM, Community Radio Station, Castle Vale*
- *Ladywood Community & Health Centre*
- *Digbeth Trust Community Architecture Consultancies*
- *SRB Urban Care community-based survey, BCC*

All projects share a consultative process which was built upon effective participation with the project stakeholders. We have direct experience of a variety of participatory design techniques:

*User Focus Groups, Design Workshops, Gaming and Simulation Community Video, Community Newsheets, Planning for Real, Questionnaires, Attitude Measurement, Minolta mapping, Project Web Exchanges, Modelling - Life size/scaled and computer based*

The success of our community projects does not rely upon such methods. It requires effective communication with users, a flexibility to respond to the specific needs of any group and an ability to ensure that the design process is transparent to all participants.



## Axis Design Collaborative

### Online consultation and design team management:

During the last few years Axis Design have been developing services in internet based collaborative tools; both publicly for consultation purposes and behind the scenes for design team discussions.

Public web sites have varied from quickly built, 'off-the-shelf' solutions such as the techniques used for Normacot; to the tailor made approach commissioned for Blurton. Both of which were well delivered as part of our work on the Pathfinder schemes being over seen by Renew North Staffordshire.

Further details, including a paper assessing the results of the public web sites are available online:

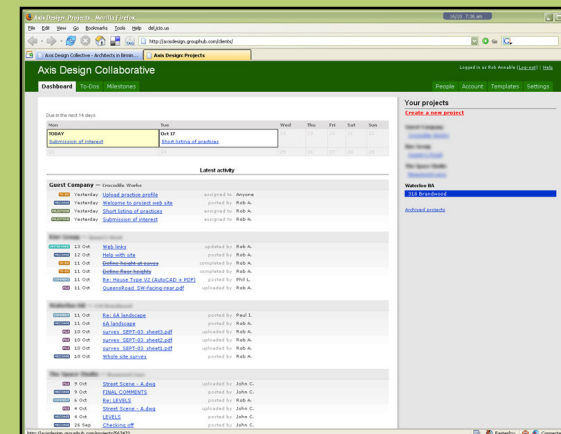
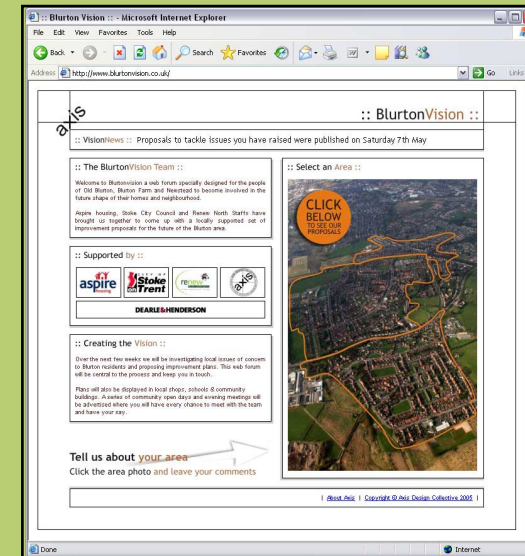
<http://www.axisdesigncollective.com/category/projects/online/>

Here's an excerpt:

"...By including the use of the internet we were able to increase the numbers of consultations, ensure that the process was as transparent as possible and provide another opportunity for hard to reach groups to view the proposals. Although the level of computer ownership in the area is unknown, our view is that as the cost of computer hardware continues to tumble it is incumbent on us to begin to explore online consultation techniques..."

More recently we have been providing the creation and maintenance of project team web sites for file sharing, messages, and time management to clients and fellow consultants.

As part of continued commitment to sustainable practice we aim to reduce unnecessary paper usage and speed up access to project information.



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## Architecture Week 2006

### Open Practice Day and Architecture Podcast

Axis Design took an active part in this year's Architecture Week events. As one of ten practices opening our doors for 'Open Practice' day we had numerous visitors come along and speak to us about our work in the housing industry.

In the lead up to the event we published two 'podcasts' on our web site providing some entertainment/information to people on their way to the office. Episode 1 was the timely re-broadcast of a lecture given by Ralph Erskine during the 70s, Episode 2 was an annotated walk across the city to our office with pictures and mapping using satellite technology.

Both can be downloaded from the following address:

<http://www.axisdesigncollective.com/category/architecture-week/>

We look forward to taking part again next year!

<http://axisdesigncollective.com>

### Taking part in architecture online

Further information on all of the work included in this profile can be found on the company web site. Regularly updated with latest news and projects, each page contains further images and lists projects by category.

Also included is contact information, links to collaborative pages and links to external web sites of interest.



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## REFERENCES:

*The following list of referees will give you the opportunity to select those most appropriate to be approached for a written reference.*

### ***Tony Roberts***

Development & Joint Ventures  
Birmingham City Housing  
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### ***Steve Walters***

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