WEST MIDLANDS
DESIGN CHARTER
IS INTENDED TO PROMOTE,
INSPIRE AND ENCOURAGE
GREAT DESIGN INITIATIVES
AND QUALITY PLACE-MAKING
ACROSS OUR REGION.

The West Midlands Design Charter is built on 12 principles that fall into 6 themes.

West Midlands Design Charter is part of our region’s ambition to encourage creative design and innovation to flourish, as we build a future that delivers inclusive growth for all of our communities.

Take the next step and find out more.
wmca.org.uk

THIS IS THE
WEST MIDLANDS.
THE UK’S GROWTH
CAPITAL.

WEST MIDLANDS
DESIGN CHARTER

Shaping the Future
Climate Resilience
Developments should incorporate climate adaptation measures that respond to the short and long term impacts of climate change and address the environmental impact of the proposal across its lifecycle.

Delivering Low Carbon Development
Development proposals should seek to reduce greenhouse gas emissions by making clear, specific commitments to carbon reduction. The potential for new schemes to meet zero net carbon should be considered from the outset.

Technological Resilience
New development should harness technological innovation from the outset, to deliver adaptable buildings that respond to the rapidly changing digital, communication and infrastructure requirements of our businesses and communities.

Building Active Communities
Development proposals should support healthy living environments and address health inequalities by providing access to nature and spaces for physical activity.

Promoting Wellbeing
New development should promote wellbeing and good mental health by fostering community, identifying opportunities to reduce social isolation and minimise loneliness.

Securing Social Value
WMCA expects developers to promote social value throughout the development process and will seek to align all housing and regeneration investment decisions with its inclusive growth objectives through its Single Commissioning Framework.