

# Sustainability Our Responsibility



Social  
Wellbeing  
& Health



Economic  
Prosperity



Design  
with Nature

cracknell



Sustainability is a journey  
not a destination.



At Cracknell we recognise our responsibility as custodians of the landscape including urban and natural environments.

## We Seek to:

**Meaningfully contribute to the mitigation of climate breakdown,** evaluate all new projects against this aspiration, and encourage our clients to do the same.

**Preserve and protect** existing irreplaceable landscapes & habitats whilst protecting and optimising areas of functional and biodiverse landscape in all developments.

**Utilise mitigation, adaptation and resilience** as primary tools and use regenerative landscape design principles.

**Collaborate** with all fellow consultants including our Clients, architects, engineers and contractors, to reduce construction waste.

**Promote water efficient landscapes** and biodiversity net gains in all projects.

**Minimise wasteful use of resources** in landscape architecture and urban planning, at the macro and micro scale.



# Sustainability Social Wellbeing & Health

Cracknell is committed to creating accessible outdoor spaces to improve the lives of people from every walk of life.

Social Cohesion through Inclusive Design

Encouragement of Healthy Lifestyles

Value of Unique Sense of Place

Celebration of Local Vernacular & Culture

Safety through Mindful Design

Enhancing Employment Opportunities

Supporting Locally Sourced Materials & Suppliers

## STRATEGIC PLANNING

Considerations include:  
Context, Culture & Locality  
Integrated Infrastructure  
& Connectivity  
Living & Social Patterns

## VISUAL IDENTITY

Considerations include:  
Patterns & Forms  
Art & Craft  
Customs & Traditions  
Heritage & Story  
Ceremonies & Festivals



# Sustainability Economic Prosperity

Cracknell is committed to supporting our clients, partners & all stakeholders by enhancing value through landscape-led design.

Generating Higher Footfall via Visitor Attractors

Increasing Site & Development Value

Sustaining Dwell Time through Mix of Use & Activity

Encouraging Local Employment Opportunities

Utilising Techniques for Year-Round Landscape Use

Creating Adaptable Landscapes for Future Re-Use

## MICRO-CLIMATES

Considerations include:  
Liveability  
Heat Island Mitigation  
Sustainability & Resilience

## ADAPTABILITY & DURABILITY

Considerations include:  
Long-lasting Materials  
Flexible Use  
Spatial Variety



Sustainability

# Design with Nature

Cracknell is committed to protecting the natural environment for future generations.

- Working with Ecology via Native/Adaptive Planting
- Mitigating Climate Change through Urban Greening
- Promoting Value of Natural Landscape Character
- Minimising Encroachment on Natural Habitats
- Ensuring Durability through Resilient Design
- Designing for Minimal Water Demand

CARBON OFFSET

Landscape Mound:	4500m <sup>2</sup>
O2 produced:	20,024kg/year
Carbon extracted:	15,313kg/year

CONSERVE RESOURCES

- Considerations include:
- Resilient Landscapes
  - Minimise Energy/Water Use
  - Harness/Re-Use Energy

ECOLOGY

- Considerations include:
- Native & Adaptive Planting
  - Promote Biodiversity
  - Habitat Creation





"The planet we make or mar today  
will be theirs tomorrow."

Basil Cracknell, 'Outrageous Waves'



