



AMY PRIESTLEY

BA (Hons), MA (UD), MCIHT

URBAN DESIGNER



Amy is an Urban Designer and Planner, with 10 years' experience working in the built environment sector, specialising in movement and public realm frameworks and strategies, and the design of streets and public spaces.

Amy's strong understanding of the complexities, opportunities and interrelationships between movement and place, underpins all her work. This typically covers: town centre strategies and masterplans; street and public realm design manuals; walking and cycling network planning; neighbourhood strategies; and masterplanning, street design codes and transport strategies for sustainable, low-car residential-led development. Previously, Amy worked as an Urban Designer on the award-winning Mini-Holland Programme at London Borough of Waltham Forest, helping to transform the borough's streets and public spaces to support and encourage everyday walking and cycling.

Throughout her career, Amy has gained extensive experience of delivering walking and cycling schemes, from inception through to completion. Her design work covers segregated cycle schemes on major corridors and junctions as well as local high streets, linear parks and pocket parks, all the while balancing competing demands for space in our streets and creating an attractive stage for urban life to unfold.

As a strong advocate for active and sustainable travel, Amy has played a pivotal role in building relationships with communities and businesses through devising and delivering engagement strategies and working with local politicians to overcome challenges and build consensus for schemes.

WALTHAM FOREST MINI-HOLLAND

Prior to joining Urban Movement, Amy worked as an Urban Designer within Waltham Forest Council's Highways team, and was responsible for the design and delivery of key elements of the Council's 'Walk, Cycle, Enjoy' Mini-Holland programme. She was lead designer for the award-winning Francis Road scheme, the centrepiece of the Leyton Low Traffic Neighbourhood. Her work also included extensive engagement with local residents, business and other stakeholders, in order to build support for various schemes in the wider programme.



AYLESBURY GARDENWAY

Amy led the consultant design team on the Gardenway project for Buckinghamshire Council. During the project, Amy developed and delivered an intensive programme of co-design activities with the local community. She also engaged with a wide range of stakeholders to negotiate the delivery of the route. This included developers, land owners, councillors and council officers. Key outputs included a design code for the Gardenway walking, cycling and wheeling route and overall strategy for the movement network.



ACTIVE TRAVEL ENGLAND

As a Design Review Auditor as part of the Inspections and Planning Framework for Active Travel England, Amy's role involves reviewing walking and cycling schemes submitted by local authorities against the latest national design standards using comprehensive assessment tools including the Active Travel England Check. This involves identifying 'critical' and non-critical safety and design quality issues, and providing succinct advice on how to rectify and improve schemes, with the aim of raising the quality of cycling infrastructure schemes nationally.



CAREER

- 2018
Urban Designer
Urban Movement
- 2014
Assistant Engineer (Urban Designer)
Mini-Holland Programme,
LB Waltham Forest
- 2013
Student Planner (Planning Policy)
Northumberland County Council
- 2013
Urban Design Researcher
Newcastle University
- 2011
Student Planner
Peacock & Smith Ltd

OTHER RECENT PROJECTS

- Sutton Coldfield Town Centre Masterplan
- Little Haldens, High Wycombe Transport Strategy + Street Design
- Greenwich Street Design Guide
- Glasgow Community Links Plus bid
- Park Royal Liveable Neighbourhood Funding Bid to TfL
- Low Line (Southwark) Routes, Crossings + Connections study
- Guildford Cycle Network
- Greenford + Perivale 20 Minute Neighbourhood Framework
- Woolwich Town Centre Masterplan
- South Bank Spine Route Study