



IBI Healthy Places for Healthy People

@ibigroup

www.ibigroup.com

Why IBI Group?

IBI Group is a global design and technology practice. We are dedicated to working with our clients and partners to deliver citizen-focused, innovative and future-ready environments.

We take a smart approach to place-making, using evidence-based design and new technology to actively promote long-term sustainability and community wellbeing. This ethos is supported by our talented team of architects, town planners, landscape architects, systems experts and research design.

What is the NHS England Healthy New Towns initiative?

IBI is NHS England's design and technology advisor for ten NHS Healthy New Town demonstrator sites across the country, covering more than 76,000 new homes, these developments have the potential capacity for over 170,000 residents.

How will it improve community wellbeing?

The design of these new towns will test creative solutions that will help address the health and care challenges of the 21st century, including obesity, dementia and community cohesion.

IBI Group is proud to have been selected by NHS England as their expert support partner for the programme based on our unrivaled experience of designing wellbeing into the physical environment.

Our specialist advice includes: Health and Public Service Strategy; Travel /Transport; Digital Smart Cities; Behavioural Insights; and Inclusive Design and Dementia.

Mobility

The way we move through towns and cities can have a significant impact on our mental and physical wellbeing.

At IBI, we plan around the citizen experience. We design sustainable and operationally efficient transportation systems that not only encourage individuals to make better informed, health-conscious decisions about how they travel, but help reduce harmful emissions that can be the cause of many respiratory illnesses.

Digital Smart Cities

A Smart City uses technology to raise its IQ – to increase economic competitiveness and quality of life, efficiently use resources, and support environmental sustainability.

IBI is a leader in the effective application of technology in the design of Smart Cities. Smart Cities thinking is integral to our multi-disciplinary design approach, as it examines opportunities for technology-enabled citizens to access services that meet their needs.

Behavioural Insights & Research

IBI places great emphasis on high quality research. Through our strategic collaborations with the World Health Organisation Collaborating Centre and the University of Salford, our dedicated research and development team, IBI THiNK understands how and why the built environment impacts the physiology, psychology and social behaviour of the communities they serve.

Our knowledge of interventions such as sensory, emotional and biophilic design informs our approach to not only individual buildings, but when planning and regenerating towns and cities.

Inclusive Design and Dementia

We specialise in designing dementia friendly and inclusive environments, whether a mental health hospital or town centre. Our extensive experience is invaluable in a world where health issues such as Alzheimer's and other debilitating diseases need to be addressed at every level of our urban environment.

Where IBI Group is adding value

Our team work across-disciplines to design strategies for public and private sector bodies, enabling them to deliver significant operational efficiencies and enhanced community services.

We recognise that health and wellbeing is not just a problem for the NHS to treat, but rather that wellness can be built into the fabric of our communities. Through the careful design and application of an evidence-based approach, IBI understands that schools, homes, parks, and streetscapes all contribute to a healthy, happy society.



CONCEPT: URBAN WELLBEING



RESEARCH: HEALTH HAUS



PRACTICE: HEALTHY PLACES