



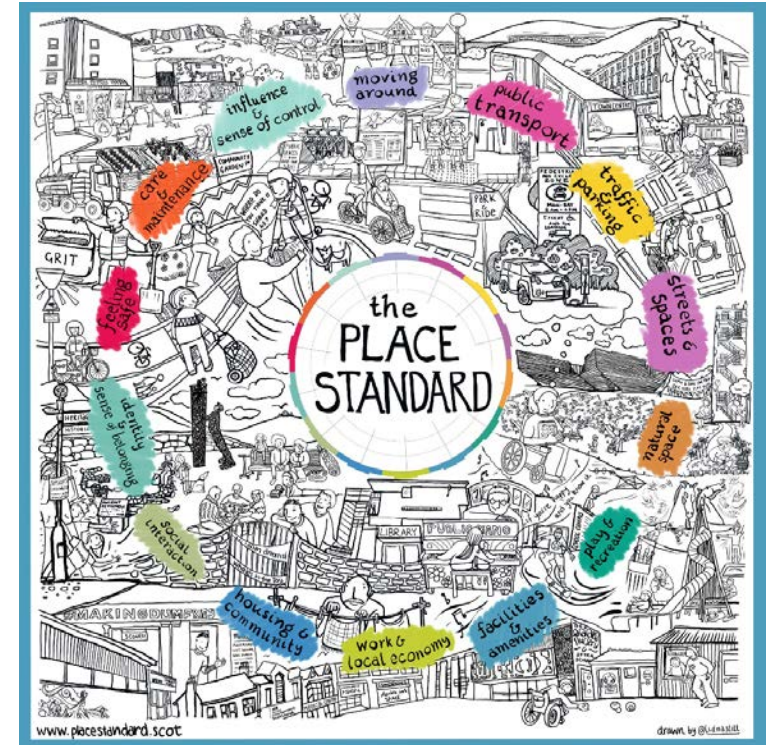
**Scotland's
health**

Place Standard: How Good is Our Place?

Shruti Jain

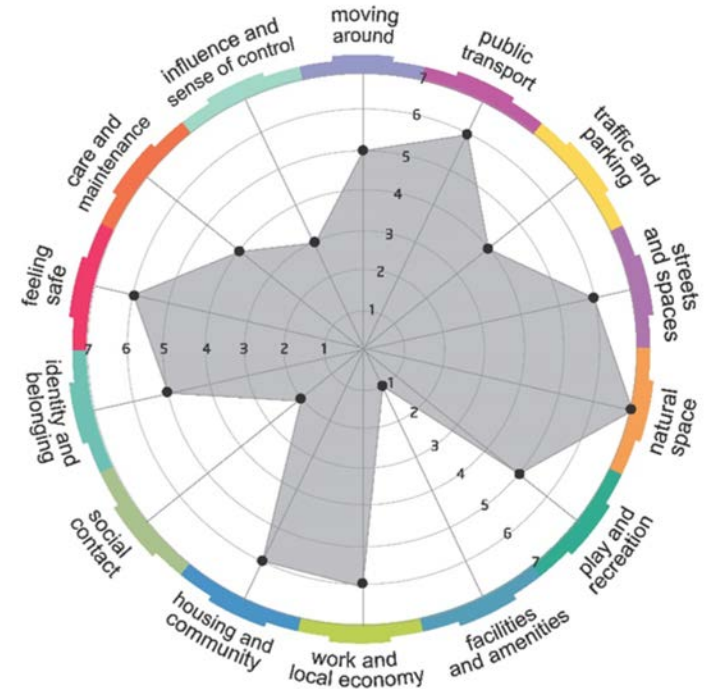
Health Improvement Manager (Place)
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Join the conversation on Twitter:
@PlaceStandard
@shruti_fruiti
@NHS_HS



I will cover...

- Place, health and health inequalities
- Origins & principles of the Place Standard
- Implementation
- Conditions for success
- Application
- Transferability





Are we having the right conversations with the right people at the right time to change things for the better?

Place: a definition

Place

- the **environment** in which we live
- the **people** that inhabit these spaces
- the **quality of life** that comes from the interaction of people and their surroundings

Creating Places – Scottish Government Policy Statement on Architecture & Place 2013

Place making

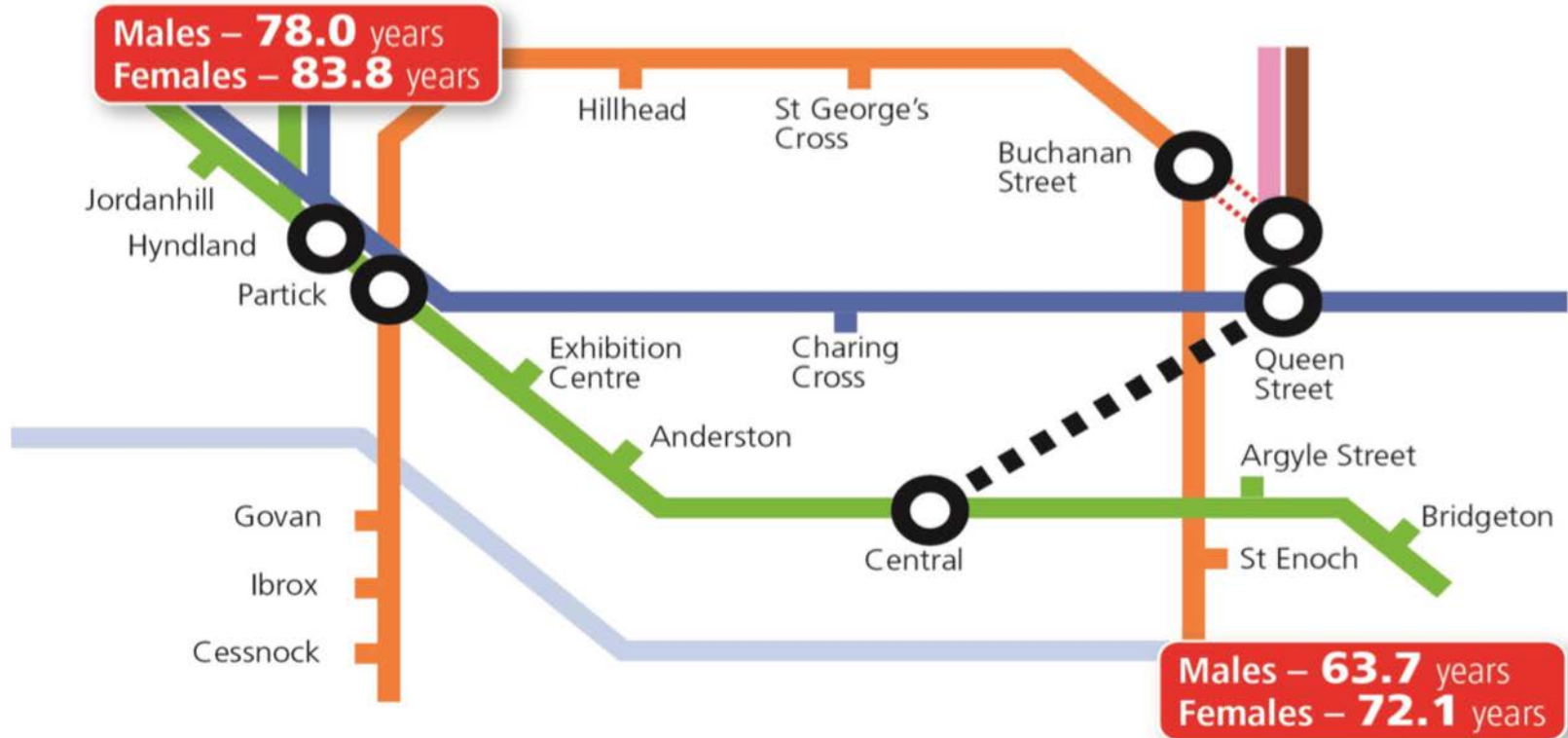
ANY development ALWAYS ‘makes places’...
...the question is whether they contribute positively, have little impact, or lead to negative outcomes.





Place - mending

Inequalities in health – the consequences

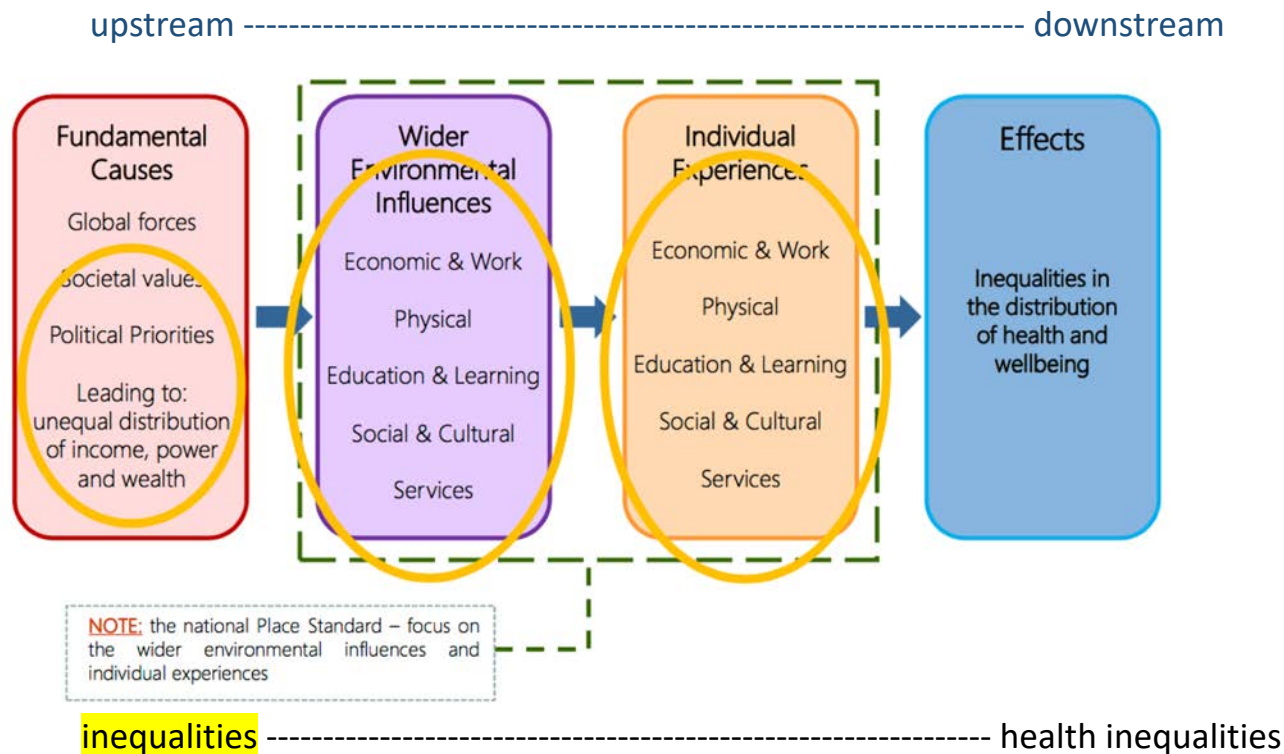


Place: a complex picture of health

- People factors - age, sex & genes
- Community factors - capital & networks
- Lifestyle factors - diet, physical activity & work-life balance
- Local economy - wealth creation & access to, & nature of market
- Activities e.g. working, shopping, moving around, living, playing & learning
- Built environment - buildings, spaces, streets, public realm & housing
- Natural environment - air, water, landscape, natural habitat



Theory of causation & Place Standard



Address the cause of inequalities

Our lives need to be comprehensible
manageable and meaningful,
...or we experience a state of chronic
stress - linked to early mortality.

The biology is very clear, chaotic, difficult
circumstances lead to an increased risk
of physical ill health.

So lets not spend a fortune trying to find
drugs to fix that; lets change the chaotic
and difficult circumstances.



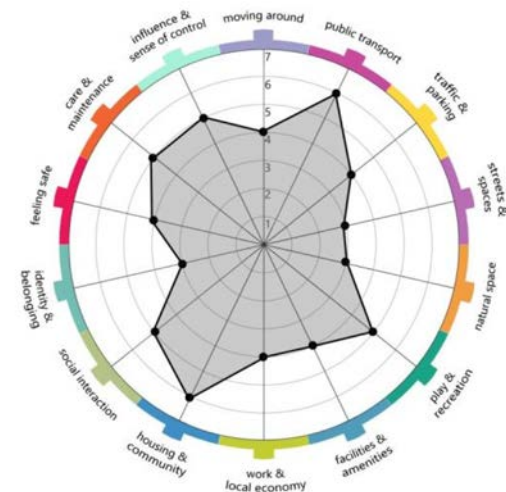
Aaron Antonovsky: concept of 'salutogenesis'



Sir Harry Burns (Former Chief Medical Officer of Scotland)

Place Standard origins

NHS Health Scotland



Partners:

- Scottish Government (Planning & Architecture)
- NHS Health Scotland
- Architecture & Design Scotland
- Glasgow City Council

healthscotland.scot

Twitter  @NHS_HS

Instagram  @nhshealthscotland

Place Standard supporting legislation & standards

NHS Health Scotland

CREATING
PLACES
A policy statement on architecture
and place for Scotland

GOOD PLACES,
BETTER HEALTH
A NEW APPROACH TO ENVIRONMENT
AND HEALTH IN SCOTLAND

IMPLEMENTATION PLAN



Community
Empowerment (Scotland)
Act 2015

A legal requirement to “prepare
and publish a local outcomes
improvement plan” July 2015



**National
Standards**
for
**Community
Engagement**

healthscotland.scot

Twitter  @NHS_HS

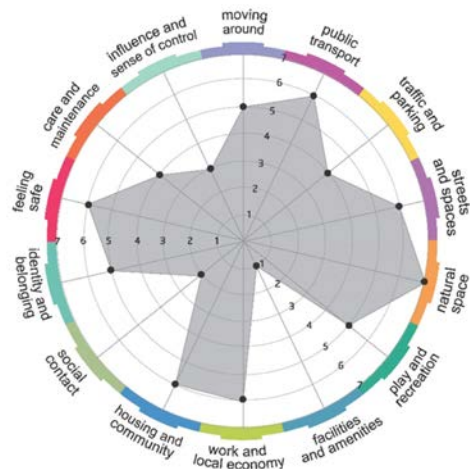
Instagram  nhshealthscotland



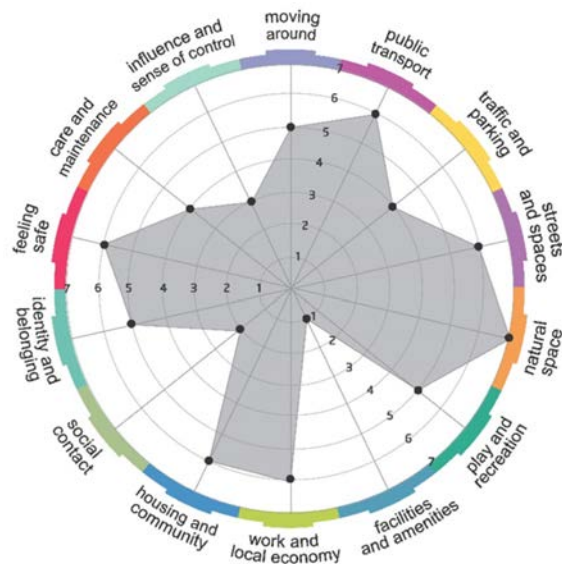
...to support the delivery of high quality places in Scotland and to maximise the potential of the physical and social environment in supporting health, wellbeing and a high quality of life.

Place Standard what is it?

- A simple, free, easy-to-use assessment tool to evaluate the quality of a place
- It can evaluate places that are well-established, undergoing change, or still being planned – at a range of scales: local to regional
- Developed based on evidence of the positive role that place plays in reducing inequalities
- 14 simple questions: physical, social & economic characteristics of place affecting health & wellbeing
- Can be undertaken by communities and/or professionals, individually or in groups
- Structures conversations on key issues and provides rich qualitative data



How does it work?



Data generated to identify priority actions important for good quality places. Place Standard targeted to areas of deprivation.

Actions taken to improve quality.

Improved wellbeing for community and reduction in health inequalities.

Theme

Question

 Moving Around	Can I easily walk and cycle around using good quality routes?
 Public Transport	Does public transport meet my needs?
 Traffic And Parking	Do traffic and parking arrangements allow people to move around safely and meet community needs?
 Streets & Spaces	Do buildings, streets and public spaces create an attractive place that is easy to get around?
 Natural Space	Can I regularly experience good quality natural space?
 Play & Recreation	Do I have access to a range of spaces and opportunities for play and recreation?
 Facilities & Amenities	Do facilities and amenities meet my needs?
 Work & Local Economy	Is there an active local economy and the opportunity to access good quality work?
 Housing & Community	Does housing support the needs of the community and contribute to a positive environment?
 Social Interaction	Is there a range of spaces and opportunities to meet people?
 Identity & Belonging	Does this place have a positive identity and do I feel I belong?
 Feeling Safe	Do I feel safe?
 Care & Maintenance	Are buildings and spaces well cared for?
 Influence & Sense of Control	Do I feel able to participate in decisions and help change things for the better?

MOVING AROUND

Walking and cycling are good for both our health and the environment. The design and layout of a place can encourage walking and cycling by providing pleasant and safe routes that connect people to where they want to go.

Now consider the question:

Can I easily walk and cycle around using good quality routes?

Next, rate your place on a scale from 1 to 7 where 1 means there is a lot of room for improvement and 7 means there is very little room for improvement. There are some points on right to help you consider your response.

1	2	3	4	5	6	7
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If you wish, note why you rated your answer the way you did below:

|

800 characters left

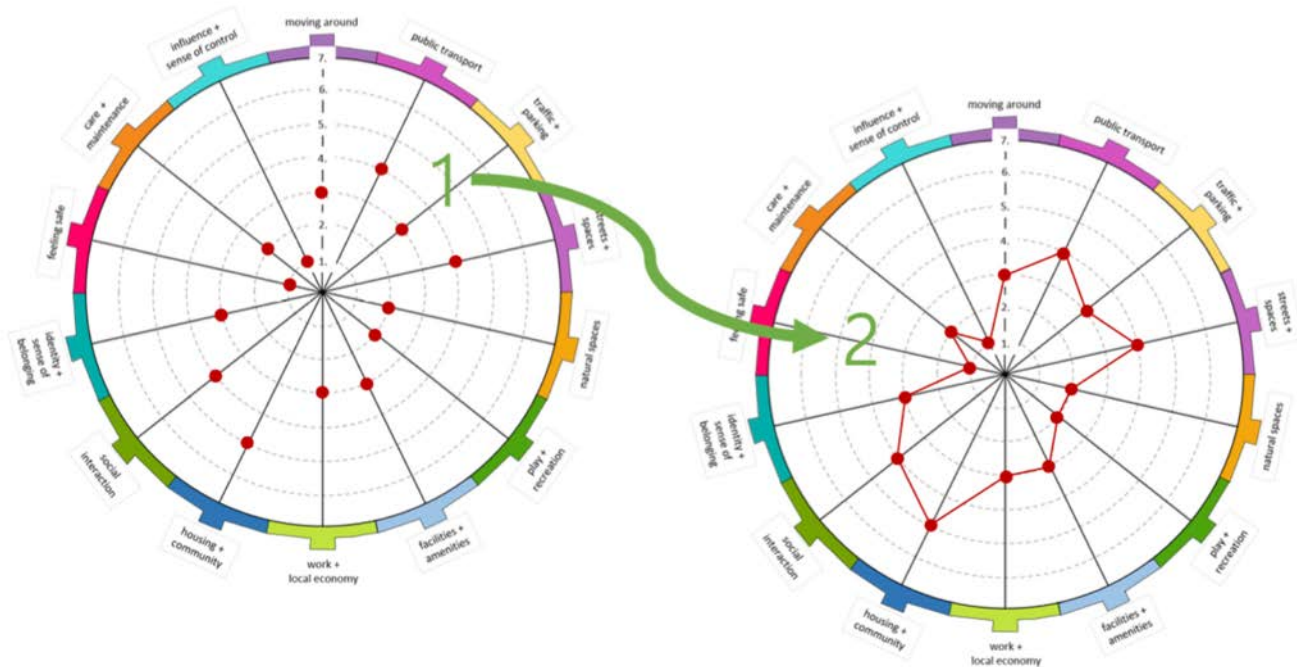
[< Previous](#)[Next >](#)[Place Standard Guide](#)[Finish](#)

You might want to think about the following:

- Are there enough routes for walking and cycling? Are these given priority over cars and other traffic as much as possible?
- Do routes provide obvious and direct links with the places that people want to go, such as schools, shops, parks and public transport?
- Are routes of good quality, in an attractive environment and pleasant to use?
- Do routes meet the needs of all people regardless of age, mobility or disability? Is seating available for those who may need it?
- Do routes feel safe to use all year round and at different times of the day?

Place Standard: scoring

The Place Standard is very easy to use. Users consider each question in turn rating a place on a scale of 1 to 7. One means there is a lot of room for improvement, 7 means there is little need for improvement, the quality is as good as it can be. Then you plot the ratings on the compass and join the dots to make a 'spider' diagram.



Place Standard: recording responses

Feeling Safe

respondents, and seen as a concern with the rising population.

- The recent spate of burglaries was mentioned a number of times.

Care and Maintenance

- Buildings are generally well maintained.
- There are problems with litter, dog fouling and graffiti in streets and parks.
- Gritting in winter can be selective
- Issues with cobbles on the High Street

Social Interaction

- Queensferry offers a lot of clubs and organisations.
- Some felt there was a lack of facilities for these organisations, e.g. no dedicated community centre.
- Others identified the High School as a good space for such activities.

Work and Local Economy

- The overwhelming view was that Queensferry is a dormitory town for Edinburgh and other settlements, and that access to work in these places is good – if you have a car.
- There is an active local economy, but it is centred on the tourist trade and service sector roles – restaurants, hotels, Tesco etc.
- A number of respondents highlighted the lack of 'professional'-type jobs locally, and how big employers (eg Hewlett Packard) previously located there had left.

Influence and Sense of Control

- Many respondents felt their opinions were lost within the system.
- There was a view that public involvement in important issues has been lacking in the past, and where their views would not make a difference.
- Generally respondents felt they had little control or influence over events (particularly young people).

Identity and Belonging

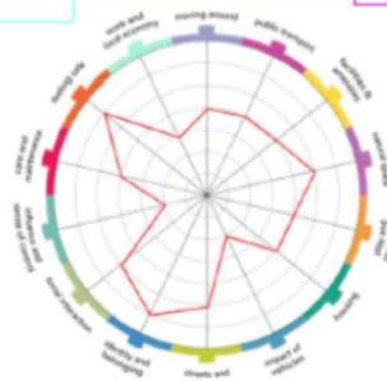
- Queensferry is seen as having a strong community identity, separate from Edinburgh.
- However, some respondents felt this was more tied to their local area than Queensferry as a whole.
- There is a fear this sense may be lost with the new housing developments.

Streets and Spaces

- Queensferry has a number of quality historic buildings, making it pleasant to walk around.
- However, the signage is quite poor in the centre, and should be improved to assist tourists with finding their way around.
- The poor quality of pavements and roads (e.g. potholes) was raised.

Moving Around

- General feeling Queensferry is easy to move around on foot.
- Most groups mentioned the poor state of the High Street.
- Views on cycle paths were mixed – some commented on their increased quality due to recent improvements and others commented on they are not well connected.



Public Transport

- Generally the bus services are seen as poor, both within Queensferry and for connections to other places. Comments centred on their prices, irregularity, and the withdrawal of services into Fife and West Lothian.
- There was also a view that some areas in Queensferry are much better serviced than others.
- Train services are viewed more positively, but are seen as expensive and overcrowded.

Natural Space

- Although there are few natural spaces within the town, Queensferry benefits from being surrounded by publicly accessible estates.
- However, access to these is dependent on having a car.
- There is concern that access to a lot of these will be lost with the new housing developments.

Facilities and Amenities

- Concern over the capacity of existing school and medical facilities being reached.
- Leisure facilities are limited, and those available (e.g. the pool at Queensferry High School) are in poor condition. Facilities are available in surrounding settlements, but usage depends on access to a car.
- The town has a fair number of shops, but they are seen as catering more towards tourists than residents.

Play and Recreation

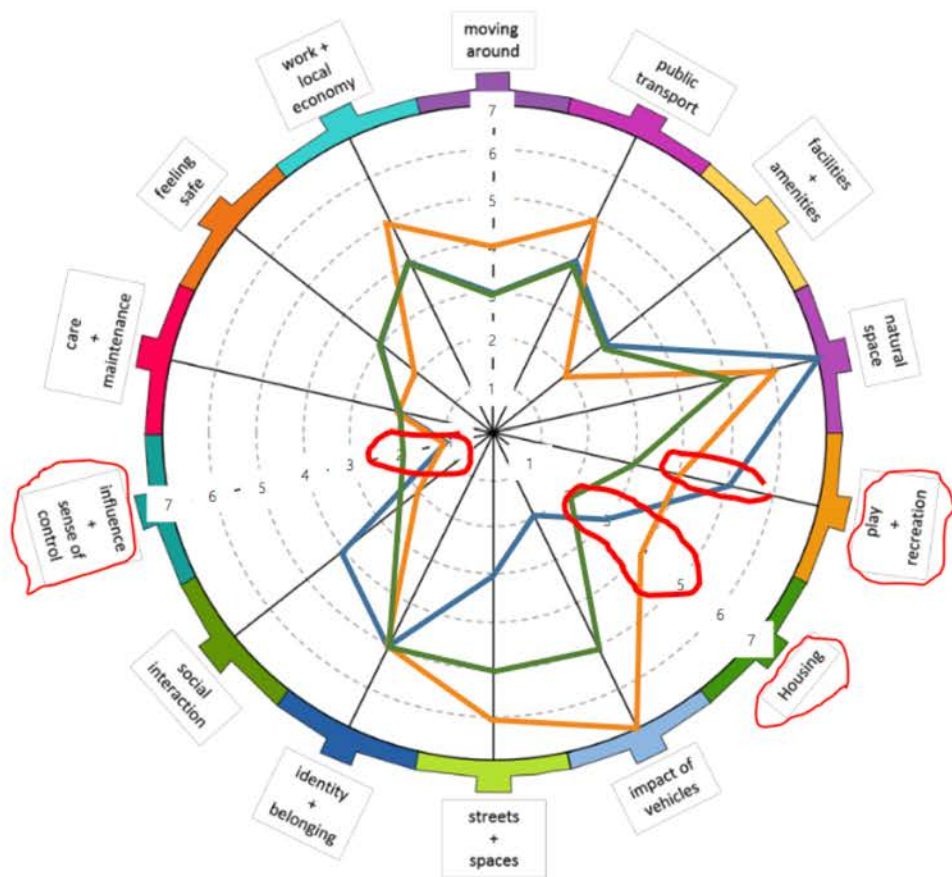
- While there are play parks within Queensferry, they are not distributed evenly. Some families have trouble accessing them.
- There is a general lack of recreational facilities (e.g. bowling alley, quality swimming pool, cinema).
- Teenagers and younger people are poorly catered for in terms of activities.

Housing

- The existing housing mix caters mainly for families, and there is a lack of smaller 1 or 2 bedroom properties for those seeking either an affordable first home or to downsize.
- Lack of a care home and sheltered accommodation.
- There was a general concern that the new housing sites will not cater towards these needs and provide more large and expensive family housing.

Impact of Vehicles

- Traffic congestion is seen as a problem across the town, especially along the High Street and the schools along Station Road. This is increased when there is an incident on the Forth Road Bridge.
- The High Street needs better traffic management, as it is constantly blocked by delivery trucks and tourist coaches.
- There is a lack of parking along the Waterfront.



Influence + Sense of Control:

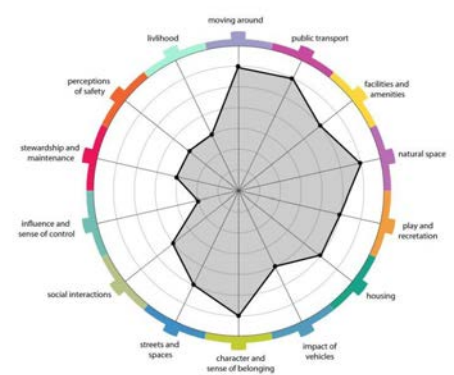
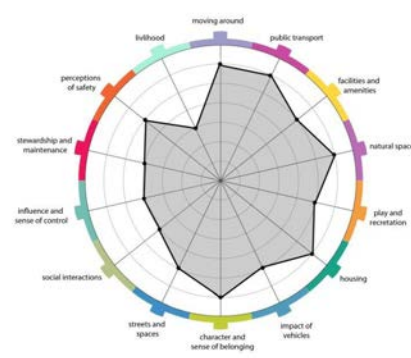
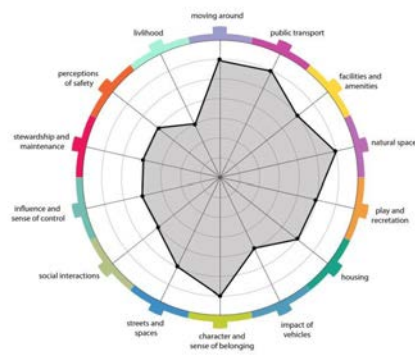
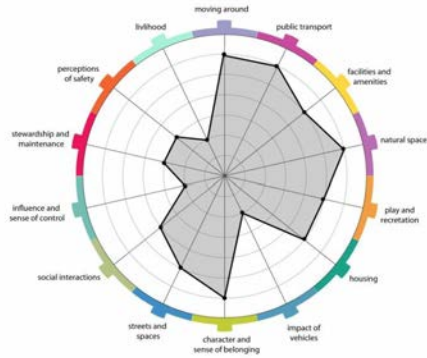
Let local people be involved in the process from the beginning – what needs changed; How it will be changed; Help choose Who they want to work with; etc.

Housing:

More housing options needed for older people and starter homes for young people.

Play + Recreation:

new seats, lighting and café with toilets in our Park.

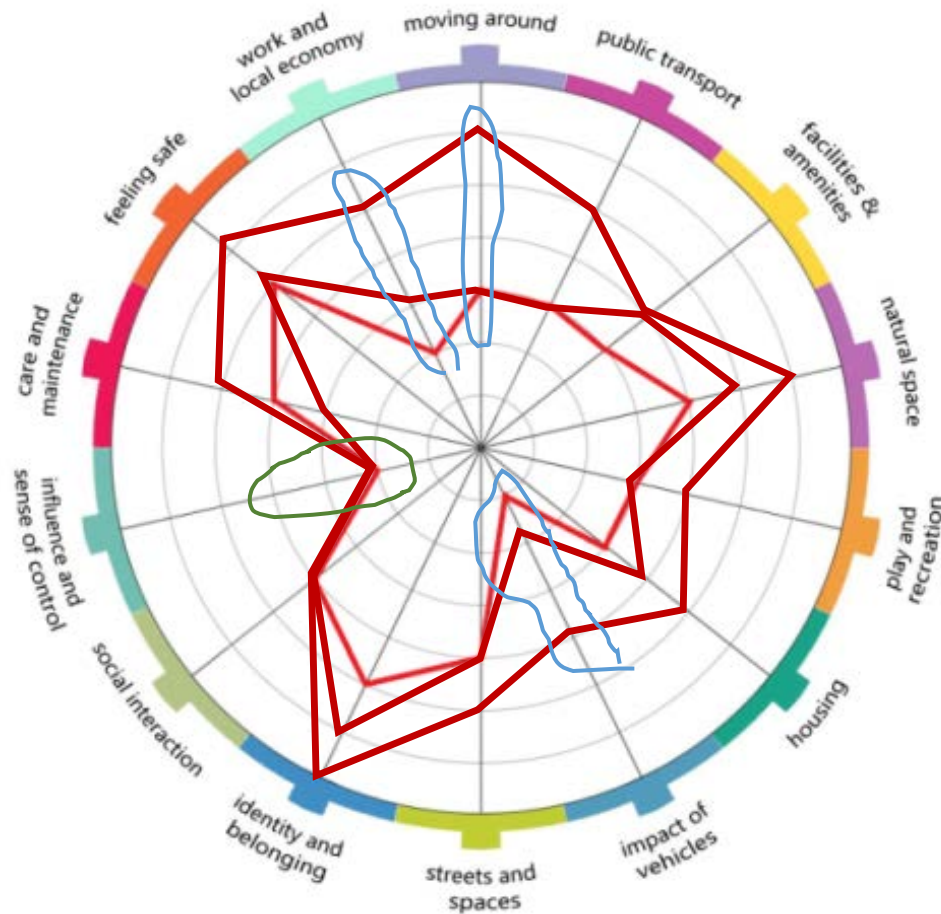


Different locations will have different graph shapes i.e. coastal; rural; city centre; neighbourhoods; etc.

Place Standard: example

South Queensferry Example:

- Public Response (August 2015)
- Public Responses (October 2015)
- School Children Responses (October 2015)



When to use it?

Early stages

Identifying needs and assets

Aligning priorities and investment

Empowering communities, allowing their views to be articulated

Design and development stages

Action planning

Informing or reviewing proposals

For continuous improvement

Monitoring changes and improvements

Community after-care or stewardship

Shared Learning

Gathering community priorities
Informing CPP considerations
Identifying needs
Reviewing impact of initiatives
Business planning
Baseline data
Development planning
Planning consultation
Regeneration planning
Capacity studies for places
Needs assessments
Asset mapping
Data for consultant briefing
Design charrette briefing
Development briefs
Participatory budgeting
Development frameworks
Masterplanning
Option appraisals
Desktop review
Design and access statements
Design review
Cross sector working
Community action planning
Development management

Who can use it?



Anyone! The tool can be used to bring together all of the stakeholders involved in that place.

Conditions for success

- **Quality of engagement** is key
- Importance of **local context**
- Key **team skills**: project management skills, community engagement & facilitation skills, qualitative analysis
- **Resourcing**, to handle the Scale of conversations
- Achieving **buy-in** by decision makers in advance of using the tool
- **Managing expectation** & maintaining trust
- **Delivering actions** to show evidence of listening & impact



www.voicescotland.org.uk

Evaluation: key findings

"Our reach was higher than we ever have had before. We also reached a lot of protected characteristic groups and those that wouldn't typically engage in any type of consultation"

"Being a good facilitator and having this experience was key to the overall process"

"We cannot afford to do all this work, engaging with the community, and nothing happens"

"I would say the barrier would be around engagement, Engaging with the right people and representative groups. Yes, this can be challenging"

"The results of this inclusive approach far outstrip the resourcing costs... the amount of groups we have met through this process was worth it"

"The Place Standard Tool does not lend itself well to short-sharp consultations"

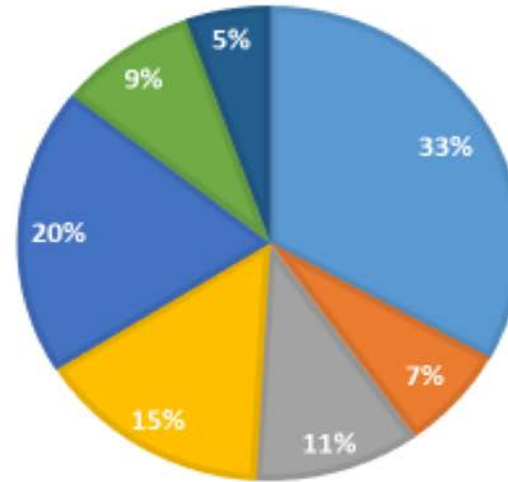
AREA	No	AREA	No
Aberdeen City Council	8	Highland Council	5
Aberdeenshire Council	27	Inverclyde Council	5
Angus Council	10	Orkney Council	1
Argyll and Bute Council	1		
Clackmannanshire Council	2	North Ayrshire Council	6
Comhairle nan Eilean Siar	3	Perth & Kinross Council	1
Dumfries and Galloway Council	2	Renfrewshire Council	1
Dundee City Council	8	Scottish Borders Council	2
East Ayrshire Council	3	Shetland Islands Council	2
East Dunbartonshire Council	2	South Ayrshire Council	1
East Lothian Council	1	South Lanarkshire Council	5
Edinburgh City Council	6	Stirling Council	4
Falkirk Council	1	West Lothian Council	17
Fife Council	8	Loch Lomond & Trossachs National Park	2
Glasgow City Council	6	TOTAL	142

At Least 16,750 People

Based on 28 Area Returns up to November 2018

Application: for what?

- LOIP/Locality Plan Development
- Local Development Plan
- Training Awareness Raising
- Local Development Framework
- Local Place Plans
- Masterplan
- Other



Based on 103 Recorded Applications Up to November 2018



WHO European Healthy Cities Network



Workshop: Edinburgh, Scotland, Sept 2017
Workshop: Antalya, Turkey, April 2018
Workshop: WHO International Conference,
Belfast, N. Ireland, Oct 2018
Current: piloting across WHO European
Region
Next: WHO Accreditation by Summer 2019



Place Standard Strategy

Over the next 3 years we will support place-based approaches to help deliver better places with a focus on these priorities...



Further information

Place Standard tool available to use online or download free:
www.placestandard.scot.

More information on Place Standard, including the process evaluation report:
www.healthscotland.scot/PlaceStandardTool.

Case studies:

www.youtube.com/playlist?list=PLdtTilZi8S78EVEGTDIJJ_JSmGt_wln6z.

Case studies: www.ads.org.uk/case_studies_place_standard.

National Standards for Community Engagement: www.voicescotland.org.uk.

Use it and please tell us: by email nhs.healthscotland-placestandard@nhs.net or
Twitter [@PlaceStandard](https://twitter.com/PlaceStandard).

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