Place Standard:
A practical tool to support the creation of healthier places

www.placestandard.scot

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@PlaceStandard
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PLACE: Definitions

Place Standard: a practical tool to support the creation of healthier places

- Place, health & health inequalities
- Origins & Principles of tool
- When & how to use
- Results
- Conditions for success
PLACE: Definitions

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

*Source: 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

Learning from our mistakes......

Places for People?..........or Cars?

Source: A Bowman Photography
Planned & designed from above

Place Standard – How Good is Our Place?

Looked good on paper....

No good for People!

Filing Cabinets for People

Token Green Space

Spaces for People to Relax
Inequalities in health – the consequences

...difference of 14.3 years life expectancy for men and 11.7 years for women between affluent Jordanhill and deprived Bridgeton in Glasgow...
What lies behind patterns of health and health inequalities?

**Theory of Causation**

**INEQUALITIES**

**Fundamental Causes**
- Global forces
- Societal values
- Political Priorities
  - Leading to: unequal distribution of income, power and wealth

**Wider Environmental Influences**
- Economic & Work
- Physical Environment
- Education & Learning
- Social & Cultural Services

**Individual Experiences**
- Economic & Work
- Physical
- Education & Learning
- Social & Cultural Services

**Effects**
- Inequalities in the distribution of health and wellbeing

**NOTE:** the national Place Standard – focus on the wider environmental influences and individual experiences

Source: NHS Health Scotland – ‘Theory of Causation of Health Inequalities’
Numerous factors interact in Place to affect health and wellbeing:

- **People Factors** inc. age, sex & genes
- **Community Factors** inc. capital & networks
- **Lifestyle Factors** inc. diet, physical activity & work-life balance
- **The Local Economy** inc. wealth creation & access to, & nature of market
- **Activities** such as working, shopping, moving around, living, playing & learning
- **The Built Environment** inc. buildings, spaces, streets, public realm & housing.
- **The Natural Environment** inc. air, water, landscape & natural habitat.
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 let's not spend a fortune trying to find drugs to fix that; let's change the chaotic and difficult circumstances.

Aaron Antonovsky: concept of ‘salutogenesis’

Sir Harry Burns (Former Chief Medical Officer of Scotland)
...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: origins

- Good Places, Better Health (SG Strategy on (child) health & environment 2008)
- Creating Places (SG Policy on Architecture & Place 2013)

A PLACE STANDARD FOR SCOTLAND

- Place Standard launched December 2015
- Community Empowerment (Scotland) Act 2015

Key Partners:

[Logos and names of the partners involved]
Place Standard: what is it?

- An 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 a graphic summary output & rich qualitative data
Having a voice in decision making and feeling empowered to make changes can help build stronger communities and better places. Having this sense of control can make people feel positive about their lives.

Places that are well-cared for can make us feel positive, while those that are not looked after properly can have the opposite effect. Having proper maintenance arrangements in place, and ways in which residents can get support when needed, allows people to feel positive about their environment.

How safe a place feels can affect people’s wellbeing and how they spend time there. Good design and maintenance can help make places feel safer and minimise crime and antisocial behaviour.

How people feel about a place can be influenced by many factors, including how a place looks; how other people view the place; and the place’s culture and history. Places with a positive identity and where people feel they belong, can help build strong communities.

Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

The housing offer can determine who lives in an area and how a place looks and feels. Good places have a well-integrated mix of quality, sustainable homes that support a range of household sizes and people of different ages and incomes. Places that promote and encourage life-long living.

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 safe and pleasant routes that can connect people to where they want to go.

Access to affordable, reliable and well connected public transport service is good for communities in any place. Good public transport allows people to get around in a sustainable way which in turn is good for the environment.

Places that are dominated by traffic and parked cars can have a negative impact on our daily lives. Appropriate arrangements for traffic and parking that allow people to move around safely can help to get the most out of a place.

Buildings, landmarks, greenery, views and natural landscape can all help to create an attractive, distinctive place that people enjoy being in. These features can also help people find their way around.

Natural space includes a wide variety of different environments from parks, woodlands, fields, streams and rivers to green space alongside paths and roadways and tree lined streets. These spaces are good for wildlife, can improve air quality and benefit our health and wellbeing.

Good places encourage children to play and adults to enjoy leisure and sporting activities. Opportunities for play and recreation can improve the quality of our lives and our health.

Good quality work can offer important benefits through the income, activity, social networks and sense of identity and satisfaction that brings. A thriving local economy can provide work opportunities and help create lively and attractive places where people want to spend time.

Facilities and amenities are the things we need to live and enjoy life; this can include local shops, schools, nurseries, libraries, GPs and places to eat and drink and meet friends. Access to good quality facilities and amenities is important in supporting people to lead healthy, fulfilling lives.
## Themes and questions

### How Good Is Our Place?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving Around</td>
<td>Can I easily walk and cycle around using good quality routes?</td>
</tr>
<tr>
<td>Public Transport</td>
<td>Does public transport meet my needs?</td>
</tr>
<tr>
<td>Traffic And Parking</td>
<td>Do traffic and parking arrangements allow people to move around safely and meet community needs?</td>
</tr>
<tr>
<td>Streets &amp; Spaces</td>
<td>Do buildings, streets and public spaces create an attractive place that is easy to get around?</td>
</tr>
<tr>
<td>Natural Space</td>
<td>Can I regularly experience good quality natural space?</td>
</tr>
<tr>
<td>Play &amp; Recreation</td>
<td>Do I have access to a range of spaces and opportunities for play and recreation?</td>
</tr>
<tr>
<td>Facilities &amp; Amenities</td>
<td>Do facilities and amenities meet my needs?</td>
</tr>
<tr>
<td>Work &amp; Local Economy</td>
<td>Is there an active local economy and the opportunity to access good quality work?</td>
</tr>
<tr>
<td>Housing &amp; Community</td>
<td>Does housing support the needs of the community and contribute to a positive environment?</td>
</tr>
<tr>
<td>Social Interaction</td>
<td>Is there a range of spaces and opportunities to meet people?</td>
</tr>
<tr>
<td>Identity &amp; Belonging</td>
<td>Does this place have a positive identity and do I feel I belong?</td>
</tr>
<tr>
<td>Feeling Safe</td>
<td>Do I feel safe?</td>
</tr>
<tr>
<td>Care &amp; Maintenance</td>
<td>Are buildings and spaces well cared for?</td>
</tr>
<tr>
<td>Influence &amp; Sense of Control</td>
<td>Do I feel able to participate in decisions and help change things for the better?</td>
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</tbody>
</table>
The diagram illustrates the theory of causation of health inequalities, highlighting "fundamental causes" as the root factors leading to "wider environmental influences" and then "individual experiences." The diagram is segmented into "upstream" and "downstream" influences, with fundamental causes such as global forces, societal values, and political priorities leading to unequal distribution of income, power, and wealth. Wider environmental influences include economic & work, physical, education & learning, and social & cultural services. Individual experiences include economic & work, physical, education & learning, and social & cultural services. The effects are inequalities in the distribution of health and wellbeing.

**NOTE:** The national Place Standard focuses on the wider environmental influences and individual experiences.

Source: NHS Health Scotland – ‘Theory of Causation of Health Inequalities’
Place Standard: delivering on the United Nations Sustainable Development Goals
Are we having the right conversations with the right people at the right time to change things for the better?
Place Standard Principle

.... to change how we think....

Left-over Bits........
Not Used.....

Play Space for all ages?
Walking route?
No Ball Games
No Playing

Local Event Space?
Growing Space?
This Space must not be used

Space for art?
Lighting/Seats......
Data generated to identify priority actions important for good quality places. Place Standard targeted to areas of deprivation.

Actions taken to improve place quality.

Improved wellbeing for community and reduction in health inequalities.
When to use the Place Standard

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
Assessing planning applications

For continuous improvement
Monitoring changes and improvements
Community after-care or stewardship
Shared Learning
Enabling & informing partnership working

Gathering community priorities
Participatory Budgeting
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
Planning for Play
Development frameworks
Masterplanning
Option appraisals
Desktop review
Design and access statements
Design review
Cross sector working
Community action planning
Development management
Place Standard: using the tool

What is it?
The Place Standard is a tool to assess the quality of a place. It asks people to consider 14 questions about important aspects of a place. The questions cover a broad range of both physical and social characteristics.

The tool
www.placestandard.scot
Flexible:
- facilitated discussions or survey?
- booklet in PDF and print?
- online tool (multiple user option)
- App for Android and I-Phone?
Translations: Polish, Mandarin Chinese, Urdu, BSL, Audio
To come: child version

Quality of Engagement
http://www.voicescotland.org.uk/
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 |

If you wish, note why you rated your answer the way you did below:

- Accessibility for prams and bicycles could be improved
- Better paths and lighting is needed for hill paths.
- More emphasis on pedestrians and cycles.

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?
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.
Assessment Completed
Your assessment is complete. Please click the link below to download your assessment.
If you want to go back and change any of your ratings **before downloading** your assessment, click here, otherwise you will have to start from scratch.

Download PDF

Summary
Assessment Area: VQ, Test Group D&G
Date of Assessment: 14 Sep 2018
Reason to assess: testing this group again. And getting info on the play questions to screen grab

- Moving around
  - Rating: 2
- Public transport
  - Rating: 3
- Traffic and parking
  - Rating: 2
- Streets and spaces
  - Rating: 2
- Natural space
  - Rating: 4
- Play and recreation
  - Rating: 2
- Facilities and amenities
  - Rating: 2
- Work and local economy
  - Rating: 4
- Housing and community
  - Rating: 3
- Social contact
  - Rating: 3
- Identity and belonging
  - Rating: 3
- Feeling safe
  - Rating: 5
- Care and maintenance
  - Rating: 3
- Influence and sense of control
  - Rating: 2

If you want to start a completely new assessment, click here.

Thank you for completing the Place Standard. If you would like more information or have any suggestions as to how we can improve the tool please contact: placestandard@gov.scot.
Place Standard: recording responses

How Good is Our Place?

- **Feeling Safe**
  - General feeling that Queensferry is a safe place to live and travel around.
  - However, the lack of a visible police presence was raised by a number of respondents, and seen as a concern with the rising population.
  - The recent spate of burglaries was mentioned a number of times.

- **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 (e.g. Hewlett Packard) previously located there had left.

- **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.

- **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.

- **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.

- **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).

- **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.

- **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.

- **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.

- **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.

- **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.
Priorities for Action:

- **Play + Recreation:** new seats, lighting and café with toilets in our Park.
- **Housing:** More housing options needed for older people and starter homes for young people.
- **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.

**How Good is Our Place?**

**Place Standard: Analysis**

**Working Together**

**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.
PRIORITIES FOR ACTION

Now consider the question:
What are the main issues and priorities for change that you have identified?

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.
Place Standard: case study

South Queensferry
(City of Edinburgh Council)

Public Responses
(August 2015)

Public Responses (October 2015)

School Children Responses
(October 2015)
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

“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”

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

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

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

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

“The Place Standard Tool does not lend itself well to short-sharp consultations”
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 tool available to use online or download free: www.placestandard.scot

More information on Place Standard, links to app download & evaluation report: www.healthscotland.scot/PlaceStandardTool
Links to case study films: https://www.youtube.com/playlist?list=PLJf5VU1R5Jt4OT2DLMipav6QghpsZbf55
Case studies from Architecture & Design Scotland https://www.ads.org.uk/placestandard/

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

Use it and please tell us!
The Place Standard tool is free to use. We’re tracking use and collecting case studies & feedback to share the learning, so please email and tell us nhs.healthscotland-placestandard@nhs.net

Join the conversation on twitter: @PlaceStandard
Thank you!
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@HaslerKat