

# Place Standard



## Piloting the Place Standard in Hillhead and Harestanes

A joint project by East Dunbartonshire Community Planning Partnership,  
Keep Scotland Beautiful and NHS Health Scotland

Final Report 2017

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# Introduction

East Dunbartonshire Council, Keep Scotland Beautiful and NHS Health Scotland agreed in June 2016 to develop and implement a joint pilot project that would involve using the Place Standard to engage with a community in East Dunbartonshire.

The purpose of the Place Standard is 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.

The pilot project involved using the Place Standard with the communities of Hillhead and Harestanes in Kirkintilloch to evaluate the quality of their place, and identify positive and negative factors.

It was anticipated that this would provide a robust basis for future dialogue with public agencies and other stakeholders about how the area could be improved and help inform the development of a Locality Plan as required by the Community Empowerment (Scotland) Act 2015.

In addition to having a positive impact on the local community, and allowing all of the partners to reflect on their response to the Community Empowerment (Scotland) Act 2015, it was anticipated that the project would deliver on a number of objectives:

- To enable East Dunbartonshire Community Planning Partnership to pilot the use of the Place Standard and consider how it could be used effectively to support future locality planning as part of its response to the Community Empowerment Act 2015.
- To enable Keep Scotland Beautiful to enhance the range of advice, services and support it provides to communities seeking to take action on local environmental quality and make a real difference in their area.
- To support NHS Health Scotland's evaluation of the Place Standard, develop a case study to understand implementation of the tool, and identify valuable learning.

**The pilot project was launched in June 2016 and ran until February 2017.**

This report provides an overview of the development and implementation of the pilot project and sets out the key outcomes of the engagement process with the local community.

The report also outlines the next steps for East Dunbartonshire Community Planning Partnership and the Community Planning Partnership, Keep Scotland Beautiful and NHS Health Scotland in taking forward the key issues identified in the report.

Finally, the report identifies key learning for those responsible for the ongoing development of the Place Standard, the partners involved in the pilot project and for other organisations that may wish to use this approach to positively engage with local communities.

The Project Team (Appendix 1) would like to thank the people of Hillhead and Harestanes who turned out in large numbers, individually and in groups, to engage with the project and make it such a success.



# Background

## What is the Place Standard?

The Place Standard was established to bring together recommendations from two existing projects - [Good Places](#), [Better Health](#) (an initiative on health and the environment) and [Creating Places](#) (a policy on architecture and place).

It was jointly developed by NHS Health Scotland, Architecture and Design Scotland and the Scottish Government with advisory input from Glasgow City Council and was launched in December 2015.

The Place Standard will help to ensure that all places in Scotland nurture the wellbeing of the people within them – it provides a unique opportunity to integrate health considerations into wider policy areas, driving action to reduce health inequalities by focusing on place.

It is intended that the Place Standard will support communities and the public and private sectors to work together to deliver high quality, sustainable places.

The Place Standard Tool identifies 14 themes around which structured consultation can be developed. Figure 1 shows the tool and these themes.

A specific aim of the Place Standard is to maximise the contribution of place based action to reducing inequalities across Scotland.

It is anticipated that the tool will support collaborative working by providing a framework for structured conversations to occur, and allow participants to consider what action might be taken and to identify where their priorities lie.

It should enable the physical, social and environmental quality of a place to be evaluated in a structured way, but also, importantly, it aims to initiate positive conversations and collaborations between key groups and to identify areas where quality can be improved.

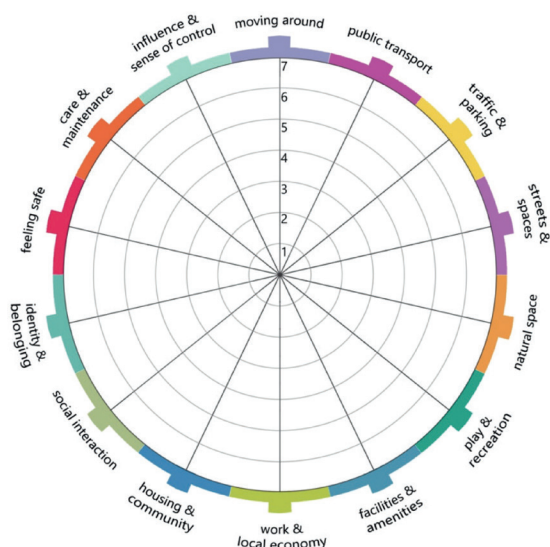


Figure 1: The Place Standard Tool

<sup>1</sup><http://www.placestandard.scot>

## Implementing the Place Standard

NHS Health Scotland, in partnership with Architecture and Design Scotland, the Scottish Government and other relevant agencies (including Glasgow City Council and the Improvement Service) are coordinating the implementation of the Place Standard.

An Implementation Plan was developed by the Place Standard Implementation Group for 2016 - 2019 and was approved in July 2016.

Outcomes identified in the Implementation Plan include; effective Place Standard leadership, increased application and skills to use the Place Standard, targeting of the Place Standard to areas of deprivation, sharing best practice and learning of how the Place Standard can be applied and generating policy and fiscal means of increased application of the Place Standard.

## Developing and delivering the pilot project

East Dunbartonshire Community Planning Partnership, Keep Scotland Beautiful and NHS Health Scotland agreed in June 2016 to develop and implement a joint pilot project that would involve using the Place Standard to engage with a community in East Dunbartonshire.

The partners recognised that there would be a number of key strands to the project including developing organisational capacity in terms of the Place Standard, community engagement and capacity building, wider stakeholder engagement and data management and analysis.

A key objective of the project for all partners was ensuring that the local community was fully engaged and integrated into the project.

The partners also recognised the importance of ensuring that a structured approach to evidence gathering was in place to allow a full evaluation to be undertaken and for lessons to be learned and shared.

A project team involving representatives from each partner organisation was established and a project plan (Figure 2) was developed during June and July 2016 with a view to the engagement process commencing in August/September 2016.

As part of the development of the project plan the partners discussed the likely resource requirements for the project and agreed that successful delivery depended on appropriate support from all organisations.

The partners also recognised that action to tackle any issues identified in the final report may have resource implications that would be addressed separately from this project.



### Hillhead and Harestanes Project Plan - key phases

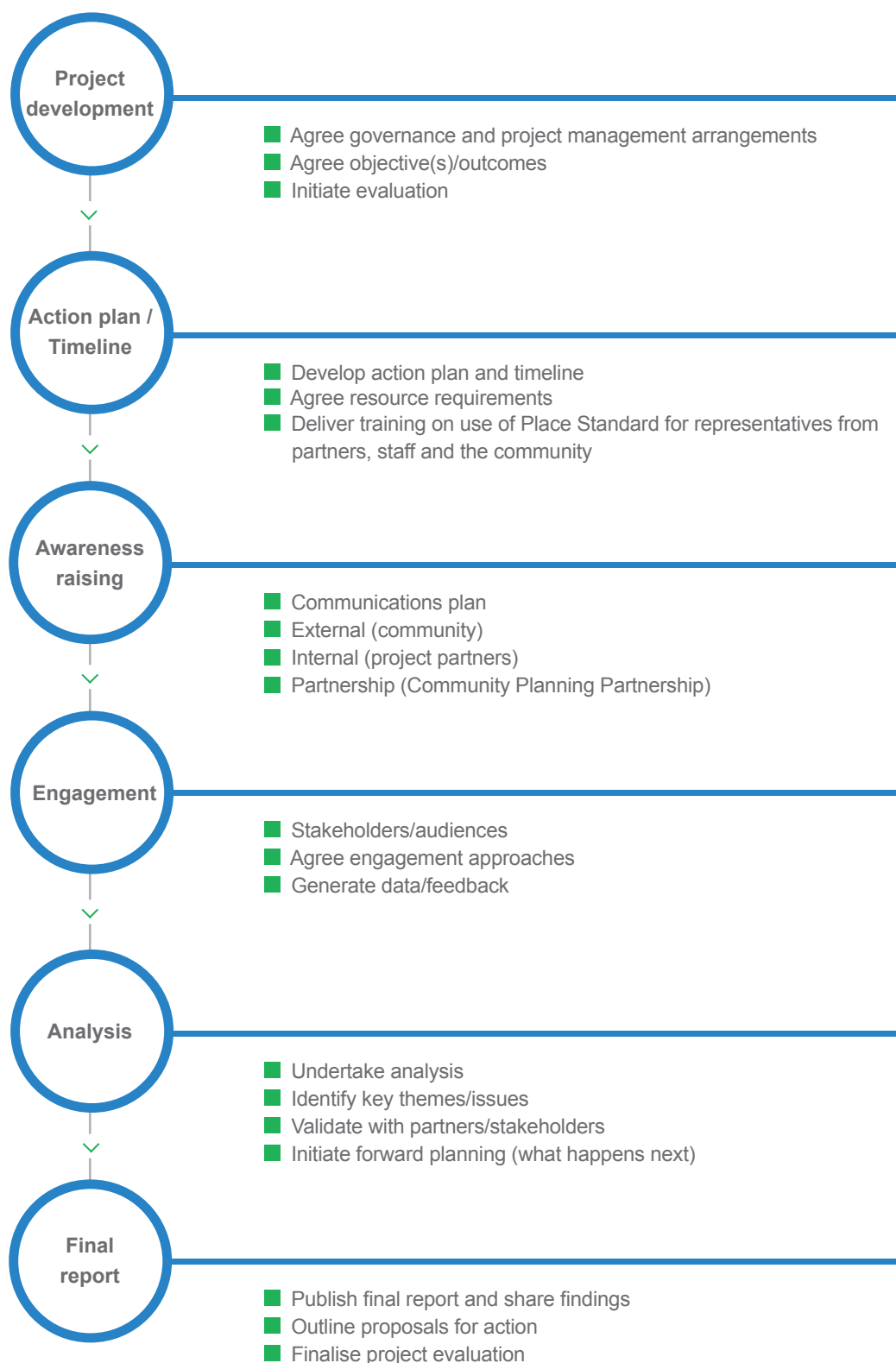


Figure 2: Project plan key phases

# Area profile

## Population profile

According to the 2015 Population Estimates from National Records of Scotland the population of Hillhead and Harestanes is 7,435. Estimates show that 19.6% of the population is aged 0-15, 62.6% are aged 16-64, 17.9% are aged 65 and over and 8.3% are aged 75 and over.

The 2011 Census shows that 94.7% of Hillhead and Harestanes residents identified themselves as White Scottish, 2.7% as White British, 0.7% as White Irish, 0.2% as White Other. 0.7% identified their ethnicity as Asian and 0.1% from other ethnic groups.

There are more females (52.9%) than males (47.1%) in Hillhead and Harestanes.

## SIMD

The Scottish Index of Multiple Deprivation (SIMD) is a tool for identifying areas of poverty and inequality across Scotland. The SIMD is regarded as the official measure of deprivation in Scotland and identifies small area concentrations of multiple deprivation, by assigning each small area (datazone) in Scotland from most deprived (1) to least deprived (6,967).

Due to the relative ranking of all comparable small areas in Scotland, the SIMD cannot be used to quantify how much more deprived one area is than another.

There are three datazones (Hillhead -02, Hillhead -03, and Hillhead -04) in Hillhead and Harestanes that fall into the 25% most deprived in Scotland, all of those datazones are located in the Hillhead area of Kirkintilloch.

The most deprived datazone in Hillhead and Harestanes is Hillhead -02. Its overall rank of 458 places is in the 10% most deprived in Scotland.

## Employment

The 2011 Census shows that 66.2% of the working age population were classed as being economically active (employed, self-employed or unemployed but looking for work and able to start within two weeks).

Figures from the Census also show the largest category of occupation of residents in Hillhead and Harestanes was in the Caring, Leisure and Other Services category (13.7%), closely followed by Elementary Occupations (13.5%) and Skilled Traders Occupations (13.1%).

## Housing

There are 3,626 dwellings in Hillhead and Harestanes, 98.4% of these dwellings are occupied, 1.4% are vacant and 0.2% are second homes. The majority of dwellings are in Council Tax Band C (53.5%).

With regards to household tenure the 2011 Census shows that 51.8% of households in Hillhead and Harestanes were owned, 11.8% were council rented and 28% were other social rented homes.

## Health

Respondents to the 2011 Census were also asked to assess their own general health in order to respond to the health questions in the census questionnaire. Less than half (47%) reported their health as being very good.

In Hillhead and Harestanes, 13.2% of respondents said that their day to day activities were limited a lot due to poor health or disability.

According to the SIMD 2016, Hillhead and Harestanes had a high percentage of people (25.5%) that were prescribed drugs for anxiety, depression and psychosis

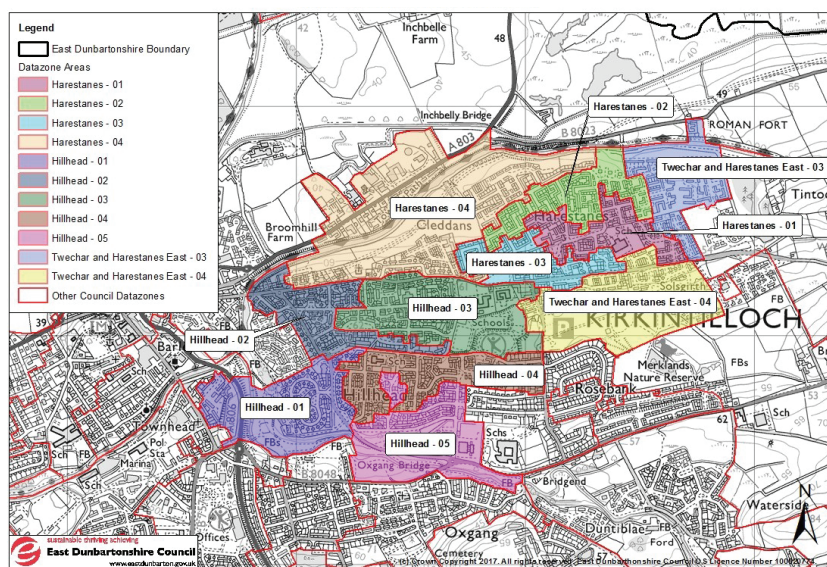


Figure 3: Hillhead and Harestanes datazones

# Methodology

## Approach to engagement

A range of methods were used to facilitate engagement with the communities of Hillhead and Harestanes in order to maximise participation in the project and gather information rich data.

In both Hillhead and Harestanes, participation levels in public engagement exercises are traditionally very low. Therefore, in order to minimise barriers to engagement and maximise the capacity and ability of different groups to participate in the Place Standard, a flexible approach was adopted that involved a range of engagement mechanisms.

It was recognised that an overriding consideration of the Place Standard exercise should be to facilitate, develop and maintain meaningful engagement with the local communities. Taking this into account, it was agreed that individual engagement events should be planned, designed, and tailored, depending on the audience.

It was felt that there was value in adopting this type of approach, as people of all ages, abilities and backgrounds could participate in the Place Standard engagement and identify issues relevant to them (this being the overall aim of the engagement process).

A number of engagement methods were used:

- Focus groups
- Web based consultation (online survey)
- Public meetings

In order to ensure that those individuals leading the Place Standard engagement sessions in Hillhead and Harestanes were appropriately equipped with the relevant knowledge and skills, training was provided by NHS Health Scotland, East Dunbartonshire Council and Keep Scotland Beautiful. Over 40 individuals from the Community Planning Partnership\*, and two community groups, were trained to use the Place Standard. Ongoing support was then provided, by East Dunbartonshire Council's Community Planning and Partnerships team, to those individuals undertaking the facilitated sessions.

Offering this type of training to local community groups enabled East Dunbartonshire Council to engage key community representatives in the initial stages of the Place Standard exercise, and utilise the local knowledge and expertise that representatives offered, to identify community stakeholders, their particular interests and how to best engage with them as part of the process.

## Participants

A targeted approach was used to identify participants for the Place Standard engagement from the Hillhead and Harestanes areas in East Dunbartonshire. This ensured that participants broadly reflected the demographic makeup of these areas (such as population size, age and gender).

A broad cross-section of the population who live in Hillhead or Harestanes were approached to participate in the Place Standard engagement. A list of known community groups were identified, and approached to participate through engagement with schools, youth groups, church groups, literacy and employability support groups and addiction services. A full list of the groups that participated in the Place Standard can be found in Appendix 2.

In addition to targeted engagement, the opportunity to participate in the Place Standard exercise through attendance at public meetings or web based consultation, was heavily promoted to the local communities through the council website, social media and the local press. Flyers and posters were also distributed around the Hillhead and Harestanes areas.

An estimated 500 people participated in the Hillhead and Harestanes Place Standard consultation. This figure is based on the number of online surveys completed and the number of individuals who participated through feedback sessions. This figure represents approximately six per cent of the overall population for these areas<sup>2</sup>.

The project team anticipated that given the diverse interests of participants, the multiple engagement mechanisms used, the challenges faced in completing the whole survey, that there would be a variance in the number of individuals and groups choosing to respond to each theme. An appropriate analysis framework was put in place to address this potential issue.

## Methods of engagement

The methods of engagement chosen for the Place Standard exercise in Hillhead and Harestanes were informed by the ten National Standards for Community Engagement<sup>3</sup>.

### ■ Focus groups

Focus groups were used as a way to target those groups and individuals often excluded from engagement exercises. Facilitators travelled to venues and spaces where groups already met, in order to ensure individuals were comfortable expressing their opinions in an open and relaxed atmosphere.

Two members of the East Dunbartonshire Community Planning Partnership undertook a number of the engagement sessions. However, this method relied significantly on buy in from those community representatives who attended the Place Standard training to carry out sessions with groups.

In order to ensure young people were given the opportunity to feed into the Place Standard exercise, the local primary schools in Hillhead and Harestanes were invited to participate in focus group sessions. The online survey was also promoted to secondary school pupils and their parents through the schools text messaging service.

<sup>2</sup>National Records of Scotland, Population Estimates by Datazone, 2015.

<sup>3</sup>Scottish Government, Revised National Standards for Community Engagement, 2016

\*Partners include: East Dunbartonshire Council Health and Social Care Partnership, Scottish Fire and Rescue, Police Scotland, East Dunbartonshire Voluntary Action and East Dunbartonshire Council.



The Place Standard was adapted and simplified for the purposes of engaging with Primary Six and Seven school pupils. Local primary schools were paired together, and two separate focus group sessions were held. Oxbgangs and Harestanes Primary Schools participated in the first session, while St Flannan's, St Agatha's and Hillhead Primary Schools participated in the second session.

■ Web based consultation (online survey)

An online survey was used as an engagement tool as it provided a cost-effective method to reach a large number of people. It was felt that an online survey was a less time consuming alternative for people to undertake should they not wish to attend a public meeting.

The Place Standard online survey was lengthy and did not lend itself to a 'short sharp consultation'. The completion rate for the online survey was, therefore, relatively low.

■ Public meetings

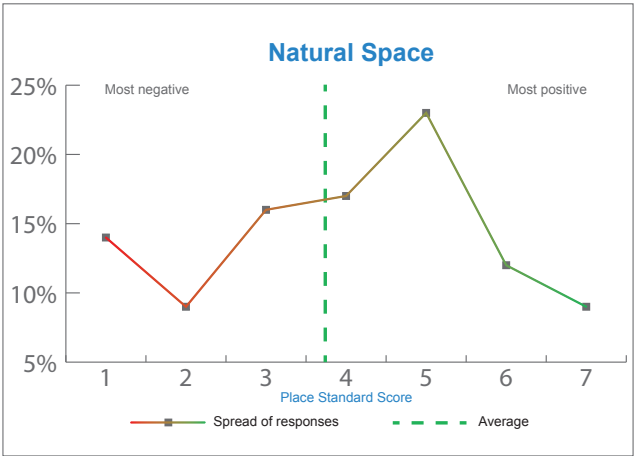
In line with a more traditional approach to community engagement, a number of public meetings were also held. It was felt that public meetings would provide an opportunity to give the community information on the Place Standard, and generate discussion and feedback in response. However, meetings did not prove to be very popular with the community - turnout was relatively low.

Approach to analysis

Concurrent data analysis was used to bring together the strengths of both qualitative and quantitative methods in order to facilitate a comprehensive analysis of the data. Key conclusions drawn about issues in the Hillhead and Harestanes are supported by both types of data.

Quantitative

The quantitative data (the Place Standard score) was averaged and rounded. Diagrams were created to show the range (spread) of scores for each theme, as illustrated below. (1 - negative, 7- positive)



Qualitative

The Place Standard responses from all face to face community engagement were transcribed and combined with the results from the online survey.

An examination of the qualitative data was undertaken using thematic analysis. Key issues were identified from the responses of participants using a matrix based method to order and synthesise data with an emphasis on repetition as being the criteria for establishing patterns within the data. Responses were coded as positive or negative.

A two stage validation process was applied to the analysis process - the qualitative data analysis was cross-checked to ensure consistency in approach. This is illustrated below.

Natural Space	
Comment	Lots of good open spaces, lots of litter and dog poo
Theme	Natural Space
Topic	Variety of natural space
Positive	Good variety of natural space
Negative	Presence of litter and dog fouling

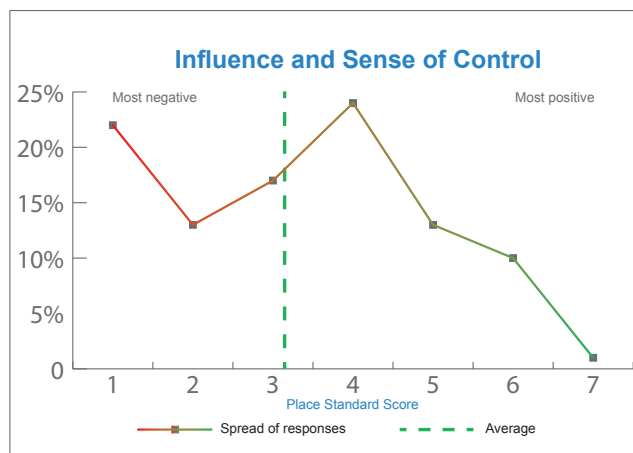
Presenting the results

The qualitative responses showed a significant amount of crossover between issues identified in relation to some themes of the Place Standard Tool. To simplify the presentation of the overall analysis, bring together the quantitative and qualitative analysis, and provide a clear focus on crossover issues that appeared across multiple themes, the 14 themes were clustered into five groupings:

- Group One – Influence and Sense of Control, Social Interaction, Identity and Belonging
- Group Two – Work and Local Economy
- Group Three – Moving Around, Public Transport, Traffic and Parking
- Group Four – Streets and Spaces, Natural Space, Play and Recreation, Care and Maintenance
- Group Five – Housing and Community, Feeling Safe, Facilities and Amenities.

The following results displays the results by theme. Results by grouping are shown on page 17.

# Results



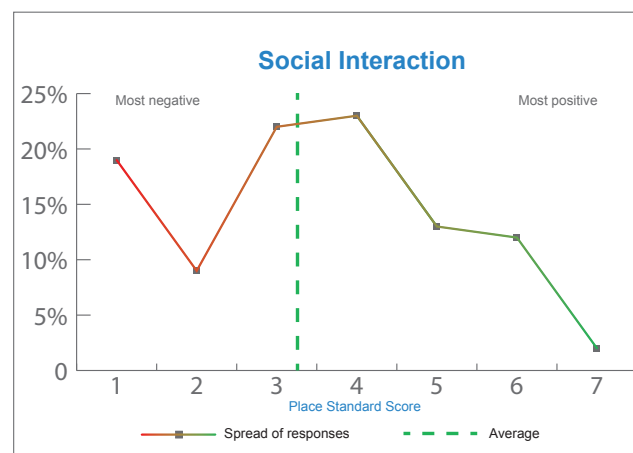
The overall score for Influence and Sense of Control was 3. The graph illustrates that the balance of responses on this theme was broadly negative.

The qualitative information gathered identified a number of key issues in relation to Influence and Sense of Control including whether the local community felt they had been listened to, whether they felt that their views were taken into account when decisions were made, and the work of Hillhead Community Centre and Hillhead Housing Association.

Negative comments from respondents reflected the perception that the council, NHS and other public agencies needed to take better account the views of the community when making decisions, that there was little information on developments locally, feedback to the local community was minimal and resources were limited.

Positive comments were made by respondents regarding Hillhead Housing Association and the way that it communicated and worked with the local community, as well as the services offered by Hillhead Community Centre.

The positive feedback from respondents links to comments made in relation to the theme Social Interaction.



The overall score for Social Interaction was 3. The graph illustrates that the balance of responses on this theme was broadly negative.

The qualitative information gathered identified a number of key issues in relation to Social Interaction including the opportunities afforded by the Hillhead Community Centre, the range of community venues and activities across the area and the availability of venues in Harestanes for groups or activities.

Qualitative feedback from respondents also illustrated that, although there was a significant proportion who believed that there are a range of venues available for groups or activities, there was also a sizeable minority who did not share this view.

Negative comments from respondents reflected the perception that residents of Harestanes felt that the Hillhead Community Centre was 'not for them'.

However, respondents also commented positively on Hillhead Community Centre, the opportunities it offered for a range of groups and activities as well as the availability of other facilities for groups in Hillhead such as those provided through local churches.

The positive feedback from respondents links to comments made in relation to the theme Influence and Sense of Control.



The overall score for Identity and Belonging was 4. The graph illustrates that the balance of responses on this theme was positive.

The qualitative information gathered identified a number of key issues in relation to Identity and Belonging including sense of community, the internal and external perception of the area and the connections between different parts of the area.

Positive comments were made by respondents regarding the strong sense of community; there was also a view that those who lived locally had a positive perception of the area.

However, respondents also made negative comments about the perception of the local area by those who did not live there, particularly in relation to the issue of drugs, and the lack of connectivity between Hillhead and Harestaness.



The overall score for Work and Local Economy was 3. The graph illustrates that the balance of responses on this theme was broadly negative.

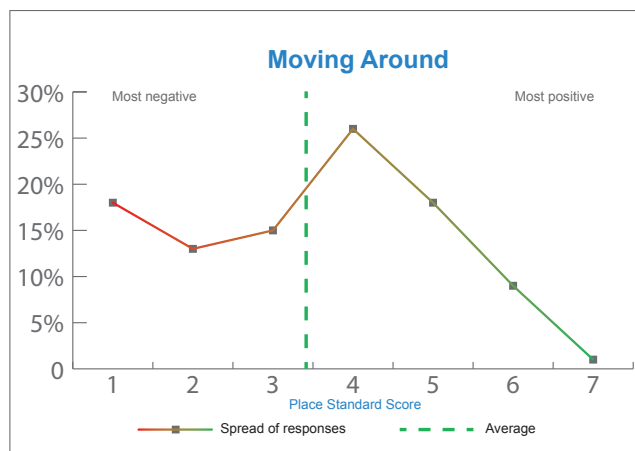
The qualitative information gathered identified a number of key issues in relation to Work and Local Economy including employment opportunities and the number of businesses in the area, childcare and employability.

Respondents commented negatively on the lack of employment opportunities, particularly for young people, a lack of local businesses and the impact this had on employment opportunities, and the difficulties associated with accessing affordable, flexible childcare in the area.

Positive comments were made by respondents regarding employability support offered locally but it was felt that this could be better advertised and that more could be done to assist individuals for whom English is a second language.

Negative feedback from respondents regarding the availability of childcare provision in the local area links to comments made in relation to the theme Facilities and Amenities.





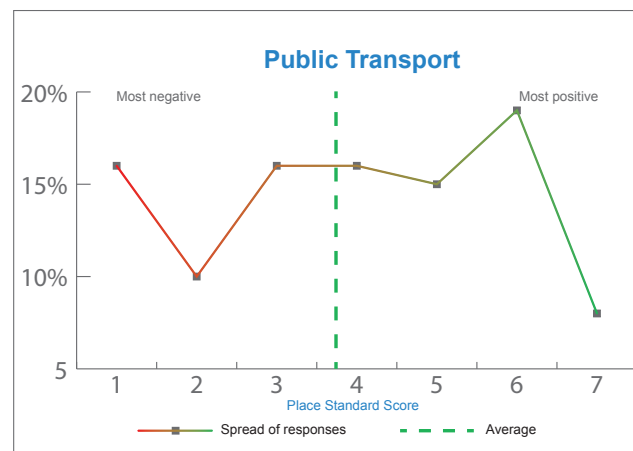
The overall score for Moving Around was 3. The graph illustrates that the balance of responses on this theme was negative.

The qualitative information gathered identified a number of key issues in relation to Moving Around including parking, pavements and cycling.

Respondents commented negatively on the poor maintenance of road surfaces and pavements, dog fouling on pavements, and safety issues caused by inappropriately parked cars. These problems were identified as being particularly significant for both cyclists and those whose main form of transport is by foot. Comments also reflected the perception that, if walking routes were better maintained, there is the possibility that more people in the community would be likely to walk.

Positive comments made by respondents focused on the variety of walking routes available across the local area.

The negative feedback links to similar comments made in relation to the theme Traffic and Parking.



The overall score for Public Transport was 4. The graph illustrates that the balance of responses on this theme was positive.

The qualitative information gathered identified the key issue in relation to Public Transport was the local bus service.

Positive comments made by respondents focused on the fact that they felt the local bus service met their 'everyday needs'.

Negative comments from respondents focused on the perceived lack of transport options. The main problems identified in relation to the local bus service were the cost, cleanliness, and reliability of the service. The display of inconsistent timetabling information at local bus stops was also raised as an issue.



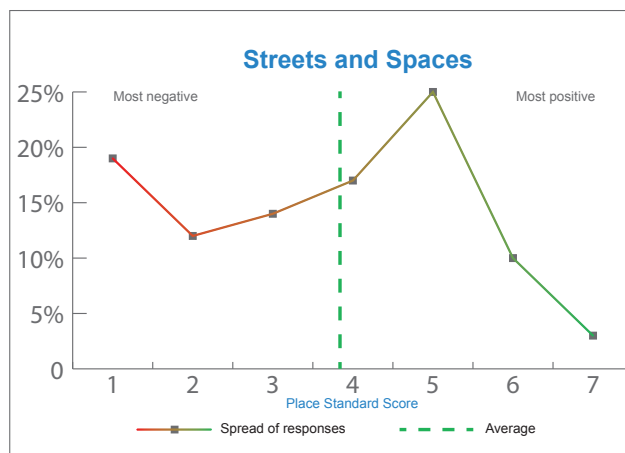
The overall score for Traffic and Parking was 3. The graph illustrates that the balance of responses on this theme was broadly negative.

The qualitative information gathered identified a number of key issues in relation to Traffic and Parking` including parking facilities, safety, and enforcement of parking regulations.

Respondents commented negatively on the lack of parking facilities across the local area especially around schools, the lack of enforcement in penalising inappropriately parked cars, and safety issues caused by cars parking on pavements.

Positive comments made by respondents focused on the effectiveness of traffic calming measures currently in place across the local area, especially at Oxbang's Primary School.

The negative feedback links to similar comments made in relation to the theme Moving Around.



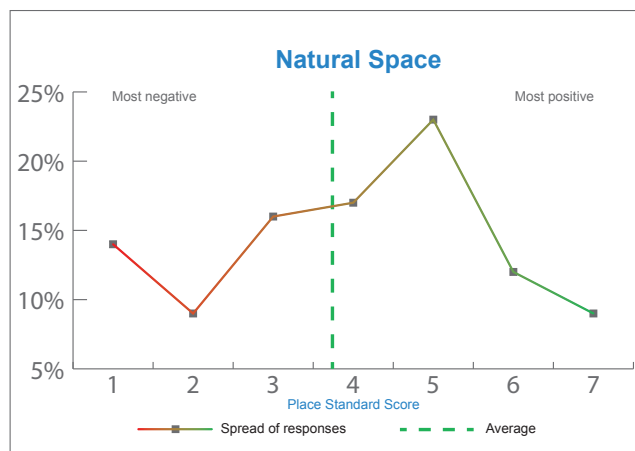
The overall score for Streets and Spaces was 4. The graph illustrates that the balance of responses on this theme was positive.

The qualitative information gathered identified a number of key issues in relation to Streets and Spaces including buildings, regeneration of the local area, maintenance, houses and outdoor spaces for children.

Respondents commented positively on the regeneration work that has taken place across parts of local area and the role that Hillhead Housing Association has played in it. Comments highlighted that the regeneration project has had a significant impact on improving the local housing stock, as well as a number of shops and public buildings across the area. The variety of outdoor spaces available for children was also mentioned as being positive.

Negative comments made by respondents highlighted that, although there is a wide variety of outdoor spaces available for children, the maintenance of these spaces is poor. Safety was raised as a concern as most spaces were identified as having problems with poor lighting, litter, graffiti and dog fouling. In this context, the skate park was one of the most frequently mentioned areas.

Both the positive and negative feedback links to similar comments made in relation to a number of other themes including Natural Space, Play and Recreation and Care and Maintenance.



The overall score for Natural Space was 4. The graph illustrates that the balance of responses on this theme was broadly positive.

The qualitative information gathered identified a number of key issues in relation to Natural Space including the variety of natural spaces available, maintenance, safety, dog fouling and litter.

Respondents commented positively on the variety of natural spaces available in the area.

However, respondents also made negative comments on the maintenance of natural spaces (including lighting, seating, dog fouling and litter).

Both the positive and negative feedback links to similar comments made in relation to a number of other themes including Streets and Spaces, Play and Recreation and Care and Maintenance.



The overall score for Play and Recreation was 3. The graph illustrates that the balance of responses on this theme was broadly negative.

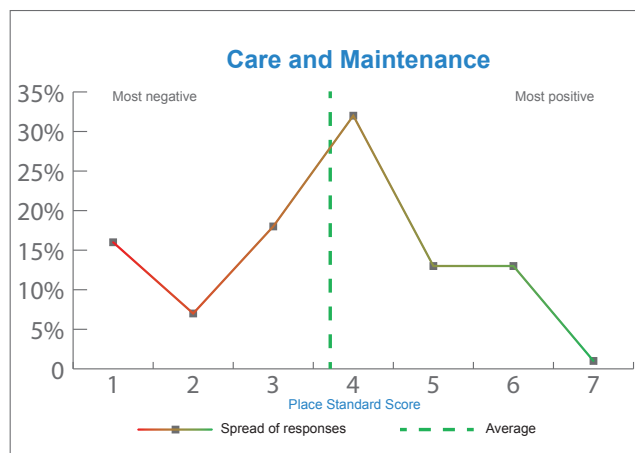
The qualitative information gathered identified a number of key issues in relation to Play and Recreation including parks, spaces for children and young adults, litter, dog fouling and facilities and maintenance.

Respondents commented negatively on the lack of facilities and organised activities for children and young adults, the poor state of local parks, dog fouling, vandalism, litter and the cost of using some local facilities such as football pitches.

Positive comments made by respondents focused on the Hillhead Community Centre and the number of parks in the area.

Both the positive and negative feedback links to similar comments made in relation to a number of other themes including Streets and Spaces, Natural Space and Care and Maintenance.





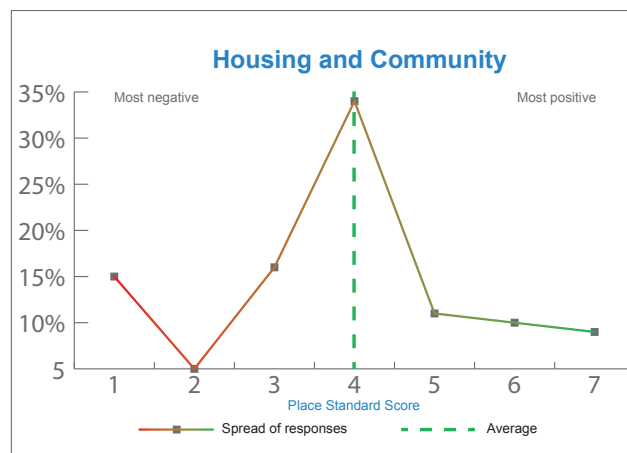
The overall score for Care and Maintenance was 4. The graph illustrates that responses on this theme were marginally positive.

The qualitative information gathered identified a number of key issues in relation to Care and Maintenance including recycling, litter, dog fouling and the general maintenance of buildings.

Respondents commented positively on recycling facilities, regular refuse collections and the general maintenance of buildings and outdoor spaces (it should be noted that this contradicts comments under other themes regarding outdoor spaces).

However, respondents also made negative comments in relation to dog fouling, litter, the lack of public bins and vandalism in certain areas.

Both the positive and negative feedback links to similar comments made in relation to a number of other themes including Streets and Spaces, Play and Recreation and Natural Space.



The overall score for Housing and Community was 4. The graph illustrates that the balance of responses on this theme was broadly positive.

The qualitative information gathered identified a number of key issues in relation to Housing and Community including the housing stock, maintenance, anti-social behaviour and the environment.

Positive comments were made by respondents regarding the impact made on housing locally by Hillhead Housing Association and the range of housing options.

However, respondents also made negative comments regarding the availability of housing in the area, particularly of certain types, the perceived poor level of maintenance, the condition of the local environment and instances of anti-social behaviour.

Although the balance of comments by respondents with regard to housing were positive there was also a sizeable minority who were not happy for a range of reasons.

The negative feedback from respondents links to similar comments made in relation to the theme Feeling Safe.



The overall score for Feeling Safe was 4. The graph illustrates that the balance of responses on this theme was broadly positive.

The qualitative information gathered identified a number of key issues in relation to Feeling Safe including standard of lighting across the local area, anti-social behaviour and safety at night.

Positive comments made by respondents reflected the feeling that the majority of people felt that Hillhead and Harestanes were relatively safe places to live. A number of comments highlighted that there was a good police presence across both areas.

Negative comments highlighted the poor standard of lighting in some areas as a concern, especially with regard to feeling safe at night. Comments very specifically identified poor lighting in the local skate park as a problem, as many young people use this facility in the evening.

Anti-social behaviour was also raised as an issue in relation to the perception of people 'hanging about'.

The negative feedback from respondents links to similar comments made in relation to the theme Housing and Community.



The overall score for Facilities and Amenities was 4. The graph illustrates that the balance of responses on this theme was broadly positive.

The qualitative information gathered on this theme identified a number of key issues in relation to Facilities and Amenities including opportunities afforded by the Hillhead Community Centre, the range of facilities and amenities available locally and childcare provision.

Positive comments made by respondents included the good facilities available at the Hillhead Community Centre, and the range of local facilities available.

However, respondents also made negative comments regarding the availability of facilities in Harestanes specifically and the need for better childcare provision.

Although the balance of comments by respondents with regard to the availability of facilities and amenities were positive there was also a sizeable minority who were unhappy for a range of reasons.

Negative feedback from respondents regarding the availability of childcare provision in the local area links to comments made in relation to the theme Work and Local Economy.

# Summary of results

Everyone has their own experience of a place – what works for them and what does not. This section of the report provides an overall analysis of the views expressed by members of the communities in Hillhead and Harestanes about the positive and negative issues affecting them.

The overall scoring for Hillhead and Harestanes can be seen on the Place Standard compass diagram below.

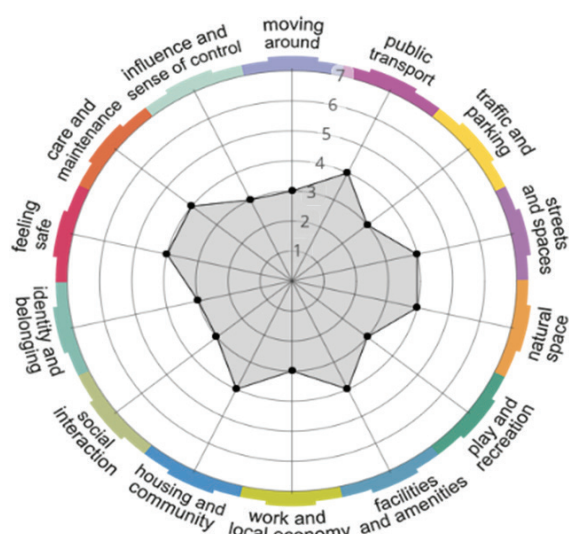


Figure 4: Hillhead and Harestanes Place standard compass diagram

A strong sense of community within Hillhead and Harestanes was reported, however, respondents felt that both Hillhead and Harestanes were perceived negatively by those who do not live in the area. It was suggested that there was a 'lack of connection' between the two respective communities. In Hillhead, the local community centre was highlighted as a focal point for people in the community.

There was also a general feeling from respondents that the local council, NHS and public agencies were not taking into account the views of the community when making decisions.

It was felt that in both Hillhead and Harestanes there was a lack of employment opportunities, especially for young people. Respondents perceived that this was due to the lack of businesses in the local area.

Difficulties in accessing affordable, flexible childcare was raised frequently as an issue, especially in the context of the provision of support to facilitate better access to employment. It was suggested that there was a lack of local facilities available to support flexible childcare requirements.

A number of issues were raised in relation to work and the local economy. Respondents commented positively on the local employment support programme, but asked that

more support was provided for individuals whose second language is English.

The cost, cleanliness and reliability of public transport was highlighted as an issue, especially for those in, or seeking, employment outwith Hillhead and Harestanes.

Positive comments were made in relation to the significant improvements that have taken place across Hillhead and Harestanes due to regeneration work. The traffic calming measures around schools were mentioned as being very positive.

However, poor maintenance of road surfaces and pavements, lack of enforcement in tackling inappropriately parked cars, and safety issues caused by cars being parked on pavements were all raised as particularly significant issues.

In addition to the conditions of roads and pavements being an issue, respondents highlighted the maintenance of outdoor spaces as a problem. The main issues associated with this included litter, dog fouling, and graffiti. Although respondents said they were happy with the variety of outdoor spaces available, they reported these issues across the majority of spaces in the Hillhead and Harestanes areas.

Respondents commented on the lack of availability of housing across Hillhead and Harestanes, although they recognised the positive impact that Hillhead Housing Association has made on its residents.

Feedback from respondents illustrated that, in general, they were happy with the range of local facilities available. The local recycling facilities were mentioned as being particularly good.

Although respondents reported instances of anti-social behaviour as occasionally being an issue, in general, comments reflected the feeling that Hillhead and Harestanes were relatively safe places to live. Many respondents said that this was a feeling reinforced by a good police presence across the local area.

The Place Standard is about encouraging conversations. The Hillhead and Harestanes communities have expressed their views about key issues affecting them. The next section of this report outlines how the partners will take this conversation forward, engaging with the local community on priority issues.



# Key positive and negative issues for each grouping

	Groupings	Respondents felt that the key negative issues were	Respondents felt that the key positive issues were
Least positive	Work and Local Economy	<ul style="list-style-type: none"> <li>■ Lack of local employment opportunities, especially for young people.</li> <li>■ Lack of local businesses and impact on employment.</li> <li>■ Difficulties accessing affordable, flexible childcare.</li> <li>■ Not enough support for individuals whose second language is English.</li> </ul>	<ul style="list-style-type: none"> <li>■ Good local employment support programme.</li> </ul>
	Influence and Sense of Control Social Interaction Identity and Belonging	<ul style="list-style-type: none"> <li>■ Negative perception of, the area from those who do not live there.</li> <li>■ Lack of connection between Hillhead and Harestan.</li> <li>■ The council, NHS and public agencies were not taking into account the views of the community when making decisions.</li> </ul>	<ul style="list-style-type: none"> <li>■ Hillhead Community Centre.</li> <li>■ Sense of Community.</li> </ul>
	Moving Around Public Transport Traffic and Parking	<ul style="list-style-type: none"> <li>■ Poor maintenance of road surfaces and pavements.</li> <li>■ Lack of enforcement in tackling inappropriately parked cars.</li> <li>■ Safety issues i.e. cars parked on pavements.</li> <li>■ Cost, cleanliness and reliability of public transport.</li> </ul>	<ul style="list-style-type: none"> <li>■ Good traffic calming measures around schools.</li> <li>■ Significant improvements across the local area due to the regeneration work that is taking place.</li> </ul>
	Streets and Spaces Natural Space Play and Recreation Care and Maintenance	<ul style="list-style-type: none"> <li>■ Outdoor spaces are poorly maintained. Main problems include litter, dog fouling, graffiti, poor lighting (especially at the local skate park).</li> </ul>	<ul style="list-style-type: none"> <li>■ Good variety of outdoor spaces.</li> <li>■ Hillhead Community Centre and the resources it provides.</li> <li>■ Good recycling facilities.</li> </ul>
Most positive	Housing and Community Feeling Safe Facilities and Amenities	<ul style="list-style-type: none"> <li>■ Availability of housing.</li> <li>■ Poor condition of some areas of local environment.</li> <li>■ Instances of anti-social behaviour.</li> <li>■ Lack of childcare provision.</li> <li>■ Issues of safety at the Skate Park.</li> </ul>	<ul style="list-style-type: none"> <li>■ Positive impact of Hillhead Housing Association.</li> <li>■ Feels like a relatively safe place to live.</li> <li>■ Good police presence in local area.</li> <li>■ Good range of local facilities available.</li> </ul>

# Next steps

## East Dunbartonshire Community Planning Partnership

The Community Empowerment (Scotland) Act 2015 places a duty on Community Planning Partnerships to demonstrate how it engages effectively with communities to inform its decisions about priorities, how services are shaped and resources deployed.

It is the intention, therefore, to use the knowledge generated from this pilot Place Standard engagement to inform the development of the locality plan for Hillhead and Harestanes.

The first stage of this process will be to feed back the result of the Place Standard engagement to the local communities, in order to seek consensus on the priorities identified.

To ensure that actions already planned by East Dunbartonshire Community Planning Partnership for these areas target the concerns raised by the community through the Place Standard engagement, actions will be mapped against the issues that were identified. Where there is no planned activity, partnership action will be developed that reflects realistic timescales.

The newly established connection between East Dunbartonshire Community Planning Partnership, and the local communities in Hillhead and Harestanes will be encouraged to grow with the development of the locality plan. This will allow community-led action wherever possible - reflecting a continued community development approach to the delivery of improved outcomes for these areas.

## Keep Scotland Beautiful

Keep Scotland Beautiful will continue to work in partnership with the Community Planning Partnership and the communities in Hillhead and Harestanes to help support them to tackle some of the issues that they raised during the Place Standard engagement.

A number of the issues highlighted during the engagement related to the quality of the local environment in these areas. Keep Scotland Beautiful will provide advice and support to help the local communities improve and maintain their local environments.

Through its campaigns such as Clean Up Scotland and It's Your Neighbourhood, as well as through a range community-based projects, the charity will encourage the communities in Hillhead and Harestanes to re-engage in their local areas and take pride in the contribution that they are making towards improving the quality of their local environment.

Keep Scotland Beautiful recognises that achieving change that is sustainable in Hillhead and Harestanes, will also require adjustments in behaviours and some decision-making processes.

ISM<sup>4</sup> (Individual, Social and Material) is a tool that provides a holistic approach to behaviour change that involves all relevant stakeholders that has a role to play in making the desired change happen.

Keep Scotland Beautiful would be keen to discuss with the Community Planning Partnership the possibility of conducting an ISM workshop with the communities of Hillhead and Harestanes, and other relevant stakeholders.

More generally, following the engagement exercise that was undertaken with a number of schools across Hillhead and Harestanes, Keep Scotland Beautiful will carry out further work to investigate how the Place Standard can be adapted to better engage with young people – at both primary and secondary school level. This will be done through engagement with the Eco-Schools Scotland programme (which covers 98% of Scottish schools).

## NHS Health Scotland

NHS Health Scotland, along with a number of key partners, is leading on the implementation of the Place Standard.

As part of the implementation plan, NHS Health Scotland has evaluated the use of the Place Standard in areas across Scotland to identify key process learning from experiences of using the tool.

The key learning from this project has been captured, and presented as a case study in the report Place Standard Process Evaluation: Learning from Case Studies. The key learnings from this pilot of the Place Standard will be used to help support improvements for the future use of the tool.

<sup>4</sup><http://www.keeptoscotlandbeautiful.org/sustainability-climate-change/sustainable-scotland-network/using-ism-for-sustainable-change>

# Key learning



The pilot project in Hillhead and Harestanes presented an opportunity to support the evaluation of the Place Standard nationally. The findings were used to develop a case study to identify key learning from the process of its implementation in these areas. This forms part of the wider evaluation being undertaken by NHS Health Scotland<sup>5</sup>.

A Programme Logic Model (Appendix 3) was developed by the project team to identify the activities that would be required to meet the desired outcomes of the project. The short-term outcomes identified for the project were:

- Increased Place Standard capacity amongst stakeholders.
- High levels of community engagement and good representation from those groups in the community who do not normally engage in this type of process.
- Improved knowledge about the issues faced by communities in Hillhead and Harestanes.

As part of the overall evaluation of the pilot project, and to complement the observational work that was undertaken during its course, qualitative interviews were carried out with all seven members of the project team. Through the evaluation, a number of key learnings were identified.

<sup>5</sup><http://www.healthscotland.scot/publications/place-standard-process-evaluation-year-one>

# Key learning

## Inclusive targeted engagement

The project team spent time identifying groups to engage with and, targeted their efforts towards reaching groups that were typically more difficult to engage in this type of exercise. Engagements were carried out in locations where groups would typically meet. This was perceived to result in better engagement with representation from a broad cross-section of the communities in Hillhead and Harestanes. Although the engagement was described as resource intensive, members of the project team felt that the benefits of the process outweighed the resourcing costs.

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

*"I feel like we reached more people than we ever have... quite a lot of people said this is the first consultation they have been part of."*

*"People living chaotic lives or struggling with welfare reforms are no[t] going to come through the doors. We need to go where they will be."*

## The Place Standard

Overall the Place Standard was perceived positively as a method for community engagement. However, some members of project team felt that the tool was too lengthy and challenging to use opportunistically. It was also highlighted that the completion rate on the on-line tool was low. This was attributed to the perceived complexity of the survey.

## Move away from traditional engagements methods

Open door sessions were held to support the Place Standard engagements, however these were not well attended. The project team suggested that moving away from traditional engagements could overcome these barriers.

*"We still held public meetings as these were viewed as being important, but these were really unsuccessful despite our efforts to promote these."*

## Skills to implement the Place Standard

The project team suggested that having previous community engagement experience helped to more effectively lead some of the Place Standard processes, especially around facilitating engagement with those groups in the community that do not normally engage in this type of exercise.

In addition, a wealth of data was collected through the engagement process. Having experience of managing the data and, more specifically, analysing the qualitative information was perceived as key.

Project management skills were also regarded as being important. Agreement between the key partners on the intended outcomes of the project helped to clarify what each organisation wanted to get out of the overall process.

*"I'm familiar with different research techniques and this probably supported the process."*

*"I think it's important that someone using the Place Standard has previous experience of community engagement or facilitation"*

### Buy-in from stakeholders

In preparing for the Place Standard consultations, the project team recognised the importance of achieving buy-in from stakeholders who could support the delivery of Place Standard engagements across Hillhead and Harestaness.

Stakeholders were invited to attend training and sign up to deliver Place Standard engagements. It was felt that this fails to reflect that this resulted in a more holistic approach to community engagement. In addition, stakeholders were also perceived as being key to supporting the delivery of actions identified through the Place Standard consultations.

*"We knew that we could engage with more groups if we got our community planning partners signed up to the process."*

*"We all have a responsibility for actually delivering the actions that have emerged as priorities through this process."*

### Qualitative over quantitative

The project team suggested that the qualitative information gathered through Place Standard was more important in helping to identify priority actions. Although the scoring was perceived to facilitate discussions and the community liked the idea of scoring, once the data was combined all the themes scored around 3 or 4.

This failed to reflect the range of scores under each theme and the reasons why individuals score a theme high or low.

### Communicating with the community

The project team highlighted that it was imperative to manage expectations when feeding back the results of the engagements to the community. As part of this, it was regarded as being important to tell the community what action will be taken as a result of the consultations.

*"I think being realistic and honest with people is key to the process. In the past consultations were perceived as tokenistic and people's views don't matter... identifying short-term actions and delivering on these will help to break down this perception."*

### Delivering actions

The project team described the Place Standard as contributing to the start of the process in identifying place-based actions and suggested that it is key that the data generated from this type of engagement results in tangible actions over time.

*"We cannot afford to have done all this work, engaging with the community, and nothing happens."*

*"I suppose my concern is that the Place Standard is seen as the start and the end of a process...it is crucial that it is seen as a way to drive action."*



### Analysis plan

It was anticipated by the project team that due to the diverse interests of participants, the multiple engagement mechanisms used, and the challenges faced in completing the whole survey that there would be a variance in the number of individuals and groups choosing to respond to each theme. The project team recognised that this meant that an appropriate analysis framework needed to be put in place to address this issue. Having a clear plan to analyse the data, which included a peer review process, helped to ensure that a rigorous approach was taken to data analysis.

### Capturing demographic information

Demographic information was not recorded for every individual that participated in the Hillhead and Harestanes Place Standard engagement. Capturing a full set of demographic information would have allowed for a more detailed analysis of the data. Project team members felt that this was a very important lesson for future Place Standard engagements.

### Engaging with schools

Place Standard consultations were undertaken with primary school children. Several key learning points were identified by the project team:

- Place Standard questions were adapted to ensure they could be understood by children
- Engaging with schools early is important to allow them to build this into their curriculum
- Place Standard methods were perceived as being better targeted towards secondary school aged children

However, if using with younger children it would be more effective to have a pre-session or introduce a 'walk-about' with the children.

# Appendix 1 - The project team

## East Dunbartonshire Council

**Nicola McAndrew**, Place and Capacity Building Lead, Community Planning and Partnerships

**James Crumless**, Community Development Worker, Community Planning and Partnerships

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## Undertaken in consultation with partners from the Community Planning Partnership including:

- East Dunbartonshire Council Health and Social Care Partnership
- Scottish Fire and Rescue, Police Scotland
- East Dunbartonshire Voluntary Action
- East Dunbartonshire Council

## Keep Scotland Beautiful

**Carole Noble**, Operations Director

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# Appendix 2 - Groups that we engaged with

Groups engaged	
Workshop attendees - adults	Public Workshops in Hillhead and Harestanes Community Centre
Group Recovery Aftercare Community Enterprise (Adult Community Peer Recovery Support Group)	Focus Group
Little Explorers Nurture Day (Parents of children in Early Years Provision )	Online Survey conducted with group
Literacies/English as a Second or Other Language (ESOL) Learners	Focus Group
Hillhead Housing Association Committee (Community members)	Online Survey conducted with group
Primary School Group - Parents	Focus Groups
Primary School Groups – Children aged between 8-11 from 4 local Primary Schools	Group Workshops
Friday Club (Adults with Additional Support Needs)	Online survey conducted with group
Merkland Former Pupils Group (Young Adults with Additional Support Needs)	Focus Group
Kirkintilloch Town Centre Champions, and Harestanes Parent & Toddler Group	Promotion of online survey
Riverside Church Group	Focus Group
St. Flannan's Church Group	Focus Group
Local Seniors Forum	Workshop Presentation
Positive Achievements (School Leavers Group 15 – 18 years old)	Focus Group
Positive Achievements (Young Adults aged between 19 – 30 with additional support needs)	Focus Group
LGBT Youth Group (12 – 25 years old)	Focus Group
John Street Care Home - Residents	Focus Group
Smokefree Services User -Group/Individuals	Focus Group
Getting Started in Care – Course Attendees	Focus Group

# Appendix 3 - Project Logic Model

Inputs	Activities	Outputs	Reach	Short-term outcomes	Medium-term outcomes	Long-term outcomes
Time	<b>Project management</b> <ul style="list-style-type: none"> <li>Project team develop clear action plan</li> <li>Clear governance arrangements in place</li> <li>Frequent project team meetings to reflect on progress.</li> <li>Project evaluation</li> </ul>	Generation of knowledge	Community members	High level of community participation	Increased quality of local environment	Reduced inequality through place based activity
Staff		Visual representation of place	Community Planning Partnership	Good engagement and representation from 'hard to reach groups'.	Increased community identity and value	Sustained high quality local environment
Training		Project ideas and priorities for action	Partners	Improved Place Standard capacity	Increasing level of community led action and peer-led programs	High levels of community empowerment
Partners		Project governance	Decision makers	Improved understanding by partners of their obligations and contributions	Reduced social isolation	
Community members	<b>Communication</b> <ul style="list-style-type: none"> <li>Activities to raise awareness of Project/ Place Standard consultations (e.g. press release, promotion materials, contact with community members)</li> </ul>	Project plan		Improved understanding of areas needs	Increased perception of safety	
Materials (e.g. Place Standard resources, Place Standard survey)		Comms and engagement materials		Voice of community and knowledge generated reflected in locality plan	Better understanding of the link between health and well-being	
IT resources (e.g. ipad to support online completion of the Place Standard).		Evidence to support evaluation		Transfer of knowledge to other areas and knowledge informs national implementation		
Comms resources (e.g. promotion materials, news letter, posters)				Place-based improvements identified and actioned		
	<b>Engagement</b> <ul style="list-style-type: none"> <li>Identify key groups to engage with, including opportunities to engage with 'hardest to reach' groups.</li> <li>Identify key engagement opportunities</li> <li>Methods of engagement include; <ul style="list-style-type: none"> <li>Place Standard workshops</li> <li>1-2-1 engagement sessions</li> </ul> </li> <li>Place Standard survey</li> </ul>					
	<b>Forward planning</b> <ul style="list-style-type: none"> <li>Implement a Plan Do Study Act (PDSA) cycle whereby actions identified are taken forward</li> </ul>					

## Assumptions

(Activities will lead to short term outcomes)

## External factors

(Macro-economic factors, social trends/norms, key events etc.)

## Evaluation

(Focus, collect data, analyse and interpret, report)

# Notes

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Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.



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