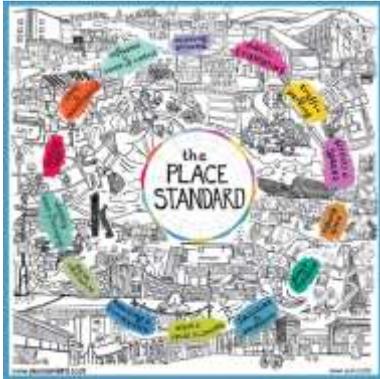




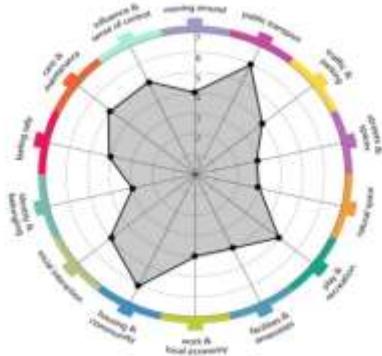
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What is the Place Standard tool?



- Assess and improve the quality of both new and existing places;
- Bring communities, the public sector, private sector and third sector together to deliver high quality places;
- Promote consistency so everyone across Scotland has an equal chance of living in a good quality area;
- Ensure people's physical and social environments support them to live healthy, happy lives.

The Place Standard tool is a way of assessing places.

It was designed to:

- Assess and improve the quality of both new and existing places,
- Bring communities, the public sector, private sector and third sector to work together to deliver high quality places;
- Promote consistency so everyone across Scotland has an equal chance of living in a good quality area,
- Ensure people's physical and social environments support them to live healthy, happy lives.

The Place Standard provides a framework for people to have structured discussions about place. Using the tool to find out what people think and feel about their place can help to identify the strengths of an area. It also can highlight the priorities for improvement.

The Place Standard tool's themes



The Place Standard can be done on paper, or online at the Place Standard website.

It is built around 14 themes. These themes cover a broad range of both physical, (such as streets and spaces), and social characteristics, (such as feeling safe) that make up a good place.

The themes help people to think about practical things they need from a place, (for example, shops, doctors' surgeries or schools), and also how they feel about a place, (for example, whether they feel a part of the community or if they feel their views are important to the area).

All of the themes are connected and sometimes appear to cross over, reflecting the complex nature of places and the wide range of factors which impact them. This helps people to think broadly about their area, rather than getting stuck on one thing they think is positive or negative. It also encourages a wide range of stakeholders to work together to successfully improve highlighted areas of concern.

Who is it for?

Local residents



Expressing and bring together views

Community groups



Reaching consensus

Community Planning Partnerships



Understand need and prioritise investment

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

The Place Standard Tool has been designed for a wide range of users. It is written using language that most people will understand, even young children.

Communities, the third sector, the public and private sectors can all use the tool.

When community groups use the tool, it can help to bring together everyone's views and reach consensus. Your community's views can then be presented in a nationally recognised framework, meaning the public, third and private sector can be confident in the process you have used to consult your community.

Because it can bring together a wide range of individuals, community groups and different sectors, the Place Standard encourages everyone to work collaboratively to improve the places they are all stakeholders in. This means communities will find it easier to access support to carry out actions they are able to, and involve others where appropriate.

Where can it be used?



Because the Place Standard is so flexible, it can be used in a wide range and scale of places. It can be used at a neighbourhood, village, town or city scale – or anything in between.

The most important thing to consider when defining the place you are assessing is whether it has a strong sense of identity. This might not be in relation to the geographical boundaries of a place, but how it is viewed locally and how one area is connected to or impacts another. For example, some small villages or settlements are so closely linked that the use of the Place Standard should incorporate views from both areas into one place assessment. In other cases, a part of a place might have a distinct local identity and be considered on its own.

Two contrasting examples of the different scale of place where the tool has been successfully used are Belville Community Garden, Greenock, and the Shetland Islands Council. In 2015, Belville Community Garden had just been established on the demolition site of an old block of flats. The Place Standard tool was used to gather the thoughts of the people who were going to use it, to understand what community and educational activities would be beneficial to include in the garden's development. It was a small scale use of the tool with only a small number of people taking part. <https://www.carnegieuktrust.org.uk/publications/belville-community-garden-greenock-place-standard-tool-case-study/>

At the other end of the scale is the Shetland Islands Place Standard consultation. In 2016, the whole of the Shetland Islands were included within this consultation, and over 900 people gave their views. All of the assessments were compiled into an overall plan for the entire Shetland area, also bringing together a number of the public services in the area. <https://www.shetland.gov.uk/placestandard.asp>

Local people are the experts

How do I feel about this place?



How does this place make me feel?

What's my experience of it?



What is it like to live here?

What are my priorities?

The Place Standard goes beyond typical engagement: it promotes and encourages discussions about how people think and feel.

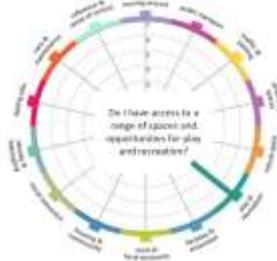
Puts people at the heart of any planning process.

This approach to engagement complements the National Standards for community engagement. These good practice principles are designed to support and inform the process of community engagement and improve what happens as a result. You might like to read more about these if you are planning on carrying out a Place Standard assessment.

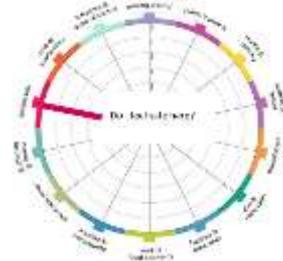
How to use the tool



Start on one theme



Continue round the wheel



Until all the themes are done

First, a walk around the area you are discussing can be a great way of sparking ideas, discussion and interest in your project. It gives participants a chance to point out exactly where positives and negatives of the area, and you can photograph these to document the process. If a walk isn't possible, you could have maps or photographs of the place available to aid the discussion.

The different themes look at different elements of place. Some consider physical elements of place, such as "facilities and amenities". Others consider social elements of place, such as "feeling safe". Encouraging people to think about all of the elements will give you an overall picture of the area.

Their scores will allow you to quickly see where to prioritise action – for example, if a certain theme is consistently scored at one or two you know people are concerned about this area. However, the discussion and comments you gather during the assessment are the real key outcomes from the tool. Letting people explain why they feel a certain way about their place brings the area to life in your final report and allows you to fully understand what it is like to live, work or play there.

The conversations you have as part of the place assessment are the key part of the Place Standard.

How to use the tool

Moving around

Walking and cycling are good for our health and the environment. Pleasant and safe routes can encourage walking and cycling.

Now think about the place you are assessing and ask yourself:

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

Next, rate the 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.

1	2	3	4	5	6	7
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Use this space to note the reasons for your rating:

Think about the following when considering your rating:

- Are there enough routes for walking and cycling?
- Are walking and cycling 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 good quality, attractive and pleasant to use?
- Do routes meet the needs of everyone, whatever their age or mobility, and is there seating for those who need it?
- Do routes feel safe to use all year round and at different times of the day?

Using the Place Standard is easy. Each theme is given a score from one, meaning there is a lot of room for improvement, to seven, meaning the quality is as good as it could be. This gives a quick, visual understanding on which themes are the priorities for improvement.

For each of the themes, the tool allows you to record people's thoughts and feelings about why they have scored it a certain way. These conversations are the most important part of the Place Standard tool, as comments explain people's real experience of a place. These comments should be used to inform any action plans you make for the future. This way, the tool treats local people as the experts, gives everyone an equal say and makes no assumptions about what should or could be done to improve a place.

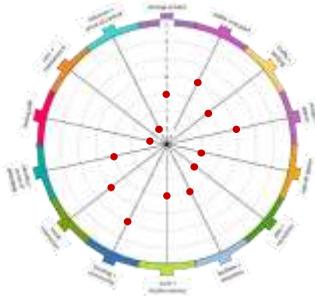
The tool can be used as part of a series of public consultations, or in one to one settings. You can use it with as many, or as few people as you like (though it is best when the findings represent the views of the whole community).

Everyone's comments and scores can then be compiled, prioritised and analysed to understand what the majority of people think, if there are specific areas that need improvement or if there is an area which people particularly like.

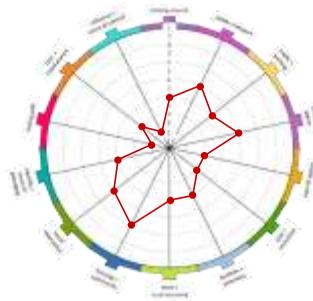
These final results can be used to start a discussion about how, when and who will make these improvements and maintain the areas that people like.

Scoring using the Place Standard tool

1. Decide your score



2. Add your score to the Place Standard tool

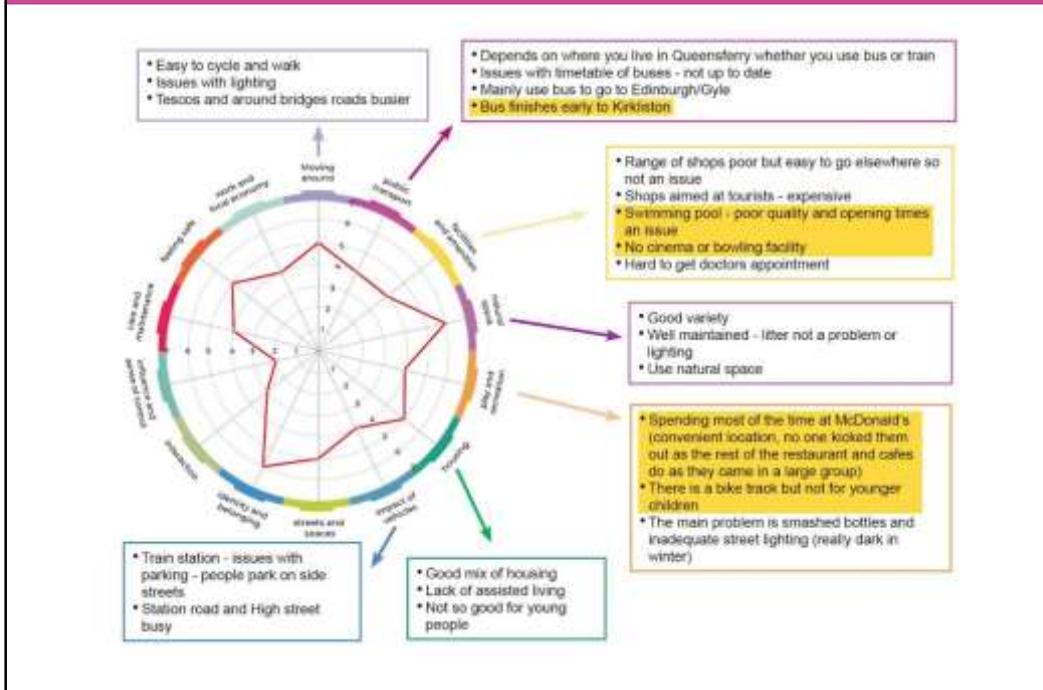


3. Join up the scores

Consider each question in turn rating a place on a scale of one to seven. One means there is a lot of room for improvement; seven means there is little or no need for improvement.

When you have answered all 14 questions, you plot the results on a simple diagram.

Queensferry example



Looking in more detail at the comments you have gathered can shed light on why groups have scored the same place differently.

In the Queensferry example, the highlighted comments are from young people and the rest from other demographics.

Where there are differences in opinion, the comments allow you to action plan and prioritise for each group type.

Case study – Killin Community Action Plan



Community Action Plans (CAP) are documents which identify the goals and aspirations of a community and outline how they are going to achieve them. These documents are unique in that they are created by communities for communities. They provide a snapshot of the views, issues and aspirations of a community at a fixed point in time. A CAP will help a community come together to make positive changes to all aspects of community life.

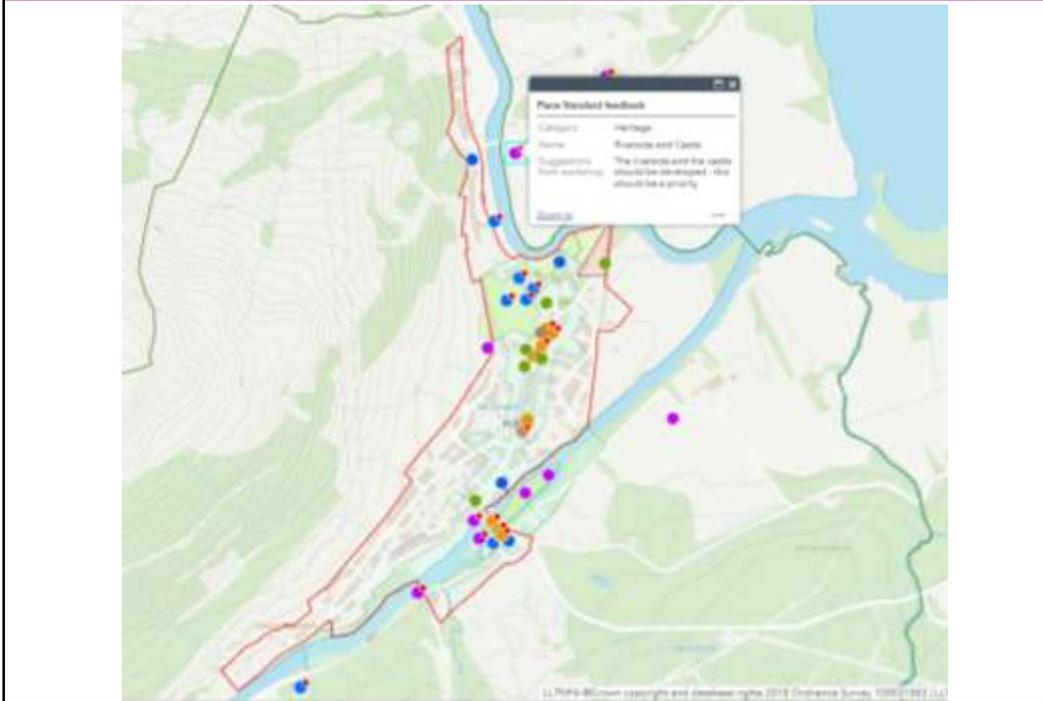
Loch Lomond & the Trossachs National Park are currently developing the Killin Community Action Plan

As part of this process on Saturday 31 August 2019 at McLaren Hall, Killin a PST Workshop was carried out.

Previously a steering group had been recruited from the local community and PST facilitator training completed.

Approximately 30 people attended this public event. Further to this special interest groups i.e. local businesses & young people were contacted to ensure broad coverage.

Case study – Killin Community Action Plan



They've developed an interactive map to allow people to view the suggestions gathered at the community workshop

It identifies paths and other features of the built environment, conservation areas and protected sites

It allows people to pinpoint locations where suggestions have been made.

The results of this process have now been collated and an app developed to publicise the results of this process and offer those who haven't yet contributed the opportunity to do so.

The results of this Place Standard assessment will then inform the next stage of the process which is to identify the community's key aspirations and future priorities for the area that will be taken forward to the final CAP.

Support to use the Place Standard tool



Learning resource including slide sets, guidebook and project templates:

<https://elearning.Healthscotland.com/course/view.php?id=567>

Online guide and online version of the tool:

www.placestandard.scot

Further case studies:

www.ads.org.uk

Local and national leads: contact the team for details –

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