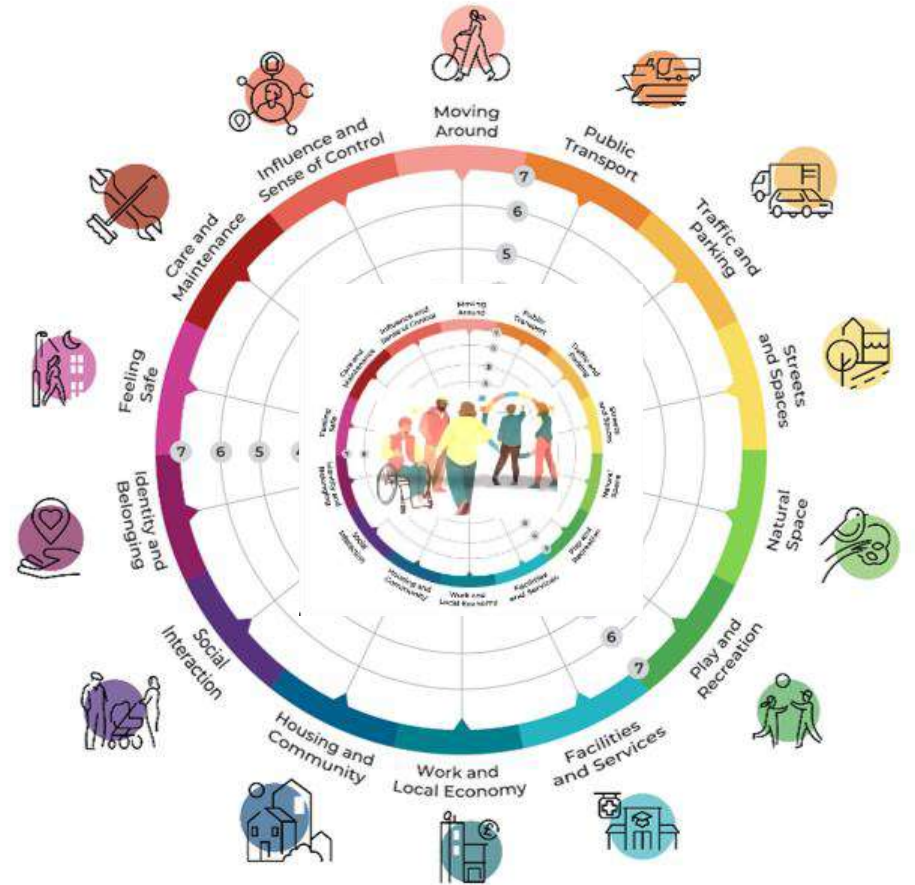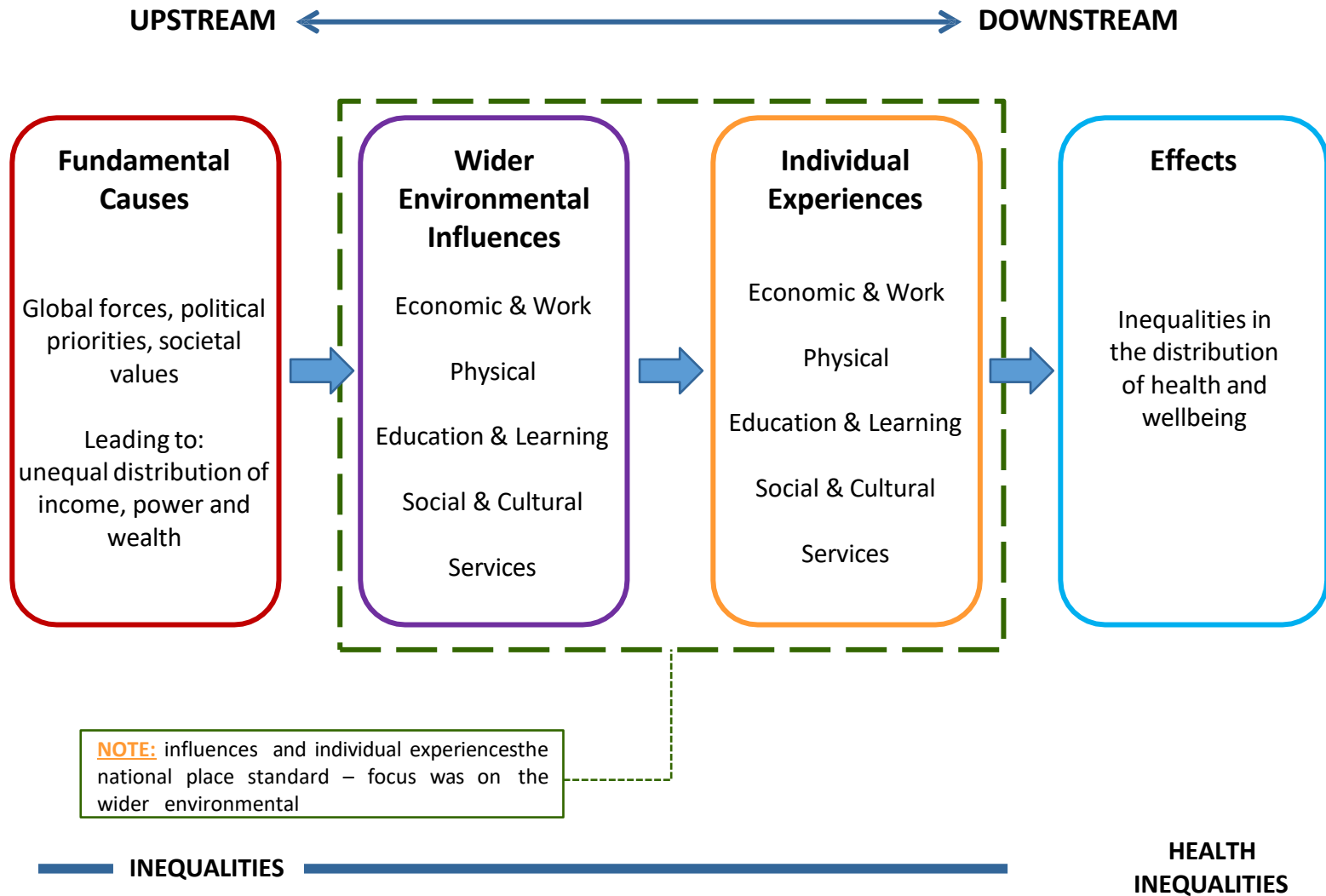# Place Standard Tool
How Good is Our Place?

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What causes health inequalities?

UPSTREAM ⟷ **DOWNSTREAM**

Fundamental Causes

Global forces, political priorities, societal values

Leading to:
unequal distribution of income, power and wealth

Wider Environmental Influences

Economic & Work

Physical

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: influences and individual experiencesthe national place standard – focus was on the wider environmental

INEQUALITIES

HEALTH INEQUALITIES

Biomedical model of healthcare;

The biomedical model of health, is a scientific measure of health and regards disease as the human body having a breakdown due to a biological reason. A patient is seen as a body that is sick and can be handled, explored and treated independently from their mind and other external considerations. The treatment therefore will be from medical professionals with appropriate knowledge and must take place in an environment where medical technology exists.

Ecological model of healthcare;

The core concept of an ecological model is that behaviour has multiple levels of influences, often including biological, psychological, social, cultural, organizational, community, physical environmental, and policy. The combination of environmental, policy, social, and individual intervention strategies is credited with the major reductions in tobacco use
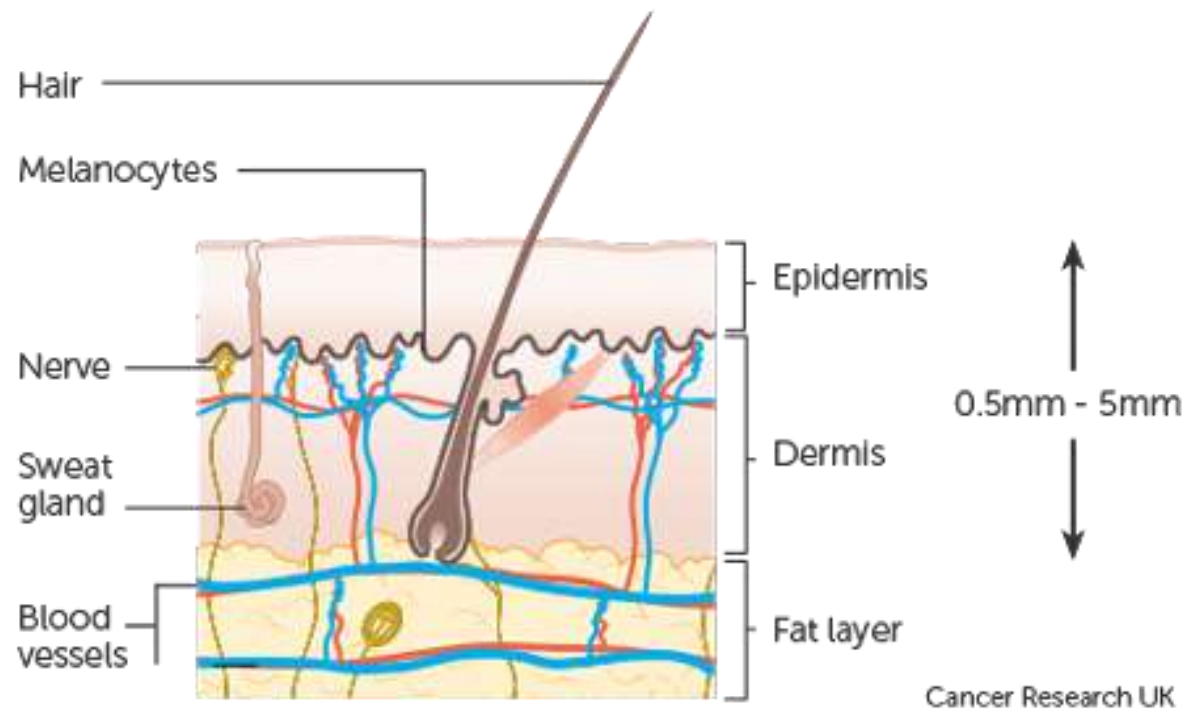
Context;
The Faculty of Public Health defines public health as 'the science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society'.

The science

Cancer Research UK

Kids Cook Quick

Public Health Scotland

The Art

Gallup - a global analytics and advice firm that helps leaders and organizations solve their most pressing problems.

What motivates consumers to stay loyal to a brand? Are consumers primarily rational actors, looking to maximize benefits for themselves? Or are they driven by impulse, passion and feeling?

Scientists have studied this question for decades, using a variety of different methods. Gallup's own research has found that *about 70% of decisions are based on emotional factors and only 30% are based on rational factors.*

This challenges traditional economic theorists' view that individuals work as rational actors. Nevertheless, a body of scientific evidence has repeatedly supported Gallup's customer engagement research.
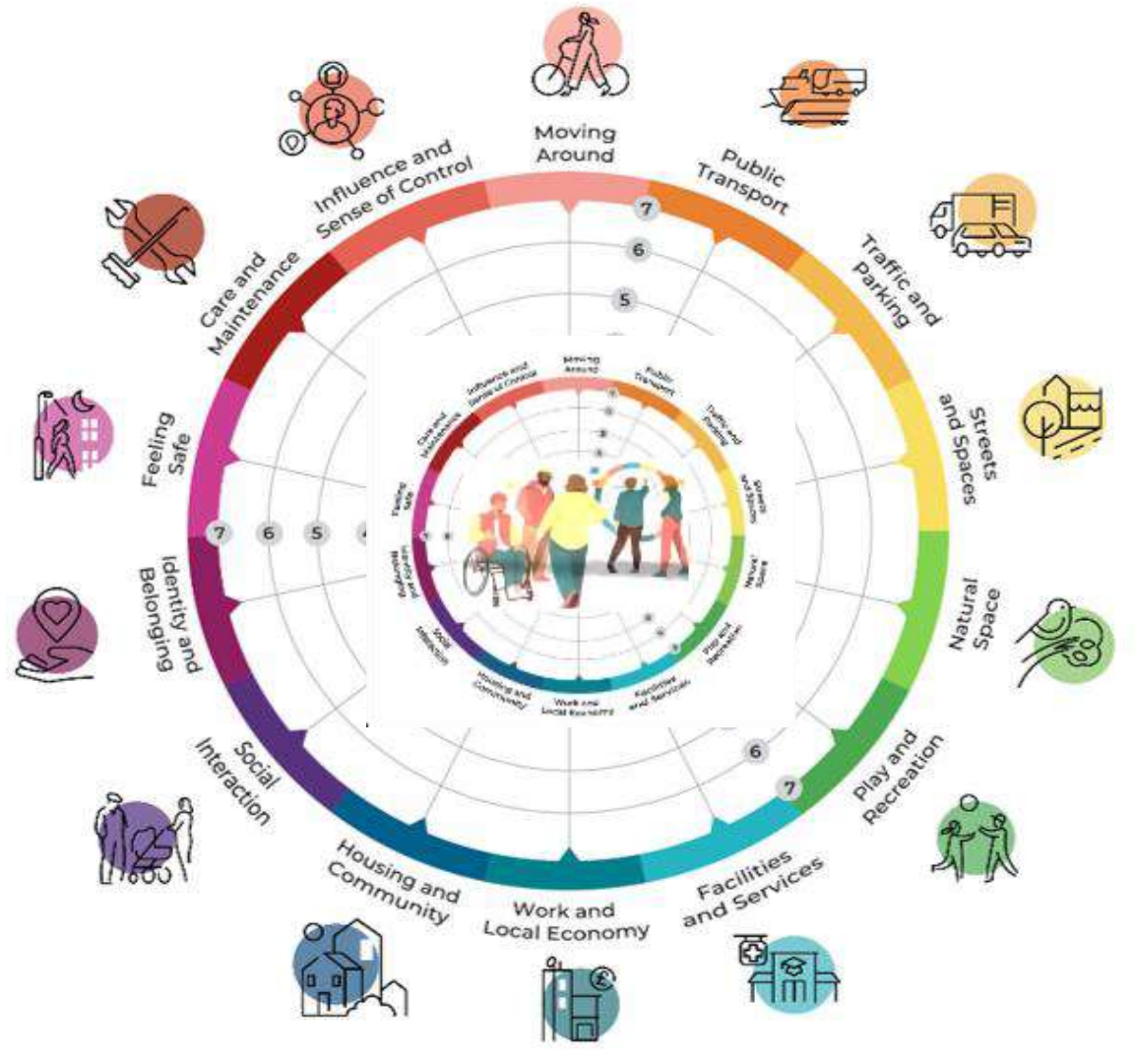
Kids Cook Quick

Public Health Scotland

Make it obvious
Make it attractive
Make it easy
Make it satisfying

The Art

Collecting Place Based Evidence

Opportunities + New Ideas

More Informed Future Plans + Strategies

Public Health Scotland
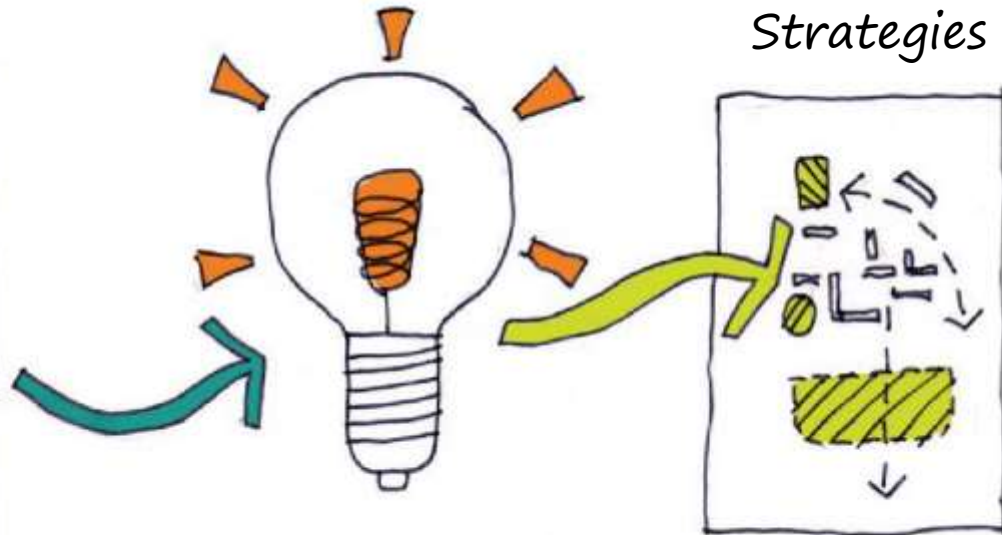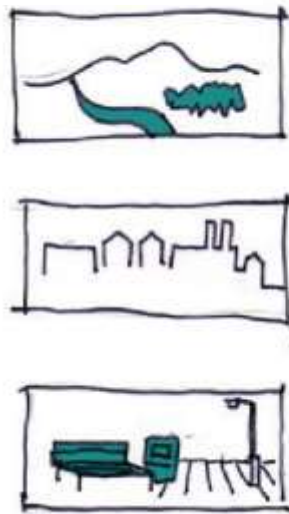
Community Safety

- **<u>SCSN</u>** is primarily a membership organisation that brings together representatives from across the community safety sector to achieve a <mark>shared vision of safer, healthier and happier communities</mark>.

<u>PHS Priority 1: A Scotland where we live in vibrant, healthy and safe places and communities (Violence Against Women and Girls and Place)</u>

Community safety is a significant issue for women and girls with an emphasis on women's use of <mark>public spaces and transport</mark>. Reported Crime in Scotland demonstrates gender differences in experiences of crime with women more likely to have experienced sexual assaults than men.

Summary of a Place Standard pilot in Barmulloch June 2023

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Barmulloch is a small neighbourhood in the northeast of Glasgow which was formerly rural, then developed as a housing area post World War II. Some relatively recent changes to Barmulloch include the demolition of some of the original tenements and the building of new homes with gardens and driveways. In spite of demolitions among the tenements, a relatively high proportion of housing stock remains tenemental.

Life expectancy in the area is similar to the Glasgow average (with men being slightly lower). The employment rate is lower than the Glasgow average, there is a high percentage of young people not in education, employment or training, and the proportion of children living in poverty is high. Most of the residents – 90% – live within 500 metres of vacant or derelict land.

Moving Around
Most people felt it was fairly easy to move around the area but thought it would be difficult for disabled people, particularly those in wheelchairs. They also thought it would be a challenge to push a pram. There was a recognition of the challenge of moving around narrow streets and pavements, and having to navigate around litter and dog dirt.

Public Transport
Most people thought that public transportation in the area was very poor, "there is only one bus into the town and it only runs once an hour". Some expressed stronger opinions saying that it was rubbish. They thought the bus itself was ok but the waiting times were awful, buses were said to be unreliable and that once you were on the bus, it took ages to get to where you want to go.

Traffic & Parking
Parking was a major issue, with people saying that there were far too many cars parked on the pavement, making it difficult to get around especially for those in wheelchairs or pushing prams. Others stated that cars regularly went too fast in the area

Streets & Spaces
People felt there were too many cars on the pavements and there was an issue with cars speeding on the roads. They said the streets are dirty and there are not enough litter bins. The green spaces are littered and untidy. It was felt that many in the area didn't care about the appearance of outside spaces.

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Play & Recreation
People were unhappy with the opportunities for play and recreation. They said that the play park is too far away from their houses and is constantly vandalised. "There's broken glass everywhere and the kids don't want to go out. In the evenings older teens hang about the area and intimidate the younger children." They also said that there is no sports centre or swimming pool and one person said he couldn't get swimming lessons for his daughter. They mentioned there wasn't much for adults in the area either.

Natural Space
People felt the parks in the area are not maintained well. They said there's a predominance of grass and not much else. They complained that no one bothers to pick up the rubbish. People said they don't feel safe going into the parks at night and certainly wouldn't let their children. Several mentioned that drug dealing is a major problem. People felt that the local open space provided one of the biggest opportunities for change in the area

Facilities & Amenities
People said there is not much in the local area in terms of shops. There are a few
local stores, a post office, a hairdresser, and a couple of take-aways. The pub
has closed. They also said local shops are expensive

Work & Local Economy
Awareness of local opportunities to volunteer was very low – it was said that advertising is poor. People said that training opportunities were limited and, when available, were too expensive. They felt there are not many job opportunities in the local area either – the closest are Lidl and Asda.

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Housing & Community

Customers felt that the housing in the area doesn't meet their needs. <mark>Several stated that they were overcrowded and that most places aren't adapted for disabled people.</mark> Some said there was too much dog mess around and far too many cars parking on the pavement. Others said that their neighbours aren't very tolerant and that they are always complaining about their children playing. On the other hand, one customer said that he was very happy in his Living Well complex.

Social Interaction

<mark>Customers felt there was little opportunity in the area for social interaction</mark>. One stated, "There's nothing going on – absolutely nothing here. You've got the community centre but that's it." Another said that they haven't made friends in the ten years living here. There are no community events and no restaurants, cafes, or pubs

Identity & Belonging

Despite the lack of opportunity for social interaction, most customers (especially those who had lived in Barmulloch for many years) thought that they generally feel part of the community. One said, "It's the right place for me. I'm fine, I love it here". However, another resident who had recently moved within the area was not so sure, "<mark>My neighbours are a pain and it makes me feel isolated</mark>"

Feeling Safe

Some customers who had lived in Barmulloch a long time felt safe. "I've been here my whole life – I feel safe most of the time. It's familiar. While I feel safe, <mark>I don't think it's safe to let my kids out after dark. There are too many drugs in the area</mark>." Others said they feel safe during the day but not after dark. They didn't think the park was safe and were concerned about drug dealing and speeding cars. <mark>They felt the park needs better lighting.</mark>

Public Health Scotland

Care & Maintenance

Customers were very concerned about the state of care and maintenance in the area. Some said that their windows won't open and when they reported it to City Building, they came out but did not fix the issue. Most felt that the roads are in a terrible mess, with a lot of potholes. They also thought that the streets were dangerous with cars "running up and down". Some stated that their house stairs and paths are in poor condition and need levelled because they are a trip hazard. Others said the houses were too warm with too many radiators and no way to control the temperature. People also said there is a lot of fly-tipping, general litter, and broken glass. There's a lot of drink and drugs (both selling and doing), especially among young people, which needs to be sorted. Dog mess can be found on the majority of streets, with Cardow and Quarrywood Road being the worst. The whole area feels uncared for.

Influence & Sense of Control

There were mixed opinions around how much influence people had locally. One person said that she felt that people listen to her when she has a (housing) issue and others agreed. Another, however, stated "this is the first event we have been to when someone is interested in what we think. We don't think anyone really cares."
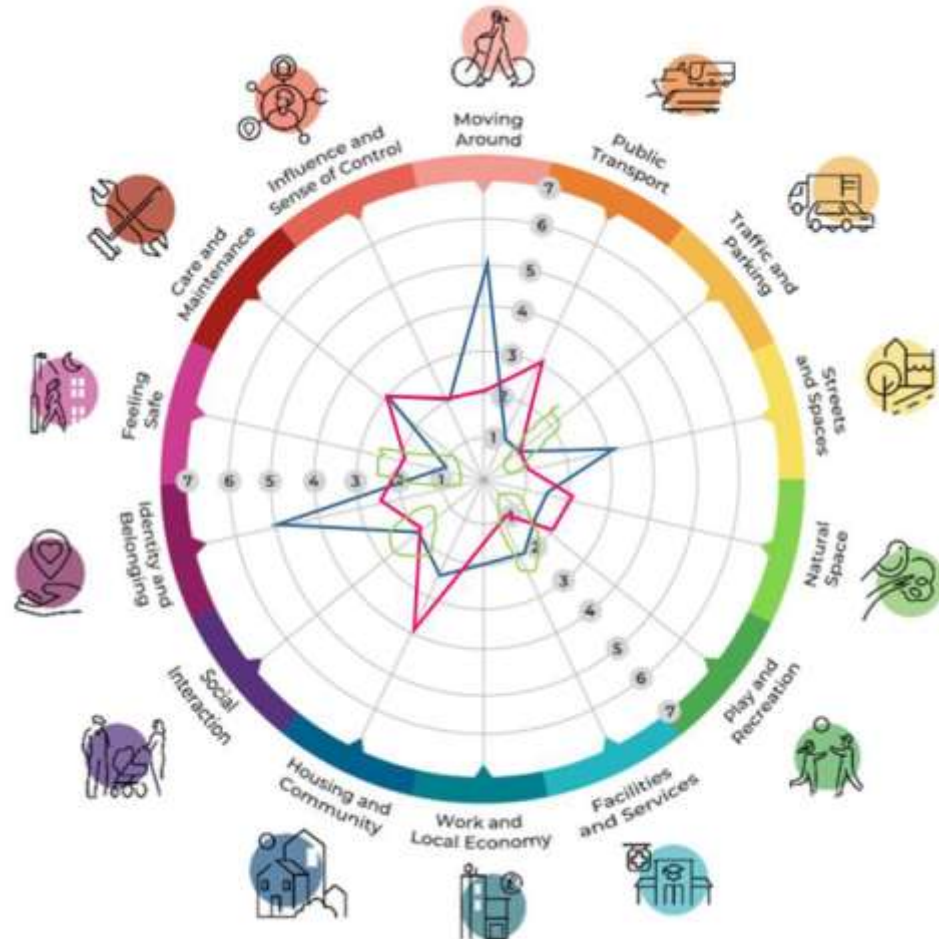
The groups provided a score out of 7 for each of the 14 themes, with the lowest possible score being 1 and the highest being 7. These scores were plotted on a spider diagram, creating a visual representation of the discussion, and highlighting priority areas.

Officers and professionals scores

Community scores

Place Standard Tool

Newly developed Place Standard Tool up-dates and resources

Place Standard Tool 2:0

Place Standard tool Design Version

The Place Standard tool a Version for Children

The Place Standard tool a Version for Young Adults

The Place Standard tool Climate Lens Resource

Inclusive Communication Place Standard Kit and Kit Users Pack

The Place Standard Learning Resource

Our Place website (https://www.ourplace.scot/)

Future collaboration between Public Health Scotland and the Scottish Community Safety Network

At an executive level, both Scottish Community Safety Network and Public Health Scotland see the value in enabling better use of the Place Standard Tool with Community Safety Partnerships and are in discussions around how this might best happen.

Thank You!

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