

Day 2 of the 2012 HOPS Conference addressed the issue of ‘impacts’, how they are achieved, by who, at what scale. This included consideration of issues such as data, time relationships, sustainable resourcing, partnerships and bridging between communities and institutions.

Chair’s reflection

Alistair MacDonald, Head of Planning, Glasgow City Council

Alistair reflected on the positive discussions with Minister Derek Makay at the evening dinner in terms of understanding the value of planning, impacts for communities and the challenges to do better. This requires telling the planning story at different scales. Alistair also announced Fraser Carlin as incoming Chair of HOPS.

Relationship between health and planning

Dr. Harry Burns OBE

Dr. Burns opened with a **challenge to the WHO definition of health**. He argues that **health is not a state**. Our reality tells us we **move in and out of influences** on our mood, wellbeing and physical health regularly through the day. Environmental factors, external to the individual plays a huge role. **Place matters**. This is essential to understanding how to create health.

The **health gap** between those in the top and lower 20% of Scottish society is widening. This is about **health inequalities**. The **social circumstances** of the East End of Glasgow for example play a major role in effecting the actual causes of premature death. This is not just a story about saturated fats, smoking and alcohol. It is a **psycho social problem**, the consequence of communities who have lost their way. We need to close the inequalities gap. We need to **build hope**.

**“ In God we trust-everyone else needs data.
We need consistent use of evidence.**

Antonowski identified that adults who as children achieved a **sense of coherence** in their early lives cope better in difficult circumstances. They are able to make the world **comprehensible, manageable and meaningful**. It is about giving people **control**. Removing control from people is more likely to result in people

suffering ill health. The direction of travel to create better health in Scotland is to **connect people, empower them**.

This is about **consistent use of evidence** gained from learning what works where and why. It is about seeing **people as assets**. Change can happen in our lifetimes. We can reduce rates of premature death. **We can make a difference** to early years. We need a joined up approach. **The time is right**. How we make and manage places matters hugely to impacting on this health agenda.

Case studies

Stalled spaces: Seamus Connolly, Glasgow City Council

This project by Glasgow City Council enables communities to take on **temporary use of vacant and derelict lands**. The Council provide professional advice, facilitate, and manage a small seed grant fund. A variety of uses have developed, including outdoor art, urban growing, play and education. The project boasts over 15ha of land, 226 volunteers, strong partnerships and financial leverage of 20 times the public investment. Some key lessons from the project include the need to use legal or written **agreements up front** making clear the project is temporary, inviting **an open approach and not off the peg solutions**, positive partnerships, **listening** to communities and **persistence**. How can this learning be shared with other areas across Scotland, inform planning policy and legislation review?

Bridgeton/Dalmarnock: Rosemary Robertson, Playbusters

The communities of the East End of Glasgow, with planners Etive Currie and Tim Mitchell have created frameworks for **engaging people in health and planning** policy [[Healthy Sustainable Neighbourhood jig saw model](#)] and a programme for building more personal resilience in individuals [Healthy Sustainable Me] as part of ‘Equally Well’. The starting point was to develop an approach to the East End Development Strategy which was **meaningful for the community**, within their own abilities, reflecting their values, their experience: **an assets approach**. In an area with literacy challenges, a **visual scrapbook** approach was developed. This generated rich **people centred data** which drove the policy development. Rosemary identified some key learning points from the process: [a] the need for **‘community connectors’** to close the gap between communities and professionals [b] **preparing communities** for engagement: how will people’s investment of time

inform change? [c] consultation can form part of **existing learning programmes** already happening in communities [d] people can experience **improved mental health** as a result of positive involvement in the process of shaping change.

George Chalmers, Milnbank Housing Association

Turning places around takes a long time. A bits and pieces approach, annualised funding and complex bidding work against this. When communities can access resources, they make them work hard. For example in Haghill, the communities have delivered a [mountain bike track](#) and local food growing to address health and wellbeing; [childcare nursery and local jobs](#) to address employability; and loft insulation to address fuel poverty. Over £3million has been drawn in through a complex minefield of funds, processes and risks. What's needed is **more joined up working between institutions and communities**. This is about three things: [a] **clarity about the public role** as supportive and engaging, not controlling or ignoring [b] **communities should lead** to deliver local impacts by building trust with people: sustainable change does not always happen through formal roles, of say landlords, social workers or planners and [c] **communities need their own resources** to deliver change their way.

Willie Miller, Healthy Sustainable Neighbourhood

A development of the learning from the Equally Well test site is to look at ways to better **integrate health into planning policy**. The Equally Well learning shows that there are rich methods of identifying what the **community** need, where and why. What is often challenging is to link this work with the policy and investment work of organisations and **institutions**. **Bridging these scales** is important to achieve **sustainable impacts** targeting available resources. Addressing this, the study seeks to develop a **briefing toolkit** through a review of the Healthy [Sustainable Neighbourhood \[HSN\] outputs, including the HSN Placemaker tool](#). A five stage process is envisaged, starting with the HSN scrapbook method, matching this with statistical information held in the public domain focus on specific impacts. The aim is to use this information to **inform collaboration and investment by resource holders** to deliver the impacts. The study is due for completion in Autumn 2012.

Links between environmental factors and health

Professor Juliana Maantay

[Professor Maantay](#) presented an overview of a comparative research project between New York and Glasgow. The project looks at the [spatial distribution of environmental health and health disparities](#) as a result of land use and urban policy. Professor Maantay **focuses on the micro environment of the neighbourhood** using spatial mapping of data. This helps get in touch with the actual **variations that shape what actually happens in places**, enabling policy interventions to be more targeted.

The focus of the research is not about trying to prove causality between derelict land and health. Rather, the research looks at the possibility of **indexing sites within areas of poor health**. This can help identify which areas really need attention and what ecological possibilities might achieve greater environmental justice. The **comparative learning between the two cities** enable some initial thinking about solutions, from community gardens to local food indexing, deliverable through partnerships between public institutions and communities.

Keynote: Creating Impact

Louise MacDonald, Chief Executive, YoungScot

[Young Scot](#) is a charity whose role is to provide young people 11-26 with information, ideas and opportunities to get the best out of their lives. The objective is give young people what they need to **make informed choices** about their lives. The organisation has 425,000 members, enabled through **partnerships** with local authorities.

Young Scot organises its work around [six key impacts](#): [1] **informing**. A national communication portal for young people in school and out of school receives over 5000,000 per month, and the use of the Facebook site is up 154%. Open-ness is key [2] **access to opportunities**: the Young Scot card gives discounts on arrange of basic services and targeted services to remove barriers for young people [3] **increased participation**; this includes an [online consultation toolkit](#), and training [4] **capacity building and connectors**; young people are given the tools to influence in their own communities, [5] **perceptions**: using media and promotion to challenge the perception of what young people do and don't do. This includes developing relationships with newspapers and other media to create the spaces to get the good stories in [6] **Scotland as leaders in Europe**: creation of a card where young people doing good things are rewarded with opportunities such as working with people in the community, a model for Europe.

Young Scot has a **clear sense of purpose**. This is to make Scotland the best place in the world to be a young person, because they deserve it. This strong belief, and sense of purpose means that the organisation is **values led, reflective of the relationships with young people**. The organisation aims to be **open, fun, curious and challenging**, constantly engaging. Connections between **communities** are crucial; the interconnected-ness of the issues that affect young people mean that trust and contact with a range of partners is essential. Young Scot are clear that they are part of the community, not separate to it. This sense of self informs their thinking about leadership in an interconnected world, where leaders need to re-imagine their role supporting the work of others. **Leaders need to move from being "heroes to hosts"**.

This summary newsletter of Day 2 of the 2012 HOPS Conference was prepared by [Architecture and Design Scotland \[www.ads.org.uk\]](#) and [The Improvement Services \[www.improvementservice.org.uk\]](#)