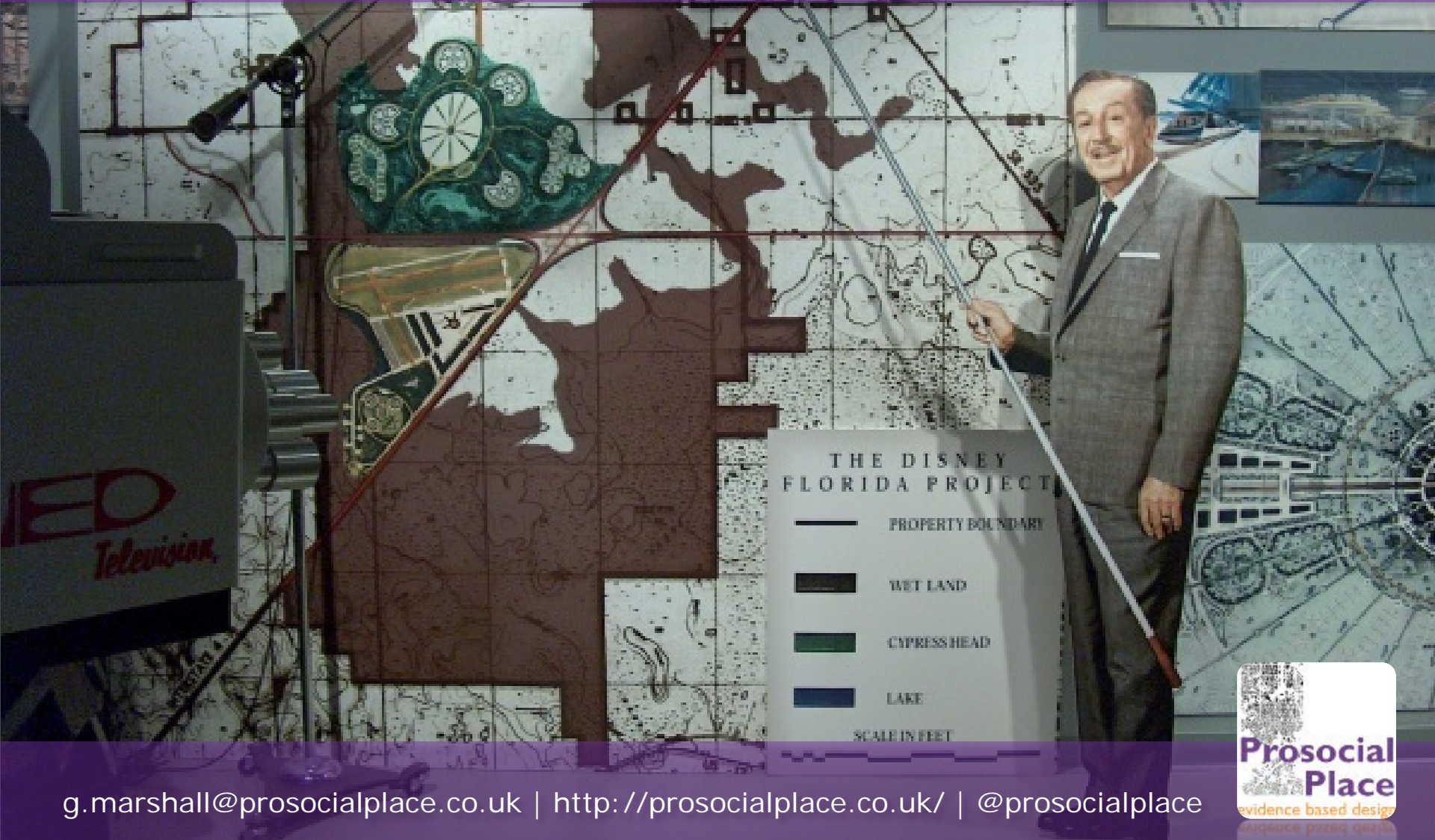


Shaping Place, Changing Lives - A Placemaking Symposium for Councils

Graham Marshall

DCAL - NILGA - MAG | Belfast | October 2015

Is Celebration the 'Perfect' Community?



What Makes a Good Place?



g.marshall@prosocialplace.co.uk | <http://prosocialplace.co.uk/> | @prosocialplace



What do you Like About Where you Live?



g.marshall@prosocialplace.co.uk | <http://prosocialplace.co.uk/> | @prosocialplace



Where do you go to Feel Better?



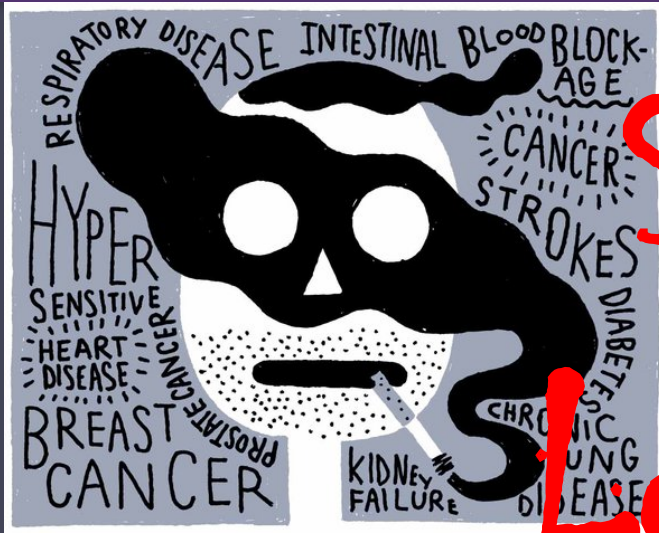
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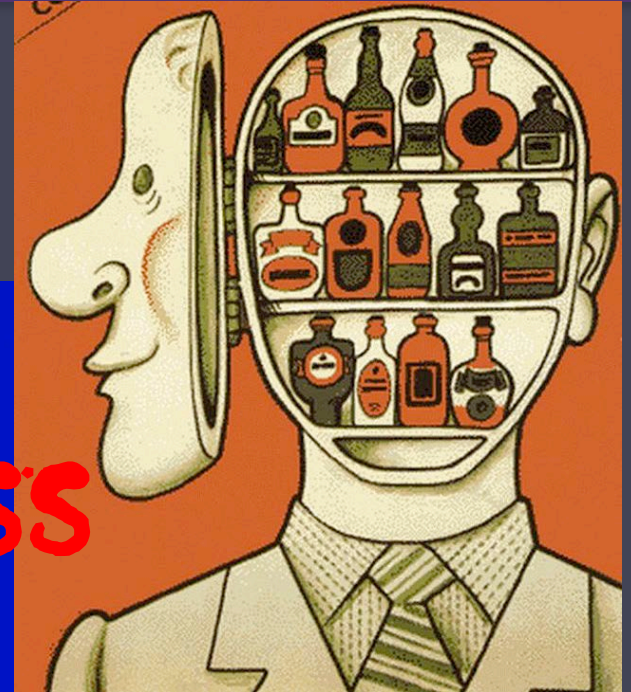
What is Your Dismaland?



Which is the Biggest Killer?



Smoking

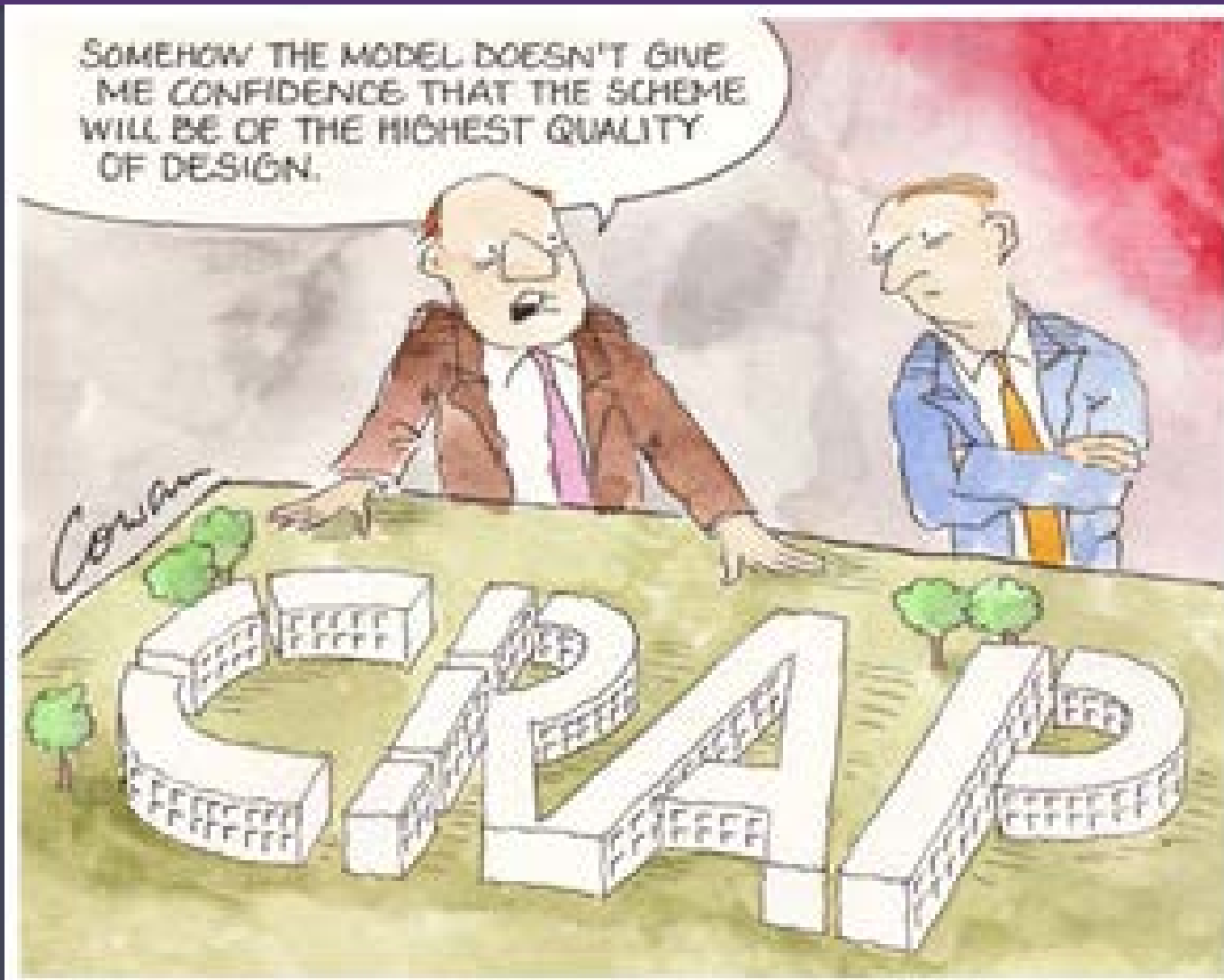


Loneliness



Alcohol?

What is Good Design?



Planning Policy Guidance

“Well designed places are successful and valued. They exhibit qualities that benefit users and the wider area. Well designed new or changing places should:

- be functional
- support mixed uses and tenures
- include successful public spaces
- be adaptable and resilient
- have a distinctive character
- be attractive
- encourage ease of movement.

(NPPF Planning Practice Guidance: Paragraph 015)

But what do we mean by well designed and these vague principles?

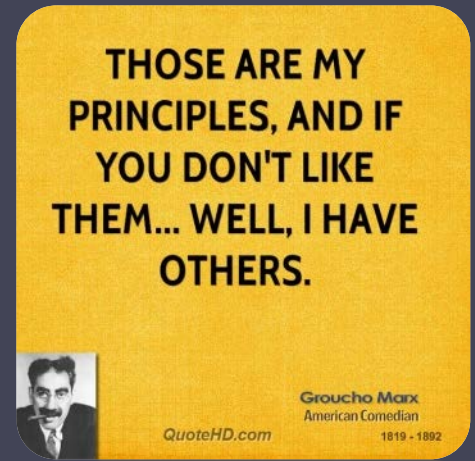
Empty Words...

“Well Designed” is a meaningless phrase that assumes we all understand the same thing – however, there is little or no evidence to support these urban design assumptions.

“Science, pseudo-science & urban design:

- *Abstract: Urban design theory has been criticised for being incoherent and insubstantial.*
- *Generally uncritical affirmation as if factually established.*
- *...urban design rests on...a foundation of untested hypotheses...”*

Dr Stephen Marshall, Bartlett School of Planning
URBAN DESIGN International (2012)



Social Sustainability

Sustainability

[suh-stey-nuh-bil-i-tee]

Noun

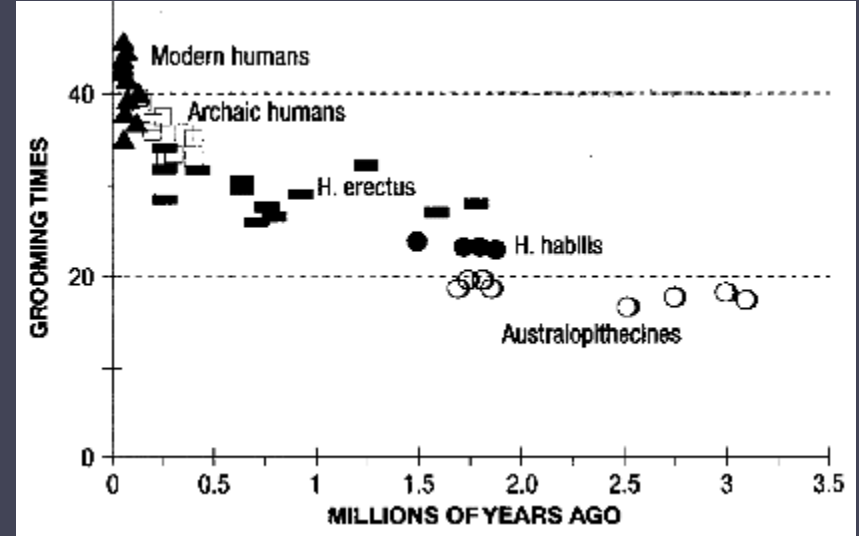
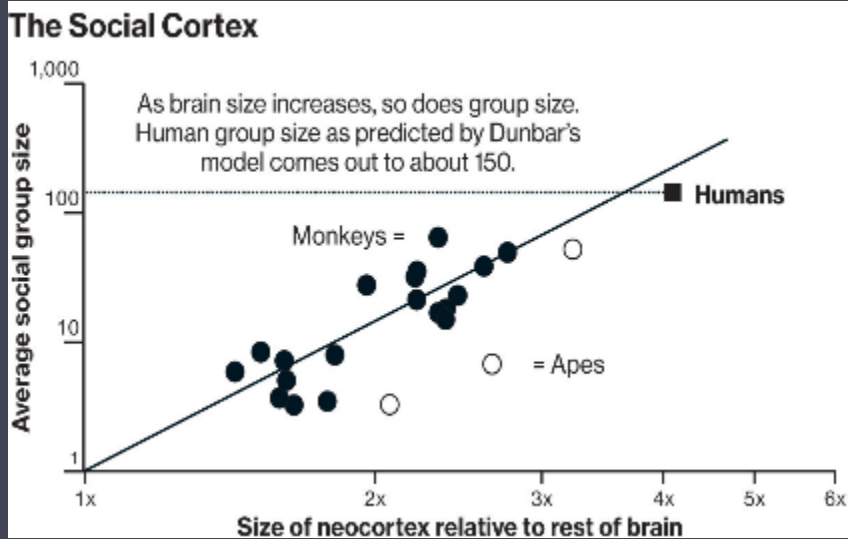
1. the ability to be sustained, supported, upheld, or confirmed.

Urbanisation is our attempt at creating optimal environments where we can forage, adapt to niche opportunities and flourish through diversity.

Our understanding of human ecology is implicit when we inhabit places – we need to make it explicit when we design them.



Co-operation



“The most powerful force ever known on this planet is human co-operation - a force for construction & destruction.”

Jonathan Haidt

Cities

...are they good for us?

“In great cities men are brought together by the desire of gain. They are not in a state of co-operation, but of isolation, as to the making of fortunes; and for all the rest they are careless of neighbors. Christianity teaches us to love our neighbor as ourselves; modern society acknowledges no neighbor.”

Benjamin Disraeli



The Urbanicity Effect

Schizophrenia & Depression

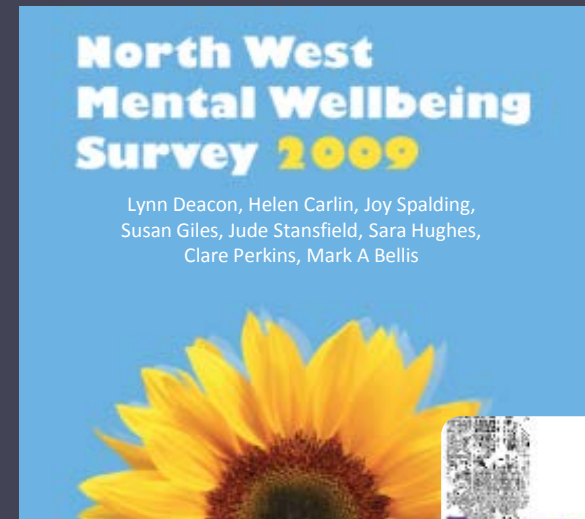
- Faris & Dunham (1939) “Mental disorders in urban areas”: SZ was much more common in deprived inner city Chicago than its affluent suburbs.
- Wirth (1938): depression higher in urban compared to rural settings
- Pedersen & Mortensen (2001): a dose-response relationship between time spent in urban environments in childhood and risk.
- Sundquist et al. (2004): Sweden - 4.4 million adults. Those living in the most densely populated areas had 68–77% more risk of developing psychosis and 12–20% higher risk of developing depression than the reference group.
- Vassos et al. (2012): meta-analysis of the association of urbanicity with schizophrenia. *Schizophrenia Bulletin*. doi: 10.1093/schbul/sbs096.

The Urban Penalty

Mental Wellbeing

North West Mental Wellbeing Survey 2009:
compared to the other North West areas surveyed, people in Liverpool had lower general levels of MH&W across the lifespan. In particular Liverpool residents felt:

- Reduced sense of belonging to their community
- Less participation in organizations
- Feeling unable to ask others for help
- Feeling unsafe outside their home
- Relative isolation



Urban Penalty Over Time

North West Mental Wellbeing Surveys 2009 + 12

- the number of people who talk to their neighbours 'on most days' has fallen from 51.9% to 33.6%
- the number of people who 'never' talk to their neighbours has risen from 2.6% to 4.7%
- the number of people who meet with friends and family (not living with) 'on most days' has fallen from 53.9% to 41.2%
- there was a 12.7% fall in the number of people who felt 'very strongly' that they belonged to their immediate neighbourhood

Explaining the Effects

According to Wirth (1938) the effects are due to:

- decline in community relationships
- poor social integration
- isolation.

According to Wang (2004); Trivedi et al. (2008); Turan & Besirli (2008); Ellaway et al. (2009) the effects are due to:

- the perceived quality of the environment.

Those living in relatively harsh urban areas are at an increased risk of depression, anxiety and paranoia.

(Weich et al. 2002; Galea et al. 2005; Trivedi et al. 2008; Kirkbride et al. 2012; McKenzie et al. 2013)

Prosociality

In the Chicago heatwave of 1995, social ties became a matter of life or death.



Prosocial behavior is voluntary behavior intended to benefit others such as helping, sharing, donating, co-operating, and volunteering. Levels of Prosociality include:

- Altruism
- Empathy
- Co-operation

Kobe (earthquake) 1995...
Tamil Nadu (tsunami) 2004...
Hurricane Sandy (2012)...

Psychological Studies of Immersion in Place



Places Change People

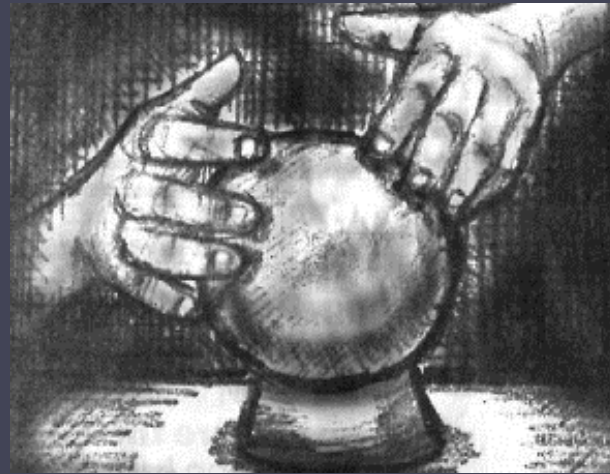
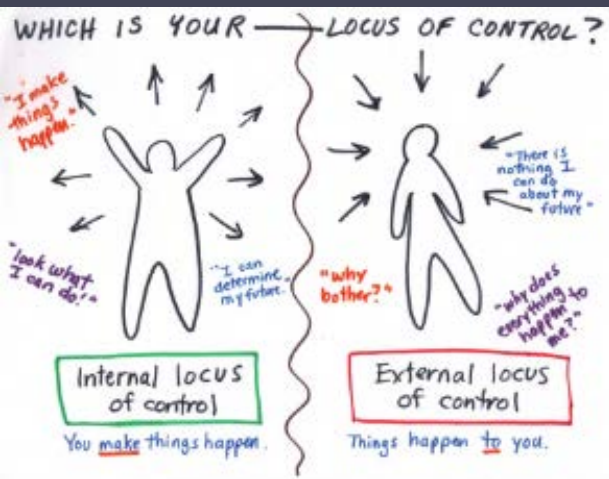
**“85% OF PEOPLE POLLED STATED THAT
THE QUALITY OF PUBLIC SPACE HAS A
DIRECT IMPACT UPON THEIR LIVES AND
THE WAY THEY FEEL.”**

SEEN & HEARD, DEMOS, NOVEMBER 2007

“Mount
Fear”
Abigail
Reynolds



Places Change Outlooks



Contemplating places
primes a more
**external locus of
control**

Contemplating places
primes heightened
**anticipation of
threat**

Contemplating places
primes reduced
**consideration of the
future**

These priming effects are stronger when contemplating places judged as less desirable.

Places Change Outlooks...



Most When There is:

- Lower mood
- Feelings of paranoia or anxiety
- Lower levels of general wellbeing

Higher resilience partially protects from these automatic responses to place.



Places Change Beliefs

- ❑ Kensington & Fairfield Ward (L7). Almost the entire ward is in the most deprived 5% of neighbourhoods nationally.
- ❑ Picton Ward (L8). Almost 40% of the residents here are working class or not working. 76.4% of neighbourhoods in this ward fall within the most deprived 5% of neighbourhoods nationally.
- ❑ St Michael's Ward (L17). Comprises over 70% middle and upper middle class residents. It is less deprived than the Liverpool average. 22.1% of the area is in the 10% most deprived, far less than the Liverpool average 49.6%.

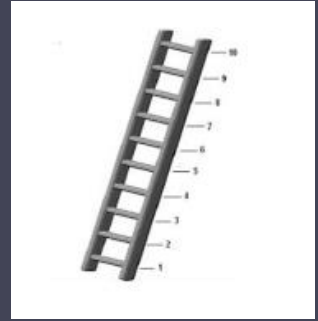


the reversible route

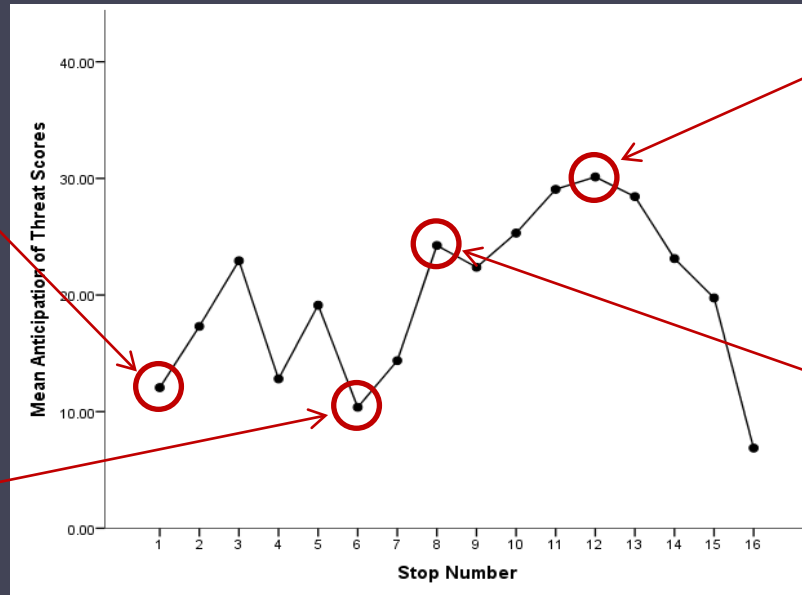


Places Change Beliefs

Student walkers appreciate their relative advantage after walking through places: significant change in self reported socio-economic status of family.



Walkers will give more to a community cause after actively experiencing places.



Places Change Beliefs

Walkers from high SES families anticipated the most threat during the walk - especially when walking through the most deprived areas.

On-the-spot inferences about community-spiritedness and the trustworthiness of residents were highly correlated, place-sensitive and related to cues of deprivation.

Relationships between place and responses were more pronounced in people who endorsed more paranoid feelings and more negative emotions.



Engaged Place-making: Opening Eyes



A Thematic Analysis

VISION – Group 1

The Reader Organisation will create a new heart for Calderstones: building a cultural community for the benefit of the city.

OBJECTIVES

- Create an accessible cultural hub for the local community
- Realise the heritage and landscape assets of the park
- Develop an attractive metropolitan destination within the city
- Establish a sustainable and identifiable home for the reader organisation
- Provide inclusive and equitable wellbeing outcomes



VISION – Group 2

The Reader Organisation will create a relaxing, inclusive and sustainable home for a cluster of cultural pursuits with reading as its foundation.

OBJECTIVES

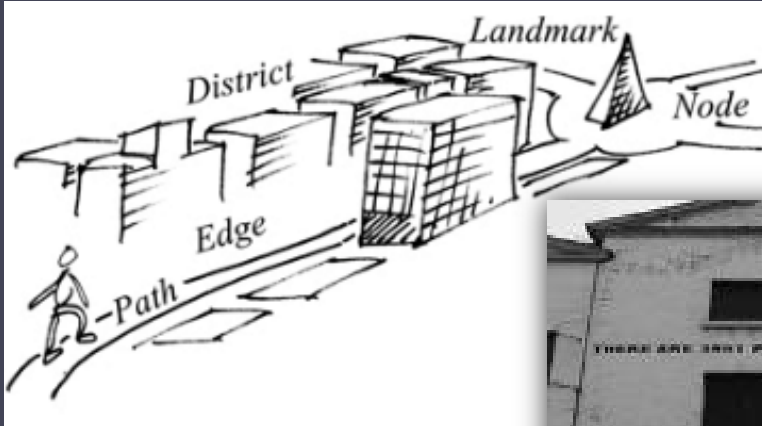
- Facilitate a range of accessible and inclusive cultural activities
- Provide inclusive and equitable wellbeing outcomes
- Provide an exemplar 21st century suburban neighbourhood
- Realise the attractions of the park
- Develop an attractive metropolitan destination within the city
- Establish a sustainable and identifiable home for the Reader Organisation

A Home for The Reader Organisation

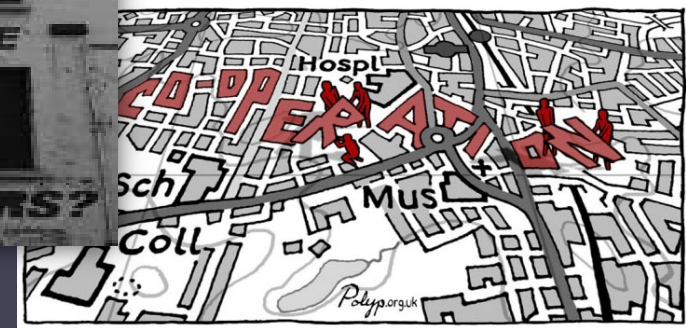
- Increased responsibility for place.
- Increasing Implicit Mastery.
- An 'allocentric' consideration of place.
- Optimism.
- Co-operative Decision- Making.

A Common Sense of Place

Kevin Lynch 'The Image of The City'



Connectivity & Movement



A nurturing place

The importance of visual cues



Evaluating the Effect of Place

The Importance of Implicit Responses: our response to place is powerful but often automatic and below explicit consciousness.

How aroused or relaxed are we in place?

Physiological measures – heart rate and heart rate attunement

How do we communicate about place?

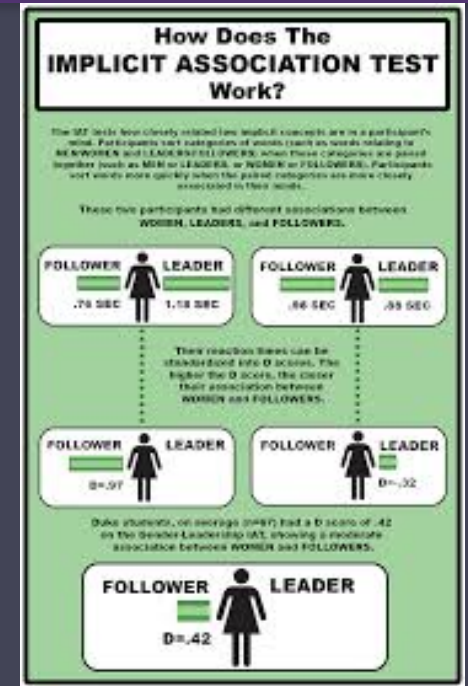
Linguistic and paralinguistic software – SENTIMENT



Evaluating the Effect of Place

What do we REALLY think of the place?
Psychological test - Implicit associations test

What are the salient features that draw our attention?
Neuroscience – eye tracking, EEG/ERPs, fMRI



How to Change Behaviour

Well intentioned provision does not lead to sustained behaviour change.

Considered design solutions change behaviour by changing response to place .



<https://www.youtube.com/watch?v=-vzDDMzq7d0>

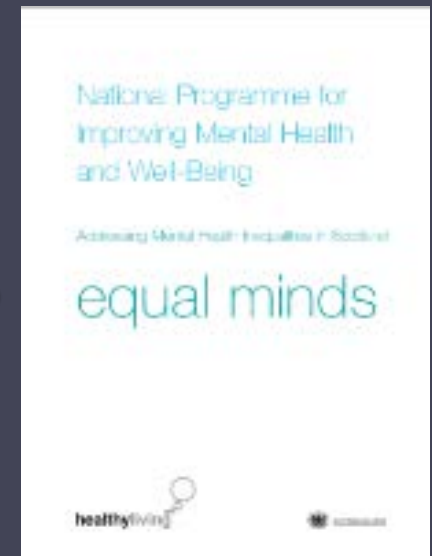
g.marshall@prosocialplace.co.uk | <http://prosocialplace.co.uk/> | @prosocialplace



Policies for People

“Scottish National Programme for Improving Mental Health”

- Regeneration and social inclusion programmes need to work together – **effective multi-agency working.**
- Regeneration initiatives need **a psycho-social focus.**
- Individually tailored approaches that aim to address the needs of specific communities.
- Flexible timescales and stable provision to allow long-term planning and to ensure continuity in sustained relationships.



Better Policies for People

Understanding Wellbeing

Hedonic: wellbeing 'hits' derived from striving for maximum pleasure and minimum pain.

Eudaimonic: (ancient Greek good 'eu' & spirit 'daimon') wellbeing comes from the pursuit of meaningful goals; 'transcending the self' for the sake of the greater good.

Sustained community wellbeing does not depend on economic growth, consuming more or spending money - neither does sustained regeneration of place.

Low wellbeing and mental ill-health are distinct - languishing is not depression.

The Role of Wellbeing in Future Place-making Policy

Demonstrating positive wellbeing in places = a better model of place regeneration and management .

Developments and regeneration initiatives should consider incorporating longitudinal evaluations on health and wellbeing. Is this the role of Town Teams or Place Directorates?

“No decision about me without me.”
– more meaningful public engagement.



“Well-design” a Working Example



Five Ways to Wellbeing

Can the 'Five Ways to Wellbeing' deliver place-making principles?



The NEF report (2008) identified that people reporting higher levels of wellbeing tend to be:

- more involved in social and civic life
- likely to behave in environmentally responsible ways
- have better family and social relationships at home
- more productive at work

“Well-design”

Get Connected

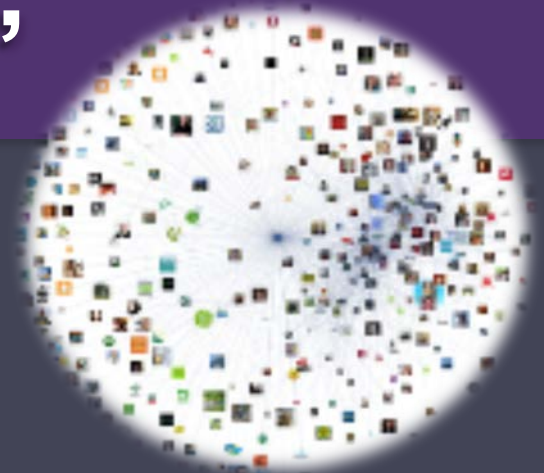
Well-Design should: facilitate movement between gathering places and interaction between people.

Be Active

Well-design should: prioritise active movement in the public realm and generally facilitate the pursuit of physical activity.

Take Notice

Well-design should: elicit conscious awareness of place; avoid risk-averse approaches which strip agency; foster flexible dynamic design to surprise and re-orient attention.



“Well-design”

Keep Learning

Well-design should: endorse engaged design to enable individuals to learn about their place; encourage conscious foraging where dealing with uncertainty engages the brain.



Give

Well-design should: give ‘place’ back to people through co-production; advocate volunteering in the pursuit of good places to live; prioritise flexible spaces to accommodate prosocial community activity.



Synthesising Evidence



<https://www.gov.uk/government/news/new-what-works-centre-for-wellbeing>

Community wellbeing theme – including the ‘living environment