

South Ayrshire Council Local Housing Strategy Place and Wellbeing Assessment Report



About the report

This is a report of a Place and Wellbeing Assessment session held in February 2023 to assess South Ayrshire Councils Local Housing Strategy's High Level Outcomes in order to inform their next Local Housing Strategy.

We know that the places we create impact on those who live, work and relax in them and can have a positive or negative influence on their health and wellbeing. The process applied during the session takes a place-based approach considering the consequences of a plan or proposal on creating a place that has a positive impact for those who live, work and relax there.

Participants were asked to use their knowledge and expertise to consider how the High Level Outcomes for the Local Housing Strategy are likely to impact on creating a place that enables wellbeing. They were then asked to recommend what else could be considered to enhance impact on place.

This report begins with a Report Summary outlining the key themes that came through in the discussion. This is followed by a short summary of the process to date on renewing the Local Housing Strategy, links with the Shaping Places for Wellbeing Programme and a list of session participants.

The main body of the report summarises the discussion that took place under each Place and Wellbeing Outcome and the recommendations that came from this. This is supported by evidence and research.

Report Summary

Participants concluded that South Ayrshire Councils Local Housing Strategy's High Level Outcomes contribute to delivering and supporting many of the aspects of a place that enable the wellbeing of those who live, work and relax in Ayr and the wider South Ayrshire area. The review of the High Level Outcomes is an opportunity to broaden the contribution of the next Local Housing Strategy towards creating places that enhance wellbeing, reducing inequality and to the delivery of the High Level Outcomes themselves.

Throughout the discussion two key themes came through for strengthening and inclusion in the next Local Housing Strategy:

More clarity on place

The next Local Housing Strategy has the opportunity to promote the role of place and place-based approaches to ensure a positive impact on those who use them. The High Level



Outcome on Placemaking can drive this content. Currently opening with a focus on identity and belonging, it would add more clarity by beginning the outcome with a desire for *people across South Ayrshire are impacted positively by the places they use*. Going on to state that *South Ayrshire's places enable those who use them to experience wellbeing and support them to feel physically, socially and economically connected*.

More clarity on what is needed to create such places could then be added to the Place Sub Level Outcome PM1. Replacing what participants found to be vague wording around “placemaking principles” with the promotion of the Place and Wellbeing Outcomes in the design of new housing developments and the improvement and regeneration of existing neighbourhoods.

The recommendations throughout this report illustrate where reference to each Place and Wellbeing Outcome would enhance place and deliver on the High Level Outcome on Place .

Clarity on the role of other stakeholders

Throughout the discussion it was recognised that there is an opportunity to highlight that the High Level Outcomes cannot be delivered by the Local Housing Strategy alone. However, there is an opportunity to refer to what other key plans and strategies across a range of service areas can do support their delivery.

Likewise, in reference to the High Level Outcome on Place, those implementing the Local Housing Strategy do not lead on all aspects mentioned in the Place and Wellbeing Outcomes. However, the Strategy can provide supportive “hooks” on what other plans and proposals can consider to support the delivery of such places.

A key overarching recommendation, therefore, is to clarify what other key stakeholders can do to consider their impact on place and, as such, the delivery of the Local Housing Strategy High Level Outcomes. There is potential to put this as an opening statement that explains the cross over of ambitions and offers support to other strategies in the council.

In the longer term, creating a consistent approach across strategies and plans, through the use of the Place and Wellbeing Outcomes, will ensure place-based approaches are embedded throughout South Ayrshire.



Summary of Local Housing Strategies High Level Outcomes, links with Shaping Places for Wellbeing Programme Context and Participants

Summary of background of the Local Housing Strategies High Level Outcomes

The development of the Local Housing Strategy started in 2022. There was a public consultation between July and October 2022 and in September three themed groups met to look at specific issues. The discussion from these was used to formulate the High Level Outcomes as well accompanying sub level outcomes and the actions that will help to deliver on them. The Place and Wellbeing Assessment considered all of these.

The table below shows the Local Housing Strategy High Level Outcomes 2023-2028 Drafts:

Housing Supply	People across South Ayrshire can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected.
Placemaking	People across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe, connected, welcoming, adaptable, resource efficient and impact positively on those who use them.
Homeless Prevention	The possibility of homelessness is identified by a range of services at an early stage and homelessness prevention methods are utilised to assist. Good quality accommodation, advice and support will be available where it cannot be avoided.
Specialist Provision & Housing, Health and Social Care Integration	People with particular needs are able to live with freedom, choice and control in a home that maximises their health, wellbeing and independence.
Healthy Homes and Fuel Poverty	People across South Ayrshire live in warm, dry, energy efficient homes which they can afford to maintain.



The new Local Housing Strategy will be a continuation of the previous one and the process is therefore not starting from scratch. The Housing Demand Assessment was finalised in December last year, this along with the national policies and guidance and other relevant local plans are all being fed into the new Local Housing Strategy.

A consultation is taking place in early February 2023 on the High Level Outcomes and the actions. Following this the new Local Housing Strategy will be drafted and go out for consultation early in 2023.

Links to Shaping Places for Wellbeing Programme

In line with the Place Principle, the Shaping Places for Wellbeing Programme ambition is to improve Scotland's wellbeing by reducing the significant inequality in the health of its people. The Programme objective focusses on the evidenced impact that the places where we live, work and relax have on our health and wellbeing. This impact can be positive or negative and this Programme aims to ensure these unintended consequences are fully considered when we make decisions about a place.

All of the evidenced features that a place needs to exhibit for it to have a positive impact on health and well-being are set out in the Place and Wellbeing Outcomes. Our objective is to support delivery of these outcomes. A process used for doing so is a Place and Wellbeing Assessment. This paper is the output of one of these assessments.

A Place and Wellbeing Assessment involves a session pulling together expertise and perspectives from attendees to consider a plan, policy or decisions impact on delivering a place that enables wellbeing. It asks attendees to consider each of the Place and Wellbeing Outcomes and includes a lens on who is experiencing the most significant impact from inequality in that place.

Inequalities data

To get a better understanding about inequalities in the Project Towns, the Public Health Scotland's Local Intelligence Support Team (LIST) has been gathering data. This data will be used during the Shaping Places for Wellbeing Programme to highlight the people within each town who are being impacted most by poor health and wellbeing.

As well as having focused discussions on each of the Place and Wellbeing Outcomes, the Place and Wellbeing Assessment also aims to place emphasis on the key groups/areas highlighted in the data in order to ensure strategic decision making considers the impact on those experiencing inequalities.



The Local Information Support Team data for Ayr has highlighted four key areas of focus. These are:

- People living in North Ayr
- Individuals aged 15-44 in most deprived areas
- People with addiction issues
- People living in poverty, to include a focus on children

Participants

- Andy Deas – Information Analyst in LIST, Public Health Scotland
- Chris Carroll – Private Sector and Landlord Registration Officer, Housing and Policy and Strategy Team
- Craig Iles – Service Lead Planning and Buildings Standards South Ayrshire Council
- David Porte – Thriving Communities Team Leader (Community Safety)
- Emma Douglas – Coordinator, Housing Policy and Strategy
- Irene Beautyman – Place and Wellbeing Partnership Lead at the Improvement Service and Public Health Scotland
- Jennifer Robertson – (Note taker) Project Manager, Shaping Places for Wellbeing Programme
- Kevin Anderson – Service Lead for Policy, Performance and Community Planning
- Laura Thomson – Co-ordinator, Housing Policy and Strategy
- Lesley Reid – Health Improvement Lead for South Ayrshire and Chair of the Shaping Places for Wellbeing Steering Group
- Lynn Sproat NHS Senior Programme Manager Community Wealth Building
- Marie Oliver – Voluntary Action South Ayrshire
- Mark Greaves – Local Places Coordinator, SAC
- Phil White – Health and Social Care Partnership
- Susan McCardie – Community Planning Lead Officer
- Susan Rintoul – (Chair), Shaping Places for Wellbeing



Outline of Discussion and Recommendations by Place and Wellbeing Outcome

Wider discussion on Placemaking

Summary of discussion

At the beginning of the session there was a discussion that focused on the wider theme of placemaking.

The group agreed that the 'Placemaking' High Level Outcome needs to be clearer on what the place making principles are and for a common understanding of what placemaking is. It was acknowledged that the Local Housing Strategy won't be the lead on placemaking in the council, but it needs to highlight why this is important for the Housing Strategy e.g., it will help deliver a better place. This will allow continuity across strategies and will support other strategies such as the Town Centre Strategy and Physical Activity Strategy to include placemaking principles.

There is an opportunity to strengthen wording to give clarity on placemaking principles because of its contribution to delivering on the Housing Strategy's ambition.

There is no mention of 20-minute neighbourhoods or supporting places to have connection with nature and biodiversity, transport services, environment, access to health services or community food growth opportunities in the High Level Outcomes. The Place and Wellbeing Outcomes include all of these.

Key recommendations to consider:

- The High Level Outcome on Place should include clarity on the importance of place having a positive impact on social, physical and economic connections. Specific mention of the Place and Wellbeing Outcomes in the Sub Outcomes will then give needed clarity on the place making principles.
- Local Housing Strategy include why place is important, its contribution to enhancing it and opportunities for other stakeholders to contribute to ensure a common understanding of placemaking across strategies in South Ayrshire.
- There is a need to reference 20 minute neighbourhoods, connecting with nature and biodiversity, transport services, environment, access to health services and community food growing opportunities in the Local Housing Strategy.



Movement

Active Travel

Everyone can:

- Easily move around using good-quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes and access secure bike parking.
- Wheel, walk and cycle through routes that connect homes, destinations and public transport, are segregated from, and prioritised above, motorised traffic and are part of a local green network.

Evidence and research:

- Active travel has the potential to improve health by increasing physical activity, weight loss and reducing obesity.¹
- Active travel has been associated with reduced risk for all-cause mortality and improvements in mental health.²
- Active travel can increase social interactions.³
- Active travel has the potential to provide benefits to local economies.⁴
- Protected bike lanes and secure bike parking increases diversity and inclusion⁵
- Safety is a key barrier to increasing women's use of active travel⁶

¹[Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Rissel C, Curac N, Greenaway M, et al. Physical Activity Associated with Public Transport Use - A Review and Modelling of Potential Benefits. International Journal of Environmental Research and Public Health 2012 9: 2454-2478

² [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); <https://www.gov.uk/government/publications/active-travel-a-briefing-for-local-authorities>

³ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Boniface S, Scantlebury, R, Watkins SJ, et al. Health implications of transport: Evidence of effects of transport on social interactions. Journal of Transport & Health, 2015. 2(3): p. 441-446.

⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf

⁵ [\(Women and Biking: A Case Study on the use of San Francisco Bike Lanes. University of California, Berkley\).](#)

⁶ [How Women Travel Around our City – A Case Study on Active Transport across Sydney. City of Sydney Council](#)



Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote everyone having access to active travel. Sites should be picked that support and enable walking and cycling.

Walking and cycling must be attractive to people in the community e.g., access to bikes, bike shelters and walking links from housing to bus routes and amenities. One specific area of improvement is the inclusion of secure bike storage within homes, this does come at an additional cost which needs factored in but is essential to encourage people to cycle.

The group discussed the importance that all the strategies in South Ayrshire link together to provide an environment that encourages walking and cycling e.g., Local Transport Strategy, active travel, Local Development Plan and Ayrshire Roads Alliance work. This will allow support between the different plans and strategies to contribute to the delivery of each other's outcomes.

There is a need to support inclusion of active travel across all strategy documents.

Recommendations to consider:

- Refer in the Local Housing Strategy to the role it has in creating environments that support more walking and cycling and thus places that impact positively on people.
- Include reference to the positive impact on place and people when housing sites are chosen that support and enable walking and cycling.
- Include the importance of secure bike storage within homes in the Housing Strategy.
- Include in the Local Housing Strategy where and what other stakeholders are integral to delivering active travel in the Housing Strategy e.g., local and national transport strategies, active travel, Local Development Plan and Ayrshire Roads Alliance.



Public Transport

Everyone has access to a sustainable, affordable, accessible, available, appropriate, and safe public transport service.

Evidence and research:

- Public transport has the potential to encourage active travel.⁷
- Links between public transport and increased physical activity with reductions in obesity and better mental health.⁸
- Public transport can improve access to services and facilities and connect communities.⁹

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote everyone having access to public transport. Sites should be picked that support and enable walking and cycling links to public transport.

Local and national transport strategies should be mentioned and how the Housing Strategy supports their aim to reduce car miles.

It was raised that there are around 2,700 houses being built in Ayr and the need to look at bus routes that are viable for the house builder and bus company. The importance of housing density was raised and how this can support the need for public transport and attract bus companies to serve an area. It also links to the work and economy outcome as good public transport links can help people access work and affordable childcare.

⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes; www.inherit.eu/wp-content/uploads/2017/06/INHERIT-Report-A4-Low-res_s.pdf](http://www.inherit.eu/wp-content/uploads/2017/06/INHERIT-Report-A4-Low-res_s.pdf)

⁸ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes; Patterson R, Webb E, Hone T, et al. Associations of Public Transportation Use With Cardiometabolic Health: A Systematic Review and Meta-Analysis. American Journal of Epidemiology 2019 188\(4\):785-795](http://www.inherit.eu/wp-content/uploads/2017/06/INHERIT-Report-A4-Low-res_s.pdf)

⁹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes; https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847884/Transport_health_and_wellbeing.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847884/Transport_health_and_wellbeing.pdf)



Recommendations to consider:

- The Local Housing Strategy should include a statement on the importance of identifying affordable housing in locations where those living there can access public transport. This should include promoting the contribution of layout design that enables walking connections to public transport.
- The benefits of building a mix of housing types to achieve a medium density housing rather than low density should be referenced in the Housing Strategy. How this supports public transport infrastructure to be viable and improves access to work, facilities and care for those in need of affordable homes should be promoted.

Traffic and parking

Everyone can benefit from:

- Reducing traffic and traffic speeds in the community.
- Traffic management and design, where traffic and car parking do not dominate or prevent other uses of space and car parking is prioritised for those who don't have other options.

Evidence and research:

- 71% of all households have access to a car. 49% of households own/have access to at least one car in the most deprived areas and this rises to 87% in the least deprived.¹⁰
- Motorised transport has the potential to reduce levels of physical activity and social interactions.¹¹

¹⁰ Scottish Household Survey, 2018

¹¹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Mueller N, Rojas-Rueda D, Cole-Hunter T, et al. Health impact assessment of active transportation: A systematic review. *Preventative Medicine* 2015;76:103–114.



- People in deprived communities can be exposed to higher levels of air and noise pollution compared to those in less deprived areas and are more likely to live in high-traffic areas.¹²
- Traffic infrastructure design can inhibit access to amenities, services, goods and people/communities. This is due to the speed or volume of the traffic as well as the physical design of roads or motorways.¹³
- The volume and speed of traffic and long commutes can be detrimental to health.¹⁴

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to support Transport Scotland and local climate and transport strategies ambitions to reduce car miles. Sites chosen for affordable homes should promote not needing a car to access local living requirements given the significant proportion of households with no access to a car.

Parking is a very contentious issue. Edinburgh was highlighted as good practice example. However, it was agreed that Edinburgh has the benefit of a good public transport system and South Ayrshire faces other challenges. The interventions they have undertaken might not be suitable for Ayr.

It was agreed that public transport is a key factor in reducing car use and new build housing needs to link up with good public transport links. New build in a town centre environment may be better suited to a lower parking provision. The benefit of doing so is this has allowed for more units of affordable housing to be built and supports the need for higher density housing that supports 20 minute/ local living neighbourhoods.

The contribution of electric cars won't solve traffic volume and parking issues and electric buses were suggested as a better solution. Especially considering the half of all households in deprived areas who don't have access to a car.

¹² [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://www.gcph.co.uk/publications/472_concepts_series_11-the_built_environment_and_health_an_evidence_review?date_from%5Bmonth%5D=1&date_from%5Byear%5D=2013&date_to%5Bmonth%5D=12&date_to%5Byear%5D=2013)
https://www.gcph.co.uk/publications/472_concepts_series_11-the_built_environment_and_health_an_evidence_review?date_from%5Bmonth%5D=1&date_from%5Byear%5D=2013&date_to%5Bmonth%5D=12&date_to%5Byear%5D=2013

¹³ <https://www.instituteofhealthequity.org/resources-reports/spatial-planning-and-health-nice>

¹⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](#) Beute F, Davies Z, de Vries S, et al. (2020) Types and characteristics of urban and peri-urban blue spaces having an impact on human mental health and wellbeing.



Recommendations to consider:

- Local Housing Strategy state its support for the delivery of Transport Scotland and local transport strategies ambitions to reduce car miles. Specific content to support being that sites chosen for affordable homes should promote not needing a car to access local living requirements.
- Define the support needed from other stakeholders, such as Planning, to help reduce the car parking levels and create a joined-up strategy to deliver 20-minute/ local living neighbourhoods in the Local Housing Strategy. This should include the creation of neighbourhoods, importance of medium density housing and design that promotes walking links to amenities.

Space

Streets and spaces

Everyone can access:

- Buildings, streets and public spaces that create an attractive place to use, enjoy and interact with others.
- Streets and spaces that are well-connected, well-designed and maintained, providing multiple functions and amenities to meet the varying needs of different population groups.

Evidence and research:

- Streets, which are connected, enable walkable neighbourhoods. Walkable neighbourhoods increase physical activity and social interactions.¹⁵
- Vacant and derelict land can negatively impact on health.¹⁶

¹⁵ Pearce JR, Richardson EA, Mitchell RJ, et al. Environmental justice and health: the implications of the socio-spatial distribution of multiple environmental deprivation for health inequalities in the United Kingdom. *Transactions of the Institute of British Geographers* 2010;35:522–539

¹⁶ <https://www.landcommission.gov.scot/our-work/housing-development/vacant-and-derelict-land-taskforce>



- If neighbourhoods are attractive this can improve mental wellbeing.¹⁷
- Inadequate or poor spaces can lead to reduced social interactions.¹⁸

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote everyone having access to streets and spaces. The importance of the connections people make in streets and spaces was discussed, e.g. in their front garden or at bus stops and how this builds social cohesion.

Recommendations to consider:

- Local Housing Strategy state its support for creating spaces for interaction that enable community cohesion and building support systems and the benefits this has on health and wellbeing. This could be included in Place sub outcomes under PM1.

Natural Space

Everyone can:

- Access good-quality natural spaces that support biodiversity and are well-connected, well-designed, safe, and maintained, providing multiple functions and amenities to meet the varying needs of different population groups.
- Be protected from environmental hazards including air/water/soil pollution or the risk of flooding.
- Access community food growing opportunities and prime quality agricultural land is protected.

¹⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf)
<https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf>

¹⁸ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation)
<https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>



Evidence and research:

- Children who grow up with greener surroundings are 55% less likely to develop a mental disorder later in life.¹⁹
- Natural space can have an impact on health by physical activity, improved social interactions and reduction in stress.²⁰
- Natural environments or spaces can impact mental health directly through improvements in wellbeing such as feeling happier and life satisfaction.²¹
- The type, size, quantity, quality, accessibility and proximity of natural spaces to where people live can influence whether infrastructures and spaces are used.²²

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote everyone having access to good quality natural spaces.

The importance of considering the overlap with certain strategies was raised e.g., green spaces and obesity. Community food growing was mentioned and that the council need to collectively lead on this. There are issues around cost and funding that need to be addressed but there are a number of health and wellbeing benefits it would provide.

Wallacetown was identified as an area with not a lot of open space. Ayr South has lots of open space in the affluent areas but a lack of open, natural and play and recreation in the deprived areas. How the strategy links up with the Open Space Strategy was discussed and the need to mention this.

Recommendations to consider:

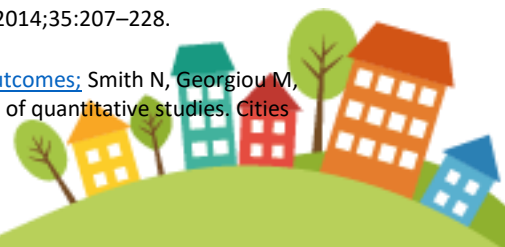
- Local Housing Strategy to include where it links in with the Open Space Strategy and explore options for a 'green corridor' with planning colleagues.

¹⁹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6421415/>

²⁰ <http://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>

²¹ Hartig T, Mitchell R, de Vries S, et al. Nature and health. Annual Review of Public Health 2014;35:207–228.

²² [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Smith N, Georgiou M, King AC, et al. Urban blue spaces and human health: A systematic review and meta-analysis of quantitative studies. Cities 2021 119 103413



- Local Housing Strategy to include reference to the importance of equitable access to open space, especially in North Ayr where health inequalities exist. This should be a focus for funding.
- Local Housing Strategy to include support for funding opportunities, such as the place-based investment fund, being directed to areas with poor quality open space. A previous Assessment has highlighted Wallacetown as requiring additional focus to deliver this outcome.

Play and recreation

Everyone can access a range of high quality, safe, well-maintained, accessible places with opportunities for play and recreation to meet the varying needs of different population groups and the community itself.

Evidence and research:

- Play and recreation is beneficial for the health of both adults and children through the encouragement of physical activity and social interactions.²³
- Children can have health benefits such as developing motor skills, understanding risk and environmental awareness when undertaking play and recreation in outdoor environments, especially in natural spaces.²⁴
- Undertaking play or recreation in natural spaces and accessing them through active travel has benefits for the environment.²⁵

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to ensure everyone having access to play and recreation.

²³ <https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>; <http://www.playscotland.org/wp-content/uploads/Power-of-Play-an-evidence-base.pdf>

²⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Play Scotland Getting it Right for Play Power of Play: an evidence base 2012 <http://www.playscotland.org/wp-content/uploads/Power-of-Play-an-evidence-base.pdf>

²⁵ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Transport Scotland. National Transport Strategy. Edinburgh; Transport Scotland; 2020. www.transport.gov.scot/our-approach/national-transport-strategy/



It was raised there needs to be more clarity from the council about where these spaces are needed and this be informed by the community.

The examples of community spaces in Northfield were raised.

While the Housing Strategy may not be the appropriate plan to deliver improvements, there is an opportunity for it to include support for other strategies doing so, e.g. food growing.

Recommendations to consider:

- Local Housing Strategy to include mention of play and recreation and its importance in supporting the health and wellbeing of adults and children. This will provide 'hooks' for other strategies to link in.
- Include in the Local Housing Strategy where and what other stakeholders are integral to delivering play and recreation in the Housing Strategy e.g., planning.

Resources

Services and support

Everyone can access:

- Health enhancing, accessible, affordable and well-maintained services, facilities and amenities. These are informed by community engagement, responsive to the needs and priorities of all local people.
- A range of spaces and opportunities for communities to meet indoors and outdoors.
- Information and resources necessary for an included life in a range of digital and non-digital formats.

Evidence and research:

- People need local facilities and services to live and enjoy healthy independent lives.²⁶

²⁶ <https://www.tandfonline.com/doi/abs/10.1080/10511482.2014.900102>;
<https://www.instituteofhealthequity.org/resources-reports/spatial-planning-and-health-nice>



- Accessibility to services can be exacerbated by poor transport links and safety of wider environment.²⁷

Summary of discussion:

The group agreed that the 'Placemaking' High Level Outcome covers issues under services and support. However, there could be more included in the Local Housing Strategy. There is an opportunity to mention the benefits to residents of strengthening connections with the town centre and connections to health facilities.

Recommendations to consider:

- Local Housing Strategy to include the importance of connections to town centres and the quality of the connections in enabling people to reach key services, facilities and amenities.

Work and economy

Everyone benefits equally from a local economy that provides:

- Essential goods & services produced or procured locally
- Good quality paid and unpaid work
- Access to assets such as wealth & capital and the resources that enable people to participate in the economy such as good health and education
- A balanced value ascribed across sectors such as female dominated sectors and the non-monetary economy
- The resources that enable people to participate in the economy such as good health and education.

²⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes; https://www.transport.gov.scot/our-approach/national-transport-strategy/](https://www.transport.gov.scot/our-approach/national-transport-strategy/)



Evidence and research:

- Unemployment can be harmful to health and the longer unemployed the worse the health outcomes.²⁸
- Volunteering has been associated with improved self-rated health; mental health; decreased depression; decreased mortality, life satisfaction; and wellbeing. Volunteering can help with the undertaking of healthy behaviours such as physical activity.²⁹
- Some people find it necessary to purchase a car (to get to work) even when they cannot afford it, which can lead to further debt.³⁰

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote everyone having access to work and supporting a local economy.

The importance of linking in with the Community Wealth Building work and the economy and people's lifelong learning chances was highlighted. There is a need to support local people into work. This could be through new build developments providing apprenticeships and employing people locally. The Housing Strategy has an opportunity to create links to this.

Housing mix alongside streets and spaces supports this outcome by encouraging people to interact and build community cohesion. This in turn builds a support system allowing parents to consider work and further education opportunities. Ensure housing is linked in with education and health facilities and getting young people into work.

Reliable, frequent and affordable public transport connected to housing plays an important role in access to work and childcare. There was a discussion around the role of planning and the barriers they face in certain aspects such as public transport not being in the control of the council. Private sector public transport provision can be supported by the planning

²⁸ Tinson, A. What the quality of work means for our health The Health Foundation (2020)
https://www.health.org.uk/sites/default/files/2020-02/Health%20Foundation_What%20the%20quality%20of%20work%20means%20for%20our%20health.pdf

²⁹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Dodds S. Social contexts and health Glasgow Centre for Population Health 2016
https://www.gcph.co.uk/publications/620_social_contexts_and_health

³⁰https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/953951/Transport_and_inequality_report_document.pdf



decisions that require housing developments of a medium rather than low density to improve the viability of bus routes.

It was agreed that there is a need for a long-term strategic community plan to pull this all together. Community Wealth Building provides opportunities to ask developers to contribute to for example education needs. The council can use its community benefit clauses when considering new houses and the community benefits that should be brought in. Mention of the need to bring in local contractors.

Recommendations to consider:

- Local Housing Strategy state the contribution a long-term strategic community plan can make to delivering its outcomes and how it can support a place-based approach in South Ayrshire.
- Local Housing Strategy state the contribution Community Wealth Building can make to delivering its place outcomes and define the support needed from other stakeholders to create a more joined-up approach to Community Wealth Building in the council.

Housing and community

Everyone has access to:

- A home that is affordable, energy efficient, high quality and provides access to private outdoor space.
- A variety of housing types, sizes and tenancies to meet the needs of the community. And of a sufficient density to sustain existing or future local facilities, services and amenities.
- A home that is designed and built to meet need and demand, is adaptable to changing needs and includes accessible/wheelchair standard housing.
- New homes that are located and designed to provide high levels of climate resilience and use sustainable materials and construction methods.
- Homes that are designed to promote community cohesion.



Evidence and research:

- Good quality, affordable housing is associated with improved physical and mental health outcomes including quality of life.³¹
- Cold, poorly insulated homes can increase excess deaths during the winter months.³²
- The stigma of living in a damp home and lack of sense of control about being able to do anything about the problem could also affect their mental wellbeing.³³
- When people cannot afford to pay their rent or mortgage and/or heat their home this can lead to stress and anxiety.³⁴
- Housing should be located close enough to enable people to access facilities, services and communities. This includes employment, social networks, active travel routes, public transport, schools, leisure and greenspace³⁵

Summary of discussion:

It was agreed that more could be included in the Local Housing Strategy to promote aspects of the Place and Wellbeing Outcomes and local living/ 20 minute neighbourhoods.

There is need to mention the benefits of medium density and housing typology in the High Level Outcomes. As mentioned before higher density can support the need for public transport in an area. Planning supports slightly higher density as this allows other services to be viable. It was mentioned that density will be considered through Health and Social Care Partnership data. One type of housing typology isn't best in every location. There is need for a good housing mix as part of placemaking. There is a role for planning to play in the placemaking principles.

The World Health Organisations age friendly principles were highlighted as a good framework to ensure we create communities that are sufficient and appropriate for an older

³¹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://www.health.org.uk/publications/reports/the-marmot-review-10-years-on)
<https://www.health.org.uk/publications/reports/the-marmot-review-10-years-on>

³² https://www.scotphn.net/wp-content/uploads/2017/02/2017_02_22-HH-Main-Report-Final-2.pdf

³³ http://www.inherit.eu/wp-content/uploads/2017/06/INHERIT-Report-A4-Low-res_s.pdf

³⁴ <https://www.healthscotland.scot/health-inequalities/impact-of-social-and-physical-environments/housing/housing-overview>

³⁵ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](#) Talen E, Koschinsky J. Compact, walkable, diverse neighborhoods: assessing effects on residents. Housing Policy Debate 2014;24:717–750



population. Need to consider the health inequalities of the population in Ayr and whether housing is suitable. This links to the need for a mix of housing tenure and to consider family housing. A preventative approach needs to be taken by ensure we create homes that keep people healthy, this links to the work of community planning. There are opportunities for more links to be made with the Rapid Rehousing team.

Recommendations to consider:

- Local Housing Strategy include its support for medium/ higher density to sustain existing or future local facilities, services and amenities.
- Local Housing Strategy define support needed from other stakeholders, e.g. Planning and the Health and Social Care Partnership to achieve the right housing density and mix to sustain local facilities, services and amenities.

Civic

Identity and belonging

Everyone can benefit from a place that has a positive identity, culture and history, where people feel like they belong and are able to participate and interact positively with others.

Evidence and research:

- Social interaction is positively associated with health.³⁶
- Social isolation and fewer social interactions can be exacerbated by a poor physical environment.³⁷
- The physical attributes of a place including its design, quality and maintenance can influence perceptions and its reputation – negative perceptions can negatively impact on physical and mental health³⁸

³⁶ <https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>

³⁷ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://vhscotland.org.uk/the-zubairi-report/)
<https://vhscotland.org.uk/the-zubairi-report/>

³⁸ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://vhscotland.org.uk/the-zubairi-report/) Talen E, Koschinsky J. Compact, walkable, diverse neighborhoods: assessing effects on residents. Housing Policy Debate 2014;24:717–750



Summary of discussion:

The 'Homelessness Prevention' and 'Specialist Provision and Housing, Health and Social Care Integration' High Level Outcomes were highlighted as linking up well to this Place and Wellbeing Outcome.

It was pointed out that in Ayr there are five neighbourhoods people want to live in which can make it challenging, especially for affordable housing. It was felt that Wallacetown is an area where social cohesion and sense of belonging could be improved upon.

The indirect benefits such as the green health app and child poverty strategy were highlighted as wider cross cutting issues the Housing Strategy needs to address.

Mental wellbeing and the specific role of culture and history were highlighted.

Recommendations to consider:

- The Local Housing Strategy should provide clarity on how it contributes to delivery of the Child Poverty Strategy.

Feeling safe

Everyone feels safe and secure in their own home and their local community taking account of the experience of different population groups.

Evidence and research:

- A fear of crime can impact negatively on physical and mental health.³⁹
- Safety is a key barrier to increasing women's use of active travel⁴⁰

³⁹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://www.youngfoundation.org/our-work/publications/design-for-social-sustainability/)
<https://www.youngfoundation.org/our-work/publications/design-for-social-sustainability/>

⁴⁰ [How Women Travel Around our City – A Case Study on Active Transport across Sydney. City of Sydney Council](#)



- Perceptions of place feeling unsafe can lead to negative impacts on health, for example mental wellbeing and can reduce outdoor activities⁴¹

Summary of discussion:

The 'Homelessness Prevention' and 'Specialist Provision and Housing, Health and Social Care Integration' High Level Outcomes were highlighted as linking up well to this Place and Wellbeing Outcome.

Wallacetown is an area that has come up before in a previous Place and Wellbeing Assessment as requiring more focus to meet this outcome.

The importance of new builds not having dark tunnels linking places was raised. Lighting was mentioned as key, there have been instances where new lighting has made spaces darker resulting in break ins to cars.

This is something Accessible Ayr can support with. Need to state in the Housing Strategy all the key stakeholders involved.

Recommendations to consider:

- Identify in the Local Housing Strategy the key stakeholders needed to support creating a place that feels safe, for example Accessible Ayr.

⁴¹ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#); Twohig-Bennett C and Jones A. The health benefits of the great outdoors: A systematic review and meta-analysis of greenspace exposure and health outcomes. Environmental Research 2018 166:628-637



Stewardship

Care and maintenance

Everyone has access to:

- Buildings, spaces and routes that are well cared for in a way that is responsive to the needs and priorities of local communities.
- Good facilities for recycling and well organised refuse storage and collection.

Evidence and research:

- If a place is regarded as being neglected or not maintained, it can be perceived as being unsafe.⁴²
- Poorly maintained or perception of neighbourhoods being poorly maintained can lead to reduced levels of social capital such as social connections, neighbourliness within communities and increased isolation.⁴³

Summary of discussion:

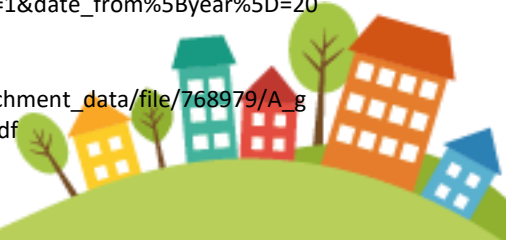
The 'Specialist Provision and Housing, Health and Social Care Integration' High Level Outcome considers this.

Recommendations to consider:

No recommendations.

⁴² https://www.gcph.co.uk/publications/472_concepts_series_11-the_built_environment_and_health_an_evidence_review?date_from%5Bmonth%5D=1&date_from%5Byear%5D=2013&date_to%5Bmonth%5D=12&date_to%5Byear%5D=2013

⁴³ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/768979/A_guide_to_community-centred_approaches_for_health_and_wellbeing_full_report_.pdf



Influence and sense of control

Everyone is empowered to be involved a place in which:

- Local outcomes are improved by effective collaborations between communities, community organisations and public bodies.
- Decision making processes are designed to involve communities as equal partners.
- Community organisations co-produce local solutions to issues.
- Communities have increased influence over decisions.
- Democratic processes are developed to be accessible to all citizens.

Evidence and research:

- Sense of control can be beneficial for mental health and quality of life.⁴⁴
- People living in more socio-economic deprived areas felt less confident about being involved in decision-making compared to less deprived areas.⁴⁵

Summary of discussion:

The High Level Outcomes mention the community involvement that has taken place and who is supporting the process. The 'Specialist Provision and Housing, Health and Social Care Integration Outcomes and Actions' section emphasises this.

There has been a tenant participation strategy. Sub outcome SP6 mentions the involvement of tenant participation. There is however a need to link in with Community Planning to hear wider community voices.

The Local Place Plans provide a new opportunity for communities. However, can cause challenges especially in communities where they don't have the skills to create one. There is also no funding to support people in this process. This could mean those without the skill set

⁴⁴ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://vhscotland.org.uk/the-zubairi-report/)
<https://vhscotland.org.uk/the-zubairi-report/>

⁴⁵ [Public Health Scotland, Evidence behind Place Standard Tool and Place and Wellbeing Outcomes;](https://vhscotland.org.uk/the-zubairi-report/) Whitehead M, Pennington A, Orton L, et al. How could differences in 'control over destiny' lead to socio-economic inequalities in health? A synthesis of theories and pathways in the living environment. *Health & Place* 2016 39: 51-61



or energy are left out and there is a need to consider the unintended consequences that the already empowered become more empowered.

Recommendations to consider:

- In the Local Housing Strategy add more detail to PM3, giving examples of how the lived experience of people will be incorporated into the strategy and what this will look like.
- Local Housing Strategy to refer to wider stakeholders that need to be involved to ensure place design is informed by people. E.g., link in with Community Planning to have better understanding of wider community views on housing.
- Work in collaboration with Planning and other key stakeholders to explore options for Local Place Plans and what support can be given to communities without the skill set or time needed to develop a plan.

