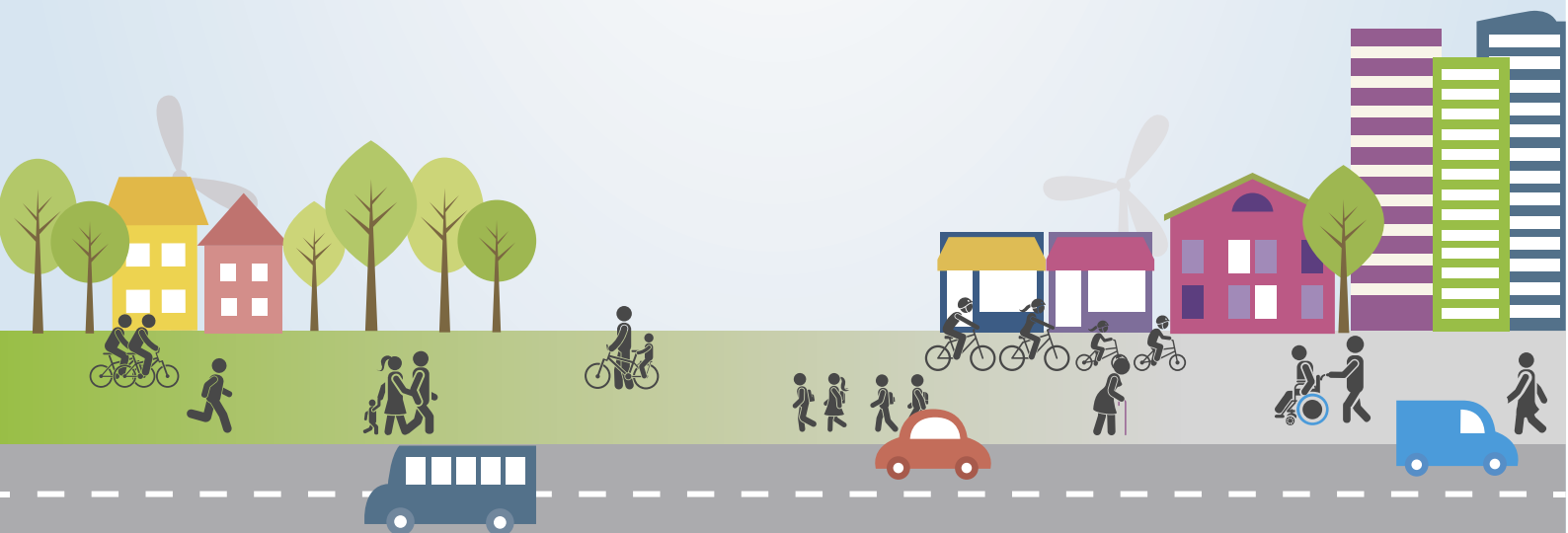


Shaping Places for Wellbeing Programme

Clydebank Project Town

Clydebank Town Centre Development Framework

Place and Wellbeing Assessment Report Summary



Clydebank Town Centre Development Framework

The Development Framework [document](#) states that it “*provides a framework for Clydebank town centre to deliver the social and cultural ambitions of the community. It presents a ‘joined up’ approach to introducing new development where uses are positioned in relation to each other to create the vibrancy and activity that is key to a successful and relevant town centre.*”

The Development Framework provides a vision of Clydebank town centre in 15 years’ time and the transition from reducing retail dominance to a vibrant mixed use and inhabited town centre that meets the needs of the whole community.

It highlights the need for social interaction and creating a heart for the town, recognising the importance and various functions of a town centre. It also refers to this vision placing the town in a good position to apply for future public funding and to attract private investment.

Shaping Places for Wellbeing Programme Context

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 the 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. Our process for doing this is a Place and Wellbeing Assessment.

Place & Wellbeing Assessment

A Place and Wellbeing Assessment involves a workshop pulling together expertise and perspectives from attendees to consider how 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 with a lens on who is experiencing the most significant impact from inequality in that place.

This Place and Wellbeing Assessment was held in August 2022, with participants being asked to consider how the implementation of Clydebank Town Centre Development Framework can enhance the wellbeing of the people of Clydebank and the wider West Dunbartonshire Council area. Using the data gathered by Public Health Scotland’s Local Intelligence Support Team, the discussion also considered population groups highlighted as being impacted by inequality, with this focusing on people experiencing poverty.

Assessment Overview

The aspirations in the Clydebank Town Centre Development Framework contribute to delivering and supporting the aspects of a place that enable the wellbeing of those who live, work and relax in Clydebank. How these aspirations are implemented requires careful consideration to not unintentionally lose important elements during the implementation phase and to ensure implementation connects more to the broader Clydebank area. It is within this broader area that many communities are experiencing deprivation and lower levels of wellbeing. The review of the Development Framework provides an opportunity to broaden the contribution of place to both overall wellbeing and to reducing inequality in some communities.

The following broad themes were identified through the assessment:

1. A collaborative whole council approach is required to successfully implement the framework ambitions, drawing expertise and contributions from all service areas.
2. Supporting better use of data to inform decision-making between service areas in relation to place.
3. Taking broader account of the town centre's connections with those living, working and relaxing across the wider Clydebank area provides opportunities to improve impact on developing areas, such as Queens Quay, and existing areas that are experiencing economic and social inequalities. Connectivity provides opportunities to improve access to public transport, employment and services & facilities.
4. More use of evidence and research relating to the impact a place has on improving wellbeing and reducing inequalities (e.g. life expectancy & poverty). This could broaden understanding and support to deliver framework ambitions with a range of stakeholders making decisions that impact place.
5. Further develop the 20 Minute Neighbourhood Mapping Tool activity, in conjunction with studying the qualitative data, to provide a greater understanding of community perspectives and the involvement of local organisations to support implementation.
6. Full consideration and exploration of maintenance and management approaches and resourcing is required.
7. Place & Wellbeing Assessments of key relevant plans and strategies would enable alignment of future plans with successful implementation of framework ambitions.

Based on the assessment session discussion under each of the Place & Wellbeing Outcomes, a range of **Evidence & Research** was highlighted and a series of **Recommendations** were provided for consideration. These are provided below to enable discussion amongst stakeholders keen to support the successful implementation of the Development Framework. Subsequent discussion amongst the Clydebank Project Town Steering Group has identified active travel and open space development / maintenance as recurring issues in local Place & Wellbeing Assessments, so this is indicated alongside the relevant recommendations.

Evidence & research and Recommendations

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:

- 71% of all households have access to a car. However, 49% own/have access to at least one car in the most deprived areas and 87% in the least deprived areas.¹
- Active travel has the potential to improve health by increasing physical activity, weight loss and reducing obesity.²
- Active travel has been associated with reduced risk for all-cause mortality and improvements in mental health.³
- Active travel can increase social interactions.⁴
- Active travel has the potential to provide benefits to local economies.⁵
- Protected bike lanes and secure bike parking increases diversity and inclusion⁶
- Safety is a key barrier to increasing women's use of active travel⁷

¹ Scottish Household Survey, 2018

² 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: 2454-247

³ <https://www.gov.uk/government/publications/active-travel-a-briefing-for-local-authorities>

⁴ 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.

⁵ www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf

⁶ [\(Women and Biking: A Case Study on the use of San Francisco Bike Lanes. University of California, Berkley\).](#)

⁷ [\(How Women Travel Around our City – A Case Study on Active Transport across Sydney. City of Sydney Council\)](#)

Recommendations to consider:

1.	Prioritise the provision of safe cycle lanes and walking routes, particularly those that connect destinations to public transport hubs.	Active travel
2.	Embed links to housing and communities out with Clydebank town centre, particularly neighbouring areas of deprivation with low car ownership, to ensure that all routes connect to the wider Clydebank area. Evaluate any local barriers to using active travel beyond the infrastructure issues. Including the potential for bike hire schemes.	Active travel
3.	Raise awareness on the benefits of good active travel connectivity on health and wellbeing with, for example, transport, asset management and elected members. Use evidence and research to enhance understanding of the benefits to those living in Clydebank. Particularly the significant number of households within deprived areas that are without access to a car. Include the importance of active travel being segregated over shared use where possible to enable more use by females.	Active travel
4.	Fully brief elected members on active travel and its impact in improving wellbeing and reducing inequalities around issues such healthy life expectancy and poverty.	Active travel
5.	Promote and support Place and Wellbeing Assessments for council plans relevant in delivering this framework. The Council Transport Plan and the Sustainable Active Travel Strategy in particular.	Active travel

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.⁸
- Links between public transport and reduced obesity, physical activity, and mental health.⁹
- Public transport has the potential to improve access to services and facilities and connect communities.¹⁰

⁸ www.inherit.eu/wp-content/uploads/2017/06/INHERIT-Report-A4-Low-res_s.pdf

⁹ 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

¹⁰ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847884/Transport__health_and_wellbeing.pdf

Recommendations to consider:

6.	The recommendations to support Active Travel above also support the successful implementation of the Transport Hub.	Active travel
7.	Evaluate how buses will access some of the new areas of development.	Active travel
8.	Opportunity to explore what the uptake of free bus passes has been in West Dunbartonshire.	Active travel

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:

- One third of Scotland's households do not own a car and this increases to half the households in deprived areas.¹¹
- Motorised transport has the potential to reduce levels of physical activity and social interactions.¹²

Recommendations to consider:

9.	Continue work to source data on access to cars amongst people experiencing inequalities at a Clydebank level.	Active travel
10.	Discuss with transport colleagues on the opportunity of updating the Transport Strategy.	Active travel
11.	Promote research and evidence on the unintended consequences of traffic and traffic speeds with transport colleagues, elected members and other stakeholders making decisions that impact the place.	Active travel

¹¹ Scottish Household Survey, 2018

¹² 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.

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:

- If neighbourhoods are attractive this can improve mental wellbeing.¹³
- Inadequate or poor spaces can lead to reduced social interactions.¹⁴

Recommendations to consider:

12.	Improve alignment of the links to implement both this Outcome and the Active Travel Outcome with colleagues developing the Sustainable Active Travel Strategy.	Active travel
13.	Explore maintenance and management approaches and different models of resourcing this, including consideration of a revenue budget or Business Improvement District to fill this gap.	Open space

¹³ <https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf>

¹⁴ <https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>

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.

Evidence and research:

- Natural spaces can have an impact on health through facilitation of physical activity, improved social interactions/relationships and stress reduction.¹⁵
- Natural spaces can encourage social interactions and a sense of community and belonging.¹⁶

Recommendations to consider:

14.	Linking with aspirations of other strategies to support green space provision be delivered and retained thereafter. For example, the Climate Strategy outcomes.	Open space
15.	Promoting the evidence and research on the impact of green space on wellbeing of people and planet with stakeholders making decisions on the place.	Open space
16.	Explore management approaches and maintenance budgets of green space for future implementation.	Open space
17.	Develop technical briefs on how to create low-cost green space, using skills in public and private sector to demonstrate our ambitions for green space to gain support of the whole council.	Open space

¹⁵www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation

¹⁶ Hartig T, Mitchell R, de Vries S, et al. Nature and health. Annual Review of Public Health 2014;35:207–228.

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.¹⁷

Recommendations to consider:

18.	Updating the Open Space Strategy and Play and Sufficiency Assessment in the next Local Development Plan and consider how they align with the Development Framework.	Open Space
19.	A council-wide governance structure to deliver the framework is required with leadership behind its stated priority for regeneration.	

¹⁷ <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>

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.¹⁸
- Accessibility to services can be exacerbated by poor transport links and safety of wider environment.¹⁹

Recommendations to consider:

20.	Social and economic aspects of implementation should be considered alongside the physical factors. Develop mapping work on 20-minute neighbourhoods to include this to understand the key social and economic aspects at play.	Active travel
21.	Examination of the qualitative data available would provide a greater understanding of how local people feel about access to services and resources within Clydebank town centre and Queens Quay which could inform future implementation.	Active travel

¹⁸ <https://www.tandfonline.com/doi/abs/10.1080/10511482.2014.900102>; <https://www.instituteofhealthequity.org/resources-reports/spatial-planning-and-health-nice>

¹⁹ <https://www.transport.gov.scot/our-approach/national-transport-strategy/>

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.

Evidence and research:

- The cost and accessibility of public transport can affect access to employment opportunities, which can disproportionately disadvantage those on the lowest incomes.²⁰

Recommendations to consider:

22.	Ensure that there are strong connections for people living in the surrounding Clydebank area to be able to travel to the town centre for employment, with particular consideration being given to those living in areas of deprivation.	Active travel
23.	Investigate the local evidence around the quality of work and accessibility to work in the town centre and develop the current mapping work on 20-minute neighbourhoods to include this. This would provide a valuable contribution to understanding local employment trends, including barriers and opportunities.	Active travel

²⁰ Scottish Government. Building the evidence base on tackling poverty paper 1 – a discussion paper on the drivers of poverty; 2017.

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:

- Provision of good quality affordable housing is associated with improved physical and mental health outcomes including quality of life.²¹

Recommendations to consider:

24.	Developing a document detailing the 20-minute neighbourhood concept for the area, similar to the design codes for Queen Quay.	
25.	Gathering evidence around the density needed to support the bus service and consideration of this with the parking provision outcome.	Active travel

²¹ www.health.org.uk/publications/reports/the-marmot-review-10-years-on

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.²²
- Social isolation and fewer social interactions can be exacerbated by a poor physical environment.²³
-

Recommendations to consider:

26.	How maintenance and the resourcing of this can be explored more creatively.	Open space
-----	---	------------

²² <https://www.gov.uk/government/publications/local-action-on-health-inequalities-reducing-social-isolation>

²³ <https://vhscotland.org.uk/the-zubairi-report/>

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.²⁴
- Protected bike lanes and secure bike parking increases diversity and inclusion²⁵
- Safety is a key barrier to increasing women's use of active travel²⁶

Recommendations to consider:

27.	Evaluating the routes linking the town centre with new developments and the existing population for their perceived levels of safety, particularly when it is dark or there are busy roads. Connecting this with the 20minute neighbourhood mapping work.	Active travel
-----	---	---------------

²⁴ <https://www.youngfoundation.org/our-work/publications/design-for-social-sustainability/>

²⁵ (Women and Biking: A Case Study on the use of San Francisco Bike Lanes. University of California, Berkley).

²⁶ ([How Women Travel Around our City – A Case Study on Active Transport across Sydney. City of Sydney Council](#))

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 people perceive their neighbourhoods as being poorly maintained with high levels of environmental incivilities they are likely to experience worse health outcomes such as lower levels of mental wellbeing.²⁷

Recommendations to consider:

28.	Explore how all parts of the town centre outlined within the Development Framework are to be maintained and resourced. Connect maintenance of the greenspace areas, e.g. Linear Park to the green space outcome recommendations.	Open space
29.	Work with the Communities Team and other relevant organisations with the skills and ability to co-produce local solutions with the community.	Open space

²⁷ [https://www.gcph.co.uk/assets/0000/4174/BP_11 - Built environment and health - updated.pdf](https://www.gcph.co.uk/assets/0000/4174/BP_11_-_Built_environment_and_health_-_updated.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.²⁸

Recommendations to consider:

30.	Ensuring that those making decisions in the implementation take ongoing account of the community engagement that has taken place.	Open space
31.	Explore the qualitative data available to understand how local people feel about influence and control, with the Community Link role taking a lead role in this.	Open space

²⁸ <https://vhscotland.org.uk/the-zubairi-report/>