

CREATING PLACES

A policy statement on architecture
and place for Scotland



**The Scottish
Government**
Riaghaltas na h-Alba



Architecture and planning

Everyone responsible for Scotland's built and natural environment must recognise that architecture and places are not simply elements of the planning process – they are among the most important outcomes that the process exists to support, and their quality should be a priority.

Investment: decisions informed by place

Communities and places benefit from investment decisions that consider all impacts – societal, environmental as well as economic. Decisions should prioritise long-term benefits. The public sector should set an example by ensuring high design standards are adhered to in public procurement.

Developing our potential

All areas of policy and practice should utilise and promote design as a tool to deliver value, sustainable outcomes and high quality. Scotland's design heritage and design talent should be celebrated and the next generation developed and promoted.

Design for a low carbon economy

Low carbon design and planning should be a priority. Project clients, commissioners, designers and approvers should encourage design innovation and take advantage of locally sourced materials to facilitate sustainable development. A 're-use not replace' approach should be considered first when dealing with our existing built environment.

FIRST LIFE,
THEN SPACES,
THEN BUILDINGS:

THE OTHER WAY
AROUND NEVER WORKS



Cultural connections

Creative responses should be taken to enhancing and preserving our existing built heritage. The development of creative places and culture-led regeneration should be encouraged as an effective approach to delivering sustainable, high quality environments.

Engagement and empowerment

Design processes should harness the knowledge of communities and encourage active participation in the design process wherever appropriate, to deliver accessible, quality places.

The role of Architecture and Design Scotland

Architecture and Design Scotland is a champion for good architecture, design, placemaking and planning. It will work to help deliver Scottish Ministers' policies and objectives for the built and natural environment for the benefit of the people of Scotland.



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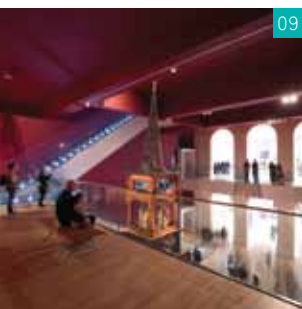
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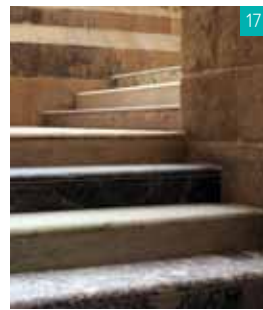
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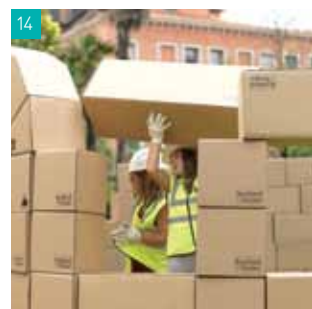
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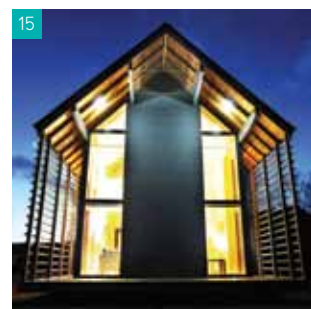
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MINISTERIAL FOREWORD

Scotland is, and always has been, a creative country. Our ability to innovate and to foster the talent of our people has secured our country's enviable international reputation. Scotland is world renowned for its rich built and natural heritage. Our responsibility is not simply to preserve this great asset, but also to create Scotland's future assets. Our vision is a Scotland where quality places support our communities, respect our environment, drive our economy and reflect our identity as a modern, forward-facing nation. It is the commitment of this Government, and the ambition of this policy statement, to create places where people prosper.

Place should not be considered merely a backdrop to our lives, but as an agent of change. Good buildings and places can enrich our lives as individuals and as a society in many different ways. Whether it is by supporting active, healthy lifestyles, or reducing our carbon footprint, or being the critical factor which attracts visitors and inward investment, the value of place cannot be underestimated or ignored.

In a challenging economic climate, we should not question whether we can afford to deliver good design. Instead, we should ask, can we afford not to? Good design is not a costly, aesthetic layer to be added at the conclusion of an enterprise. Good design is a process that uses creativity and innovation to deliver the best outcomes. Good design can guarantee that we get it right first time, avoiding scenarios where we are left with problem buildings or places which fail our communities.

This goes to the very heart of the government's preventative spend agenda. Preventing problems by early intervention is the right approach to addressing many of the challenges which face Scotland today.



Fiona Hyslop MSP, Cabinet Secretary for Culture and External Affairs



Derek Mackay MSP, Minister for Local Government and Planning

We want to see places in Scotland where people thrive for generations to come. If we are to do this, we must draw on our greatest asset – the potential of our people. Celebrating and developing our talent is imperative. In recent years, Scotland's architecture profession has continued to demonstrate its commitment to high quality and innovation. Even in difficult circumstances, the calibre of design we produce goes from strength to strength. Exceptional standards in architecture are consistently celebrated through the range of awards that we support, including the Royal Incorporation of Architects in Scotland (RIAS) Andrew Doolan Best Building in Scotland Award.

If we are to make best use of this talent, we must combine it with the valuable knowledge held within our communities. It is only by putting people at the heart of the process, and working together that we can create places that work.

This is why we have embedded place in the Government's fiscal decision making, with 'Infrastructure, Development and Place' one of the central themes of the Government Economic Strategy.

Substantial work has also been carried out to modernise Scotland's planning system, to simplify processes and ensure it supports good outcomes. Commitment from decision makers at every level is required if we are to deliver the quality of places that the people of Scotland deserve.

In delivering our ambition, we will create a legacy which will be there for all to see – rendered in our buildings, streets, squares and places. This will be a tangible expression of who we are as a country, and what we want to be. It is only by aligning our efforts and working together that we will create places that serve our communities, inspire future generations and define our contribution to the world.

A photograph of a modern architectural structure. The main feature is a long, low wall constructed from grey, rectangular stone blocks. The wall has a textured, uneven appearance. Above the wall, a long, horizontal wooden beam or walkway extends across the frame. The sky is a clear, vibrant blue with a few wispy white clouds. In the distance, a paved walkway leads through an opening in the wall, where two people are walking. The overall scene is bright and open.

PART ONE
THE VALUE OF
ARCHITECTURE
AND PLACE

THE STATUS OF THIS POLICY STATEMENT

This policy statement sets out the Scottish Government's position on architecture and place. Architecture and place has an established, strong relationship with planning. Therefore, the policies contained in this document are material considerations in determining planning applications and appeals.

However, the planning system alone cannot deliver good places. This document highlights the significant relationship between architecture and place to a range of policy areas which contribute to our National Outcomes. It is recognised that the public sector has a key role in delivering good places. We will therefore look to work with a range of public sector bodies to help embed the principles of this document into all relevant policy areas and decision making processes.

WHAT IS 'GOOD DESIGN'?

Good design is not merely how a building looks, it is an innovative and creative process that delivers value. Design provides value by delivering good buildings and places that enhance the quality of our lives. This can be:

- physical value – enhances a setting;
- functional value – meets and adapts to the long-term needs of all users;
- viability – provides good value for money;
- social value – develops a positive sense of identity and community; and
- environmental value – efficient and responsible use of our resources.





QUALITIES OF SUCCESSFUL PLACES

Designing Places sets out the role of the planning system in delivering the Scottish Government's aspirations for design and making places. **Designing Places** promotes principles of context, identity and character.

The six qualities of successful places are set out as:

- distinctive;
- safe and pleasant;
- easy to move around;
- welcoming;
- adaptable; and
- resource efficient.

These guiding principles continue to underpin the Scottish Government's approach to delivering good places.

This document considers 'place' to comprise: the environment in which we live; the people that inhabit these spaces; and the quality of life that comes from the interaction of people and their surroundings. Architecture, public space and landscape are central to this.

THE VALUE OF GOOD BUILDINGS AND PLACES

Good buildings and places can have personal value to us as individuals. They give us a sense of belonging, a sense of identity, a sense of community, and offer us the amenities to meet our daily needs.

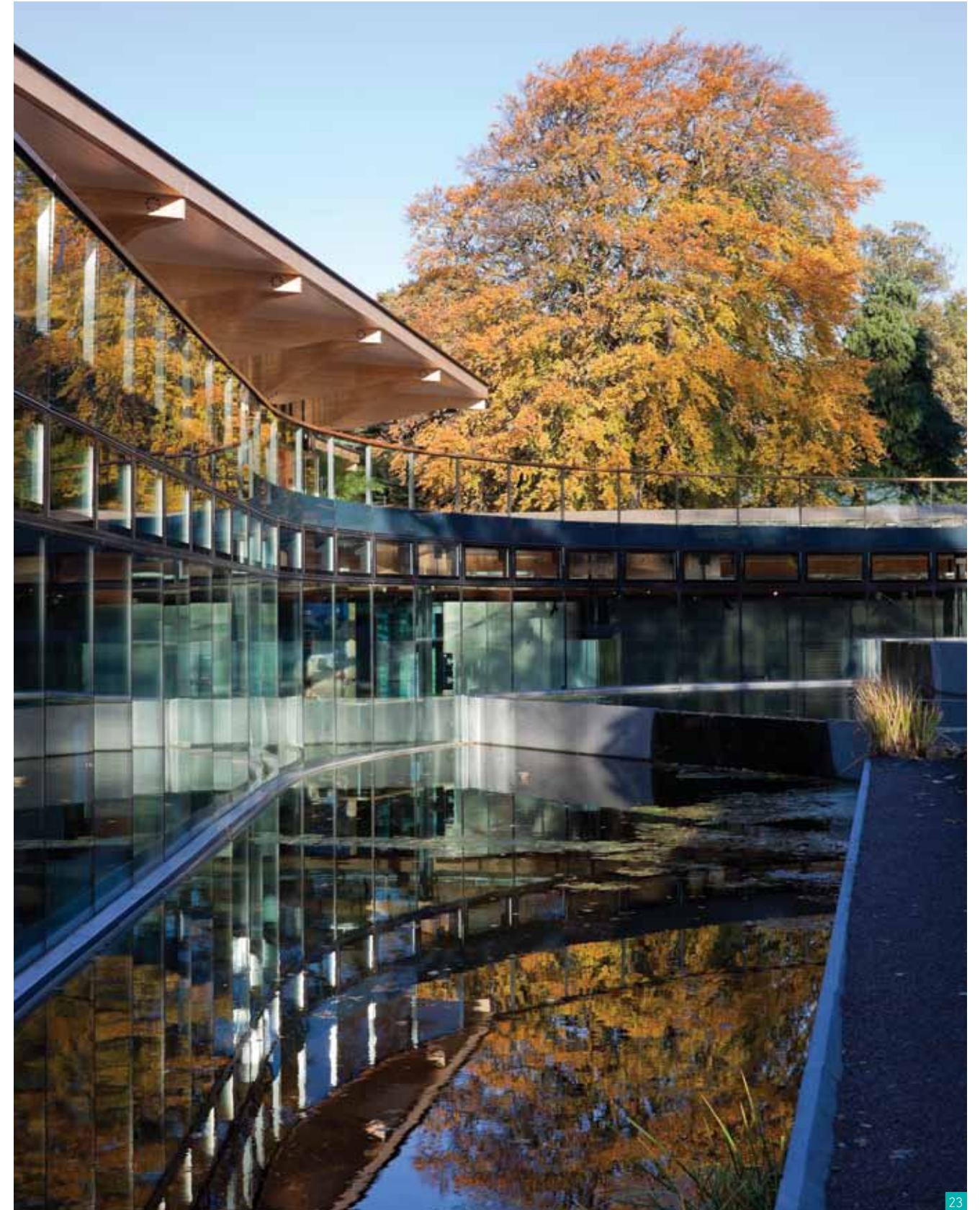
Good buildings and places can provide value to us as a society. They attract talent and investment and are the essential infrastructure which sustains business. Good places can be the critical factor in determining whether we choose to walk or drive, whether our lifestyles are active and healthy, and the size of our carbon footprint.

Good buildings and places can provide value to us as a country. They are an essential component in delivering our environmental ambitions and putting Scotland at the forefront of the global effort to tackle climate change. Scotland's unique architecture and places promote our distinctive identity all over the world, attracting visitors and investment.

Where, what and how we build is central to the economic success of Scotland. That is why, in recent years, we have modernised our planning system, in order to maximise our economic opportunities, and enhance Scotland's competitive edge.

Some of the principal benefits of good architecture and places are discussed in more detail following, under the themes:

- People and communities
- Sustainable development
- Design - Economic advantages
- Health outcomes
- Culture and identity
- Landscape and the natural environment



PEOPLE AND COMMUNITIES

Quality places are often central to community life. A successful place is accessible to all and encourages people to connect with one another. The relationships which are fostered help to create communities where there is a high level of positive activity and interaction. These are communities which are safe, socially stable and resilient.



‘Our town centres are important in economic, cultural and low-carbon terms. We are social animals, and town centres offer us a sense of community, giving us the opportunity to walk streets that are flourishing with activity and to interact with others as part of our everyday life. Town centres offer a vision of the future that is at once familiar, enlivening and radically different from what’s on offer out-of-town.’

Malcolm Fraser, Chair,
The Scottish Government Town Centre Review

Whether in urban or rural situations, communities have unique and valuable knowledge about the neighbourhoods and places in which they live. Successful places are made by involving people at the earliest stage and by continuously harnessing this wealth of skills and knowledge. Meaningful participation enables places to endure, and meet the needs and future aspirations of the people who live and work in them.

Scotland’s town centres are important hubs of activity for communities and many can have an enhanced role to play in supporting and promoting local economic growth. Town centres can provide employment and accessible services for local people, be a focus for entrepreneurial and civic activity, and provide people with a valuable sense of community and belonging.

Not every town is the same or indeed needs to serve every purpose and the role for the individual town centre needs to be considered in light of this. The Scottish Government’s **Town Centre Review** was launched in September 2012. An independent External Advisory Group was assembled to consider the issues around the future of our town centres. This group will publish a series of actions to assist town centres in realising their potential as viable, attractive places to work, visit and live.

Our Regeneration Strategy, **Achieving a Sustainable Future**, puts community-led regeneration at the heart of its approach. The changes required to make all communities vibrant and sustainable will only be achieved when communities themselves play a part in delivering change.

SUSTAINABLE DEVELOPMENT

Sustainability is not an issue that can be compartmentalised. It is an issue which permeates many aspects of place, location, natural capital, energy, transport and health.

Sustainable Buildings

In a world of finite resources and a changing climate, it is imperative that buildings are designed responsibly and with adaptability in mind. The design process offers opportunity to reduce emissions, maximise energy efficiency and climate resilience, and deliver buildings that are flexible over the long term.

The Scottish Government has some of Europe's most ambitious targets for energy use and carbon reduction in new buildings. These targets are supported through Scottish building regulations. **The Building (Scotland) Act 2003** enables Ministers to 'further the achievement of sustainable development' through the regulations.

Recent work in the Scottish design sector has shown that greater innovation can deliver low energy and low carbon solutions that are affordable and deliverable. Improving the minimum standards can drive development of low carbon solutions. However, technical factors alone cannot be expected to adequately address carbon reduction. Behavioural changes to reduce energy consumption are equally important.

Experience has shown that climate change and extreme weather events have already impacted on many aspects of society. Future reviews of building regulations will consider how new buildings can adapt to the impact of a changing climate to improve energy efficiency.



Model D House
 Architect: Gökay Deveci
 Client: Sylvan Stuart Ltd
 'Passivhaus' standards
 Less than £900sqm
 Constructed from Scottish timber
 A sustainable, affordable and contemporary
 response to a rural Scottish vernacular –
 delivered by a design-led approach.

Sustainable Places

Quality places can, by their very nature, be sustainable. Sustainable places are often characterised by well-designed, walkable mixed-use neighbourhoods with integrated facilities. Places which have enduring appeal and functionality are more likely to be valued by people and therefore retained for generations to come.

These types of places can play a role in reducing our carbon emissions and are a considerable impetus for healthier lifestyle choices. Our decision to make journeys on foot or by car is often determined by the layout of our surroundings.

Transport is a major contributor to Scottish energy demand and greenhouse gas emissions. An important element of The Scottish Government **Report on Proposals and Policies** is the need to reduce our carbon emissions through widening travel choices. Fundamental to this aim is the need to encourage more travel by foot and bicycle and a move away from the reliance on private cars.

Neighbourhoods which are compact and well-connected give residents additional options, allowing them to choose to use sustainable modes of transport to reach their destination. In this way, the development of, and enhancement of, walkable neighbourhoods has the potential to reduce the significant greenhouse gas emissions related to everyday journeys.

Good developments not only house people, but support a wide range of activity. Through the careful use of land, developments should be designed to accommodate a range of housing, local retail, leisure facilities, and high quality green spaces which are attractive, rich in biodiversity and well connected.

Building a sustainable Scotland involves preserving and enhancing our built heritage, prioritising the use of brownfield land and taking an integrated approach to landscape, buildings and services. Making best use of our existing infrastructure is critical, as is taking a long-term approach to the design and stewardship of our place assets.

Emissions related to short journeys taken in everyday activities can be reduced by designing places that are compact, walkable and have mixed uses.

‘Cars account for almost three-quarters of the total distance travelled per person per year. Shopping accounts for 21% of the average trips per person per year. Commuting accounts for 17% of trips.’

Source: Statistical Bulletin: Transport Series: **National Travel Survey 2009/2010 Transport Scotland**



‘When streets are designed for walkers and not cars people are 25% more likely to walk to work.’

Source: World Health Organization (WHO) publication (2006)

The solid facts: Promoting physical activity and active living in urban environments

DESIGN – ECONOMIC ADVANTAGES

A design dividend

The design and construction sector makes an important contribution to Scottish GDP.

ARCHITECTURE ACCOUNTS FOR OVER 10% OF SCOTLAND'S 2.67BN CREATIVE INDUSTRIES SECTOR.

IN 2010, GVA FOR ARCHITECTURE IN SCOTLAND WAS £285M.

IN 2011, EMPLOYMENT IN ARCHITECTURE IN SCOTLAND WAS 5,600.

Source: The Scottish Government Growth Sector Statistics Database

In an increasingly competitive world market, investing in design and innovation can provide Scotland with a comparative advantage. Good quality buildings and places do not necessarily cost more, especially when long term costs and benefits are considered, as they should be. By contrast, cutting costs in the short term can often be a false economy, as poor quality places can have a significant long term cost to the public purse and detrimental social impacts.

‘Without an attractive, high quality physical environment and diverse cultural and social activities, cities and their surrounding regions may struggle to attract investors, workers and visitors.’

Scotland's Cities: Delivering for Scotland

The Scottish Government in collaboration with Aberdeen, Dundee, Edinburgh, Glasgow, Inverness and Stirling





The prevention agenda

The government's public service reform agenda demonstrates a shift towards preventing problems and easing future demand on services by intervening early. This approach delivers better outcomes and value for money. Applying good design to the built environment can significantly contribute to this agenda, for example, by assisting healthy living choices; facilitating learning; boosting civic pride and cultural activity; and creating safe spaces free from crime and social problems. Committing a long-term approach to asset management benefits communities and their quality of life. Investing in the sustainability of communities not only helps to tackle deprivation and reverse decline, but it can also play an important role in ensuring that communities are resilient. This applies to the regeneration of existing communities as well as the creation of new places.

'The design and location of our new building respond in harmony to create a synergy that promotes health and wellbeing, offers genuine potential for outdoor education and produces a calm yet stimulating environment conducive to successful learning and teaching.'

Our new building is a positive investment in our children who are our city's, our nation's future, and that is as it should be.'

Francis Donaghy, Headteacher, Hillhead Primary School, Glasgow

Low carbon economy

The Climate Change (Scotland) Act 2009 includes a mandatory target to achieve an 80% reduction in Scottish emissions by 2050. A commitment to high quality development brings with it economic opportunities. We want to see Scotland as a world leading green economy. Delivering sustainable buildings and places can enable us to combine emission reductions with job growth and wealth creation.

A Low Carbon Economic Strategy for Scotland highlights that the built environment offers one of the most significant low carbon opportunities.

Two broad market opportunities exist in relation to the built environment and these are:

- reducing the current energy and carbon emissions associated with new and existing buildings through energy efficient, low carbon design and specification; and
- exploiting innovation in sustainable building technologies in both domestic and global markets.

The Scottish Government's **Sustainable Housing Strategy** sets out actions to support a vision of efficient, high quality, affordable homes and a housing sector that helps to establish a successful low carbon economy across Scotland.

'... as the world moves shakily into the economic recovery phase, I see investment in the green economy as a key to that general world recovery... Current economic difficulties should be a spur and not a hindrance to that effort... I see the current economic difficulties as a spur to getting this green economic revolution right.'



HEALTH

Physical and social environments are critical elements in people's lives and can impact on their health and wellbeing. Neighbourhoods which can increase human connectedness through their design and where there is access to good quality greenspace, safe streets and places for children to play outdoors can positively benefit health.



‘Children who have better access to safe, green and open places are more likely to be physically active and less likely to be overweight than those living in neighbourhoods with reduced access to such facilities. Access to green space is also associated with greater life expectancy in older people.’

Equally Well report of The Scottish Government Ministerial Task Force on Health Inequalities

Each of us should aim to participate in an appropriate level of physical activity for our age. Increasing physical activity levels across the Scottish population can increase life expectancy and decrease health inequalities. This can provide substantial health benefits for individuals and significantly reduce the risk of diseases such as cancer, diabetes and dementia

Creating places which are attractive and well-connected encourages people to walk and cycle and children to play.

We must take advantage of the health benefits related to physical activity and so it is vital that we create attractive, accessible places that put pedestrians first and make it safe and attractive for younger and older people to go outdoors.

Whereas the physical environment can have a positive impact on health and wellbeing, poor quality surroundings can have the opposite effect. People who feel that they have no control over their environment, or do not experience it as a meaningful place, are more likely to experience chronic stress. Chronic stress puts people at increased risk of mental and physical ill health and is linked to early mortality.

It is important that we see place as an asset which, if properly designed and managed, can create the conditions for health to flourish.

‘There is a proven link between how we perceive our world and surroundings and the various biological responses that go on inside the body. How people feel about their physical surroundings, can impact on not just mental health and wellbeing, but also physical disease.’

Sir Harry Burns, Chief Medical Officer, The Scottish Government

CULTURE AND IDENTITY

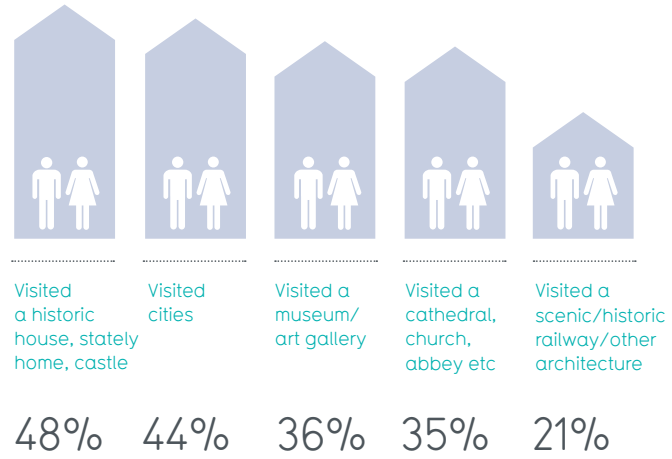
Our natural and built environments help to define us as a country.

The quality of our assets contributes to Scotland's international image, as a confident, forward looking country. This is crucial in attracting people to visit and invest. It is the responsibility of us all to conserve these rich national assets, but we must also work together to create a positive legacy of which our generation can be proud.

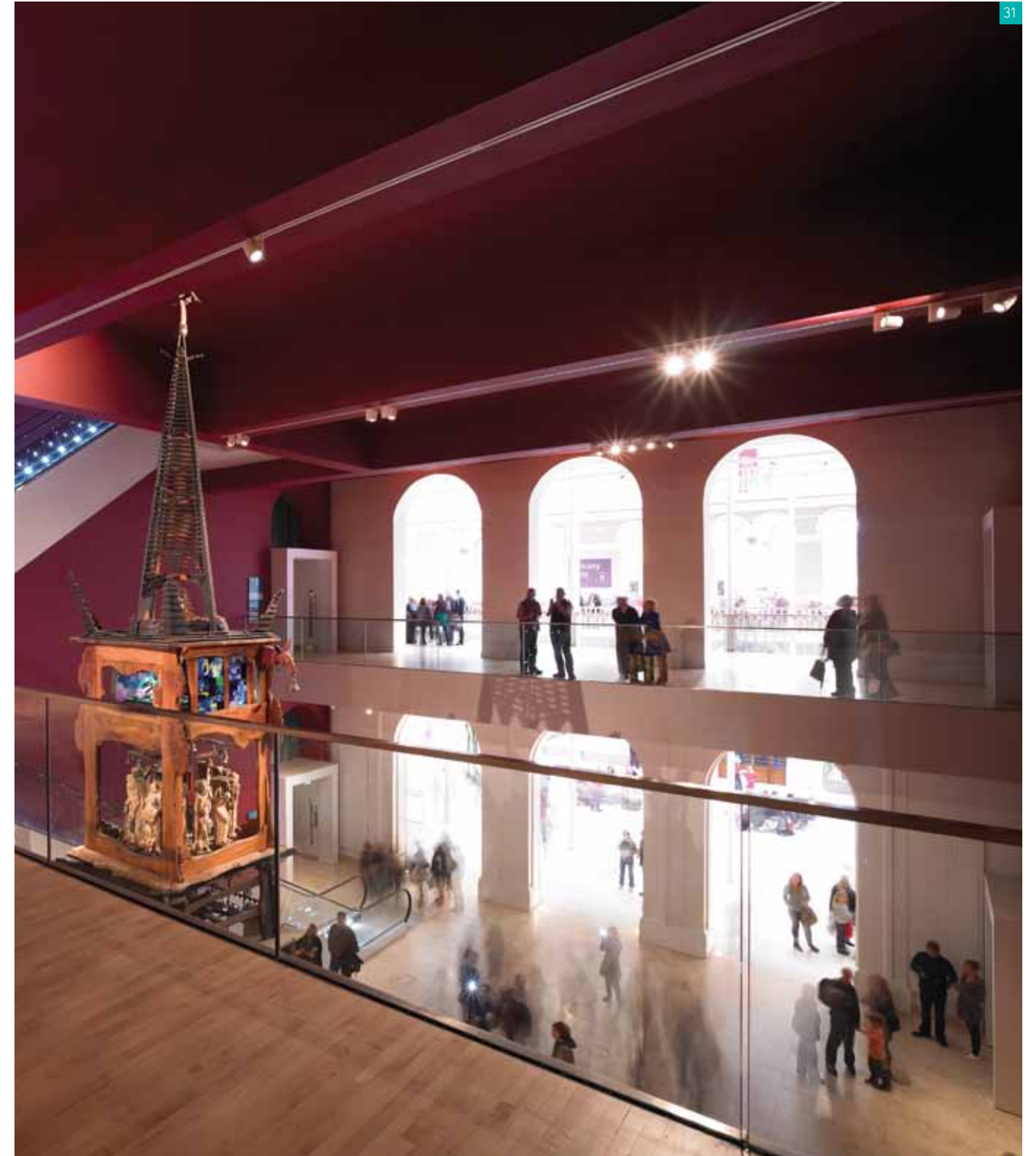
The Historic Scotland-led publication **New Design in Historic Settings** describes how sensitive and innovative contemporary design can enhance our existing built environment. Understanding context and responding appropriately can unlock the potential of buildings and places.

Architecture and places are a key generator of revenue in Scotland's £2.9 billion visitor economy.

% OF VISITORS TO SCOTLAND TAKING PART IN THE FOLLOWING ACTIVITIES



Source: VisitScotland Scotland Visitor Survey 2011 and 2012



The renovation of the National Museum of Scotland complex saw visitor numbers rise from around 700,000 in 2007 to almost 1.9 million in 2012.



Scotland has around 450,000 traditionally constructed buildings. Some of these are iconic sites such as Edinburgh Castle and the Glasgow School of Art, but the majority are the buildings in which we live and work.

Built heritage

Our historic environment is a source of inspiration and should be seen as integral to a place. It is vital to ensure that we have the necessary skills which will maintain our historic environment, so that Scotland's heritage can continue to be enjoyed for generations to come.

A great deal has been achieved for the historic environment by Historic Scotland and others through input into construction, maintenance, and the support of indigenous craft skills. This includes partnership support for the creation of the National Conservation Centre. This initiative will make an important contribution to sustaining and developing the traditional skills required to secure the future of our existing built assets.

There are many examples of Scotland's successes in incorporating the historic environment into new design. The combination of conservation skills and a deep understanding of place have been great strengths in Scottish architecture. This can be seen from the number of awards which have been won by 'heritage' or reuse projects. All of this contributes to championing the role the existing built environment has in creating and sustaining a sense of place.

The draft Historic Environment Strategy for Scotland, for the first time, sets out an overarching vision for the historic environment. The vision for Scotland's historic environment is that it is understood and valued, cared for and protected, enjoyed and enhanced. It is at the heart of a flourishing and sustainable Scotland and will be passed on with pride to benefit future generations.



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Creative places

Cultural institutions, art and architecture can be powerful tools to influence our sense of place. Art and placemaking can draw upon the physical and cultural history of places to reinforce identity and engender civic pride. Culture and creativity can be the means of enlivening places and attracting development of all kinds, resulting in positive, lasting change.

Culture-led regeneration can have a profound impact on the wellbeing of a community in terms of the physical look and feel of a place and can also attract visitors, which in turn can bolster the local economy and sense of pride or ownership.

Creative places are necessary if we want to attract and develop the creative talent of tomorrow. Taking a fresh perspective and encouraging new ways of working can enable Scotland to lead the way in developing a successful creative economy.

‘Successful cities tend to be vibrant and cultural cities, which have a distinct quality of place, amenities, retail and cultural offerings to attract and retain talent, investment and visitors.’

Scotland's Cities: Delivering for Scotland The Scottish Government in collaboration with Aberdeen, Dundee, Edinburgh, Glasgow, Inverness and Stirling



LANDSCAPE

Landscape shapes our impressions and experience of place and, if fully understood, managed and developed, provides numerous benefits including wellbeing, stimulation of our senses, biodiversity, and opportunities for economic development.

In 2006, the UK signed up to the European Landscape Convention, an initiative that highlights the importance of all landscapes and encourages more attention to their care and planning. The Convention states that looking after our landscapes is the responsibility of us all through the decisions we make and the actions we take.

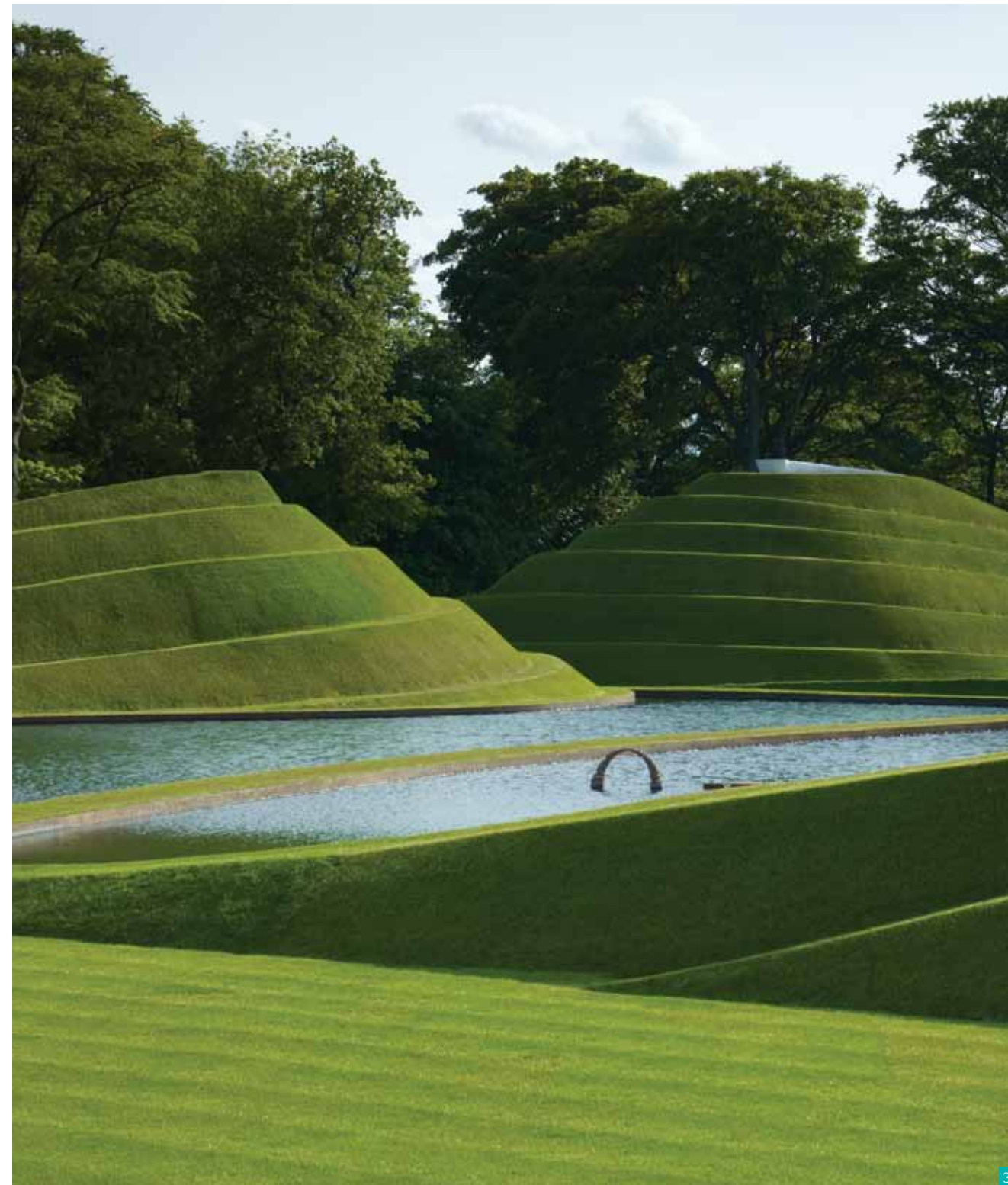
Landscape change

This is not to say that we should aim to retain all landscapes in an unaltered state. Landscapes, by their very nature are constantly evolving and changing and this can be a change for good when well planned and correctly managed. The capacity of landscapes to accommodate new land uses and development will differ from place to place. Strategic land use planning and considered approaches to siting and design of development, which recognise landscape character and landscape capacity, will help to guide appropriate landscape change.

‘Green infrastructure should be thought about at every scale of planning, from the strategic framework right down through neighbourhoods and within streets to the individual house or flat.’

Landscape design

Landscape design is an integral component of placemaking. Well-designed landscapes can provide many benefits: safe, creative spaces for children to play and people to gather in; public space that promotes access to the outdoors; biodiversity and water management; the reduction of airborne particles; and improved micro-climate and space for local food production. These are all important issues that can be combined and delivered effectively through good landscape design.





PART TWO
CONSOLIDATION
AND AMBITION



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PROGRESS ON PLACE

This new policy statement on architecture and place builds upon a solid foundation of work undertaken which has been directed at protecting and raising the standards of Scotland's physical environment and addressing related government objectives. Further information on the detail of this work can be found in Part 4 of this document.

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| A Scottish Sustainable Communities Initiative | H Achieving a Sustainable Future – Regeneration Strategy | O Sustainable Housing Strategy |
| B National Planning Framework 3, Main Issues Report | I Delivering Better Places in Scotland | P Town Centre Review |
| C Affordable Housing Supply Programme | J Agenda for Cities | S Greener Homes Prospectus |
| D Designing Places | K Greener Homes Innovation Scheme | T Polnoon |
| E Scottish Planning Policy Draft 2013 | L Traditional Skills Strategy | U Scotland's Housing Expo |
| F Designing Streets | M New Design in Historic Settings | V Inspirational Designs |
| G Community Empowerment and Renewal | N Rural Design, Future Landscapes | W Sustainability Labelling |
| | O Charrette Mainstreaming Programme | X Scottish Awards for Quality in Planning |
| | P Green Infrastructure, Design and Placemaking | Y Venice Biennale |

The Scottish Crime Campus

A complex brief resolved through a design-led approach, being delivered on cost and programme, while meeting highly detailed end user technical requirements.

AMBITION

There is now greater awareness of the value of architecture and place in Scotland and ever more discussion around their merits. This debate, in itself, is important. Government supported cultural programmes on architecture aim to further encourage debate on the role of architecture in national and local life, to promote the value and benefits of good architecture and to improve understanding of building design. These programmes will continue to be principally delivered by Architecture and Design Scotland, with The Lighthouse used as a base of much of this activity.

The challenge is to translate this awareness into improved built outcomes. The ambition of this policy is to effectively embed design and place in a variety of policy areas and working practices. Although this is not something that can be achieved instantly, there is a clear need for it to happen swiftly.

Successful implementation of this policy statement will help to put a flourishing design and development sector at the heart of a low carbon economy; provide greater international recognition for the Scottish design industry; and encourage greater involvement of young people in the built environment and creative design sector.

A design and architecture sector that is thriving and well-embedded in public sector processes will help to address economic, environmental and social aims such as: the regeneration of high streets; reduced energy use and a reduction in fuel poverty; improved safety and security; and increased individual activity with consequential benefits to public health.

This policy statement aims to support the creation of walkable neighbourhoods where people and children are considered before cars and where the quality of the built environment makes a radical improvement to the quality of our lives.

DELIVERING OUR AMBITION TOGETHER

For any vision to be realisable requires pragmatism and partnership. The Scottish Government makes clear in this document exactly what it wants to achieve. All those with involvement in delivering places will need to respond creatively and cooperatively if we are to deliver our ambition.

Involving communities

The involvement of communities in delivering good places should not be restricted to consultation of their views. For engagement to be meaningful, communities must be participant from first to last. This is because communities not only possess knowledge important to design processes, but they will most often play a leading role in the stewardship of their towns and neighbourhoods.

Working across disciplines and sectors

Delivering better places requires decision makers at every level to focus on the importance of built outcomes, not processes, and have a collective commitment to achieving a quality end result. This will mean working across organisational and professional boundaries. We should not be constrained by traditional ways of working, but should be sufficiently creative to enable the best possible outcomes to be achieved.

The Scottish Government and the Convention of Scottish Local Authorities (COSLA) have produced guidance for Community Planning Partnerships on the content of Single Outcome Agreements. These agreements acknowledge the role of the entire public sector in relation to achieving locally appropriate agreed outcomes. Central to this guidance is the importance of a clear understanding of place and the recognition that different places merit different approaches to be taken. Focusing on place is a way of driving the best use of resources, as well as securing greater participation by communities; better collaboration by service providers; and pragmatism in action planning.

The actions to achieve our policy objectives are set out in Part 3, reflecting the big issues raised during a three month public consultation.





PART THREE
A STRATEGY
FOR ARCHITECTURE
AND PLACE



A STRATEGY FOR ARCHITECTURE AND PLACE

This section sets out The Scottish Government's strategy to enable architecture and place policy to better articulate with a range of related policy areas and, in doing so, achieve greater positive physical change.

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1. ARCHITECTURE AND PLANNING

The planning process plays a fundamental role in shaping the quality of our architecture. It is crucial that these two disciplines are closely aligned. There are a range of design issues related to architecture policy influenced or regulated by the planning process.

POLICY Everyone responsible for Scotland's built and natural environment must recognise that architecture and places are not simply elements of the planning process – they are among the most important outcomes that the process exists to support, and their quality should be a priority.

Setting the Framework for Planning and Architecture.

- 1.1 We will embed design and placemaking as a priority within a revised **Scottish Planning Policy (SPP)** to be published by the end of 2013. This will put the design requirements for architecture and placemaking at the heart of the decision making process and ensure that the policy has a greater focus on outcomes.
- 1.2 We will fully integrate the principles of **Designing Places** into the revised SPP. **Designing Streets** will remain the national planning, architecture and transport policy for street design.

Supporting the Framework for Planning and Architecture

- 1.3 We will develop a Place Standard assessment tool, which will be the hallmark of well-designed places. This standard will be aimed at creating greater certainty around quality of place and it is intended to support the private and public sectors and communities. It will address quality in relation to places that support healthy and sustainable lifestyles. We will develop this in collaboration with

the design and development sectors and it will be applicable to new and existing places.

- 1.4 We will promote and encourage the use of the Place Standard within public housing developments. Its use will be an expectation of the award of subsidies provided through the Affordable Housing Supply Programme.
- 1.5 To support the outcomes of the Town Centres Review, we will develop a Masterplanning Toolkit, specific to town centres that includes guidance on specific transport and design details, focusing on the development of quality, accessible public realm and the use of town assets.

Supporting Place-Based Decision Making

- 1.6 Working with partners, we will develop training resources tailored for elected members, senior council managers, communities, public sector officers and Registered Social Landlords on the value and importance of fully accessible, well-designed buildings and places.



2. INVESTMENT: DECISIONS INFORMED BY PLACE

In the current economic climate, sound investment decision making is imperative. With fewer resources available, we must ensure that we get it right first time. Design should be considered at the very outset of public procurement projects. It is an essential part of achieving value for money, by ensuring capital costs are competitive and that savings can be achieved on running costs without compromising the quality of the design. Getting the brief right up front, can deliver long-term value.

Communities and places benefit from investment decisions that consider all impacts – societal, environmental as well as economic. Decisions should prioritise long term benefits. The public sector should set an example by ensuring high design standards are adhered to in public procurement.

POLICY

Promoting innovation

- 2.1** We will work with Scottish Futures Trust on processes and initiatives that help to promote the benefits of the whole place approach and deploy strategic design to facilitate innovative investment solutions.
- 2.2** We will work with the design industry to ensure that the outcomes of the Scottish Government Review of Construction Procurement are implemented and improve processes.
- 2.3** We will promote the prioritisation of design in public procurement.
- 2.4** We will work with Architecture and Design Scotland to:
- promote the benefits of whole-life building costs;
 - embed the value of a design-led approach; and
 - deliver projects to encourage long-term approaches to public and private investment and decision making.

Public investment

- 2.2** We will work with the design industry to ensure that the outcomes of the Scottish Government Review of Construction Procurement are implemented and improve processes.
- 2.3** We will promote the prioritisation of design in public procurement.

Effective relationships

- 2.5** We will develop guidance for public bodies, communities and other project commissioners on how to produce effective briefing. This will focus on improving economic, social, health and environmental outcomes, that take a place-based approach, and that consider communities as the key user. This will also promote the importance of a simple, clear and effective client-designer relationship.



3. DEVELOPING OUR POTENTIAL

The promotion and celebration of our best architecture helps to improve public interest and understanding and to widen the vision of potential clients. As well as raising the profile of designers in Scotland, this can engender dialogue, inspire others and act as a spur for excellence.

POLICY

All areas of policy and practice should utilise and promote design as a tool to deliver value, sustainable outcomes and high quality. Scotland's design heritage and design talent should be celebrated and the next generation developed and promoted.

Recognising and rewarding excellence

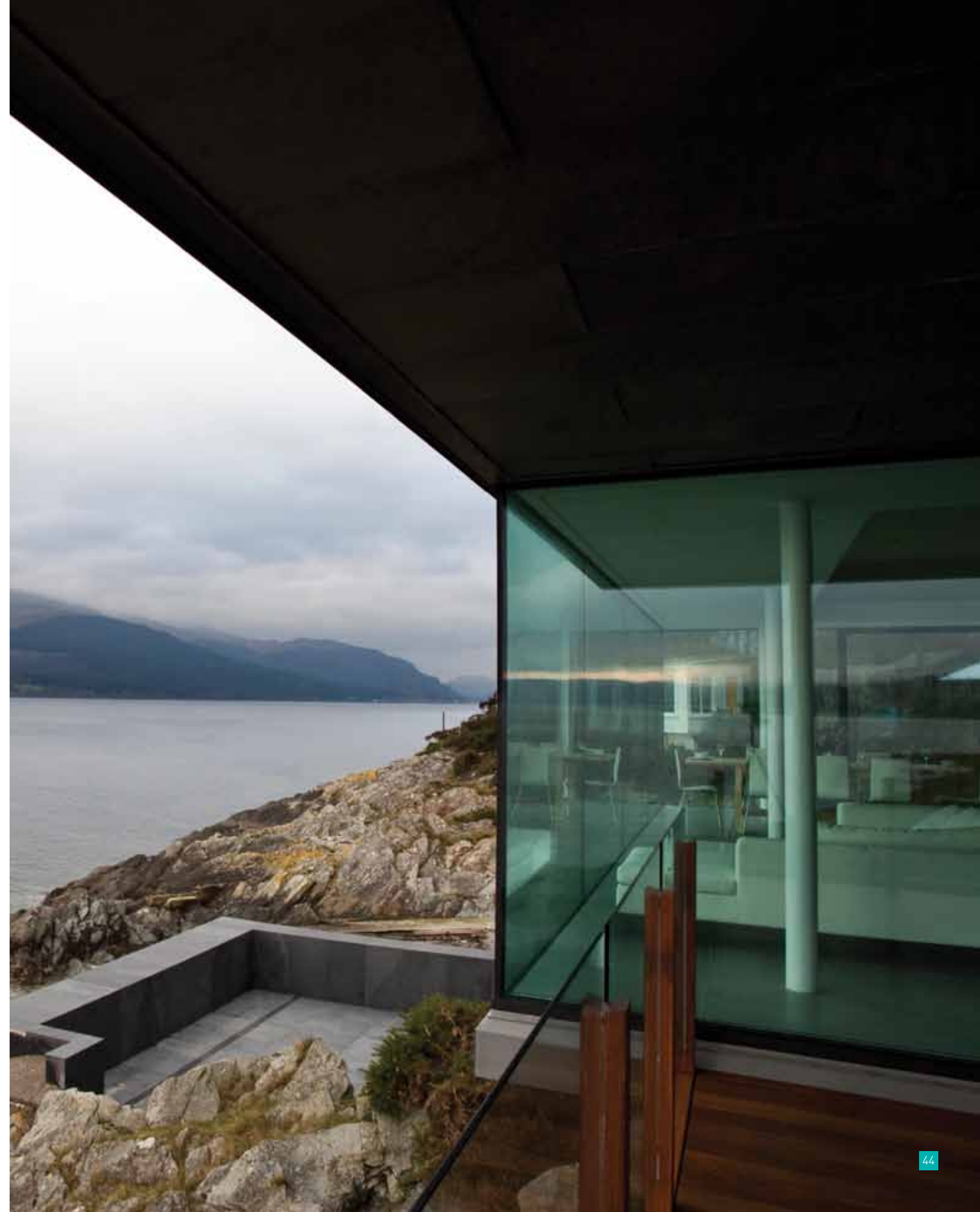
- 3.1 We will continue to support the celebration of design excellence through the funding of existing awards such as the RIAS Doolan Award and the Scottish Awards for Quality in Planning.
- 3.2 We will establish a new award to recognise client support for good architecture and design.

Developing talent in Scotland

- 3.3 We will work with Architecture and Design Scotland to publish an annual review of emerging Scottish design practices, showcasing the projects and talents of our emerging designers.
- 3.4 We will work with architecture and planning schools to deliver exhibitions of professional and student work and foster interdisciplinary collaboration.
- 3.5 We will work with A+DS to promote architecture and design to schools as part of the curriculum for excellence.

The case for good design

- 3.6 With Architecture and Design Scotland and other partners, we will develop the evidence base on the value of good design, which will include domestic and international case studies, and we will share this information widely.
- 3.7 We will continue work to mainstream understanding of design and effective masterplanning through partnership working with the public and private sectors and higher education institutes.
- 3.8 We will develop links with academia to carry out research on the benefits of whole-place and inclusive design, and we will share the findings across the public, Registered Social Landlords, and private sectors, to encourage place and people-centred approaches to delivery.



4. DESIGN FOR A LOW CARBON ECONOMY

Responding appropriately to climate change requires a change in practices. Moving to a low carbon economy is an economic and environmental imperative – it is Scotland’s biggest opportunity this century.

Low carbon design and planning should be a priority. Project clients, commissioners, designers and approvers should encourage design innovation and take advantage of locally-sourced materials to facilitate sustainable development. A ‘re-use not replace’ approach should be considered first when dealing with our existing built environment.

POLICY

The Existing Built Environment

- 4.1 We will investigate methods which effectively incentivise the use of existing buildings and brownfield land.
- 4.2 We will continue to lobby the UK Government on the reduction of VAT to works on existing buildings.
- 4.3 We will continue to work to ensure that the appropriate skills and materials are available to conserve, repair and maintain our existing buildings, so that they continue to contribute to the low carbon economy.

Landscape

- 4.4 Landscape is at the heart of Scotland’s identity. We will work with landscape bodies to help promote landscape as a resource which requires careful management and conservation.

- 4.5 We will promote the creation of landscape frameworks and masterplans and the inclusion of landscape at the earliest stages of planning and development feasibility.

Meeting future targets

- 4.6 We will promote the ability of design to deliver compact, well-connected places, in order to reduce carbon-related emissions.
- 4.7 We will advocate the delivery of places that prioritise pedestrians and encourage activity and healthy lifestyles.
- 4.8 To build on the sustainability labelling system for new homes, we will introduce fully developed ‘Bronze’, ‘Silver’ and ‘Gold’ levels for new schools.



5. CULTURAL CONNECTIONS

Scotland has a world-class natural and built heritage. This heritage informs our current architecture and design expertise and illustrates the depth of our potential to contribute to the world as a modern, innovative country.

POLICY Creative responses should be taken to enhancing and preserving our existing built heritage. The development of creative places and culture-led regeneration should be encouraged as an effective approach to delivering sustainable, high quality environments.

Promoting Scotland and international dialogue

- 5.1** We will support the RIAS Festival of Architecture in 2016 and we will work closely with Historic Scotland, Visit Scotland and the Royal Incorporation of Architects in Scotland to capitalise on this.
- 5.2** We will investigate ways of showcasing our architectural talent, e.g. through Scotland's participation in the Venice architecture Biennale and through the Scotland + Venice Partnership.
- 5.3** We will work with Creative Scotland, the British Council, Architecture and Design Scotland and the Scottish Council for Development and Industry to develop a programme of international opportunities to promote Scottish architectural practice.

Our built heritage

- 5.4** We will work with Historic Scotland to implement the outcomes of the Review of Historic Environment policy.
- 5.5** We will support online resources which catalogue and promote Scotland's rich architectural heritage.





6. ENGAGEMENT AND EMPOWERMENT

The built environment plays a central role in determining the quality of life for Scotland’s communities. Meaningful and sustained community participation in the design process is crucial to achieving relevant and high-quality outcomes. Community-led regeneration can help to create long-lasting change in Scotland’s disadvantaged communities.

Design processes should harness and utilise the knowledge of communities and encourage active participation in the process, to deliver places with local integrity and relevance. Engagement must be meaningful, early and proportionate.

POLICY



Designing for, and with, people

- 6.1 We will strengthen and promote community participation in design and planning through initiatives such as charrettes, and other participatory design methods.
- 6.2 We will identify and promote a range of best practice examples of meaningful community engagement in the design process and inclusive design and accessibility in the public realm. We will share these widely to encourage a culture of inclusivity and participation.
- 6.3 We will work with the outcomes of the Town Centre Review to take forward recommendations on the impact of planning and design.

- 6.4 The Scottish Government has committed £2m towards a fund to bring empty town centre properties into residential use. Working with the outcomes of the Town Centre Review, we will explore opportunities for this fund and further initiatives to bring empty properties and spaces back into use for the good of communities and their local economies.
- 6.5 We will work with the outcomes of the Community Empowerment and Renewal Bill to ensure that good design plays a key role in developing and enhancing community assets.

Design for Scotland’s Future

- 6.6 We will consult with stakeholders on the impact of constitutional change on the regulation of the architecture profession in Scotland.



7. THE ROLE OF ARCHITECTURE AND DESIGN SCOTLAND

Architecture and Design Scotland is a champion for good architecture, design, placemaking and planning. It works to help deliver Scottish Ministers' policies and objectives for the built and natural environment for the benefit of the people of Scotland.

Architecture and Design Scotland (A+DS)

STATUS

A+DS is an Executive Non-Departmental Public Body (NDPB) operating as a Company Limited by Guarantee and funded by the Scottish Government. A+DS will have an important role to play in implementing this policy statement and on influencing connections to related policies on architecture and place.

ROLE

The role of A+DS is to support and promote Scottish Ministers' policies and objectives for the built and natural environment. This role is intended to improve the quality of development in Scotland and support and promote excellence in the delivery of good architecture, successful places and efficient processes. This role requires A+DS to work with other key organisations to help to develop an effective focus on place, architecture and design across policies and working practices.



RESPONSIBILITIES

The responsibilities of A+DS are to fulfil this role through:

Supporting the creation and renewal of sustainable buildings and places, through approaches such as:

- working with partners in the public sector to deliver buildings and places of lasting quality;
- working to support the effective consideration of place in the work of Community Planning Partnerships;
- establishing strategies to support effective investment in the places where people live, work and spend time;
- promoting design as a means to get the most from new and existing buildings and places;
- providing guidance and promoting low carbon and low-energy approaches to building design; and
- advising on techniques to reduce the negative environmental impacts of developments and promote positive environmental outcomes.

Improving skills and increasing understanding, through approaches such as:

- design training for public and private sectors, communities, professional bodies and universities; and
- exploring opportunities to work effectively across professional disciplines.

Providing advice:

- to local authorities, developers and practitioners on achieving sustainable, high-quality design; and
- in support of the preparation of effective briefing and working practices.

Effective communications and advocacy, through approaches such as:

- promoting the value of design through a programme of publications, events and exhibitions;
- communicating with the public and the media on architecture and the built environment in a clear, accessible way;
- encouraging learning, debate and international dialogue; and
- promoting Scotland's architecture and emerging talent.

Promoting excellence in the delivery of public buildings and spaces, through approaches such as:

- providing support and advice on how investment in public projects can optimise the quality and outcomes for building users, operators and investors; and
- promoting good design to improve learning and health outcomes in school and health project design.

Researching and building evidence, through approaches such as:

- compiling evidence and research on the value and benefits of good design, architecture and places; and
- considering how the built environment can respond to the drivers of change such as the economy, climate change, community needs and changing demographics.

PARTNERSHIP AND ENGAGEMENT

A+DS should work closely with public, private and third sectors and support and encourage effective partnerships. A+DS should assist communities to engage effectively in the design and planning of their places.

RESOURCES AND ACCOUNTABILITY

A+DS is accountable to Scottish Ministers. The organisation should produce a corporate plan and business plan for approval by Ministers.

On this basis, Scottish Ministers expect:

- A+DS to provide timely and appropriate advice to support the delivery of the right development in the right place; and
- developers, local authorities, public bodies and others to engage positively with A+DS in the planning and delivery of developments across Scotland.



PART FOUR
RESOURCES,
COMMUNICATIONS
AND MONITORING

SUMMARY

Scotland's new policy statement on architecture and place sets out the comprehensive value good design can deliver. Successful places can unlock opportunities, build vibrant communities, and contribute to a flourishing economy. The Scottish Government has set out in its action plan the work that will be taken forward to achieve positive change. The publication of this document is the first step in a journey which will deliver quality places over generations. The government recognises that its strategy can only be realised with the productive participation of its delivery partners. To facilitate productive partnerships, and to retain momentum for change, a portion of this document will be kept live. This can be accessed via Creating Places online.

CREATING PLACES ONLINE

A range of information and resources relating to architecture and place is available online at www.creatingplacesscotland.org. This website will be the main means of communicating on policy implementation and charting ongoing progress. Stakeholders are invited to contribute relevant resources to this site, to enable this to become a one-stop shop for information on delivering quality places.



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