



Common Places, Common Goals

Housing Associations, place and local environmental quality

Purpose

- **To talk about Keep Scotland Beautiful's experience of working with housing associations and local communities around the issue of place and local environmental quality**
- **To consider the challenges facing housing associations around place, local environmental quality and engaging communities**
- **To provide a perspective on opportunities around the Place Standard to engage communities and improve local environmental quality**

Introducing Keep Scotland Beautiful

Sustainable Development Education

Sustainable Development Education

We provide education initiatives for children, young people and educators which focus on environmental issues to improve understanding and encourage positive action.

Local Environmental Quality

Local Environmental Quality

We provide advice and support to help create and maintain cleaner, safer and healthier local environments where people and communities can thrive.

Sustainability and Climate Change

Sustainability and Climate Change

We work with organisations and communities to help people to reduce carbon emissions, improve local areas and adapt to the impacts of climate change.

Our work around place and local environmental quality

- Working with all 32 councils
- Working with housing associations
- Working with local communities
- Working with other third sector organisations and, where appropriate, with the private sector

Local environmental quality in decline - 2017 Update Report



Original report – March 2016

Update published – October 2017

Extensive media coverage

Political Engagement

Communications Activity

Key messages

No overall improvement in quality of Scotland's local environments

Nationally, Scotland's local environmental quality standards are at their lowest in a decade.

Over the last eighteen months there has been marked increase in the presence of flytipping, graffiti, weeds and litter in Scotland's communities.

Public perception surveys indicate that the quality of the local environment is an issue which matters to people.

Communities in deprived areas are those most affected by poor local environmental quality.

The decline in local environmental quality has done so at a much faster, more severe rate in Scotland's most deprived communities than in the least.

The gap between local environmental quality standards between the most deprived and the least deprived is growing.

More than a million people in Scotland's most deprived communities are now living in places where the quality of the local environment is declining more rapidly than even the national average.

Key messages

Poor local environmental quality has wider impacts across a number of policy areas

Crime: Poor local environmental quality significantly impacts on people's fear of crime and how safe they feel in the area that they live in.

Health and Wellbeing: Those who perceive their local environments to be poor, are more likely to report poorer physical and mental health.

Economy: Spaces with poor local environmental quality are not conducive to helping local business economies thrive.

Our solution

More strategic, coordinated and integrated action in and across all sectors.

All sectors to support and empower communities across Scotland to build capacity to take action to reverse the decline, especially those in deprived areas.

Collective recognition of the wider impacts of poor local environmental quality on communities across Scotland, and broader engagement by the wider public sector across policy areas.

Wider impacts



Our work with housing associations

- We have been working with housing associations on issues associated with place and local environmental quality for over 10 years
- We work with housing associations across the country, large and small
- Housing Associations are part of our Local Environmental Quality Network
- We deliver a range of services focused on place, including environmental auditing and monitoring, the National Award for Environmental Excellence ®, advice and support, and developing and delivering specific interventions.

Our work with housing associations

Keep Scotland Beautiful
Your charity for Scotland's environment

Local environmental quality in decline
Further analysis by Keep Scotland Beautiful



The impact of declining local environmental quality on Scotland's communities

October 2017

Keep Scotland Beautiful

National Award for Environmental Excellence



Silver level

for ng homes
Commercial in confidence

Auditor: David MacLeod
May 2016 audit report



Keep Scotland Beautiful



Paragon Housing Association Ltd
Independent Validation Audit
October 2015

Keep Scotland Beautiful

Environmental Quality Standards
8 Site Pilot Audit



For Wheatley Group
Commercial in confidence

Auditor: Colin Hagarly
Oct 2016 audit report

Keep Scotland Beautiful

National Award for Environmental Excellence



Silver level

for Clydebank Housing Association
Commercial in confidence

Auditor: Colin Hagarly
June 2016 audit report



Keep Scotland Beautiful

Pilot of the National Award for Environmental Excellence for Dunedin Canmore®



Silver level
(not awarded)

Commercial in confidence

Auditor: Alistair Allford
January 2016 Audit Report



Keep Scotland Beautiful

Environmental Auditing Services



Improving Local Environmental Quality for Housing Associations

Keep Scotland Beautiful has been carrying out audits for local authorities and housing associations for more than 15 years. We provide advice, support and training to enhance clean and safe local environments and to change behaviour. It's part of our work to make Scotland clean, green and more sustainable.

Today we are Scotland's leading organisation delivering local environmental quality audits. As such, we are uniquely placed to provide the industry expertise on the issue.

Benefits of an Environmental Quality audit:

- Improved performance and Cost/Revenue Monitoring
- Ability to understand how services and local environments are performing
- Benchmarking with previous years' activity to identify trends and improvement areas
- Ability to identify operational and financial efficiencies
- Inform strategy development
- Community Engagement
- Target areas for improvement

“River Clyde Homes have been delighted with the new working partnership with Keep Scotland Beautiful, the breadth of knowledge, experience and expertise brought to this has excelled at every turn.”

Russell Smith, Cleaner
General Housekeeping
Manager, River Clyde
Homes

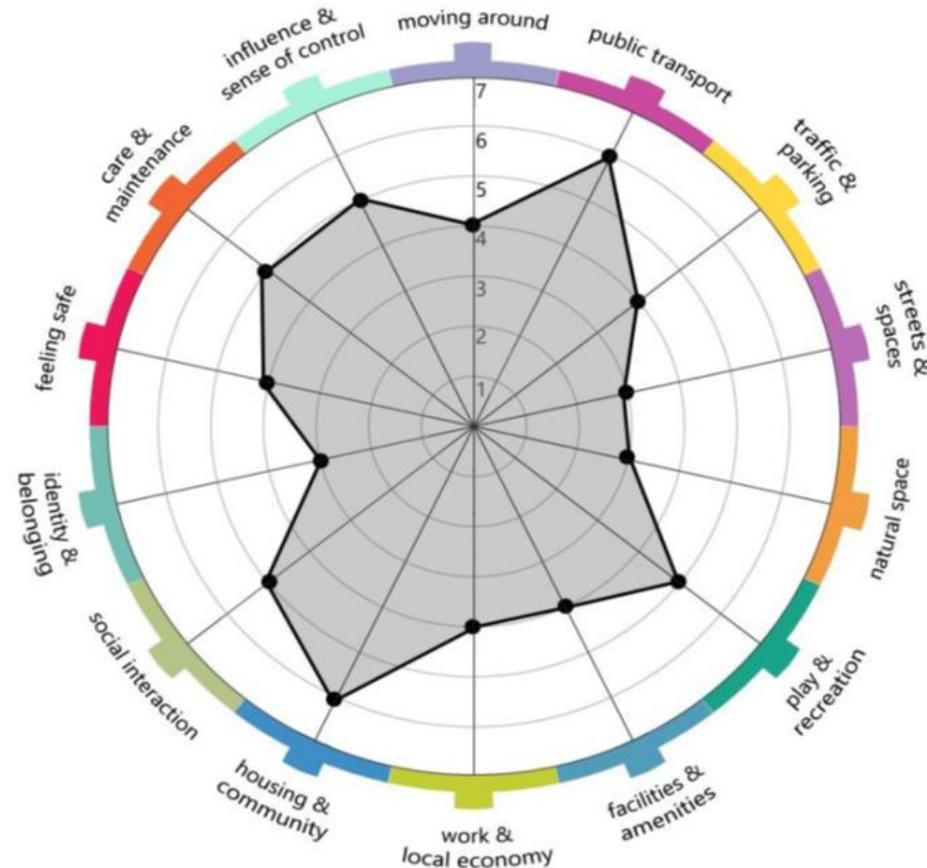
www.KeepScotlandBeautiful.org/kef

The Place Standard, housing and local environmental quality

A challenging environment...

- National Priorities – 50,000 new houses over the next three years – but what about the quality of the place as well as the quality of the home...
- ***Minding the gap***, role creep and developing a new relationship with councils
- Declining local environmental quality, particularly in deprived communities
- Ongoing funding reductions across public sector and partner organisations
- The ongoing impacts of welfare reform on communities and individuals
- Health and wellbeing – health and social care integration
- Community Empowerment, Community Planning and Locality Planning
- **How to address the challenges associated with people, assets and environment in an integrated way?**

What is the Place Standard?



- Assess and improve the quality of both new and existing places;
- Bring communities, the public sector, private sector and third sector to work together to deliver high quality places;
- Promote consistency so everyone across Scotland has an equal chance of living in a good quality area;
- Ensure people's physical and social environments support them to live healthy, happy lives.

What is the Place Standard?



The Place Standard Tool's Themes



Local people are the experts

How do I feel about it?

What's my experience of it?

What are my priorities?



What is it like
to live here?



How does this
place make
me feel?

Our engagement with Place Standard

Strategic Development

Keep Scotland Beautiful has been engaged with the development and implementation of Place Standard for over three years and has worked closely with NHS Health Scotland and other key stakeholders on a wide range of issues relating to the use of the tool.

East Dunbartonshire Pilot Project

In 2016/2017, worked with East Dunbartonshire Council and NHS Health Scotland to undertake a pilot project focused on stakeholder engagement and informing development of Locality Plan. [A report on the pilot project was produced, along with a case study, highlighting the activities undertaken, the results achieved and the lessons learned.](#)

Housing Associations

Keep Scotland Beautiful has been engaged by a number of housing associations to provide advice and support in relation to the Place Standard, including working with board members and senior management, supporting community engagement and undertaking a full Place Standard assessment.

Place Standard Learning Resource

Keep Scotland Beautiful were commissioned in January 2018 to develop a Place Standard Learning Resource specifically for third sector organisations and communities –available in late 2018.



The Place Standard, housing and local environmental quality

Opportunities created by using Place Standard ...

Moving beyond traditional forms of engagement..

Building dialogue with local residents and communities to understand not only about what they think about the place they live but how they feel about it

Understanding priorities and needs of local residents and communities

An opportunity to unpick issues and explore connections between them, recognise that although they may not be issues specifically for a single organisation they do have wider impacts

Allows **development of collaborative actions with a wider range of partners (public/private/third sectors)**, from behaviour change through to practical environmental improvements



Benefits of using Place Standard

- A structured process for engagement, not only with local communities, but with other stakeholders across the public, private and third sectors
- A platform for a dialogue with a community based on their priorities and needs, not only about what they think about the place they live but how they feel about it
- An opportunity to understand and unpick the connections between issues locally, recognising that communities face multiple, complex, inter-related challenges
- An integrated approach to addressing the challenges associated with people, assets and the environment as well as delivery of key Social Housing Charter outcomes
- A focus on developing collaborative action, that recognises that no one organisation can effectively address these challenges on their own

Starting a conversation...

Some questions for you to consider....

- How are you engaging, if at all, with the developing agenda around place?
- What opportunities do you see around the use of the Place Standard Tool?
 - In terms of engaging with communities around priorities
 - In terms of engaging with partners like councils and public agencies
 - In terms of developing a better perspective of your wider role and impacts
- Given challenges around capacity and resources, is there scope to look at collaboration between clusters of housing associations interested in using the Place Standard Tool?
- Have you considered the potential financial benefits of strengthening your approach to place and local environmental quality? For example, the costs of voids and impact on repair budgets?

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