

Architecture &
Design Scotland
Ailtearachd is Dealbhadh na h-Alba

Putting Good Design in Place

Lessons from Scotland

ICLRD, Sligo
February 9th, 2017

Architecture &
Design Scotland
Ailtearachd is Dealbhadh na h-Alba

**Our purpose is to
promote the value good
architecture and
sustainable design adds
to everyone's lives.**



Lerwick, Shetland
Credit: Shetland creatives



Transart
Credit: David Galletely/IOTA Inverness



Question: *Why do places matter?*
Answer: *Coherence*

NATIONAL PERFORMANCE FRAMEWORK						
THE GOVERNMENT'S PURPOSE TO FOCUS GOVERNMENT AND PUBLIC SERVICES ON CREATING A MORE SUCCESSFUL COUNTRY, WITH OPPORTUNITIES FOR ALL OF SCOTLAND TO FLOURISH, THROUGH INCREASING SUSTAINABLE ECONOMIC GROWTH						
HIGH LEVEL TARGETS RELATING TO THE PURPOSE						
GROWTH	PRODUCTIVITY	PARTICIPATION	POPULATION	SOLIDARITY	COHESION	SUSTAINABILITY
STRATEGIC OBJECTIVES						
WEALTHIER & FAIRER	SMARTER	HEALTHIER	SAFER & STRONGER	GREENER		
NATIONAL OUTCOMES	We live in a Scotland that is the most attractive place for doing business in Europe					
	We realise our full economic potential with more and better employment opportunities for our people					
	We are better educated, more skilled and more successful, renowned for our research and innovation					
	Our young people are successful learners, confident individuals, effective contributors and responsible citizens					
	Our children have the best start in life and are ready to succeed					
	We live longer, healthier lives					
	We have tackled the significant inequalities in Scottish society					
	We have improved the life chances for children, young people and families at risk					
	We live our lives safe from crime, disorder and danger					
	We live in well-designed, sustainable places where we are able to access the amenities and services we need					
	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others					
	We value and enjoy our built and natural environment and protect it and enhance it for future generations					
We take pride in a strong, fair and inclusive national identity						
We reduce the local and global environmental impact of our consumption and production						
Our public services are high quality, continually improving, efficient and responsive to local people's needs						



Architecture & Design Scotland

Aithearachd is Dealbhadh na h-Alba

Place based approaches:

- Targeting interventions in a geography to meet local need and maximise benefits

National Place:

- Representing the uniqueness of the nation on an international stage: reputation building

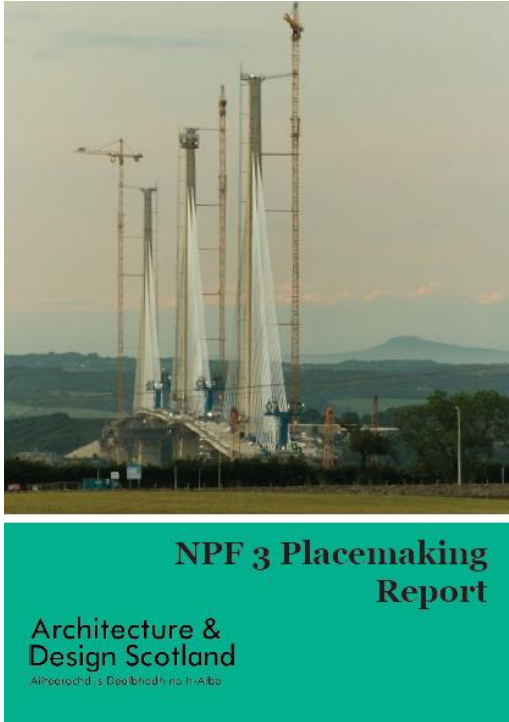
Place shaping

- Co-ordinating services, programmes and organisations across localities to promote wellbeing of citizens

Placemaking:

- Collaborative process combining organisational and spatial actions over time, spanning masterplanning and economic development

08/02/2017

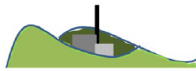


Strategy	Characteristics
Manage place impacts	Typically, this relates to major infrastructure projects with the potential for significant local environmental impacts. The placemaking strategy would be to manage or mitigate effects of the project informed by the sense of place that exists locally.
Stretch place benefits	In placemaking terms, this is about intentionally stretching the aims of investment in infrastructure so that the project contributes wider benefits to the quality of place.
Intentionally make places	In placemaking terms this is about setting out to intentionally shape positive placemaking outcomes. Typically this relates to the deliberate briefing and organising to create a specific kind of place, which drives the objectives and criteria for all investment, by all decisionmakers in that place.
Promote placemaking vision/ culture	In placemaking terms, this is about recognising that some national projects or actions have a role to play in promoting or cascading a wider placemaking vision, culture, or narrative on place.

Immediate local: this is the environment within and immediately surrounding the project. A project could be a piece or infrastructure or a whole settlement.



Wider locality: this is the wider catchment surrounding the project where the main direct project effects are visible and measurable.



Strategic: most national projects impact several places in multiple ways. For example, the Forth Road bridge will have specific local effects at the bridgehead locations, but will also influence impacts on places across the national road network and in specific places like Aberdeen as competitive urban places.



Architecture & Design Scotland

Aithearaidh: Dealbhadh na h-Alba

Outcomes enabled by design:

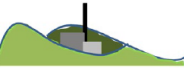
- Conditions
- Components
- Leadership
- Timing

Strategy	Characteristics
Manage place impacts	Typically, this relates to major infrastructure projects with the potential for significant local environmental impacts. The placemaking strategy would be to manage or mitigate effects of the project informed by the sense of place that exists locally.
Stretch place benefits	In placemaking terms, this is about intentionally stretching the aims of investment in infrastructure so that the project contributes wider benefits to the quality of place.
Intentionally make places	In placemaking terms this is about setting out to intentionally shape positive placemaking outcomes. Typically this relates to the deliberate briefing and organising to create a specific kind of place, which drives the objectives and criteria for all investment, by all decisionmakers in that place.
Promote placemaking vision/ culture	In placemaking terms, this is about recognising that some national projects or actions have a role to play in promoting or cascading a wider placemaking vision, culture, or narrative on place.

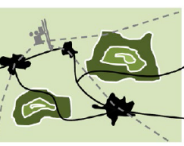
Immediate local: this is the environment within and immediately surrounding the project. A project could be a piece or infrastructure or a whole settlement.



Wider locality: this is the wider catchment surrounding the project where the main direct project effects are visible and measurable.



Strategic: most national projects impact several places in multiple ways. For example, the Forth Road bridge will have specific local effects at the bridgehead locations, but will also influence impacts on places across the national road network and in specific places like Aberdeen as competitive urban places.

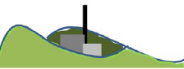


Strategy	Characteristics
Manage place impacts	Typically, this relates to major infrastructure projects with the potential for significant local environmental impacts. The placemaking strategy would be to manage or mitigate effects of the project informed by the sense of place that exists locally.
Stretch place benefits	In placemaking terms, this is about intentionally stretching the aims of investment in infrastructure so that the project contributes wider benefits to the quality of place.
Intentionally make places	In placemaking terms this is about setting out to intentionally shape positive placemaking outcomes. Typically this relates to the deliberate briefing and organising to create a specific kind of place, which drives the objectives and criteria for all investment, by all decisionmakers in that place.
Promote placemaking vision/ culture	In placemaking terms, this is about recognising that some national projects or actions have a role to play in promoting or cascading a wider placemaking vision, culture, or narrative on place.

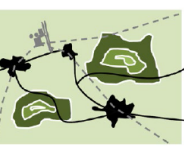
Immediate local: this is the environment within and immediately surrounding the project. A project could be a piece or infrastructure or a whole settlement.



Wider locality: this is the wider catchment surrounding the project where the main direct project effects are visible and measurable.



Strategic: most national projects impact several places in multiple ways. For example, the Forth Road bridge will have specific local effects at the bridgehead locations, but will also influence impacts on places across the national road network and in specific places like Aberdeen as competitive urban places.

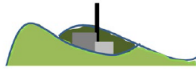


Strategy	Characteristics
Manage place impacts	Typically, this relates to major infrastructure projects with the potential for significant local environmental impacts. The placemaking strategy would be to manage or mitigate effects of the project informed by the sense of place that exists locally.
Stretch place benefits	In placemaking terms, this is about intentionally stretching the aims of investment in infrastructure so that the project contributes wider benefits to the quality of place.
Intentionally make places	In placemaking terms this is about setting out to intentionally shape positive placemaking outcomes. Typically this relates to the deliberate briefing and organising to create a specific kind of place, which drives the objectives and criteria for all investment by all decisionmakers in that place.
Promote placemaking vision/ culture	In placemaking terms this is about recognising that some national projects or actions have a role to play in promoting or cascading a wider placemaking vision, culture, or narrative on place.

Immediate local: this is the environment within and immediately surrounding the project. A project could be a piece of infrastructure or a whole settlement.



Wider locality: this is the wider catchment surrounding the project where the main direct project effects are visible and measurable.

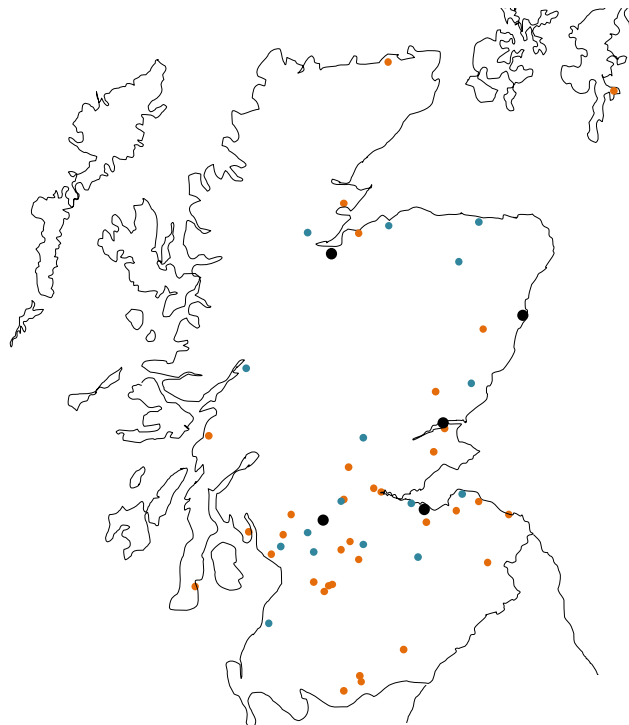


Strategic: most national projects impact several places in multiple ways. For example, the Forth Road bridge will have specific local effects at the bridgehead locations, but will also influence impacts on places across the national road network and in specific places like Aberdeen as competitive urban places.

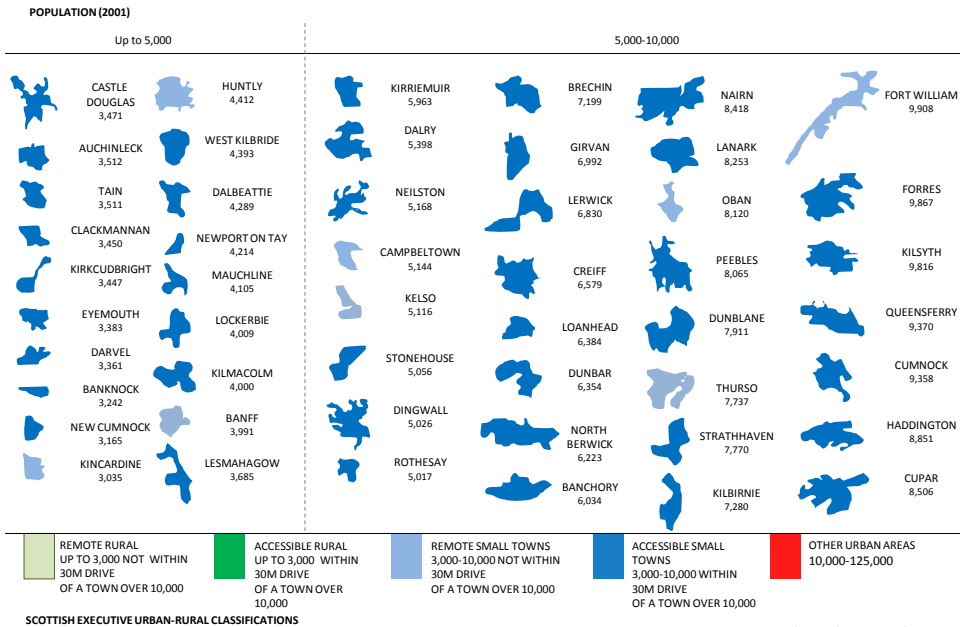


Architecture & Design Scotland

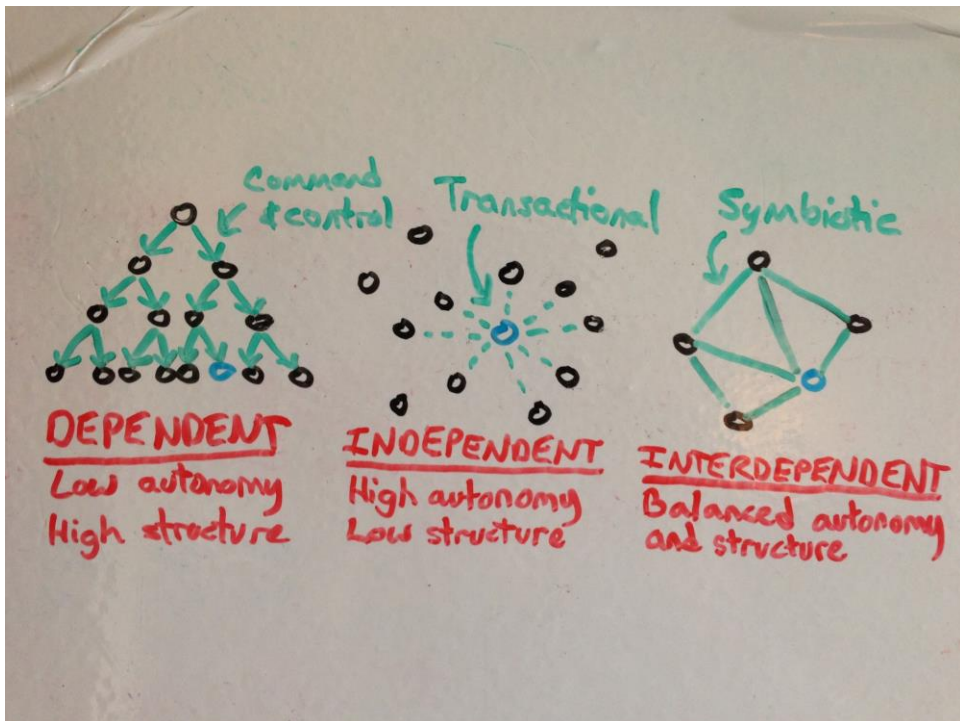
Ailtearachd is Dealbhadh na h-Alba



town locations

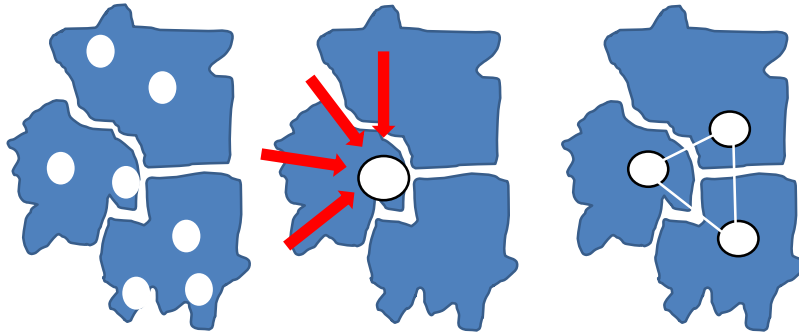


urban hierarchy



FACILITIES AND DISTRIBUTION

- Political
- Central
- Hubs



A whole place approach: making more of what we have

outcomes



- **Lifelong learning**
- **Confident contributors**
- **Active citizens**

[Curriculum for Excellence]

A whole place approach: making more of what we have

the document



NEW BUILDING

A SCHOOL = A BUILDING?

This programmatic architecture is then effectively wrapped in a brand new institutional building, conceived as a sudden, one-off capital investment. This requires a large amount of up-front capital expenditure, both in terms of finance and in terms of embedded carbon.



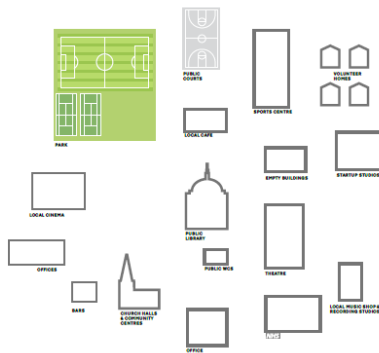
OUT OF HOURS & HOLIDAYS
EMPTY FOR 85% OF THE TIME

REDUNDANCY

One of the historical problems with this model, is that after completion this asset is heavily under-used. Factoring in school holidays, evenings and nighttimes, a typical school building may be empty for 85% of the year.

Architecture+DesignScotland
Aithearachd is Dealbhadh na h-Alba

A whole place approach: making more of what we have

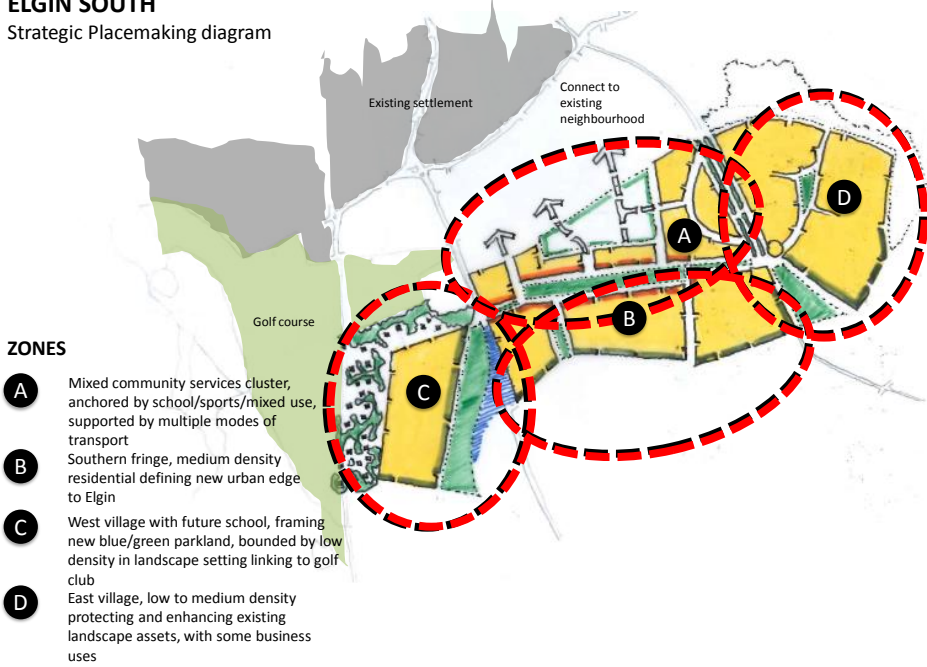


URBAN REDUNDANCY

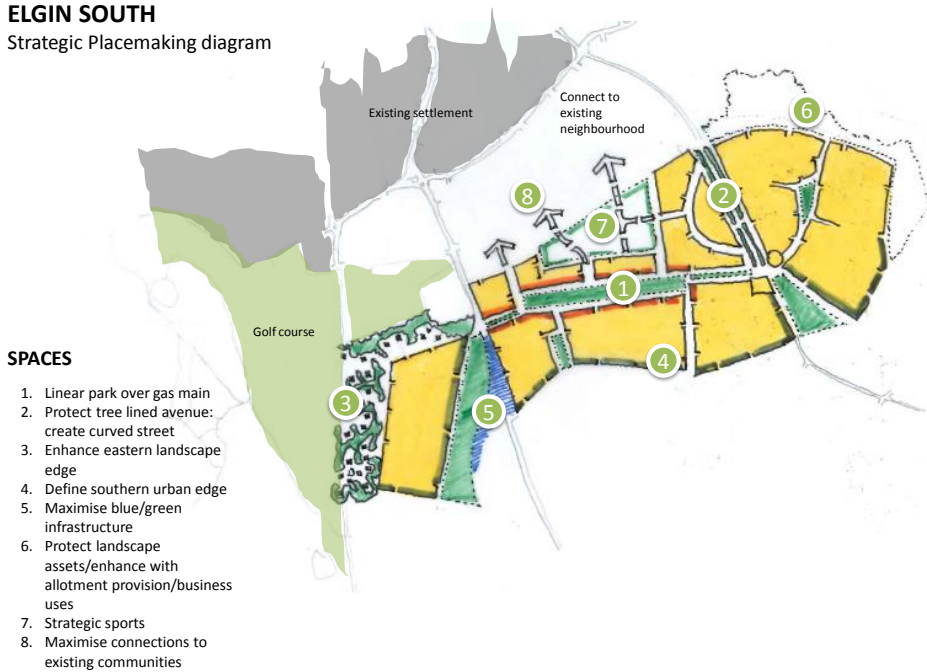
At the same time, most buildings in city and town centres are unused, or under-used for many hours. Particularly those places facilities used primarily at evenings or weekends uses (such as religious buildings, tourism venues, leisure-related spaces and public parks).

Architecture+DesignScotland
Aithearachd is Dealbhadh na h-Alba

ELGIN SOUTH
Strategic Placemaking diagram



ELGIN SOUTH
Strategic Placemaking diagram





**Architecture &
Design Scotland**
Ailtearachd is Dealbhadh na h-Alba

New forms of collaborative leadership:

- Active
- Intergenerational , plural
- Effective

Frameworks not rules:

- People at the heart
- Language
- Inclusive, fairness
- Adaptable

Recognise realities of modern economy:

- Networked regions
- Competitiveness
- Place purpose: diversity

Platforms to share practice and skills:

- Matching places
- Shared problems and skills
- Best practice

08/02/2017

**Architecture &
Design Scotland**

Ailtearachd is Dealbhadh na h-Alba

www.ads.org.uk

@ArcDesSco

T: 0131 556 6699

E: info@ads.org.uk

Bakehouse Close,
146 Canongate,
Edinburgh EH8 8DD

Level 2, The Lighthouse,
11 Mitchell Lane,
Glasgow, G1 3NU

08/02/2017

© Architecture and Design Scotland