

Dear Consultee

## CONSULTATION ON A POLICY ON ARCHITECTURE AND PLACEMAKING FOR SCOTLAND: 2012

### Responding to this consultation paper

We are inviting written responses to this consultation paper by **7 September**. **Please send your response with the completed Respondent Information Form (see "Handling your Response" below) to:**

[architecture@scotland.gsi.gov.uk](mailto:architecture@scotland.gsi.gov.uk) or by post to:

Consultation on a Policy on Architecture and Placemaking for Scotland 2012  
Architecture, Place, Delivery and Engagement  
Area 2J(S)  
Victoria Quay  
EDINBURGH EH6 6QQ

If you have any queries please contact Jim Mitchell (0131 244 7476) or Les Scott (0131 244 7462) or email: [architecture@scotland.gsi.gov.uk](mailto:architecture@scotland.gsi.gov.uk)

We would be grateful if you would use the consultation questionnaire provided or could clearly indicate in your response which questions or parts of the consultation paper you are responding to, as this will aid our analysis of the responses received.

This consultation, and all other Scottish Government consultation exercises, can be viewed online on the consultation web pages of the Scottish Government website at <http://www.scotland.gov.uk/consultations>.

The Scottish Government has an email alert system for consultations, <http://register.scotland.gov.uk>. This system allows stakeholder individuals and organisations to register and receive a weekly email containing details of all new consultations (including web links). It complements, but in no way replaces SG distribution lists, and is designed to allow stakeholders to keep up to date with all SG

consultation activity, and therefore be alerted at the earliest opportunity to those of most interest. We would encourage you to register.

## Handling your response

We need to know how you wish your response to be handled and, in particular, whether you are happy for your response to be made public. Please complete and return the **Respondent Information Form** which forms part of the consultation questionnaire enclosed with this letter as this will ensure that we treat your response appropriately. If you ask for your response not to be published we will regard it as confidential, and we will treat it accordingly.

All respondents should be aware that the Scottish Government is subject to the provisions of the Freedom of Information (Scotland) Act 2002 and would therefore have to consider any request made to it under the Act for information relating to responses made to this consultation exercise.

## Next steps in the process

Where respondents have given permission for their response to be made public and after we have checked that they contain no potentially defamatory material, responses will be made available to the public in the Scottish Government Library as stated in the attached Respondent Information Form. These responses will be made available to the public in the Scottish Government Library by 27 September and on the Scottish Government consultation web pages by 2 October. You can make arrangements to view responses by contacting the SG Library on 0131 244 4552. Responses can be copied and sent to you, but a charge may be made for this service.

## What happens next ?

Following the closing date, all responses will be analysed and considered along with any other available evidence to help us reach a decision on the content of the new architecture and place policy statement. We aim to issue a report on this consultation process by mid November and publish the new policy statement before Christmas.

## Comments and complaints

If you have any comments about how this consultation exercise has been conducted, please send them to the e-mail address above; or:

Sandy Robinson  
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E-mail: [Sandy.Robinson@scotland.gsi.gov.uk](mailto:Sandy.Robinson@scotland.gsi.gov.uk)

We look forward to receiving your responses to this consultation.

Yours sincerely



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# A POLICY ON ARCHITECTURE AND PLACE-MAKING FOR SCOTLAND: Public consultation 2012



## RESPONDENT INFORMATION FORM

Please Note this form **must** be returned with your response to ensure that we handle your response appropriately

### 1. Name/Organisation

Organisation Name

Title Mr  Ms  Mrs  Miss  Dr  *Please tick as appropriate*

Surname

Forename

### 2. Postal Address

  
  
  

Postcode

Phone

Email

### 3. Permissions - I am responding as...

Individual

/

Group/Organisation

*Please tick as appropriate*

- (a) Do you agree to your response being made available to the public (in Scottish Government library and/or on the Scottish Government web site)?

*Please tick as appropriate*  Yes  No

- (b) Where confidentiality is not requested, we will make your responses available to the public on the following basis

*Please tick ONE of the following boxes*

Yes, make my response, name and address all available

or

Yes, make my response available, but not my name and address

or

Yes, make my response and name available, but not my address

- (c) The name and address of your organisation **will be** made available to the public (in the Scottish Government library and/or on the Scottish Government web site).

Are you content for your **response** to be made available?

*Please tick as appropriate*  Yes  No

- (d) We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?

*Please tick as appropriate*  Yes  No

## CONSULTATION QUESTIONS

**Q1: How could the policy promote higher quality design in order to contribute to Scotland's economic growth?**

Comments

**Q2: How could the policy better embed the benefits of good design in economic, social and environmental terms within procurement processes?**

Comments

**Q3: How could the policy ensure that the aim of achieving a low carbon economy is at the heart of development processes?**

Comments

**Q4: How could the policy contribute to the delivery of environmentally sustainable places?**

Comments

**Q5: How could the policy encourage design processes that better meet the needs of individuals and communities?**

Comments

**Q6: What should the short term, medium and long term priorities of policy now be? Possible issues for consideration could include:**

	short	medium	long
Supporting innovation and emerging practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing hotspots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mixed-use neighbourhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brownfield sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: please describe below:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments you wish to make about your choice above:

**Q7: How could the policy help generate better partnership working and wider buy-in from the private and public sectors and communities to the importance of good design?**

**Q8: How could the policy help to ensure that public sector investment results in well-designed schools, hospitals and other public buildings and places?**

**Q9: How could the policy help build successful, resilient communities?**

**Q10: How could the policy better promote and celebrate achievement of excellent design?**

**Q11: How could the policy help capitalise upon links between the quality of design of our best new cultural buildings and public interest in their exhibits?**

**Q12: How could the policy help encourage better public interest in the future of our historic environments?**



A POLICY ON  
ARCHITECTURE AND  
PLACEMAKING FOR SCOTLAND  
**PUBLIC CONSULTATION 2012**

# SCOTLAND IS A NATION THAT IS RICH IN HERITAGE AND CREATIVITY. SCOTTISH MINISTERS BELIEVE THAT BOTH OUR HISTORIC AND OUR CONTEMPORARY ARCHITECTURE MUST PLAY THEIR PART IN PROVIDING A BETTER QUALITY OF LIFE FOR THE PEOPLE OF SCOTLAND AS WELL AS BETTER POSITIONING OUR COUNTRY ON THE WORLD STAGE.

Our vision for Scotland is that it should be outward looking and open to the best ideas from abroad while making its own strong contribution to the world.

Through our refreshed architecture policy, we want to encourage the creation of buildings and places with which people can identify - and which succeed in bringing together activities and services for people to fulfil their potential in business and society.

Our architecture and design industry generates about £1.3 billion per year for the Scottish economy. Designers working in the built environment sector also make an important contribution to economic success in related areas, such as the construction industry. More than 172,000 people are estimated to be in the construction workforce in addition to the 11,000 people in the architecture and design sector.

As well as contributing to the economy in this way, the design of both buildings and places has a vital role to play in supporting the economic and social health of communities. What we build now and how we re-use our existing buildings is also vitally important in mitigating the effects of climate change.

High quality architecture and places are thus central to shaping the kind of place that we want Scotland to be in the future. Our policy on architecture and placemaking is intended to underpin that vision.

## CONSULTATION

We are now carrying out a public consultation to inform the future shape of the architecture policy. The role of this refresh will be to set out a vision and strategic aims to support and provide direction to the development of the built environment in Scotland.

In previous consultations on architecture policy, respondents emphasised the need for greater emphasis on “placemaking”. The scope of this policy thus covers architecture, urban design and placemaking.

We now invite you to take part in this consultation process.

## THEMES

As a starting point for discussion, we have identified 4 key themes around which the policy on architecture and placemaking could contribute to the future shape of Scotland.

1. Supporting sustainable economic growth
2. Shaping Scotland’s future
3. Embedding built environment design into wider policy agendas and ensuring public and private sector buy-in
4. Recognising the cultural value of architecture, urbanism and heritage

We have briefly elaborated each of these themes and have set out a number of related questions on which we would welcome your views. We would also like to have your comments on broader aspects of these issues and on any other areas that we have not specifically identified.



SUPPORTING SUSTAINABLE  
ECONOMIC GROWTH

THEME 1



Hillcrest Housing Association HQ, Dundee  
Shortlisted for the 2011 RIAS Andrew Doolan Award  
Architect: Nicoll Russell Studios  
Image: © Andrew Lee

**The creation of high quality, successful buildings and places is a priority of the Scottish Government. As well as their invaluable contribution to the quality of our lives, successful places make a significant positive contribution to our central purpose of sustainable economic growth.**

The way in which we manage both our new and existing buildings and places is vitally important to Scotland's economic health. We cannot afford to be wasteful with our existing building stock or to overlook opportunities for reuse.

Truly sustainable places are not only successful in environmental terms. Sustainable places are those which are also successful in economic and social terms because they provide an enduring high quality environment that attracts business, residents and visitors.

Scotland's landmark Climate Change Act 2009 places an emphasis on the importance of careful management of resources, while mitigating the effects of climate change.

It is important that we co-ordinate the ways in which our economic, social and environmental objectives are interlinked. For example, retaining traditional buildings, neighbourhoods and landscapes can, at the same time, conserve valuable resources and help define and protect our national identity while retaining a sense of place.

## SUPPORTING SUSTAINABLE ECONOMIC GROWTH

### SUSTAINING ECONOMIC GROWTH

The preservation, maintenance and development of the built environment involves many different disciplines and kinds of economic activity. Good design can act as a stimulus for economic growth in a range of areas, as the following examples demonstrate:

- Meeting our national targets for a low carbon economy can be assisted by better economic performance, green jobs and the design of buildings to make better use of resources.
- The encouragement of the use of appropriate local materials and techniques and the development of related specialist skills can contribute to a resilient and more diverse construction industry.
- Well designed buildings and places contribute to Scotland's attractiveness as a place to invest and as a major tourist destination.

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### QUESTION 1

#### How could the policy promote higher quality design in order to contribute to Scotland's economic growth?

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Potential issues for consideration could include: improving awareness of the economic benefits of good design; encouraging processes that reflect the value of design; integrating and co-ordinating policies; leadership; and the role of taxation in the development process.

### PROCUREMENT

The Scottish Government has announced that it intends to commission a review of public sector and affordable housing sector construction procurement. This is intended to tackle concerns expressed by the industry and to ensure that procurement practice in the sector is delivering the best value for Scotland's economy. Comments on procurement issues that you may wish to raise as part of this consultation will be made available to the Review of Construction Procurement panel. A commitment has also been made to introduce a Sustainable Procurement Bill during the life of this Parliament. A separate public consultation on the proposed policy content of the bill is expected to take place this summer.

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## QUESTION 2

**How could the policy better embed the benefits of good design in economic, social and environmental terms within procurement processes?**

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Potential issues for consideration could include: balancing the benefits of design innovation with the need to minimise risk; and how to better integrate design quality as part of procurement practices in the public and private sectors.

## LOCAL CHARACTER, SUSTAINABILITY AND THE SUPPLY CHAIN

We cannot meet our declared environmental targets without dramatically reducing the environmental impact of buildings and infrastructure construction. We therefore need to examine the way we design and build. Specifying products and materials which are sourced and/or manufactured near a development can bring the following benefits:

- Direct relationship between development and local economy/employment.
- Reinforcing of local and national character.
- Reduced environmental impact in terms of transport.
- Increased sense of community through local connections.

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## QUESTION 3

**How could the policy ensure that the aim of achieving a low carbon economy is at the heart of development processes?**

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Potential issues for consideration could include: using local materials; reinforcing local character; developing skills; using less resources; encouraging supply chains based in Scotland; and supporting Scottish businesses.



The Houli, Dalry, Castle Douglas  
Shortlisted for the 2011 RIAS Andrew Doolan Award  
Architect: Simon Winstanley Architects  
Image: © Andrew Lee

**Our vision for Scotland in the future is that of a place with a strong national identity which values and cares for a rich and attractive cultural heritage. We see Scotland as a forward-looking nation with a creative and innovative contribution to make to the world.**

The quality of our new architecture and places can help to support Scotland's image as a confident country with a strong identity and a dynamic international presence. Better architecture and places can help to unlock potential and can play a significant role in improving international competitiveness. Scottish Ministers want a future for our country where the quality of life of all of Scotland's citizens is greatly improved, and in which the development of Scotland's built environment involves all who live here. Community engagement and empowerment are thus a high

priority. The majority of the resources for the delivery of the Government's policy aspirations are committed to our executive NDPB, Architecture and Design Scotland.

Our vision for Scotland is as a world leader in sustainable development. Our use of resources in the construction process and over the lifespan of buildings is determined to a large extent by the approach that we take to design.

## SUSTAINABLE DEVELOPMENT

The creation of successful, sustainable places is a vital part of a low carbon economy. However, sustainable design is about more than energy efficiency. It demands an holistic approach to design that also embraces issues such as maintaining distinct cultural traditions and supporting neighbourhood cohesion and civic pride.

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## QUESTION 4

### How could the policy contribute to the delivery of environmentally sustainable places?

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Possible issues for consideration could include: leadership; behavioural change; collaborations; taxation; opportunities in the design or modification of business models to address sustainable development issues; ways that local community buy-in could contribute to sustainable development.

## DESIGNING FOR PEOPLE

We recognise the importance of a design-led approach that focuses on the needs of people in creating places that are socially and economically successful. Without properly understanding what communities want and value, it would be impossible to develop designs that properly serve the needs of Scotland's people.

We support the use of community-centred, design events which are sometimes known as 'charrettes'. Charrettes, and similar design-led processes, involve communities in the practical development of visions for their neighbourhoods. By bringing design expertise together with local knowledge, masterplans with real vision can be created.

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**QUESTION 5**

**How could the policy encourage design processes that better meet the needs of individuals and communities?**

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Possible issues for consideration could include: what kind of further policy tools, support, guidance, promotion or encouragement are required from the Scottish Government; and how local communities could be better involved to contribute meaningfully to the ongoing life of their places.

**PRIORITIES FOR POLICY**

It is intended that the policy statement will set out principles, objectives and actions forming the basis of a forward programme on architecture and placemaking.

In order to evolve and respond to the changing nature of built environment issues, we would be grateful to have your views on what the priorities of policy should be.

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**QUESTION 6**

**What should the short term, medium term and long term priorities of policy now be?**

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Possible issues for consideration could include: supporting innovation and emerging practice; accessibility; affordability; sustainability; housing hotspots; street design; high streets; mixed-use neighbourhoods; brownfield sites; and international promotion. We of course welcome other suggestions in terms of both issues and new approaches.

Can you please clearly state in your answer which priorities you think should be undertaken in the short term, which in the medium and which in the longer term.



EMBEDDING BUILT ENVIRONMENT DESIGN  
INTO WIDER POLICY AGENDAS AND ENSURING  
PUBLIC AND PRIVATE SECTOR BUY-IN

THEME 3



**Raasay Community Hall, Raasay, off Isle of Skye**  
Shortlisted for the 2010 RIAS Andrew Doolan Award  
Architect: Dualchas Building Design  
Image: © Andrew Lee

**Consideration of the benefits that good design brings can add to the effectiveness of other policies. It is important that these benefits are recognised, maximised and promoted to achieve the widest possible buy-in from different interests.**

Good architecture and placemaking can have a positive impact on communities by providing attractive and accessible green spaces that promote active, healthy, inclusive lifestyles. An illustration of this would be the design of layouts that discourage car usage and which provide the right facilities within reasonable walking and cycling distance.

Good placemaking can also embed community facilities in ways that are accessible and which provide enhanced opportunities for social interaction. Good building design and placemaking can have a profound effect on the sustainability of our lifestyles in respect of the impact that we have on resources.

Good placemaking requires a partnership approach which involves a wide range of organisations, agencies and professions with an interest in the quality of the built environment.

## **PUBLIC AND PRIVATE SECTOR BUY-IN**

If our villages, towns and cities are to be attractive places of which we can be proud, we need all those who contribute to the delivery of our buildings and places to share our ambitions for quality. Improving the qualities of our towns and cities also requires an overarching vision and a high level of buy-in to that vision.

In delivering this vision, it is important to understand the relationship of good design to cost. Good building design means using resources as intelligently as possible, so that the maximum added-value in economic, environmental and cultural terms is incorporated in what is created. Improving design quality does not have to cost more and very often costs less. Over the past 10 years, the RIAS Andrew Doolan Award has demonstrated how our best architecture can deliver a wide range of benefits in both the private and public sectors.

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## **QUESTION 7**

**How could the policy help generate better partnership working and wider buy-in from the private and public sectors and communities to the importance of good design?**

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Possible issues for consideration could include: encouraging ambition; client training; potential commercial benefits; possible incentives and disincentives.

## **PUBLIC SECTOR INVESTMENT**

Architecture and Design Scotland provides advice to public sector clients on healthcare and education buildings and our policy on healthcare building design is now in operation. New public sector buildings continue to be a major part of Scotland's construction output. It is important that they are designed to provide high quality public services but that they also address their wider civic role and contribute to the quality of those places of which they are part.

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## QUESTION 8

**How could the policy help to ensure that public sector investment results in well designed schools, hospitals and other public buildings and places?**

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Possible issues for consideration could include: raising client awareness of the benefits of good design; raising ambitions for quality; and supporting ambition.

## BUILDING STRONG COMMUNITIES

The careful and sensitive design of buildings and places can facilitate and provide opportunities for people to meet and interact. Good design can also inspire pride in local places and encourage care.

Among the factors that can inspire better wellbeing and social interaction are an attractive and safer public realm, high quality greenspace and a rich and well-considered mix of housing business and leisure.

Our aim in developing the Scottish Sustainable Communities Initiative (SSCI) was to go a step further than just the provision of new policy and guidance. Our aim was to help a number of communities, together with authorities and other stakeholders that share our vision, to lead by example and effect real change on the ground.

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## QUESTION 9

**How could the policy help build successful, resilient communities?**

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Possible issues for consideration could include: achieving better recognition of the importance of good design and vision-led development; promoting the social, economic and environmental benefits of mixed-use, walkable neighbourhoods; and encouraging community engagement and stewardship.



**The cultural strength of Scotland is fundamental to our sense of national identity. Our ideals, our history, our aspirations and our vision of the country are implicitly linked with the physical place.**

As well as having a reputation for its rich built heritage, Scotland has a long-standing reputation as a creative place of invention and innovation. Architecture and placemaking are vital parts of our cultural identity and the quality of our buildings and places is key to the perception of our nation abroad.

If we wish to drive up the quality of Scotland's built environment, we need to provide a climate in which both historic and modern architecture are widely valued. In order to get that favourable climate, we must

promote, through education and by encouraging informed discussion, a wider understanding of the cultural value and benefits of good architecture.

We wish to raise awareness not only of the cultural value of our built heritage, but of the potential of the historic environment to contribute to the development of new places of distinctive and appropriate character.

## RECOGNISING THE CULTURAL VALUE OF ARCHITECTURE, URBANISM AND HERITAGE

### PROMOTION AND CELEBRATION OF ACHIEVEMENT

We support a number of awards for good design in the built environment: the Royal Incorporation of Architects in Scotland (RIAS) Andrew Doolan Best Building in Scotland Award; the Scottish Civic Trust “My Place” Award; the Saltire Awards for Housing; and our own Scottish Awards for Quality in Planning.

These awards recognise many kinds of achievement, taking into account issues such as fitting into context, sustainable design, community benefit; and the efforts of individuals for their communities.

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### QUESTION 10

#### How could the policy better promote and celebrate achievement of excellent design?

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Possible issues for consideration could include: achieving greater impact and interest; utilising shortlists and winners of awards for more effective promotion; and creating stronger international links.

### CO-ORDINATION OF ARCHITECTURE AND CULTURE

Five heritage centres opened in Scotland last year which are examples of high quality architectural design: the Burns Museum in Ayr; the refurbished Stirling Palace; the National Museum in Edinburgh; the Riverside Museum in Glasgow; and the National Portrait Gallery.

Bold designs such as those above and that for the V&A in Dundee reflect our confidence in ourselves as a nation, as well as demonstrating our commitment to the arts. Such projects provide a link with our rich past in the creation of high quality galleries and museums.

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### QUESTION 11

**How could the policy help capitalise upon links between the quality of design of our best new cultural buildings and public interest in their exhibits?**

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Possible issues for consideration could include: developing a vision for this relationship in Scotland as a whole; and using these strengths to support the promotion of Scotland's international image.

### CARING FOR OUR BUILT HERITAGE

Historic Scotland is the Scottish Government's executive agency that protects and promotes our historic built environment. Scotland's built environment is itself a vast store of cultural heritage, however if we do not ensure that we have the necessary skills to maintain our historic environment then it may start to be lost. We have thus supported the creation of the National Conservation Centre based in Stirling, taken forward in partnership with Stirling Council and Forth Valley College. This initiative will help considerably in sustaining and developing the skills for working with traditional materials that are required to secure the future of Scotland's historic environment.

Our historic environment also contributes more than £2.3 billion to the Scottish economy and already supports around 41,000 jobs in the heritage sector.

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### QUESTION 12

**How could the policy help encourage better public interest in the future of our historic environments?**

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Possible issues for consideration could include: raising awareness and interest; practical engagement; and managing and developing our built environment responsibly and creatively.



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## HOW TO RESPOND

We would be grateful to receive your comments on these questions or on any other issues that we have not specifically identified and which you feel could be important in shaping the future development of our policy.

Please use the paper form provided separately with this document or use the on-line form.

This document and the on-line form are available to download at: [www.scotland.gov.uk/consultations](http://www.scotland.gov.uk/consultations)

Please return your responses to arrive by 7 September 2012 at the latest:

Post: **A Policy on Architecture and Placemaking for Scotland: Public Consultation 2012**  
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