



Well-being in the public realm

www.marshalls.co.uk



What is well-being?

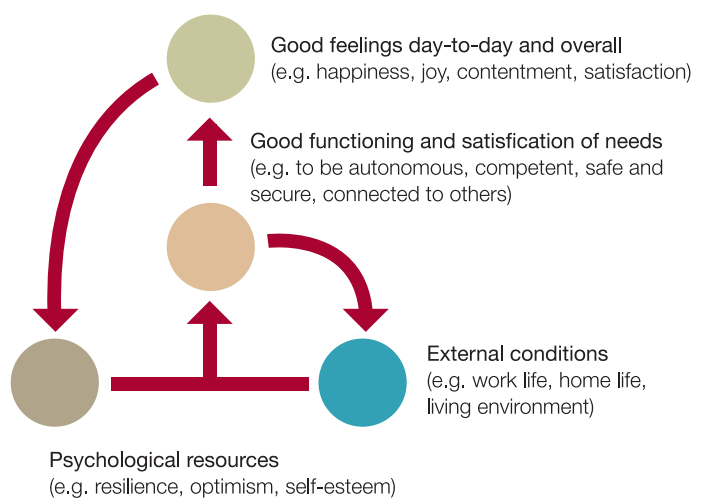
For the 2008 UK Government Foresight Project, **nef** conducted a review of Mental Capital and Well-Being and produced an evidence based definition of well-being as:

'... a dynamic state in which the individual is able to develop their potential, work productively and creatively, build strong and positive relationships with others, and contribute to their community.'

The model opposite captures the interconnected nature around the concept of well-being. The key thing to understand is that well-being is not just the top circle but the 'dynamic' interplay between all four. Within this model, the different domains (work, home life, and living environment) of an individual's life constitute **external conditions**, which together provide a variety of challenges and opportunities - an individual's enabling conditions. It is here that Marshalls Plc and its products can see their greatest impact on well-being - by helping to shape these conditions through the built environment.

Together with **psychological resources**, which are the relatively stable and invariant features of an individual's mental capacity (an individual's personality in the broadest sense) they either support or detract from the fulfilment of needs – which are assumed to be general and non-domain specific – and thus to good functioning, which is at the heart of well-being.

Model of well-being



When you look at the model, it is important to recognise that people are not made happy by things, but by doing things. That's why there is no direct arrow from 'External conditions' in the lower right up to 'Good feelings'. The concept of well-being comprises of two main elements: feeling good and functioning well. Whether or not your needs are met depends not just on the kind of person you are but on the circumstances in which you live. When these two come together, you function well and experience good feelings as a result. When they do not, life is more of a struggle and bad feelings are more likely.



Why is it important?

Everyone likes to feel good. However, evidence is mounting that psychological well-being is more than just a 'nice to have' it can bring real and lasting benefits.

For a start, well-being is associated with various positive health outcomes. Incidence of positive mood has been shown to predict working days lost through illness five years later, likelihood of stroke six years later and cardio-vascular disease ten years later. In one famous study which took place over the course of half a century, the level of happiness expressed in short autobiographical stories written by a group of nuns in their 20's was associated with significantly decreased risk of mortality in their 80s and 90s. A recent review of literature concludes that psychological well-being in healthy populations is an extremely strong predictor of longevity, with an effect size comparable to that associated with smoking. In short, happiness is good for your health.

But the benefits do not stop there. Psychological research has shown that experiencing positive feelings widens the scope of attention and makes people more open to new experiences. In turn, this can lead to 'virtuous circles' in which protective psychological resources such as resilience and optimism are enhanced. Happier people have more and better social relationships and are better able to cope with the difficulties that life presents.



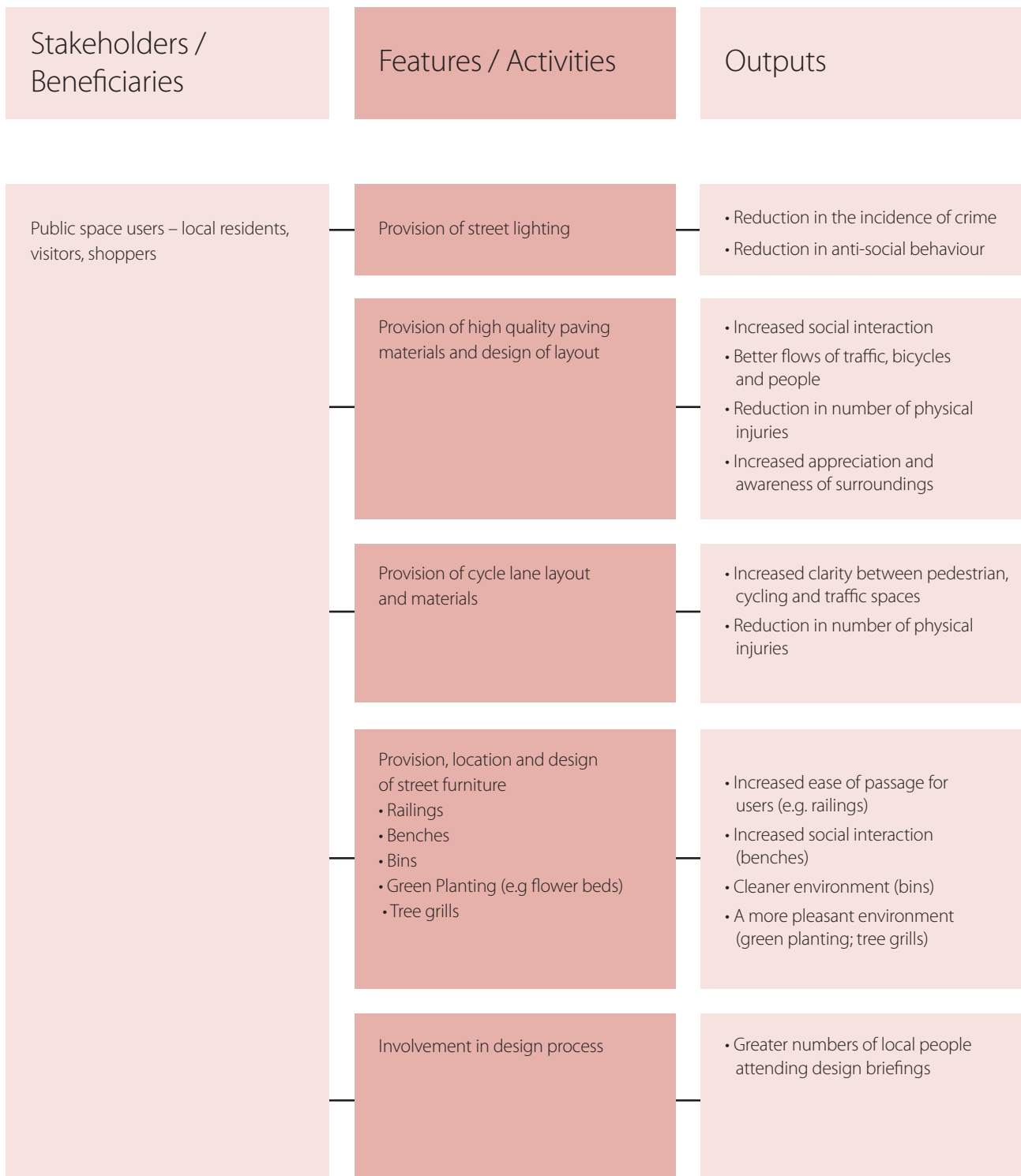
Well-being and the built environment

As presented in the Social Space: Impact Map (contained within this leaflet), the features and activities of the built environment can impact upon people's well-being through the outputs and outcomes they create. Some of the outcomes presented in the Impact Map come directly from research on the built environment while others have the potential for further research.



1. Increased feeling of safety: Feeling safe and secure in a social public space can play a large role in an individual's ability to function and feel good in that locality.
2. Increased feelings of ownership and belonging: Individuals who feel they can go and enjoy their local social spaces will find a greater sense of trust and ownership with a location. Having a sense of ownership encourages a stronger sense of belonging and helps to create a sense of place.
3. Greater awareness and appreciation of surroundings: Well cared for and thoughtfully designed spaces help to foster an individual's and a community's greater awareness and appreciation of surroundings.
4. More walking/cycling: A built environment that encourages more walking/cycling has a direct benefit on people's health.
5. Reduced social isolation: Quality materials can reduce incidences of injury. Good amenities, such as seating and toilets, encourage usage of public spaces.
6. Increased autonomy: A user's ability to easily navigate a space either through good design, lighting or signage can contribute to their ability to function and to feel good.
7. Reduced frustration/stress: Well maintained roads and pavements can play a vital role in enabling an individual to function within their daily routine.
8. Increased feeling of control over local decision making: nef work in the area of Peckham found that the process of development/redevelopment matters to people.

Social Space: Impact map



Outcomes

1. Increased feelings of safety
2. Increased feelings of ownership and belonging
3. Greater awareness and appreciation of surroundings
4. More walking/cycling
5. Reduced social isolation for e.g. older people who are house bound as a result of injuries
6. Increased autonomy
7. Reduced frustration/stress

8. Increased feeling of control over local decision making

Well-being Impact

- **Feeling:** A reduction in negative feelings such as fear and frustration, increase our ability to function
- **Connect:** Encouragement of social interaction strengthens social well-being through higher levels of trust and belonging and creating supportive relationships
- **Take Notice:** Encouraging people to take notice of their surroundings increases mindfulness
- **Be Active:** Encouraging both cycling or walking improves our ability to function



Business case

The Social Space: Impact Map, suggests stakeholders may experience a number of different outcomes by utilising public spaces containing Marshalls' products.

These outcomes map onto a number of indicators identified both in the UK Local Government National Indicator (NI) and UK Sustainable Development Indicator (SDI) Sets. These indicator sets suggest a policy trend towards statutory guidelines that may in the future affect Marshalls' work.



(i) Indicators: Stronger and safer communities

Indicator	Outcome through social space
NI 2: % of people who feel that they belong to their neighbourhood	<ul style="list-style-type: none">• Increased feelings of ownership and belonging• Greater awareness and appreciation of surroundings• Reduced social isolation
NI 5: Overall/general satisfaction with local area	<ul style="list-style-type: none">• Increased feelings of safety• Increased feelings of ownership and belonging• Greater awareness and appreciation of surroundings
NI 17: Perceptions of anti-social behaviour	<ul style="list-style-type: none">• Increased feelings of safety• Reduced frustration/stress

Marshalls' products can help local authorities strive to build stronger and safer communities by increasing the percentage of people who feel that they belong to their neighbourhood, increasing overall/general satisfaction with local area, and decreasing perceptions of anti-social behaviour.

(ii) Indicators: Adult health & well-being

Indicator	Outcome through social space
NI 119: Self reported measure of people's health and well-being	<ul style="list-style-type: none"> • Increased autonomy • Greater awareness and appreciation of surroundings
NI 138: Satisfaction of people over 65 with both home and neighbourhood	<ul style="list-style-type: none"> • Reduced social isolation • Increased autonomy

Marshalls' products can help local authorities to promote adult health and well-being by increasing self reported measures of health and well-being and satisfaction of people over 65 with both home and neighbourhood. These efforts will impact well-being by increasing autonomy, reducing social isolation and increasing greater awareness and appreciation of surroundings

(iii) Indicators: Local economy & environmental sustainability

Indicator	Outcome through social space
NI 175: Access to services and facilities by public transport, walking and cycling	<ul style="list-style-type: none"> • More walking/cycling • Reduced frustration/stress • Increased autonomy
NI 195: Improved street and environmental cleanliness (levels of graffiti, litter, detritus, and flyposting)	<ul style="list-style-type: none"> • Greater awareness and appreciation of surroundings • Reduced frustration/stress

Marshalls' products can help local authorities promote a healthy local economy and environmental sustainability by increasing access to services and facilities by public transport, walking and cycling and improving street and environmental cleanliness.

Sustainable development indicators (2007):

A further measure for Local Authority progress was set forth by Sustainable Development Indicators

Indicator	Outcome through social space
SDI 38: Crime (Decrease in crime for vehicles, domestic burglary, robbery)	<ul style="list-style-type: none"> • Increased feelings of safety
SDI 39: Fear of Crime (decrease in perception of feeling very worried of crimes noted in SDI 38)	<ul style="list-style-type: none"> • Increased feelings of safety
SDI 50: Mobility (Trips by private vehicle, walking and/or cycling, public transport/taxi)	<ul style="list-style-type: none"> • More walking/cycling • Increased autonomy
SDI 65: Local environmental quality (assessment based on litter, dog fouling, detritus, weeds, fly-tipping, fly-posting, graffiti, physical appearance, condition and maintenance)	<ul style="list-style-type: none"> • Greater awareness and appreciation of surroundings

Marshalls' products can help local authorities promote sustainable development by addressing crime, increasing mobility, improving local environmental quality and increasing satisfaction in local area. These efforts will impact well-being through increased feelings of safety.

History of nef

nef (the new economics foundation) was founded in 1986. As an independent think-and-do tank, **nef** inspires and demonstrates real economic well-being. It aims to improve quality of life by promoting innovative solutions that challenge mainstream thinking on economic, environment and social issues.

nef's well-being programme was founded in 2001 to answer the question: what would policy look like if well-being was its aim? Since then, through publications such as our Well-being Manifesto for a Flourishing Society, National Accounts of Well-being and the award-winning Happy Planet Index, nef has become recognized as a thought leader in the application of well-being research to policy and practice.

Marshalls and nef have worked together to look at the application of well-being in the public realm.







Marshalls

Landscape House, Premier Way,
Lowfields Business Park, Elland HX5 9HT. U.K.
Telephone: 01422 312000
www.marshalls.co.uk

Registered Office
Marshalls plc, Birkby Grange, Birkby Hall Road,
Birkby, Huddersfield HD2 2YA

© MARSHALLS 2010