

**SURVEY OF THE BUILDING  
DESIGN PROFESSIONS'  
ATTITUDES TO THE  
POLICY ON  
ARCHITECTURE**

# **SURVEY OF THE BUILDING DESIGN PROFESSIONS' ATTITUDES TO THE POLICY ON ARCHITECTURE**

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## **EXECUTIVE SUMMARY**

This research project was commissioned by the Scottish Executive to investigate the views of building design professionals about the Policy on Architecture. It was carried out by means of a telephone survey and a smaller number of face to face interviews. The most significant outcomes are briefly described below.

### **ROLE OF DIFFERENT MEMBERS OF THE DESIGN TEAM IN THE DESIGN PROCESS**

When approached to discuss attitudes towards architectural design in Scotland, the vast majority of structural and civil engineers felt they did not have a role in influencing the design of the buildings or public spaces for which they formed part of the design team. In addition, the vast majority of surveyors felt they only have a limited role in the design process itself.

### **PERCEPTIONS OF CURRENT STANDARDS OF DESIGN**

Less than half of design professionals rated current standards of design as 'good' for all aspects of the built environment. The strongest areas were felt to be Brownfield housing developments (44% good) and new public spaces (43% good), while views were divided towards new industrial, office or retail developments (39% good) and new public buildings such as schools and hospitals (35% good). The design of these developments is believed to be influenced in a positive way by a number of factors. From professionals' comments they are often one-off developments which should have a more positive consideration for their environment, planning constraints and required purpose.

The highest level of dissatisfaction is aimed at Greenfield housing developments – 1 in 5 felt they are good, while the clear majority (55%) felt they are poor. Planners, structural engineers and architects were the most critical of the professional groups. Views are evenly divided among surveyors and developers. Criticism was made of the lack of inventiveness or challenge to these developments. It was accepted by many that design is often compromised by the balance between development costs and return on investment. However, many also believe developments are often made to standard specifications without involvement of a qualified architect.

With the exception of some traditional buildings and notable prestige projects, general standards of design in Scotland were believed to be behind those of the rest of the UK and Europe. For many, responsibility lies with local authorities in Scotland. However, there was a general acceptance of the need to raise public awareness and debate about our built environment.

### **DRIVERS AND BARRIERS TO GOOD DESIGN**

Design professionals felt it was difficult to define good design. The design of a building reflects its time, purpose and environment and is strongly influenced by budget, planning constraints, knowledge of the client and experience of the architect.

The most commonly mentioned ways in which design professions felt the quality of design in Scotland could be improved included increasing public understanding of the importance of good design, changes to the planning system, better training and improved funding.

Funding is clearly important. With the exception of one-off, prestige projects, many felt sufficient funding is not made available for publicly funded initiatives such as schools and hospitals. Design is often felt to be compromised by budget; and procurement models, such as PFI and PPP, are often felt to undermine the good design.

Knowledge and expertise of the client is also extremely important. Professionals would like to see an increased willingness to challenge the quality of design for all types of development from prestige project to large-scale housing developments. The acknowledgement of good design through awards and competitions is felt to play a role, but, education programmes and changes to the planning system were felt likely to have a stronger influence.

Professionals are commonly critical of the planning process – often regarding it as a hindrance to good design. Although important, it is also frequently perceived to be slow and often short-sighted. Many planning departments are believed to be under-staffed and insufficiently experienced. Some architects actively mention ‘dumbing-down’ design in order to shorten the planning process. Too much importance is placed on precedent and procedure and planning department are criticised for their reluctance to challenge the quality of design in planning applications. There was very little criticism of local authorities that have placed design higher up the agenda of planning decisions.

## **A POLICY ON ARCHITECTURE FOR SCOTLAND**

60% of design professionals said they were aware of the Scottish Executive’s Policy on Architecture for Scotland. Awareness was highest among planners (77%), landscape architects (68%) and architects (65%). It was, however, much lower among other professionals. All professionals, including planners and developers are more aware of the Scottish Planning Policy (SPP1): The Planning System. Awareness of the Policy and all the documents derived from it was much higher among planners than other professions.

Under half (42%) of professionals credited the Policy with having had an impact on their work. A similar proportion (42%) felt SPP1 had made an impact. Professionals more commonly acknowledged impact in their work as a result of the subsequent planning publications including Designing Places (55%), PAN 68: Design Statements (55%) and PAN 67: Housing Quality (53%)

There was some expressed frustration among design professionals that the Policy, while encapsulating professional aspirations, does not sufficiently challenge or influence the activities of the professions. The documents that followed the publication of the Policy appeared to have provided more guidance, set standards for design and outlined requirements for the planning process. Reflecting levels of awareness, planners were more likely to have felt that the subsequent planning publications have had an impact on their work.

There was widespread support amongst the building design professions for the values of the Policy on Architecture. Almost 90% of professionals felt all of the aims of the Scottish Executive’s Policy on Architecture were important to the quality of the built environment in Scotland. The most important aims were ‘to lead by example in the work they commission’

(76% very important), ‘campaigning for better quality buildings and the built environment’ (73% very important) and ‘increasing public awareness and appreciation of good design in buildings and the built environment’ (68% very important).

Professionals were very supportive of the role of education in improving the quality of design. As well as raising public awareness, the majority would like the Executive to work more closely with schools to make young people more aware of their environment and encourage greater interest and community involvement in matters affecting the built environment. Centres of excellence, such as the Lighthouse, prominent public buildings, such as the Scottish Parliament, competitions and awards and the media have all influenced public debate on the quality of design in Scotland. While some professionals mentioned examples of community involvement in the design of public places working well in the past. There is also reluctance among other professionals for the public to be involved in the design process without first educating and raising the levels of public understanding.

# CHAPTER ONE: INTRODUCTION

## BACKGROUND

The Scottish Executive launched its Policy on Architecture in October 2001. This policy document is the result of a process that began with the Partnership for Scotland Agreement in 1999. One of the key themes of this agreement is *Creative Scotland* in which arts and culture have a pivotal role in shaping Scotland's communities and maintaining civic pride. The quality of the built environment and the standard of design have a fundamental part to play in realising this vision.

As part of this agreement, the Scottish Executive began to develop the first national policy on architecture, the first stages of which are clearly documented in the framework publication *The Development of a Policy on Architecture for Scotland*. The main purpose of this was to raise awareness of the importance of good building design to all our lives. It was intended to be used as a document for debate; to start the building professions and users thinking about the issues involved in good design and how to improve architecture throughout Scotland. For an effective and realistic policy on architecture to be developed, the involvement and commitment of not only the building professions, but also the general public was sought.

For the development of the Policy on Architecture to be an inclusive process the Government held a series of public consultations across Scotland to obtain opinions from both organisations and individuals about the framework publication. The findings from the consultations are published in *The Development of a Policy on Architecture for Scotland: Report on the Public Consultation* and strongly endorsed the framework document and the main elements that were set out in it.

It was therefore decided that the Policy on Architecture should adhere to the general aspirations of the framework document, which emphasised four main aspects of the importance of the built environment:

- it is a key component of developing an inclusive society;
- it is an expression of our cultural identity and aspirations;
- it contributes to the conservation and development of our built heritage; and
- it contributes to economic well-being, stimulating local economies and regeneration.

The policy on architecture identifies five key objectives:

- to promote the value and benefits of good architecture, encourage debate on the role of architecture in national and local life and further an understanding of the products and processes of building design;
- to foster excellence in design, acknowledge and celebrate achievement in the field of architecture and the built environment and promote Scottish architecture at home and abroad;
- to encourage greater interest and community involvement in matters affecting local built environments;

- to promote a culture of quality in the procurement of publicly-funded buildings that embraces good design as a means of achieving value for money and sustainable development; and
- to ensure that the planning and building standards systems and their associated processes both promote and facilitate design quality in development.

## **RESEARCH OBJECTIVES**

To achieve the objectives set out in the Policy the Executive recognises that a partnership between the commissioning clients, the general public and the building design professionals should be achieved. Research conducted in 2004 with the general public has already established baseline measures of their awareness and attitudes towards the built environment. The next stage of the process was to commission research among building design professionals to establish their views on the policy. In particular this research was intended:

- to provide Ministers with views of a representative sample of the building design professions on the value of the various elements of policy, the impact the policy has had to date and the relevance and importance of the policy to the professions themselves;
- to provide baseline data against which attitudinal changes over time can be analysed;
- to provide a further means of raising awareness of the aims and achievements of policy within the professions and in related specialist press; and
- to inform considerations of future policy priorities.

The following chapter of the report details the research methodology and provides information on the sample profile of the telephone survey and characteristics of the qualitative interviews. Subsequent chapters present the main findings from both the qualitative and quantitative research. The final chapter presents an overview of the findings and puts forward implications for the future development of the policy on architecture.

## **ACKNOWLEDGEMENTS**

MORI would like to thank Jim Mitchell at the Scottish Executive for his guidance in conducting the research, as well as the building design professionals who kindly gave up their time to take part in the survey and qualitative interviews.

## **CHAPTER TWO: RESEARCH METHODOLOGY AND ANALYSIS**

### **METHODOLOGY**

The project consisted of both qualitative and quantitative components. The initial depth interviews were used as a platform to inform the main quantitative telephone survey. The follow-up depth interviews were then used to explore the findings from the telephone survey in more detail. This chapter details the research methodology used, considerations for questionnaire and topic guide development and the analysis employed in this report.

#### **Initial Depth Interviews**

Six face-to-face depth interviews were conducted with senior representatives of the building and design professions throughout October 2004. The representatives' details were provided by the Scottish Executive, Architectural Policy Unit. To identify the key issues for consideration in the main quantitative survey, it was agreed that preliminary interviews should be conducted with key contacts in the building design professions, in order to investigate the main issues related to the policy on architecture. When used properly qualitative research can provide a useful insight into a particular research problem, providing invaluable information on which to base future research.

#### **Telephone survey**

A telephone survey was conducted among 500 building design professionals from 3–24 November 2004 using samples provided by Yell and Dun & Bradstreet.

Both of these database suppliers were contacted and asked to provide the number of practices in Scotland for each of the professions listed in table 2.1. In addition they were asked to provide named contacts at the most senior executive level available. It was felt that Dun & Bradstreet had better coverage of Architects and Property Developers so Dun & Bradstreet provided this sample and Yell provided the sample for the other professions. Neither company could provide a sample for the Planning profession. Initial attempts to obtain contact details of members of the Royal Town Planning Institute in Scotland were also unsuccessful. Some details of specialist planning consultancies were obtained and this was augmented by contacting local authority planning departments. Within each local authority where an interview was achieved, this person was asked to provide contact details of another senior planner in their organisation. This resulted in the survey achieving 82 interviews with Planners across Scotland.

The target number of interviews for the survey was 500 and the total number of contacts available was 1,966 as table 2.1 illustrates. Quotas were set to ensure that a cross section of building and design professionals' attitudes were measured in the survey. The quotas were reviewed throughout fieldwork and amended to reflect the conversion rate from sample to successful interview.

A number of issues arose in the course of fieldwork that caused the quotas to be revised. Civil Engineers were originally included in the sample but after the first week of fieldwork no interviews were achieved with Civil Engineers because they screened themselves out of the survey as having no influence in the design of buildings or public spaces (question 2). In

cases such as this, it is normal practice to suspend part of the sample, so that the time allocated to the project can be more effectively spent achieving interviews with more fruitful parts of the sample.

A similar situation arose with the Structural Engineers. In the first week, only a few interviews were achieved with this profession. This part of the sample was also suspended for the majority of fieldwork, but a decision to release it was made in the last week. Ten interviews were achieved with Structural Engineers in total. Interestingly, when asked which professions had the greatest involvement and influence over the design process, many of the interviewees in the follow-up qualitative interviews commented upon the lack of involvement Civil and Structural Engineers had in the design process. This will be examined in more depth later in the report.

***Table 2.1: Quotas – telephone survey***

<b>Profession</b>	<b>Sample</b>	<b>Original Quotas</b>	<b>Revised Quotas</b>	<b>Achieved Interviews</b>
Architects	903	200	290	289
Civil Engineers	215	75	0	0
Surveyors	425	50	0	50
Planners	52	70	100	82
Landscape Architects	114	30	40	40
Structural Engineers	57	25	0	10
Developers	200	50	70	29
<b>TOTAL</b>	<b>1,966</b>	<b>500</b>	<b>500</b>	<b>500</b>

The telephone survey was conducted by MORI Telephone Surveys (MTS), based in Leith in Edinburgh, using computer-assisted telephone interviewing (CATI). The main strength of this is that interviewers do not need to check questionnaire routing, improving data quality and avoiding a separate data entry process, which in turn allows data to be delivered sooner.

## Sample profile – telephone survey

**Table 2.2: Sample profile – telephone survey**

	%
<i>Base: All respondents, 500</i>	
<b>Profession</b>	
Architects	58
Planners	16
Surveyors	10
Landscape Architects	8
Developers	6
Structural Engineers	2
<b>Gender</b>	
Male	90
Female	10
<b>Job role</b>	
Principal architect	19
Senior partner/partner	15
Director	13
Owner/my firm	13
Designer	11
Principal	7
<b>Size of office/department</b>	
Single individual	14
2-10	45
10+	40
<b>Organisation type</b>	
Private sector	82
Public sector	16
<b>Type of work</b>	
Residential development	84
Residential alterations/extensions	73
Commercial or industrial development	72
Office or retail development	65
Master planning	52
Public buildings (i.e. schools or hospitals)	46
Developing/designing public spaces	45
<b>Willing to be re-contacted</b>	<b>96</b>

## **Follow-up depth interviews**

Follow-up depth interviews were conducted with 16 representatives of the building design professions in February 2005. These interviews were used to explore some of the findings from the quantitative survey in more depth with a cross section of the building design professions. As well as being used at the exploratory stages of a project, qualitative research can further explain and develop upon quantitative findings.

Eleven interviews were conducted face-to-face with professionals who were located in the Central Belt (one of which was conducted with two interviewees). The remaining five interviewees were located in more remote locations and were therefore conducted over the telephone.

Ninety-six percent of those interviewed in the telephone survey gave permission for MORI Scotland to re-contact them regarding follow-up research. This file was used as the basis for selection for the follow-up interviews. The profile for the follow-up depth interviews is as follows:

- 9 Architects
- 3 Planners
- 3 Landscape Architects
- 1 Urban Designer

The interviews were between 15 and 60 minutes in length. As expected, the telephone interviews tended to be shorter than the face-to-face interviews. Interviewees were asked permission to record the interview to facilitate the reporting process. Verbatim comments are included in the main body of the report by profession; however to protect the anonymity of the interviewees no comments are attributed to any one individual.

## **QUESTIONNAIRE & TOPIC GUIDE DESIGN**

The survey was designed to collect data to explore attitudes of the building design professions' to the Policy on Architecture. It was developed by MORI Scotland and the Scottish Executive, Architectural Policy Unit, with the initial in-depth interviews providing the project team with the key themes and issues that were most pertinent to the professionals. The main topics covered in the questionnaire were:

- perceptions of the current standards of design in Scotland by development type
- awareness and impact of the policy and other profession specific publications
- importance of individual policy objectives
- awareness of Architectural bodies/sources of information
- suggestions for improving the quality of design in Scotland
- influencing factors in the quality of design and
- demographic information (gender, profession, job title, organisation type, size of organisation and the type of work the organisation is involved with)

The follow-up in-depth interviews were an extension of the main themes explored in the telephone survey and covered the following topics:

- a more in-depth exploration of the standards of design in Scotland today
- comparison with other places in the UK and across Europe
- professions' attitudes towards public awareness of architecture and design
- the role the planning system plays in the design process and what works and doesn't work so well
- who has the strongest influence over the future of design
- understanding and awareness of the Scottish Executive's Policy on Architecture
- awareness and understanding of the new architecture body: Architecture and Design Scotland and
- an exploration of the attitudes towards the future of the policy.

## ANALYSIS

Computer tables of the telephone survey were prepared in agreement with the Scottish Executive. In the tables, responses to each question were analysed against a number of key variables. These are as follows:

- Profession (Architects, Surveyors, Planners, Landscape Architects, Structural Engineers and Developers)
- Size of Office/Department (Single individual, 2-10 employees and 10+)
- Organisation Type (Public or Private sector)
- Type of Work (7 most popular categories, namely: residential development, residential alterations/extensions, master planning, office or retail development, commercial or industrial development, developing/designing public spaces and public buildings (i.e. schools or hospitals))
- Awareness of Publications (A Policy on Architecture for Scotland: Scottish Executive, Designing Places: A Policy Statement for Scotland: Scottish Executive, Scottish Planning Policy (SPP1): The Planning System, PAN 67 Housing Quality and PAN 68 Design Statements)

The majority of analysis included in this report uses the standard cross-breaks above. However, where necessary some of the findings warranted additional analysis. This was achieved using the raw data. Findings from the pre and post qualitative research are also included in this report and are used to corroborate or challenge the key themes arising from the telephone survey.

## CHAPTER THREE: CURRENT STANDARDS OF DESIGN

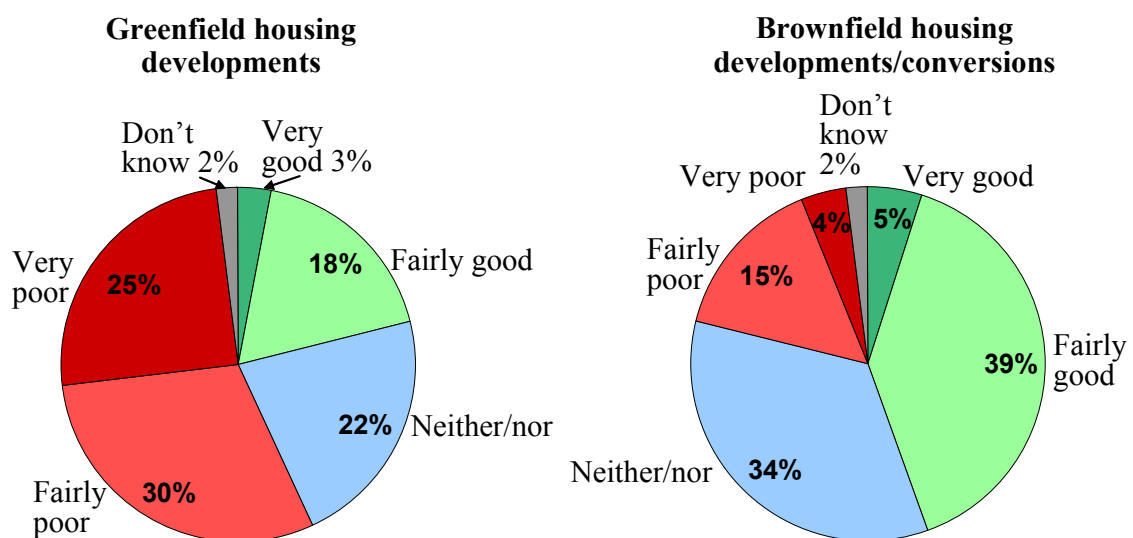
This chapter focuses on the building design professions' attitudes towards the current standards of design in Scotland and compares them to other places in the UK and across Europe. The telephone survey quantifies opinion towards different types of development, from large public sector projects such as schools and hospitals to new suburban Greenfield housing developments. The qualitative interviews take this a stage further, by exploring some of the reasons for current standard of design in Scotland, with chapter four exploring some of the key drivers and barriers to good design.

### PERCEPTIONS OF CURRENT STANDARDS OF DESIGN IN SCOTLAND

Of types of development included in the survey, Greenfield housing developments were rated most poorly, with over half (55%) of those surveyed rating them as either fairly poor (30%) or very poor (25%). Fewer than one in twenty (3%) rate developments of this type as very good as figure 3.1 illustrates. Brownfield housing developments and conversions are rated most favourably, with two in five (44%) building design professionals rating them as good. Along with new public spaces, Brownfield housing developments and conversions are rated least poorly (19% poor).

Figure 3.1: Standards of design by development

*Q How would you rate the current standards of design in Scotland for...*



Base: All respondents (500), 3<sup>rd</sup> – 24<sup>th</sup> November 2004

Source: MORI

At the sub group level, surveyors are the most likely of all the professions to rate the standard of Greenfield housing developments as good, as table 3.1 illustrates. Planners, structural engineers and architects are more likely to be negative towards this style of development.

**Table 3.1: Rating of Greenfield housing developments by profession**

	<b>Good</b>	<b>Poor</b>
<i>Base: All respondents, 500</i>	%	%
Architects	21	56
Surveyors	40	36
Planners	11	68
Landscape Architects	11	53
Structural Engineers	30	60
Developers	31	38

This is consistent with information taken from the follow-up interviews. Although no structural engineers or surveyors were interviewed at this stage, architects, landscape architects and planners expressed dissatisfaction with the standards of design of Greenfield housing developments. Almost all of the architects interviewed at the follow-up stage found developments of this type bland and unchallenging and quite often designed to a poor standard.

It was generally accepted that developers need to make a return on their investments, even if that impacts on the quality of design. Of all the variables in the process of design and building, the design and layout of a site is strongly affected by factors such as the price of the land, construction costs and additional costs associated with gaining planning permission. They also felt that in many cases an architect was not commissioned for developments of this type, but that many developers instead used architectural technicians for Greenfield housing developments, which architects felt could contribute to the poorer standard of design. The verbatim comments below illustrate some of the attitudes building design professionals have towards Greenfield housing developments.

*Living in the countryside, which in itself is exquisite and is filled with wonderful buildings of traditional charm and character, whenever I see developers take over a site I know it will be the worst common denominator of housing. Not only in its style, in its artlessness, in its branding.*

Architect

*It's the developers themselves. Very often the problem is that some of them, I know this for a fact, that some of the house builders don't use architects. They use what officially would be called architectural technicians. They're not fully qualified architects.*

Architect

*It's easier to get a reasonable design on a single house and I think there have been some quite nice houses been put up. Unfortunately you do get the opposite effect and your big builders with their housing schemes and things, the designs could be a bit better I think.*

Architect

*Generally I think our aspirations are low in terms of the design that we accept for our buildings. We're involved in architecture on a daily basis and there's nothing inspiring coming out of it.*

Architect

Although most of the building design professionals held negative attitudes towards Greenfield housing developments they could appreciate that some developers and housing associations could get it right, as the following verbatim comment illustrates.

*I think there is some really good high quality housing, particularly in the Gorbals and Glasgow areas along the SECC area of Glasgow. I think the new build work there is very good. I think it's the quality of materials and the standard of design. I think there's a strange kind of style to it which was lacking before. I think there's some really good low key housing association type work that has a solidity to its design which has been missing in the past and a Scottish aesthetic to it which I think is good.*

Landscape Architect

As mentioned previously, Brownfield housing developments and new public spaces were rated considerably more favourably than Greenfield housing developments by building design professionals. Again, it is the surveyors who appear to be most positive towards Brownfield housing developments as table 3.2 illustrates.

**Table 3.2: Brownfield housing developments/conversions by profession**

	Good	Poor
<i>Base: All respondents, 500</i>	%	%
Architects	44	19
Surveyors	56	18
Planners	38	23
Landscape Architects	45	13
Structural Engineers	30	40
Developers	44	13

Landscape architects are the most favourable of the professions, to the design of new public spaces. Perhaps this is because they have more involvement with projects of this type or perhaps they are more appreciative or attuned to the design of public spaces.

*You could put more money into landscape design and the spaces between buildings and raise that on the agenda more because that's completely, well not completely, but is very often underrated because of budget usually. It's an important part of people's lives, where they live, the spaces around the buildings, route to school and all that sort of stuff. I think that's very important.*

Landscape Architect

*I've seen pictures of the Maggie Centre in Dundee which is quite an attractive looking building and obviously its particular function is to try and provide a relaxation place and a place for people just to be quiet and so on. I thought that was quite nicely done, nice ideas on the building and so on. Particularly it was using the site. It wasn't so much the building. It was how the building was situated and its views and so on.*

Landscape Architect

**Table 3.3: New public spaces by profession**

	Good	Poor
<i>Base: All respondents, 500</i>	%	%
Architects	43	19
Surveyors	48	20
Planners	43	13
Landscape Architects	50	25
Structural Engineers	30	30
Developers	31	31

*Source: MORI*

At the other end from the more speculative type of project designs which are produced for the mass market, is the one-off or “prestige” project. Examples of these types of project might include the new Scottish Parliament building at Holyrood in Edinburgh, Maggie’s Cancer Care Centre in Dundee, Harvey Nichols in Edinburgh and the headquarters of large companies or multinationals, who want to see their brand image and corporate strength and reliability reflected in the design of their buildings. Undoubtedly more money will have been available for projects such as this, more experienced architects would have been involved at key stages from inception to the opening of the building and they would have been designed to a much higher specification. Buildings like this are seen as important because they raise awareness of the built environment, they get people talking and they raise standards and set new design challenges for future developments.

*I think there are two or three different worlds which have nothing to do with each other apparently. There's the iconic architecture and then there's the mass architecture, then there is some good architecture which is traditional or more sustainable. The iconic architecture just follows on a minor scale what happens in London or the rest of the world and they're trying to keep up*

*with it. The mass architecture is ghastly, which is the suburbia that goes on.  
The suburbia is ghastly.*

Architect

## **COMPARISONS TO THE REST OF THE UK AND EUROPE**

To give the standards of design in Scotland some perspective, interviewees from the follow-up depths were asked how standards compared to other places such as England, Ireland and Europe. Opinions were mixed, with some building design professionals comparing Scotland favourably to other places. Those who held this view expressed satisfaction with the traditional style of Scottish design such as in the New Town in Edinburgh or with prestige projects such as The Scottish Parliament building.

Some interviewees thought we could be doing better and Scandinavian architecture was considered by many to be something architects in Scotland should aspire to. Scandinavian architecture was noted to be particularly modern in style and designed and developed to a higher specification than in the UK, as the following verbatim comments illustrate.

*I visited Denmark a few years ago and I was amazed at the number of what I would call good quality modern architecture. The number of buildings in ordinary towns, not high architecture but just everyday stuff and sometimes it was complete new housing areas. You can see it's modern but it fits in and respects its neighbours.*

Architect

*When I go to Scandinavia and ask people to describe their houses they invariably say 'my house has this much insulation' and they spread their arms wide like they've caught a salmon! They are proud of their insulation standards. On it will go, down to even their maintenance. There's a tradition of understanding and talking about buildings which we just don't have.*

Architect

There was a feeling that urban design issues were considered a lot more in these countries than in Scotland and that building design professionals collaborated with one another more successfully to better shape the built environment and create successful places where people want to live.

There appears to be more of a tradition of talking about the built environment and open spaces by the general population in Scandinavian countries than is present here in Scotland. Perhaps, it is this awareness and understanding that is driving good design in these countries. This is a culture that appears to be evolving in Scotland, with the emergence of TV home improvement and architecture programmes over the last few years. In addition to programmes like this, projects such as The Scottish Parliament building add to the debate and increase the dialogue among building design professionals and the general public as to what constitutes good design, in turn raising awareness and understanding. Chapter 6 examines the issue of the professions' views towards public awareness of architecture and good design in more detail.

Many building design professionals feel that our standards are on the whole, comparable to the rest of the UK. One of the main criticisms levelled at current design in Scotland is that

there is too much involvement from the public sector and that there aren't enough developers competing with one another for higher quality developments. Another criticism is that we have a poorer standard of construction technology in Scotland compared to elsewhere in the UK.

*I think throughout Britain there is a good general standard of design. I think Scotland's just slightly lagging behind and I think that will pick up with time and experience and education.*

Landscape Architect

*Scotland is blighted by bland housing, mostly local authority but some private and as you go into any town that's really the worst thing you see... Traditional Scottish buildings looked great, your Inveraries or your Strathaven. As soon as you start to then say 'let's have so many hundred houses as an adjunct to that central community' it's hard to think of examples in a Scottish style that don't look twee or artificial.*

Architect

*I think there is a problem in Scotland where we have local authorities like Edinburgh and Glasgow appointing design gurus that then stimulate their ideas more than allowing individual artistic flair of independent architects. The whole idea of a design guru to dictate what an architect should do I think is wrong.*

Landscape Architect

## CHAPTER FOUR: DRIVERS AND BARRIERS TO GOOD DESIGN

This chapter of the report examines what constitutes good design and explores the key drivers and barriers to the design process.

### WHAT IS GOOD DESIGN?

*Good design is a combination of a good project budget and a client who has a good idea of what they're looking for and is willing to be advised by their architect as to what would be a good solution to whatever they're needing, whether it's a new office or whatever the building is.*

Landscape Architect

The above comment highlights some of the factors that facilitate good design: project budget, knowledgeable client and a challenging and experienced architect, flexible to the needs of the client and the environment. These are some of the factors that undoubtedly aid good design, but what is good design and who decides that it is good? The building design professionals found this question particularly difficult to answer. Several felt good design was purely subjective, although words such as traditional, good proportions, fits into its surroundings and the wow factor, appeared to be synonymous with good design.

*I think good design stays good design. It should stay good design. It's people's attitudes that change. When I started in the sixties the design at that time was appropriate for the time. Nowadays you look back on the sixties designs and you think 'God why did I do that? That's what the style was then. There's nothing wrong with the design as such. It's just people's perception of good and bad design.*

Architect

*People pay for good design most certainly. The word 'good' is a problem because not everybody thinks it's good. Design is an interesting thing. It's the most debatable thing.*

Planning Officer

*You just recognise good design when you see it. I couldn't put my finger on exactly what it is. It's to do with proportion, materials, shape, space etc. That all combines to produce the end product.*

Architect

*If it doesn't work it's bad design. If it's a housing scheme and it's not liveable in or not pleasant to live in. If it creates an extremely poor quality of life then it's bad design in my opinion.*

Landscape Architect

### DRIVERS AND BARRIERS TO GOOD DESIGN

Drivers of and barriers to good design are inextricably linked. Good project budgets will on the whole facilitate good design, whereas a lack of funding will have the opposite effect. In this next section of the report we will look at these key drivers and barriers to the design process.

## PROJECT FUNDING

The size of a project's budget undoubtedly influences the standard and quality of design. All the professionals interviewed in the second qualitative stage recognised this, although according to the findings from the telephone survey they did not feel it was as important as the need to understand the importance of good design or changes required to the planning system. Thirteen percent spontaneously mentioned that for the quality of design to improve in Scotland architects and designers need to be better funded, with higher levels of investment.

Currently, distribution of National Lottery grants through the Scottish Arts Council fund individual architects and designers to develop excellence and creativity throughout Scotland. Although this is happening, many architects feel funding is going to larger scale developments, such as the one-off prestige project rather than publicly funded initiatives such as schools and hospitals, where procurement models such as PFI and PPP were seen as mechanisms that undermined good design by squeezing project budgets.

Most importantly, was the recognition that in most cases, the design was not an end in itself but is often a by-product of construction. For developments that will be sold through the market, the design is squeezed between the initial purchase prices for the land, the cost of gaining planning consent, construction costs and the selling price that can be achieved for the properties.

*But there's no point scoring for good design. It's all about price...The trouble is most designs have cost somebody somewhere. That's the problem with it. You've got to have somebody who's prepared to either put their own hands in their pockets or their company not make much profit or even make a loss, to actually get it to work.*

Planning Officer

*To an extent it will be the cost of development and the elements of economy as to whether people can pay the sort of money that pays for good design or for high quality design.*

Architect

## ARCHITECTURE AWARDS AND COMPETITIONS

Two-thirds (65%) of building design professionals say that design awards are important in improving the quality of design and a further 56% say that design competitions are important. Although these factors are important to building design professionals, they are not as important in improving the quality of design as some other factors, such as education in design, as table 4.1 illustrates. Furthermore, only 1% of those surveyed spontaneously mentioned that they would like to see more competitions and improvements to the current competition system.

**Table 4.1: Factors important in improving the quality of design**

	<b>Important</b>	<b>Unimportant</b>
<i>Base: All respondents, 500</i>	<i>%</i>	<i>%</i>
Education in design	93	6
Education for commissioning clients	88	11
Changes to planning system	87	11
Information on the role of other professions in the built environment	74	24
Changes to public procurement rules	73	20
Design awards	65	33
Changes to building regulations	65	30
Design competitions	56	43

There is a feeling from the follow-up depth interviews that if there were more architecture and design competitions in Scotland the standard of design would inevitably rise, because of the element of competition. There are of course a number of Scottish Architecture competitions in existence, such as the Best Building in Scotland RIAS Award and the Scottish Design Awards, however there is a feeling that these only recognise the prestigious one-off designs.

*We do not encourage competition amongst architecture. I think the fault lies really with the architects. The architects don't criticise each other very much. There is no real competition going on.*

Architect

*I would imagine that architects, planners are here to try and create better places which means encouraging better buildings within those places. It's up to architects. If we go in to do a design competition for a particular site you want to encourage the widest range of solutions so that you can select or somebody can select what is considered to be the best design solution.*

Architect

#### **COHERENCE WITHIN THE BUILDING DESIGN PROFESSIONS**

Three-quarters (74%) of those surveyed feel it is important to have information on the role of other professions working in the built environment. Many of the professionals in the follow-up interviews expressed a lack of coherence across the professions with each profession working within their part of the design process, rather than working to shared goals. Many architects feel that only they, structural engineers, landscape architects and planners are really involved in the design process and that civil engineers and quantity surveyors are more peripheral. This reflects the findings from the telephone survey, where both civil and structural engineers screened themselves out of the survey because they did not feel that their role influenced the design of buildings or public spaces. As mentioned in the methodology

section, 10 interviews were finally achieved with structural engineers, although no follow-up interviews were achieved with this group.

*I think engineers are involved to a lesser extent than an architect, but they can be very important because if something has been designed and it needs a structural engineer's input because there's something different about it. Engineers can be very important. I think they can assist the designer at the end of the day. Quantity surveyors, they tend to just be involved in the cost if you like.*

*Architect*

## THE PLANNING SYSTEM

One of the key objectives in the Executives policy is: 'to ensure that the planning and building standards systems and their associated processes both promote and facilitate design quality in development'. According to building design professionals interviewed in both the telephone and follow-up interviews this is currently not happening. The planning system undoubtedly plays an important role in protecting and shaping our environment. The quality and location of developments is important in making our towns, cities and countryside attractive and functional places to live, whilst preserving our sense of national identity. The planning system has to balance often conflicting demands to make sure land is used and developed according to a number of interests. The planning system is seen to be more of a hindrance to good design than anything else, with the process being described as slow and severely understaffed.

Although awareness of the Scottish Planning Policy (SPP1): The Planning System is high (76% aware), many of the architects interviewed feel that the current planning process restricts their ability to carry out their job. The following verbatim comments illustrate some of the sentiments the building design professions have towards the current planning system.

*If you ask me what is the biggest problem with things at the moment, it's the planning system being so slow and so cumbersome with so many people to consult and the apparent weight that seems to get put on things...They need to find a way of de-cluttering the thing somehow to allow things to go through more quickly.*

*Architect*

*One of the things was maybe you should have some architects/planners in the department and not just town planners who know virtually nothing about architecture. We're the architects. We design the buildings. You're the planners. You don't design the buildings. You look at the building in its relationship to the surrounding environment in terms of density and height and all that sort of stuff. Leave the detailing to people who are qualified to do it or get people within your department who can comment intelligently about these things.*

*Architect*

*The planning process is an agency for involving the communities, both in the planning process, in notification of planning and then getting feedback. That process doesn't work and that's one of the fundamental problems that I pick*

*up from all my colleagues and is the nature of the planning process and is in extreme need for a revamp.*

*Architect*

*I think planners could exercise more control or more persuasiveness in encouraging architects and developers to produce high quality design. I think they have the power to do that.*

*Landscape Architect*

*We have a lot of problems with the planners. I think the planners are having to deal with more and more issues. I think I would say that the planning system is struggling in many areas to cope with the volume of workload. I certainly think that either the planners need to be relieved of certain duties or they need to be significantly better staffed. I think clients would be open to paying a higher fee to get their applications processed much more quickly.*

*Architect*

Of course, not all architects hold this negative view of the planning system as the following comment highlights.

*My own experience as a generalisation tends to be the opposite, that there are many clients whose instructions are they want the most basic simple cheapest possible building. You put it into the planners and they say 'no, that's not good enough. We want to see something that's a bit higher standard'. The client will only spend the money on it if the planners force them to.*

*Architect*

## **SUGGESTIONS ON HOW TO IMPROVE THE QUALITY OF DESIGN IN SCOTLAND**

Table 4.2 illustrates the professions' most popular suggestions on how to improve the quality of design in Scotland.

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***Table 4.2: Most important changes to improve the quality of design in Scotland***

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<i>Base: All respondents, 500</i>	<i>%</i>
Increased awareness/more public awareness	18
Understanding the importance of good design/built environment	17
Changes in planning system/legislation/control	14
Education/training the public	13
More/better qualified/trained skills needed	13
Need more/better funding/investments	13
Promotion of good design/architecture	11

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Interestingly, one in five surveyed felt that the public should be made more aware of architecture and design and another 17% felt they should be an increased understanding of the issues involved in good design. This theme will be explored in more detail later in this report. Another popular suggestion which we have already examined in this section was to make changes to the planning system. The current planning system is seen to be more of a hindrance to good design than anything else.

## CHAPTER FIVE: A POLICY ON ARCHITECTURE FOR SCOTLAND

This section reviews design professionals' knowledge and opinions of the Policy on Architecture. The survey established the extent to which each of the professional groups had heard of the Policy, alongside other related policy documents. It also asked about the impact of the Policy – the extent to which it had affected their day-to-day work. The follow-up interviews explored both awareness and the role of the Policy further and the opinions expressed by these respondents are used to illustrate and develop the issues identified in the survey.

### AWARENESS OF THE POLICY ON ARCHITECTURE

60% of the design professionals interviewed in the telephone survey said they were aware of the policy on architecture. This was lower than the proportion that had heard of SPP1 – *The Planning System*, but slightly more than were aware of the other policy documents asked about. Table 5.1 shows the proportion of all respondents saying they were aware of each of the five.

**Table 5.1: Awareness of various policy documents**

	Aware	Unaware
<i>Base: All respondents, 500</i>	%	%
Scottish Planning Policy (SPP1): The Planning System	76	24
A Policy on Architecture for Scotland	60	40
PAN 67: Housing Quality	55	45
Designing places: a policy statement for Scotland	53	47
PAN 68: Design Statements	51	49

Among architects, awareness of the Policy was 65%, which suggests that although knowledge is quite widespread among the profession, a significant proportion remains that have not heard of it. Given the vision outlined in the Policy and the expressed wish to highlight the importance of good design and raise standards, raising awareness of the policy among the architectural profession needs to be re-invigorated.

The head of a large practice in Glasgow commented that “I suppose they’ve got a policy on everything but whether I actually know what it is, is another matter. I think they probably should have a policy”. Other architects who were more aware of the Policy welcomed the initiative and in the follow-up interviews there were comments expressing support for the Executive in developing the policy because of the recognition it gives to design and for ...

*... its performance over the last few years in showing a willingness to enter that debate. ...I'm being phoned by people to ask what do I think about architecture. Hallelujah, this is fantastic...*

Architect

However, there was greater awareness of the policy among planners, 77% of whom said they had heard of the policy. Indeed, across the five publications asked about, planners were better informed than any of the other respondent groups. Of course, it might be that since four of the publications are related to planning issues we should expect planners to be better informed. However, comparing the results with those for architects in relation to the Policy, suggests that perhaps the planning profession has been more successful in communicating emerging policy to its members and that there are lessons to be learned by the other professions. As one commented in relation to the Policy on Architecture “We need to drive it harder and then see what happens out of that”.

Structural engineers appear to be least well informed about the various policies, although the number of responding engineers was quite small meaning that this result should not be taken too literally.

**Table 5.2: Awareness of various policy documents by profession**

	All	Architects	Surveyors	Planners	Landscape architects	Structural engineers	Developers
	%	%	%	%	%	%	%
SPP1	76	74	70	98	70	40	76
Architecture Policy	60	65	30	77	68	0	21
PAN 67	55	45	34	95	75	60	45
Designing places	53	46	28	94	85	10	28
PAN 68	51	43	26	93	73	10	38

## IMPACT OF THE POLICY ON ARCHITECTURE

In the survey, respondents who had indicated awareness of each of the policy documents were asked what impact, if any, each had had on their own work. Nearly two-thirds of architects who had heard of the Policy felt that it had no impact on their work. Among Planners almost three-quarters felt that it had had at least some positive impact and a fifth felt it had had a significant positive impact.

**Table 5.3: Impact of Policy on Architecture**

	All	Architects	Planners
	%	%	%
Significant positive	7	4	21
Some positive	35	30	51
No impact	54	62	29
Some negative	2	3	0
Significant negative	1	1	0

Table 4.2 also shows that a few Architects hold negative views of the Policy, with the various initiatives seen as official and ‘public sector’ interference in architects’ work.

*So Edinburgh and Glasgow are now at the top end of meddling and interfering with architectural integrity, whereas other authorities aren’t very sure in getting involved in the architectural detail to that same degree*

Architect

Across the range of policies asked about, planners are consistently more positive than architects. Among architects, the most positive opinions are expressed about the planning Advice Notes and Designing Places, although still fewer than half see these as having a positive impact.

**Table 5.4: Impact of various policy documents by profession**

	All	Architects	Planners
	%	%	%
Designing places	55	45	78
PAN 68	55	45	78
PAN 67	53	46	64
SPP1	42	29	76
Architecture Policy	42	34	72

The contrast between planners and architect was also clear in the follow-up interviews. For example, while a planner might comment that SPP1 had had a “*Substantial impact. It leads the way we go about our business*”, architects’ views of the Policy on Architecture were more along the lines of the following respondent:

*I can’t say it has had any direct impact on my work. I would like to think that in terms of the design aspirations of the document, I would like to think that most decent architects aspire to that anyway and always have done.*

Architect

Similarly, a landscape architect commented, *“I think from what I saw it looked like a good thing”*.

Although small, this comment encapsulates and to a large extent typifies architects’ views of the Policy. While there is awareness that the Policy exists, recollection is distant and hazy – “I think...”. Knowledge is sketchy and potentially incomplete – “... from what I saw of it” – and finally, responses are lukewarm – “it looked like a good thing”.

A general issue that was raised about the general discussion of “good design” is that the focus of the discussion and the exemplars of good design are seen as tending to be large prestige projects or one-off builds. Thus, the discussion ...

*...tends to focus on the big projects or on projects where people specifically want good design and are prepared to pay for it. I think we should be looking at just the ordinary things that need to be designed better.*

Architect

This perception, which derives as much from the professional journals as from any of the policies, means that it is relatively easy for architects in particular, to discount the Policy as largely divorced from the day-to-day reality of producing designs for clients with less interest in the quality of the design than in minimising the current cost (as opposed to the lifecycle cost) of building.

As the Policy reflects the core belief of architects in the value of good design, there is perhaps little scope for it to have a significant impact on Architects’ work. However, the documents that followed, based on the aspirations of the Policy and which articulated the practical consequences of attaching importance to good design in the planning process, are seen as having had more impact. They provide guidance and set standards for proposals which are seen by others some as helpful in their discussions with clients and, ultimately, in providing leverage by indicating what will get through planning with least delay.

This aspect of the policies was also used by people working in local authorities as a way of shifting discussion about plans away from subjective assessments to principles of good design and conformity with national policy.

*the increasing amount of Scottish Executive guidance, although some of it is a tad thin, is something that we can use because there is actually something that you can pin what you’re trying to get through to the applicant*

Urban designer

Most of the discussion of policy as a lever for enforcing design improvement came from the Planning profession.

*I think in the past we have not, as planners, not necessarily had the ammunition, i.e. the policy backing for us to negotiate improvements in terms of architecture and design across the board. Of course there have been good quality architecture where developers are willing to pay for it or pay for flagship buildings, etc, but across the board on what you might call ‘everyday development’ I think we haven’t had the impetus to improve that. That’s now changing with the Scottish Executive’s publication of policy documents such*

*as Designing Places. We now are enshrining that into local planning policy so that we can have the statutory policy background to insist on better design.*  
Planner

## IMPORTANCE OF DIFFERENT ASPECTS OF THE POLICY

A significant proportion of professionals had not heard of the Policy and among those who had, many felt that it had had no impact on their work. However, there is widespread support for the values that are embodied in the Policy, as Table 5.5 shows. Across all the professions interviewed in the telephone survey, almost 90% felt that all of the aims of the Policy were either very important or important in improving the quality of the built environment in Scotland.

In particular, around three-quarters think it is very important for the Executive to campaign for better quality buildings and to set an example in the work that it commissions. Two-thirds of design professionals feel it is very important for the Executive ‘to increase public awareness and appreciation of good design in buildings and the built environment’ and half feel it is very important they ‘promote Scottish architecture at home and abroad’.

**Table 5.5: Scottish Executive’s Policy on Architecture**

	Very important	Fairly important	Not very important	Not at all important
<i>Base: All respondents, 500</i>	%	%	%	%
To lead by example in the work they commission	76	19	3	1
Campaigning for better quality buildings and the built environment	73	23	2	1
Increasing public awareness and appreciation of good design in buildings and the built environment	68	27	3	1
Working with schools to make young people more aware of the built environment	61	30	6	2
To promote Scottish architecture at home and abroad	51	36	9	3
To encourage greater interest and community involvement in matters affecting the local built environments	51	40	6	2
To encourage debate on the role of architecture in national and local life	47	43	8	2

The majority of design professionals would like the Executive to work more closely with schools to make young people more aware of their environment. Few believe design is currently part of mainstream education. As well as attracting more young people into the profession, this would encourage debate in the future over the quality of our environment.

The public is influenced in a number of ways. Centres such as The Lighthouse play an important role in promoting good design. However, other sources increase public awareness including newspapers, consumer and design magazines, and visible examples of ‘good’ and ‘bad’ design. Many are critical of television programmes, such as *Location, Location, Location* and *Grand Designs*, but accept they increase public interest in the built environment and raise expectations.

*I don't think it is a case of design professionals educating the general public. I think it's just a case of the dialogue opening...In other words it is necessary to bring awareness about what is happening.*

Architect

Half (47%) of professionals say it is very important for the Scottish Executive to encourage debate on the role of architecture in national and public life. The clearest example of public debate has been the building of the Scottish Parliament. All agree publicity surrounding the building of the Scottish Parliament has thrust architecture into everyday discussion and demonstrates the importance of public buildings. While views may be divided over the Scottish Parliament, few disagree it is important for the Executive to lead by example in the work they commission.

As well as the Executive, many professionals believe local authorities have responsibility to improve standards and raise public awareness. New buildings are very public examples of acceptable standards. Views are mixed towards the effectiveness of the current planning system and the success of specific local authorities in raising standards. Commonly mentioned prominent examples of ‘good’ design include the Glasgow Science Centre and the Armadillo. Cumbernauld is often seen by the public as an example of bad design, however few professionals are critical of its original intention.

Many professionals feel, for the public, the most visible examples of new buildings are Greenfield and Brownfield housing developments. As already highlighted, views of each differ. However, few believe the public regarded them as examples of leading design. Most believe the public clearly distinguishes between the ‘mass product’ and innovative design.

Half (51%) say it is very important for the Scottish Executive ‘to encourage greater interest and community involvement in matters affecting the local built environment’.

*For example, the Island of Westray. Up there they're developing a sustainable community with joined up thinking which is breathtaking. Breathtaking in a way that has started to involve people in their environment and their buildings. Design isn't flavoured in style, its to do with the whole package. It strikes me that what's happening in Westray is people are becoming terribly articulate because they're involved themselves.*

Architect

However, some professionals are reluctant to actively involve the public in the design process. They are cautious of the public's lack of knowledge, difficulties of 'design by committee' and the length of time for consultation. There is a consistently lower level of support for encouraging debate about the role of architecture and encouraging community involvement in the built environment, than there is for 'increasing public awareness', which suggests some mistrust of the public or a concern that encouraging debate and involvement will lead to conservatism. This perception of the public as conservative in relation to design came through strongly in the follow-up interviews.

*I think they're probably more conservative than innovative. There's a lot of criticism obviously of the parliament building because of the excess spend but obviously it's a very adventurous design...There was obviously a lot of criticism for that.*

Architect

The pressure of demand and the lack of supply are key ingredients. Many believe the public are prevented from demonstrating their interest and desire for good design by a lack of choice. Rising house prices and a desire to own their own home have, many believe, led to a demand for out of town, Greenfield developments. As properties continue to sell through lack of choice, design is lead by demand, are built quickly and to standard designs.

*In a way I don't think they have a choice of perceiving because I think the marketplace is so awkward to enter into that the choice isn't there. People only perceive things when there's a choice. If you tell people you can either get the developer house there or you can get an architect and give him thousands of pounds to build an expensive house which will take forever to build. There's no choice.*

Architect

## CHAPTER SIX: CONCLUSIONS AND IMPLICATIONS?

In the time since its launch in 2001, the Scottish Executive's Policy on Architecture has influenced a shift in the role of design in the process of creating new buildings in Scotland. The Policy itself is not necessarily credited with this influence, with the various professions granting more influence to the design and planning documents that have set the regulatory framework within their work.

Significant elements of the design professions do not see themselves as central to the process of creating buildings and among those who do, and most notably the architects, there seems to be deep disquiet about what the professions are creating. Across the built environment professions as a whole there appears to be deep discomfort that the sector is not living up to either its own aspirations or its potential. Yet it seems not to be for want of ambition or desire. There appears to be some sense of frustration among architects that the Policy restates their professional aspirations without challenging or changing the context within which they practice. An official statement that the Scottish Executive shares these aspirations is welcomed but the documents that give them leverage in improving design appear to be more welcomed and more influential.

Among planners, the Policy and the documents derived from it are much more influential. This is understandable since of all the professions involved, the Policy has enhanced the role and status of planning, placing design higher up the agenda of planning decisions and, it seems, allowing planners to ask for better design across the board rather than restricting them to only rejecting the very worst. While it is accepted that this role has created challenges for the planning profession, we found very little resentment or criticism of this among the other professions, partly reflecting the way in which local authorities have brought in design experience to enhance the capacity of their planning departments.

While there is widespread support for the objectives of the Policy there is some criticism of the emphasis of the policy that there is:

- too much focus on buildings that represent a one-off, bold design statement rather than an emphasis on better design for the mass market;
- a focus on the exterior rather than the inner workings of buildings and, in spite of *Designing Places* too much emphasis on individual buildings rather than places; and
- too much exhortation to be better and the creation of regulatory mechanisms to enforce better design and not enough emphasis on the market pressures and procurement methods that undermine design aspirations.

Indeed, it is in the role of market forces that the greatest gaps in the policy are identified. While there is agreement with the aspirations of the Policy, it gives little acknowledgement to the forces working against good design. Inflationary demand in the housing market waters down the design component in two ways. First, there is little incentive to innovate since there is a strong perception that whatever gets built will sell. More importantly, bold, creative design represents a risk for developers, both in terms of materials and construction and in terms of the market's perception of what will sell. Unless there is a strong individual or corporate ego demanding design or a strong indication from the market that good design will command a premium price, there is a market logic to appealing to the broadest market, which also means creating minimal challenge to people's expectations.

Public procurement exerts similar pressures – fixed price contracting and the system of ‘design and build’ are credited with shifting the balance away from design-led construction to cost-led construction. Design, in effect, becomes the budget contingency that is used to soak up cost over-runs. There is a strong perception among the design professions, backed up by those who develop buildings, that design is being squeezed out of the built environment by these combinations of market and procurement pressures. Commissioning is too often perceived to be based on minimising cost rather than on design. There is a preference among many for a higher recognition of design within the commissioning process, particularly where this being carried out by local authorities or the Scottish Executive. Many would like to see more competition for design in new public spaces as is perceived to happen in other countries.

Tables 4.1 and 5.5 provide important information for the future direction of the Executive’s Policy on Architecture. There is clearly a strong belief in the role of education in improving the standards of design. Education and acknowledgement of good design is extremely important to the profession and fundamental to generating a cultural appreciation and demand for a better built environment. While the survey highlights the importance of raising public awareness and appreciation and closer working with schools and young people, there is some reluctance to actively involve local communities. The Scottish Executive and local authorities can lead by example in commissioning better building, raising the importance of design within the planning process and campaigning for a better built environment. There is also strong support for changes to the planning system, building regulations and public procurement rules. The creation of Architecture and Design Scotland (A+DS) creates an opportunity to re-launch the Policy, restate the Executive’s aims for the built environment and invigorate debate about how the built environment in Scotland is to be improved. We see two main objectives for this. First, to bring into the debate those professions that currently see themselves as peripheral – the structural and civil engineers and surveyors who opted out of the survey, seeing themselves as having no role in the design process. Second, and depending on the remit of A+DS, to make an explicit link between the Policy and the various documents that have flowed from it, providing a new continuity and coherence to this policy area. It might be enough that the Policy’s message is welcomed and appears to be getting through to the professions. However, it seems likely that the combination of policies would have greater effect if there was a consistent labelling and branding of the documents, establishing a clear link between the vision and aspirations represented by the Policy and the practical implementation of these through design and planning notes and other forms of guidance.

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## **ANNEXES**

**ANNEX 1: GUIDE TO STATISTICAL RELIABILITY**

**ANNEX 2: ADVANCE LETTER**

**ANNEX 3: INITIAL DEPTH INTERVIEWS - TOPIC GUIDE**

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**ANNEX 6: TOPLINE RESULTS – TELEPHONE SURVEY**

## ANNEX 1: GUIDE TO STATISTICAL RELIABILITY

The variation between the sample results and the “true” values (the findings that would have been obtained if everyone had completed the questionnaire) can be predicted from a knowledge of the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95%, that is, the chances are 95 in 100 that the “true” values will fall within a specified range.

The table below illustrates the required ranges for different sample sizes and percentage results at the “95% confidence interval”:

Approximate sampling tolerances applicable to percentages at or near to these levels	Actual Sample Size	10% or 90% ±	30% or 70% ±	50% ±
<b>Overall</b>	500	2.3	3.5	<b>3.8*</b>

\*For example, if 50% of all respondents were to give a particular answer, the chances are 19 in 20 that the “true” value will fall within the range of  $\pm 3.8$  percentage points from the sample results.

### Comparing percentages between sub-groups and overall total

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone completed a questionnaire). To test if the difference is a real one – i.e. if it is “statistically significant” – we again have to know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the difference between two sample results must be greater than the values given in the table below:

	Actual Sample Size	10% or 90% ±	30% or 70% ±	50% ±
<b>Overall (500) vs:</b>				
Sub-groups of:	50	8.6	13.1	14.3
	100	6.2	9.5	10.3
	200	4.6	7.0	7.6
	300	3.9	5.9	6.4
	400	3.5	5.3	<b>5.8*</b>

\*For example, if 50% of the total sample (500) give a particular answer, and 55% of respondents in a sub-group of 400 give the same answer, there is **not** a statistically significant difference between the responses of the two groups.

Looking at the fifth column of the above table shows that there needs to be a difference of  $\pm 5.8$  percentage points between the two results in order for the difference to be statistically significant.

Therefore, if 56% of the latter group give the same answer, then this is a statistically significant difference (since there is a 6 point difference between the two).

### Comparing percentages between sub-groups

The following table indicates differences required for significant comparisons between sub-groups.

Approximate sampling tolerances applicable to percentages at or near to these levels	10% or 90% $\pm$	30% or 70% $\pm$	50% $\pm$
<b>Sub-group of 50 vs:</b>			
100	10.1	15.4	16.8
200	9.2	14.0	15.3
300	8.9	13.5	14.8
400	8.7	13.3	14.5
<b>Sub-group of 100 vs:</b>			
200	7.0	10.7	11.6
300	6.6	10.0	10.9
400	6.3	9.7	10.6

## **ANNEX 2: ADVANCE LETTER**

EDUCATION DEPARTMENT  
ARCHITECTURE POLICY UNIT

ARCHITECTURE POLICY UNIT,  
VICTORIA QUAY  
EDINBURGH EH6 6QQ

TELEPHONE: 0131-244 7476  
FAX: 0131-244 1675  
JIM.MITCHELL@SCOTLAND.GOV.UK  
HTTP://WWW.SCOTLAND.GOV.UK

OUR REF:

2 SEPTEMBER 2004

Dear

### **RESEARCH INTO BUILDING DESIGN PROFESSIONS' VIEWS OF THE POLICY ON ARCHITECTURE**

I am writing to ask for your help with a research study the Architecture Policy Unit recently appointed MORI Scotland to undertake on our behalf, looking at the building professions' views of the Policy on Architecture published by the Executive in 2001.

The main focus of the research will be a survey of 500 representatives of various professions. To inform the development of the survey we have asked the MORI researchers to talk to leading representatives of the various professions to ensure that the issues relevant to each sector are covered in the survey questionnaire.

Over the next week a representative of MORI Scotland will approach your office to arrange a time when they would be able to come and meet with you to discuss the Policy on Architecture, its relevance to The Lighthouse and its impact on your work.

I hope you will be able to help us with the research. In the meantime, if you have any questions about this piece of work, please do not hesitate to contact me.

Yours sincerely

**Jim Mitchell**  
**Senior Architect**  
**Architecture Policy Unit**

## ANNEX 3: INITIAL DEPTH INTERVIEWS – TOPIC GUIDE

### Attitudes to the Policy on Architecture

#### Initial Stage – Depth Interview Guide

##### Final Version

Description	Aims and comments	Time
<p><b>1. Introduction</b></p> <ul style="list-style-type: none"> <li>• Thank you for agreeing to be take part, (should take about 30-45 minutes)</li> <li>• Research commissioned by the Scottish Executive with the aim of understanding more about the building professions' views of the Policy on Architecture published by the Executive in 2001</li> <li>• Anonymity of respondents and MRS (Market Research Society) Code of Conduct</li> <li>• Permission to audio record</li> <li>• INTRODUCTIONS: NAME, WHAT THEY DO</li> </ul>	Warm-up.	5
<p><b>2. Role in Architecture</b></p> <ul style="list-style-type: none"> <li>• What roles does your organisation play in architecture in Scotland?</li> <li>• To what extent does organisation influence architecture? How?</li> <li>• And what role do members play? To what extent are they able to influence the 'path' of future design</li> <li>• How do you communicate with your members? METHODS, ADVICE, CONSULTATION, ETC.</li> </ul>	This section will explore the role of the participant's organisation and their members in design	5
<p><b>3. Drivers of Good Design</b></p> <ul style="list-style-type: none"> <li>• <u>Who</u> has an influence over the future of design? Who has the strongest role? ARCHITECTS, CLIENTS, ENGINEERS, CONTRACTORS, LOCAL AUTHORITY, LOCAL COMMUNITY, SCOTTISH EXECUTIVE</li> <li>• <u>What else</u> influences design? What are the strongest influences? BUDGET, PURPOSE, TRADITION, LOCATION, LEGISLATION, BEST PRACTICE</li> </ul>	This section will identify the key influences of design	5

<p><b>4. Constraints/Barriers to Good Design</b></p> <ul style="list-style-type: none"> <li>• What are the barriers to good/innovative design? MARKET, BUDGET, PURPOSE, TRADITION, LOCATION, LEGISLATION, ETC.</li> <li>• How could your organisation do more to influence design? What is preventing you?</li> <li>• How could your members do more? What is preventing them?</li> </ul>	<p>This section will identify the key constraints to good design</p>	<p>5</p>
<p><b>5. Awareness of the Policy on Architecture</b></p> <ul style="list-style-type: none"> <li>• How familiar are you with Policy on Architecture published by the Executive in 2001?</li> <li>• What do you know about it?</li> <li>• How familiar do you believe your members are with the Policy?</li> <li>• Who is the Policy aimed at? ARCHITECTS, CIVIL ENGINEERS, CONTRACTORS, LOCAL AUTHORITIES, ETC</li> </ul>	<p>This section will assess overall awareness of the Policy</p>	<p>5</p>
<p><b>6. Influence of the Policy</b></p> <ul style="list-style-type: none"> <li>• What influence has it had on your organisation? Do you feel a responsibility to follow the Policy? In what way?</li> <li>• How have you communicated the Policy to your members? PAPERS, SEMINARS, PROMOTIONS, ETC</li> <li>• What influence has it had on your members? In what way?</li> <li>• What initiatives have taken place as a result of the Policy? TRAINING, PROMOTION, SHARING OF BEST PRACTICE, ETC</li> <li>• Does the Policy go far enough? Does it not go far enough? Why/Why not?</li> </ul>	<p>This section will explore the extent to which the Policy has influenced design</p>	<p>10</p>
<p><b>6. Role of the Executive</b></p> <ul style="list-style-type: none"> <li>• What role does the Executive have in Architecture?</li> <li>• How should the Executive promote good design? EDUCATION, FUNDING, TRAINING,</li> </ul>	<p>This section will explore attitudes towards the role of the Executive in</p>	<p>5</p>

<p>AWARDS/PROMOTION OF GOOD DESIGN, LEGISLATION, COMMUNITY INVOLVEMENT, BY EXAMPLE</p> <ul style="list-style-type: none"> <li>• How should the Executive promote the Policy?</li> </ul>	<p>design</p>	
<p><b>6. Conclusion</b></p> <ul style="list-style-type: none"> <li>• What influence do you think the Policy will continue to have in the future?</li> <li>• THANK AND CLOSE</li> </ul>	<p>This section will wrap up the interview</p>	

# ANNEX 4: QUESTIONNAIRE – TELEPHONE SURVEY

## Attitudes towards Architectural Design

### Final Version

#### Introduction

---

Good morning, afternoon, evening. My name is ..... from MORI Scotland, the research organisation. We are carrying out a survey about the quality of design in Scotland on behalf of the Scottish Executive and it will take about 10 minutes.

I would like to assure you that all the information we collect will be kept in the strictest confidence. It will not be possible to identify any particular individual or address in the results.

**Q. 1 Can I just start by checking that you work in {text sub industry/sector from sample}?**

Yes 1

-----  
No 2 Close

**Q. 2 How much would you say your role influences the design of buildings or public spaces? Would you say...**

A great deal 1  
To some extent 2

-----  
Very little 3 Close  
Not at all 4 Close

**Q. 3 How would you describe your role at {text sub organisation from sample}?**

open ended

**Q. 4 How would you rate the current standards of design in Scotland for ...**  
Random order

	Very good	Fairly good	Neither	Fairly poor	Very poor	DK
Greenfield housing developments	1	2	3	4	5	Y
Brownfield housing developments/conversions	1	2	3	4	5	Y
New industrial, office or retail development	1	2	3	4	5	Y
New public spaces	1	2	3	4	5	Y
New public buildings like schools and hospitals	1	2	3	4	5	Y

**Q. 5 Are you aware of any of the following publications ...**  
Random order

	Yes	No	DK
A Policy on Architecture for Scotland: Scottish Executive	1	2	Y
Designing Places: A Policy Statement for Scotland: Scottish Executive	1	2	Y
Scottish Planning Policy (SPP1): The Planning System	1	2	Y
PAN 67 Housing Quality	1	2	Y
PAN 68 Design Statements	1	2	Y

**Ask Q6 only those aware of each at Q5**

**Q. 6 What impact, if any, has ... had on your own work? Has it had ...**

	Significant positive impact	Some positive impact	No impact	Some negative impact	Significant negative impact	DK
A Policy on Architecture for Scotland: Scottish Executive	1	2	3	4	5	Y
Designing Places: A Policy Statement for Scotland: Scottish Executive	1	2	3	4	5	Y
Scottish Planning Policy (SPP1): The Planning System	1	2	3	4	5	Y
PAN 67 Housing Quality	1	2	3	4	5	Y
PAN 68 Design Statements						

**Q. 7 I am now going to read out a list of some of the elements of the Scottish Executive's policy on architecture, and I would like you to tell me how important or unimportant you think each one is.**

Random order

	Very important	Fairly important	Not very important	Not at all important	Don't know
Campaigning for better quality buildings and the built environment	1	2	3	4	Y
To encourage debate on the role of architecture in national and local life	1	2	3	4	Y
Increasing public awareness and appreciation of good design in buildings and the built environment	1	2	3	4	Y
Working with schools to make young people more aware of the built environment	1	2	3	4	Y
To promote Scottish architecture at home and abroad	1	2	3	4	Y
To encourage greater interest and community involvement in matters affecting the local built environments	1	2	3	4	Y
To lead by example in the work they commission	1	2	3	4	Y

**Q8 Have you heard of...(ASK Q9 for each coded 'Yes' at Q8.**

**Q. 9 Have you visited ...**

	Aware		Visited	
	Yes	No	Yes	No
The Lighthouse	1	2	4	5
Scottisharchitecture.com	1	2	4	5
Royal Fine Art Commission for Scotland	1	2	4	5
Architecture and Design Scotland	1	2	4	5
CABE	1	2	4	5

**Q. 10 Overall, what do you think are the two or three most important changes that need to be made to improve the quality of design in Scotland?**

open ended

**Q. 11 Thinking specifically about your own work, how important or unimportant would each of the following be in improving the quality of design?**

Random order

	Very important	Fairly important	Not very important	Not at all important	Don't know
Design competitions	1	2	3	4	Y
Design awards	1	2	3	4	Y
Education in design	1	2	3	4	Y
Changes to planning system	1	2	3	4	Y
Changes to building regulations	1	2	3	4	Y
Changes to public procurement rules	1	2	3	4	Y
Education for commissioning clients	1	2	3	4	Y
Information on the role of other professions in the built environment	1	2	3	4	Y

Finally, I'd like to ask a few questions about you and the organisation you work for to help us analyse responses.

**Q. 12 Can I just check, is {organisation} a public or private sector organisation?**

Public sector 1  
Private sector 2

**Q.13 How many people work in your office or department?**

If organisation is multi-site / multi-national / multi-departmental clarify – the same location as you

**Q.14** Would you describe the people you work with as ...(read out)

- mainly working in the same profession as you 1
- or as working in a range of built environment professions 2

**Q.15** How would you describe the type of work that {organisation} does. Is it mainly concerned with ... (read out)

- Residential development 1
- Residential alterations / extensions 2
- Master planning 3
- Office or retail development 4
- Commercial or industrial development 5
- Developing / designing public spaces 6
- Public buildings like schools or hospitals 7
- Other (write in) \_\_\_\_\_

**Q16** Thank you for giving your time today to answer our questions. The Scottish Executive take the results of this survey very seriously. Would you be happy for us to recontact you regarding follow-up research that we may undertake after our initial analysis of the survey results?

YES 1

NO 2

## ANNEX 5: FOLLOW-UP DEPTH INTERVIEWS – TOPIC GUIDE

### Attitudes to the Policy on Architecture

#### Follow-up Depth Interviews

##### Final Topic Guide

Description	Aims and comments	Time
<p><b>1. Introduction</b></p> <ul style="list-style-type: none"> <li>• Thank you for agreeing to take part in the second part of this research project, (should take about 25 to 30 minutes)</li> <li>• Research commissioned by the Scottish Executive with the aim of understanding more about the building professions' views of the Policy on Architecture published by the Executive in 2001</li> <li>• Anonymity of respondents and MRS (Market Research Society) Code of Conduct</li> <li>• Permission to audio record               <ul style="list-style-type: none"> <li>• INTRODUCTIONS: NAME, WHAT THEY DO, ORGANISATION THEY WORK FOR</li> </ul> </li> </ul>	Warm-up.	5
<p><b>2. Current standards of Design</b></p> <ul style="list-style-type: none"> <li>• How would you rate the current standards of design in Scotland (PROBE FOR DIFFERENCES IN DEVELOPMENT TYPE e.g. Greenfield housing developments etc) Why do you say that?</li> <li>• How would you rate the current standards of design in Scotland compared to other places such as England, Ireland and Europe. Why do you say that?</li> <li>• What standard of design should we attain to? (PROBE FOR COUNTRIES WHERE THE LEVEL OF DESIGN IS BETTER AND WHY IT IS BETTER)</li> <li>• What would you say we are (in Scotland) doing well?</li> <li>• What would you say we (in Scotland) could do better?</li> <li>• How do you think this could be achieved? (PROBE FOR MORE GUIDANCE FROM EXECUTIVE, BETTER EDUCATION/TRAINING, PROMOTION &amp;</li> </ul>		

<p>RECOGNITION, i.e. publicity and design awards)</p> <ul style="list-style-type: none"> <li>• Do you think there is a coherence in design standard across the Local Authorities in Scotland? (IF NOT, WHY NOT?)</li> <li>• Why is this happening/how could this be achieved?(PROBE FOR EXECUTIVE's involvement)</li> <li>• Can you give me a couple of examples of current good design in Scotland?</li> <li>• What makes it a good design?</li> <li>• Can you give me an example of current poor design in Scotland? (PROBE COULD BE ONE BUILDING OR A TYPE OF DEVELOPMENT STYLE)</li> <li>• What makes it a poor design and who is responsible? (PROBE FOR DEVELOPERS, PLANNERS, ARCHITECTS)</li> </ul>		
<p><b>3. Professions' views of public awareness of architecture</b></p> <ul style="list-style-type: none"> <li>• How aware do you think the general public are of architecture and good design?</li> <li>• How do you think they perceive current standards of design? (PROBE FOR CONSERVATIVE, IMAGINATIVE, APPEALING)</li> <li>• Do you think the general public can recognise good design?</li> <li>• Is it necessary to involve the public in the design process? Why is it necessary?</li> <li>• Would you say it is important for communities to be involved in the design process for their local area? (PROBE FOR WHAT LEVEL) Why, why not?</li> <li>• Can you think of an example where the public have been involved in the design process? If so, did this work, not work?</li> <li>• How would you increase awareness of architecture and good design in the general public? (PROBE FOR TRAINING/EDUCATION IN SCHOOLS (e.g. art classes, social ed classes), VISITING PUBLIC BUILDINGS SUCH AS THE NEW PARLIAMENT</li> </ul>		

<p>BUILDING IN CLASS TIME) How would you engage the public more?</p>		
<p><b>4. Planning System</b></p> <ul style="list-style-type: none"> <li>• Do you understand the planning system process? Do you think everyone understands it (including the general public)? (PROBE FOR DIFFERENT LEVELS OF UNDERSTANDING ACROSS THE DIFFERENT INDUSTRIES)</li> <li>• What impact has the Scottish Planning Policy (SPP1): The Planning System had on the work you (your organisation) do? (PROBE FOR POSITIVE/NEGATIVE/NO IMPACT/LEVEL OF INVOLVEMENT WITH THE POLICY)</li> <li>• What do you think of the current planning system? (PROBE FOR TOO SEVERE, NEEDS TO BE RELAXED/EXECUTIVE SHOULD APPLY A MORE UNIFORMED PLANNING POLICY)</li> <li>• What works well?</li> <li>• What doesn't work well?</li> <li>• How important would changes to the planning system be in improving the quality of design?</li> <li>• What changes, if any, are required to the current planning system and how would they improve the quality of design? Why?</li> <li>• Would design be better without the current planning system?</li> <li>• What's the alternative to the current system?</li> </ul>		

**5. The Design Process**

- Who has an influence over the future of design? Who has the strongest role? ARCHITECTS, CLIENTS, ENGINEERS, CONTRACTORS, LOCAL AUTHORITY, LOCAL COMMUNITY, SCOTTISH EXECUTIVE
- Who do you think the policy is aimed at? Should the policy name change, to reflect the number of industries it is aimed at? (TITLE OF POLICY AIMED AT ARCHITECTS)
- Do you think that if the policy changed its name other industries would be more likely to feel part of the design process?
- Are non-architect industries taking a narrow view of their role in the design process?

**6. Future of the Policy**

- Do you think the policy goes far enough/needs to go further?
- Where do you think the policy should go now? (PROBE FOR HOW IT SHOULD BE DEVELOPED, WHAT AREAS NEED TO BE DEVELOPED)
- What influence do you think the Policy will continue to have in the future?

**7. Architecture and Design Scotland – the New Body**

- Are you aware of Architecture and Design Scotland? (Probe for when it will be established, where it will be based)
- What do you think this new body will be responsible for?
- Do you think the existence of this new body will have a positive/negative affect on the quality of design in Scotland?
- Which issues, if any would you like to see this new body develop in its first few years?

## ANNEX 6: TOPLINE RESULTS

### Attitudes towards Architectural Design

#### Topline Results

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- Results are based on a telephone survey of 500 building and design professionals conducted from 3<sup>rd</sup> – 24<sup>th</sup> November 2004.
- An asterisk (\*) indicates a percentage of less than 0.5% but greater than zero. Where percentages do not add up to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't know categories.
- Base is all (500) unless stated

#### Screening Questions

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**Q1. Can I just start by checking that you work in {industry/sector}?**

	%	
Yes	100	
No	0	CLOSE

---

**Q2. How much would you say your role influences the design of buildings or public spaces? Would you say...**

	%	
A great deal	59	
To some extent	41	
Very little	0	CLOSE
Not at all	0	CLOSE

---

**Q3. How would you describe your role?**

TOP 6 Mentions

	%
Principal architect	19
Senior partner/partner	15
Director	13
Owner/my firm	13
Designer	11
Principal	7

---

## Main Survey

### Q4. How would you rate the current standards of design in Scotland for ...

	Very good %	Fairly good %	Neither %	Fairly poor %	Very poor %	DK %
Greenfield housing developments	3	18	22	30	25	2
Brownfield housing developments/conversions	5	39	34	15	4	2
New industrial, office or retail development	3	36	36	17	5	3
New public spaces	5	38	34	15	4	4
New public buildings like schools and hospitals	2	32	29	28	6	3

### Q5. Are you aware of any of the following publications ...

	Yes %	No %
A Policy on Architecture for Scotland: Scottish Executive	60	40
Designing Places: A Policy Statement for Scotland: Scottish Executive	53	47
Scottish Planning Policy (SPP1): The Planning System	76	24
PAN 67 Housing Quality	55	45
PAN 68 Design Statements	51	49

### Q6. What impact, if any, has ... had on your own work? Has it had ...

	Significant positive impact %	Some positive impact %	No impact %	Some negative impact %	Significant negative impact %	DK %	
Base: All who are aware of each publication							Base
A Policy on Architecture for Scotland: Scottish Executive	7	35	54	2	1	1	(298)
Designing Places: A Policy Statement for Scotland: Scottish Executive	9	46	40	3	0	2	(266)
Scottish Planning Policy (SPP1): The Planning System	12	30	37	13	7	2	(382)
PAN 67 Housing Quality	9	44	43	2	*	2	(274)
PAN 68 Design Statements	11	44	40	2	0	3	(255)

**Q7. I am now going to read out a list of some of the elements of the Scottish Executive's policy on architecture, and I would like you to tell me how important or unimportant you think each one is.**

	Very important %	Fairly important %	Not very important %	Not at all important %	Don't know %
Campaigning for better quality buildings and the built environment	73	23	2	1	1
To encourage debate on the role of architecture in national and local life	47	43	8	2	1
Increasing public awareness and appreciation of good design in buildings and the built environment	68	27	3	1	*
Working with schools to make young people more aware of the built environment	61	30	6	2	1
To promote Scottish architecture at home and abroad	51	36	9	3	1
To encourage greater interest and community involvement in matters affecting the local built environments	51	40	6	2	1
To lead by example in the work they commission	76	19	3	1	1

**Q8. Have you heard of ...**

ASK Q9 FOR EACH CODED YES AT Q8

**Q9. Have you visited...**

	Aware (Q8)		Visited (Q9)		Base
	Yes %	No %	Yes %	No %	
The Lighthouse	95	5	70	30	(474)
Scottisharchitecture.com	50	50	51	49	(252)
Royal Fine Art Commission for Scotland	97	3	n/a	n/a	
Architecture and Design Scotland	48	52	n/a	n/a	
CABE	68	32	n/a	n/a	

**Q10. Overall, what do you think are the two or three most important changes that need to be made to improve the quality of design in Scotland?**

**TOP MENTIONS**

	%
Increased awareness/more public awareness	18
Understanding the importance of good design/built environment	17
Changes in planning system/legislation/control	14
Education/training the public	13
More/better qualified/trained skills needed	13
Need more/better funding/investments	13
Promotion of good design/architecture	11

**Q11. Thinking specifically about your own work, how important or unimportant would each of the following be in improving the quality of design?**

	Very important %	Fairly important %	Not very important %	Not at all important %	Don't know %
Design competitions	19	37	26	17	1
Design awards	21	44	24	9	1
Education in design	65	28	4	2	*
Changes to planning system	60	27	8	3	3
Changes to building regulations	31	34	22	8	5
Changes to public procurement rules	45	28	13	7	8
Education for commissioning clients	54	34	8	3	2
Information on the role of other professions in the built environment	30	44	19	5	1

### Demographics

**Q12. Can I just check, is {organisation} a public or private sector organisation?**

	%
Public sector	16
Private sector	82
Don't know	*
Not stated	1

**Q13. How many people work in your office or department?**

	%
Single individual	14
2-10	45
10+	40
Don't know	*

**Q14. Would you describe the people you work with as...**

	%
Mainly working in the same profession as you	70
Working in a range of built environment professions	30

**Q15. How would you describe the type of work that {organisation} does. Is it mainly concerned with...**

	%
Residential development	84
Residential alterations/extensions	73
Commercial or industrial development	72
Office or retail development	65
Master planning	52
Public buildings like schools or hospitals	46
Developing/designing public spaces	45
Tourism/leisure	2
Hotels/restaurants	1
Heritage/historic/listed buildings/landscapes	1
Environmental impact assessment/improvements	1
Regeneration/refurbishment	1
Deals with planning applications/appeals/enquiries	1
Health/medical	1
Other	2

**Gender**

	%
Male	90
Female	10

**Industry**

	%
Architects	58
Surveyors	10
Planners	16
Landscape Architects	8
Structural Engineers	2
Developers	6