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This is how to design for isolation and loneliness in our communities

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How many neighbours do you know the names of?



How many items have you borrowed in the past year?

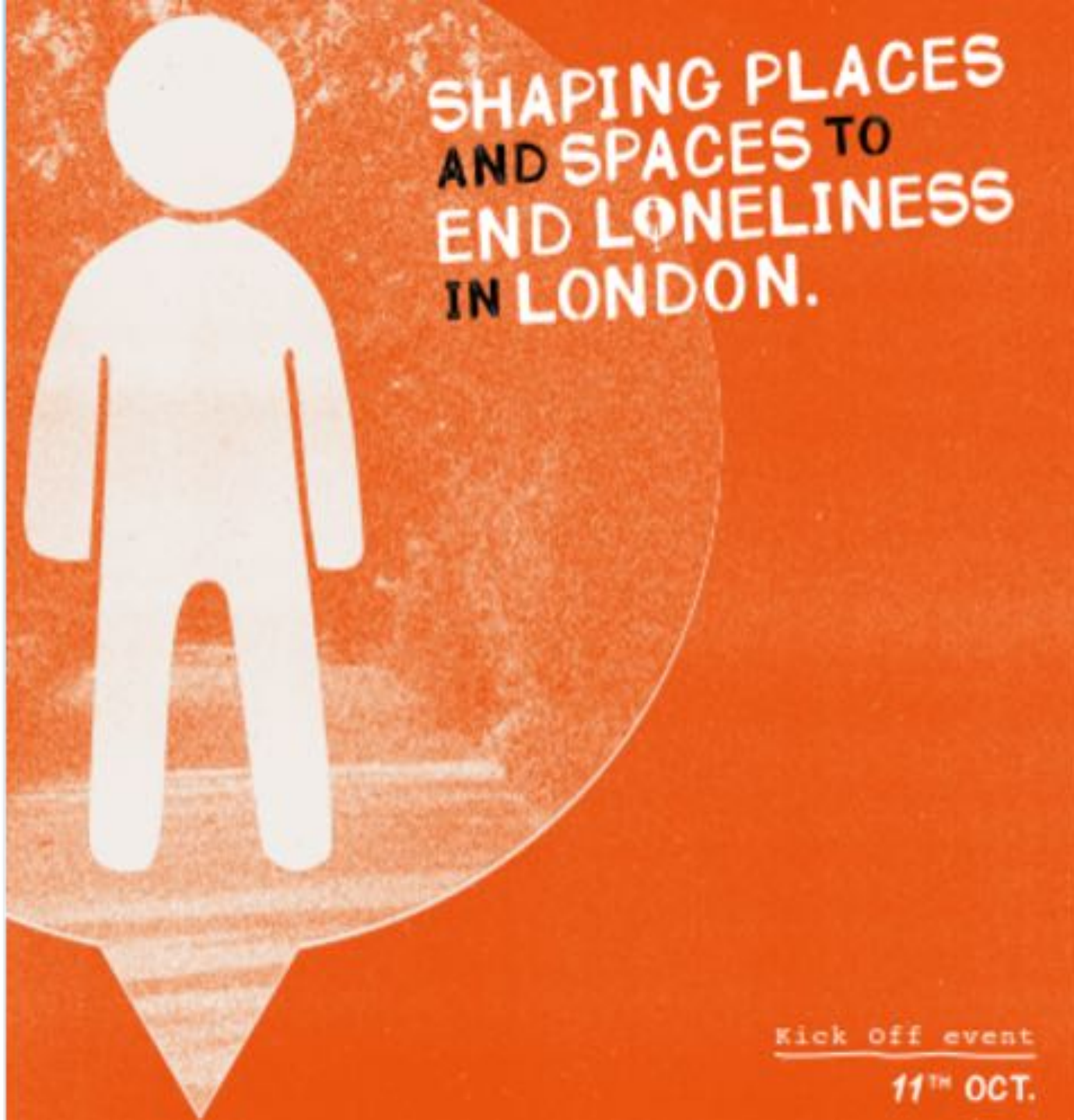


Why is this important for you?

- **DEVELOPER** – Better product, smoother/ quicker planning
- **CITY OFFICIAL** – Mitigate significant social cost
- **HEALTHCARE** – Preventative not curative approach
- **CITIZEN** – 9 million now lonely

Because of this, I believe that *loneliness is going mainstream...*

- **Media** – BBC worlds largest survey on loneliness
- **National Gov Support** - Tracey Crouch MP, strategy launch today!
- **Local Authority Support** – Southwark Loneliness Policy linking to Place
- **Developers / Biz** – waking up to the opportunity / cost



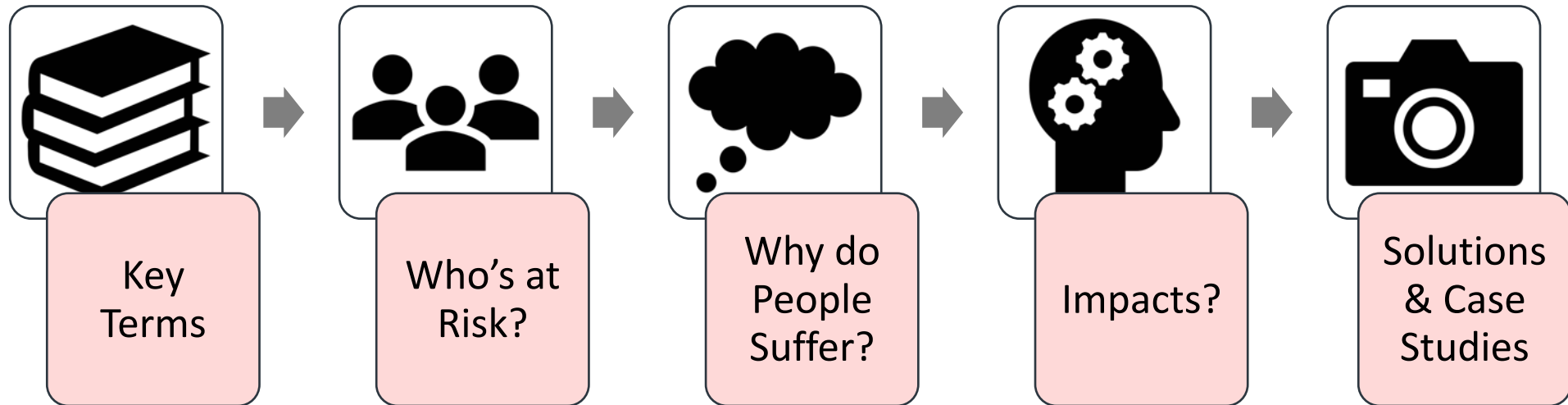
Background



collectively



What we're about to cover



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Note on methods

- Mix of methods
- Literature review
- Primary data
- 2017 - 2018

What? An objective state involving the separation of a person or community from social contact, community involvement, or access to services.

Key Terms

Social Isolation

Mostly Negative

(Long term) v short term

Key Terms

Lonely

wsp

What? A subjective, emotional state, including a sense of lacking of social contact to the extent where they are wanted or needed. Concerned with quality (r



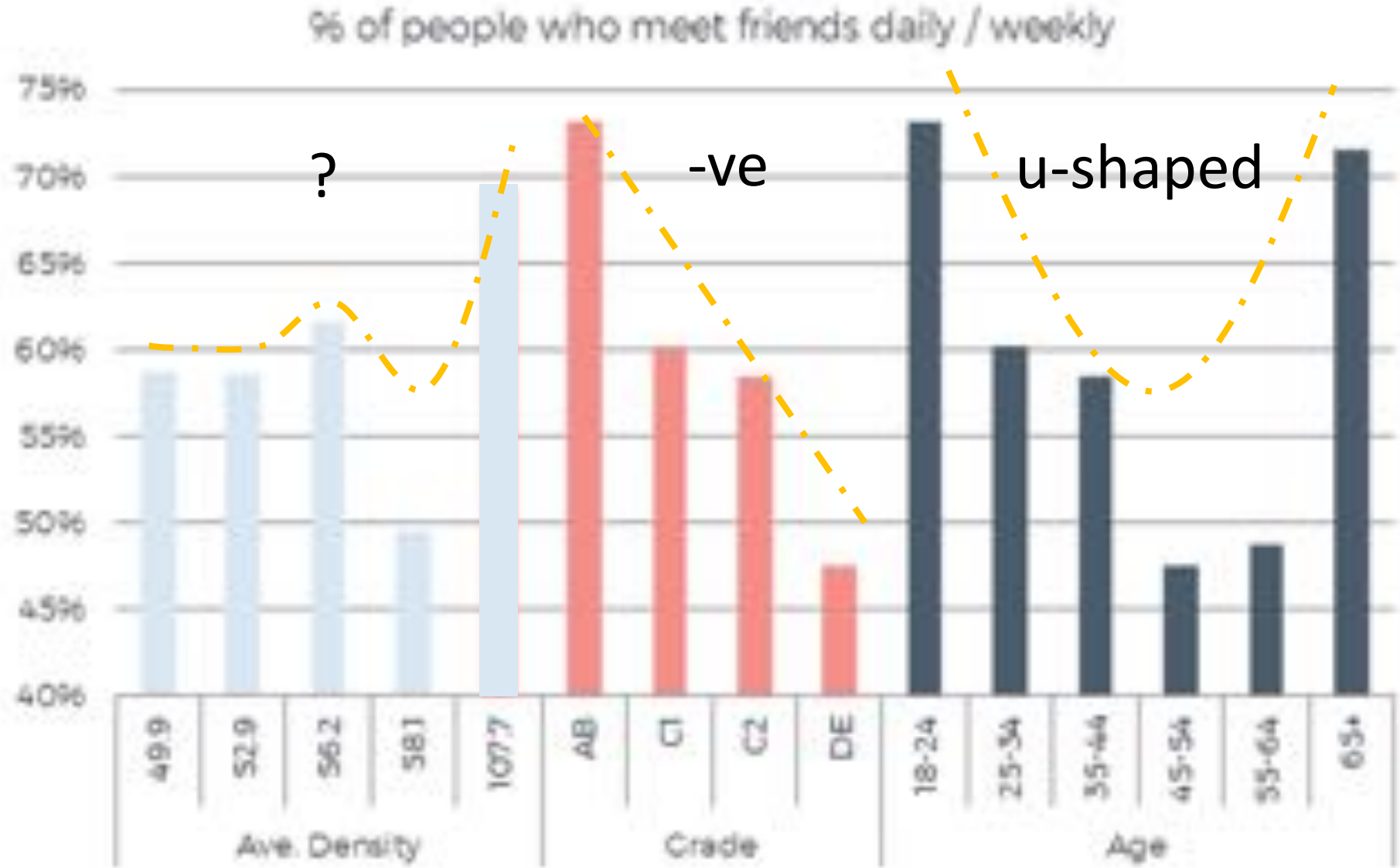
Long term v short term

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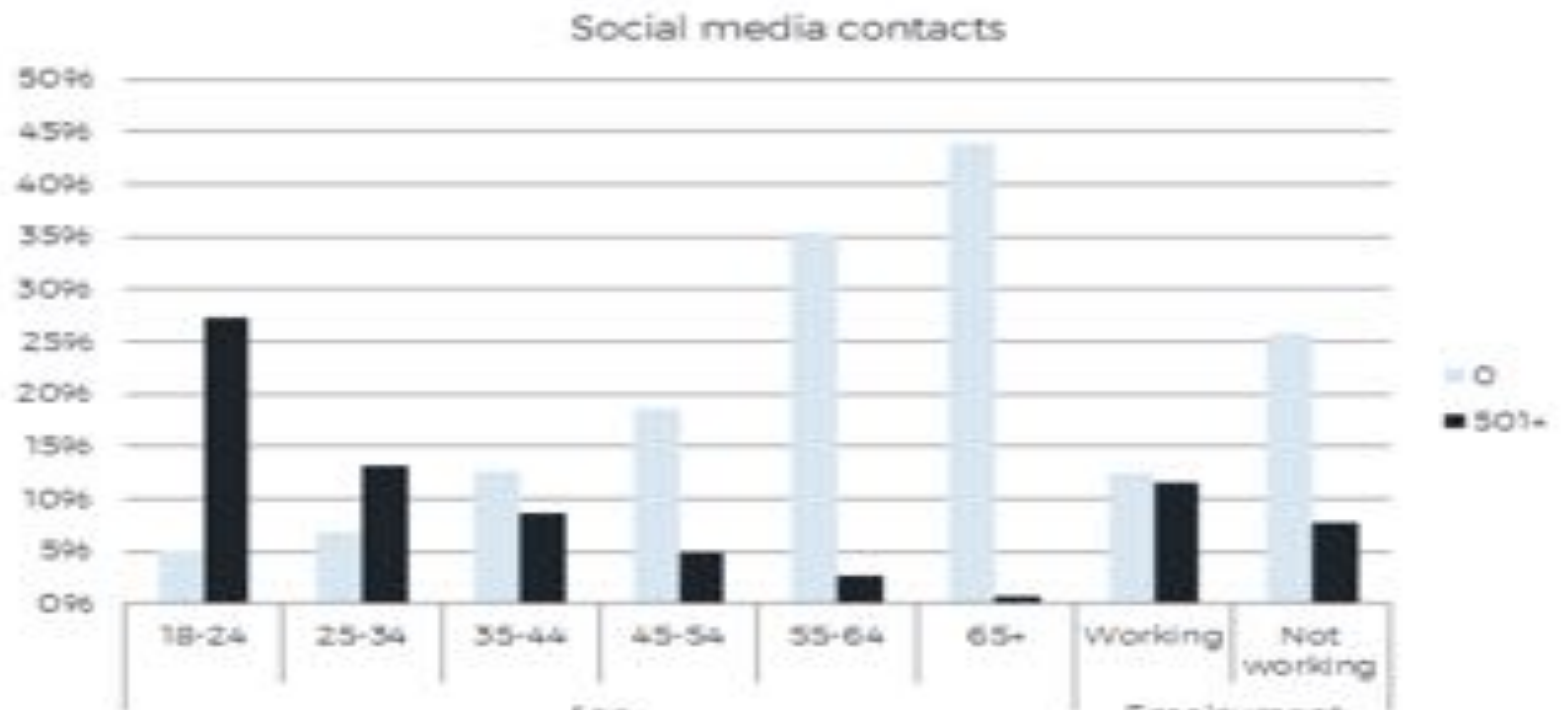
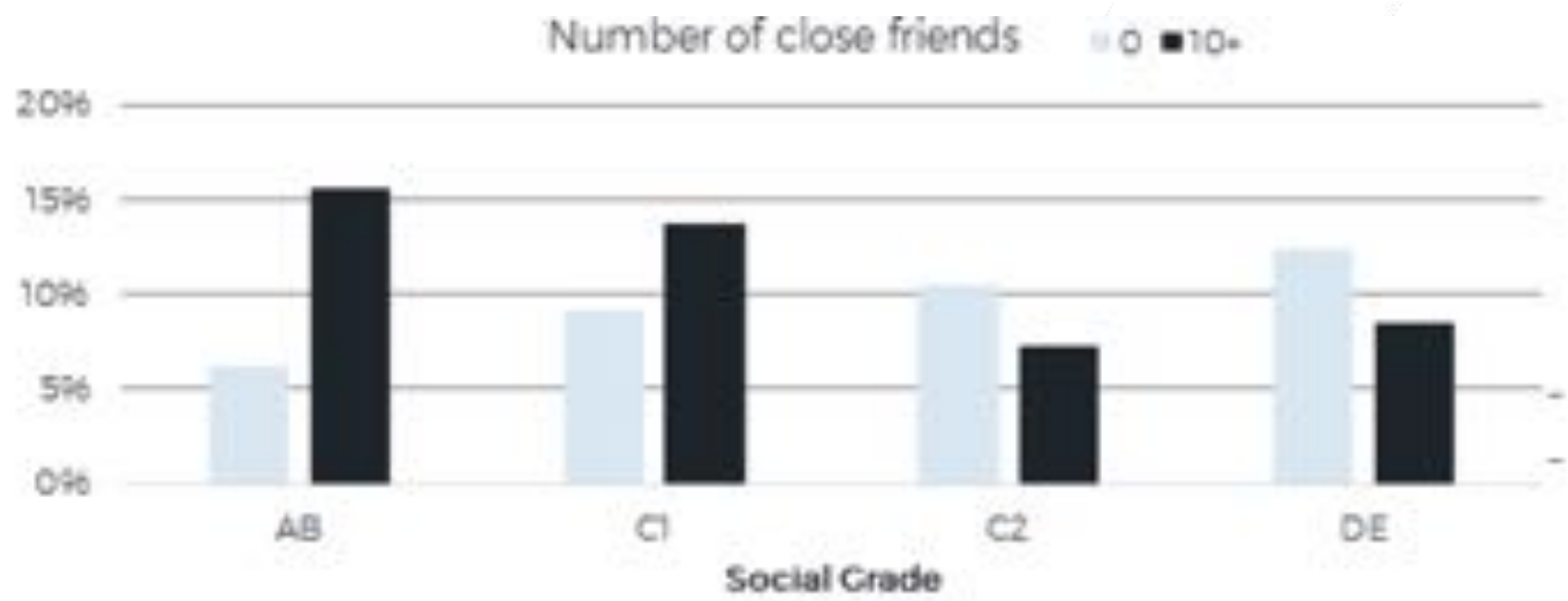
Who's at risk?

| High Risk Groups | | Not often considered |
|---|---|--|
| Typical | Less Typical | |
| <p><i>Groups who feature most in the research and have the most resources dedicate to them.</i></p> | <p><i>Groups who featured, but not as often as the 'typical' group and have less resources dedicated to them.</i></p> | <p><i>Groups who feature very little and have few resources dedicated to them.</i></p> |
| <ul style="list-style-type: none">• Elderly & retired• Migrants• Minorities• Disabled/ with disabilities• Ill• Poor• Living alone• Reliant on public transport• Bereaved & carers | <ul style="list-style-type: none">• LGBT community• Young mothers/ fathers• Children & adolescents• Vulnerable (psychologically) | <ul style="list-style-type: none">• Working age individuals |

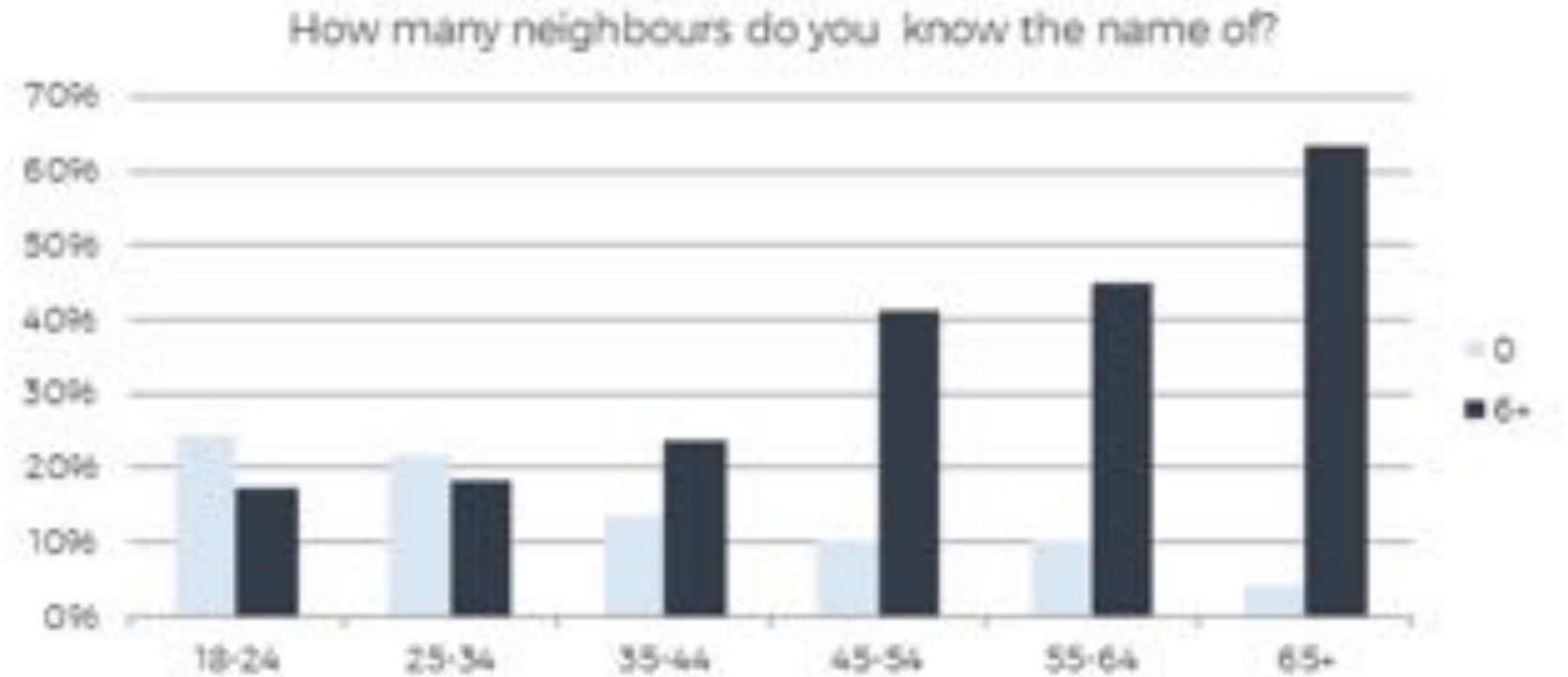
Who's at risk?



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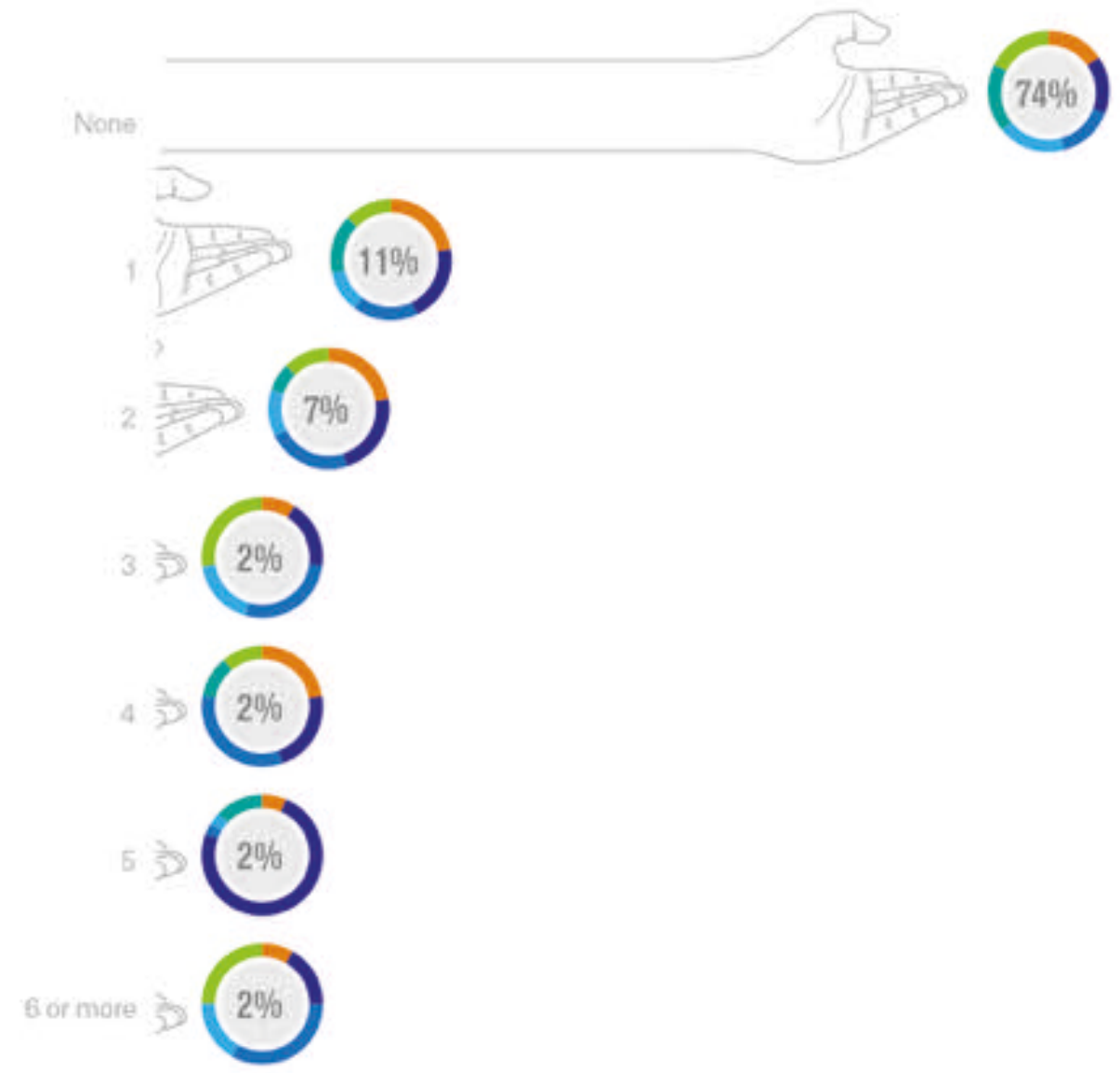
Who's at risk?



- **75%** didn't know the names of more than **three** neighbours, and more than **half** didn't know more than **two**
- For those who live in apartments, **three-quarters** didn't know the name of **anyone** in their block.

Who's at risk?

HOW MANY ITEMS HAVE YOU BORROWED FROM YOUR NEIGHBOURS IN THE PAST YEAR?



Why do people suffer?



Impacts

Physical

- Lacking social connections is as damaging to an smoking 15 cigarettes a day
- Increases chance of mortality by 26% which is similar to obesity
- Greater stress leading to increased blood pressure, altered immune system, heart disease and stroke

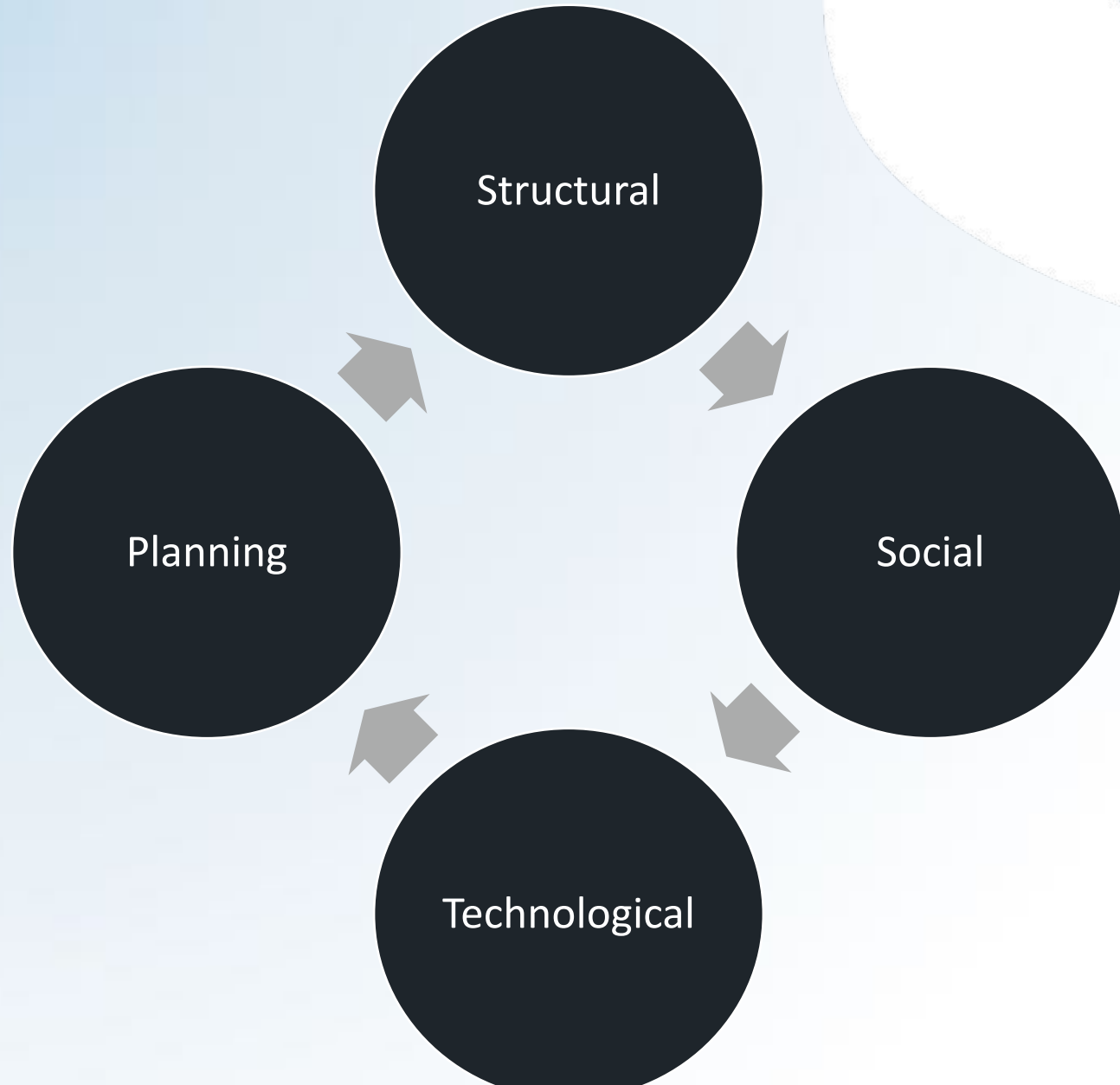
Mental

- Higher levels of stress hormone, disrupted sleep, increased cognitive deterioration (memory), depression and even suicide.
- leading to antisocial behaviour, poor decision making, increased use/ reliance on alcohol.

Economic

- **Public** – 3 out of 4 GPs report one to five visits per day are because of loneliness
- **Private** – absenteeism, health, reduced productivity costs £2.1bn per year.

Solutions are available and can be broken down into



Solutions & Case Studies

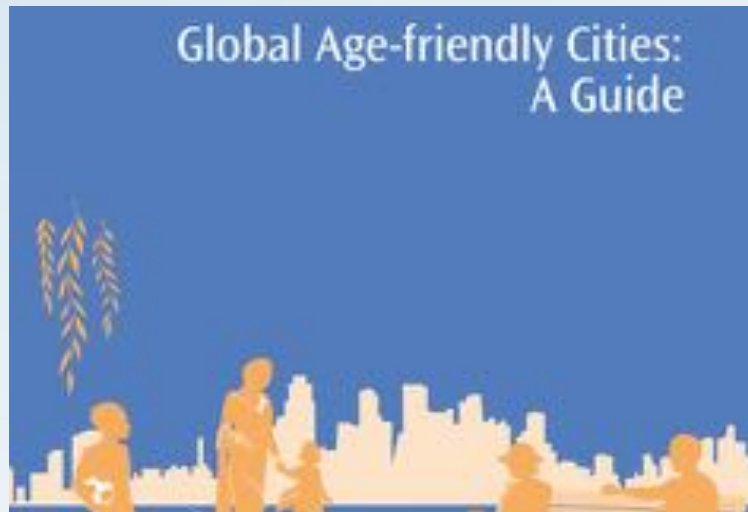
Solutions & Case Studies



Washington Metro
Worlds most accessible metro



Copenhagen Cycling
Worlds top cycling city

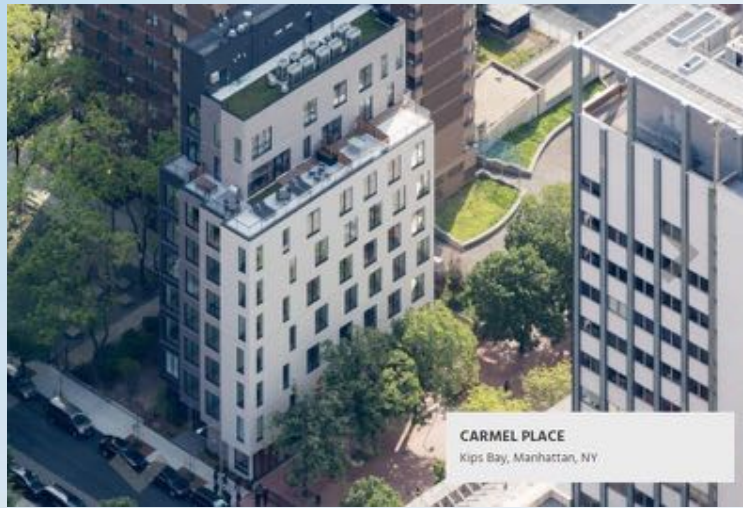


WHO Age-Friendly Cities Guide
Accessibility guidelines for designers



Sættedammen
World's first cohousing community

Solutions & Case Studies



Carmel Places

Micro living with amenities and common spaces



Barbican

Brutalist and walkable



TONIC living

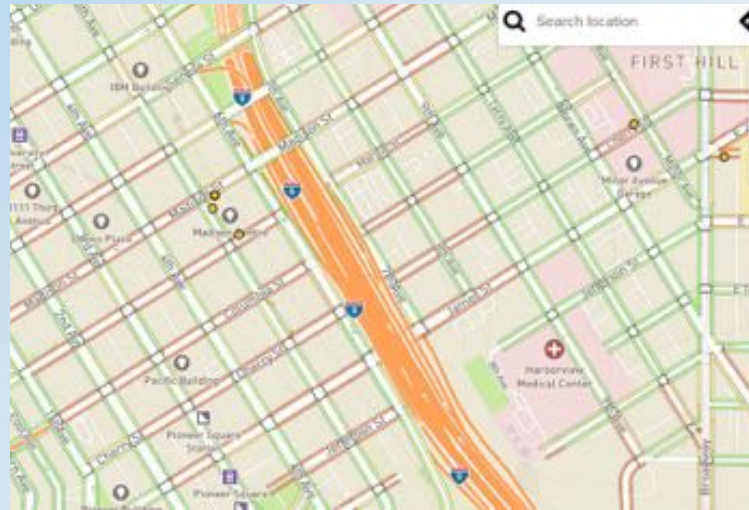
LGBT housing for older people



Capelton New Town

Community centred masterplanning

Solutions & Case Studies



Access Maps
Maps for people with limited mobility



Melbourne Audio Cues
Smart instructions for the visually impaired



Rushey Green Time Bank
'Time' is the new currency



Poundbury
10 minute walking radius