

A Healthy Placemaking Approach for London Bridge:

The role of Business Improvement Districts in promoting health and wellbeing



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A Team London Bridge and Centre for London Project

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Thanks also go to our colleagues at Centre for London - particularly to Antonia Jennings and Jon Tabbush who started this project.

The findings, interpretations, and conclusions presented in this report are the result of independent research conducted by the authors. The views expressed are solely those of the authors, and all errors and omissions remain our own.

Foreword

The people that live in, work and visit our businesses, towns and cities are heavily influenced by how place-based services and projects are planned and delivered. Seemingly innocuous factors such as the type of plants in a garden, delivery methods, or the location of signage, affect the choices people make and expose them to things which, collectively, can have significant impact on personal health and wellbeing.

From Business Improvement Districts (BIDs) to local authorities, businesses, landlords and community groups, organisations with a hand in place making and management all touch upon the everyday experiences of the population.

As a BID, Team London Bridge delivers an established programme of services on behalf of our member businesses, themed around Safety & Resilience, Social Impact, Sustainability, Healthy Streets, Marketing and Promotion, and Arts and Events. While these are well-received and effective, we feel there is an opportunity to fine-tune elements of our work to have greater, more targeted impact on the health of the 60,000 people who work in London Bridge, and the many others who come into contact with the area.

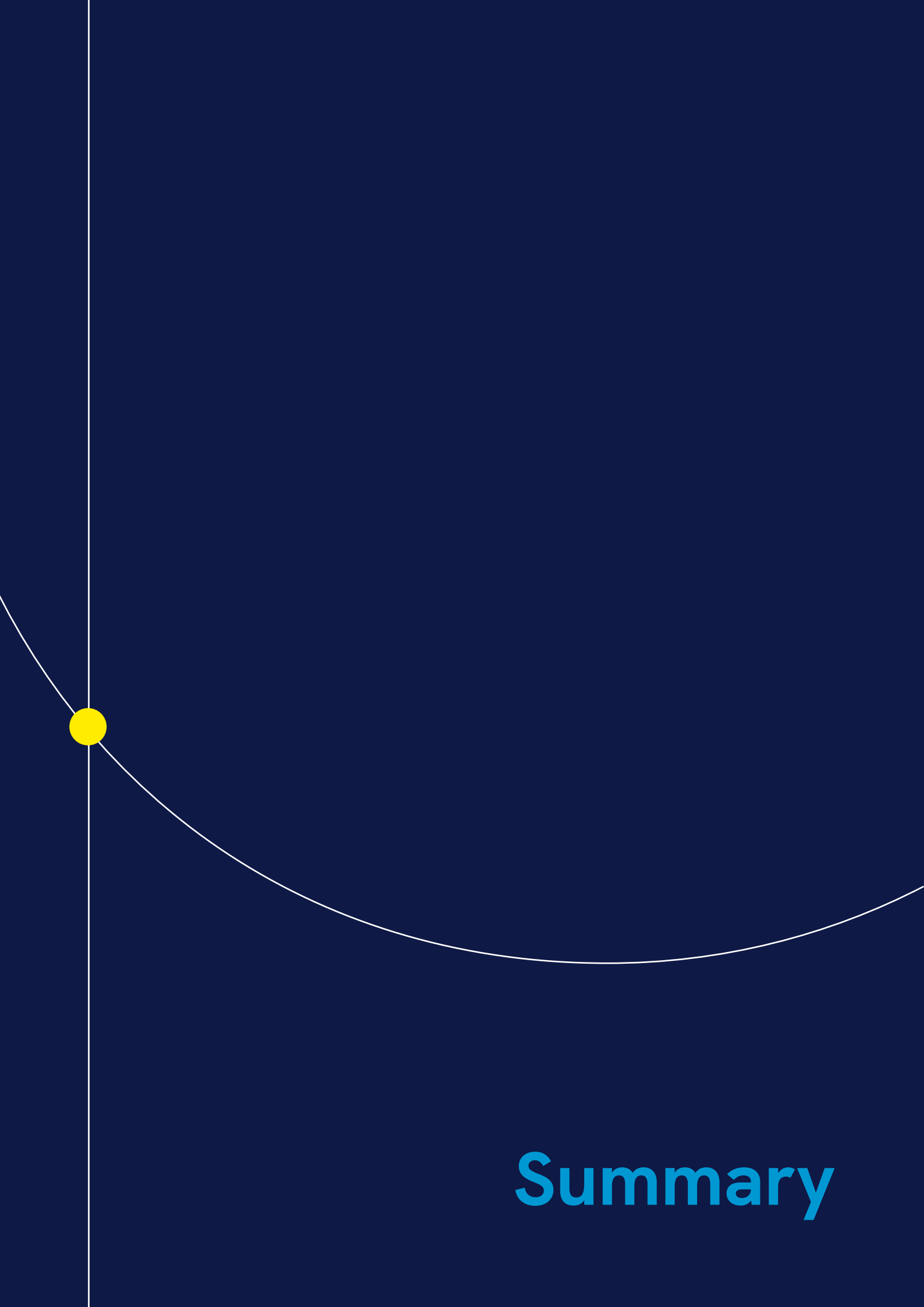
We are excited by the findings of the Centre of London report. Their framework clearly illustrates key areas in which BIDs and other place makers can bring additional health and wellness benefits to their communities, as well as elements that are likely to fall outside our scope.

Despite notable studies into the relationship between health and places in fields such as air quality, healthy food, and housing, the knowledge gap in guidance and best practice gives us the potential to push this agenda in a direction that can create a blueprint for health-led placemaking in the future.

We would like to thank the members of our London Bridge community who contributed their time to this research and look forward to working with our partners to begin implementing Centre for London's recommendations. By working together we're confident that place makers can assist medical and wellness practitioners by creating environments which actively encourage healthier choices and lifestyles.

Professor Simon Howell
Chair, Team London Bridge
Director of Academic Estates Strategy for Health Campuses and Guy's Campus Dean

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Summary

Places play a vitally important role in people's health and wellbeing. The quality of the built and natural environment, the nature and health of local economies, and state of social and community infrastructure all have substantial implications for the health and wellbeing of people living and working in local areas.

While placemaking and health improvement are at the core of local authorities' statutory planning and public health responsibilities, the evidence is clear that a broad range of local stakeholders can impact health outcomes through placemaking. **Notably, there is good evidence that local businesses have a particular role to play in health and wellbeing outcomes. At the same time, improved health and wellbeing amongst employees can generate returns for businesses by improving productivity, retention and corporate reputation.**



London's 70 Business Improvement Districts (BIDs) have come to play a critical role in placemaking in the capital. Evolving beyond their traditional focus on improving their members' business environment ('bins, branding and baskets'), BIDs have come to take on a range of regeneration, planning and place-shaping functions across London, including in some of its most populous and iconic neighbourhoods.

It is in this context, against a backdrop of reductions in funding for local public health initiatives and stalling progress on London's persistent health inequalities, that Centre for London partnered with Team London Bridge - the BID for the iconic London Bridge area at the heart of the city - to explore how to maximise the positive impact of the BID's placemaking work on health and wellbeing of London Bridge's workers, visitors and residents.

To do so, Centre for London reviewed the evidence on the role of place in health and wellbeing and best practice in planning and placemaking, worked with local partners with a deep knowledge of the London Bridge area and expertise in health to understand how TLB's work could have greatest impact locally, and surveyed the Team London Bridge network to understand their place-related health and wellbeing behaviours.

Firstly, our review of the literature highlighted an important gap in the evidence where - while there are ample references to the importance of businesses in local health outcomes in public health guidance - there is little specific guidance or best practice to help them systematically consider the diverse determinants of health and wellbeing that their work might influence and think in an evidence-led way about how they could make a positive impact.

To address this gap, we drew on established typologies of place and health in the public health literature as well as best practice in healthy placemaking to create a Healthy Placemaking Framework that outlines the multiple place-based determinants of health that BIDs could influence to improve health and wellbeing. We then tailored this Framework to the unique character of the London Bridge area as a dense, populous multi-use neighbourhood and business district in the heart of London, drawing insights from a diverse group of London Bridge-based stakeholders, including businesses, healthcare providers and local community organisations and experts in place and health.

The Framework sets out the key routes for TLB's services to impact health and wellbeing locally across three domains: Physical, Mental & Social determinants of health, which includes factors like Physical Activity, Healthy Food, and Social Inclusion; Environmental determinants of health, which includes factors like Green, Blue and Biodiverse Spaces and Air, Noise, Waste and Light Pollution; and Economic Determinants of Health, including factors such as Working Conditions, Pay and Benefits, and Income, Poverty and Inequality.

Using this Framework, we worked with the TLB team and partners to map how TLB's work interacts with the determinants of health and assess where they might go further within their remit and responsibilities as a BID and undertook a pulse survey through the TLB network of people who regularly visit the London Bridge area to understand their health and wellbeing behaviours, such as levels of physical activity, and compared these to national and local averages.

This helped identify a broad range of opportunities where TLB initiatives could promote positive health and wellbeing behaviours and influence outcomes, as well as provide a baseline for TLB to measure the impact of placemaking initiatives to improve health and wellbeing over time.

We also made recommendations on how TLB might operationalise a healthy placemaking approach. We recommend that TLB take a cross-cutting approach, with all TLB lead officers encouraged to draw on the Healthy Placemaking Framework to bring a **health and wellbeing impact lens** to all of the BID's services. We also recommend that TLB include **health and wellbeing impacts as a standing item for BID steering groups and other decision-making fora**. TLB may also seek to **give a board member responsibility for health, ideally one with expertise in this field**. We also recommend TLB **carry out the Health and Wellbeing survey annually** to track the impact of efforts to improve health and wellbeing through placemaking locally and use these data to inform and develop their approach.

Overall, this report finds that there is an important role and significant potential for London's BIDs to influence health and wellbeing through their placemaking work, but that there is a lack of evidence-based guidance or best practice on how they should do so.

This report sets out to begin to address this gap, and is intended as a conversation starter for London's BIDs to consider how they might develop their placemaking work and services to positively impact the health and wellbeing of the employees of their business members, local residents and visitors alike, with the key takeaways summarised on the next page:

KEY TAKEAWAYS

What is a BID-led Healthy Placemaking approach?

BID-led Healthy Placemaking means maximising the positive impact of BID services on health and wellbeing of workers, visitors and residents.

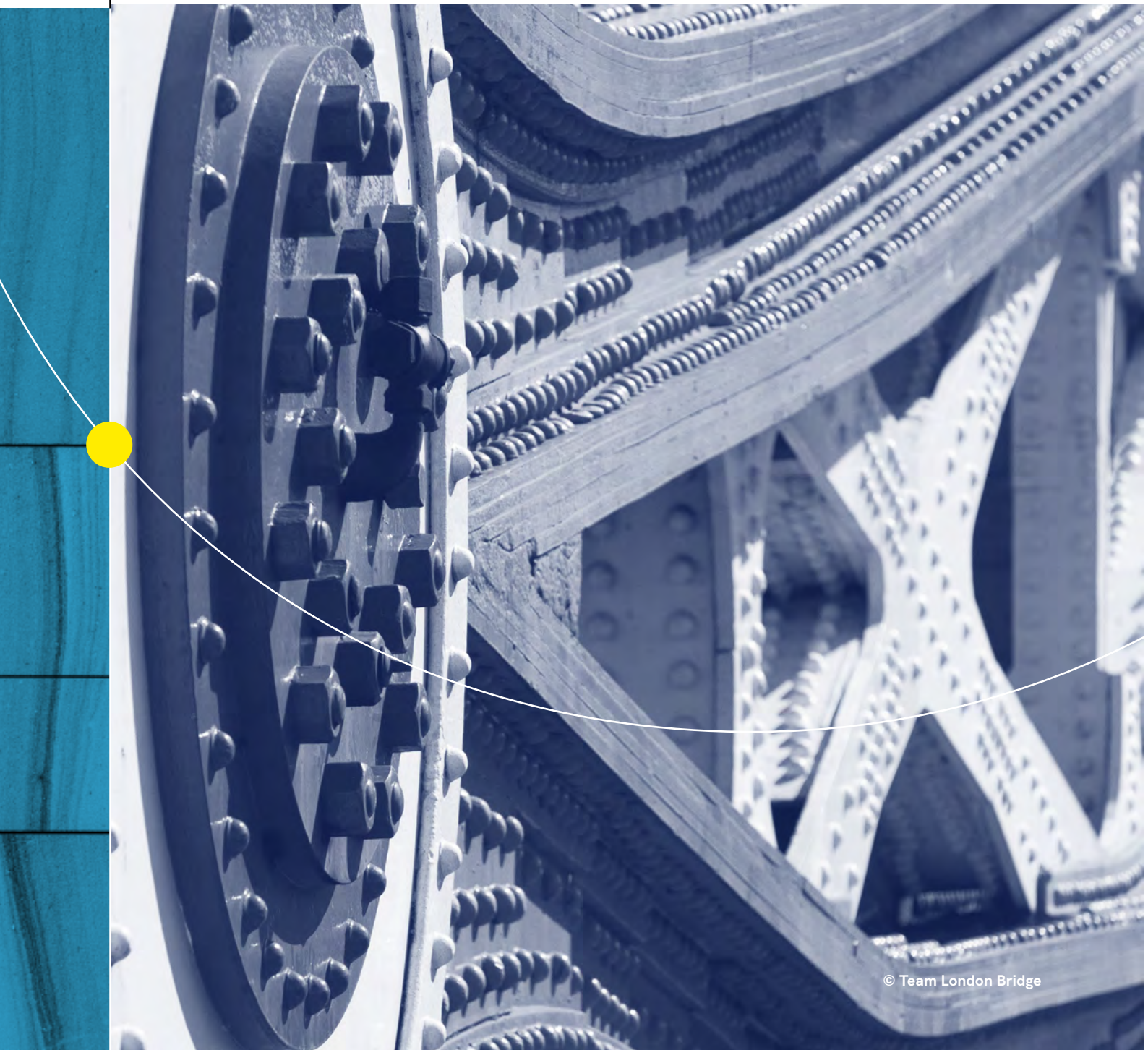
Why should BIDs adopt a Health Placemaking Approach?

Greater focus on promoting health and wellbeing is not only an opportunity to enhance the role of BIDs in urban placemaking, but also should return benefits to BID members, through improved corporate reputation, productivity and retention. It adds additional value to services which, in many cases, BIDs will be delivering anyway, and provides healthier opportunities for those who come into contact with BID areas.

How can BIDs adopt this approach?

- Mapping how BID services interact with the determinants of health and wellbeing in local area using the Healthy Placemaking Framework and Health and Wellbeing Survey.
 - Taking a participatory approach to understand how the work of a BID can best to influence health and wellbeing locally, both directly through their services and indirectly through partnerships and convening.
 - Monitoring the impact of BID-led efforts to improve health and wellbeing using simple and robust metrics to ensure accountability and drive learning and improvement.
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Introduction



The role of BID's in placemaking in London today

Business Improvement Districts (BIDs) have played an increasingly influential role in London's neighbourhoods since the capital's first BID launched in Kingston in 2004. While not all of the capital's high streets and major commercial districts are represented by BIDs, London has the highest concentration of BIDs nationally, with more than a fifth of the 341 BIDs in operation across the UK found in capital.

The most recent review of London's BIDs highlights how they have evolved beyond their traditional focus on improving their members' business environment ('bins, branding and baskets'). BIDs are now estimated to have invested more than £1bn in regeneration and placemaking nationwide and have become significant players in many of London communities through a range of regeneration, planning and place-shaping activities.¹

For example, cultural placemaking initiatives by Culture Mile BID have centered public art, music and dance in its area of responsibility, driving footfall and contributing to the central role of cultural programming in the City of London Corporation's 'Destination City' strategy.² Urban greening projects by Camden Town Unlimited BID, including the ambitious Camden Highline elevated park and Camden Green Loop, have centered natural capital and biodiversity in placemaking. In South London, Love Wimbledon BID has capitalised on local sporting heritage to host yearly public 'big screen' events, markets and tourist campaigns to maximise the economic impact of inbound visitors attending Wimbledon.

Similarly, Team London Bridge (TLB) has integrated placemaking as a core part of its activities, with its 2016 London Bridge Plan setting out a collective vision for the London Bridge area. TLB has also prioritised urban greening through its Green Grid Action Plan. TLB's neighbouring BID, Better Bankside BID, has also embedded sustainability and climate action into its operations through its Southwark Climate Collective programme, which received £653,000 from the UK Shared Prosperity Fund to deliver a year-long initiative to provide expert sustainability advice for local SMEs.

WHAT IS A BID?

Business Improvement Districts (BIDs) are business-led organisations created to deliver additional local services in a defined area. BIDs are funded by all eligible businesses in this area through a proportion of their levied business rates. BIDs are founded through a local ballot which is overseen by the local authority. Ballots must be re-run every five years. BIDs deliver a variety of services identified by local businesses and can include initiatives such as extra public safety officers, urban greening, waste management or placemaking.

This rise in the significance of BIDs in placemaking has only become more salient in light of the reductions in funding for local government since 2010, with investment in 'unprotected' services such as placemaking, leisure and tourism declining by 55% in real terms.³

In contrast, BIDs have relative revenue flexibility and security due to the levy contributions made by members renewed by ballot every five years, as well as deep local expertise, substantial convening power and a focus on results.⁴

These strengths have helped BIDs take on a unique and impactful role in many of London's most prominent and well-loved neighbourhoods, with BID-led placemaking activities generating both economic returns for businesses benefiting from increased footfall as well as social benefits for neighbourhoods and communities such as reduced crime.⁵

Place, health and wellbeing

The links between places, communities and health have long been established in the scientific literature. Area characteristics - from socio-economic factors to active travel behaviours – can be either beneficial to individual and population health, or have the opposite effect.^{6 7}

The role of place in health has also risen in practical importance in recent years. Policymakers have placed increasing emphasis on place-based interventions to improve population health and reduce health inequalities.⁸ For example, the landmark 2010 and 2020 Marmot Reviews of health inequalities in the UK heavily underline the importance of place-based actors in influencing health outcomes.^{9 10} At the regional level, tackling health inequalities and improving wellbeing are a central principle of the 2021 London Plan which foregrounds the importance of mental and physical health as well as the role of wider determinants of health - such as physical activity, green spaces and healthy food - in achieving this.¹¹

However, local authority spending on public health has fallen by 28% per person since 2015-16 and would require a £1.4bn real-term increase in per annum funding to return to 2015-16 levels.¹² The more recent impacts of Brexit, the Covid-19 pandemic and subsequent cost-of-living crisis has further depleted local government resources.¹³

Over the same period, progress on health outcomes and inequalities areas has faltered nationally, with improvements in life expectancy stalling for the first time since the late 19th century making the impact of socio-spatial determinants of health, especially the impacts of these on work and productivity, increasingly salient in public policy.^{14 15} For example, the Government's emerging 10-Year Health Plan is set to focus on enhancing community health services and reducing local health inequalities, and a newly-established Work and Health unit and substantial reforms to welfare are aimed at tackling economic inactivity due to ill health.^{12 13}

In this constrained climate, local private actors such as BIDs could play an influential role in improving health and wellbeing.¹⁴ Greater focus on promoting health and wellbeing is not only an opportunity to enhance the role of BIDs and businesses in urban placemaking and health promotion, but also could return benefits to BID members, with improved health and wellbeing amongst employees potentially improving productivity¹⁵, retention and corporate reputation.¹⁶



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This Report

This report is the product of a partnership between Centre for London and Team London Bridge (TLB) BID to map out the role and potential for TLB's work as a BID to promote health and wellbeing through their placemaking work, bringing benefits to their immediate community of member businesses and employees and more broadly to local residents and visitors.

As one of London's most vibrant and iconic neighbourhoods, London Bridge is home to the 7th busiest rail station in the UK, the world-famous Tower Bridge, and more than 400 businesses, including the prominent business estates of London Bridge City and Shard Quarter.

Team London Bridge represents over 350 firms across London Bridge's diverse business community and works with them and a broad range of local partners towards a vision to make the area one of the one of the safest, most sustainable, and engaging destinations for business and tourism in the world.

To achieve this vision, TLB delivers a broad portfolio of activities spanning traditional BID services such as improvements to London Bridge's public realm and place promotion, as well as more innovative work such as arts and cultural programming - the Medi-Culture Festival, for example, showcases the London Bridge area's heritage in medical science – and the Net Zero Business District initiative presents a route map to net zero carbon for the London Bridge area.

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Alongside several other London BIDs, TLB has adopted the 'Healthy Streets' model for integrating public health into planning, transport and public realm management, which is recognised broadly across the UK including by Transport for London (TfL), as best practice for urban design.¹⁷ In addition, TLB have introduced a number of initiatives with benefits to health and wellbeing, such as a Bikes for Business project to reduce pollution and increase physical activity.

With health and sustainability at the heart of their recently launched 2026-2031 Business Plan, TLB now seeks build on the promising potential of their broader placemaking work to promote health and better understand how they might do more to influence health and wellbeing in London Bridge.

Methodology

Using the work of Team London Bridge as a case study, we explore how BID services impact on health and wellbeing locally, and how this impact could be enhanced.

To do so, Centre for London analysed the evidence on the role of place in health and wellbeing and best practice in planning and placemaking to map how TLB's activities influence health locally. This was supplemented by findings from two half-day co-creation workshops convened by Centre for London with local partners with a deep knowledge of the London Bridge area and expertise in health.

Centre for London also surveyed 341 people living or working in the London Bridge area through the Team London Bridge network to gain a snapshot of health and wellbeing outcomes and behaviours to inform where TLB could most impactfully influence health and wellbeing and provide a baseline dataset to track the impact of the BID's placemaking work on health and wellbeing over time.

We synthesise these findings into an Action Plan for Team London Bridge to take this healthy placemaking approach forward and make recommendations for it to be implemented into the BIDs operations and monitored over time. We also draw out the key takeaways from this project for London's other BIDs and placemakers seeking to positively influence health in neighbourhoods across the city.

Chapter 1

Mapping how BIDs can influence health and wellbeing



In this section, we summarise research evidence, best practice and insights from a diverse group of stakeholders from the London Bridge area who work closely with Team London Bridge to explore how a BID might approach influencing health locally.

The role of businesses and BIDs in influencing health

As noted above, the relationship between place and health is well-established in the literature. However, the evidence is less strong on which specific initiatives work best in different contexts.²²

This means that, while there is extensive evidence on the drivers and determinants of health locally and many examples of good practice, there isn't a robust 'menu' of well-evidenced interventions that placemakers can choose from to reliably drive improvements to health and wellbeing through their placemaking. This particularly applies to businesses and BIDs, as much of the evidence on placemaking and health focusses on public actors such as healthcare providers and public health authorities.

Also, despite long-standing efforts by public health authorities to influence place-based health outcomes, many of the established frameworks to conceptualise and measure "place effects" have conceptual and practical limitations, especially for actors outside of mainstream public health and healthcare services.²³

For example, while we found multiple references to the role of businesses in the public health literature, such as recent resources by Public Health England for planning and designing healthier places, we were not able to identify examples of guidance that would easily enable a BID to think comprehensively, practically and in evidence-based way about how they can best influence local health and wellbeing outcomes through the broad range of work that BIDs now deliver.²⁴



To address this lack of an established model to help guide TLB's thinking on health and wellbeing locally, we drew on established examples in the literature to synthesise a simple evidence-based Framework mapping the broad domains and determinants of health that TLB as a BID could seek to influence to promote health improvements locally might look like.

Developing a Healthy Placemaking Framework:

There are a number of established conceptual frames in the literature for describing the determinants of health. Developed in 1991, the Dahlgren-Whitehead model is one of the most influential, mapping the relationship between the individual, their environment and health. Visualised as a rainbow, the model situates individuals at the centre with layers of influences on health surrounding them, such as individual lifestyle factors, community influences, living and working conditions, and more general social conditions.²⁵

We also drew on Macintyre et al., who describe five types of socio-environmental influences on health that predominantly fall within the remit of local governments:

Dahlgren and Whitehead's Model

Figure 1: Dahlgren and Whitehead's model depicting the wider determinants of health



The Determinants of Health (1992) Dahlgren and Whitehead

Source: The Determinants of Health (1992) Dahlgren and Whitehead

We also drew on Macintyre et al., who describe five types of socio-environmental influences on health that predominantly fall within the remit of local governments:

- 1) Physical features of the environment such as air and water quality, climate and latitude
- 2) Availability of healthy/unhealthy environments at home, work, and play including decent housing, secure and non-hazardous employment, affordable and nutritious food, and safe and healthy recreational facilities and activities
- 3) Access to services such as transport, education, policing, street cleaning and lighting, religious and community organisations, and health and welfare services
- 4) Socio-cultural features, political, economic, ethnic and religious history, community norms and values, level of community cohesion, perception of crime and safety, and community support networks
- 5) Internal and external perceptions of place and place-related stigma.²⁶

More recently, Public Health England's 2017 umbrella review summarises existing evidence of associations between the built and natural environment and health outcomes, and identifies five aspects of the built and natural environment which is most influenceable by local planning:

1. Neighbourhood design

2. Housing

3. Healthier food

4. Natural and sustainable environment

5. Transport ²⁷

In terms of best practice from beyond the academic literature, the Quality of Life Foundation integrates public health evidence and case studies to explore how communities, developers, and local authorities can place greater emphasis on health and wellbeing. They identify six thematic areas of action to improve health and quality of life locally:

1. A sense of control

2. Health equity

3. Connection to nature

4. A sense of wonder

5. Getting around

6. Connected communities ²⁸

It is notable that the factors highlighted by the literature, exemplified by the Public Health England and the Quality of Life Foundation frameworks, include multiple areas that BIDs can directly influence through their work.

However, these examples from the literature and best practice either offer a more global overview of the determinants of health, covering a very broad range of factors many of which are beyond the remit and scope of specific-place based actors such as BIDs, or alternatively focus on specific (and predominantly public sector) actors such as local government or public health authorities.

As such, there is a lack of a tailored and specific framework to guide the thinking of BIDs and businesses on how they can influence health and wellbeing, which highlights an important gap in evidence on how BIDs and businesses can best promote health and wellbeing locally.

Developing a Healthy Placemaking Framework: Insights from BID stakeholders

To refine our thinking on what a healthy placemaking approach for London Bridge's BID should look like, we brought together a diverse group of London Bridge-based stakeholders who work with the BID for two half-day co-creation workshops. These workshops helped refine our thinking and gather further insights on the role and potential of TLB as the local BID in influencing health in London Bridge.

Held in November 2024, the workshops included representatives from the public sector (Southwark Council, Guy's & St Thomas' Foundation, Guy's and St Thomas' Hospital NHS Foundation Trust, King's College London), private sector (Kroll, Better Bankside, HCA Healthcare) and voluntary and community sector (VCS) organisations, including Impact on Urban Health, Community Southwark, Potters Fields Park Management Trust, Unicorn Theatre, Old Operating Theatre Museum, SE1 Solar, London Living Streets.

Generally, participants were supportive of the ambition for TLB as the area's BID to take a more proactive approach to promoting health and wellbeing. It was noted that, while it was important that healthy placemaking was grounded in evidence, the approach should be practical and tailored to communication needs of different stakeholders (e.g. business members).

They also noted the importance of clarity on the intended beneficiaries of any BID-led work to influence health and wellbeing, and how their thinking about how to influence different determinants of health and wellbeing should be proportionate and specific to role as a BID, and that their strength as a convenor across sectors should provide the opportunity for collaboration on areas where the BID has a less direct role to play (e.g. economic determinants of health).

Attendees gave particular emphasis to the role of placemaking in promoting physical activity, as well as reducing the health impacts of vehicles in the form of air and noise pollution and road safety. The area's arts and culture offer and the impact of arts and culture on health and well being were also highlighted.

Attendees also emphasised the significance of the large income and wealth inequalities present in the London Bridge and wider Southwark area, and how these influence the area's equally large health inequalities.



KEY TAKEAWAYS

1. Place is crucial to health and wellbeing, with place-based factors influencing a number of different health and wellbeing outcomes. As such, place-based approaches are an important tool for improving health and wellbeing outcomes and tackling health inequalities.
 2. The evidence also suggests that place-based actors such as BIDs have an important role to play in promoting health and wellbeing, and that businesses stand to benefit from improved health and wellbeing.
 3. There are several examples of frameworks in the public health literature that describe the broad range of determinants of health that influence local health outcomes. However, while these may help local actors such as BIDs think broadly about how they can influence health, these frameworks are primarily aimed at decision-makers in public services and planning authorities, and do not directly relate to how BIDs can shape local health outcomes.
 4. There is, therefore, an important gap in the evidence in terms of how BIDs and their members can most effectively influence health and wellbeing. This is especially salient given the broad range of services BIDs now provide in many neighbourhoods and their increasingly influential role in placemaking.
 5. BID stakeholders in the London Bridge area see the potential for their local BID's activities to influence health and wellbeing positively, particularly via the local built environment. They also highlighted that this should be proportionate and focussed on the areas that the BID is best-placed to influence, and that their strength as a cross-sector convenor with links to the private, public and voluntary sectors should provide the basis for collaboration.
-

Building the foundations for a BID-led Healthy Placemaking Approach



In this section, we explore what taking a healthy placemaking approach for a BID like Team London Bridge would involve.

To do so, we developed a Healthy Placemaking Framework that provides a simple and accessible map of the place-based determinants of health and wellbeing that TLB could influence to promote health and wellbeing through their work as BID.

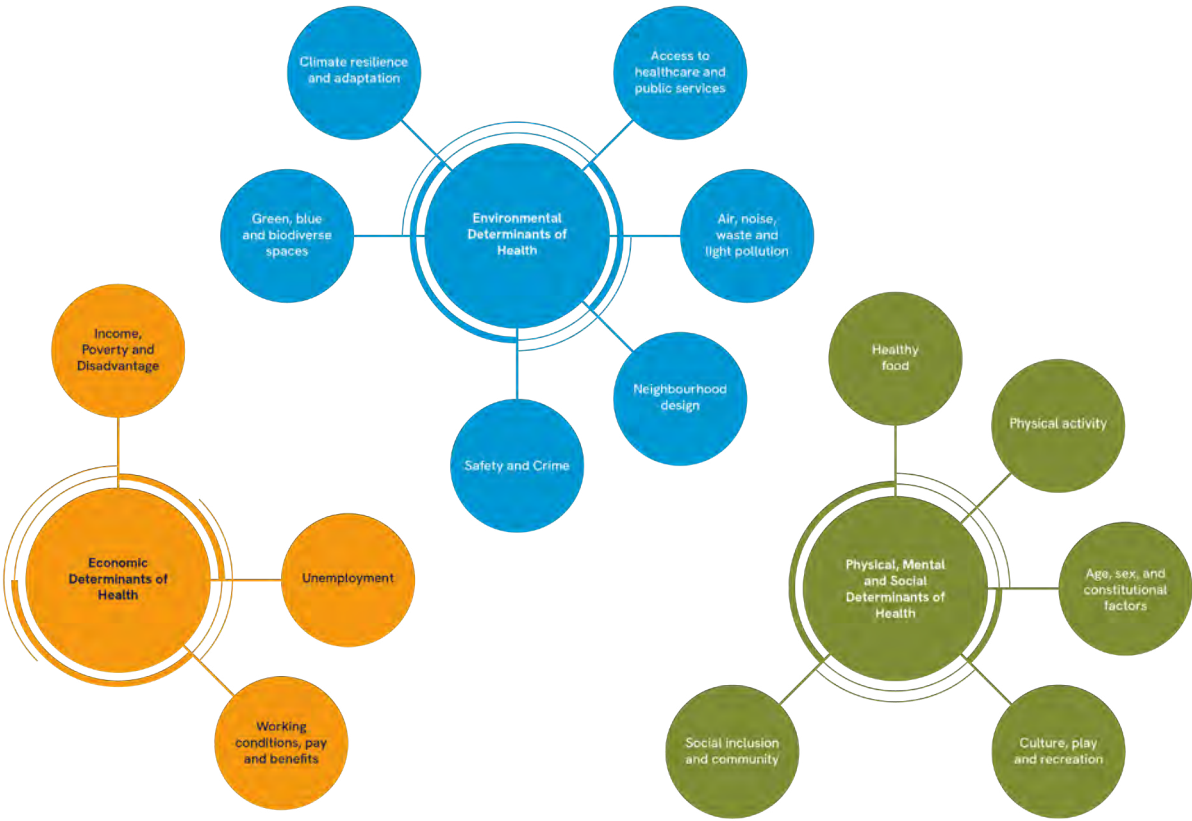
We then identified the main routes to impact for the BID’s services by mapping how TLB’s services currently interact with the determinants of health and wellbeing, developed through feedback on the impact and potential of TLB’s current service offer on health and wellbeing from local stakeholders.

A Healthy Placemaking Framework (Fig. 2)

Building on the examples in the literature, best practice and the insights offered by London Bridge stakeholders on the role of TLB in promoting health and wellbeing locally and what areas might have greatest impact, Centre for London developed the Healthy Placemaking Framework, visualised at Fig 1. This is intended to tackle the gaps in the literature identified in the previous chapter, and offer an accessible tool to help TLB think systematically about how their placemaking activities can best influence health locally. A detailed description of the domains and factors is found in the next chapter.

A Healthy Placemaking Framework

Figure 2: Dahlgren and Whitehead’s model depicting the wider determinants of health





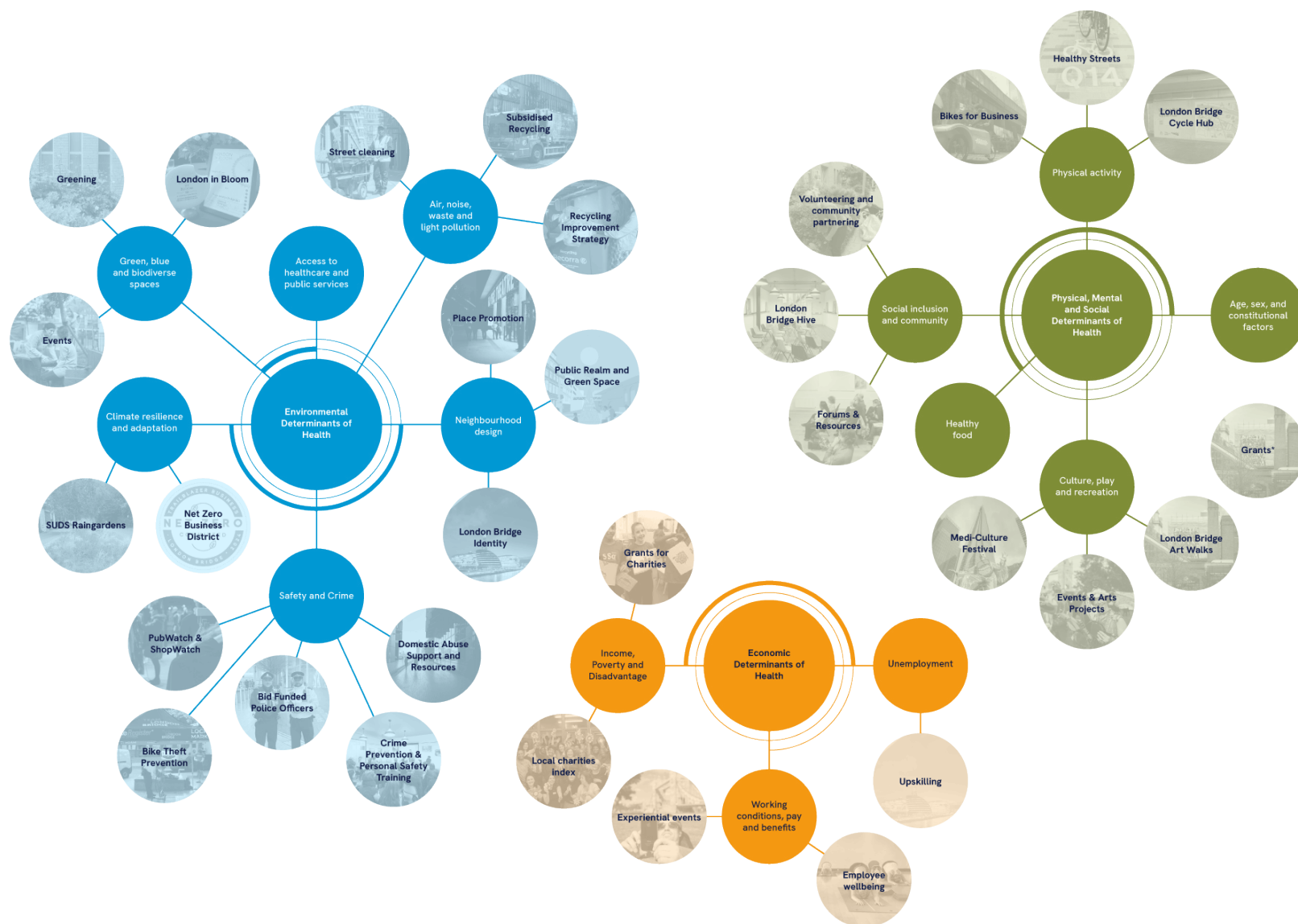
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Identifying routes to impact by mapping how TLB's services interact with determinants of health (Fig. 3)

We mapped TLB's existing activities against the Healthy Placemaking Framework to gain an understanding of where their current work interacts with determinants of health and wellbeing. As Fig 2. highlights, TLB's current activities interact with multiple determinants of health across all three domains - environmental, economic and physical, mental and social - with a particular emphasis on aspects of the built environment (e.g. neighbourhood design and waste), safety and crime, and the intersecting factors of climate resilience and adaptation and green, blue and biodiverse spaces.

Identifying routes to impact by mapping how TLB's services interact with the determinants of health

Figure 3: Mapping how TLB's services interact with the determinants of health



* TLB's grant funding activities is a cross-cutting intervention that acts across multiple domains and determinants of health, including physical activity, social inclusion and community, healthy food and culture, play and recreation



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Stakeholder views on TLB's services and their interaction with determinants of health (Fig. 4)

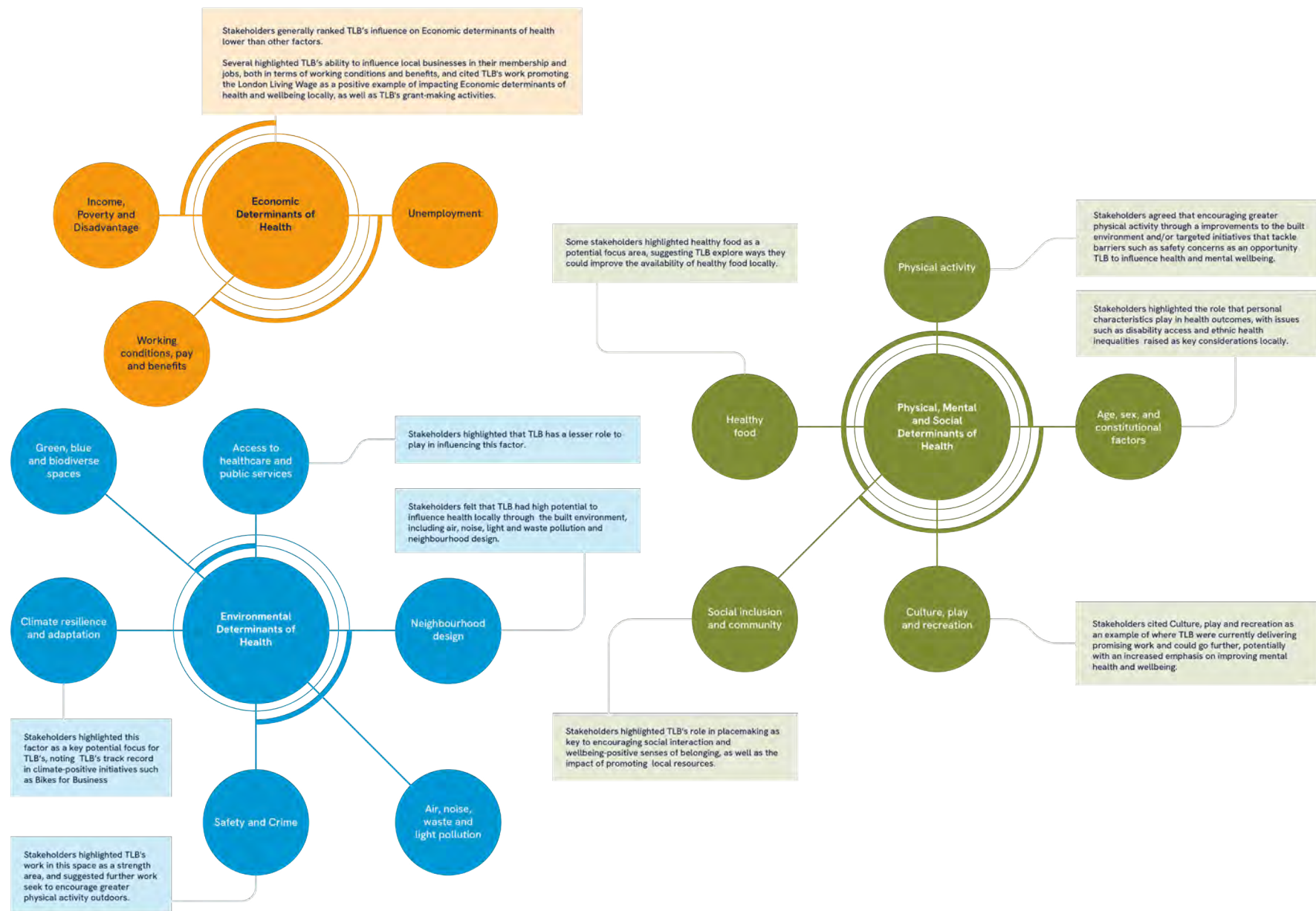
To build on this mapping exercise and gain feedback on where TLB could do more to influence health and wellbeing, we also drew on insights from two half-day co-creation workshops with partners from across the London Bridge area with a deep knowledge of London Bridge, the wider community and relevant expertise in health.

As illustrated by Fig 3., stakeholders highlighted the positive impact of TLB's work to improve the climate resilience of the London Bridge area, such as rain gardens, as well as their work on safety and crime and neighbourhood design, and how these contribute to social and community engagement with positive implications for mental health and wellbeing.

Stakeholders suggested that TLB could focus more explicitly on some of the physical determinants of health, such as Physical Activity and Healthy Food, and the social determinants of mental health and wellbeing (e.g. community engagement), as well as exploring opportunities to reduce air and noise pollution. They also highlighted that TLB may have a less direct role in influencing some of the Economic Determinants of Health, but that other routes to influencing these factors could be explored, such as through partnership or TLB's community grant-making activities.

Stakeholders views on TLB's services and their interaction with determinants of health

Figure 3: Stakeholders views on TLB's services and their interaction with determinants of health



KEY TAKEAWAYS

1. The Healthy Placemaking Framework, designed in dialogue with Team London Bridge and local stakeholders, is intended to tackle the gap in the evidence on how BIDs can influence health and wellbeing by offering an accessible tool to help BIDs think systematically and in an evidence-based way about how their placemaking activities can best influence health locally. In the next chapter, we build on this map to provide a succinct summary of some of the primary place-based determinants of health of greatest salience to the work of BIDs, and analysis of how they might influence them.

2. Team London Bridge's placemaking work interacts with many place-based determinants of health, across multiple domains and factors. Unsurprisingly, these cluster around aspects of the built environment which have indirect but important influences on health and wellbeing.

3. Team London Bridge stakeholders felt that TLB's work was having a positive impact on several determinants of health locally, while also identifying gaps and opportunities to go further. For example, stakeholders highlighted that TLB's work does not currently directly seek to promote the role of healthy food in health and wellbeing. They also noted that TLB's work as a BID means they have less of a direct role in Economic determinants of health, but that this is a key determinant of health inequalities locally.

Chapter 3

Healthy Placemaking in London Bridge



In this section, we explore each of the determinants of health in detail to assess how Team London Bridge's work as a BID could positively impact health and wellbeing outcomes and behaviours locally. We highlight where TLB's environmental, social, and governance and place management activities are already having an impact and, where appropriate, offer examples of how TLB could go further, many of which were suggested by local stakeholders who participated in the project co-creation workshops. It provides a list of examples of health determinants which BIDs can directly influence through their work in improving local areas, delivered directly or in partnership with other local organisations and communities. Many existing ESG strategies will include these considerations, however, by examining these through a healthy place-focused lens, we manage and monitor their impact on our community.

To do so, we draw together the work in the previous chapter which identified the main routes for TLB's work to interact with determinants of health and wellbeing as well as new survey data on the health and wellbeing behaviours of 323 people who visit the London bridge area regularly. The survey was developed using well-validated survey instruments where population data is available to enable comparisons with local, regional or national averages wherever possible. The survey was administered over December 2024 to January 2025 via the Team London Bridge mailing list. The survey questionnaire is available at Annex C.

This exercise is intended both to inform TLB's future planning and development of a Healthy Placemaking approach in London Bridge and to offer a detailed case study to help other BIDs think through how they might maximise their impact on health and wellbeing in their local communities.



Physical, mental and social determinants of health

This domain covers factors to do with individual physical and mental health, as well as relational factors known to influence health and wellbeing such as social and community networks.

Physical activity

How does this factor influence health? Increased physical activity and reduced time spent sedentary maintains healthy weight and reduces the risk of cardiovascular disease, type 2 diabetes, cancer and depression.²⁹

What does the data tell us about this factor in the TLB community? Fewer people in the TLB community are reaching the government's recommended level of at least 150 minutes of physical activity a week than the average for Southwark (71%) and for London (64%), with only 44% of respondents to the Team London Bridge Health and Wellbeing Survey reporting doing at least 150 minutes.

How might TLB's placemaking work influence this factor? TLB's work will influence this factor by continuing to take a Healthy Streets approach, promoting pedestrianisation and active travel, as well as ongoing improvements to the built environment that encourage physical exercise, as well as continuing to work to increase perceptions of safety to encourage physical activity outdoors in the local area. The Green Grid Action Plan is a core part of TLB's placemaking activities in this area and delivers a programme of urban greening projects, maintenance of green spaces, and the promotion of these spaces for physical volunteering opportunities.

TLB could also promote tailored messaging around staying fit and active through the seasons, provide ideas for exercising outside through the year and reinforcing safety messages to help people feel safe to exercise outdoors in darker months. To go further, TLB could consider implementing a London Bridge Run Route which showcases London Bridge's diverse landmarks and green, blue and biodiverse spaces, is safe and well-lit, and minimises interactions with traffic and crowds. This could be promoted through regular social runs or fundraising races.

Age, sex, and constitutional factors

How does this factor influence health? Certain conditions (e.g. heart disease) are more common in older age and some are more common in younger people. Gender/sex also influences health risks (e.g., breast cancer in women, prostate cancer in men). Ethnicity can also play a role in risk of certain health conditions, with socio-economic inequalities playing a fundamental role in ethnic health inequalities. Constitutional factors such as genetics play a significant role in certain diseases and overall life expectancy.³⁰

What does the data tell us about this factor in the TLB community? For privacy and proportionality reasons, we didn't collect medical or demographic data within our survey. Census data shows that Southwark has a younger population, from a wide range of ethnic and social backgrounds. 51% of people living in Southwark have a White ethnic background compared to 81% nationally. Just over a third (36%) of residents identify as 'White: English, British, Welsh, Scottish or Northern Irish' ethnicity. 25% of Southwark residents reported Black, Black British, Caribbean or African' their ethnicity compared to only 14% of residents across London and 4% of residents nationally. 42,000 Southwark residents (14%) have a disability, a similar proportion to London but slightly less than the national average of 17%.³¹

How might TLB's placemaking work influence this factor? BIDs have a particular opportunity to foster inclusive neighbourhoods by enhancing the accessibility of the built environment, enabling more people to access the health benefits of good placemaking (e.g. physical activity; green, blue and bio-diverse spaces; social and community engagement). BIDs in their promotional and branding activities could also consider support health promotion campaigns targeted at demographics at greater risk of specific health conditions (e.g. cancer screenings).

Social and community engagement

How does this factor influence health? Loneliness and social isolation have profound effects on health and wellbeing, with individuals who are socially isolated between two and five times more likely to die prematurely.³² Social interaction, as well as community engagement such as volunteering and community groups, are associated with better health particularly for those who engage frequently.³³

What does the data tell us about this factor in the TLB community? We did not gather data on social isolation in our survey; however, we did ask respondents to rate how happy they had felt yesterday, part of the ONS measures of overall wellbeing. On average people responded 5.09 out of 7, equivalent to 7.27 out of 10. This is slightly lower than the national average of 7.39 out of 10. A recent study also found that a third (33%) of adults in Southwark said that they felt lonely often/always or some of the time, which is higher than the national average of 25%.

It is therefore notable that our survey found the London Bridge area plays an important role for social engagement locally, with a large proportion of TLB survey respondents (44%) reporting socialising with someone outside their household within the last seven days in the London Bridge area, using the area's bars, restaurants and cafes to do so.

We also found that a higher proportion of survey respondents rated green and natural spaces in London Bridge as 'good places for socialising' than the national average.

The survey also found that more than a third (36%) of TLB respondents reported having given unpaid help or worked as a volunteer for charity over the last year. Of this, a quarter (26%) volunteered or gave unpaid help to a local London Bridge organisation. This is, however, lower than the average for Southwark, with 54% of Southwark residents reporting having taken part in formal or informal volunteering at least once in the last 12 months in 2023/24, in line with the national average.³⁴ However, when reporting specifically on formal volunteering, 16% of Southwark residents reported having taken part in these activities, which is in line with the national average.



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Culture, play and recreation

How does this factor influence health? Arts, cultural and recreational engagement positively influences health and wellbeing, and can improve life satisfaction, mental health and physical health, with some evidence suggesting that culture engagement can increase lifespan.³⁵

What does the data tell us about this factor in the TLB community? Over the last 12 months, 69% of survey respondents reported having taken part in some form of arts or cultural events in London Bridge, highlighting the potential for arts and cultural and recreational engagement as a route to promoting health and wellbeing locally.

The most popular was exhibitions of art, photography or sculpture, with 33% reported having attended. The next most common were plays, drama musicals or pantomime-type events (24%), or festival and/or carnival (24%). Other popular events were live music events (18%) and cinema screenings (16%). 20% reported attending another arts or cultural event that wasn't listed amongst the options.

How might TLB's placemaking work influence this factor? TLB stakeholders highlighted Culture, play and recreation as an example of where TLB were currently delivering promising work (e.g. the Medi-Culture festival), and could potentially go further, such as expanding its promotion of arts and cultural activities with an emphasis on improving mental health and wellbeing or playing a role in unlocking more affordable community spaces, building on TLB's subsidised affordable space at London Bridge Hive to improve the accessibility of arts and culture locally.

A further important route to impact here is TLB's local grant funding which, under their Business Plan for 2026 to 2031, will prioritise funding opportunities for local residents to take part in creative, arts, and activities for physical wellbeing, alongside nature, sustainability, learning and upskilling.

To go further, TLB could work with local arts and cultural practitioners to curate a festival of arts and culture on the theme of promoting health and wellbeing, building on their existing Medi-Culture festival. TLB could also deliver enhancements to local signage and wayfinding to promote its cultural programming e.g. using audio-visual technology and QR codes to advertise cultural events taking place locally.

Healthy food

How does this factor influence health? A healthy diet is essential for good health, protecting against many chronic noncommunicable diseases, such as heart disease, diabetes and cancer. Availability of healthy food has major implications for health and is often poorer in deprived areas.³⁶

What does the data tell us about this factor in the TLB community? Our survey suggested that many people in the TLB area do not eat the recommended 5 or portions of fresh fruit and vegetable a day, with consumption levels lower than the national average. The majority of respondents reported eating between 1 and 3 portions of fresh fruit or vegetables the day before the survey was taken. By contrast, in 2018, 28% of UK adults reported eating fresh 5 or more portions of fruit or vegetables a day.

How might TLB's placemaking work influence this factor? While TLB's have less of a direct influence over healthy food choices than other determinants, the BID could seek to increase consumption of fresh fruit and vegetables through campaigns and promotional activities seeking to encourage healthier eating, working with organisations tackling food poverty locally, or improving the skills and knowledge of healthier catering amongst local hospitality businesses. TLB could seek to do this through its local DealCard, which could be used to promote local healthy food businesses. Another route to impact for BIDs to influence healthy eating is through grant-making activities which promote food education or widening access to healthy food e.g. community pantries and kitchens.

Environmental Determinants of Health

This domain pertains to aspects of the physical, natural and built environment as well as the provision of public services that influence health and wellbeing locally.

Air, noise, waste and light pollution

How does this factor influence health? The harmful effects of air pollution on health include exacerbation of respiratory conditions (such as asthma and chronic respiratory disease) and increased emergency hospital admission rates.³⁷ Living in an area with higher noise levels from traffic can lead to stress and sleep disturbance, and more recent research shows that this can increase the risk of more serious health problems such as heart disease or diabetes.³⁸ Light pollution may influence health by disrupting circadian rhythms and sleep.³⁹

What does the data tell us about this factor in the TLB community? Southwark has a higher percentage of adult deaths attributable to particulate matter air pollution than the London and England averages, with 7.6% of adult deaths in 2022 attributable to particulate matter pollution compared to 7.1% London-wide and 5.8% across England.⁴⁰ This is borne out in the perceptions of TLB survey respondents, with most of feeling the air quality in the London Bridge area was Fair (44%), Bad (22%) or Very Bad (4%). Only 21% rated it as Good.

Studies have shown that residents of London boroughs experience the highest levels of noise-related health impacts in England. One study estimated that London had the greatest number of lost Disability Adjusted Life Years attributable to road (~20,000/yr), railway (~5,000/yr) and aircraft (~11,000/yr) noise exposures compared with all other regions in England.⁴¹ 39% of our survey respondents felt that noise pollution in London Bridge was Fair, with 16% describing it as Good or Very Good (3%). By contrast, almost a third of respondents felt it was Bad (32%) with 10% describing it as Very Bad.

Most survey respondents felt that refuse and other waste management in the area was either Good (35%) or Fair (42%), with relatively few feeling that it was Bad (13%) or Very Bad (3%).

How might TLB's placemaking work influence this factor? As illustrated by the mapping of TLB's existing activities at Fig 2 and the feedback from local London Bridge stakeholders summarised at Fig 3, TLB has an influential role to play locally in reducing the health impacts of air, noise and light pollution by encouraging reductions in vehicle presence and car use, waste management and recycling initiatives, and through built environment improvements that encourage pedestrianisation, reduce exposure to traffic, and promote active travel methods. This is exemplified in the Healthy Streets approach adopted by TLB and several other BIDs.

Looking forward, TLB's work with waste partners Recorra and First Mile to create two waste consolidation hubs where waste cargo bike services can be delivered should both reduce the impact of waste and reduce vehicle presence and improve air quality in the area.

What might a new initiative look like? TLB could build on its Green Spaces Guide and programme of Tooley Street Triangle wayfinding through clean air routes to introduce a local Healthy Routes map and wayfinding system for the Low Line railway viaduct. This would promote the area as a walking route, guiding residents and visitors through less congested routes.

Climate resilience and adaptation

How does this factor influence health? Climate change presents significant risks to health and wellbeing particularly due to the rising risk of weather events such as flooding and extreme heat. Annual UK heat-related mortality is projected to increase from 2,000 heat-related deaths (in the 2000s) to more than 7,000 per year in the 2050s.⁴²

What does the data tell us about this factor in the TLB community? London Bridge, as with London as a whole, is particularly vulnerable to the health impacts of climate change, with a high risk of flooding and vulnerability to urban heat island effects which exacerbate more frequent heatwaves.⁴³

How might TLB's placemaking work influence this factor? As illustrated by Fig. 2, TLB has an established programme of climate-positive initiatives through their Net Zero Routemap for London Bridge, with initiatives including Bikes for Business and the local SUDs Rain Garden, a recently launched Heat Network initiative, and a decarbonisation charter to encourage member businesses to reduce emissions.

Safety and crime

How does this factor influence health? Both being a perpetrator or victim of crime can have a significant impact on the health and wellbeing of residents and communities and is closely associated with deprivation and social exclusion.⁴⁴ BIDs have been shown to have a positive impact on crime rates locally.⁴⁵

What does the data tell us about this factor in the TLB community? Our survey found that more than three quarters (76%) of respondents reported feeling Fairly safe (62%) or Very safe (14%) when walking around the London Bridge area. While this is lower than the 88% of Southwark residents who in a recent study reported feeling safe walking on their own during the day in a quiet street near their home, it is important to note that only 10% of respondents reported feeling Fairly unsafe (9%) or very unsafe (1%).⁴⁶

How might TLB's placemaking work influence this factor? As illustrated by Fig 2, TLB already has established initiatives to address safety and crime locally, such as through BID-funded police officers. To strengthen the impact of these initiatives on health and wellbeing, TLB could explore ways to link improved neighbourhood safety with efforts to encourage greater physical activity outdoors, such as through street lighting and wayfinding improvements that enhance perceptions of safety. This is set to be enhanced through continued provision of safety awareness training, and the introduction of a London Bridge 'Safe Space' for vulnerable people, particular women and girls, should they require assistance.

Access to healthcare and public services

How does this factor influence health? While the evidence is clear that a broad range of both public and private actors play key roles in local health outcomes, access to quality healthcare and public services have a particular and central role and there are substantial social inequalities to healthcare access and outcomes.⁴⁷

What does the data tell us about this factor in the TLB community? London Bridge is home to Guy's Hospital, one of London's largest hospitals and a hub for medical education in the capital. With its urgent care, surgical and patient care departments, Guy's is both a major employer in the district and part of the heritage of London Bridge, as emphasised by TLB's Medi-Culture festival.

The importance of healthcare services is reflected prominently in local residents' priorities. A recent survey by Impact on Urban Health found that, despite being the location of several major public and private hospitals, 38% of Lambeth and Southwark residents felt that the one thing could be done to improve health and wellbeing in their local area was improved medical services, and 20% felt that improved primary care would do so. These were the two most popular categories and constituted almost 60% of respondents.⁴⁸

This disparity in access to health services is emphasised further through inequalities in healthcare uptake and outcomes within local communities in Southwark which disproportionately impact Black, Asian and minority ethnic groups. For example, bowel cancer screening uptake rates are lower amongst Black residents than White. Similarly, Covid-19 vaccination uptake is lower amongst Black Caribbean residents than amongst White residents. These inequalities can be related to services being inaccessible, as well as poor experiences in the past.⁴⁹

How might TLB's placemaking work influence this factor? The evidence and feedback from partner co-creation workshops highlights that TLB as a BID has a lesser role to play in influencing this factor. Playing a supporting role in partnership with local healthcare providers, TLB could seek to influence the uptake of healthcare services locally by supporting health promotion activities. These could target local inequalities in access to healthcare, health risks and health outcomes, for example by increasing awareness and uptake of healthcare amongst Black, Asian and Ethnic minority communities (e.g. GP registration; NHS Health Check uptake; cancer screening; vaccinations uptake).

Neighbourhood design

How does this factor influence health? Poor neighbourhood design reduces opportunities for physical exercise, social interaction and access to health-promoting goods and services, especially for certain groups (e.g. older people). Public realm improvements such as provision of street lighting in residential areas can prevent road traffic collisions and increase pedestrian activity. Good neighbourhood design can also promote greater senses of belonging and positive perceptions of neighbourhoods, which can in turn positively influence wellbeing.⁵⁰

What does the data tell us about this factor in the TLB community? Our survey did not ask specific questions on overall perceptions of neighbourhood design within the TLB community. However, it did offer insight into some key aspects of the people's perceptions of standard of the built environment.

For example, most survey respondents felt that refuse and other waste management in the area was either Good (35%) or Fair (42%), with relatively few feeling that it was Bad (13%) or Very Bad (3%). When asked about green and natural spaces locally, a much higher proportion of survey respondents felt that spaces in London Bridge were well-maintained/of a high standard than the national average, with 39% of respondents selecting this as a reason to be satisfied compared to 33% nationally. However, fewer respondents felt that these spaces were good for mental health and wellbeing, with only 53% selecting this as a reason to be satisfied compared to the national average of 66%.

How might TLB's placemaking work influence this factor? As illustrated by the mapping and stakeholder feedback (Fig 2; Fig 3), TLB has introduced several improvements to the local built environment which should promote better health and wellbeing, with initiatives to improve the walkability and accessibility at key locations at St Thomas Street, the Tooley Street Triangle and Melior Rain Gardens.

TLB can strengthen their influence on health through neighbourhood design by using their influence with local decision-makers, such through the London Bridge Stakeholder Board, to ensure sure health and wellbeing considerations are included in planning, design, construction and use of the local built environment. This, for example, could include working with the Council to influence the use of the Community Infrastructure Levy to promote health and wellbeing.



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Green, blue and biodiverse space

How does this factor influence health? Green, blue and biodiverse spaces improve mental and physical health and can reduce health inequalities, encouraging social interaction, play and physical activity.⁵¹ In cities, lack of green and blue spaces increases vulnerability to heat island effects and surface level flooding with consequent risks to health. It is also associated with lower levels of physical activity leading to higher risk of obesity, diabetes and cardiovascular disease, and with poorer levels of social interaction, impacting on mental health and wellbeing.⁵²

What does the data tell us about this factor in the TLB community? Our survey found that respondents were generally more satisfied with London Bridge's local green and natural spaces compared to the England average. While 51% of survey respondents reported 'Not enough green and natural spaces' as a reason to be dissatisfied, this is less than the England average of 62%. Respondents were also much less likely to describe local green and natural spaces as 'Poorly maintained' at 15% compared to the England national average of 50%.

In terms of positive aspects, 43% highlighted local spaces being 'Good places to meet other people' as a positive aspect, much higher than the national average of 22%. However, London Bridge spaces scored less well than the national average in terms of being 'Good for mental health and wellbeing' and as places that 'Encourage physical exercise'.

How might TLB's placemaking work influence this factor? TLB could seek to maximise the positive impact of local green, blue and biodiverse spaces on health and wellbeing by building on the strengths identified by the survey data of offering well-maintained spaces that are good for socialisation. This could involve looking for opportunities to expand the availability of green, blue and biodiverse spaces so that more are in easy walking distance for TLB community members and introduce design elements that encourage physical activity. TLB's commitment in their 2026-2031 to maintain 1 acre of green space across multiple sites should enable this.

TLB have also recently introduced a new route to impact in this space through their grant funding programme, providing funding to organisations to increase opportunities for communities to enjoy nature, and enhance their natural environment, or address sustainability needs.

Economic Determinants of Health

This domain covers aspects to do with the economic determinants of health, including income, poverty, and work.

Employment

How does this factor influence health? Being in good employment is protective of health while unemployment, particularly long term unemployment, contributes significantly to poor health, increasing the risk of life-limiting long-term illness, mental illness, and cardiovascular disease.⁵³ Amongst those who are in work, those with lower socioeconomic position, younger people, those in lower paid jobs and non-white people are all more likely to experience poor quality work which negatively impacts health.⁵⁴

What does the data tell us about this factor in the TLB community? For privacy and sampling reasons, we did not collect data on the employment status of respondents. However, data on economic activity show that levels in Southwark are similar to London and England. In 2023, 78% of the population aged 16+ were economically active, 77% of whom were in employment. 3.9% of Southwark residents were unemployed, lower than the London average (5%) and slightly higher than the England average (3.7%).⁵⁵

How might TLB's placemaking work influence this factor? Stakeholders highlighted that TLB's direct influence on factors within the Economic domain such as employment is lower than over other factors. That said, several highlighted TLB's existing work to promote responsible business, including their recent EmploySE1 project which worked with local communities to recruit local people for local jobs. TLB has also worked alongside Just Economics and Impact on Urban Health to raise awareness of cargo bike courier services as a viable, more secure and less environmentally impactful career path than as a delivery driver in the gig economy, as well as recent changes to their grant-funding activities, one of the new priorities of which is improving access to employment opportunities and/ or developing new skills.⁵⁶

Working Conditions, Pay and Benefits

How does this factor influence health? A poor quality or stressful job can be more detrimental to health than being unemployed. Factors include exposure to physical hazards, physically demanding or dangerous work, long or irregular working hours, shift work. Businesses can influence the health and wellbeing of employees by promoting and enforcing good work standards and offering and promoting a range of health and wellbeing-related benefits.

What does the data tell us about this factor in the TLB community? Our survey found that 99% of respondents reported having access to health and wellbeing benefits of some description, with only 1% of respondents reported having access to none of the benefits listed. However, despite the broad availability of these benefits, a third of respondents (34%), reported not using any health and wellbeing benefits in the last year.

How might TLB's placemaking work influence this factor? TLB's Social Impact workstream is one of the most established areas of the BID's services, which includes promoting the London Mayor's Good Work Standard and offers a range of Employee Wellbeing initiatives which encourages employees reconnect with nature, explore cultural attractions, learn about the area's history and heritage. TLB also runs knowledge exchange activities, such as Wellbeing in the Workplace workshops which equip local employers with tools and resources to enable them to build on their existing initiatives on wellbeing, and keep them up to speed with best practice, evidence and guidance.

There is an opportunity for TLB to further maximise the benefits available to local employees by promoting greater uptake of health and wellbeing benefits on offer, continuing to promote the adoption of the Mayor's Good Work Standard amongst member businesses,

Income, Poverty and Inequality

How does this factor influence health? Income interacts with other several other determinants of health. People on low incomes may consume less or have less access to goods and services that maintain or improve health (e.g. healthier food, exercise, decent housing) and/or may consume goods and services that may increase health risks (e.g. smoking). Being on a low income can also socially isolate people, creating feelings of lower social status, which can negatively impact health.⁵⁷

What does the data tell us about this factor in the TLB community? Poverty is a leading cause of poor health and premature mortality in Southwark, with many residents living in financial hardship. In 2021/22 over a third of children in the borough were living in poverty after adjusting for housing costs.⁵⁸ Poverty is concentrated across the central and northern parts of the borough, in particular, communities in Faraday and Peckham ward.

How might TLB's placemaking work influence this factor? One of the core purposes of BIDs is to sustain and improve local business activity, promoting the area as a destination for jobs, economic growth and investment. BID placemaking initiatives provide enhancements which directly improve local areas, while having an indirect impact on business and workforce development, such as through promoting the adoption of the London Living Wage amongst members.

However, it must be recognised that the geographical nature of BIDs dictate their resources will be focused on a specific area, as in London Bridge, and external determinants of income and poverty will always set the agenda for hyper-local responses.

Chapter 4

Implementing a Healthy Placemaking Approach



In this section, we set out how TLB can put a healthy placemaking approach into practice.

Developing an Action Plan

As detailed in the previous section, the Healthy Placemaking Framework is intended to provide an accessible but evidence-led and reasonably comprehensive account of the various ways that a BID could promote health and wellbeing.

To turn this into a more concise and actionable set out next steps, we summarised the key findings into a summary action plan, set out below. This covers the domains of health, the desired health outcome and route to impact for the BID's services, and a suggested means of measuring the impact of initiatives.

This is not prescriptive and is intended to help inspire and inform TLB's thinking as they work with their members and stakeholders to develop their placemaking plans and priorities.

Action Plan for Healthy Placemaking

Graph 1: Example Action Plan for Healthy Placemaking - TLB

Domain	Health Outcome	Route to Impact	Impact Metric
Physical, mental and social determinants of health	Increased physical activity	Supporting increased pedestrianisation and active travel .	% of local respondents reaching 150 minutes of physical activity per week.
		Improving green, blue and biodiverse space locally to encourage physical exercise .	% local respondents citing "Encourages physical health and exercise" as a reason to be satisfied with local green and natural spaces.
		Increased perceptions of safety to encourage physical activity outdoors.	% local respondents reporting feeling Very Safe or Safe in the area.
		Increasing the grants awarded to projects that promote physical activity .	No. of applicants for physical activity projects. £ of money awarded.
	Greater social interaction , sense of belonging , and feelings of wellbeing	Improving local green, blue and biodiverse space which enhance mental wellbeing and encourage and enables greater social interaction and senses of belonging .	% local respondents citing "Good places to meet other people" as a reason to be satisfied with local green and natural spaces % of local respondents reporting socialising in the area.
		Supporting accessible and engaging culture, play and recreation activities to promote social interaction and wellbeing .	% of local respondents reporting engaging in arts and culture locally. No. attendees at arts and cultural events hosted or supported by TLB.
		Increasing the grants awarded for projects including social interaction aspects.	No. of applications for projects including social interaction aspects. £ of money awarded.
	Increased opportunities for healthy food choices	Promote health food options and increase access to healthy food in the London Bridge area.	% of local respondents eating 5 or more portions of fruit and vegetables
		Increasing the grants awarded for projects which teach about/ encourage healthy food choices .	No. of applications for projects encouraging healthy food choices. £ of money awarded.

Domain	Health Outcome	Route to Impact	Impact Metric
Environmental determinants of health	Reduced risk of flood and heat-related health impacts by increasing London Bridge's climate resilience and adaptation	Undertaking emissions reduction and supporting TLB members to do so.	Number of sign-ups to London Bridge Decarbonisation Charter
		Improve local green, blue and biodiverse space to improve climate resilience (e.g. rain gardens).	Total acreage of green space in TLB district.
	Reduced air and noise pollution and traffic accident health impacts	Supporting urban greening initiatives to provide quieter, cleaner public spaces. Supporting and enabling active travel infrastructure locally.	% of respondents rating air and noise pollution as Good or Very Good.
Economic determinants of health	Reduction of poverty and inequality locally	Engage in voluntary and community sector partnerships and grant-giving , targeting areas with the highest rates of poverty and poor health outcomes	Impact metrics from TLB Grant-Making initiatives.
	Reduction of unemployment	Ensure that London Bridge is a desirable place for employers and promote local employment opportunities .	Number of new BID members and jobs created.
			Impact metrics from TLB employability initiatives.
	Improved quality of local work and jobs .	Promoting London Living Wage (LLW) amongst TLB member organisations to reduce low pay and poverty	No. of LLW businesses in TLB membership.
		Promoting the Mayor's Good Work Standard amongst TLB members to improve working conditions for people working in the London Bridge area	No. of Mayor's Good Work Standard businesses in TLB membership.
		Promoting TLB members workplace wellbeing offers to increase uptake amongst people working in the London Bridge area.	% uptake of health and wellbeing benefits amongst local survey respondents.

Operationalising the approach

To integrate this approach into TLB's work, rather than establish a single 'Health and Wellbeing' strand, we recommend that healthy placemaking be integrated into each of TLB's workstream (e.g. Placemaking, Social Impact, Arts and Events), with each lead officer given additional responsibility for considering health and wellbeing as part of their programmes. These officers could also ensure that health professionals or representatives are included as part of all TLB steering groups as a standing item. We also recommend that TLB consider giving a Board member responsibility for overseeing Health and Wellbeing to steer the BID's healthy placemaking activity. This will embed Healthy placemaking as a cross-cutting thematic pillar to inform and underpin the broad range of TLB's BID service.

The Healthy Placemaking Framework and the data and recent insights presented in this report should enable TLB to:

1. Understand how TLB initiatives can best influence health and wellbeing and monitor change through an annual Team London Bridge Health and Wellbeing Survey.
2. Provide the basis for working with TLB colleagues, members and partners to audit existing initiatives, generate new ideas, and establish and implement activities to influence health and wellbeing within the London Bridge community of employees, residents and visitors.
3. Support TLB to act as a voice for influencing health and wellbeing in the London Bridge area in other forums to enable co-ordinated collaboration with local public and voluntary partners for joined up approaches to improving health and wellbeing.

Monitoring Progress

As their influence in local neighbourhoods has risen, the need to assess the impact and value of a BID's work locally has increased. ^{lviii} This is important both to be accountable to members and demonstrate their impact to local stakeholders such as residents and local authorities. At the same time, it is important that processes of impact assessment and evaluation are proportionate, given the limited administrative resources available to BIDs and the need to manage resources from member levies carefully.

To meet this need for a proportionate but suitably robust means of tracking the impact of healthy placemaking efforts, we recommend that TLB uses the Health and Wellbeing Survey instrument developed for this project to monitor changes in health outcomes and behaviours in their network on an annual basis, supplemented by impact measures from their services.

The survey (available at Annex B) collects anonymous person-level data on health and wellbeing outcomes and behaviours, using well-validated instruments which offer population data for comparison to local, regional or national averages wherever possible in the following domains:

1. Health and wellbeing outcomes

a. Mental health and wellbeing

b. Self-reported health status

2. Physical activity and active travel

3. Healthy food choices

4. Perceptions of local green and natural spaces

5. Perceptions of the built environment, including air, noise, and waste pollution

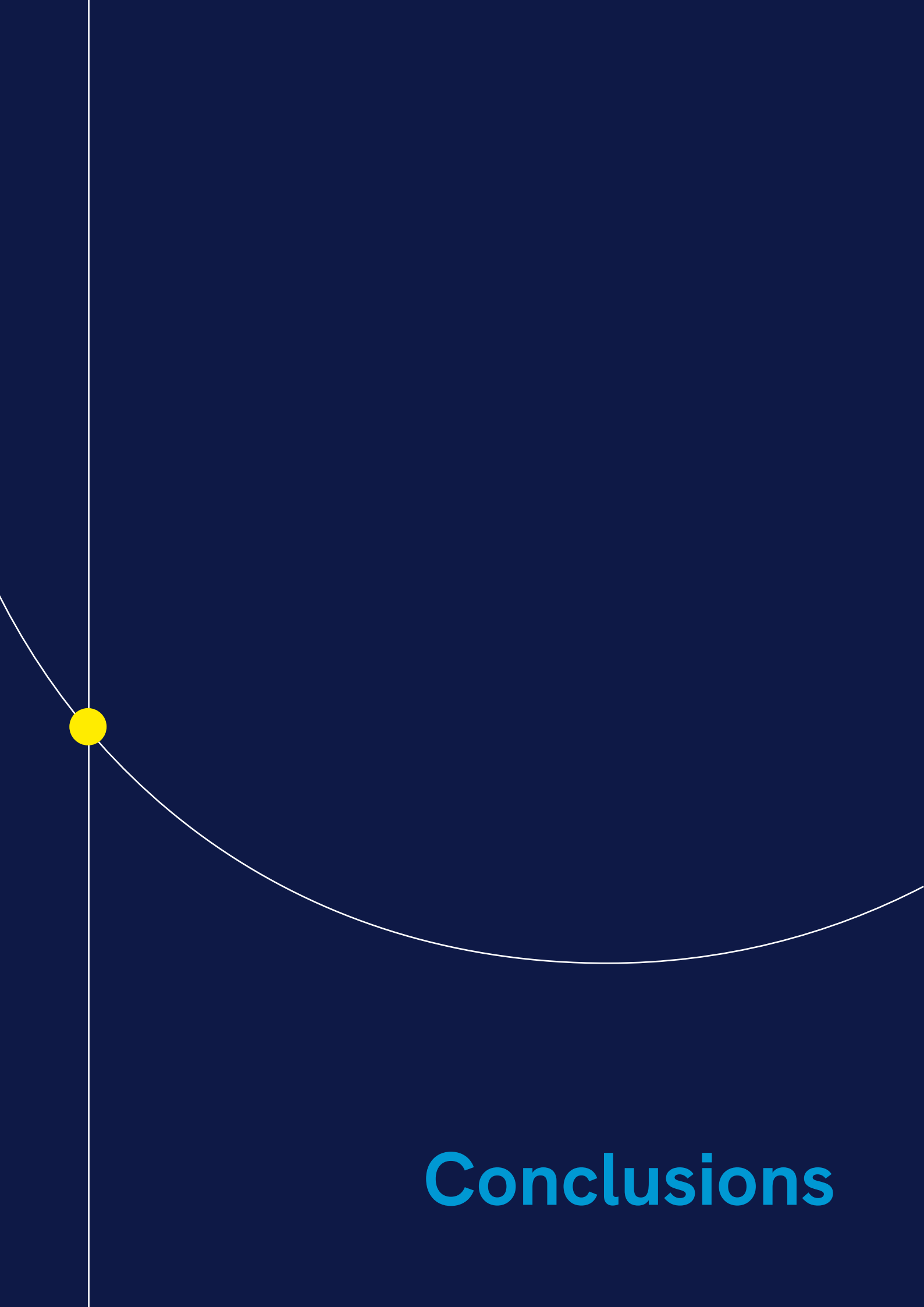
6. Perceptions of local safety and crime

7. Engagement in culture, play and recreation locally

8. Social and community engagement locally

9. Availability and uptake of workplace health and wellbeing support.

We recommend that this survey is administered online annually and promoted via Team London Bridge's local communication channels (e.g. mailing list, social media) and where possible through business members and partners to maximise reach.



Conclusions

London's Business Improvement Districts have come to play a vital role in some of the capital's most prominent neighbourhoods, channelling significant investment and undertaking a broad range of placemaking and regeneration activities.

Using the work of Team London Bridge as a case study, this project highlights the potential for BIDs to positively impact health and wellbeing in the capital through their placemaking work.

We summarise below some key takeaways from this work for both London's BIDs and the wider community of policymakers and planners seeking to build on the role and influence of BIDs in placemaking in the capital:

Many BID services already have positive implications for health and wellbeing locally, both directly and indirectly.

From investing in blue, green and biodiverse spaces to encouraging responsible business practices, this analysis highlighted that many typical BID services and initiatives interact positively with key determinants of health and wellbeing. We also highlight that, in this case study, local stakeholders were receptive to the idea of a BID taking a more proactive role in promoting health and wellbeing through placemaking.

There is an important gap in the evidence in terms of how BIDs and their members can most effectively influence health and wellbeing through their work.

This report begins to address this gap and is intended as a conversation starter for BIDs who want to go further in their work to enhance neighbourhoods for the benefit of their members, visitors and local residents. However, more research is needed to understand the role and influence of London's BIDs in neighbourhoods today and their potential role and impact on key social outcomes such as health.

To tackle this gap, BIDs should take an evidence and data-led approach which engages with the multiple determinants of health and wellbeing to maximise impact.

We encourage BIDs to draw on and adapt the resources presented in this report to do so. The Healthy Placemaking Framework (see Annex A for a high-resolution version) should help clarify the different factors BIDs might influence to promote health and wellbeing as well as highlight where other local stakeholders are best placed to act, potentially in partnership with or supported by the BID.

BIDs are important local convenors and a participatory approach to thinking about how to influence health is key.

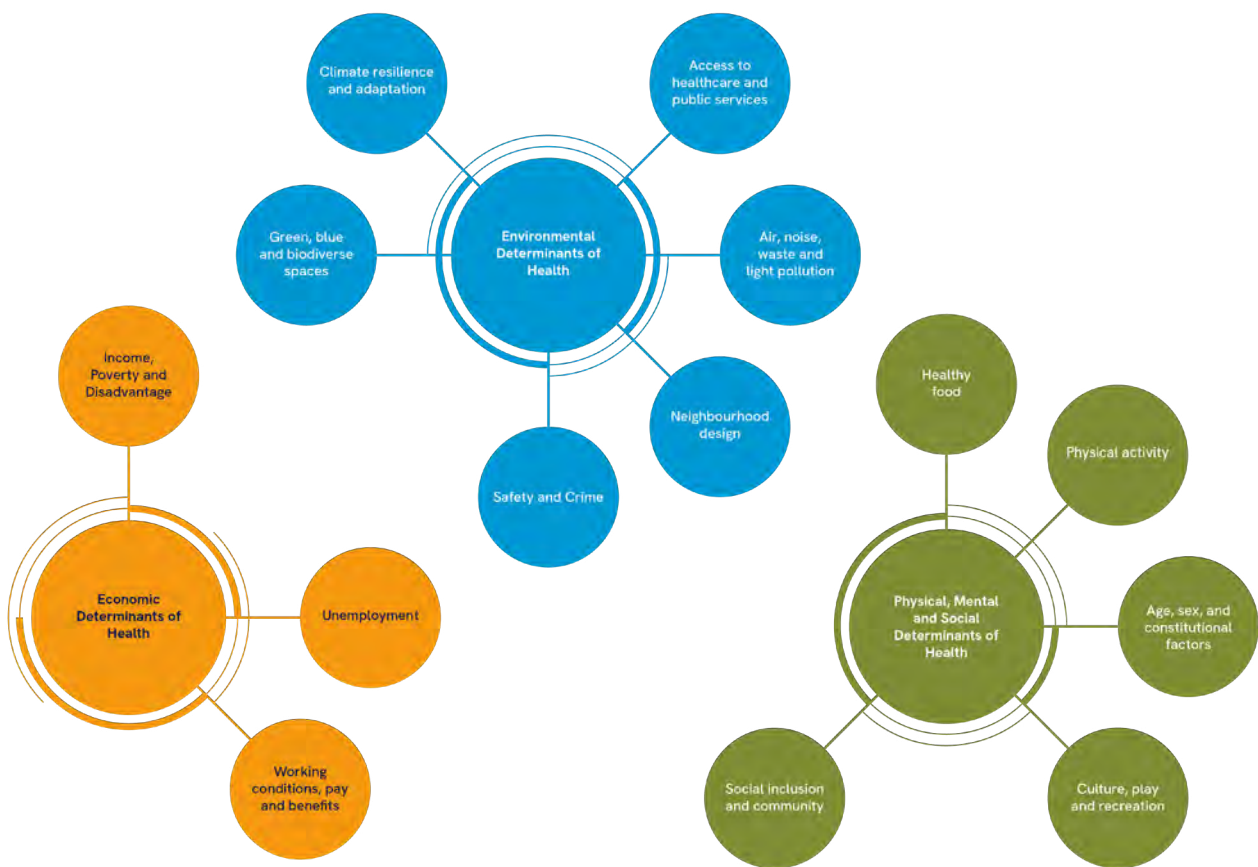
BIDs today are anchor institutions for London's neighbourhoods and have a unique ability to bring together local private, public and civil society partners. As this project highlights, BIDs who want to maximise the positive impact of their services on local health and wellbeing should draw insight and input from local stakeholders to generate and test ideas and map where they can most impactfully influence health and wellbeing, as this will strengthen both the quality and relevance of their thinking and create opportunities for collaboration.

Monitoring the impact of BID-led efforts to improve health and wellbeing will aid in accountability and enable learning and improvement.

Despite the growing number and influence of BIDs in London's neighbourhoods, there is little robust evidence of their socio-economic impact, with the most recent detailed study undertaken in 2016. If BIDs are to take a more intentional role in promoting health and wellbeing, BIDs should employ a suitable and proportionate means of monitoring the impact of their work, both to ensure transparency and accountability to their members and enable BIDs to track the impact of investments in healthy placemaking and refine them over time. One of the resources generated for this report, the Health and Wellbeing Survey (Annex B), offers way to generate a simple snapshot of key health and wellbeing outcomes and behaviours within a BID's immediate community, and offer a proportionate way to track the impact of a BID's work to improve health and wellbeing over time.

Appendix

Annex A – Healthy Placemaking Framework (Visual Map)



Annex B – Health and Wellbeing Survey Instrument

Ref	Question	Options		
1.	What sector does your employer belong to?	Private Sector Manufacturing Professional and business services (legal, accounting, architectural and engineering, advertising and market research) Financial and insurance Information and communication Wholesale and retail Construction Health Education Accommodation and food services Utilities (electricity, gas, water, sewage, waste management) Transportation and storage Real estate Arts, entertainment and recreation Other Don't know	Public Sector Public administration Education Health Financial and insurance Utilities (electricity, gas, water, sewage, waste management) Construction Professional and business services (legal, accounting, architectural and engineering, advertising and market research) Transportation and storage Wholesale and retail Accommodation and food services Arts, entertainment and recreation Other Don't know	Voluntary, community and not-for-profit (NCVO categories) Social services Culture and recreation Religion Grant-making foundations Parent Teacher Associations Development Education Village halls International Environment Health Scout groups and youth clubs Playgroups and nurseries Law and advocacy Research Housing Employment and training Umbrella bodies Other
2.	How many people (roughly) does your organisation employ?	Fewer than 50 50 to 249 250 to 999 More than 1,000 Don't know		

Ref	Question	Options
3.	What is your work pattern?	Remote Hybrid – 3 or more days of the week on-site Hybrid – 3 or more days working remotely On-site
4.	Where do you live?	1. In the London Bridge area 2. In Southwark but not London Bridge 3. Elsewhere in London 4. Out of London

Ref	Theme	Question	Answer Options	Benchmark Data/ Question Source
1.	Mental health wellbeing	Overall, how happy did you feel yesterday?	1 to 7, where 7 is completely satisfied.	ONS Annual Wellbeing Estimates
2.	Physical Health	How is your health in general? Would you say it is...	1. Very good 2. Good 3. Fair 4. Bad 5. Very bad 6 Don't know	Census 2021 - ONS
3.	Physical activity	In a typical week, how many minutes of physical activity do you do?	Less than 30 minutes 30-149 minutes a week At least 150 minutes a week Don't know	Sports England Active Lives Survey
4.	Healthy food choices	In a typical week, how many minutes of physical activity do you do?	None Less than 1 portion % 1 portion or more but less than 2 % 2 portions or more but less than 3 % 3 portions or more but less than 4 % 4 portions or more but less than 5 % 5 portions or more	HSE 2022 Adults' health-related behaviours tables – Table 11

Ref	Theme	Question	Answer Options	Benchmark Data/ Question Source
5.	Use of local green, blue and biodiverse spaces.	<p>What are the reasons you are satisfied with the green and natural spaces in the London Bridge area?</p> <p>What are the reasons you are dissatisfied with the green and natural spaces in the London Bridge area?</p> <p>Select all that apply</p>	<p>1.</p> <p>Within easy walking distance</p> <p>Good places for mental health and wellbeing</p> <p>A high enough standard to want to spend time in</p> <p>Good places for children to play</p> <p>Places that encourage physical health and exercise</p> <p>Good places to meet other people</p> <p>Provide good opportunities to see nature</p> <p>2.</p> <p>Not enough green and natural spaces</p> <p>Rubbish/litter lying around</p> <p>Poorly maintained</p> <p>Dog fouling</p> <p>People drinking or taking drugs</p> <p>Lack of facilities</p> <p>Safety concerns</p> <p>Poor lighting or lack of street lighting</p> <p>Paths unmarked/overgrown/broken or locked access points</p> <p>No dedicated parking/insufficient parking spaces</p> <p>Out of control dogs</p> <p>Difficult to get to</p> <p>Not accessible to me</p> <p>Some other reason</p>	Community life Survey 2023/24 B9 and B10 (National averages)

Ref	Theme	Question	Answer Options	Benchmark Data/ Question Source
6.	Built environment	How would you rank the London Bridge area on the following areas of pollution and waste management a) Air quality b) Refuse and other waste c) Noise pollution d) Light pollution	1.Very good. 1. Very good 2. Good 3. Fair 4. Poor 5. Very poor	None.
7.	Safety and crime	Thinking of your personal safety, how safe or unsafe would you feel walking on your own in the London Bridge area?	1.Very safe 2. Fairly safe 3. Fairly unsafe 4. Very unsafe	Perceptions of personal safety and experiences of harassment, Great Britain: 2 to 27 June 2021 - ONS
8.	Culture, play and recreation	In the last 12 months which of the following events have you attended in person in London Bridge? Please don't include places or events you have attended through paid work, school or college or structured academic activities.	1. an exhibition of art, photography or sculptures 2. a play, drama, musical, Pantomime, Ballet, Opera 3. an event connected with books, reading, or writing 4. a cinema screening of a film or movie 5. a craft exhibition (not a crafts market; crafts include for example textiles, woodworking) 6. a live music event 7. a festival and or carnival (music, food, culture) 8. a street art event 9. a live dance event 10. a fashion show 11. a comedy event 12. some other cultural event in London Bridge 13. None of these	DCMS Participation Survey 2023/24

Ref	Theme	Question	Answer Options	Benchmark Data/ Question Source
9.	Social and community networks	<p>1. In the last month, have you socialised in the London Bridge area (e.g. restaurant, bar, cultural event)?</p> <p>2. In the last 12 months, have you given any unpaid help or worked as a volunteer for any type of local, national or international organisation or charity?</p> <p>a. If yes, was this a local London Bridge organisation or charity?</p>	<p>1. Yes, No</p> <p>2. Yes, No, Not applicable</p> <p>3. Yes, No</p>	<p>Community life Survey 2023/24</p> <p>(No population for the socialising question)</p>
10.	Take-up of Workplace Health and Wellbeing Offers	Have you used any of the following health and wellbeing workplace benefits or promotions in the last year:	<p>1. Employee assistance programmes</p> <p>2. Counselling service</p> <p>3. Financial education and support (e.g. access to advice/welfare, loans for financial hardship)</p> <p>4. Access to physiotherapy and other therapies</p> <p>5. Stop Smoking Support</p> <p>6. Free eye tests</p> <p>7. Paid time off to attend vaccinations (e.g. flu, covid-19)</p> <p>8. Free flu vaccinations</p> <p>9. Advice on healthy eating/lifestyle</p> <p>10. In-house gym and/or subsidised gym membership</p> <p>1. Programmes to encourage physical fitness (e.g. walking challenges)</p> <p>12. Health screening</p> <p>13. Wellbeing days (e.g. a day devoted to promoting health and wellbeing services to staff)</p> <p>14. Access to complementary therapies (e.g. wellbeing and massage)</p> <p>15. Regular on-site relaxation or exercise classes (e.g. yoga, Pilates)</p> <p>16. Other</p> <p>17. I have not used any health and wellbeing workplace benefits or promotions in the last year</p>	None.

Ref	Theme	Question	Answer Options	Benchmark Data/ Question Source
10.	Availability of Workplace Health and Wellbeing Offers	As far as you are aware, which if any of the following health and wellbeing benefits do you have access to:	<ol style="list-style-type: none"> 1. Employee assistance programmes 2. Counselling service 3. Financial education and support (e.g. access to advice/welfare, loans for financial hardship) 4. Access to physiotherapy and other therapies 5. Stop Smoking Support 6. Free eye tests 7. Paid time off to attend vaccinations (e.g. flu, covid-19) 8. Free flu vaccinations 9. Advice on healthy eating/lifestyle 10. In-house gym and/or subsidised gym membership 1. Programmes to encourage physical fitness (e.g. walking challenges) 12. Health screening 13. Wellbeing days (e.g. a day devoted to promoting health and wellbeing services to staff) 14. Access to complementary therapies (e.g. wellbeing and massage) 15. Regular on-site relaxation or exercise classes (e.g. yoga, Pilates) 16. Other 17. I have not used any health and wellbeing workplace benefits or promotions in the last year 	CIPD Health and wellbeing at work Survey - Annual Report – Sample of 565 private sector respondents

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