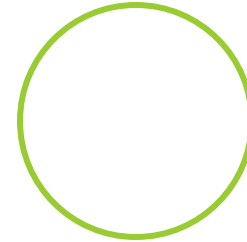
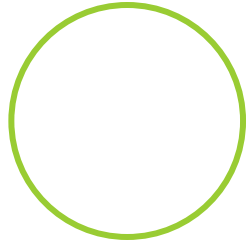


BioRegional Quintain



**Well Being and Happiness – what
can we do ?**

Pete Halsall – Managing Director



**Can't be accused of a
lack of ambition**



BioRegional **Quintain**
people place planet

One Planet Living



- ☺ Apply the 10 “One Planet Living” principles
- ☺ Combine excellent design, sustainability (OPL) with community creation
- ☺ Morality = doing the right thing
- ☺ Brand = experience (beyond imagery)
- ☺ Economics/ Investment = better returns
- ☺ Vertically integrated business model = we will do it ourselves if we can

- 10 zero carbon
- zero waste
- sustainable transport
- local and sustainable materials
- local and sustainable food
- sustainable water
- natural habitats and wildlife
- culture and heritage
- equity and fair trade
- health and happiness

Happiness – new kid on the block

- 😊 Well Being – tangible and can even be measured by the government (!)
- 😊 Happiness – harder to pin down
- 😊 Some embarrassment – in Japan CEO's key goal to make customers 'happy'
- 😊 Emerging science of happiness
- 😊 Comfort is a function of the internal state – output on sick buildings studies

Richard Layard - Happiness



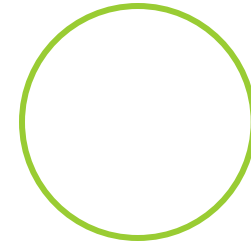
- 😊 *“A society cannot flourish without shared purpose.....need a concept of the common good.....secret is compassion towards oneself and others...happiness comes from outside as well as inside “*
- 😊 If you want to be happy – find someone else who is and follow what they do



Unhappiness – Key elements

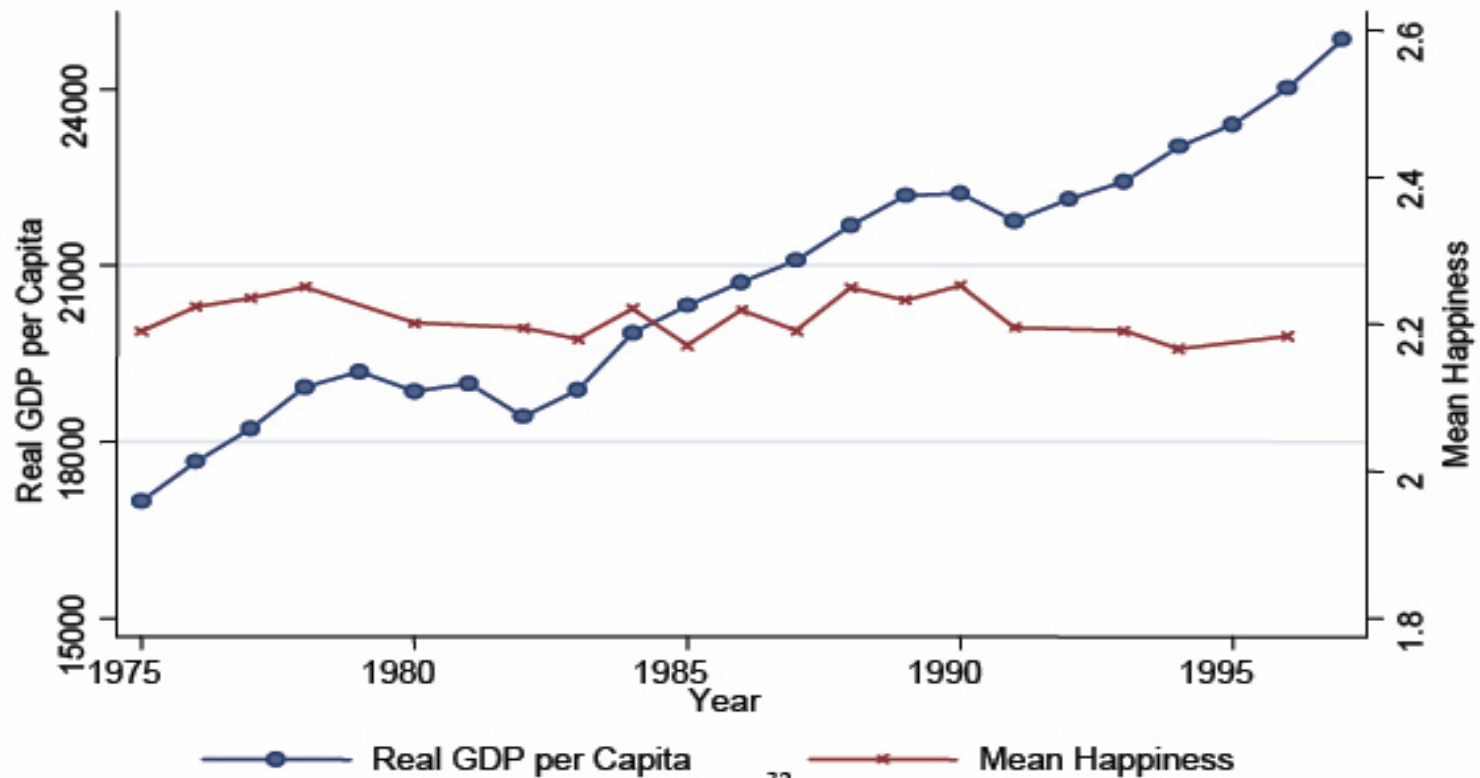
- ☹ Unemployment / Poverty
- ☹ Commuting
- ☹ Poor relationships (inner and outer)
- ☹ Stress/ over work
- ☹ Low self esteem / poor self regard
- ☹ Over emphasis on self
- ☹ Lack of belonging/ sense of insecurity/ lack of safety

New Economics

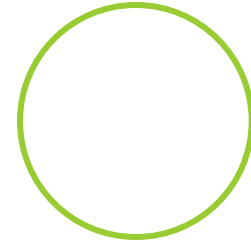


un
THE HAPPY PLANET INDEX

Figure 5. Average Happiness and Real GDP per Capita for repeated cross-sections of Americans.



Sir Winston
Churchill



*“ We shape our
dwellings, and then our
dwellings shape us “*



Happy Communities – BedZED?

- 😊 On average 18 people know their neighbours by name – UK average 3
- 😊 Green lifestyles provide a lot of social connection and interaction
- 😊 It's different and it's very green – shared purpose
- 😊 High Density – cars on the perimeter



Make Slough Happy

10 Principles > Professor Richard Stevens



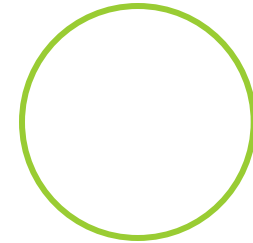
- 😊 1 – Get Physical..exercise ½ hr per day
- 😊 2 – Count your blessings..what are you grateful for ?
- 😊 3 – Talk time ..1/2 hr per day with partner
- 😊 4 – Plant something..keep it alive
- 😊 5 – Reduce TV watching by half
- 😊 6 – Smile or say Hi to stranger – once per day
- 😊 7 – Phone a friend /relative have not spoken to for a while:
Meet up
- 😊 8 – Have a good laugh at least once per day
- 😊 9 – Give yourself a treat every day
- 😊 10 – Do a good turn for somebody every day



Inner aspects— we can contribute

- 😊 Creating a positive psychological climate
..especially in terms of strong sense of community
and community spirit
- 😊 Governance approach – encourage active
participation
- 😊 Extranet – strongly facilitates connection and
establishment of shared interests
- 😊 Volunteering – ‘green gym’

Men and Women



“Men are happy before they get married

Women are only happy when they get married”

- 😊 Evidence contradicts the joke
- 😊 Single women statistically more likely to be happier than single men
- 😊 Key factor > Women more naturally form more emotionally intimate and supportive relationships than men ..maybe that can be designed in ?

Outer – there's a lot we can do

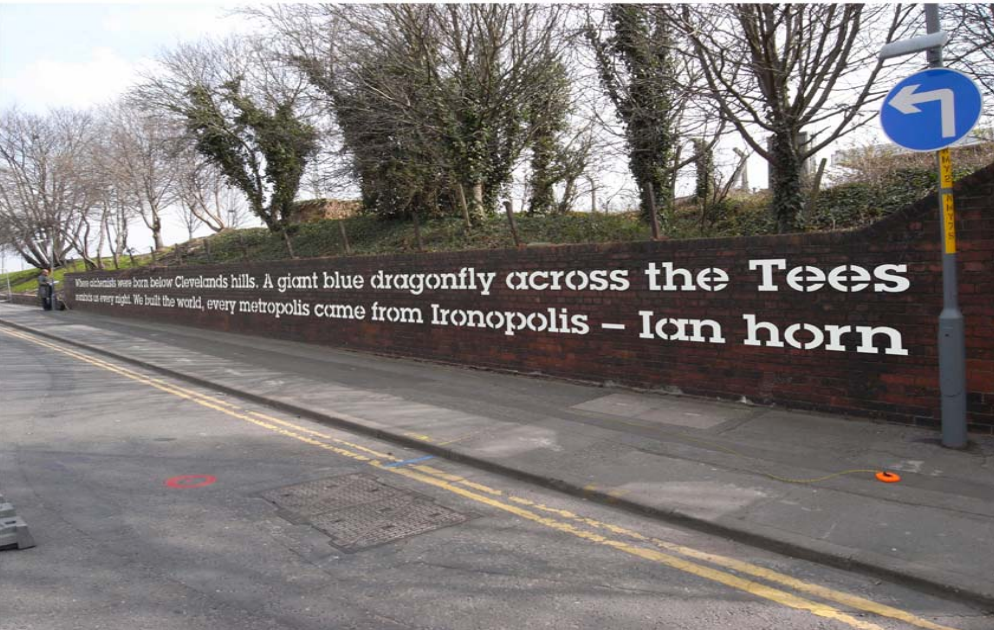
- 😊 Green travel – walking and cycling as well as reducing car dependence (transport as well as psychological)
- 😊 Every flat gets growing space/herb box as well as support for food growing
- 😊 Reduce TV viewing by half ... much enhanced community spirit
- 😊 Healthy materials – reduced environmental stressors and illness
- 😊 Culture and heritage – comprehensive arts programme
 - Can encourage some of the behavioural aspects of the 10 Slough principles through art, events and extranet

Happiness strategies do impact on Architecture




Public Art

Giving meaning to the project

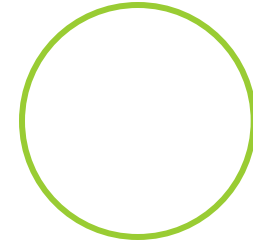


Ironopolis • by Ian Horn

WHERE ALCHEMISTS
WERE BORN
BELOW CLEVELAND'S HILLS
A GIANT BLUE DRAGONFLY
ACROSS THE TEES
REMINDS US EVERY NIGHT
WE BUILT THE WORLD,
EVERY METROPOLIS
CAME FROM
IRONOPOLIS



The Future Prospects



- 😊 Community imperative – greater level of social resilience and reduced ecological footprint in face of dramatic economic / environmental stressors
- 😊 Likely that standards of living will fall – upward oil prices / climate change / resource depletion
- 😊 A community can be designed to encourage/ facilitate happiness
- 😊 Happiness is a lot easier to attain through humanistic strategies than through economics