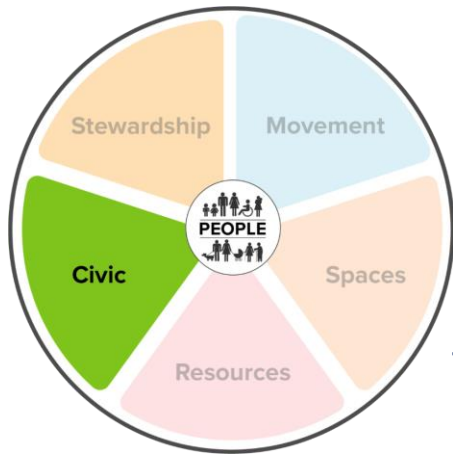


Shaping Places for Wellbeing Programme

Identity and belonging: Impact on Rutherglen's Community



Identity and belonging can have a positive impact on people when:

- Everyone can benefit from a place that has a positive identity, culture and history, where people feel like they belong and are able to participate and interact positively with others.

This is why it is one of Scotland's Place and Wellbeing Outcomes.

The evidence tells us¹:



A feeling of belonging to a community is associated positively with mental health.



A sense of belonging to a community is associated with an improved quality of life.



Sense of belonging can encourage community activities and provide a sense of purpose.



Attachment to place is associated with good-quality and well-designed public spaces,



Attachment to place can be associated with how welcoming a place is and its aesthetics



If people are involved in designing and maintaining the places they live in, this can build a sense of ownership.



If there is something distinctive about a place then residents can identify with the place.



Social connections can help residents to feel part of the community and provide them with a sense of belonging.

1. Source: [Evidence Behind Place Standard Tool & Place and Wellbeing Outcomes](#)

Indicators for Identity and belonging in South Lanarkshire²

94% of adults in South Lanarkshire rate their neighbourhood as a “very” or “fairly” good place to live. This is the same for Scotland wide (94%). (2019)

Urban areas in South Lanarkshire have a “very good” place to live rating (56%) higher than Scotland (54%).

(2019)

Rural areas in South Lanarkshire have a “very good” place to live rating (61%) lower than Scotland (74%).

(2019)

People living in the most deprived 20% areas in South Lanarkshire have a “very good” place to live rating (33%) slightly higher than Scotland (32%).

(2019)

100% of people living in the least deprived 20% areas in South Lanarkshire rated their neighbourhood as a “very” or “fairly good” place to lived. In Scotland the figure is 99%.

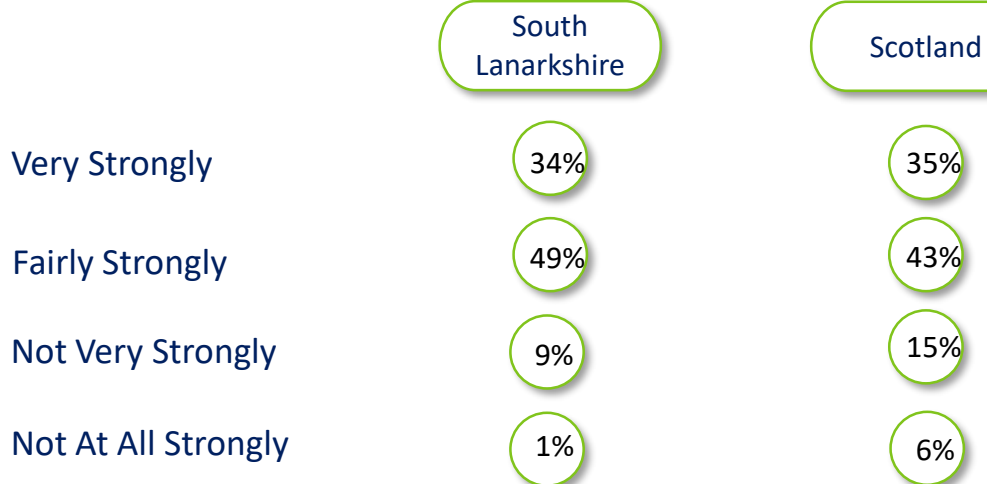
(2019)

Percentage of People in the Scottish Household Survey agreeing with statements about their neighbourhood strengths(2019)

	South Lanarkshire	Scotland
This is a neighbourhood where people are kind to each other.	87%	83%
This is a neighbourhood where most people can be trusted.	82%	79%
There are welcoming places and opportunities to meet new people.	53%	52%
There are places where people can meet up and socialise.	57%	57%
This is a neighbourhood where people from different backgrounds get on well together.	68%	69%
This is a neighbourhood where local people take action to help improve the neighbourhood.	57%	58%

Indicators for Identity and belonging in South Lanarkshire³

Strength of feeling of belonging amongst adults to their community.



56% of adults aged 40-59 in South Lanarkshire have a “fairly strong” feeling of belonging to their community compared to 46% of 40-59 year olds in Scotland.

(2019)

30% of adults in the most deprived 20% areas in South Lanarkshire have a “very strong” feeling of belonging to their community compared to 37% in the least deprived 20% areas.

(2019)

56% of adults aged 40-59 in South Lanarkshire have a “fairly strong” feeling of belonging to their community compared to 46% of 40-59 year olds in Scotland.

(2019)

What we heard from a range of communities, organisations and practitioners in Rutherglen in 2023

Volunteering

There is a strong history of and commitment to volunteering within Rutherglen through the variety of community organisations, third sector projects and faith groups. Volunteering is viewed as a way of supporting others in the community and making a difference locally – fostering pride in the local area.

“Now it's time to stop and take action and all do our part. Let's make Burnhill free of fly tipping and take pride in the area we come from.”

Burnhill Resident, Burnhill Youth Activists Group

Bringing people together

Local community groups want to be involved in decisions that affect their community. Bringing people together round a table to discuss the community and the impact of decisions made increases the sense of belonging and helps to keep the identity of local areas within Rutherglen.

Local community groups value communication with statutory agencies and meaningful engagement but also seek to take the lead in bringing partners together to discuss the community, empowering local residents in doing so. By bringing multiple partners together the importance of identity and local priorities can be emphasised to them prior to decisions being made.

Importance of history

A unique local heritage and historic architecture including the town hall, library and numerous churches along the Main Street give Rutherglen a distinct sense of place.

The sense of identity in Rutherglen has been strengthened further in the run up to 2026 which will see the 900th anniversary of the Charter of the Royal Burgh of Rutherglen. Plans are in place for a growing programme of community-led events leading up to the 'Rutherglen 900' celebrations.

It is hoped these community led events will attract visitors and promote Rutherglen as a place of historical interest encouraging community engagement and partnership working.



Visit the [website](#) for more information on [Rutherglen Project Town activity](#). Follow us on X (Twitter) [@place4wellbeing](#) to keep up to date with our latest news and place-based resources.