



Shaping Places for Wellbeing Project Town Dunoon

Summary of the Dunoon data journey

What we set out to do

Create a profile of Dunoon to identify those people most impacted by inequalities and what they needed from their place, in order to support data-led decision making.

The process involved creating an initial quantitative data profile from public data sources and using this as a starting point to further explore inequalities in Dunoon through qualitative data collection and community conversations. The data journey is detailed [here](#) along with 'how to' guides to use the same process to create a data profile for another place.

What we used the data for

The information from the data profile and insights from the community were used at our [Place & Wellbeing Assessments](#) and highlight to our stakeholders the key areas of inequality within each town, to inform decision making and identify how the plan, policy or proposal being explored will affect a place and the wellbeing of the people living there.

About the Dunoon profile area

Dunoon settlement comprises two data zones (Dunoon and Hunters Quay). The focus of the quantitative data profile was Dunoon intermediate zone. The Community Link Lead report looked at the wider Dunoon settlement area. (See map on infographic).

The key areas of inequality identified by the quantitative data for Dunoon were:

- Alcohol misuse
- Poverty, particularly income inequality
- People living in areas of deprivation

This was further expanded on in the report 'What we are hearing in our communities' to include the emerging areas of mental health and challenges to third sector sustainability, and the broadening of Alcohol misuse to Substance misuse including the use of drugs.

What we produced

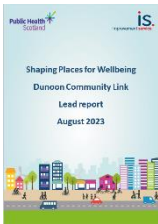
The data profile for Dunoon comprises four documents



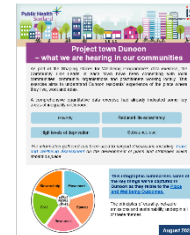
Profile by Public Health Scotland Local Information System Team using the available quantitative data for Dunoon from public data



Infographic highlighting key areas of inequality as identified by a review of the quantitative data



Report by the Community Link Lead for Dunoon using a wide range of data including reports, surveys and stakeholder interviews



Visual summary of the report highlighting key issues in line with the Place and Wellbeing Outcomes themes

Quantitative data profile summary

The sources of data used including information up to 2022 were:

SCOTPHO

National Records Scotland

Improvement Service Profiles

Scottish Government

DWP Stat Xplore

SIMD

The key findings were:

<p>The profile created using publicly available data sources was reviewed to identify three key inequality areas:</p> <ul style="list-style-type: none"> • People living in areas of deprivation <ul style="list-style-type: none"> ○ SIMD data (Scot Gov) • Alcohol misuse <ul style="list-style-type: none"> ○ Alcohol hospitalisations (Scot PHO) • People experiencing poverty, specifically income inequality <ul style="list-style-type: none"> ○ Out of work benefits (DWP) ○ Employment deprivation 	<p>Other areas of interest that were explored but not highlighted at this stage:</p> <ul style="list-style-type: none"> - Early deaths - Bowel screening uptake - Asthma hospitalisations - Drug prescription rates for anxiety, depression or psychosis - Uptake of carers allowance - Personal Independence Payments
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Key learning:

- **Identification of demographic groups:** The health (ScotPHO) data that was publicly accessible for Dunoon didn't allow us to identify specific demographic groups impacted because of the small population size and risk of identification. Benefits (DWP) data allowed us to get more detail for income inequality.
- **Interpreting data:** While the rate for some measures such as early deaths was comparatively a high percentage the actual number over a period of time was very low which meant there should be caution in interpreting it, so early deaths was taken out as a key area.
- **Lack of detail:** For some data there was no detail available or other supporting information so difficult to conclude it represented an inequality, for example asthma hospitalisations.

'What we are hearing in our communities' report summary

The sources of data used were:

- **Documents:** we reviewed previous documents that reported qualitative data or formal community engagement in our Project Towns. Sources primarily from 2017 - 2023
- **Conversations:** connecting with local groups, third sector organisations and practitioners who generously shared their knowledge, experience and insight through conversations with the Community Link Lead. Dec 22 – June 23

The key findings on inequalities were:

Overall, the findings supported the key inequalities areas from the quantitative data review as a good representation of issues in Dunoon. As a result of the Community Link Lead's work:

- **Alcohol misuse was also expanded to become substance use** to include the misuse of drugs.
- Income inequality was supported by more detailed data including **impact of caring responsibilities, fuel costs, and single person households**.
- While it was agreed deprivation was a key inequality in Dunoon, it was challenging to obtain specific information.
- There were challenges in identifying other data supporting early deaths as an area of inequality.

In addition, two emerging areas of inequality were identified:

- **Mental health:** both as a cause of inequalities and as an issue where service provision is very limited or disconnected from other services.
- **Challenges to the stability of the local third sector** and the effects of this on local opportunities, service delivery and sustainability.

Findings by Place and Wellbeing Outcomes:

Additionally, findings on what people needed from their place were mapped against the Place and Wellbeing Outcomes. Examples of the findings were:

- **Movement:** People in Dunoon can be disconnected from key services and resources by its geography and transport links
- **Spaces:** Access to free, open spaces is seen as an asset but there is a perception of some public spaces being underused
- **Resources:** A shortage of private rental sector accommodation is a recognised local problem
- **Civic:** Dunoon is a place where people generally feel safe and local connections are strong
- **Stewardship:** There is a strong culture of community-led local action and peer support

Key learning:

- **Scarcity of recent comprehensive community engagement** and lack of demographic data limited objective assessment of groups most impacted by inequality.
- Community conversations revealed an **appetite for greater sharing of insights and data** within and across sectors, provided confidentiality could be maintained.
- Third sector organisations and voluntary groups are seeking **mechanisms to strengthen partnership and co-production** with statutory and formal services.

Potential future areas of data exploration

- Partnership working across sectors
 - Settlement level data sharing across organisations and sectors. Scope need and opportunities to enhance access to data to identify demographic groups impacted by inequality.
 - Organisations providing financial, energy and housing advice are keen to collaborate with statutory services to explore mechanisms to report early trends and anticipate future need.
- Deeper dive on specific inequality groups
 - There was an interest in exploring alternative measures to account for hidden inequality areas, e.g. where small areas such as the Finbracken estate in Sandbank are 'miscategorised' by SIMD scores
 - Explore additional indicators where data are lacking from profile (e.g. mental health)
 - Further engagement with carers' groups could be valuable to explore the patterns and indirect impacts of ill health on those providing care.
- Inclusion of other sources of data
 - Newly available GP data may merit further exploration, to explore age groupings for different health conditions.