



Shaping Places for Wellbeing Programme Summary

2022 - June 2024

This document provides a summary of the work that took place on the Shaping Places for Wellbeing Programme from 2022 - June 2024.



Who are we, what is our ambition and how do we fit into Scotland's ambitions?

Who we are

The Shaping Places for Wellbeing Programme was a 3-year Programme, which ran in seven Project Towns until June 2024. While the Programme is no longer working in the original towns, it is still operating until December 2024. The Programme has been delivered by Public Health Scotland (PHS), and the Improvement Service (IS) jointly with local authorities and NHS local boards. The Programme has funding from The Health Foundation and Scottish Government.



Programme ambition

The **ambition** of the Shaping Places for Wellbeing Programme is to:

Improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet

Many in Scotland are fortunate enough to experience not just the absence of disease or illness (health), but the combination of physical, mental and emotional factors that leaves us feeling good and functioning well (wellbeing). However, with the worst health inequalities in Western Europe, we know this is not the experience of all of Scotland's people. Our Programme focused on the evidenced impact that the places where we live, work and relax have on our ability not just to stay healthy but to experience wellbeing.

Places are proven to have a positive and/or negative impact on our wellbeing and, in many cases, a negative impact is the result of the unintended consequences of well-meant decisions. Local councils and their partners have a key opportunity, when making decisions, to consider the impact their choices have on their places and the opportunity to consider improving places as part of delivering on their overall ambitions.



Our **objectives** were to:

- Support those making decisions that would influence a place to consider the consequences of those decisions on all the evidenced features of places that impact people's health and wellbeing
- Support our partners to consider the negative impact of any unintended consequences being brought into the decision-making process

Delivering lasting change

The Programme aimed to support lasting change in the understanding and contribution of our places to improving wellbeing. We called this system change and for this Programme, success would see our partner organisations:

- With an increased understanding of the role of the Place and Wellbeing Outcomes to support the creation of places we live, work and relax in enabling wellbeing
- Expanding the role of place in their decision making processes and policy
- Share learning about the consideration of place beyond the Project Town into other areas

Alignment with national ambitions

Our work took a place-based approach as described in Scottish Government and COSLA's adopted Place Principle and in the Social Determinants of Health promoted by public health. Each shared the same ambition to promote the long-term preventative role of place in enabling everyone to experience wellbeing. Our Programme supported local councils and local health boards to work in partnership with other stakeholders, including communities, around that shared ambition. These principles of prevention, partnership and people stem directly from the recommendations of the Christie Commission.

There are currently lots of interconnected national ambitions in Scotland where the impact of place has the potential to contribute. Examples include 20 minute neighbourhoods, net zero ambitions, Covid recovery priorities, Public Health Priorities and the National Outcome Framework. Given we do not have the luxury of time to address each of these one at a time, any opportunity to join up our activity provided a better use of our time and resources.

Our [Shaping Places for Wellbeing video](#) gives more context to the Programme and explains how it aimed to pull these ambitions together.

What have we done and what difference have we made?

Role of the Place and Wellbeing Outcomes

So, how did we do this? There are [evidenced features](#) for all our places that, if we get them right, enable a positive impact on health and wellbeing. These are called the [Place and Wellbeing Outcomes](#). The outcomes were developed by a collaboration of representatives from:

- Public Health Scotland
- COSLA
- Directors of Public Health
- Improvement Service
- Health Improvement Managers Network
- Heads of Planning Scotland
- Edinburgh University

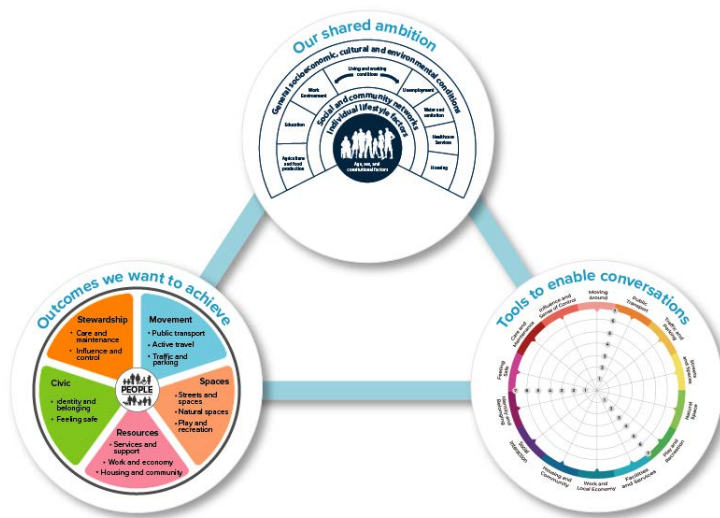
Based on evidence from the World Health Organisation and other public health bodies in the United Kingdom, they established a set of outcomes for Scotland that drew on the evidence base that supported the Place Standard.

The Place and Wellbeing Outcomes provide a set of outcomes for all stakeholders to work towards for the places they live, work, learn or relax in.

To determine if these outcomes are being met, a series of indicators or measures have been agreed for each of the outcomes.

The Place Standard Tool provides a structure for a conversation about a place between communities and key stakeholders and gathers information that helps inform each of these indicators.



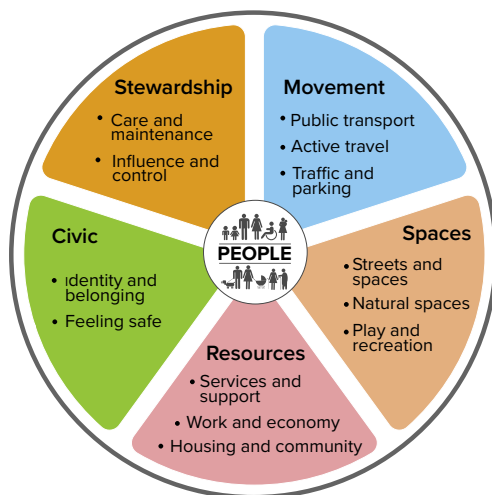


The Place and Wellbeing Outcomes are based on the design of the Place Standard Tool with the 14 themes of the tool grouped into five overarching themes. The evidence base for both the design of the tool and the outcomes can be found on the Our Place website: [Evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#).

Watch the Planning for Place Programme’s latest [video on the difference between the Place Standard Tool and the Place and Wellbeing Outcomes](#), and how they fall under different elements of a place-based approach.

The Shaping Places for Wellbeing Programme stemmed from the desire to use these outcomes to ensure the impact of decisions consider every aspect of place and to fully understand the contribution of our places as part of the preventative solution when addressing the range of priorities facing local councils and local health boards across Scotland.

Place and Wellbeing Outcomes



The principles of equality, net-zero emissions and sustainability underpin all of these themes, and all themes should be embedded in policy and action

Three key actions summary – Project Towns, learning and national leadership

Public Health Scotland and the Improvement Service worked with NESTA's People Powered Results Team to co-produce the Shaping Places for Wellbeing Programme. It was designed to provide local support from which to learn, reflect and apply across Scotland. The Programme had three key activities where it supported:

- Local activity in a range of **Project Towns** to focus on the contribution of place to wellbeing
- A **Local Learning Cohort** to share what was transferable between Project Towns and beyond
- Sharing national barriers to local activity with a **National Leadership Cohort**



Choice of Project Towns

The Programme supported seven 'Project Towns': Alloa, Ayr, Dalkeith, Dunoon, Clydebank, Rutherglen and Fraserburgh.

These towns were chosen as they met a set of consistent requirements to work in places that were willing to give an authorising environment to:

- Reducing inequality: a town experiencing bottom 20% in SIMD and a particular health inequality (or equivalent measure in rural areas)
- Collaborative, cross system partnership working: senior leadership level sponsorship within Local Government and public health system to support an authorising environment for system change

The towns were also chosen as they had:

- Identified manager level project support and governance across Local Government and the public health system
- The capacity to commit and take part in the learning network and local project evaluation process

The selection of sites was shaped by the benefit of securing a range of site contexts to expand learning perspectives. Sites identified included:

- A variety of town geographies: urban, urban/rural, rural/urban and rural
- Other place work already happening that the programme ambition, outcomes and principles could support. For example, working on Community Wealth Building Strategy, Wellbeing Economy, SURF Alliance for Action, Public Health Scotland Local Information System Team development site

Project Town activity

Each Project Town had a Steering Group, made up of local authority and local health board representatives, to provide oversight and direction. Our programme provided a Project Lead and a Community Link Lead to support activity to:

- Identify and engage with a range of stakeholders impacting the town
- Gather data on inequality that clarified the people most impacted in that town. The Project Leads in each Project Town worked with Public Health Scotland Data Analysts to produce a Quantitative Data Profile and Quantitative Data Infographic. We then focused on the population groups identified to sense check this qualitative data and gain insights of their needs. A full Community Link Lead Qualitative Report and Community Link Lead Visual Summary was produced for each Project Town

- Connect with existing community groups and activity, using an Asset Based Approach and reviewing qualitative data to identify what those people needed from their place
- Consider the current ambitions for each town within relevant strategies, plans and proposals and highlighting those about to be renewed

This information was being used alongside the Place and Wellbeing Outcomes to assess how place could contribute to future ambitions and collaborative action in our towns to facilitate new ways for decision makers to consider their impact on place and people with Place and Wellbeing Assessments of emerging strategies, plans and proposals.

What have we achieved during our time within our Project Towns? What impact did we have? Read our collection of [Impact Stories](#) which detail the work and progress we undertook across our seven towns, and how we hope to see future work develop.

Watch this [video from Public Health Scotland](#) to learn how our Programme was implemented within Alloa and Fraserburgh, two of the Project Towns the Programme worked in.

Project Towns using Place & Wellbeing Assessments

In each Project Town the Project Leads facilitated new ways of working by supporting assessments of decision making processes. Specifically by assessing strategies, plans, major investments and projects identified by the Steering Group. Based on a model piloted in 2021-22, the process being used is called a [Place & Wellbeing Assessment](#). It involves a session pulling together attendees with a range of expertise and perspectives to consider the impact of a plan, policy or decisions on delivering a place that enables wellbeing.

It asks attendees to consider the impact of the plan, policy or decision on achieving each of the Place and Wellbeing Outcomes. This includes a focus on who is experiencing the most significant impact from inequality in that place. The process is captured in a paper, recording the impact and any recommendations on how to improve impact on a place, so that it can exhibit more of the features that make up the Place and Wellbeing Outcomes.

We developed a '[How to Guide](#)' for our Place and Wellbeing Assessment process and have completed over [30 Place and Wellbeing Assessments](#) across all seven Project Towns, which are all available to read on the website.



Local learning activity

We evaluated our work and shared our learning across different key stages of the Programme. This was facilitated by a **Local Learning Cohort** platform for learning to be shared within, between and beyond the Project Towns across Scotland. It connected our Project Towns with each other, our mentor town—Arbroath—and additional learning partners to share knowledge and learning.

Activity included:

- Project Leads in each of the Project Towns met monthly to reflect and share their learning with each other
- There were sessions every six months bringing together Steering Group members in each of our towns to reflect and learn from activity
- Project Leads, Community Link Leads and interested Steering Group members attended monthly sessions to understand and connect with other local activity such as child poverty, employability and those delivering the Fairer Scotland Duty
- National learning updates at the Place and Wellbeing Alliance and other national conferences
- Microsoft Teams groups for our Steering Group members. This allowed everyone involved in the Programme to engage with each other. Steering Group members had access to their own Project Town channel where they could post information amongst themselves, in addition to a General channel to interact with everyone on the Programme

We created a community of people working on the Programme who wanted to engage, discuss and share thoughts/ideas that others might find interesting.

National leadership activity

A **National Leadership Cohort** acted as a bridge between the local partnership activity and national policy and decision making. It gave a crucial space to consider any national barriers that the local project activity might have been experiencing.

The Cohort was made up of representatives from each of the COSLA (Convention of Scottish Local Authorities) Boards, a range of Scottish Government Directorates, The Health Foundation and senior management within Public Health Scotland and Improvement Service. Meetings were held quarterly to discuss Programme progress and learnings.

Testimonials

What was the impact of our Programme on the work of our Steering Group members? Read our [Testimonials page](#) to read more about the value our

Programme brought to the work within our Project Towns and place-based decision-making.

What's next?

Due to Programme funding ending, from July 2024, there is no longer a dedicated Project Lead or Community Link Lead supporting these Project Towns, other than in Fraserburgh and through our work with Clyde Gateway and their Supporting Families Programme in the following towns:

- Cambuslang
- Rigside
- Larkhall
- Bridgeton

However, the Programme is continuing until December 2024, and we will be maintaining close links with our Project Town Steering Group members whilst we continue to share our learnings and resources that we gather as we develop our work across Scotland.

Keep up to date

To stay up to date with our work until December 2024, you can follow us on Twitter ([@place4wellbeing](#)), LinkedIn ([Planning and Place Based Approaches](#)), or check out our [webpages](#) for more information. You can also get in touch with us via our email, placeandwellbeing@improvementservice.org.uk



