



## Alloa

### – what we heard in our communities

As part of the Shaping Places for Wellbeing Programme's [data journey](#) in 2022-2024, a Community Link Lead in each Project Town connected with local practitioners and representatives of local groups, organisations and services.

In our Alloa Project Town, a comprehensive quantitative data exercise had already indicated that some groups face particularly significant inequalities. Those groups are:

- People experiencing deprivation in Alloa South and East
- People with problem substance use involving alcohol
- People experiencing poverty with a focus on children
- People experiencing ill health and dying prematurely

The data gathered by the Community Link Lead aimed to bring the above data to life and understand Alloa communities' experience of the place they live, work and relax, with a focus on those facing the greatest inequality. The information gathered was shared with our Steering Group, key decision makers and brought into seven [Place and Wellbeing Assessments](#) undertaken in Alloa.



**This infographic summarises some of the key things we heard as they relate to the [Place and Wellbeing Outcomes](#).**

People are central to the Outcomes. The principles of equality, net-zero emissions and sustainability underpin all five Outcome themes.

You can find Alloa's quantitative data profile and access a full report on the ideas and process captured in this infographic [here](#).



**Mental health is a priority** that we have limited access to quantitative data on.

**Carers** are a hidden group, often with additional unique needs.

**“Generational cycles”** of trauma and behaviour exist in many families and communities.

#### Movement

Public transport  
Active travel  
Traffic and parking

**Poor connectivity** and public transport links between Alloa and other hubs in the region, like Stirling or Falkirk.

*“Due to having to use more than one bus and trying to tie up the bus times, this can often result in long waits for people, often standing in miserable weather, it is very time consuming and the journey will take longer than the actual appointment or visit.” – Clackmannanshire resident*

#### Spaces

Streets and spaces  
Natural spaces  
Play and recreation

**Green space** is abundant and valued, but care and use of space could be improved.

**Flood risk** is a worry for some residents.

**Cost** is a frequent barrier to accessing leisure opportunities, including **volunteering**, especially since the cost of living crisis.

#### Resources

Services and support  
Work and economy  
Housing and community

**Lack of service provision** can be frustrating, particularly when compared to other regions.

**De-centralised local** services are needed.

Services need to be more flexible, responsive and joined up to avoid people falling through the cracks.

**Inaccessible services** can deepen inequality.

**Unemployment/low employment opportunities** is an issue.

**Insecure housing** needs to be addressed.

*“You can no longer walk in to speak to someone about a concern. What if people don’t have access to a phone to book an appointment?” – resident*

## Civic

Identity and  
belonging  
Feeling safe

**Good community spirit**, but division between some neighbourhoods.

**Sense of fatalism** for some – an expectation across generations that things will not change.

**Violence** is a daily reality for some.

**Minoritised communities** can feel unsafe.



*"Parents are stopping their children from playing together because they live in 'less desirable' areas." - Alloa resident and parent*

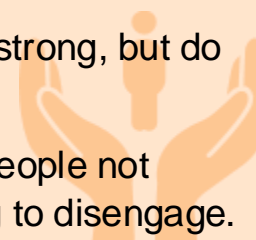
*"We won't hold hands in certain areas within Clackmannanshire/Alloa. It isn't safe for us to show that we are together locally." - lesbian couple.*

## Stewardship

Care and  
maintenance  
Influence and  
control

**Community and third sector** initiatives are strong, but do not always feel valued by statutory services.

**Disheartened** by consultation processes – people not feeling their input is meaningful and choosing to disengage.



*They prefer to keep themselves separate from the discussion as they don't want to get their hopes up for change. - members of community group*

## Shared learning

Across the seven Shaping Places for Wellbeing project towns, we've identified some shared messages about ways of working:

- Communities value joint working and partnership approaches.
- Communities want strong and consistent communication from and between all stakeholders.
- Collective decision making by all stakeholders will strengthen partnerships.

*"Who better to help solve problems and issues within communities than the local people." - Alloa resident and group leader*

