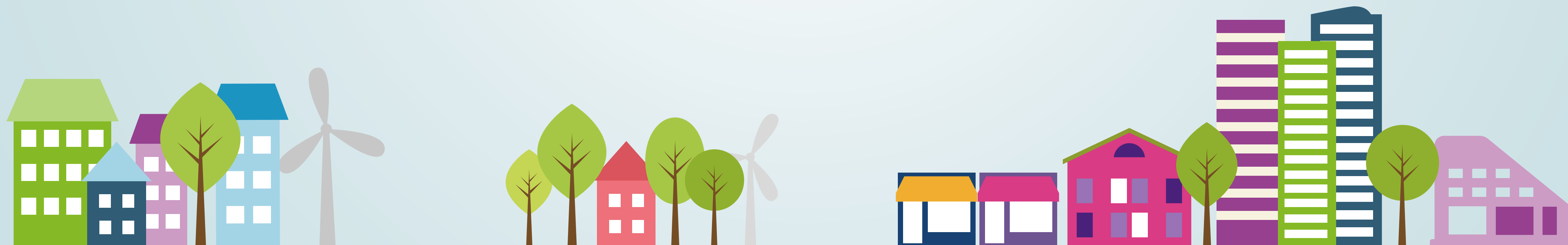


Shaping Places for Wellbeing Programme

Our Place Based Approach 2022-2024

June 2024



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About our Programme

Welcome to the Shaping Places for Wellbeing Programme

Working with 7 Project Towns across Scotland over three years, we wanted to share our key highlights from our Programme - showing how it has grown and evolved, highlighting our successes, challenges and impacts along the way.



Irene Beautyman

Place & Wellbeing Partnership Lead
at the Improvement Service
& Public Health Scotland

The Shaping Places for Wellbeing Programme began in supporting local action to take a place-based approach in January 2021. We've pulled together this document to take you through the Programme's journey up to June 2024, showcasing all the work, outputs and impacts in all our Project Towns.

I also want to take this opportunity to thank all the staff on the team, as this would not have been possible without their hard work, enthusiasm and dedication. Thank you to our Steering Group members and National Leadership Cohort for working collaboratively with us on the Programme.

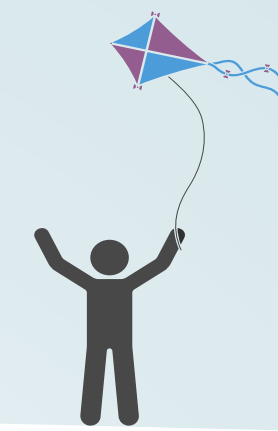
Thank you to our funders The Health Foundation and Scottish Government and to the Improvement Service, Public Health Scotland and to COSLA for their support.

We are delighted to showcase our achievements so far.

Top Programme Impacts and Learning

1. Bringing local partners together through Steering Groups to drive forward a focus on place in decision making - more focused conversations, greater use of available data, closer connections.
2. Community Link Leads gathering insight on the experiences of those facing greatest inequalities in our towns, bringing this perspective to decision making.
3. Place and Wellbeing Outcome Briefings bringing together evidence, data and community insight.
4. Testing, developing and improving the Place and Wellbeing Assessment process
5. Place and Wellbeing Outcomes have supported a focus on place-based approaches and partners are looking for more support with raising awareness.

Our Programme in numbers



3

Programme
'how to' guides

5

All Project Town Sessions,
bringing together all
Steering Groups

7

Project Towns
(from 3 in January 2022)

7

Steering Groups
meeting regularly

6

Workstreams
launched



9

Blogs
(4 'Shaping Our Thinking,
Sharing Our Learning' blog
series, 4 external blogs)

10

Local Learning Cohort
meetings with external
partners

18

Staff recruited
(7 Project Leads, 7 Community Link
Leads, 4 Programme Team Staff and
support from Public Health Scotland)

20

Local Learning Cohort
meetings with internal
and external guests

32

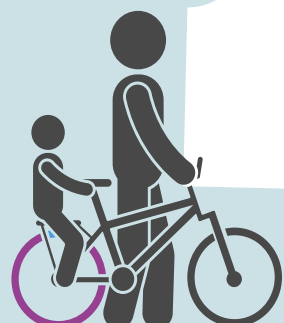
Place and Wellbeing
Assessments undertaken

Over
1070

Place and Wellbeing
Assessment
recommendations

1174

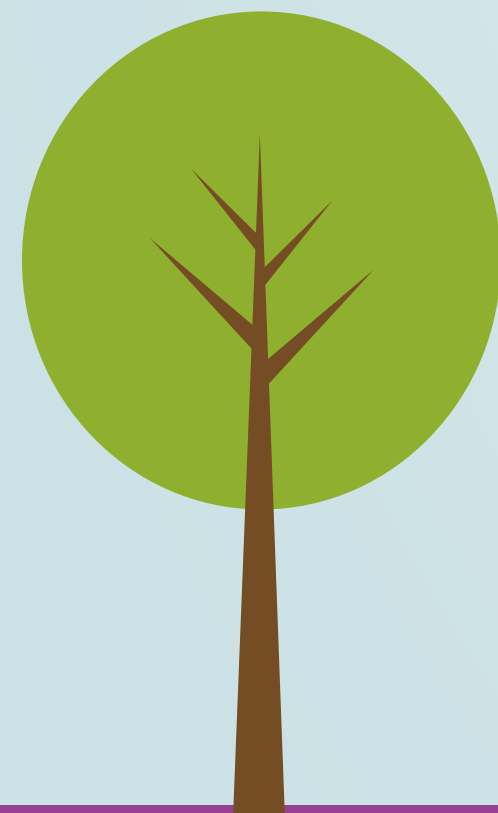
X followers (June 2024)



About our Programme

The Shaping Places for Wellbeing Programme aimed to improve Scotland's wellbeing and reduce inequalities through changing our collective approaches to the places where we live, work and play, enabling partnership-based, wide-ranging action at a local level while addressing the health of our planet. We have been achieving this in our Project Towns through three activities:

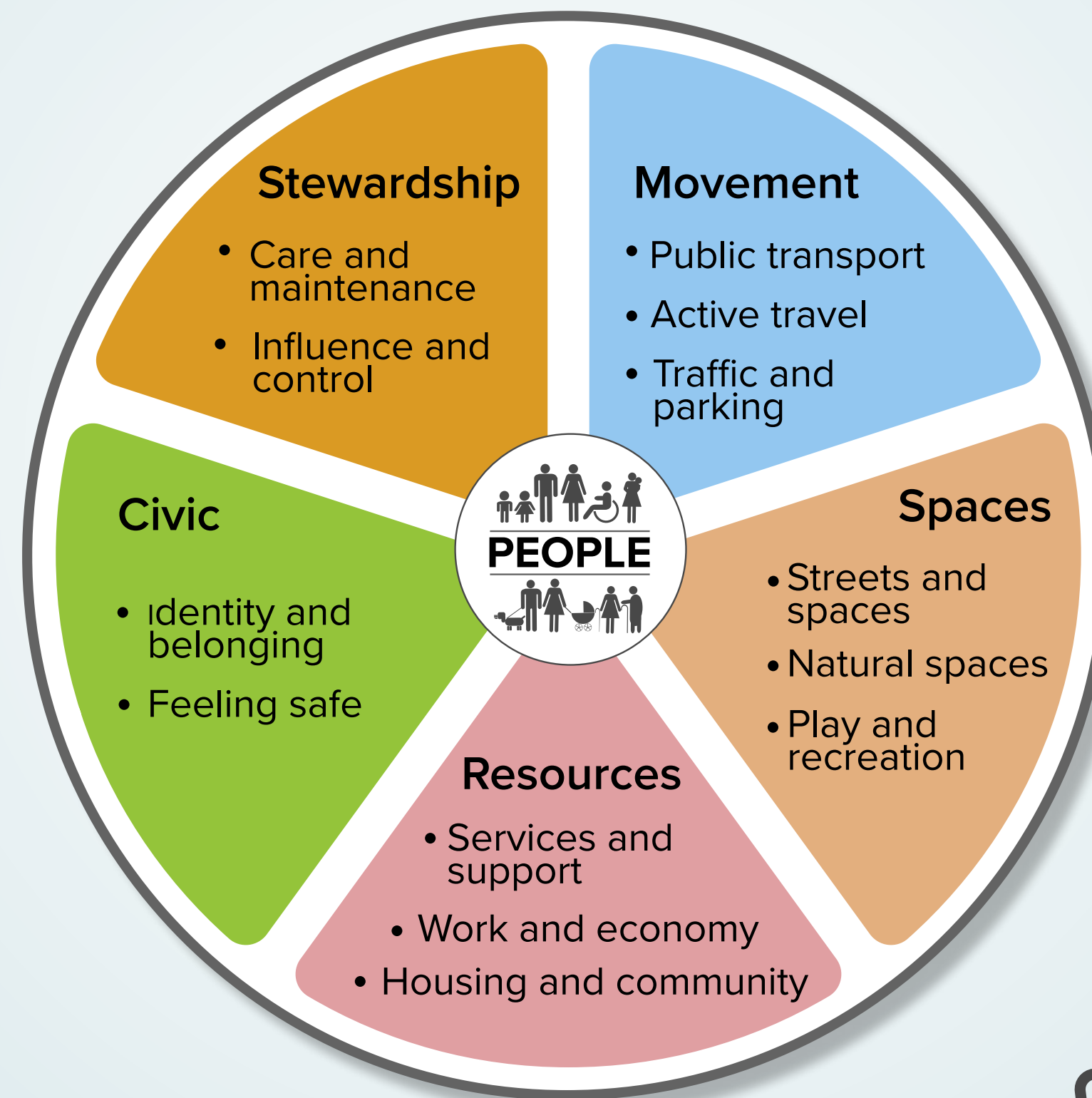
1. Local Project Action
2. Local Learning Cohort
3. National Leadership Cohort.



Place and Wellbeing Outcomes

At the heart of our Programme is the Place and Wellbeing Outcomes. These are the evidenced features of what every place needs to enable those who live, work and relax there to experience wellbeing.

Throughout our Programme, the Place and Wellbeing Outcomes and the evidence which sit behind them, have provided local authorities, health boards and partners more clarity in their decision making, to consider place in a consistent and comprehensive way.



Evaluating the awareness of the Place and Wellbeing Outcomes

Throughout the lifetime of the Programme, we issued our Place and Wellbeing Outcomes Survey every six months to all members of the Project Town Steering Groups and National Leadership Cohort about the Place and Wellbeing Outcomes. A final survey was issued to Steering Groups and we ran through a series of questions using a Menti in April.



2021 Programme design and site selection

We worked with 7 Project Towns across Scotland for over two years. The towns have brought a range of contexts and geographies to expand learning perspectives and had place work already happening that the Programme ambition could support.

The towns were chosen to:

- Reduce inequality
- Enhance collaborative, cross-system partnership working
- Identify manager-level project support and governance across local government and the public health system

More information about how the Project Towns were chosen can be found in our [Programme Summary](#).



* Note: this does not apply to Fraserburgh's Community Link Lead.

Our Programme structure

We evaluated our work and shared our learning across different key stages of the Programme. This was facilitated by a structured set of meetings to develop relationships.

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.

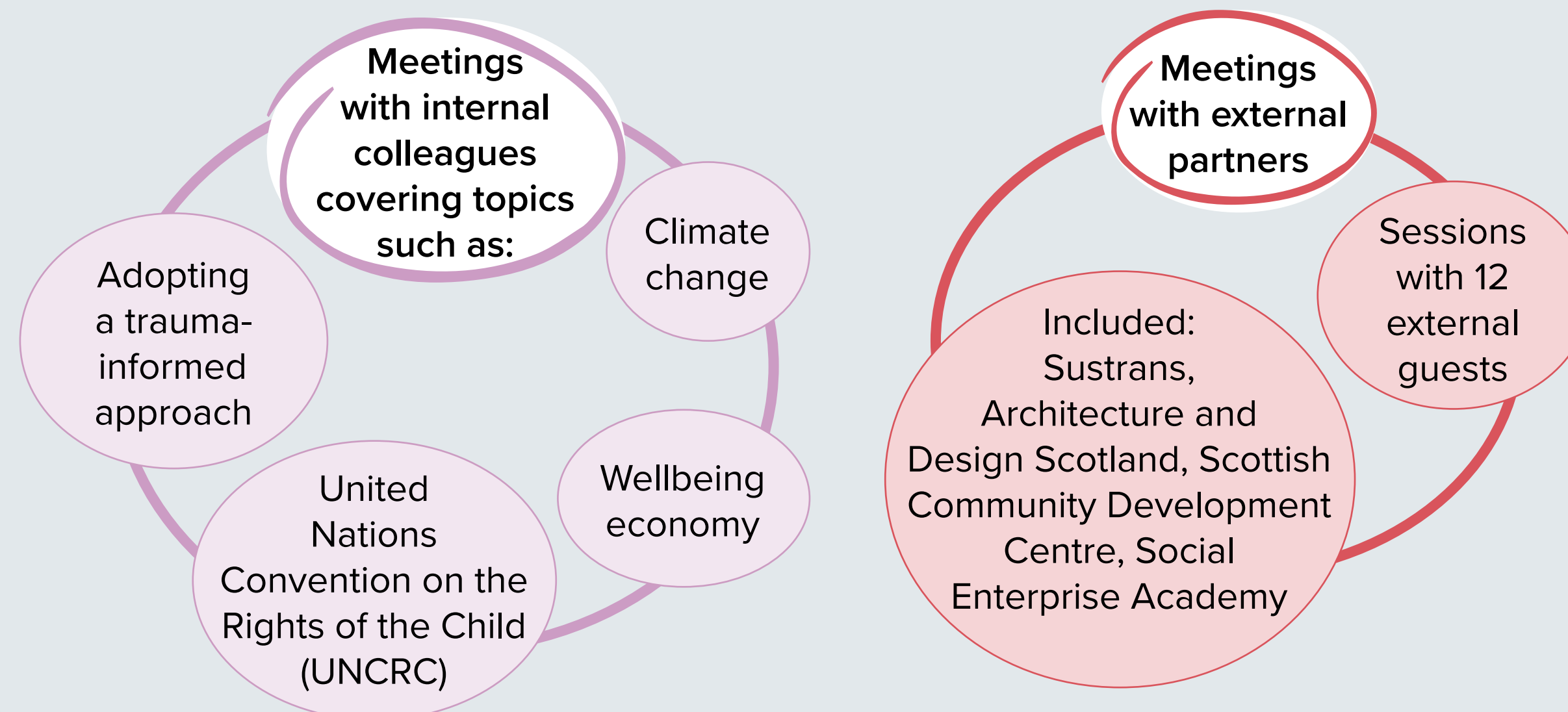
Our Programme provided a Project Lead and a Community Link Lead to support activity. Steering Group meetings within each Project Town were held once a month.

Local Learning Cohort

The Local Learning Cohort, facilitated by the Programme Team, provided a platform for learning and evaluation of our work across the different stages of the Programme.

Meetings were held fortnightly and enabled continuous progress and learning to be shared within and beyond the Project Towns on shared topics with additional learning partners from across Scotland to:

- Share knowledge and expertise
- Bridge the gap between local project work and national leaders
- Provide a mechanism to inform national policy



National Leadership Cohort

The National Leadership Cohort acted as a bridge between the local partnership activity and national policy and decision making.

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.

Our Programme approach

The visual below illustrates the three elements of a place-based approach. Given the importance of place, it is crucial that we create ones that contain all the features that evidence tells us will have a positive impact. At times decision makers do not consider the unintended consequences of their activity and can inadvertently have a negative impact on the features we need to get right in every place.

The way to prevent this unintended impact is to take a place-based approach. This means combining three key elements:

1. Knowing what people in an area are experiencing
2. Understanding the evidenced features every place needs
3. Considering the impact of the decisions we are making on both of these.

The visual below illustrates the three key elements of a place-based approach.



People

What they are
experiencing

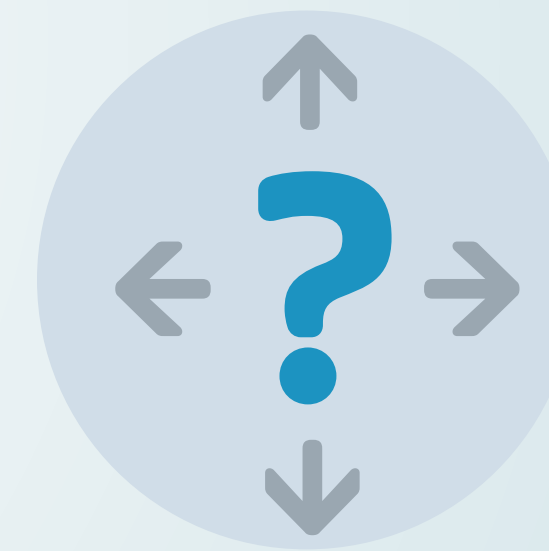
Data - inequality
Quantitative
Qualitative



Place

All the features that
have a positive impact

Place and Wellbeing Outcomes



Decisions

How they impact
people and place

Leadership
Governance
Assessing impact

Local Learning Cohort

Reflect and Capture Meetings May 2022–June 2024

Another aspect of the Local Learning Cohort was the Reflect and Capture Meetings. Project Leads and Community Link Leads completed monthly Reflect and Capture Reports which highlighted new connections, challenges and powerful learning moments, and were discussed every month as a team. The conversations we had based on the reports were extremely valuable in shaping our work moving forwards. These meetings were also extremely valuable for colleagues to share learning between each other, in terms of who colleagues had met with, and what work could be supported with by others moving forwards.

Reflect and Capture Meetings May 2022 – June 2024

24 meetings

204 reports submitted by Project Leads and Community Link Leads

Findings/themes from Reports include:

- ✓ Monthly Project Town progress
- ✓ Learning from other Project Towns/ working in partnership
- ✓ Access to data and understanding how local stakeholders saw data
- ✓ Project involvement/ experience
- ✓ Future Programme ambitions



Strengthening relationships

Within each Project Town, the Project Leads and Community Link Leads strengthened connections and developed relationships with many stakeholders*

ALLOA

Clackmannanshire Council
NHS Forth Valley
Resonate Together
Wimpey Park Community Group
Forth Environment Link
Stirling University
Transform Forth Valley
Clackmannanshire and Stirling Health and Social Care Partnership
Forth Valley Men's Shed
Clackmannanshire Third Sector Interface

AYR

South Ayrshire Council
North Ayrshire Council
South Ayrshire Health and Social Care Partnership
Ayrshire Community Wealth Building Programme
Highlands and Islands Enterprise
Ayrshire Regional Economic Strategy
Ayrshire and Arran Health Board
Riverside Church Trust
Thriving Communities-South Ayrshire
Ayr Gaeity Partnership

CLYDEBANK

West Dunbartonshire Community Transport Action Group
Police Scotland
West Dunbartonshire Council
Neighbourhood Networks
Moments of Freedom – Outside the Box
West Dunbartonshire Community Volunteering Services
West Dunbartonshire Equality Forum
West Dunbartonshire Community Council Forum
Clydesider
West Dunbartonshire Health and Social Care Partnership

DALKEITH

Midlothian Climate Action Network
Midlothian Council
Sure Start
VOCAL Midlothian Carer Centre
Police Scotland
Alliance
Public Health Scotland
Woodburn and Central Dalkeith Pantry



DUNOON

Argyll and Bute Health and Social Care Partnership
Argyll and Bute Council
Argyll and Bute Community Planning Partnership
Dunoon Community Development Trust
Police Scotland
Cowal Healthy Living Network
Argyll and Bute Third Sector Interface
Citizens Advice Bureau
ALI Energy
We Are With You

FRASERBURGH

Aberdeenshire Council
Aberdeen Voluntary Action
Aberdeen Health and Social Care Partnership
NHS Grampian
World Suicide Prevention
Broch Community First Responders
NESCAN (North East Climate Action Network)
Police Scotland
Fraserburgh Harbour
Fraserburgh Mens Shed
Grateful Hearts

RUTHERGLEN

South Lanarkshire Council
Healthy 'n' Happy
Burnhill Action Group
Voluntary Action South Lanarkshire
NHS Lanarkshire
South Lanarkshire University Health and Social Care Partnership
Clyde Gateway



*This is not a complete list, and only shows a small selection of stakeholders we have met with since the Programme began.

Programme team meetings – sharing and learning from each other



"It's been so valuable to get together in person every 8 weeks. We're a team that's grown quickly over the last 2 years, so these sessions were essential to get to know each other better, share learnings and we always leave a session buzzing with positivity and wanting to move forward!"

Jennifer Robertson, Project Manager

Who?

Programme Team
Project Leads
Community Link Leads

What (do we discuss)?

- Project Town updates/Impacts progress
- Community Link Lead updates
- Place and Wellbeing Assessments and recommendation embedment
- Development and review of Programme materials (Infographics, reports, data exercises, diagrams)
- Capturing and highlighting Project Town Impacts
- Programme reflections
- Consolidation of learning (Workstreams)
- Challenges within our Project Towns
- Discussing how to overcome Programme challenges



All Project Town sessions

We set up a series of All Project Town Sessions that were held every 6 months to ensure we were sharing the learning and positive impacts of the Programme with our National Leadership Cohort, as well as with all 7 Project Towns. Feedback from sessions about the Programme included:

“We’ve had a really positive experience from the outset. There’s been a real interest, commitment and appetite locally across partners to be part of this Programme.”

Gillian Lindsay

Health Improvement Lead
South Lanarkshire Health and Social
Care Partnership

“One of the key benefits of this work is that now we have a portfolio building up, we can see emerging themes and issues. The strength of the community planning approach is now being developed because we’ve had that helicopter view across a number of plans. Some really good legacy work from the first phase of the Programme.”

Margaret-Jane Cardno

Head of Strategy and Transformation West
Dunbartonshire Health and Social Care
Partnership

“We’ve really valued the recommendations from our Place and Wellbeing Assessments and have taken this to be part of that toolkit now of approaches that people are aware of and refer to when they’re doing strategic planning. Overall, this is a fantastic Programme to be a part of, it’s really made a difference”

Rona Gold

Community Planning Manager
Argyll and Bute Council

What have we delivered?

INPUTS	ACTIVITIES		OUTPUTS	OUTCOMES - IMPACT			
	Participants	Activities		Short term (June 24*)	Medium term (2024-2026)	Long term (2026-2031)	National
WHAT WE INVEST National Programme Team Project Leads Community Link Leads Steering Groups Local Information System Team (LIST) Analysts National Leadership Cohort Funding from Scottish Government and The Health Foundation Support from Public Health Scotland and COSLA Other stakeholder time, knowledge and expertise	WHO WITH Local Authority NHS Board Health and Social Care Partnership Third Sector Community Groups Private Sector	WHAT WE DO Data Collate and analyse Project Town data on experience of inequality from: - quantitative data sources - community engagement Gathering community insight on what people need from their place Place Promote use of Place & Wellbeing Outcomes Decision-making Carry out Places and Wellbeing Assessments Facilitate new ways of making decisions in plans and proposals using Assessment outputs Set up and facilitate Local Learning Cohort meetings Link with national ambitions Continuous review and reflection on programme approach	WHAT WE CREATE Paper and evidence on Place & Wellbeing Outcomes Narrative/data profile for each town Data profile for each town including: - quantitative profile - infographic on key inequalities - Community Link Lead report and visual summary of key insights from the report Over 30 Place & Wellbeing Assessment reports 'How to' guides on: - A Data-informed Approach: Capturing Local Quantitative Data - Place & Wellbeing Assessments - A Data-informed Approach: Capturing Local Qualitative/Community Data Presentations, webinars, blog posts to share local learning Place & Wellbeing Outcome briefings Project Town Closing Summary	RESULT IN TERMS OF LEARNING Clarity on the positive impact the Place & Wellbeing Outcomes have on people, planet and inequality The value of understanding local Project Town inequalities when making decisions Decision makers are considering unintended impacts of plans and proposals on place and those who use it Place and Wellbeing Assessments activate new ways of place-based working that improves wellbeing and reduces inequality.	RESULT IN TERMS OF CHANGING ACTION Increased number of plans and proposals developed using place and wellbeing lens Effective place-based action grows using Place and Wellbeing Assessment process Good practice continued, reviewed, developed and shared Ongoing use of local data profiles enhances diversity of people involved in decision making Increased trust in public services Good practice for meaningful engagement widely implemented	RESULT IN TERMS OF CHANGING ACTION Places achieving more Place & Wellbeing Outcomes improving access to: - Travel - Spaces - Resources - Civic life - Stewardship For example: - opportunities for affordable active travel for all compared to car travel for some - ability to age in place in neighbourhoods with a range of housing type and density - local living is improving community cohesion and reducing social isolation	Scotland's National Outcomes Christie Commission Public Health Priorities Covid recovery Place Principle Local living/ 20 minute neighbourhood ambition

*This applies to our Fraserburgh Project Town until October 2024

Our data journey

Data has been a central focus of our Programme since it began, specifically data led decision making which impacts on place. We have pulled together local publicly available data to give insight on population groups experiencing inequality.

The Project Leads worked with Public Health Scotland's Local Intelligence Support (LIST) Team to produce a Quantitative Data Profile and Quantitative Data Infographic for each Project Town.

We then focussed on the population groups identified to sense check this quantitative data and gain insights of their needs.

- The Community Link Leads worked with community groups and stakeholders within their Project Town to capture the lived experience of groups facing inequalities.
- Across the Project Towns, key inequalities emerged such as poverty, substance use, life expectancy and mental health.

A full Community Link Lead [Qualitative Report](#) and Community Link Lead [Visual Summary](#) was produced for each Project Town.

The four data documents which each Project Town has developed are shown in more detail on the next page.

Data blogs

We have produced two blogs on [embedding data led decision making](#) and [embedding the views of those experiencing inequality into decision making](#) processes. Both blogs outline the Programme's approach to gathering both quantitative and qualitative data, examples of our findings and crucially, what we learnt from the process.



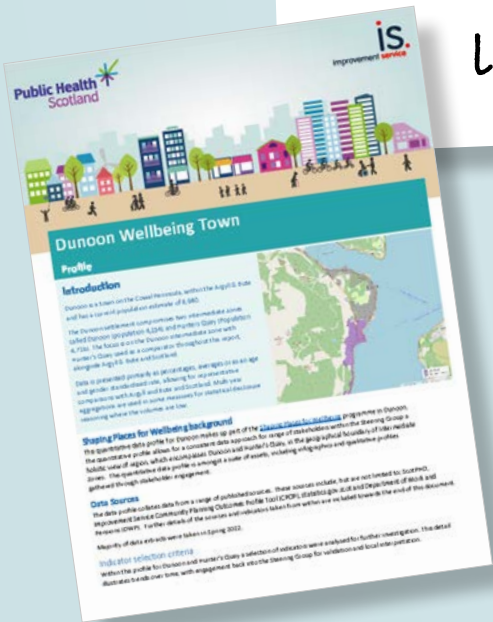
Our data journey

PHS/Quantitative Data Profile

Produced by Public Health Scotland's Local Intelligence Support Team (LIST) Analysts

Reviewed by the Steering Group

'Sense checked' with local stakeholders



Quantitative Data Infographic

Highlighted key areas of inequality



Community Link Lead/Qualitative Report

'Sense-checked' key areas of inequality

Identified additional inequalities

Identified opportunities for collaboration and communication



Community Link Lead Visual Summary of Key Insights

Summarised perceptions of inequality

Mapped links with Place and Wellbeing Outcomes

Identified shared learning across towns



Used insight to inform data led decision making

- Place and Wellbeing Assessments
- Outcome Improvement Plan
- Local Place Plan
- Area Plans

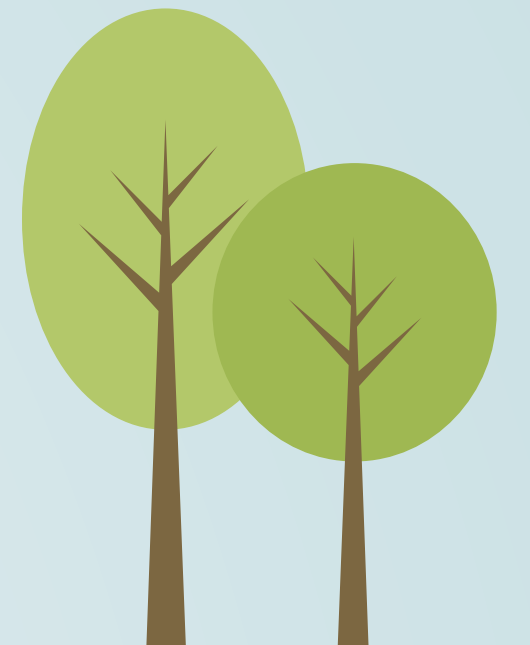
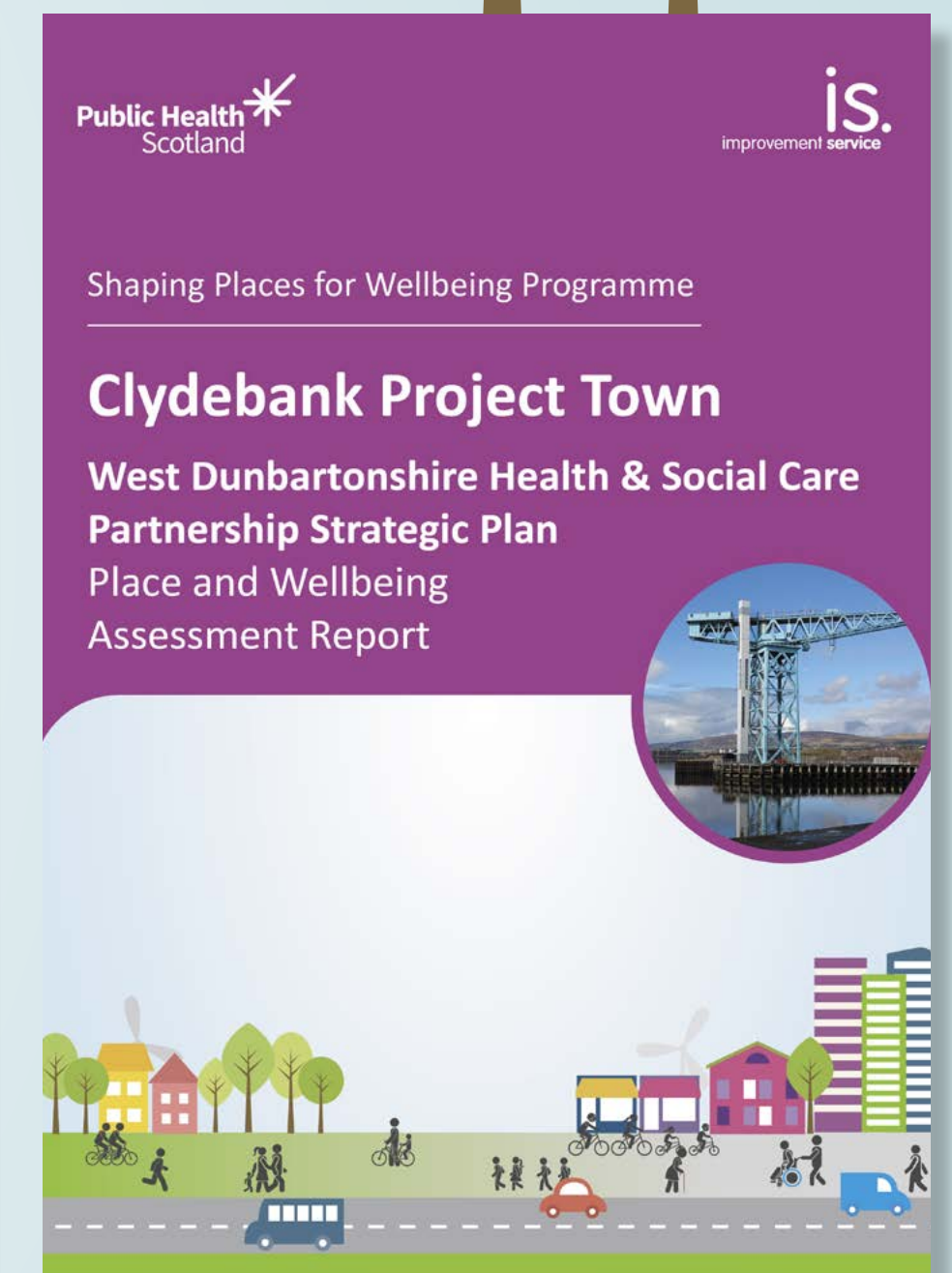
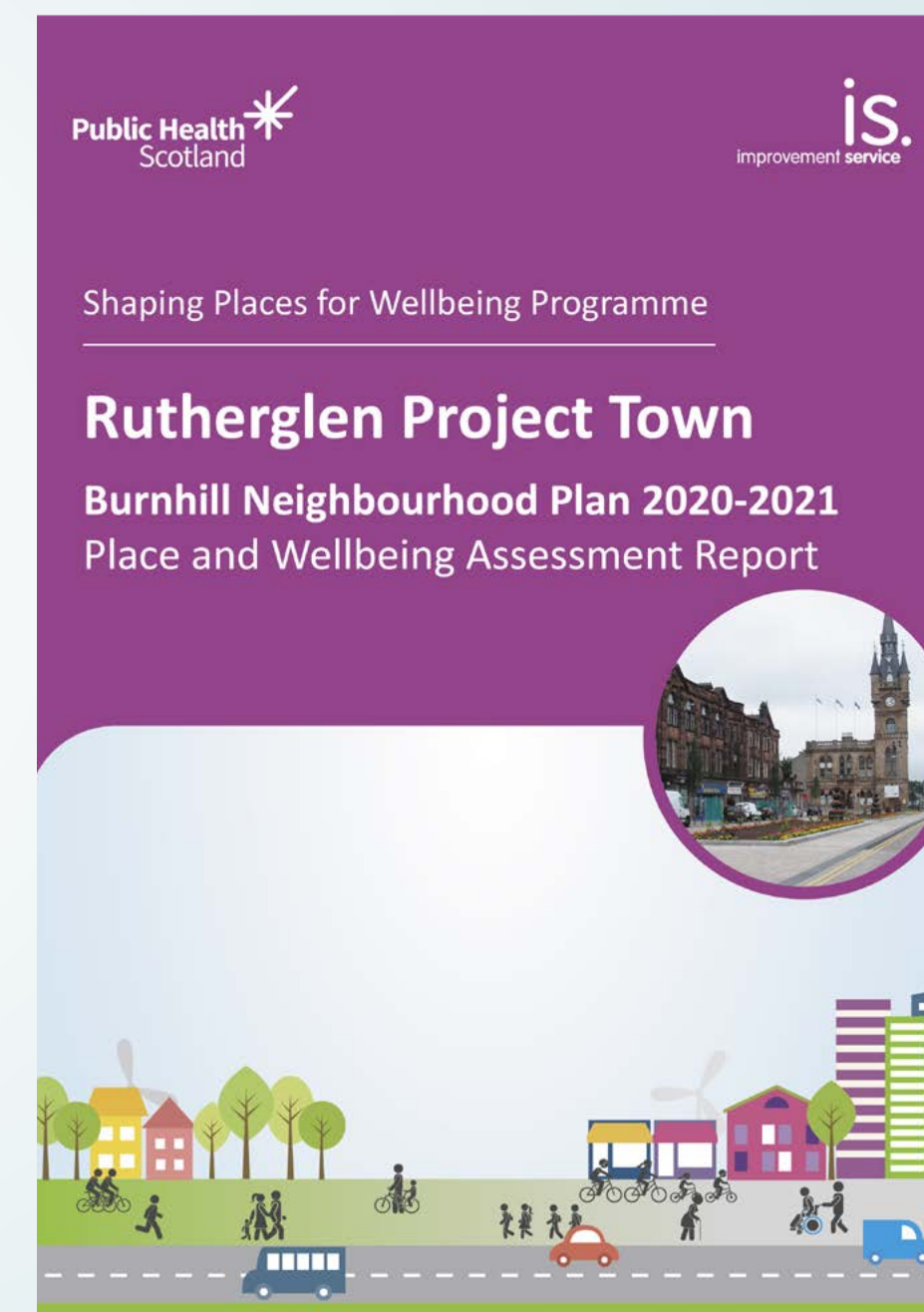
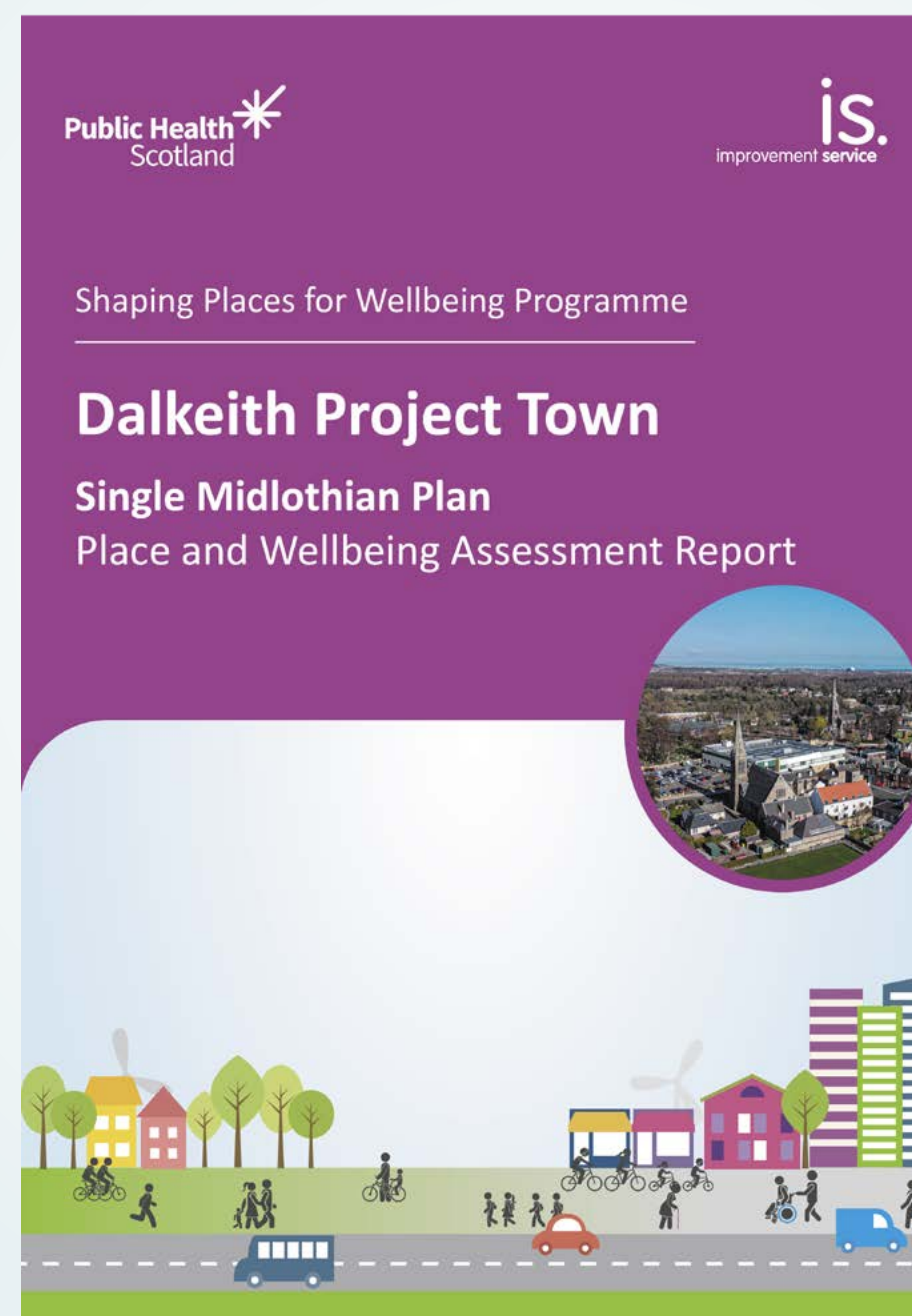
Place and Wellbeing Assessments



Over 30 Place and Wellbeing Assessments have been completed and all reports are on the [website](#).

They range in their coverage from high level policy at regional level to more specific proposals at a local scale.

A "[How to Guide](#)" has been produced and there's training support materials available for anyone looking to do their own assessment.



Common themes emerging from all Place and Wellbeing Assessments



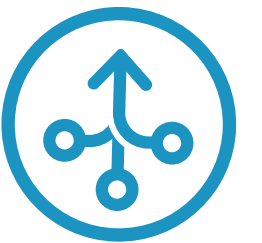
Public/community engagement or consultation



Partnership working



Highlight/emphasise/identify co-benefits



Alignment with other plans and strategies



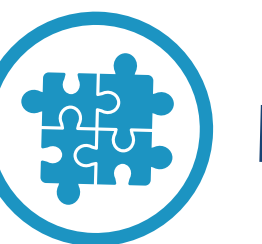
Community group role in achieving outcomes



Emphasis on deprived areas or groups most vulnerable/at risk



Use of data, research, and evidence



Role of third sector

Range of Documents Assessed

4

Health and Social Care Partnership Strategic Plans

2

Local Development Plans

2

Economic Strategies

2

Climate Change Strategies

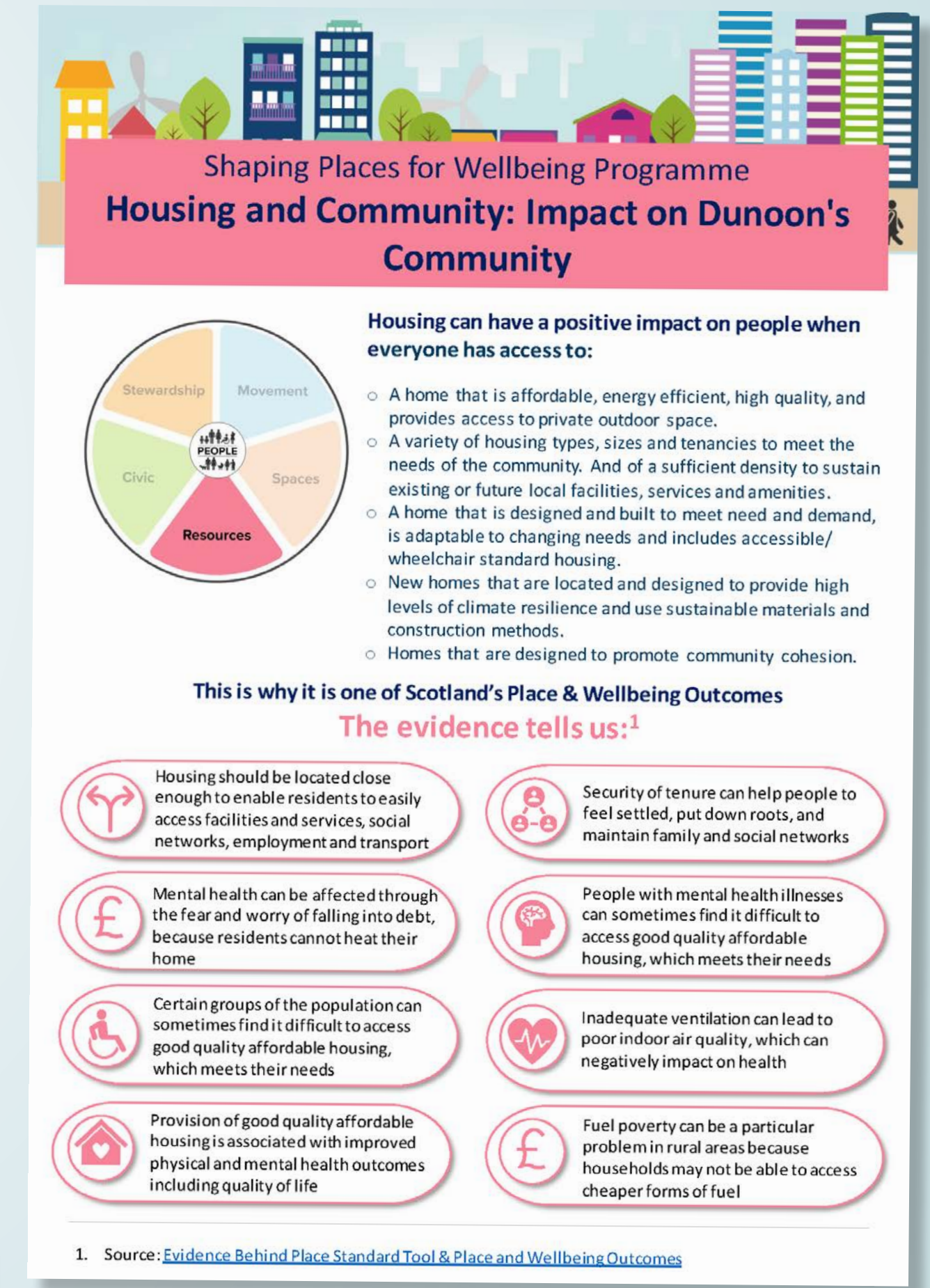
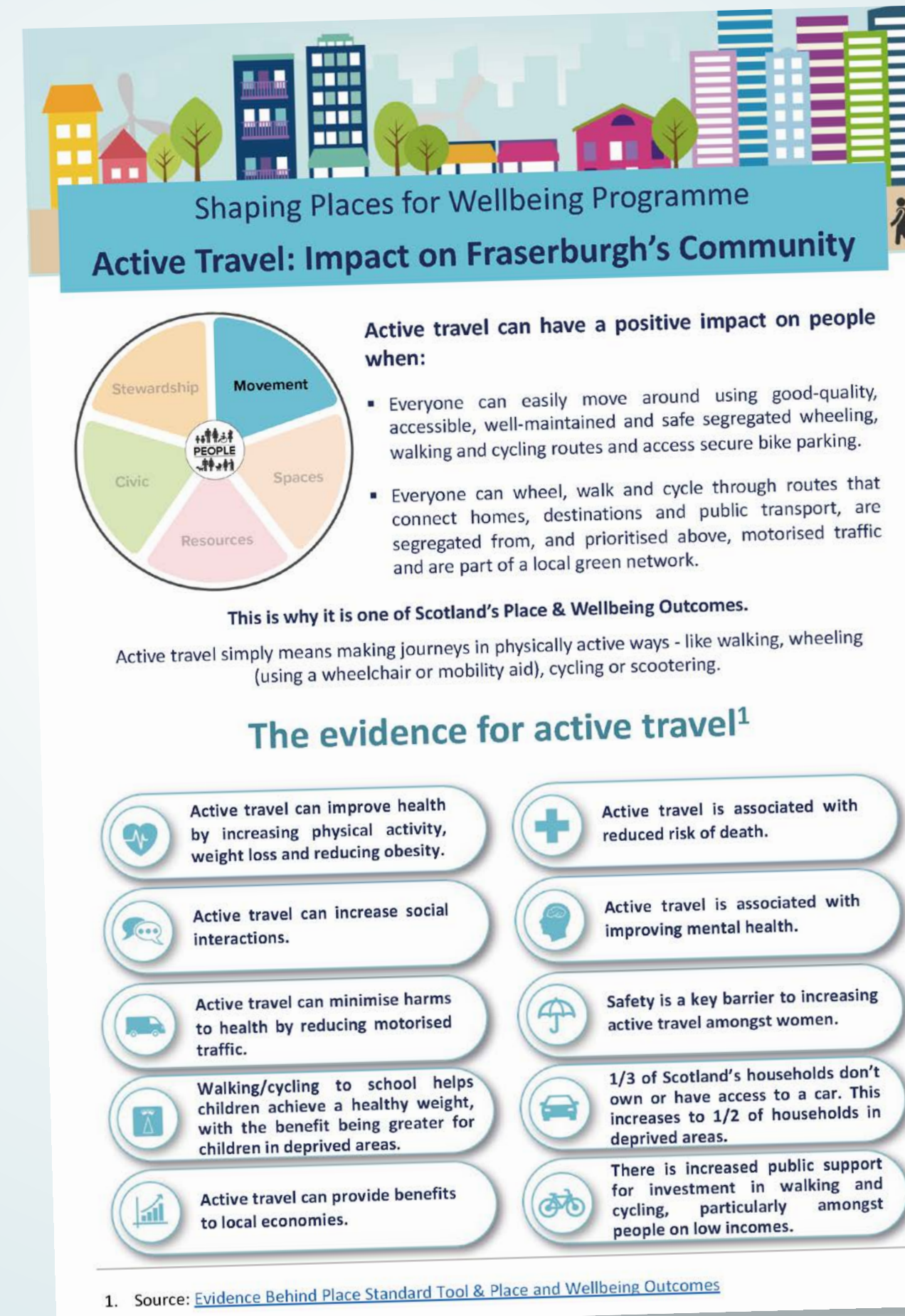
2

Active Travel and Wellbeing Hubs

The [full range of completed Place and Wellbeing Assessments](#) can be found on our website.

Place and Wellbeing Outcome Briefings

- To bring the **Place and Wellbeing Outcomes** to life in the Project Towns, we developed [Place and Wellbeing Outcome Briefings](#).
- They focus on each of the Outcomes that have consistently come up in Place and Wellbeing Assessment Reports and pull together all the local data relating to the Project Town alongside the national evidence to inform local decision making.
- These documents have been well received by the Project Town Steering Group members. They have been used to support funding applications and were shared widely in the towns.



What are our stakeholders saying about the Programme?

"The benefits that I'm seeing the programme bringing is - bringing people together that wouldn't perhaps originally work together so closely, and it's helped to breakdown those silos across the town and it's really allowing us to implement that place principle a lot better, it's much more effective."

Emma Fyvie

Senior Development Manager
Clackmannanshire Council

"I think one of the key things for Ayr and what we have benefitted from is really the work of the LIST analyst and the profile that's been produced is probably one of the best data sets that I've seen."

Lesley Reid

Health Improvement Lead - South Team
Public Health Department,
NHS Ayrshire and Arran

Read more about
the impact of our
Programme on the
work of our Steering
Group members, in our
[Testimonials](#) page

"The involvement of the Shaping Places for Wellbeing project has enabled us to take a more focused look at how these Active Travel initiatives could be better designed to maximise their impact on the identified priority groups and the opportunities to involve additional partners."

Ann Campbell

Partnership & Development Manager, Dunoon Community Development Trust

What impact has the Programme had?

Alloa

7 assessments
319 recommendations
identified

- **Facilitating conversations** between Forth Environment Link and other organisations about bike storage facilities.
- Strong working relationships with key team leaders **to effectively facilitate development** of Wellbeing Hub and Lochies School Development.
- **Fulfilling embedment of recommendations** has been welcomed into daily active participation and involvement in the newly established project development meetings.
- **Input into the redesign of NHS transport services** through the Clackmannanshire Council Climate Change strategy, enabling discussion about sustainable transport, the experiences of individuals using public transport and what services are important for the community.

Ayr

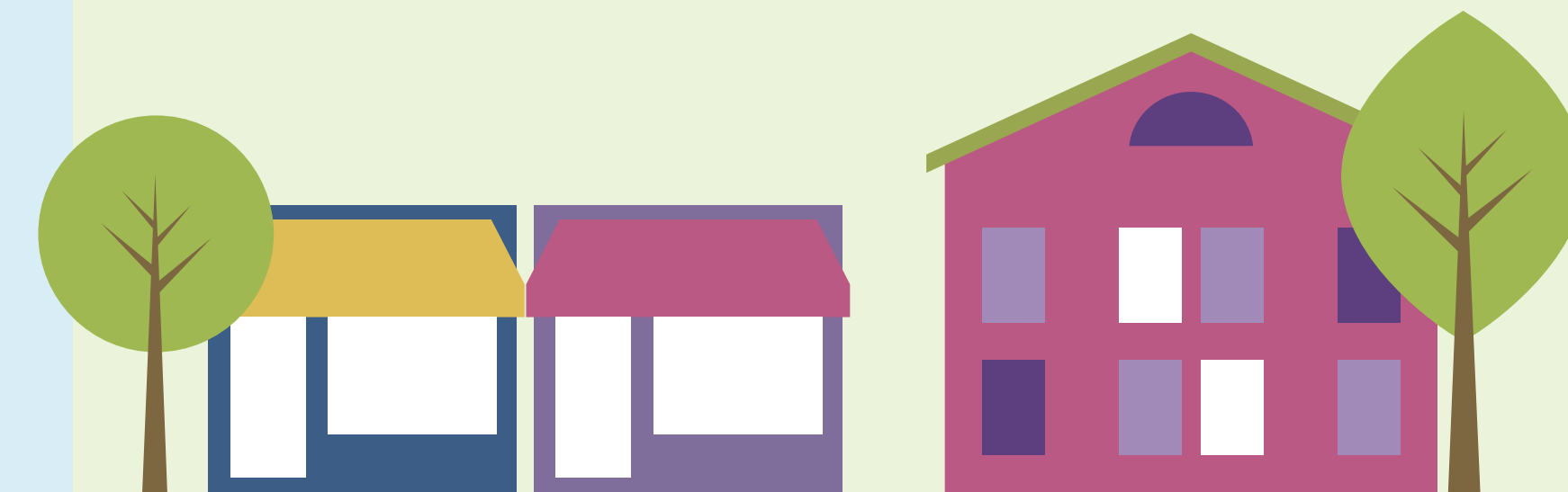
4 assessments
124 recommendations
identified

- **Providing clarity** for the strategic and policy place context for housing in South Ayrshire.
- Establishing a new Strategic Delivery Partnership for Sustainability, which will use the Place & Wellbeing Outcomes to shape and input to collaborative decision-making with partners.
- Providing direction for the environmental question set within the new integrated impact assessment guidelines, which will be used across South Ayrshire Council.
- **Establishing a new Strategic Delivery Partnership for Sustainability**, which will use the Place & Wellbeing Outcomes to shape and input to collaborative decision-making with partners.
- Strong references to community spaces which **enable community cohesion and support health and wellbeing**.

Clydebank

4 assessments
173 recommendations
identified

- Effective working has taken place with **West Dunbartonshire Council** and **NHS colleagues** to develop a **property strategy for West Dunbartonshire**, which considers improved planning on the location of services as part of a commitment to promoting active travel.
- Active travel ambitions for West Dunbartonshire have been **strongly embedded within the Strategic Plan** and strongly referenced within the Assisted Transport Policy.



Dalkeith

4 assessments
128 recommendations
identified

- **Strengthened partnerships** through collaborative working to share expertise and perspectives with plan writers and to fully consider and embed all aspects of place.
- The assessment process gave the plan authors an **opportunity to reflect and consider the positive benefits** of certain policy decisions on local living and the health and wellbeing of the population, which the Single Midlothian Plan further supported.



Dunoon

5 assessments
159 recommendations
identified

- Increased understanding of the benefits of **targeted engagement of inequality groups** to support decision-making about regeneration and infrastructure investment in Dunoon. In addition to inclusion of Place and Wellbeing Outcomes in the Rural Growth Deal Outline Business Case and Economic Strategy.
- Development of a **new active travel behaviour change plan**, using the Place and Wellbeing Outcomes, in collaboration with a range of partners including the Council, Health and Social Care Partnership and local community organisation, to take forward recommendations from Place and Wellbeing Assessments. Using this as a starting point to develop the Dunoon Local Place Plan.
- Using the Place and Wellbeing Assessment as **a tool for developing discussion about what a place-based approach is** and adopting it as a reference document to influence the next strategic planning cycle of the Health and Social Care Partnership in Argyll and Bute.

Fraserburgh

4 assessments
107 recommendations
identified

- **Strengthening connections with community planning partners** (Police Scotland, Scottish Fire and Rescue Services, Aberdeenshire Public Health and NHS Grampian) has been beneficial in **developing a strong network, clear structure and focus on place-based working**.
- Data focused approach has complemented workstreams already being undertaken. Has allowed partners to develop their understanding of the current situation in Fraserburgh, whilst also identifying crucial gaps which will be explored further and help to provide greater context to the Project Town profile.

Rutherglen

4 assessments
155 recommendations
identified

- **Strong working relationships** established with local partners and community members, to discuss important priorities for the area. Place-based priorities have changed after consideration of the Place and Wellbeing Outcomes.
- **Positive changes of place-based priorities** after consideration of the Place and Wellbeing Outcomes.



Sharing our learning

Programme Resources

We have also shared our learning through:

- Our regularly updated [Programme Summary document](#), keeping you up to date on the Programme's progress
- Our [blogs series](#) where we've written a mix of blogs for external partners, such as [SURF](#) and [Children in Scotland](#) in addition for our own blog series titled 'Shaping our thinking, Sharing our learning' where we have discussed our [Current and Future Ambitions](#), the [first 100 days in a Project Lead role](#), and the process of [embedding data](#) and the [views of those experiencing inequality](#) into decision making processes

We also have a suite of communication materials, including:

- [Programme Summary](#)
- Place and Wellbeing Outcomes [briefing paper](#)
- [Implementation diagram](#)
- [Data profile for each Project Town](#) including:
 - Quantitative profile - infographic on key inequalities
 - Community Link Lead Report and Visual Summary of key insights from the report
- [Over 30 Place and Wellbeing Assessment Reports](#)
- 'How-To' guides on:
 - [A Data Informed Approach: Capturing Local Quantitative Data](#)
 - [A Data Informed Approach: Capturing Local Qualitative/Community Data](#)
 - [Place and Wellbeing Assessments: How to Guide](#)
- [Place and Wellbeing Outcome Briefings](#)
- Project Town Closing Summary
- Presentation, webinars and blog posts to share local learning



Started: Jan 2022
Followers: 1174

Knowledgehub

Started: June 2024
Members: 114



Started: April 2024
Followers: 733



Web pages
Newsletter

All follower numbers are correct up to the end of June 2024.

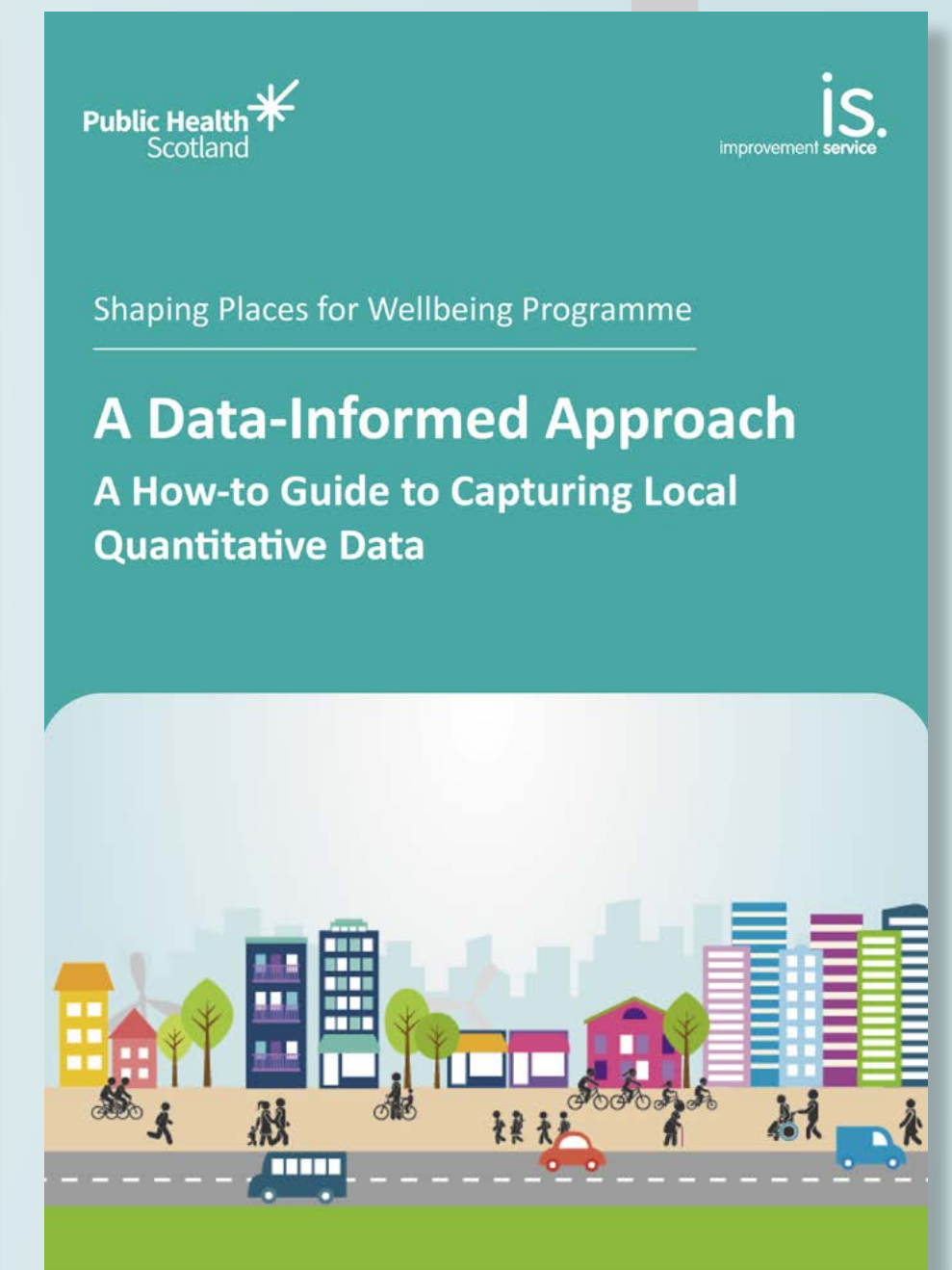
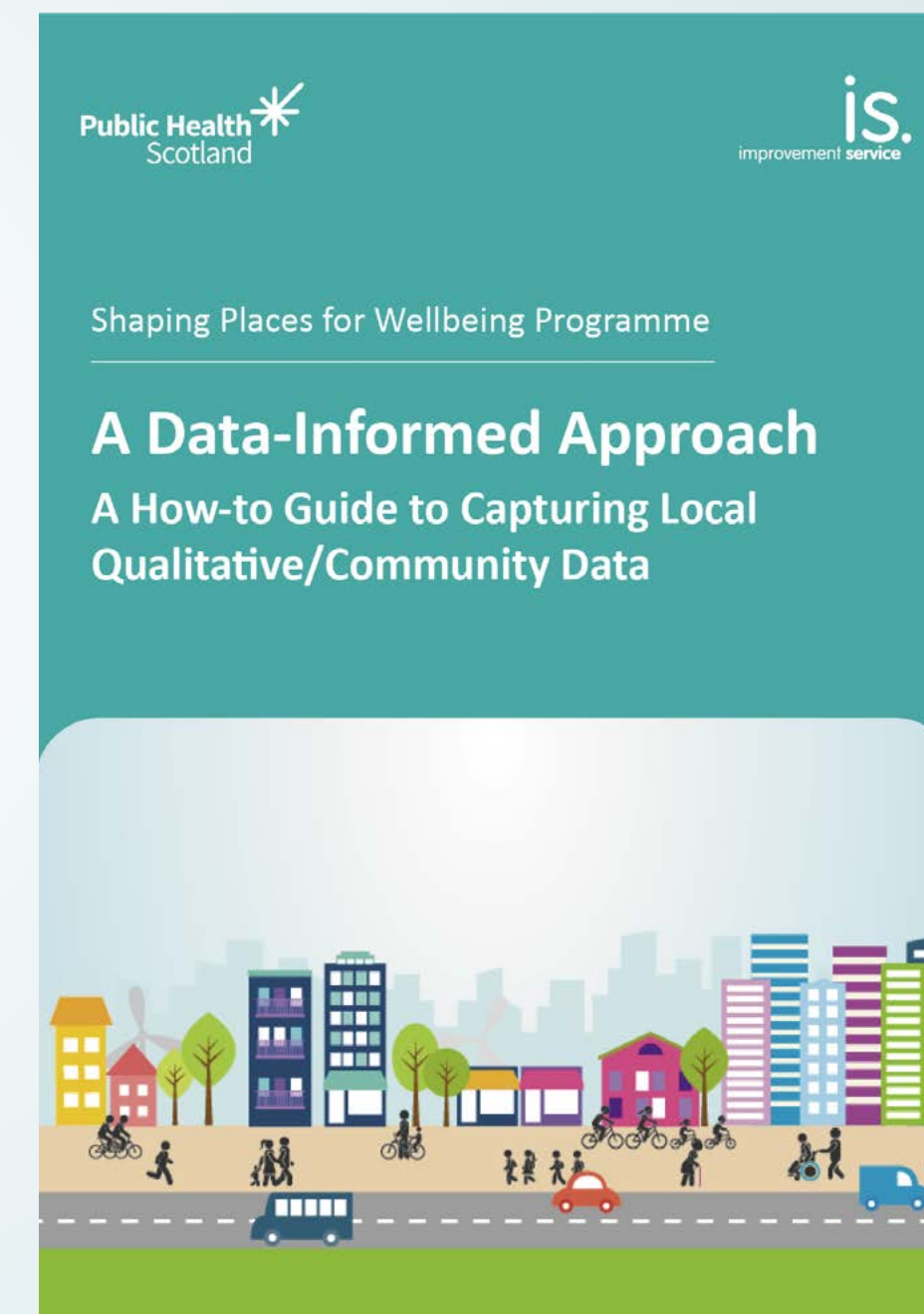
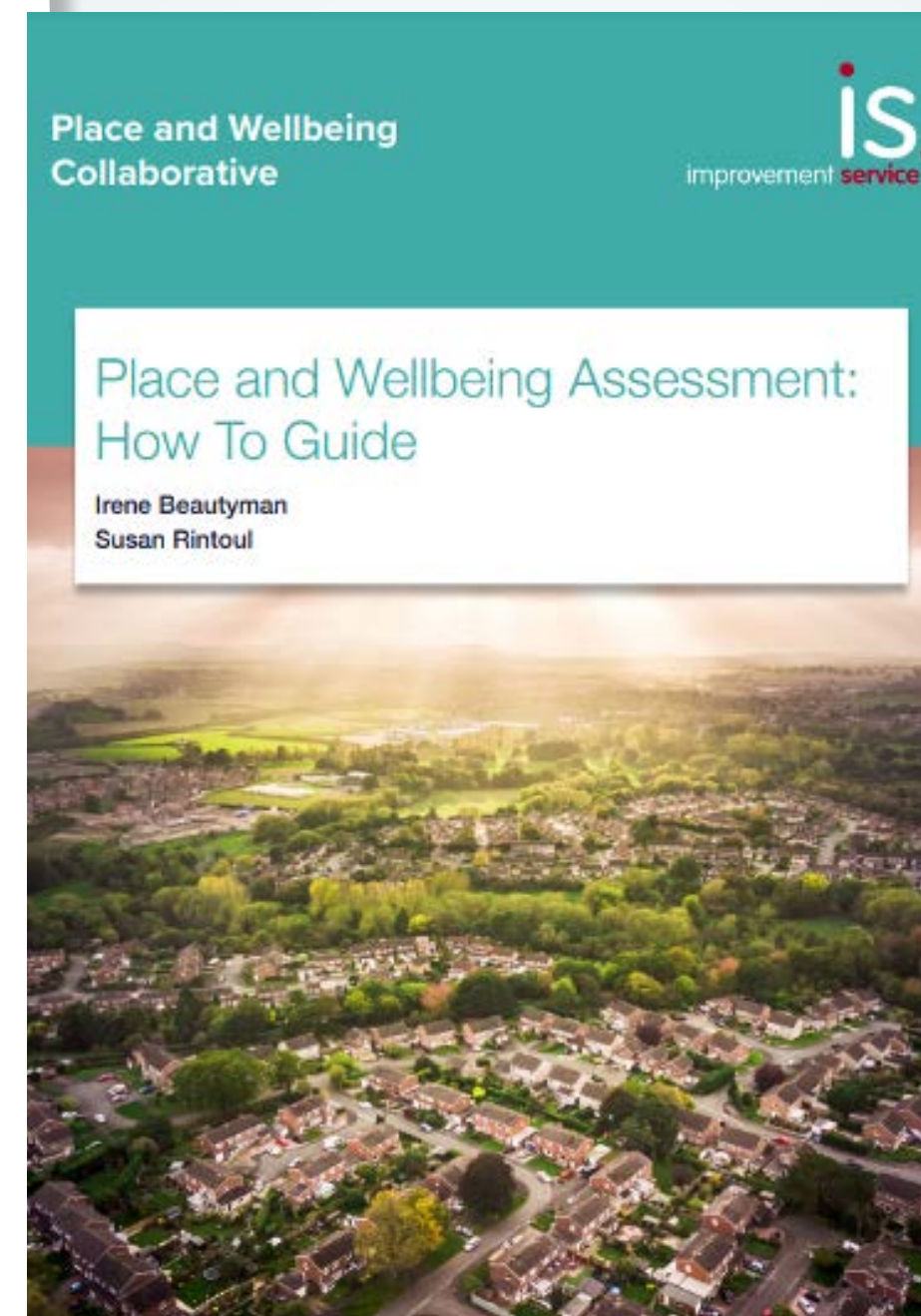


Enabling others to take a place-based approach

How to guides

Alongside sharing our data journey, a crucial part of the Shaping Places for Wellbeing Programme involves evaluating our approach and sharing our learning throughout the key stages of the Programme. This enables replication of system changes across Scotland.

For the key stages in the Programme, we've developed a set of 'How To' Guides which share our learning for those who wish to replicate this within their own place-based work. Our Data Informed Approach How To Guides share our experience on capturing local quantitative and qualitative data and our Place and Wellbeing Assessment Guide aims to support new ways for decision-makers to consider their impact on place and people.



Programme challenges

Communicating the Programme intention

Conveying the Programme's aim of delivering system change within a complex system has frequently been a challenge. To aid understanding, we created a [Programme Implementation Plan](#) that sat within one recognisable visual. Steering Groups welcomed this visual to aid their own tracking of the Programme and to share it with other stakeholders.

External commitments for Steering Group members

Local authorities and other stakeholders on the Steering Group were under considerable budget pressures, experiencing a reduction in staff and increasing workloads, which at times impacted on the input they could give to the Programme.

Staff recruitment and team changes

Challenging job market, timescale extensions, nature of being a new Programme impacted applications.

The post COVID-19 recruitment market was challenging, and we had to re-advertise some of the posts.

Staff leaving for external roles at points during the Programme was challenging. We were able to minimise any risk as the Community Link Leads were in post and embedded in the Programme and Project Towns. Internal recruitment was carried out and in most cases the Community Link Leads were recruited into the Project Lead roles.

Leadership and governance

To enable taking a place-based approach we needed to work together to align decision making and strengthen partnership working.

Place and Wellbeing Outcomes

The Place and Wellbeing Outcome briefing documents were developed to further support the embedment and understanding of the Place and Wellbeing Outcomes using the evidence behind the outcomes.

Data

There were challenges accessing local data for rural areas.

Finding a means for everyone to access and understand the same level of data was challenging but Place and Wellbeing Outcome Briefings, created for each Project Town, highlighted the evidence behind each of the Place and Wellbeing Outcomes and explored how each Outcome impacted communities, organisations and practitioners within our Project Towns.



Workstreams

We identified six areas of the Programme journey where we felt evaluation could help national replication. We identified these areas as workstreams, and a Project Lead picked up and led each of these pieces of work.

Workstreams started in November 2023 and focused on:



Recommendation Embedment



Data Profiles Review



Mechanisms of Change



Project Town Structures and Support Mechanisms



Third Sector Involvement



External Training



Supporting place based working across Scotland

The Shaping Places for Wellbeing Programme will be running until December 2024.

While we will be moving away our Project Towns, our Project Leads will continue to provide support to develop the Programme's national roll out using our learning and resources.

Clyde Gateway Supporting Families Programme



As a result of the work that took place in our Rutherglen Project Town we are now working in partnership with Clyde Gateway and their Supporting Families Programme in the following towns from July 2024 until December 2024:

- Cambuslang
- Rigside
- Larkhall
- Bridgeton

The extension of the Programme approach into these new towns allows the learning in Rutherglen to support other organisations to take a place-based approach to tackling inequalities locally. This will include further embedment of the Place and Wellbeing Outcomes through training, providing new local data to inform decision-making and further opportunities to deliver Place and Wellbeing Assessments on plans and strategies in these areas.

We've been continually sharing information about our approach to place-based work, which has resulted in providing support to other local authorities and partner organisations across Scotland, including:

SHETLAND ISLANDS COMMUNITY PLANNING

We supported a Place and Wellbeing Assessment looking at three public sector projects in progress within Brae and the wider North Mainland area to ensure these transformational projects are integrated with each other and with the needs of the communities they impact.

AYRSHIRE UNITED FOOTBALL ACADEMY

We were invited to work with Ayrshire United Football Academy in March 2024. Our Programme approach was drawn upon and the Place and Wellbeing Outcomes were used to help inform the development of activity for a youth and workforce development programme, and a Community Healthcare Hub.

The Place and Wellbeing Outcomes are now being referenced or used more widely e.g. in Fife they are referred to in the [Our Place report](#). Not only has the Programme had an impact in the Project Towns, but our reach is hitting a wider, more national audience.

More information can be found on our [webpage](#).

Thank you!

This Programme wouldn't have been possible without all of the support from the Shaping Places for Wellbeing Staff Team, our Steering Groups within our 7 Project Towns and the organisations who took part in our Local Learning Cohorts and supported our Blogs. Thank you!

The Shaping Places for Wellbeing Programme is a delivery partnership between the Improvement Service and Public Health Scotland, with support from COSLA. Thank you to The Health Foundation and Scottish Government, who funded and supported our Programme.



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We work closely with the Planning
for Place Programme, Planning
Skills, Heads of Planning
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