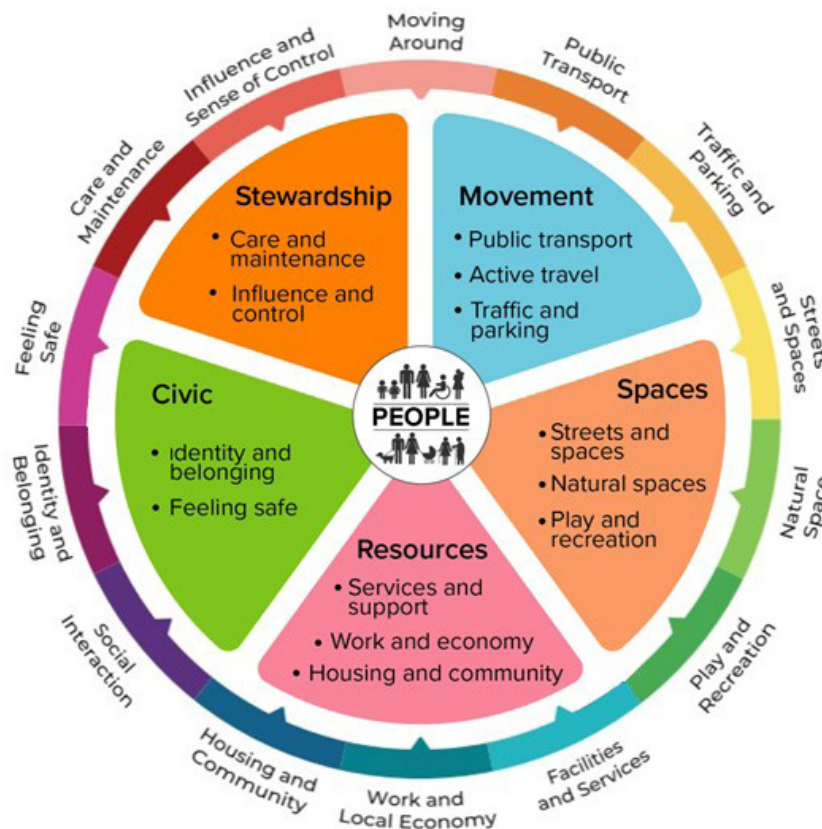


FACTSHEET

Understanding the Place Standard Tool and the Place and Wellbeing Outcomes





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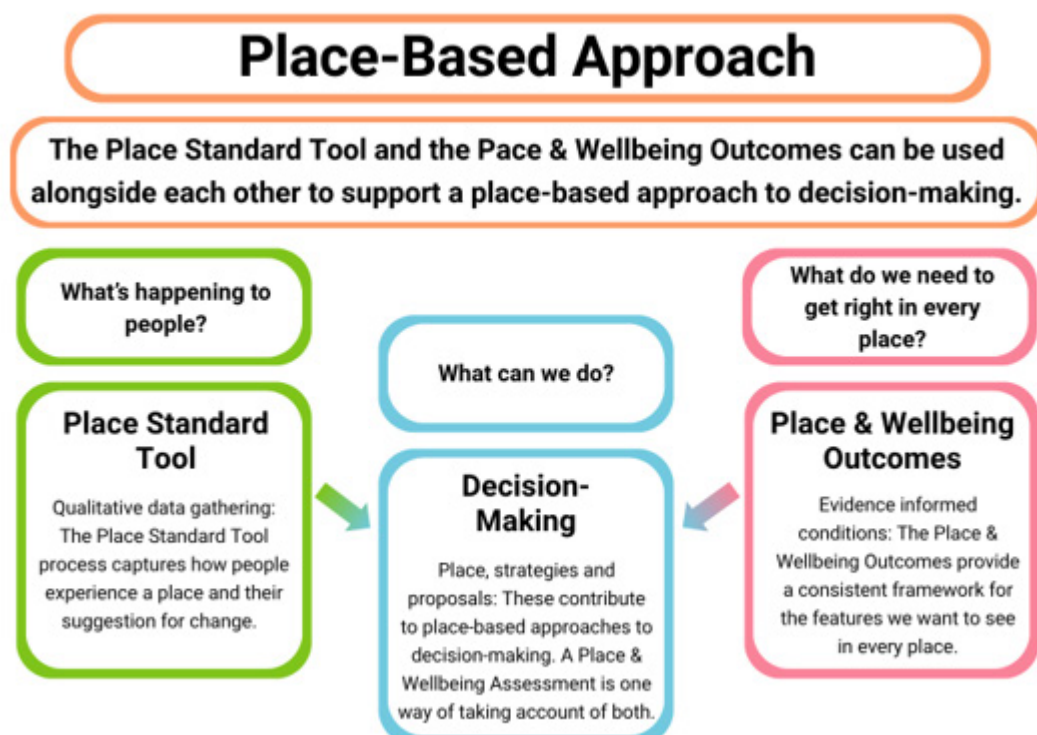
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Introduction

Place-based working is an approach that focuses on improving wellbeing by understanding and acting on the unique characteristics of a place. In Scotland, this approach is supported by the Place Principle. Two key resources support delivery of place-based working: The Place Standard Tool and the Place and Wellbeing Outcomes. This factsheet explains the differences between these resources and how they can work alongside each other to support thriving communities and places.

Place-Based Approaches

A place-based approach is about understanding how a place impacts people's lives and wellbeing. Place-based approaches are collaborative and long-term, involve local communities in decisions, and share responsibility for actions and outcomes. When a place is fully understood, decisions can be coordinated to maximise the benefits for people living in that area. The three key elements to take a place-based approach involve understanding what **people** are experiencing, recognising all the features of a **place** that have a positive impact, and using this insight to coordinate better **decision-making**.





Overview

The Place Standard Tool and the Place and Wellbeing Outcomes both support us to take a place-based approach. Both share the same [set of evidence and research](#) that sits behind them. While similar, each serves a distinct purpose when taking a place-based approach:

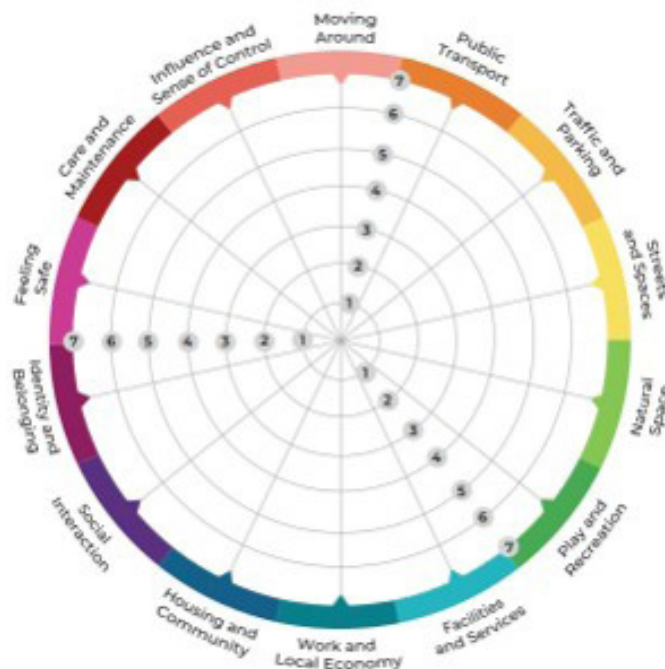
- The **Place Standard Tool** helps gather insights from people about their experiences of a place, by asking what works well and what could be improved. This helps identify shared priorities for action and informs decision-making.
- The **Place and Wellbeing Outcomes** define the essential features every place needs for people to thrive, which provides a framework for assessing how decisions may enhance or undermine wellbeing.

The Place Standard Tool

The Place Standard Tool process helps gather rich insights from people about their experiences of a place. The Tool uses 14 evidence-based themes to structure conversations and effective community engagement about both the physical and social aspects of a place. It captures qualitative data and scores from the 14 themes. It is adaptable for various settings, from neighbourhoods to towns, workshops to online surveys and promotes consistent assessments across Scotland. The Place Standard Tool is part of a wider process designed to support action and decision-making. It works best when it builds on the conversations and relationships it enables, helping communities, partners and decision-makers to take action.

It is particularly effective for:

- Engaging communities and stakeholders
- Identifying strengths, challenges, and priorities for improvement
- Ensuring that local voices shape decisions about place and capturing qualitative information and stories
- Supporting collaboration and shared ownership of next steps

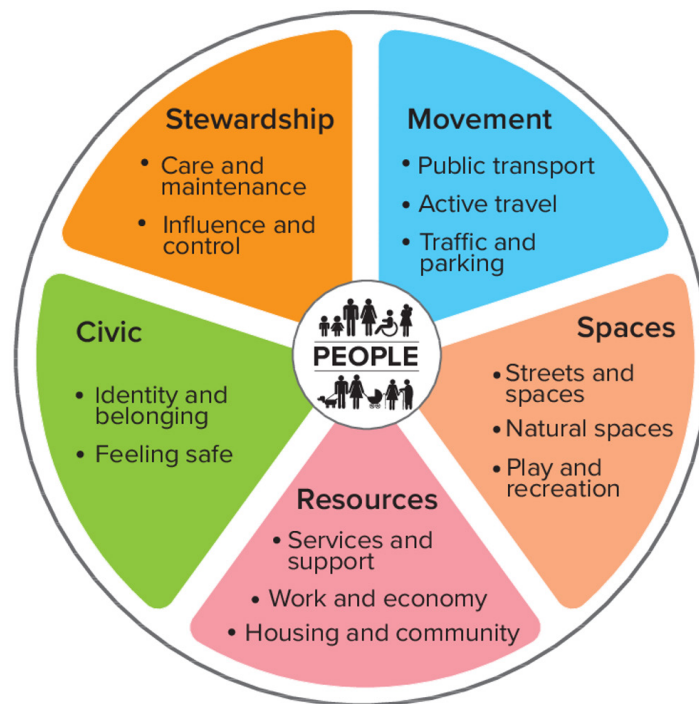


Place and Wellbeing Outcomes

The Place and Wellbeing Outcomes describe the evidence-based characteristics that every place needs for people to thrive. They guide decision-makers, including planners, on what to aim for in every place by providing a vision for what good looks like. The thirteen Place and Wellbeing Outcomes are grouped into five overarching themes: Movement, Spaces, Resources, Civic, and Stewardship. They support all sectors in Scotland to focus implementation on a common set of evidenced features.

The Outcomes are designed to:

- Support all sectors to focus on a common set of features in places that promote health and wellbeing
- Encourage collaboration, as improvements in one outcome are often interlinked with others and decisions need to consider impact on all the outcomes to create places where people can thrive



Interaction of Place Standard Tool and Place and Wellbeing Outcomes

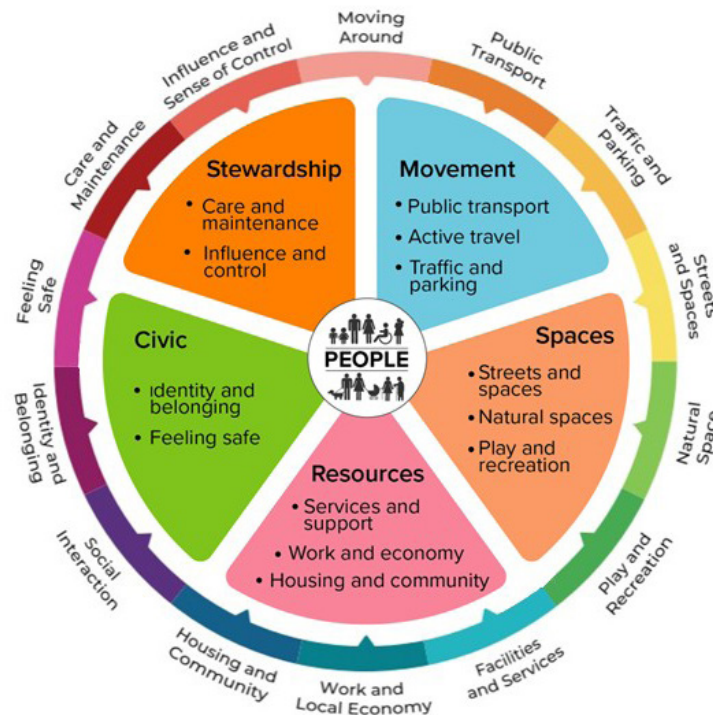
The Place Standard Tool and the Place and Wellbeing Outcomes complement each other and enable coordinated decision making, action, and investment to create places where people can thrive. They are both part of a process to support everyone to consider the key physical and social aspects that our places need to enable health and wellbeing. These tools work alongside each other to support equitable, thriving, and sustainable communities.

Comparison of the purpose, application, and audience

	Place Standard Tool	Place and Wellbeing Outcomes
Purpose	Aids understanding a place identifying qualitative data and actionable, community-led priorities for improvement. To support action and decision-making.	A framework for decision-makers to consider their impact on what we need in every place for those who live, work, and relax there to stay healthy and thrive.
Application	Facilitates conversations and effective community engagement around 14 themes to assess a place's strengths, areas for improvement and opportunities. It brings together partners and communities, identifying priorities for action and change.	Guides decision-making on collaborative ambitions through an evidenced framework to achieve equitable and sustainable outcomes. This could be through a Place and Wellbeing Assessment.
Audience	The tool is designed for everyone to use; communities, the public sector, the third sector (voluntary and non-profit organisations) and the private sector. Collaboration is encouraged.	Decision-makers involved in place-based planning, including those who are community based. Collaboration is necessary as no one group can deliver alone.

Enabling informed decision-making

The similarities in the themes, due to them using the same evidence base, are highlighted right where the two images are combined;



Health is shaped by far more than healthcare. Scotland's Population Health Framework highlights the importance of addressing the wider determinants of health, including income, housing, education, transport and the quality of places. The Place Standard Tool themes and Place and Wellbeing Outcomes are based on the same [evidence](#) about what shapes health and wellbeing in places – focussing on the determinants of health. The Place Standard captures the meaningful insight and priorities of people, communities and partners to enable this rich qualitative data to inform decisions impacting a place. The Place and Wellbeing Outcomes provide a comprehensive and consistent set of features for decision makers to consider delivering in every place for those using it to thrive. Used alongside each other they strengthen decision-making that enhance the wellbeing of people and the planet and reduces inequalities.



Place and Wellbeing Assessments

It is key for the Place Standard Tool and the Place and Wellbeing Outcomes to be embedded into decision-making. One effective way of doing this is through a Place and Wellbeing Assessment. This process can be used on its own or form part of the opening process of undertaking a Health Impact Assessment. A Place and Wellbeing Assessment brings together a group of stakeholders to help identify how a plan, policy, or proposal will affect a place and how it will impact on the wellbeing of people and the planet. Along with quantitative data, the qualitative insight from a Place Standard exercise and the ambitions of delivering on all of the Place and Wellbeing Outcomes are key considerations in the assessment. As such a Place and Wellbeing Assessment provides a framework using both when evaluating plans, policies and proposals and guide decision-making to improve the health of our communities, support climate targets and reduce inequalities.

Bringing it altogether in practise - Inverclyde example

In Inverclyde, the Place Standard Tool and the Place and Wellbeing Outcomes are being used in conjunction to bring together community views and evidence on wellbeing to support decision-making. The Place Standard Tool identified the issues most important to people in a local area where there were higher levels of inequalities. This initial process highlighted an opportunity for developing a vacant site to improve community wellbeing. A Place and Wellbeing Assessment was subsequently used to assess the site proposal against the Place and Wellbeing Outcomes framework and incorporate learnings from the Place Standard Tool. Together, this approach supported local priorities to shape decisions in how this place could be developed to improve the health and wellbeing of the community.

Where to find out more

Find out how to apply the Place and Wellbeing Outcomes in a place-based approach, visit the [Improvement Service website](#). For more information and guidance on using the [Place Standard Tool](#) for assessing places, visit the Our Place website.

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