

Shaping Places for Wellbeing Programme

Frequently Asked Questions

We have created this frequently asked questions document to cover the questions we regularly get asked from those interested in the programme and have categorised them below.

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Shaping Places for Wellbeing Programme Overview

What is the programme aiming to achieve?

The programme aims to support lasting change 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. This is achieved through three activities: [local project work](#), [local learning cohort](#) and [national leadership cohort](#).

Our objectives are to:

- Support those making decisions that will 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

Success of this programme and delivering lasting change will see our partner organisations:

- With an increased understanding of the role of the Place & 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

What have been the main impacts of the programme so far?

- The [Shaping Places for Wellbeing Programme](#) is now supporting seven local project towns across Scotland (Alloa, Ayr, Clydebank, Dalkeith, Dunoon, Fraserburgh and Rutherglen). The towns have brought a range of contexts and geographies to expand learning perspectives and have place work already being undertaken that the programme ambition can support. [‘Why were the seven Project Towns chosen to be part of the programme’](#) details why our Project Towns were chosen.

- Within each of our seven Project Towns, support staff (a Project Lead and a Community Link Lead) have been embedded between the council and the local health board. The Project Lead has increased the understanding of the role of the Place and Wellbeing Outcomes to support wellbeing within the places we live, work and relax.
- In each of our towns, a Steering Group has been set up with key decision makers who meet regularly.
- We have now undertaken nearly 30 [Place and Wellbeing Assessments](#) across our Project Towns. These assessments are an integral part of our programme approach and have supported decision makers/partner organisations to identify how a plan, policy or proposal will affect a place. They range in their coverage from high level policy at regional level to more specific proposals at a local scale. Each Place and Wellbeing Assessment ends with the production of a report recommending how a more place-based approach can be taken. [Read the reports here](#).

Why were the seven Project Towns chosen to be part of the programme?

The seven Project Towns of Alloa, Ayr, Dalkeith, Dunoon, Clydebank, Rutherglen and Fraserburgh were chosen as they met a set of consistent requirements to work in places that were willing to give an authorising environment to:

- Reduce 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 include:

- A variety of town geographies: urban, urban/rural, rural/urban and rural.

- Other place work already happening that the programme ambition, outcomes and principles can support. For example, working on Community Wealth Building Strategy, Wellbeing Economy, SURF Alliance for Action, Public Health Scotland Local Information System Team development site.

One of our aims when starting work in our Local Project Towns was to determine ‘what is the ambition of the town?’. Doing so enabled reflection on the desirability of everyone working towards the same goal. This is a complex question to answer and involves scoping out what is happening nationally, regionally and locally that is influencing the town. We have written a [blog](#) which sets out the approach we have taken so far. This process helped us establish where there were opportunities to undertake [Place and Wellbeing Assessments](#).

How long will the programme run for?

The Shaping Places for Wellbeing Programme is running until March 2024. We are looking at Phase 2 of the programme and hope to issue further information about this soon.

Funding

Who funds the programme?

The Shaping Places for Wellbeing Programme is a delivery partnership between the Improvement Service and Public Health Scotland (PHS), funded and supported by The Health Foundation and Scottish Government with support from COSLA. It is a three year programme, running until March 2024.



Current Phase

What progress has been made in the Project Towns in Phase 1?

Place and Wellbeing Assessments

In each Project Town, the Project Leads are facilitating 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](#). We have now undertaken nearly 30 Place and Wellbeing Assessments and have developed a 'How to Guide' for the process. Find out more about our [approach and each assessment](#) that has been undertaken in each Project Town in addition to the [impact](#) that our Assessments are having in each town.

Local Learning Cohort

Fortnightly meetings connect the seven Project Towns with additional learning partners from across Scotland to share knowledge and expertise, bridging the gap between the local project work and national leaders, and providing a mechanism to inform national policy.

The sessions have brought together colleagues from within the Improvement Service who run programmes that are closely aligned with the Shaping Places for Wellbeing Programme. For more information, find out more on our [website](#) and [Programme Summary](#).

Qualitative and Quantitative infographics

Our Project Leads and Community Link Leads are currently working on a set of infographics. The support from the Shaping Places for Wellbeing Programme began with our quantitative data exercise, with support from the Public Health Scotland Local Intelligence System Team (LIST), to identify the population groups of the towns experiencing the most inequality.

Our Community Link Leads aimed to bring this quantitative data to life by undertaking a qualitative data gathering exercise by building relationships with third sector organisations and community groups, combined with desk-based searches.

Data profiles have been completed and can be viewed within our [Local Project Action](#) webpages. We have fully completed four Data Profiles with other

profiles at different points on the journey to completion. Find out more about each of the Project Towns progress on our [Local Project Action](#) page.

What are some of the common themes coming out of the data across the Project Towns?

To date, the key areas of inequality emerging from the quantitative data are similar across the Project Towns. Given they were selected because of their areas of deprivation, it is not surprising that there might be common inequalities. These are:

- Poverty and deprivation (adults and children)
- Substance use (disorder) including alcohol
- Mental health
- People experiencing ill health and dying prematurely

In each of these groups it is the communities living within the geographic areas of deprivation that are being impacted most.

Take a look at our [Local Project Action](#) and [Our Data Journey](#) to find out more about the work and data emerging from each Project Town.

What are you going to be focusing on until this phase of the programme finishes in March 2024?

Our seven Project Towns joined the programme at different stages, with our latest Project Town in Dalkeith joining in January 2023. Despite this, all Project Towns have a Steering Group and all have completed at least one Place and Wellbeing Assessment, working with the plan/strategy/document owner on taking forward the recommendations coming out of these assessments.

The main focus for this stage of the programme is working with the Steering Group and plan owner on taking the recommendations forward. We will also be spending time with our Steering Groups and other partner organisations getting their input and reflections on the work we have developed on the programme.

All the Place and Wellbeing Assessments are on our website with the accompanying reports. Find out more about the [assessments and the approach we have taken](#) here.

Place and Wellbeing Outcomes

How can you show that the Place and Wellbeing Outcomes make a difference?

Irene Beautyman and Miriam McKenna explain in the two videos below, how the decisions made about the places we live and work using the Place and Wellbeing Outcomes, can bring benefits for health and wellbeing, for the climate, and for reducing inequalities.

In this video, they discuss the example of the [location of a new office building](#).

In this video, they discuss the example of the [location of a new primary school](#).

Public Health Scotland's Briefing '[Evidence behind the Place Standard Tool and the Place and Wellbeing Outcomes](#)' outlines the high-level evidence behind the 14 themes of the Place Standard Tool, the Place and Wellbeing Outcomes and their links with health and wellbeing.

What is the difference between the Place and Wellbeing Outcomes and the Place Standard Tool?

Whilst both the Place Standard Tool and the Place and Wellbeing Outcomes are linked by the [same set of evidence that sits behind them](#), the [Place Standard Tool](#) is used as a tool to enable a conversation about place; specifically, a conversation about how to assess a place on how much it is meeting on its 14 themes. In comparison, the [Place and Wellbeing Outcomes](#) represent a desired reality that we all need to strive to reach. Both support stakeholders and decision makers to consider the key characteristics that our places need to thrive and enable health and wellbeing in our communities.

The [Place Standard Tool with a Climate Lens](#) builds on the core Place Standard Tool and helps to understand how climate change might play out in a local area and helping decision makers to design their future place in mind, supporting a joined up, collaborative and participative approach to climate action within a place.

If you want to know more about the similarities and differences between the Place and Wellbeing Outcomes and the Place Standard Tool, [read this blog](#) from the Planning for Place Programme.



Public Health Scotland's Briefing '[Evidence behind the Place Standard Tool and the Place and Wellbeing Outcomes](#)' outlines the high-level evidence behind the 14 themes of the Place Standard Tool, the Place and Wellbeing Outcomes and their links with health and wellbeing.

What is the difference between the Place and Wellbeing Outcomes and the Social Determinants of Health?

The [Social Determinants of Health](#) are non-medical factors that influence health outcomes and are conditions in which people are born, grow, work, live and age, and the wider set of forces and systems shaping the conditions of daily life (World Health Organisation, 2023).

The [Place and Wellbeing Outcomes](#) are an evidence based set of outcomes which stakeholders can use and consider when making decisions about the places they live, work, learn or relax in.

Planning for Place Programme

What are the differences between the Planning for Place Programme and the Shaping Places for Wellbeing Programme?

The [Planning for Place Programme](#) provides specific support to councils and their partners to collaborate in place-based approaches to joint planning, resourcing and delivery of places that enable all communities to flourish.

The [Shaping Places for Wellbeing Programme](#) came from the work of the Planning for Place programme supporting the development of the Place and Wellbeing Outcomes and in piloting the Place and Wellbeing Assessments (previously called Rapid Scoping Assessments). It was identified that there is a need to undertake this work at a local level and this is what became the Shaping Places for Wellbeing Programme.

We hope you have found this Frequently Asked Questions document useful. We will be continuously reviewing and updating this as the programme progresses. If there is something we haven't covered, please get in touch with our Programme Team below, or for more information, please [visit our website](#).

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