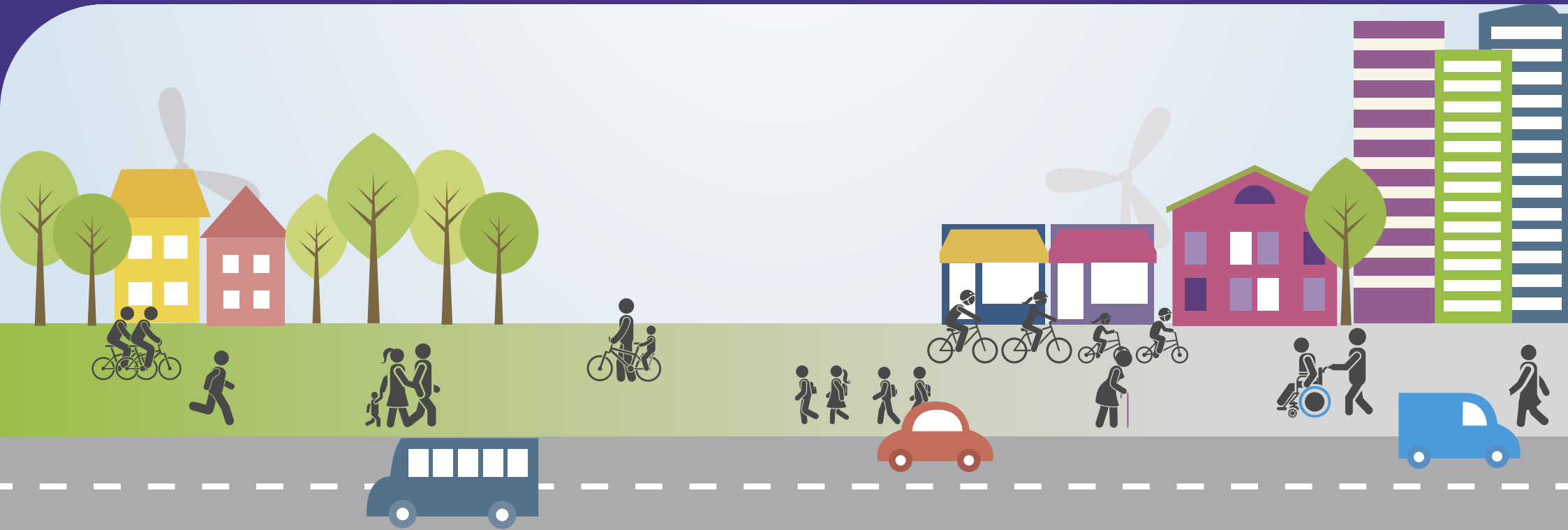


Shaping Places for Wellbeing

Embedding community insight in a place-based approach

Resource Pack



Part 1: Introduction

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Shaping Places for Wellbeing

Shaping Places for Wellbeing began as a Programme supporting local project action to take a place-based approach in January 2021. Working with seven Project Towns over three years, the Programme aimed to improve Scotland's wellbeing and reduce inequalities. It worked to change 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.



Given the importance of place, it is crucial that we create places 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. For Shaping Places for Wellbeing, this means combining three key elements:

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



Read more about our [Local Project Action 2022-2024](#).



Discover the impact of [Our Place Based Approach 2022-2024](#).



Learn more about place and place-based approaches in this recorded [Masterclass webinar](#).

Community Link Leads contribution to Shaping Places for Wellbeing

Between 2022-2024, the Shaping Places for Wellbeing Programme was supported by a team of Community Link Leads, each one working locally in one of our seven Project Towns to undertake the process of gathering qualitative data and community insight.

The Community Link Leads connected with community groups and organisations to understand the needs of the people most impacted by key inequalities in each Project Town. These diverse relationships provided a broad spectrum of insights, and highlighted community priorities and aspirations that the quantitative evidence alone did not emphasise.



This [Community Link Leads: an Impact Story](#) explains their role and impact on the Programme.



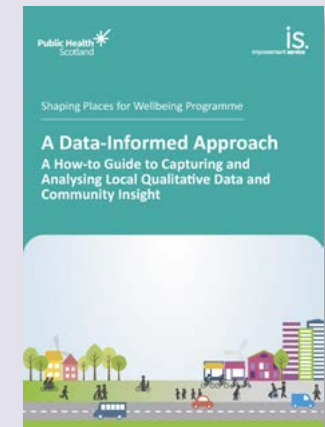
These two videos show the Community Link Leads describing the role in their own words: [video 1](#) | [video 2](#)

Purpose of this Resource Pack

This Resource Pack was written to complement and accompany [A Data-Informed Approach: A How-to Guide to Capturing and Analysing Local Qualitative Data and Community Insight](#). Sections of the How-to Guide will be referred to throughout and so you are encouraged to read the Guide before this Resource Pack.

This How-to Guide focuses on the Shaping Places for Wellbeing approach to capturing local qualitative data and community insight, as carried out through our [Local Project Action 2022-2024](#). It details the process of desk-based research and engagement with local practitioners and representatives of local groups and organisations.

The How-to Guide is one of two published by the Programme to support anyone in Scotland wishing to replicate our approach to data collection, analysis and sharing. A third How-to Guide is available detailing the process for conducting a Place and Wellbeing Assessment. [Access all three How-to Guides.](#)



Content of this Resource Pack

This Resource Pack shares a range of considerations for effectively embedding community insight. It contains resources for “lighter touch” approaches as well as those which more directly involve community members.

This Resource Pack signposts to existing tools and approaches from Scotland and beyond, that readers may find useful. Many of these were utilised by our own Shaping Places for Wellbeing Programme staff during their time supporting local project action.

Part 1: Introduction – the introduction contextualises this Resource pack through the Shaping Places for Wellbeing Programme’s work and outlines the purpose.







Part 2: Inequality, place, and community insight – explores the importance of embedding community insight on inequality when taking a place-based approach.

Part 3: Tools and approaches – presents a compilation of considerations and signposts to relevant resources for those looking to embed community insight.

Using this Resource Pack

This Resource Pack draws from and compiles a range of brilliant external resources in addition to those produced by the Shaping Places for Wellbeing Programme 2022-2024. This Pack will briefly introduce each resource, and you are then encouraged follow the links to read more from the original sources.

Keep an eye out for these icons indicating the different resources:*

- 



 A webpage, video, document or blog published by Shaping Places for Wellbeing at the Improvement Service.
- 
 A resource produced by another organisation in Scotland or beyond. Links will take you to an external site.
- 
 Since this Resource Pack accompanies our How to Guide, sections of it will be referenced throughout. Your attention will be drawn to specific pages with this icon.

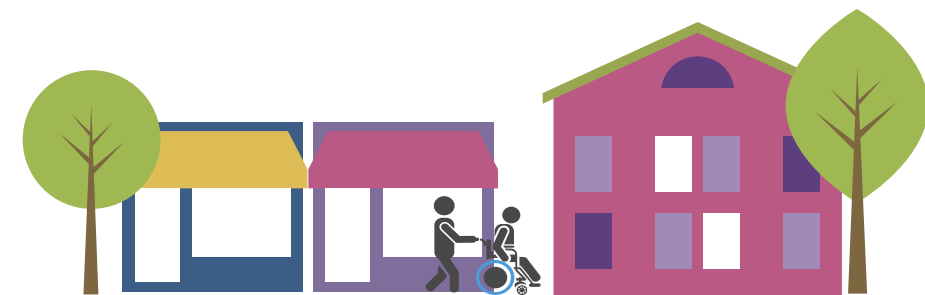
This Resource Pack is divided into three parts. The first page of each Part will provide a clickable contents list allowing you to navigate easily through pages. You can skip or return to the contents page for each part by clicking on the relevant section in the banner at the top of each page.

Part 1: Introduction

Part 2: Inequality, place and community insight

Part 3: Tools and resources

* Note: all links were correct at time of publication. External updates may result in these links breaking in the future. We have tried to ensure the linked text contains the title of intended destination document or webpage, allowing you to do your own web search if this happens.



Part 2: Inequality, place and community insight

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- [Role of qualitative data and community insight](#)
- [How does embedding community insight help us deliver on the Place and Wellbeing Outcomes?](#)
- [Shaping Places for Wellbeing focus on inequality](#)
- [Hearing those experiencing inequality](#)
- [“Hard to reach” or “seldom heard”?](#)
- [Trauma and inequality](#)
- [Taking a trauma-informed approach](#)

Role of qualitative data and community insight

When taking a place-based approach, it is necessary to know what people in an area are experiencing.

Whilst quantitative data can reveal key trends and inequalities from a range of measures related to health, economy and environment, it is important to also gather qualitative data and insight from communities to bring this to life. It would be impossible to build a comprehensive picture of a place using just quantitative or qualitative data – the combination of the two is crucial.



Our How-to Guide includes a [glossary](#) of data terms on pg. 21-22.



Our How-to Guide includes [lessons learnt](#) from our local project action 2022-2024 on the value of qualitative data and community insight on pg. 17-18.



We also shared a [blog exploring what our Community Link Leads' work added to the Programme.](#)



How does embedding community insight help us deliver on the Place and Wellbeing Outcomes?

Understanding place is a key element of the Shaping Places for Wellbeing approach. The Place and Wellbeing Outcomes provide a consistent and comprehensive focus for where place impacts on the wellbeing of people and planet. There are 13 Outcomes under five themes: Movement, Spaces, Resources, Civic and Stewardship.



Read more about all 13 [Place and Wellbeing Outcomes](#).



Find out more about the [Place and Wellbeing Outcomes and their background in this briefing paper](#).

An understanding of what everyone in a community needs, particularly those experiencing inequality, helps to achieve equitable outcomes for everyone across all thirteen Place and Wellbeing Outcomes.

‘Influence and Control’ is one of the Place and Wellbeing Outcomes under the Stewardship theme. Delivering on this outcome particularly requires involvement of communities and community insight as part of a place-based approach. You can see below, in the description of this outcome how it necessitates organisations work with communities and community insight to deliver on the outcome.

Influence and control can have a positive impact on people when everyone is empowered to be involved in a place in which:

- Local outcomes are improved by effective collaborations between communities, community organisations and public bodies.
- Decision making processes are designed to involve communities as equal partners.
- Community organisations co-produce local solutions to issues.
- Communities have increased influence over decisions.
- Democratic processes are developed to be accessible to all citizens.



This briefing [summarises the evidence that shows why delivering on the Influence and Control Outcome is important](#).



You can find briefings that detail each of the thirteen [outcomes and the evidence behind them on the Improvement Service website](#).

Shaping Places for Wellbeing focus on inequality

The Shaping Places for Wellbeing ambition is to improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet. Scotland faces reducing healthy life expectancy, a climate crisis and the worst inequalities in Western Europe.

We know that health is largely determined by a person's day-to-day experiences and the places in which they live, work and relax. An independent review of health inequalities in Scotland, published in 2023, revealed that the health of people living in the most deprived local areas is being left behind the rest of society and that inequalities have been worsening. Narrowing the inequality gap is going to require work to improve place – making sure everyone can live, work and relax in places that allow them to thrive.



Hearing those experiencing inequality

When we are creating places that reduce inequalities, we need to understand what those people experiencing inequality need from their place.

The views of those experiencing the greatest inequality are often the least likely to be captured through traditional consultation methods. Consultation methods like town hall meetings or online questionnaires are often biased towards those who are already engaged with organisations and who have the time and resources necessary to respond. For example, immediate issues like food security and fuel poverty may take precedence over being involved in broader decision-making processes for those experiencing the greatest inequality, and so their voices are not heard.



This Evidence Review, [‘Hard to reach’ or ‘easy to ignore’? Promoting equality in community engagement’](#), from [What Works Scotland in 2017](#) explores the intersection between community engagement and inequality. It examines evidence, from Scotland and the UK, on what is being done to overcome inequality in community engagement.



Access the full [Leave no one behind: The state of health and health inequalities in Scotland](#) report published by the Health Foundation.



“Hard to reach” or “seldom heard”?

When it comes to engaging, involving and gathering the views of communities, some groups have been considered and referred to as “hard to reach”. Now, these groups are more accurately understood to be “easy to ignore” or “seldom heard”. This change in language reflects an accountability shift and growing acknowledgement of systemic barriers to engagement.

Hard to reach

Implies the issue lies with the group itself.

Overlooks systemic barriers faced by groups.

Suggests groups are actively avoiding engagement.

Can reinforce stereotypes about marginalised groups.

Seldom heard

Highlights the responsibility of those seeking insight to find effective and inclusive engagement approaches.

Recognises barriers to engagement are often systemic in nature, such as language, location, economic hardship, accessibility needs or fear of discrimination.

Encourages proactive efforts to build trust which may have been eroded due to trauma, historic patterns of engagement and relationships with services.

Focuses on dismantling stereotypes and addressing systemic neglect.

Trauma and inequality

There is a link between inequality, trauma, and other adversities. When you are following the Shaping Places for Wellbeing approach and exploring experiences of inequality, it’s important to understand the impact of trauma.

Trauma describes an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful and that has lasting adverse effects on the individual’s functioning and physical, social, emotional, or spiritual wellbeing. There can also be a cumulative impact of trauma; the more trauma we experience, the more likely we are to experience adverse outcomes.

People often face overlapping struggles like inequality, trauma, and hardship, which can increase the risk of further difficulties. For example, women are more likely to experience poverty due to economic inequality, and adults with care experience are more likely to face homelessness. The Hard Edges Scotland report highlights that severe and multiple disadvantage in adulthood, like addiction or domestic abuse, often have roots in childhood trauma and adversity.



Read more in this briefing on [Improving outcomes for people and communities affected by poverty, inequality, trauma and adversity: Joining the dots across key policy agendas, with particular attention to the ‘key point’ on page 2.](#)



To understand further why trauma matters across different policy areas, which are relevant to place-based decision making, take a look at this briefing note, [Trauma is Everybody's Business](#), originally written for elected members in Scotland.



The full [Hard Edges Scotland report](#) is available online.

Trauma-informed approach

Trauma and place are intertwined. Historical trauma may have been inadvertently brought about by previous placemaking decisions. The impact of trauma can also be exacerbated when people are also facing inequalities and social isolation within communities, making it harder for them to recover.

Trauma will inevitably impact people you engage with, whether through personal experiences or through the work we do. People who are directly supporting those affected by trauma are at an increased risk of experiencing vicarious trauma and compassion fatigue. Given the relationship between trauma and inequality and place, it is important to ensure you are capturing insight on experiences of trauma.

A trauma-informed approach and a place-based approach should both be seen as part of a broader ambition to improve the outcomes of individuals and communities across Scotland, and to tackle

inequalities, adversity and trauma in all their forms. Taking a trauma-informed lens to a place-based approach can ensure that the environment around those of us who have experienced trauma responds to our needs and provides us with the support we need for recovery.



Access a host of evidence-based training, tools and guidance to support trauma-informed and responsive systems, organisations and workforces in Scotland through [Scotland's National Trauma Transformation Programme](#). The programme is designed to support all sectors and levels of the workforce.



The National Trauma Transformation Programme has learning resources at four different levels to support everyone in the workforce. Answer a few short questions on their [Knowledge and Skills](#) page to identify which level of the training you should access.



Explore more about how the two approaches can inform and support each other in this joint [Briefing: Taking a Trauma-Informed Lens to a Place-Based Approach from the Improvement Service](#).

Part 3: Tools and approaches

This section will introduce a range of tools, approaches and suggestions for you to consider when setting out to gather and embed community insight when taking a place-based approach. For each we will: provide a summary introduction; signpost to relevant resources to learn more; and explore how it can be used to help gain insight on inequality.

Contents

- [Considering your approach](#)
- [Direct engagement with communities](#)
 - [Involving people with lived experience](#)
 - [Co-production](#)
 - [Place Standard tool](#)
- [Indirect engagement approaches](#)
 - [Collaborate with the third sector](#)
 - [Conversations with local representatives](#)
- [Other considerations](#)
 - [Review existing documents](#)
 - [Walk in the place](#)
- [Bringing community insight to decision makers](#)
 - [Place and Wellbeing Assessments](#)
 - [Place and Wellbeing Outcome Briefings](#)
- [Additional Resources](#)



Considering your approach

When selecting the tools and approaches for gathering and embedding community insight, there are several factors worth bearing in mind, including:

- Staff capacity – Will dedicated staff lead the engagement, or will it be part of someone's broader role? How can the project maximise the impact that the available staff can have for those most affected by inequality?
- Time available – How much time is available to engage and gather insight? Which approach balances meaningful engagement with the timeframe requirements?
- Level of community involvement – Are you approaching local residents directly, or will you be seeking insight through representatives or those working in the community? How can this work increase participation and represent lived experience?
- Reporting requirements – Is the purpose of this work for formal reporting, or for informal learning? How can your chosen approach best meet these requirements?
- Scope of project – How specific or localised is the project you are gathering insight for? Which methods best focus on this niche or suit the scale of the project?

These are of course not the only factors you are likely to consider. For example, when considering approaches that involve more intensive contribution from community members and those with lived experience, compensation and remuneration would need to be considered.



Take a look at [Scottish Government's Participation Handbook](#) to see how they think about a spectrum of participation approaches and when it may be most appropriate to use them.



This [Scottish Government guidance on paying expenses and compensating time](#) contains transferable information, including a set of key principles and information on tax and welfare benefits implications.



Direct engagement with communities

The Shaping Places for Wellbeing approach recognised the importance of work which empowers individuals and groups to participate more actively.

Direct community engagement can amplify the voices of those most affected but seldom heard. Sometimes, there is a risk that only those who already have resources and capacity can participate in decision making, perpetuating existing inequalities. Our approach was not intended to replace co-production, community development, lived experience or participation approaches – in part to not contribute to any duplication or consultation fatigue.



Read some relevant reflections in the [lessons learnt section](#) of our [How-to Guide pg. 17-20](#).

The following are just a few tools and approaches you may wish to consider for meaningfully engage directly with community members and residents experiencing inequality.

Involving people with lived experience

Involving people with lived experience means actively engaging individuals who have personal, first-hand experience of specific challenges, such as poverty, housing issues, mental health struggles, or discrimination.

Lived experience panels offer a structured way of bringing these voices into decision-making, ensuring that policies and services are

shaped by the actual experiences of those who face these challenges daily. By including lived experience in discussions and planning, decision-makers can create more effective solutions that address the needs of those most impacted by inequality in communities.

Colleagues at the Improvement Service have been working with [Safe Lives](#) and [Resilience Learning Partnership](#) to work in partnership with survivors of violence against women and girls (VAWG) and trauma. They have shared some key considerations for taking a trauma-informed approach when involving people with lived experience of VAWG, which are also relevant to engagement generally:

- Ensure there are clear structures and expectations from both participant and project and that these are communicated around the outcomes and actions of projects/activities.
- Develop meetings, communication materials, and planning processes in a safe, collaborative and accessible way for people with lived experience of trauma to participate.
- Ensure there is flexibility in the way that people can participate, offering multiple ways to participate which may suit a variety of needs.
- Ensure that staff have an understanding and confidence to undertake participatory work with a flexible and inclusive approach.
- Partnership working and collaboration, such as connecting with existing engagement work in the community can help to ensure a wider range of participants and voices.



This research report by the Democratic Society was commissioned by the Health and Social Care Alliance Scotland to explore the evidence on best practice for [engaging people with lived experience](#). It explores the definition of lived experience on [page 10](#).



Learn more about the [Authentic Voice project](#) to embed lived experience of VAWG and trauma in Scotland. Although the Authentic Voice project is focused on survivors of VAWG and trauma, the lessons learnt about embedding lived experience are valuable to everyone seeking to involve people with lived experience.

How can this help gain insight on experiences of inequality?

Involving people with lived experience, such as through lived experience panels, helps gain insight into inequality by bringing the voices of those who directly face barriers into decision-making processes. These individuals can provide invaluable, first-hand accounts of the specific challenges they encounter, such as discrimination, lack of access to services, or economic hardship, that might not be captured through traditional research or data alone.

Co-production

Co-production is an approach to service and policy development where people with lived experience, service users, professionals and other stakeholders work together as equal partners in creating, delivering and evaluating services, policies or initiatives. The goal of co-production is to ensure that services are more responsive by combining the expertise of professionals with the unique knowledge and experiences of those who use or are affected by these services. It involves redistribution of power in decision-making processes for professionals to power share with people with lived experience.



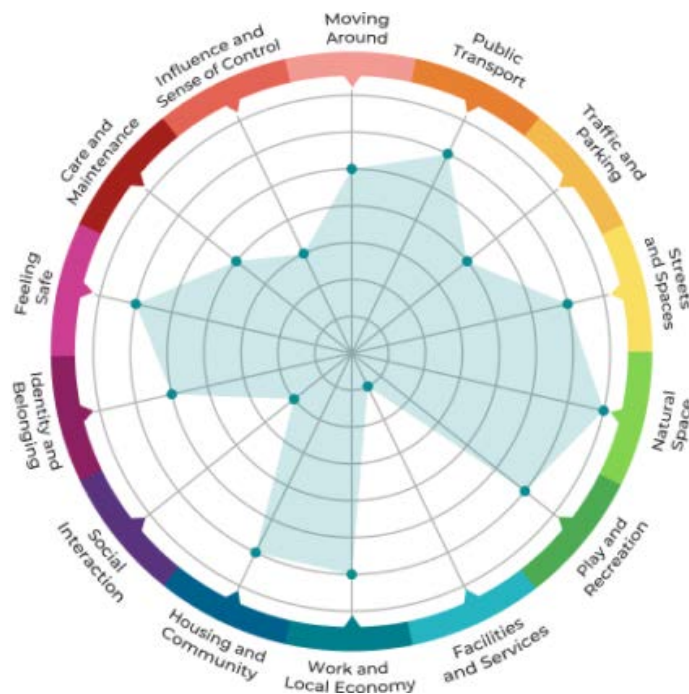
The Scottish Co-production Network have produced a [Co-production Guide](#) to help you embed co-production in your organisations work and processes. Contents include an exploration of the [definition of co-production](#); [practical considerations including a spotlight on lived experience panels](#); and [sharing relevant frameworks and tools](#).

How can this help embed insight on experiences of inequality?

Co-production is a way of bringing lived experience of inequality directly into decision-making. With people with lived experience as equal partners in the decision-making process, it helps ensure policies and services are truly meeting the specific needs of those they are meant to serve.

Place Standard tool

The Place Standard tool provides a simple framework to structure conversations about place. It helps people to think about both the physical and social aspects of places across 14 themes, and the important relationship between them. The tool collects quantitative data which is plotted onto a compass diagram along with qualitative data on people's perceptions of what is good about their place and what could be improved.



The Place Standard tool is based on the same evidence as the Place and Wellbeing Outcomes. Whilst the Place and Wellbeing Outcomes represent a desired reality that we all need to strive to reach – the goal, the Place Standard tool offers a way of assessing how good a place is currently.



This blog explores the similarities and differences between the Place Standard tool and Place and Wellbeing Outcomes, showing how they are two [seeds from the same tree](#).



This report from Public Health Scotland summarises the high level [evidence behind Place Standard Tool and Place and Wellbeing Outcomes](#).



Head to the [Our Place website](#) to learn more about the Place Standard tool. If you would like to complete a Place Standard tool, you can access the tool and accompanying guide [here](#) too.

How can this help gain insight on experiences of inequality?

The Place Standard tool invites respondents to share basic demographic information – their postcode, age, and gender. Comparing responses from different demographics may reveal disparities in people's experiences of their place according to neighbourhood, age, or gender. For example, it may indicate that older adults find public transport or pedestrian infrastructure inadequate, or that women have a lower sense of safety.

You may choose to complete a Place Standard tool in a specific locality of the area your work in, if it has already been identified that these communities experience disproportionate inequality compared to neighbouring areas. This was done in Alloa, one of the seven Project Towns the Shaping Places for Wellbeing Programme worked. Data shows that residents of Alloa South and East are experiencing inequality across a range of domains compared to other areas of Alloa or Clackmannanshire. A Place Standard tool was completed in Alloa South and East to better understand residents' perception of their place.

Indirect engagement approaches

Collaborate with the third sector

By collaborating with your local third sector, such as community groups, voluntary organisations, social enterprises, and charities operating locally, you can enrich your community insight. A significant amount of community engagement is undertaken by the third sector, gathering insights into the experiences of the communities they work with. Many third sector projects and frontline services have reporting and evaluation requirements for funders which often include community feedback, statistics on service use and impact, and analysis of unmet needs.



Read this blog exploring the [role and influence of the third sector](#) on the Shaping Places for Wellbeing Programme.

Many organisations also target specific demographics (e.g. youth, elderly, minority groups) or issues (e.g. poverty, health, education). You can gain further insight on experiences of inequality in your area by approaching organisations who work in the areas of inequality you have identified as unique to your local area.

As these reports are often not immediately available online, approach your third sector partners directly to request access to these types of documents for review. Clearly explain the purpose of your review and how their insights will be used. Offer to credit their contributions in your findings, if appropriate and ensure you're handling any sensitive data responsibly.

Connecting with your local Third Sector Interface (TSI) is often a good place to start. They'll likely be able to then point you to other relevant groups and organisations in your area.




Find your local Third Sector Interface through this [directory of Third Sector Interfaces in Scotland](#).


How can this help gain insight on experiences of inequality?

Third sector organisations have direct, often long-term engagement with local communities, providing nuanced perspectives on challenges related to inequality. Third sector organisations have often built trusted relationships with local communities and residents over many years. They can be viewed as more approachable and trustworthy than formal institutions, allowing them to reach and work closely with marginalised communities and those experiencing inequality.

Conversations with local representatives

Conversations with local practitioners and representatives of local groups and organisations, particularly those working as frontline staff in communities experiencing inequality, can help you understand what they've seen and learnt from working with many individuals. These conversations can provide insight to what the common experiences are of those facing inequality in a place. An informal approach that prioritises building relationships with those active in your local communities will likely yield the best insights.

 As our [How-to Guide](#) sets out, we had conversations with local representatives to build on our review of existing documents in our Project Towns. We've given [guidance on undertaking conversations with local representatives in our How-to Guide pg. 10-12](#).

 On each Project Town webpage documenting Shaping Places for Wellbeing Programme's [Local Project Action, 2022 to June 2024](#) you will find a copy of each Community Link Lead report which demonstrates the range of local representatives we engaged with.

How can this help gain insight on experiences of inequality?

Local representatives are uniquely positioned to gather insights and engage with people experiencing inequality in ways that traditional consultation methods often cannot. Like third sector organisations, staff build trusted relationships with individuals, families and communities through regular, meaningful interactions over time. Their presence in homes, schools, services, and community spaces allows them to connect with people who may not attend public meetings or respond to surveys. This often includes people experiencing inequality, such as homelessness, disability or social isolation.

Their direct working experience in communities allows them to observe the realities of inequality firsthand, such as poor housing conditions, food insecurity, or low health literacy. They may be able to provide context-specific insights and highlight changes or patterns over time that self-reported data may miss. Additionally, frontline workers are skilled in adapting communication to diverse audiences, ensuring that language, literacy, and cultural barriers do not hinder engagement.



Other considerations

Review existing documents

A desk-based review allows you to draw on pre-existing data instead of duplicating community engagement and consultations efforts. Your organisation may have a central repository of previous engagement, or you may need to approach staff within and outside your organisation to seek relevant documents. We recommend completing both a review of existing documents alongside conversations with local representatives to gather qualitative data and community insight.



We've given [guidance on conducting a desk-based review](#) in our How-to Guide pg. 6-9.

Walk in the place

Spending time in a place, walking around, and interacting informally with people and the environment offers you a richer context for understanding people's experience of their place and how inequalities manifest in everyday life. This is a more general suggestion than a specific tool, however, it is worth considering.



The Shaping Places for Wellbeing Community Link Leads found these kinds of walk-arounds valuable when they first came into role. It ensured they had a basic “map” of the place which aided their understanding in future conversations when local areas and spaces were referenced by those they engaged with. As happened in some of our 2022-2024 Project Towns, you may also find it useful to plan a walk-around with your key stakeholders.



Paths for All facilitate a network for short, volunteer led, friendly health walks in every local authority in Scotland. If appropriate, joining one of these walks could provide an informal opportunity to see the local place with local people. It may be appropriate for you to inform the walk leader of your role prior to joining.

As well as the physical space, we can consider how online communities impact peoples' experience of place. Depending on your role, it may be appropriate for you to join popular local online forums or to follow local news outlets on social media. Observing comments and interactions online can give you an initial feel for some views in the community. Sometimes, those experiencing inequality or marginalisation, may feel heard in forums in a way they may not through formal consultation.

How can this help gain insight on experiences of inequality?

You can observe how the physical environment and infrastructure contributes to inequality. Disparities in housing quality, availability of green spaces, and public amenities often become apparent, along with signs of neglect such as litter, vandalism, or inadequate accessibility features like wheelchair ramps. You can experience the distances residents from different areas have travel to access essential services like schools, healthcare, shops and community centres. Whilst quantitative data on proximity to these services may be available, a walk through can highlight barriers such as the absence or poor maintenance of pedestrian paths or poorly lit areas that feel unsafe

Bringing community insight to decision makers

Taking a Shaping Places for Wellbeing approach means combining three key elements: knowing what people in an area are experiencing; understanding the evidenced features every place needs; and considering the impact of decisions on these. To fully embed community insight when taking a place-based approach then, it is important to ensure that insight is meaningfully considered by decision-makers.

Place and Wellbeing Assessments



These considerations supplement the information in our [How-to Guide pg. 15](#).

A Place and Wellbeing Assessment is a tool to support decision-making around a specific plan, policy or proposal. Place and Wellbeing

Assessments inform decisions by evaluating the potential impact on a place and its influence on the health and wellbeing of people and planet in that place.



Learn how to undertake a Place and Wellbeing Assessment with our [Assessment How-to Guide](#).

When identifying stakeholders to participate in a Place and Wellbeing Assessment, consider who could share the perspectives of those most impacted by inequality. Often, this will involve identifying someone involved in your community insight gathering process who can confidently synthesise your findings and contribute a range of perspectives to the discussion. The Shaping Places for Wellbeing Programme's Community Link Leads fulfilled this role during Place and Wellbeing Assessments through our local project action 2022-2024.



The [role the Community Link Leads played in supporting Place and Wellbeing Assessments](#) is included in this blog.



Place and Wellbeing Outcome Briefings

The Shaping Places for Wellbeing Programme used Place and Wellbeing Outcome Briefings in our 2022-2024 Project Towns as a valuable communication tool. Each briefing details one of the thirteen Outcomes and combines the evidence that sits behind the Place and Wellbeing Outcomes with local quantitative data and community insight. This concise combination of data and evidence can then inform local decision-makers looking to understand the impact of their decisions on people and place.



Take a look at the [example Place and Wellbeing Outcome Briefings](#) from across our seven Project Towns.

Follow the process laid out in our How-to Guide pg. 13-14 to map the community insight you've gathered to the Place and Wellbeing Outcomes allowing you to share this insight with decision-makers according to how it can inform their understanding of the impact of each individual Outcome on local communities.



Follow the [analysis process](#) laid out in our How-to Guide pg. 13-14 to map insight to the Place and Wellbeing Outcomes.

Additional resources

Scottish Community Development Centre (SCDC)

SCDC are a small charity, recognised as the national lead body for community development in Scotland. They work with communities, practitioners and policy makers to build on their skills and ideas when working together in communities.



Learn more about their expertise and access resources across a whole range of community development, engagement and participation approaches on the [SCDC website](#).

SCDC have a training suite of training for public bodies that they can deliver on a number of topics and at various levels. Their training offer for public bodies and partnerships is designed to support staff to understand the broad policy trends and objectives around community participation in public services, and the key legislative requirements central to this approach. Training is generally available for up to 15 people, face-to-face or online.



Take a look at what [training for public bodies](#) you could access for your team — find out more about the topics, levels and pricing packages available.

National Standards for Community Engagement

The National Standards for Community Engagement are good-practice principles designed to improve and guide the process of community engagement. The seven standards are:

- Inclusion: we will identify and involve the people and organisations that are affected by the focus of the engagement
- Support: we will identify and overcome any barriers to participation
- Planning: there is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions
- Working together: we will work effectively together to achieve the aims of the engagement
- Methods: we will use methods of engagement that are fit for purpose
- Communication: we will communicate clearly and regularly with the people, organisations and communities affected by the engagement
- Impact: we will assess the impact of the engagement and use what we have learned to improve our future community engagement



Learn more about the [National Standards for Community Engagement](#) on the [SCDC website](#) and access a document that describes [each standard in detail](#) and shares examples of good practice.

Our Place



Our Place has a useful page on [communities and third sector](#) with further examples of some of the tools, organisations and opportunities that can support communities and the third sector to improve outcomes in their local areas.

Placemaking Toolbox

Placemaking Europe have pulled together a Toolbox of curated placemaking resources for all to access, learn from, and practice.



You can add a filter to the [Placemaking Europe Toolbox](#) to explore resources that could support you to “engage your community”.

Shaping better places together

With support from the Scottish Government, a specialist research team made up of members from the University of Dundee, Eclipse Research and Kevin Murray Associates has produced a report into the facilitation of participatory community design processes. They hope the report provides knowledge confidence for facilitators, local authorities, communities and the development industry in delivering participatory design-led processes.



The research findings and recommendations are published in their [Shaping better places together report](#).

Historic review of place-based approaches

The Institute of Voluntary Action Research (IVAR) completed a historical review of place-based approaches to change. The research, conducted in 2016, provides an overview of analysis and learning from over 200 pieces of literature on place-based approaches over the past 50 years, mainly in the UK but also in the US, Europe, Canada and Australia.



You may specifically be interested IVAR's review of working with partners and local stakeholders and community engagement within this [historical review of place based approaches](#).

Shaping Places for Wellbeing approach

We hope this Resource Pack has offered you some helpful considerations and resources to gather and embed community insight when taking the Shaping Places for Wellbeing approach.

After reading this and our accompanying [How-to Guide](#), if you would like to know more about the approach, please contact placeandwellbeing@improvementservice.org.uk.

Alternatively, follow us on [LinkedIn - Planning and Place-Based Approaches](#), to keep up to date with the planning and place-based programmes from within the Improvement Service.



