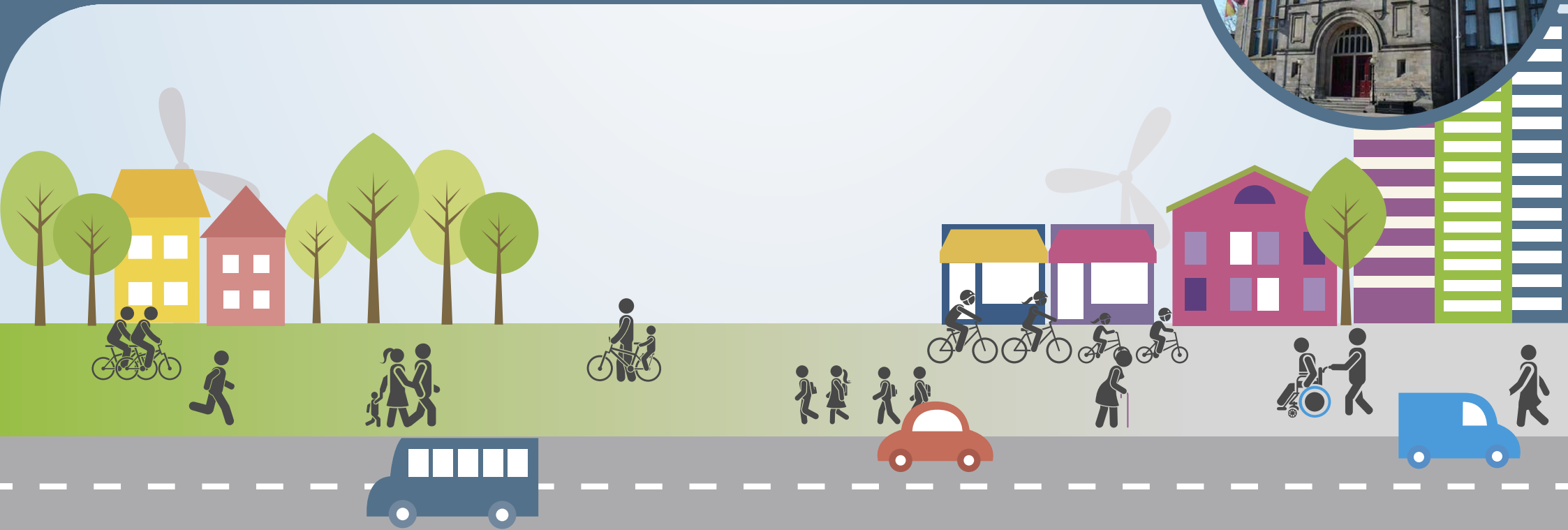


Shaping Places for Wellbeing Programme

Alloa Project Town 2022-2024



The [Shaping Places for Wellbeing Programme](#) is a joint-delivery project between the Improvement Service and Public Health Scotland, working in partnership with local authorities and health boards.

The Programme's ambition is to improve Scotland's wellbeing by reducing the significant inequality in the health of its people whilst addressing the health of our planet. This was achieved through three activities: supporting a place-based approach to [Local Project Action](#) and then sharing through [Local Learning Cohorts](#) and a [National Leadership Cohort](#).

Over the last three years the Programme has been working in seven Project Towns (Alloa, Ayr, Clydebank, Dalkeith, Fraserburgh, Dunoon and Rutherglen) supported by Project Leads and Community Link Leads. It has enabled a place-based approach, facilitating the opportunity for people to come together to think, learn and plan in a way that considers the collective impact of their decisions on a place and those who use it.

Our support has focussed on enhanced understanding of the three key elements to undertaking a place-based approach:

- what people are experiencing using **data**
- the features a place needs for people to thrive using **Place and Wellbeing Outcomes**
- how to bring data and outcomes into **decision making** processes.

As well as working closely within these Project Towns, we've been continually sharing information about our application of a place-based approach, including:

- the Programme, the [key stages](#), activities and [impacts across the towns](#)
- the [Place and Wellbeing Outcomes](#)
- the [Place and Wellbeing Assessment](#) process



The Programme has been working with partners in Alloa from March 2022 – June 2024. The following document highlights the breadth and rich quality of work undertaken by the Programme in Alloa.

A Project Lead and Community Link Lead from the Shaping Places for Wellbeing Programme have been working in Alloa. Our work has been guided by a Steering Group with partners from:

- Clackmannanshire Council
- NHS Forth Valley
- Clackmannanshire and Stirling Health and Social Care Partnership
- Clackmannanshire Third Sector Interface

“The benefits that I’m seeing the programme bringing is - it’s 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.”

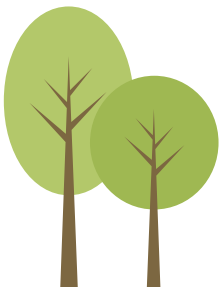
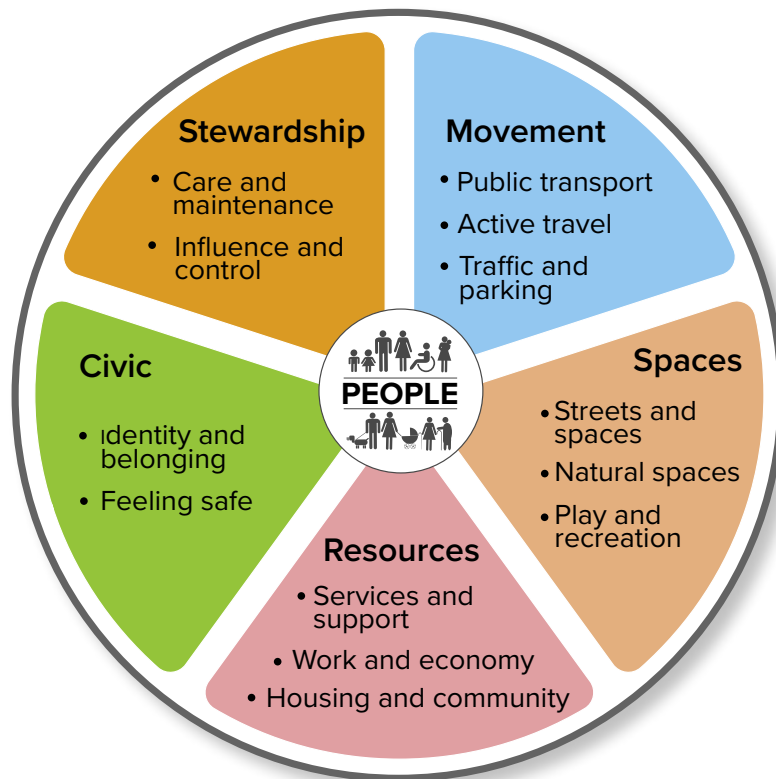


Emma Fyvie, Senior Development Manager, Clackmannanshire Council
Shaping Places for Wellbeing Alloa Steering Group Chair 2022-2024



Place and Wellbeing Outcomes

The work of the Programme is anchored in using the [Place and Wellbeing Outcomes](#), which support all sectors to focus decision-making and implementation on a set of evidenced Outcomes for every place. The Place and Wellbeing Outcomes set out the things we know we need to get right about a place for people and planet to thrive. There are thirteen Place and Wellbeing Outcomes, organised by five themes – movement; spaces; resources; civic; stewardship. You can find a [briefing paper](#) and [evidence behind the Outcomes](#) on our website.



Data

Data has been a central focus of our Programme since it began in early 2021, specifically data led decision making which impacts on place.

Quantitative data

We have pulled together local publicly available data to give insight on population groups experiencing inequality. The Project Lead worked with Public Health Scotland Data Analysts to produce a **Quantitative Data Profile** and **Quantitative Data Infographic** for Alloa.

This [infographic](#) highlights the key areas of inequality impacting:

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

Qualitative data

We then focussed on the population groups identified to sense check this quantitative data and gain insights of their needs. People are at the centre of the [Place and Wellbeing Outcomes](#). The Community Link Lead worked with community groups and stakeholders in Alloa to capture the experiences of groups facing inequalities. A full **Community Link Lead Qualitative Report** and **Community Link Lead Visual Summary** was produced for each Project Town.

- A [full report](#) was written capturing what we heard through this work.
- A [summary](#) of what we've been hearing is captured, mapped against the Place and Wellbeing Outcomes.

A [guide to the Programme's data journey](#) can be found here.

“The report is insightful and powerful, and I think should be read (and acted upon) by anyone involved in delivering services to people in Alloa South and East in particular...I see a strong link between the quantitative data and the testimonies from lived experience that you have reflected in the report. I hope this report can be shared as widely as possible and is taken into account in key decision-making.”

Grant Baxter, Planning and Building Standards Team Leader, Clackmannanshire Council

Shaping Places for Wellbeing Alloa Steering Group member 2022-2024



Decision Making

Place and Wellbeing Assessments

[Place and Wellbeing Assessments](#) have been a central part of the Programme's delivery.

Assessments are an opportunity to bring a group of relevant stakeholders around a (virtual or real) table to inform decision-making by identifying how a plan, policy or proposal will affect a place and its impact on the wellbeing of people and planet. Place and Wellbeing Assessments use the Place and Wellbeing Outcomes as a framework to facilitate conversation. A focus on reducing inequality runs through the process.

Following an Assessment, a report is produced pulling out recommendations from the discussion for how a more place-based approach can be taken. The reports for the Assessments undertaken in Alloa are available online.

- Clackmannanshire Council [Interim Climate Change Strategy](#) (initial assessment)
- Clackmannanshire Council [Wellbeing Hub location](#) decision
- NHS Forth Valley [Healthcare Strategy](#)
- Clackmannanshire Council [Local Development Plan](#)
- Clackmannanshire Council [Local Outcomes Improvement Plan](#)
- Clackmannanshire Council [Interim Climate Change Strategy \(follow-up assessment\)](#)
- Wellbeing Hub and Lochies School Project site layout/landscaping

 *“Really good experience. I suppose from a public health perspective there are different models of health impact assessment and (this) as a rapid place and wellbeing assessment to start to make folk think about the wider context and how we should be delivering services, it worked really well.”*

Joanne O’Suilleabhain, Principal Public Health Officer/Keep Well Programme Manager, NHS Forth Valley

Shaping Places for Wellbeing Alloa
Steering Group member 2022-2024



Place and Wellbeing Outcome Briefings: Impact on Alloa's Community

The development of the Alloa focused briefings for each of the three Movement theme Place and Wellbeing Outcomes was identified by the Project Town Steering Group as a key output to promote local activity. These Outcomes came out of Place and Wellbeing Assessment recommendations across all seven Assessments in Alloa as areas of importance locally. Each briefing highlights the evidence behind the Outcome, provides an overview of local data and explores how this Outcome affects communities, organisations and practitioners in Alloa. These are listed below:

- [Active Travel: Impact on Alloa's Community Briefing](#)
- [Public Transport: Impact on Alloa's Community Briefing](#)
- [Traffic and Parking: Impact on Alloa's Community Briefing](#)

“It was interesting to tease out some of the issues that the assessment asked on and to see the outcomes from it. A constructive example of this is from colleagues in the room who work in a specific area of planning, they hadn't necessarily considered community planning themes were related to their planning work. This assessment helped us see them through the lens of this particular strategy planning process and look at the themes in that context, we hadn't done that before.”

Hazel Meechan, Public Health Specialist, NHS Forth Valley

Shaping Places for Wellbeing Alloa
Steering Group member 2022-2024



Impacts

Read more about our important impact from our work in Alloa

- [Wellbeing Hub and Lochies School Development Impact Story](#)

Programme 'How-to' Guides

A crucial part of our Programme involves evaluating our approach and sharing our learning throughout the key stages. 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. These guides support each area of our decision-making process.

Our Data Informed Approach 'How To' Guide documents share our experience on capturing local quantitative and qualitative data, and our Place and Wellbeing Assessment 'How To' Guide aims to support new ways for decision-makers to consider their impact on place and people:

- [A Data-Informed Approach: A How-To Guide to Capturing Local Quantitative Data](#)
- [A Data-Informed Approach: a How-To Guide to Capturing Local Qualitative/Community Data](#)
- [Place & Wellbeing Assessment - How-To Guide](#)



What Next?

The documents highlighted are now available to all stakeholders in Alloa looking to take a place-based approach. Having handed over these resources, the Programme will now move its focus to supporting other local work across Scotland.

Our work to date

You can find a summary of our work in Alloa, including all of the above, on the [Improvement Service website](#). You can also explore the work across our [seven Project Towns](#), and catch-up on our [blogs](#).

Contact

If you are looking at place-based approaches, or if the Shaping Places for Wellbeing Programme sounds like something you would like to know more about, please contact placeandwellbeing@improvementservice.org.uk



Thank you!

We would like to thank the following Steering Group members for their support and all their input into the Programme:

- Emma Fyvie, Senior Manager Development, Clackmannanshire Council
- Grant Baxter, Principle Placemaking Officer, Clackmannanshire Council
- Joanne Osuilleabhian, Principle Public Health Officer, NHS Forth Valley
- Susan Bishop, Head of Efficiency, Improvement and Innovation, NHS Forth Valley
- Hazel Meechan, Public Health Specialist, NHS Forth Valley
- Liz Rowlett, Clackmannanshire Third Sector Interface
- Kat Jarvie, Senior Health Improvement Officer, Clackmannanshire Health and Social Care Partnership

