

Shaping Places for Wellbeing Programme

# Ayr 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 Ayr from March 2022 – June 2024. The following document aims to highlight the breadth and rich quality of work undertaken by the Programme in Ayr.*

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

- NHS Ayrshire and Arran
- Police Scotland
- South Ayrshire Council
- Voluntary Action South Ayrshire (VASA)

*“The Shaping Places for Wellbeing Programme is a framework for collaboration and has been built into South Ayrshire Council forward plans. It’s what the system change is... and the Place and Wellbeing Outcomes give a good framework and they are starting to have an influence from a strategic perspective”*

**Kevin Anderson, Service Lead, South Ayrshire Council**

Shaping Places for Wellbeing Ayr 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 Ayr.

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

- People experiencing poverty.
- People dying prematurely.
- People experiencing problem alcohol and drug use.

## 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 Ayr 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.



# 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 Ayr are listed below and [available online](#).

- [Wallacetown Housing Regeneration](#)
- [Sustainable Development and Climate Change Strategy Review](#)
- [Local Housing Strategy](#)
- Accessible Ayr

## Place and Wellbeing Outcome Briefings: Impact on Ayr's Community

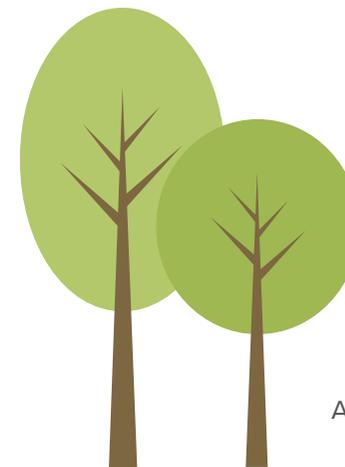
A Work and Economy briefing was developed for Ayr and highlights the evidence behind the Place and Wellbeing Outcome, provides an overview of local data and explores how this Outcome affects communities, organisations and practitioners in Ayr.

### Resources

- [Work and Economy: Impact on Ayr's Community Briefing](#)

### Stewardship

- [Influence and Control: Impact on Ayr's Community Briefing](#)



## 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 Ayr 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 Ayr, 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](mailto:placeandwellbeing@improvementservice.org.uk)



# Thank you!

We would like to thank the many local stakeholders who participated in the Ayr Project activity and the following Steering Group members for their support and input into the Programme:

- Kevin Anderson, Assistant Director - Corporate Policy Strategy and Performance, South Ayrshire Council
- Phil White, Partnership Facilitator, South Ayrshire Health and Social Care Partnership
- Susan McCardie, Community Planning Lead Officer, South Ayrshire Council
- Marie Oliver, Chief Executive, Voluntary Action South Ayrshire
- Mark Greaves, Local Places Co-ordinator, Economy & Regeneration, South Ayrshire Council
- Craig Iles, Service Lead Planning and Building Standards, South Ayrshire Council
- Lynn Sproat, NHS Senior Programme Manager Community Wealth Building, South Ayrshire Health and Social Care Partnership
- Stewart Boughen, Property Services Programme Manager, Property Services, Strategy & Partnerships, South Ayrshire Health and Social Care Partnership
- Fiona Smith, Health Improvement Lead, South Ayrshire Health and Social Care Partnership
- Lorraine McKenzie, Link Officer, South Ayrshire Council
- Inspector Jason Peter, Violence Reduction Unit, Police Scotland
- Dawn Parker, Corporate Parenting Lead Officer (Champions Board), South Ayrshire Health and Social Care Partnership
- Mark Inglis, Head of Service, Community Justice, South Ayrshire Council