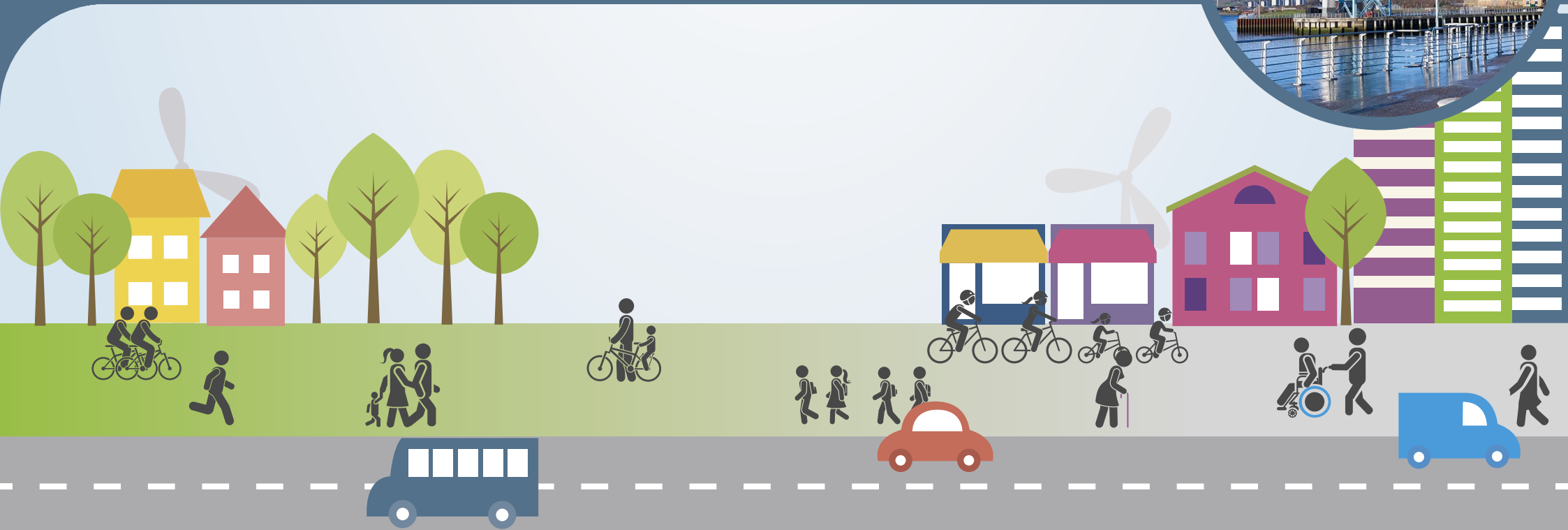


Shaping Places for Wellbeing Programme

# Clydebank 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 [Clydebank](#) from May 2022 – June 2024. The following document aims to highlight the breadth and rich quality of work undertaken by the Programme in Clydebank.*

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

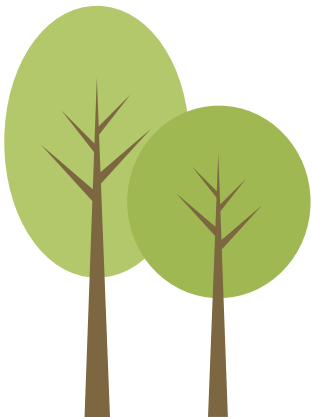
- West Dunbartonshire Council
- NHS Greater Glasgow and Clyde
- West Dunbartonshire Health and Social Care Partnership

*“This work has highlighted how the place where we live and spend our time significantly influences our health and wellbeing. The focus on the development of policies which foster a sense of belonging within our communities, will undoubtedly contribute to improved wellbeing in the longer term.”*



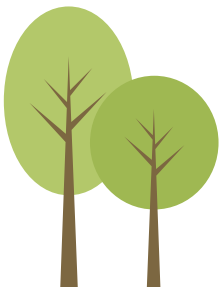
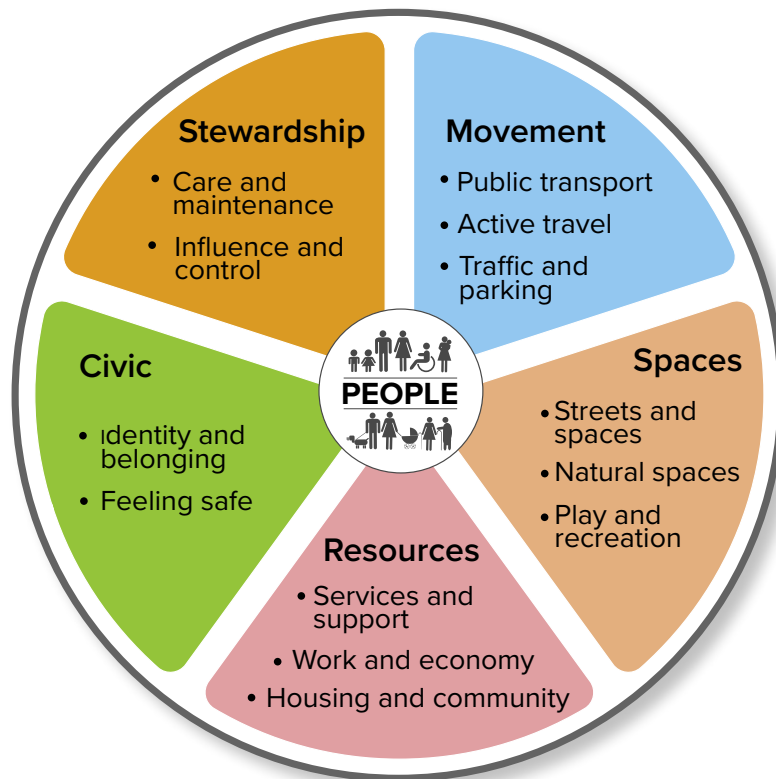
**Margaret-Jane Cardno, Head of Strategy and Transformation, West Dunbartonshire Health and Social Care Partnership**

Shaping Places for Wellbeing Clydebank 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 Clydebank.

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

- People experiencing poverty.
- People experiencing deprivation.
- People experiencing mental health issues.
- People experiencing problem alcohol use.
- People experiencing ill health and early death.

## 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 Clydebank to capture the lived experience 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 Clydebank](#) are listed below and available online.

- [Clydebank Town Centre Development Framework](#)
- [West Dunbartonshire Health & Social Care Partnership Strategic Plan](#)
- [Clydebank Health and Care Centre Travel Plan](#)
- [Safe Delivery and Improvement Group Strategy](#)

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

The development of the Clydebank focused briefings for each of the thirteen Place and Wellbeing Outcomes was identified by the Project Town Steering Group as a key output to promote local activity. 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 Clydebank. These are listed below and available online as they are complete.

### Movement

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

### Spaces

- [Streets and Spaces: Impact on Clydebank's Community Briefing](#)
- [Natural Spaces: Impact on Clydebank's Community Briefing](#)
- [Play and Recreation: Impact on Clydebank's Community Briefing](#)



## Resources

- [Services and Support: Impact on Clydebank's Community Briefing](#)
- [Work and Economy: Impact on Clydebank's Community Briefing](#)
- [Housing and Community: Impact on Clydebank's Community Briefing](#)

## Civic

- [Identity and Belonging: Impact on Clydebank's Community Briefing](#)
- [Feeling Safe: Impact on Clydebank's Community Briefing](#)

## Stewardship

- [Care and Maintenance: Impact on Clydebank's Community Briefing](#)
- [Influence and Control: Impact on Clydebank'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 Clydebank 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 Clydebank, 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 Clydebank Project activity and the following Steering Group members for their support and input into the Programme:

- Margaret-Jane Cardno, Head of Strategy and Transformation, West Dunbartonshire Health and Social Care Partnership
- Chris Kelly, Health Improvement Lead, West Dunbartonshire Health and Social Care Partnership
- Pamela Clifford, Planning, Building Standards and Environmental Health Manager, West Dunbartonshire Council
- Joshua Doyle, Placemaking Co-ordinator, West Dunbartonshire Council
- Elaine Troup, Communities Team Leader, West Dunbartonshire Council
- Clare English, Working4U Co-ordinator, West Dunbartonshire Council
- Gillian McNamara, Head of Regeneration, West Dunbartonshire Council
- Rebecca Campbell, Consultant in Public Health Medicine, NHS Greater Glasgow and Clyde