

Shaping Places for Wellbeing Programme

Dunoon 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, facilitated 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 Dunoon from May 2022 – June 2024. The following document aims to highlight the breadth and rich quality of work undertaken by the Programme in Dunoon.

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

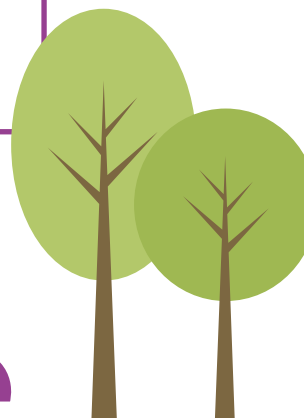
- Argyll and Bute Council
- NHS Highland
- Argyll and Bute Health and Social Care Partnership
- Police Scotland
- Third Sector Interface



“This project was all about making places work for the people who live in them, using data to understand place and people’s experiences of living there, and a focus on wellbeing to deliver benefits. With wellbeing at the centre of conversations we were able to consider how our plans for changes to the built environment can best support physical and mental wellbeing in our communities. This programme brought more people together to consider the plans we make and the benefits of this is something that we will continue in the future.”

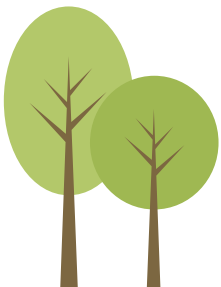
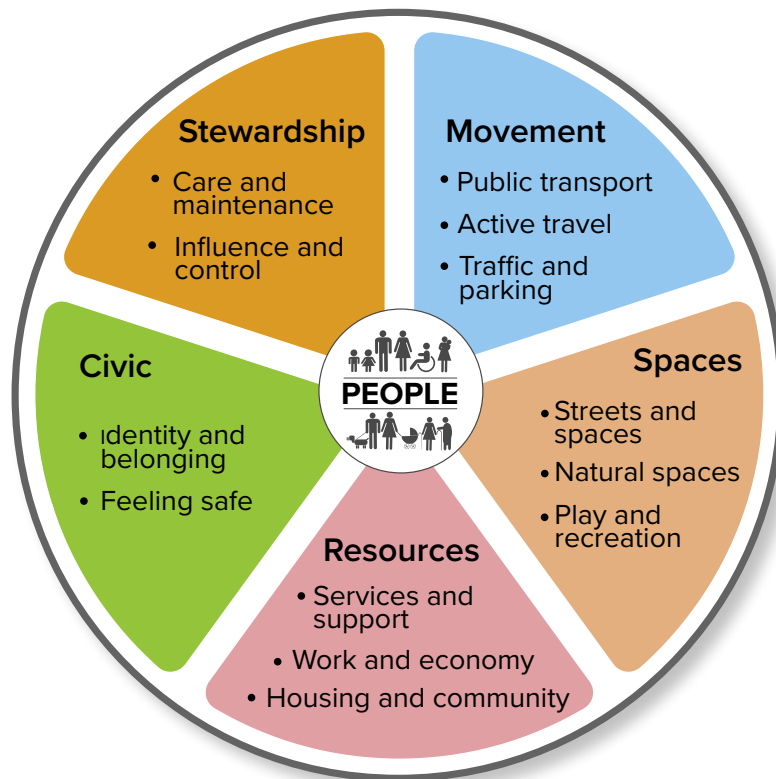


Rona Gold, Communities and Partnership Manager, Argyll and Bute Council
Shaping Places for Wellbeing Clydebank Steering Group Chair 2022-2024



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 Dunoon.

This infographic highlights the key areas of inequality impacting:

- People experiencing poverty.
- People experiencing deprivation.
- People with problem alcohol 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 Dunoon 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.

“The Shaping Places for Wellbeing project and the assessment undertaken ensured that there was a much greater consideration of how best to shape the projects to really focus on delivering the best wellbeing outcomes to meet the needs of the local community. This was based on what we had learned about the community through the Shaping Places for Wellbeing Project.”

Audrey Martin, Transformation Projects and Regeneration Manager, Argyll and Bute Council



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 Dunoon are listed below and [reports for all the Project Towns](#) are available on the website.

- [Waterfront Levelling Up Bid](#)
- [Active Travel Hub plans](#)
- [HSCP strategic plans](#)
- [Local Policing Plan](#)
- [Economic Strategy](#)

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

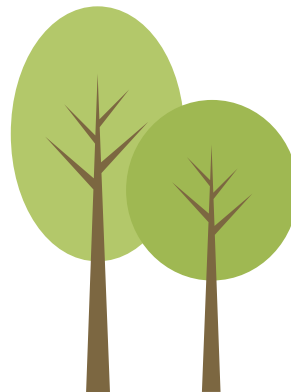
The development of the Dunoon focused briefings for each of the thirteen Place and Wellbeing Outcomes was identified by the Project Town Steering Group as a key output to promote local activity. Each briefing highlights the evidence behind the Outcome, provides an overview of local data and explores how this Outcome affects communities, organisations and practitioners in Dunoon. These are listed below and available online as they are complete.

Movement

- [Active Travel: Impact on Dunoon's Community - Briefing](#)

Resources

- [Housing and Community: Impact on Dunoon'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 resources highlighted in this document are now available to all stakeholders in Dunoon looking to take a place-based approach. Having handed over these resources the Programme will now widen its focus to supporting local work across Scotland.

Our work to date

You can find a summary of our work in Dunoon, 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 want to know more about the Shaping Places for Wellbeing Programme, please contact placeandwellbeing@improvementservice.org.uk



“The involvement of the Shaping Places for Wellbeing project has enabled us to take a more focused look at how Active Travel initiatives could be better designed to maximise their impact on the identified priority groups and the opportunities to involve additional partners.”

Ann Campbell, Partnership & Development Manager, Dunoon Community Development Trust



Thank you!

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

- Rona Gold, Communities and Partnership Manager, Argyll and Bute Council
- Audrey Martin, Transformation Projects and Regeneration Manager, Argyll and Bute Council
- Fergus Murray, Head of Development and Economic Growth, Argyll and Bute Council
- Douglas Whyte, Team Lead – Housing Strategy, Argyll and Bute Council
- Alison McGrory, Associate Director - Public Health, NHS Highland - Argyll and Bute HSCP
- Samantha Campbell, Health Improvement Principal, NHS Highland - Argyll and Bute HSCP
- Charlotte Craig, Business Improvement Manager, Argyll and Bute HSCP
- Takki Sulaiman, Chief Executive, Third Sector Interface
- Constable Laura Evans, Partnerships Officer Argyll and Bute, Police Scotland (till Feb 24)
- Constable William Quinn, Partnerships Officer Argyll and Bute, Police Scotland (from Feb 24)
- Inspector Roddy MacNeill, Preventions & Partnerships, Police Scotland (from Feb 24)