

Shaping Places for Wellbeing Programme

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

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

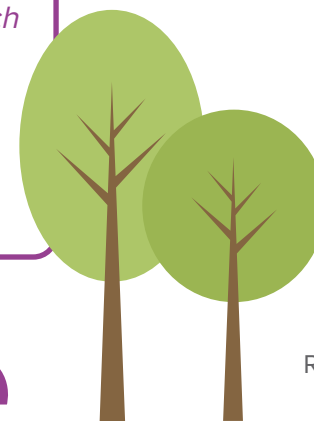
- South Lanarkshire Council
- NHS Lanarkshire
- South Lanarkshire Health and Social Care Partnership
- Clyde Gateway
- Public Health Scotland
- Voluntary Action South Lanarkshire
- Healthy 'n Happy Community Development Trust



“The Shaping Places for Wellbeing Programme in Rutherglen has been instrumental in providing a space that connects planning with health and community. It provides a vehicle for place-making which is guided by the place and wellbeing outcomes, is data informed and community involved. This has facilitated grassroots community action on improving place, informed funding applications and shaped the development of plans such as the Rutherglen Town Centre Plan.”

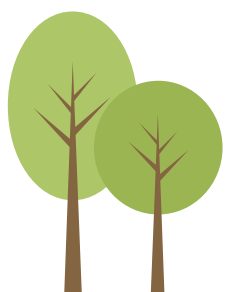
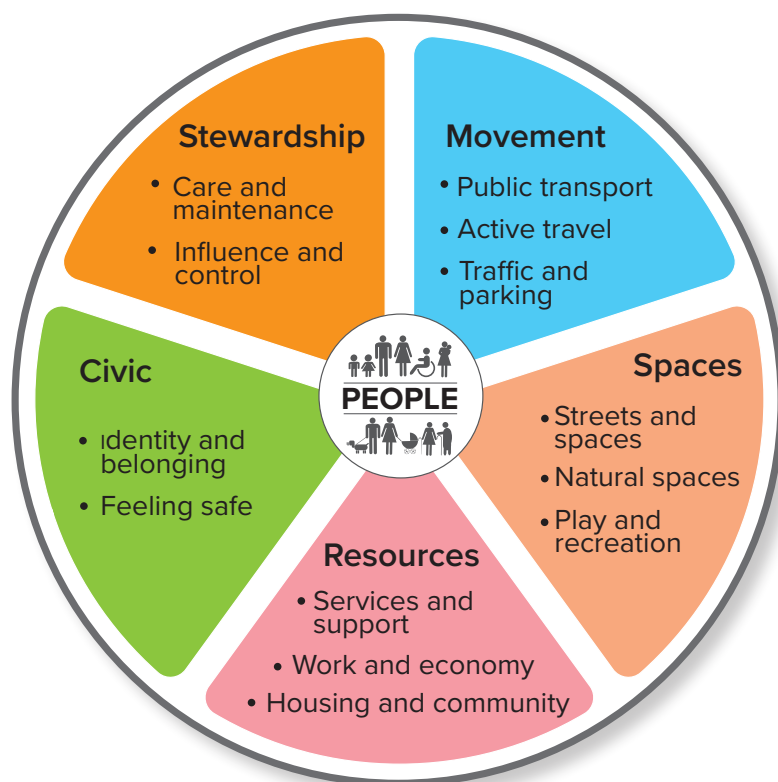
Gillian Lindsay, Health Improvement Lead, South Lanarkshire Health and Social Care Partnership

Shaping Places for Wellbeing Rutherglen Steering Group Chair



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 Rutherglen.

This infographic highlights the key areas of inequality impacting:

- Life expectancy variances across Rutherglen.
- Poverty with a focus on children.
- Alcohol-related hospitalisations.
- People on out of work benefits
- People living within close proximity to a derelict site.

Qualitative data

We sense checked this data with local people and organisations whilst listening and gathering information on what was important and relevant to them, gaining insights into the strengths and needs of the local community. People are at the centre of the [Place and Wellbeing Outcomes](#). The Community Link Lead worked with community groups and stakeholders in Rutherglen 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 programme was a great opportunity to work with other organisations and local communities to understand the health characteristics in Rutherglen and develop cross-service solutions to address the inequalities that we found. We intend to roll this work out to other places in South Lanarkshire which will make a significant contribution to the preparation of our next Local Development Plan”

Tony Finn, Planning and Building Standards Manager, South Lanarkshire Council

Shaping Places for Wellbeing
Rutherglen Steering Group Member



Decision Making

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

- [South Lanarkshire Economic Strategy 2022-2027](#)
- [Burnhill Neighbourhood Plan](#)
- [South Lanarkshire Local Development Plan 2](#)
- [Rutherglen Town Centre Action Plan](#)

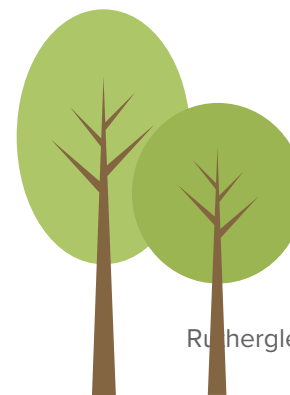
"The Place and Wellbeing Assessment approach provides a more holistic approach to policy development and a range of policy writers from across the Community Planning Partnership have taken part in one or more assessments to review new, planned policy. A lot of rich information which has been gleaned through the collective knowledge and experience of the officers and individuals who have participated, has influenced the development of new policies. The process has also provided officers with a better understanding of a range of diverse policy areas and helped them identify opportunities for better policy integration."

Aileen Murray, Community Planning Adviser, South Lanarkshire Council
Shaping Places for Wellbeing Rutherglen Steering Group Member

"A place and wellbeing assessment enabled us to take a systematic approach to identify impacts and make recommendations for consideration to maximise benefits to the wellbeing of people and place and minimise negative impacts. The Place and Wellbeing Outcomes formed the basis of our public consultation exercise and were an excellent starting point from which to build our final action plan informed by what local people need and want."

Justine Docherty, Project Development Officer, South Lanarkshire Council

Shaping Places for Wellbeing
Rutherglen Steering Group Member



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 in this document are now available to all stakeholders in Rutherglen looking to take a place-based approach. Our local Project Town work in Rutherglen will continue under the work of Clyde Gateway's Supporting Families Programme, whilst providing an exciting opportunity to expand into new areas of South Lanarkshire including Cambuslang, Larkhall and Rigside, whilst linking into communities in Glasgow allowing the work that the Shaping Places for Wellbeing - Rutherglen partners have progressed to be embedded into existing structures.

The next six months will see a range of activities that will seek to embed the Place and Wellbeing Outcomes within the Supporting Families Programme whilst identifying opportunities for delivering Place and Wellbeing Assessment on plans and strategies in these areas. Focus will also be given to identifying opportunities for providing training and learning on the Place and Wellbeing Outcomes, local data sources and place-based approaches to tackling inequalities. The learning from the Supporting Families work will help create a further understanding of the importance of access to childcare and other resources within our communities and how this links with a place-based approach.

Our work to date

You can find a summary of our work in Rutherglen, 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 many local stakeholders who participate in Rutherglen Project activity and the following Steering Group members for their support and input into the Programme:

- Gillian Lindsay, Health Improvement Lead, South Lanarkshire Health and Social Care Partnership
- Niki Spence, Head of Sustainable Communities, Clyde Gateway
- Aileen Murray, Community Planning Adviser, South Lanarkshire Council
- Tony Finn, Planning and Building Standards Manager, South Lanarkshire Council
- Pamela McMorran, Senior Planning Policy Officer, South Lanarkshire Council
- Lauren Love, Graduate Planning Officer (Policy), South Lanarkshire Council
- Justine Docherty, Project Development Officer, South Lanarkshire Council
- Iain Ross, Economic Development Manager, South Lanarkshire Council
- Elspeth Russell, Consultant in Public Health, NHS Lanarkshire
- Ann McLaughlin, Senior Health Improvement Manager, South Lanarkshire Health and Social Care Partnership
- Cheryl Williamson, Economic Development Officer, South Lanarkshire Council
- Jennifer Kerr, Community Engagement Manager, South Lanarkshire Council
- Pauline Crisp, Enterprise and Sustainable Development Service, South Lanarkshire Council
- Alison McKerracher, Locality Manager – Rutherglen, NHS Lanarkshire
- Alison Mitchell, Strategy and Policy Officer (Strategy)/ CSP Analyst, South Lanarkshire Council
- Brendan Rooney, Executive Director, Health n Happy
- Tom Fowler, LIST Analyst, Public Health Scotland