

Shaping Places for Wellbeing Programme



Summary of approach

This document is an introduction to the approach that the Shaping Places for Wellbeing Programme has taken from 2022 – 2024, with specific details about activities in the Dunoon Project Town.

The ambition of the Programme is to:

Improve Scotland's wellbeing by reducing the significant inequality in the health of its people while addressing the health of our planet

The work of the Programme is anchored in the Place and Wellbeing Outcomes

Developed as part of the Programme, they are a common set of evidenced features that make every place and provide a consistent and comprehensive focus for where place impacts on the wellbeing of people and planet.



The Programme is primarily delivered through local activity in seven Project Towns which includes:

- Building relationships across partners [more info](#)
- Gathering data and insight to build a picture of the inequalities in a place and using it to inform decision-making [more info](#)
- Using evidence to show the positive impact of the Outcomes [more info](#)
- Using a tool of Place and Wellbeing Assessments to bring people together to consider a plan or strategy using the lens of the Place and Wellbeing Outcomes and from the perspective of those experiencing inequality [more info](#)
- Supporting partners to activate new ways of working to take forward the recommendations and deliver on the Place and Wellbeing Outcomes [more info](#)

Sharing learning

We share our learning from the programme and all the resources created on our webpage and social media. This is a summary of where you can find out more about the Project Town work in Dunoon:

Read impact stories from Dunoon

- Planning for the [Active Travel Hub](#)
- [Impact of work with local policing partner](#)

Use the data profiles for Dunoon

- [Quantitative data profile](#)
- [Quantitative data infographic](#), highlighting key areas of inequality
- [Community Link Lead report](#)
- [Visual summary](#) of key insight from the report

Use the Outcome briefing for Dunoon

- [Active Travel Outcome briefing](#)

Join the [Knowledge Hub](#)

Visit the website for [more information on all our Project Towns](#).

Follow us on X (Twitter) [@place4wellbeing](#) to keep up to date with our latest news and place-based resources.

Background to the programme

The Shaping Places for Wellbeing Programme has been working within seven Project Towns in Scotland and aims to improve Scotland's wellbeing and reduce inequalities through changing our collective approaches to the places where we live, work and play, enabling partnership-based, wide-ranging action at a local level while addressing the health of our planet.

Visit the [webpage](#) and read the [summary of the programme](#) for more detail about the programme development.

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 common set of evidenced features that make every place.

The Place and Wellbeing Outcomes provide a consistent and comprehensive focus for where place impacts on the wellbeing of people and planet

On the [Place and Wellbeing Outcomes webpage](#) you can read the Outcomes in full as well as:

- the background to their development is in this [briefing paper](#)
- The [Outcome indicators](#) and the data which support them

Project Town Activities

The work in each Project Town is summarised on [our web pages](#), this is the example from [Dunoon](#).

People – Partners, stakeholders and staff

Each Project Town established a Steering Group at the start of the process which in Dunoon included Community Planning, Economic Growth and Development, Housing, Health Improvement, Police Scotland and Third Sector Interface.

A Project Lead and a Community Link Lead were appointed to carry out the Project Town work in each area, employed by the Improvement Service.

The project work has been supported by a wide network of stakeholders, both statutory and third sector who have engaged with the activities set out below. This has included attendance by project staff at the following types of meetings in Argyll and Bute:

- Community Planning Area Group
- Living Well Network
- Living Well Board
- Data advisory group
- Locality Planning Groups

Data led decision-making

Objective: The value of understanding local project town inequalities when making

Objective: Decision-makers are considering unintended impacts of plans and proposals on place and those who use it

Each Project Town has developed data profiles that aimed to:

- Gather data on inequality that clarifies the people most impacted in that town
- Connect with existing community groups and activity, using an Asset Based Approach and reviewing qualitative data to identify what those people need from their place

Data has been a central focus of the Shaping Places for Wellbeing Programme since the programme began in early 2021, specifically data led decision-making which impacts on place.

The process involved an initial quantitative data profile report from public data sources which was then used as a starting point to further explore inequalities in our Project Towns through qualitative data collection and community conversations.

Each project town has developed four data documents. These can all be found on the website including those for [Dunoon](#)

- Quantitative data profile
- Quantitative data infographic, highlighting key areas of inequality
- Community Link Lead report
- Visual summary of key insight from the report

The detail of the [data journey](#) is set out on our webpages including how to guides

- [Qualitative how to guide – for gathering and sense checking qualitative data and community insight](#)
- [Quantitative how to guide – for gathering and sense checking qualitative data](#)

Use of the data

The quantitative data infographic and Community Link Lead work are used at our [Place & Wellbeing Assessments](#) and highlight to our stakeholders the key areas of inequality within each town, to inform decision making and identify how the plan, policy or proposal being explored will affect a place and the wellbeing of the people living there.

Data has also been used to support other plans and strategies which are in development but for which it isn't the right time for an assessment. This has included:

- Outcome Improvement Plan
 - Rural Growth Deal
 - Local Place Plan
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Use of evidence

Clarity on the positive impact the Place and Wellbeing Outcomes have on people, planet and inequality

The Place and Wellbeing Outcomes support all sectors to focus decision-making and implementation on a common set of evidenced features that make every place. The evidence behind the Outcomes is set out in a [Public Health Scotland report](#)

Additional evidence has been compiled by the programme team and is available on the [Knowledge Hub](#)

The evidence is used in the Place and Wellbeing Assessments and other decision-making processes which support an awareness of the positive impact of the Outcomes.

Outcome Briefings

The evidence has been brought together with the data and insight into Outcome briefings. There has been one produced for Dunoon, with others in development.

- [Active Travel Outcome briefing](#)
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Place and Wellbeing Assessments

Objective: Place and Wellbeing Assessments activate new ways of place-based working that improves wellbeing and reduces inequality

A Place and Wellbeing Assessment brings together a group of stakeholders 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.

The assessment considers how the document impacts positively on wellbeing and reducing inequality, any unintended consequences of the decisions and what the opportunities are for supporting delivery of the Place and Wellbeing Outcomes.

Relevant strategies and plans were identified for assessment through the current and future ambitions process as well as the key inequality areas and opportunities identified through the steering group. In Dunoon these were:

- Waterfront Levelling Up Bid
- Active Travel Hub plans
- HSCP strategic plans
- Local Policing Plan
- Economic Strategy

Assessment reports are available on [Place and Wellbeing Assessments – Our work so far](#)

More detail about the assessment process is on the [webpage](#) and this includes a [How to guide for doing your own assessment](#). Training is being developed to support people to run their own assessment process.

Place and Wellbeing Assessment Recommendations

Objective: Place and Wellbeing Assessments activate new ways of place-based working that improves wellbeing and reduces inequality

The Recommendations look outwards to how the plan can work with others to deliver on the Place and Wellbeing Outcomes. This includes:

- Links with other strategies to deliver on the Outcomes
- Identifying partnerships for joint working and shared insights to deliver on the Outcomes
- Highlighting co-benefits of interventions that support a number of Outcomes
- Identifying data, insight and evidence needed to work together with other partners

Support has been given to taking forward the recommendations from the assessments. This has included amendments to the documents itself and initiating discussions about ways of working together for example:

- Making new connections between teams
- Creating new forums for discussion
- Incorporating recommendations into a refresh of the plan
- Using the report to influence new ways of thinking for the next strategic planning cycle
- Identifying a new plan needed to support others for example the creation of an Active Travel Behaviour Change Plan for Dunoon

Key themes coming out of the recommendations:

- Partnership working to deliver on the Outcomes
- Alignment with other plans and strategies to deliver on the Outcomes
- More emphasis on deprived areas of groups most vulnerable or at risk
- Use of data, research and evidence as the basis for decision-making
- Further community engagement or consultation to inform need
- Highlight, emphasise or identify co-benefits of wellbeing interventions that deliver across a number of Outcomes

Recommendations by Outcome

Active Travel, Services and Support and Influence and Control are the Outcomes with the most recommendations for Dunoon assessments.

