

# Shaping Places for Wellbeing Programme

## Context

The ambition of the Shaping Places for Wellbeing Programme is to change our collective approaches to the places where we live, work and play. To deliver upstream preventative interventions that reduce Scotland's significant health inequalities while delivering on the range of national ambitions around Covid recovery and climate action. Promoting strong partnership working around data driven knowledge on inequality with citizen involvement to create system change.

Shaping Places for Wellbeing is a 3 year programme, running until March 2024, which is being delivered by Public Health Scotland (PHS) and the Improvement Service (IS) jointly with local authorities and NHS boards. The programme will address the role of the place in improving wellbeing using a set of [Place and Wellbeing Outcomes](#). These are the characteristics of every place that, if we get them right, enable everyone in that place to thrive.

## Programme Activity

With funding from the Health Foundation and Scottish Government, the programme will firstly provide support to four project towns to identify and focus on reducing the inequality being experienced. Second, working between the 4 project towns and a Local Learning Cohort of 10-12 local authorities, experience and learning will be continually shared. And finally, a National Leadership Cohort of Scottish Government representatives and each of COSLAs Boards provides a route to feedback on national issues, barriers and asks.

The 4 project towns will each receive staff support to be embedded between the Council and the local health board. Each town will also be supported by PHS and IS expertise. We will determine the demographic suffering the greatest inequality in that town. We can then use this knowledge as a lens to assess how current (and future) ambitions in policy and working practice within that town, and beyond, could better take account of delivering the Place and Wellbeing Outcomes for that demographic. The Programme will support system change to ensure policies and interventions to meet a range of national ambitions such as Scotland's National Outcomes Framework, climate action, Covid recovery plans, 20 minute neighbourhoods, a New Future for Scotland's Towns and Place-based funding consider their impact on this demographic.

We will also reach out to the identified demographic facing inequality, focus in on their needs from the place in which they live, work and play and add this into the lens for assessing current and future ambitions and delivering system change.

The programme recognises that much of the ability to make improvements in place sits with local councils and their partners as well as other sectors. It seeks to harness this to develop and evaluate new approaches that improve delivery of the Place and wellbeing Outcomes, and from which learning can be drawn and used more widely across Scotland.

## Project Towns

The Programme will support 4 project towns: Clydebank, Alloa, Ayr and Dunoon. These 4 meet a set of consistent requirements to work in places that are willing to give an authorising environment to:

- Reduce inequality: a town experiencing bottom 20% in SIMD and a particular health inequality (or equivalent measure in rural areas)
- Collaborative, cross system partnership working: senior leadership level sponsorship within Local Govt and public health system to support an authorising environment for system change
- identified manager level project support and governance across Local Govt and the public health system
- capacity to commit and take part in the learning network and local project evaluation process

The selection of sites to support was shaped by the benefit of securing a range of site contexts to expand learning perspectives. Sites identified include a variety of:

- Town geographies: urban, urban/rural, rural/urban and rural
- other Place work already happening that the programme ambition, outcomes and principles can support. For example, working on Community Wealth Building Strategy, Wellbeing Economy, SURF Alliance for Action, PHS Local Information System Team development site.

Each site will be funded for 1.5 FTE posts, employed by the Improvement Service but embedded within the Council and Local Health Board. This will consist of 1FTE post to facilitate links between partners and 0.5FTE posts to work with the community and provide a bridge through to the partnership work. The specific actions which are undertaken by the staff members will be in line with the inequalities being addressed and the existing infrastructure available and will test co-designed solutions and deliver learning which can be replicated in other areas.

The programme will improve understanding of how partner organisations can implement the Place Principle and deliver improved Place and Wellbeing Outcomes using collaborative approaches where the learning can be scaled up and delivered in other areas facing inequalities.