

Shaping Places for Wellbeing Programme

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Ambitions and aims of the programme



Public Health Scotland and the Improvement Service are working to

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

achieved through 3 activities...

Local Project Work

Local Learning Cohort

National Leadership Cohort

to find new ways of working between national and local levels which will...

Create systems change in local processes to deliver on the Place and Wellbeing Outcomes



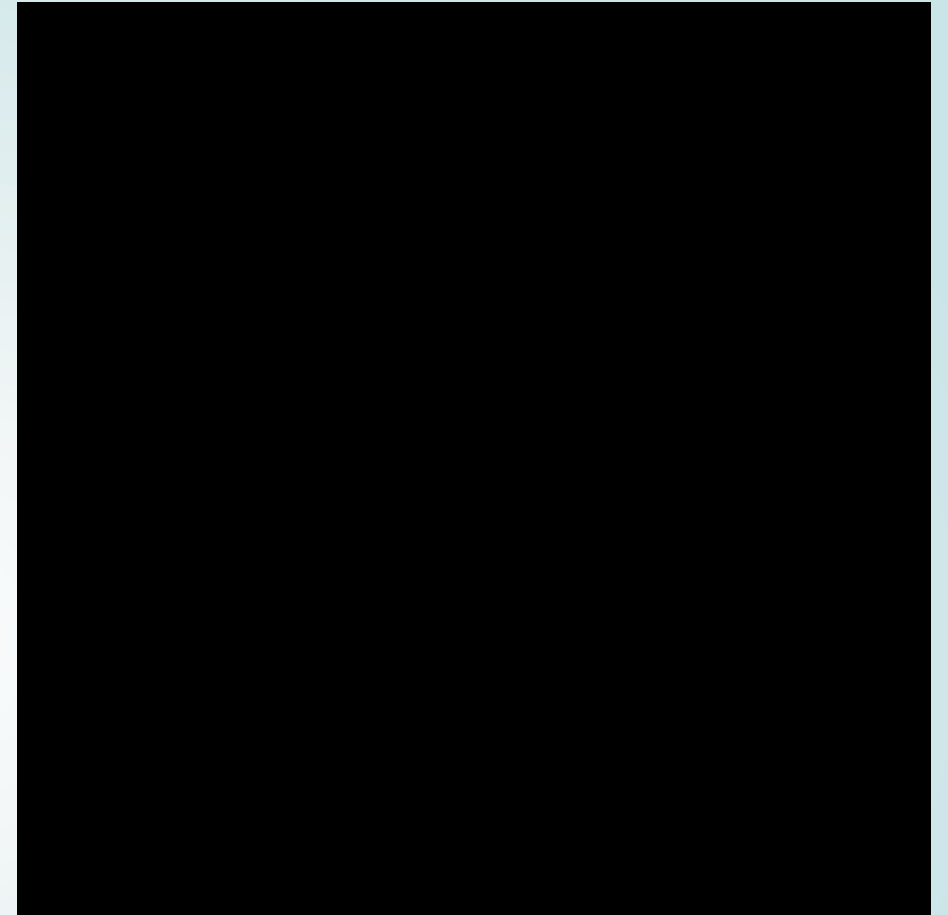
Shaping Places for Wellbeing

- What is "place"?
- Place and Wellbeing Outcomes
- What are we doing?
 - Dunoon Project town activity



What is place?

- Every place is a different blend of **physical, social and economic** characteristics and needs that interact and influence each other.
- **Place-based working** requires a joint working, collaborative approach that takes account of the unique blend of characteristics that exist in every place to identify and maximise the positive impact of any unintended consequences of our actions.
- We need to work together and coordinate our actions to ensure they contribute to a **'triple win' of enhancing the wellbeing of our planet and our people and creating greater equity**



Place and Wellbeing Outcomes - Themes

- Focus on what every place needs to enable wellbeing of people and planet.
- Deliver consistency, clarity, confidence and collaboration
- Embed in policy & action to deliver such places.
- The principles of equality, net-zero emissions and sustainability underpin all of these themes.



Place and Wellbeing Outcomes: Example detail



Active travel

Everyone can:

- easily move around using good-quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes and access secure bike parking.
- wheel, walk and cycle through routes that connect homes, destinations and public transport, are segregated from, and prioritised above, motorised traffic and are part of a local green network.



Place and Wellbeing Outcomes: Example evidence



Active travel improves health by increasing physical activity, weight loss and reducing obesity



Public transport improves access to services and facilities and connects communities

Movement

Public transport
Active travel
Traffic and parking



Some people can find it necessary to purchase a car even when they cannot afford it which can lead to further debt



Public transport reduces carbon emissions



Place and Wellbeing Outcomes - Who developed them?

Spatial Planning, Health and Wellbeing Collaborative

Improvement
Service



Public Health
Scotland



Edinburgh
University



COSLA



Heads of
Planning
Scotland



Health
Improvement
Managers

Directors of
Public Health

Shared ambition to improve the places where we live, work and relax in



Links to National policy and approaches

Key policy

Sustainable Development Goals (SDG)

National Outcomes Framework

Covid Recovery Strategy

Public Health Priorities

Net zero emissions targets

A New Future for Scotland's Towns

20 minute neighbourhoods

Key approaches

Christie Commission

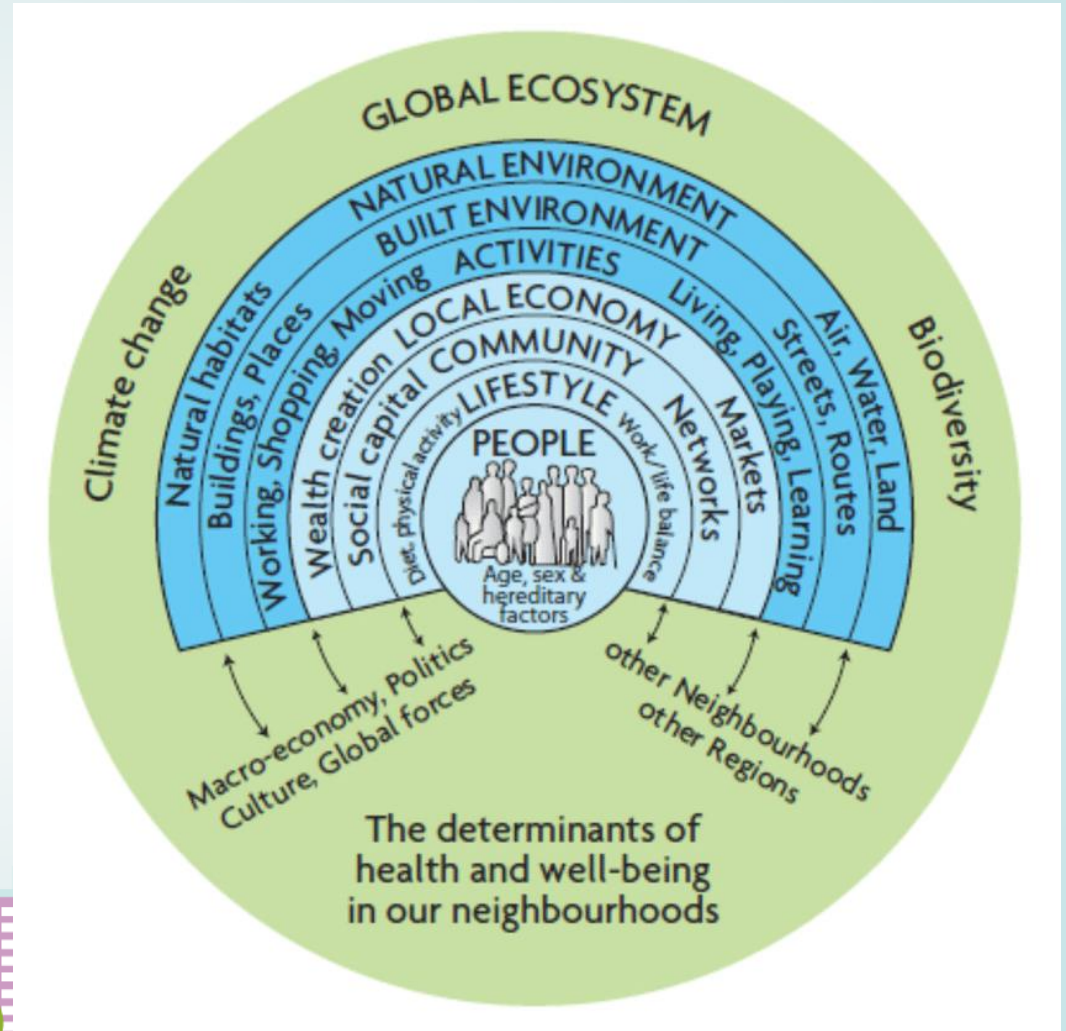
Place Principle

Place & Wellbeing Outcomes

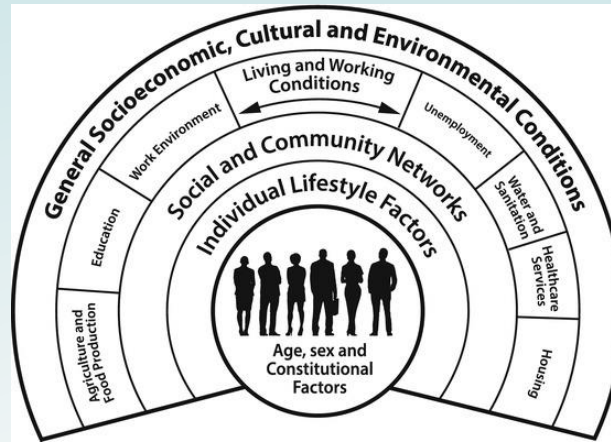


Place and Wellbeing Outcomes context

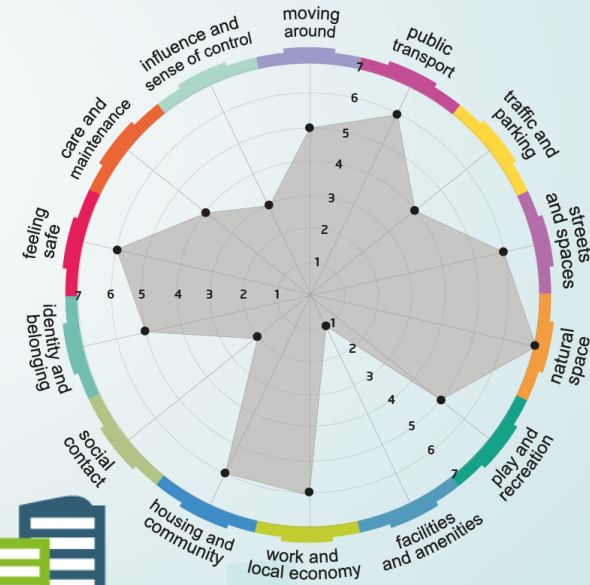
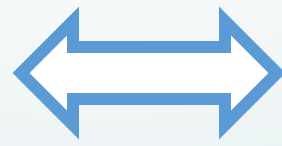
- The outcomes are rooted in the Christie Commission pillars of **People, Prevention, Partnership**
- The outcomes are related to the social determinants of health. The Impacts of where we live, work and relax



Our shared ambition



Outcomes we want to achieve



Tool to enable conversations



Programme activities



Project Towns:

Alloa
Ayr
Clydebank
Dunoon
Rutherglen
Fraserburgh

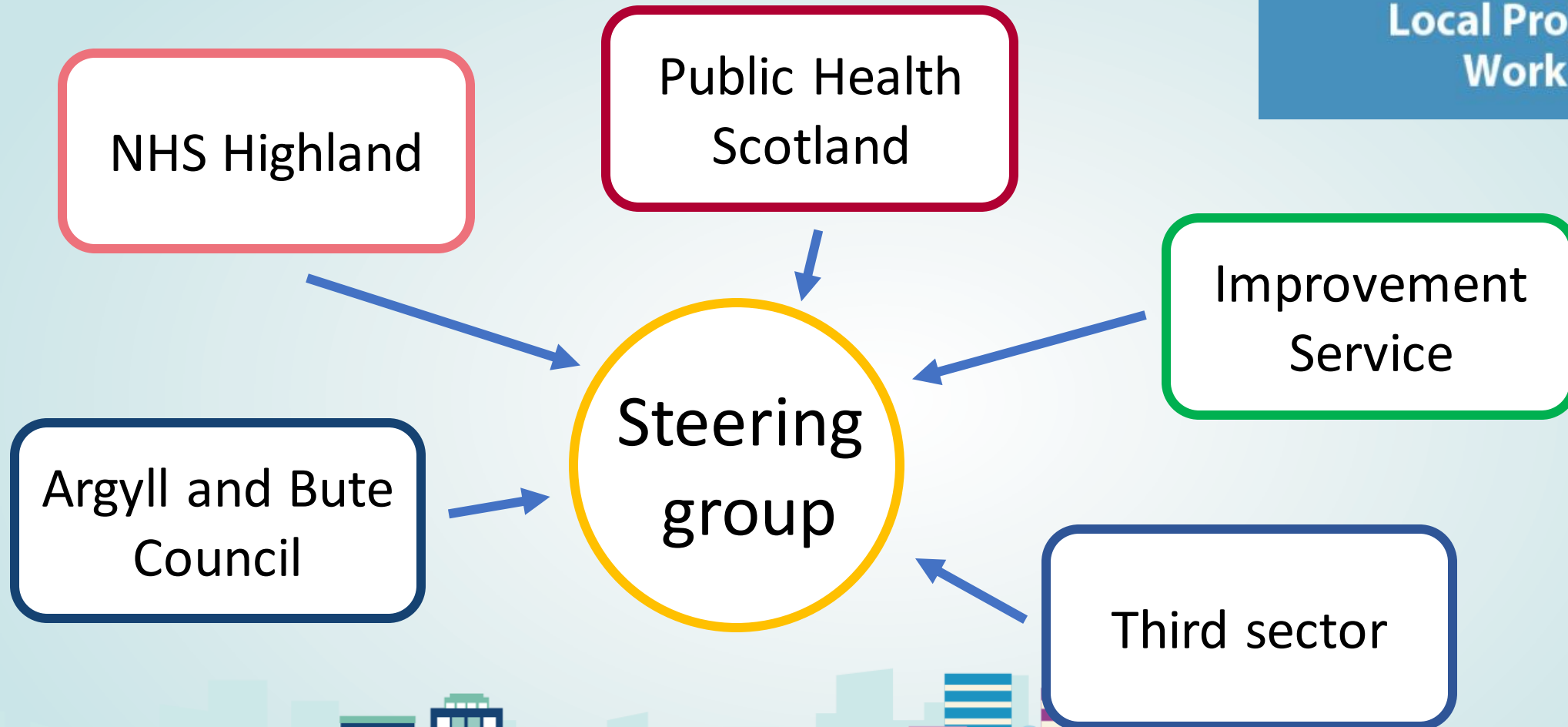


Representatives from:
Scottish Govt Directorates
All COSLA Boards
Public Health Scotland
Improvement Service
Health Foundation

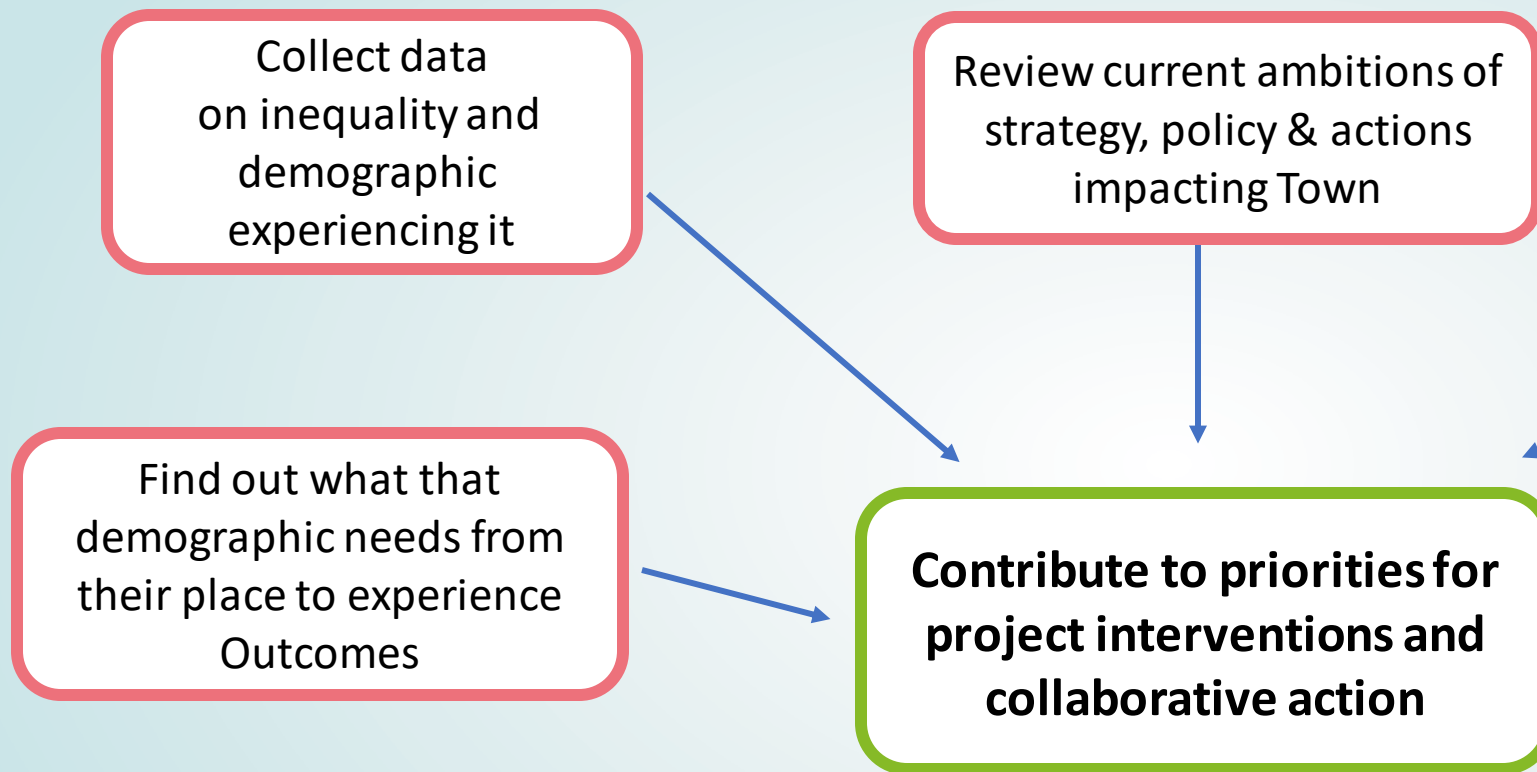
Project Towns and Learning Partners



Local Project Work



Local Project Town Activity



Project Town Activity - Review of strategy and policy

Identify current ambitions of strategy, policy & plans impacting Town
(Project Lead)

Highlight those with opportunity to influence: due for renewal, draft, early stages
(Project Lead)

Prioritise 3 to 4 to receive system change support from Shaping Places for Wellbeing Programme "lens"
(Steering Group)



Renewal of strategies and plans

2022

2023

2024

Local Development Plan 2 proposal

Local Development Plan 2

Argyll and Bute Outcome Improvement Plan

Bute and Cowal Area Community Planning Action Plan

Economic Strategy

Conservation Area Regeneration Scheme

Transforming Together
Health and Social Care Partnership strategic plan 19/20 21/22

Joint Strategic Plan 2022 - 25
Health and Social Care Partnership

Living Well Strategy Health and Social Care Partnership

Cowal Living Well Action Plan



Project Town Activity - Inequalities data

Dunoon is an area of relatively high **deprivation** with 24% of its population classed as living in SIMD Quintile

The rate of **deaths aged 15-44** is almost 2 times higher than Scotland

Rate of early deaths from **Coronary Health Disease** is higher than Scotland

Rate of **Asthma patients hospitalisations** in Dunoon is nearly 2 times higher than Scotland

4 out of 10 **households are single occupancy**

It has ready access to services including GPs and schools

Female life expectancy is 2 years lower than the Scottish average

Developmental concerns at 27-30 Months is 1.4 times higher than Scotland and Argyll and Bute

27% of the population are in receipt of **out of work benefits**, compared to 16% in Scotland

Immunisation uptake (6-in-1 and MMR) for Dunoon is below Scotland Average

The **crime rate** is 1.3 times higher than in Scotland

Maternal Obesity (30%) is 6% points above Scotland average (24%)n 2019



Project Town Activity - Stakeholder engagement

Organisations engaged with so far

Skills Development
Scotland

Argyll Community
Housing Association

Cowal Healthy
Living Network

Dunoon Area Alliance

Police Scotland

Fyne Homes

Bute Advice

High Kirk

Rape Crisis

Third Sector Interface

Dunoon Burgh Hall

We Are With You

Argyll Coast and Countryside
Trust

Tacit-Tacit

Crossroads Carers

Live Argyll

Bothy Project

Dunoon Men's Shed

Hub Grub



Project Town Activity - Stakeholder engagement

What do people need from their place?

More affordable and consistent childcare

More consistent employment opportunities

More reliable broadband services

More affordable family housing and private rented housing

More affordable leisure opportunities for people on low incomes

Mitigate impact of fuel and food price rises

Increased opportunities for social connection

More opportunities for partnership working

Increase in good quality outdoor play spaces

More consistent mental health support

Reliable and affordable transport to access services

More spaces for community activity

Reduced stigma in accessing services

Greater range of job available for young people and the skills for available jobs

More support for people with addictions

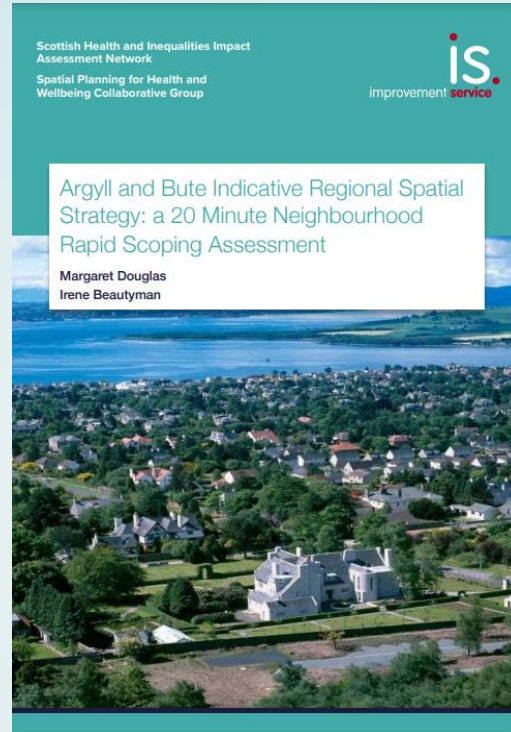
Local social enterprise support



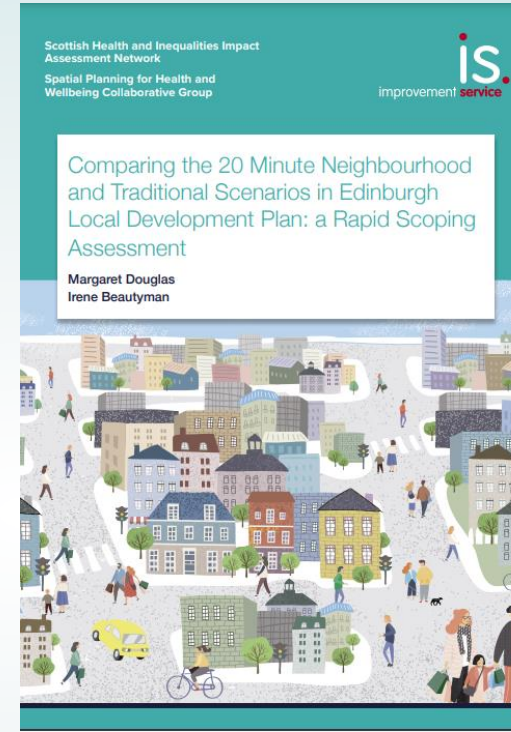
Project interventions and collaborative action

Place and Wellbeing Assessments

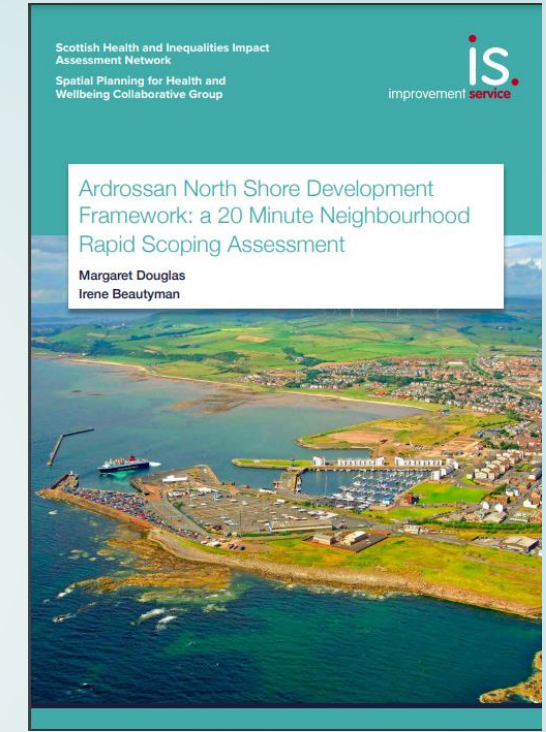
Learn from pilot assessments and adapt for local project priorities



Regional Strategy



Local Development Plan



Development Site



Links

All our programme information can be found here:

<https://www.improvementservice.org.uk/products-and-services/consultancy-and-support/shaping-places-for-wellbeing-programme>

Specific resources:

[Place and Wellbeing Outcomes](#) briefing paper listing all out of the outcomes and how they were developed. Place and Wellbeing Outcomes [animation](#)

[Place & Wellbeing Assessments](#) pilot report

During the programme we will continually evaluate our work and aim to share our learnings. One way we will do this is through our **Shaping our Thinking, Sharing our Learning** [blog series](#).

