

# The Shaping Places for Wellbeing Place Based Approach

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# The Shaping Places for Wellbeing place based approach

- ✓ Shaping Places for Wellbeing place based approach
- ✓ Impact and resources to support
- ✓ Moving forward – Marmot collaboration



# HEALTH INEQUITY

The number of people dying early is increasing.

People are spending more of their life in ill health.

The gap in life expectancy between the poorest and the wealthiest is growing.

**Levels of ill health are forecast to increase by 21% over next 20 years**



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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**



# Three activities:



## Local Project Work

### Council and NHS Board in Project Towns:

Alloa  
Ayr  
Clydebank  
Dalkeith  
Dunoon  
Fraserburgh  
Rutherglen



## Local Learning Cohort

### Replication

Reflection, learning, sharing between Project Towns

All Towns Steering Groups

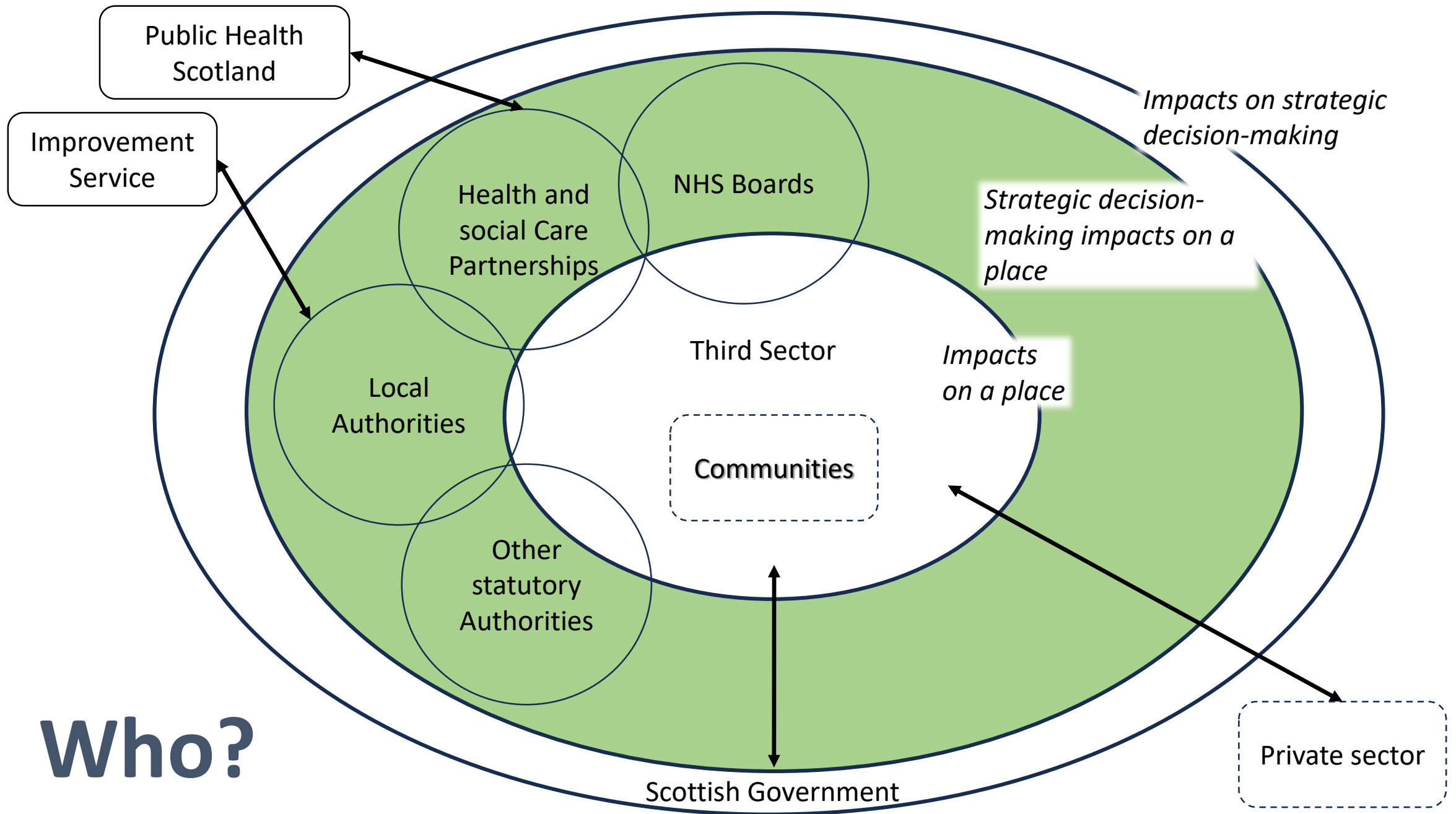
“How to” Guides enable confidence.



## National Leadership Cohort

### Representatives from:

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



**Who?**



# Key parts to a place-based approach



## PEOPLE

What they are experiencing



## PLACE

ALL the features that have a positive impact



## DECISIONS

How they impact people and place





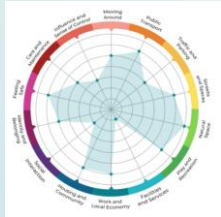
# Shaping Places for Wellbeing place-based approach



## PEOPLE

What they are experiencing

Inequity data  
Quantitative  
Qualitative



## PLACE

All the features that have a positive impact

Place and Wellbeing Outcomes



## DECISIONS

How they impact people and place

Place & Wellbeing Assessments  
Briefing Papers

# People: Data journey

## Data Profile

Produced by Public Health  
Scotland LIST team

*Key population  
groups  
experiencing  
inequality*

## Quantitative Data Infographic

*Bring to life key  
areas of inequality  
in a visual*

## Qualitative Report

*'Sense-checked' key  
areas of inequality  
What is needed from  
their place?*

## Qualitative Summary

*Bring to life key  
community  
perceptions of  
inequality and Place  
& Wellbeing  
Outcomes*



# People: Data documents produced

PHS data profile

Quantitative data infographic

Community Link Lead report

Community Link Lead summary



**Dunoon Wellbeing Town Profile**

**Introduction**

Dunoon is a town on the Cowal Peninsula, within the Argyll & Bute and has a current population of 4,224.

The Dunoon settlement comprises two Intermediate zones called Dunoon and Hunters Quay. The focus is on the Dunoon intermediate zone with Hunter's Quay used as a comparator throughout this report alongside Argyll & Bute and Scotland.

Data is presented primarily as percentages, averages or as an age and gender standardised rate, allowing for representative comparisons with Argyll and Bute and Scotland. Multiple aggregations are used in some measures for statistical disclosure reasoning where the volumes are low.

**Shaping Places for Wellbeing background**

This quantitative data profile for Dunoon makes up part of the Shaping Places for Wellbeing programme in Dunoon. The quantitative profile allows for a consistent data approach for range of stakeholders within the Steering Group a holistic view of region, which encompasses Dunoon and Hunter's Quay, in the geographical boundary of Intermediate zones. This quantitative data profile is amongst a suite of assets, including infographic and qualitative profiles gathered through stakeholder engagement.

**Data Sources**

The data profile collates data from a range of published sources. These sources include, but are not limited to: Scottish Improvement Service Community Planning Outcomes Profile Tool (CPOT) <https://www.improvementservice.scot.nhs.uk/> and Department of Work and Pensions (DWP). Further details of the sources and indicators taken from within are included towards the end of this document. Majority of data extracts were taken in Spring 2022.

**Indicator selection criteria**

Within this profile for Dunoon and Hunter's Quay a selection of indicators [analyse](#) for further investigation. This detail illustrates trends over time, with engagement back into the Steering Group for validation and local interpretation.



**Project Town Dunoon – Inequalities Data**

This infographic was produced for the Shaping Places for Wellbeing Programme in 2023.

It highlights the key insights from a comprehensive quantitative data exercise with Public Health Scotland to understand the most significant inequalities experienced by the population of Dunoon.

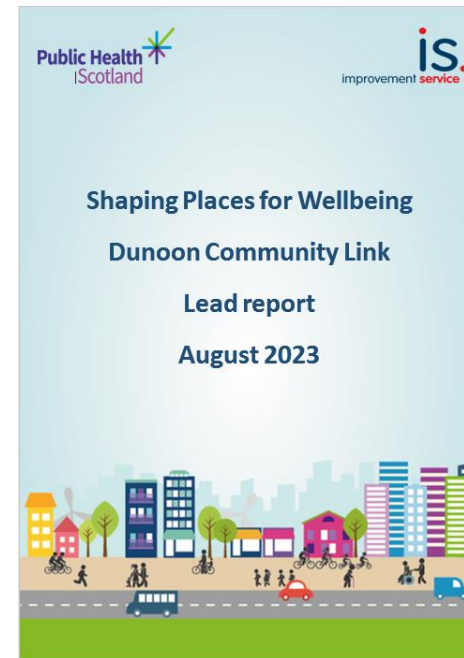
This data was the starting point for identifying inequalities in Dunoon and is complemented by a supporting infographic that brings a deeper understanding of who is impacted by inequalities and how.

This infographic is an example of what can be produced to support decision-making on place. You can read more, including the process we followed to produce this infographic, in our [blog](#).

**About Dunoon**

Dunoon settlement is on the West Coast of the Cowal peninsular in Argyll and Bute and incorporates the intermediate zones of Dunoon and Hunters Quay.

**8980**  
people live in Dunoon



**Shaping Places for Wellbeing**

**Dunoon Community Link**

**Lead report**

**August 2023**



**Project town Dunoon – what we are hearing in our communities**

As part of the Shaping Places for Wellbeing Programme's data exercise, the Community Link Leads in each town have been connecting with local communities, community organisations and practitioners working locally. This exercise aims to understand Dunoon residents' experience of the place where they live, work and relax.

A comprehensive quantitative data exercise had already indicated some key areas of inequality in Dunoon:

- Poverty
- Reduced life expectancy
- High levels of deprivation
- Substance use

The information gathered has been used to support discussions including [Place and Wellbeing Assessment](#) on the development of plans and strategies which impact on place

This infographic summarises some of the key things we've captured in Dunoon as they relate to the [Place and Wellbeing Outcomes](#).

The principles of equality, net-zero emissions and sustainability underpin all of these themes.

**August 2023**

# Place: The Place and Wellbeing Outcomes

The **evidenced and preventative** features every place needs to enable:

- *wellbeing* of people
- *equality*
- *net-zero* emissions and sustainability.
- **TRIPLE WIN!**





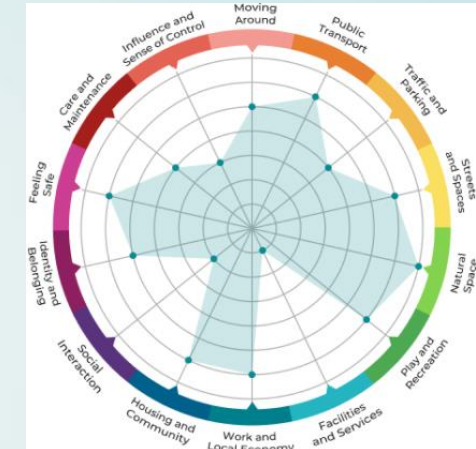
# Place and Wellbeing Outcomes context

- The Outcomes are the evidenced **end result** we want to achieve
- The place standard tool is how we **engage people in conversations** about their place and capture perceptions on how they **feel** the Outcomes are being achieved
- Both are underpinned by the same evidence

Outcomes are the end result we want



Tool to capture community insight



# Decisions: Place and Wellbeing Assessments

## How does the strategy, plan or proposal impact on:

The **Outcomes** we need to get right in a place?



The **population groups** most impacted by inequity?



What could be done to **improve its impact on place and peoples wellbeing?**





# Decisions: Place and Wellbeing Assessments

Year	Alloa	Ayr	Clydebank	Dalkeith	Dunoon	Fraserburgh	Rutherglen
<b>2022</b> <b>(9)</b>	Draft Interim Climate Change Strategy  Wellbeing Hub Location  NHS Forth Valley Healthcare Strategy 2016-2021	Wallacetown Housing Regeneration  Sustainable Development & Climate Change Strategy Review	Implementation of the Clydebank Town Centre Development Framework  West Dunbartonshire Health Social Care Partnership Strategic Plan		Western Seaboard Marine Gateways, Dunoon Waterfront proposal, submitted as part of the UK Levelling Up Fund application		South Lanarkshire Economic Strategy
<b>2023</b> <b>(20)</b>	Local Development Plan Vision and Strategic Objectives  Local Outcome Improvement Plan  Interim Climate Change Strategy – 2023	Local Housing Strategy  Accessible Ayr	Green Travel Plan Safe Delivery Improvement Group Strategy (Community Planning Partnership)	Single Midlothian Plan  Dalkeith Regeneration Development Framework  Central Dalkeith & Woodburn Community Action Plan	Argyll and Bute Health & Social Care Partnership Strategic Plan  Local Police Plan  Argyll and Bute Economic Strategy  Active Travel Hub	Beachfront Masterplan  Aberdeenshire Health & Social Care Partnership Strategic Plan  Fraserburgh merging schools project	Rutherglen Town Centre Action Plan  Burnhill Neighbourhood Plan  South Lanarkshire Local Development Plan 2
<b>2024</b> <b>(2)</b>	Wellbeing Hub 2			Midlothian Integration Joint Board Strategic Commissioning Plan 2025 to 2040		Clatt School	

# The Shaping Places for Wellbeing place based approach

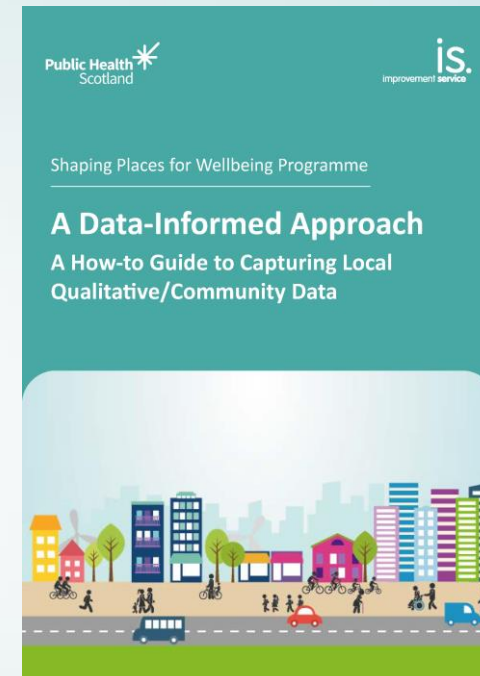
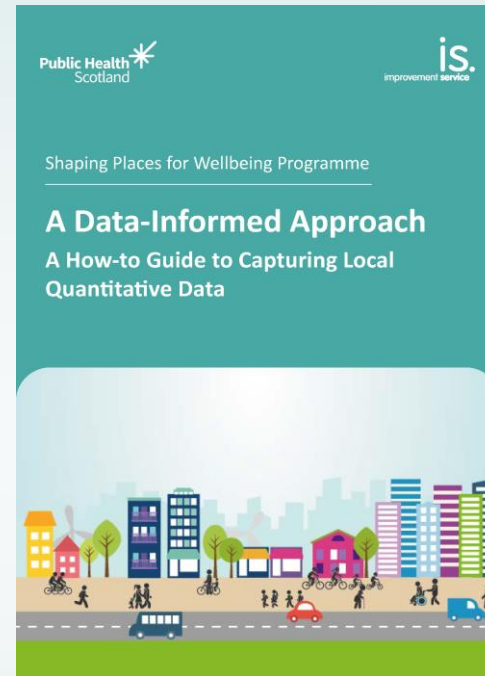
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# Sharing learning: output

## 'How to' guides

- Producing qualitative data profiles
- Producing quantitative data profiles
- Place and Wellbeing Assessment guide



# Place: what we need to get right in every place

## Using the Place and Wellbeing Outcomes



### PLANNING FOR PLACE

The Improvement Service's Planning for Place Programme provides specific support to councils and their partners to collaborate in place-based approaches to joint planning, resourcing and delivery of places that enable all communities to flourish.

#### Why place matters?

Scotland faces significant inequalities, while navigating through the social and economic impacts of the Covid-19 pandemic and the climate crisis. We are now faced with an opportunity to create what we call a 'triple win' where our places enhance the wellbeing of our planet and our people while reducing inequalities.

Every place is a different blend of physical, social, and economic characteristics and needs that interact and influence each other. A successful place allows its communities to thrive. We need to ensure that our interventions to improve one of these characteristics don't have unintended negative consequences on another which will push people further into poverty or negatively impact the planet.

#### What do we mean by place, placemaking and place-based work?

##### Place

Place is the geographic area or physical environment where people of different ages, population groups, interests, and identity live, learn, work, socialise and interact. The quality of social relationships and connections within communities and places all impact on health with positive relationships nurturing health and wellbeing.

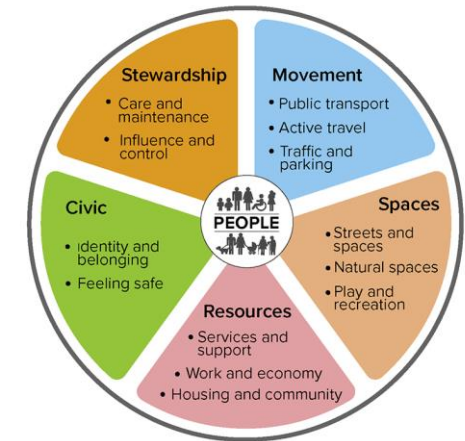


The 'go to' organisation for Local Government improvement in Scotland



### BRIEFING

## Place and Wellbeing Outcomes





# PLACE AND WELLBEING OUTCOME BRIEFING

## Movement: Active Travel

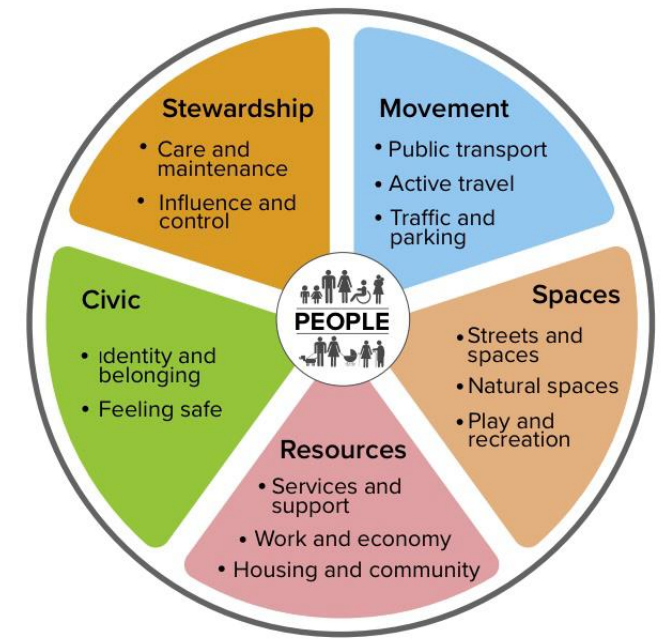


Active travel can have a positive impact on people when:

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

This is why it is one of Scotland's Place and Wellbeing Outcomes.

**Active travel simply means making journeys in physically active ways – like walking, wheeling (using a wheelchair or mobility aid), cycling or scootering.**



## The evidence tells us:



Active travel can improve health by increasing physical activity, weight loss and reducing obesity.<sup>1</sup>



Active travel is associated with reduced risk of death.<sup>1</sup>



Active travel can increase social interactions.<sup>1</sup>



Active travel is associated with improving mental health.<sup>1</sup>



Active travel can minimise harms to health by reducing motorised traffic.<sup>1</sup>



Safety is a key barrier to increasing active travel amongst women.<sup>1</sup>



Walking or cycling to school helps children achieve a healthy weight, with the benefit being greater for children in deprived areas.<sup>1</sup>



People experiencing transport poverty are often forced to run a car despite having limited resources. This is particularly problematic in rural areas.<sup>2</sup>



Active travel can provide benefits to local economies.<sup>1</sup>



There is increased public support for investment in walking and cycling, particularly amongst people on low incomes.<sup>3</sup>



# Shared Learning: Impact Stories

## ALLOA: AN IMPACT STORY

The Shaping Places for Wellbeing Programme has helped strengthen the development of the new Wellbeing Hub and Lochies School in Alloa. The Programme has facilitated two Place and Wellbeing Assessments and supported the subsequent embedment of recommendations.

The Wellbeing Hub and Lochies School is a significant development for Clackmannanshire Project. The vision for the Wellbeing Hub and Lochies School is driven by an ambition to deliver an inclusive, accessible and inspiring facility that will improve the quality of life for communities across Clackmannanshire. The [Shaping Places for Wellbeing Programme](#) offers a place-based approach that ambition. By undertaking a Place and Wellbeing Assessment, it has identified links with other local initiatives and target work to reduce inequalities. Specific

- Contributing a place perspective and expertise to project development
- Invitation for the Shaping Places for Wellbeing Project Lead to actively participate in meetings.
- Being an early support, contributing to the development of proposals through the group.
- Integration of recommendations from the Place and Wellbeing Assessment into the project Risk and Opportunities Register.
- An opportunity to undertake a follow-up Assessment at a more advanced development.

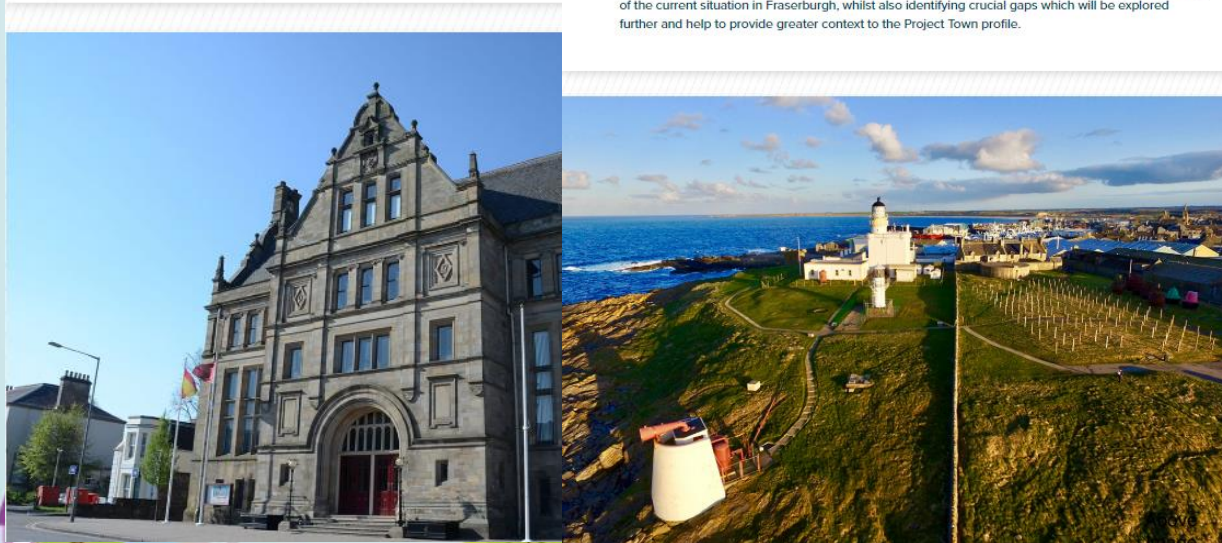
## FRASERBURGH: AN IMPACT STORY

Input from the Shaping Places for Wellbeing Programme has helped to strengthen the development of the work in Fraserburgh.

Specific impacts include:

- Wider awareness and investment from Aberdeenshire Council from the beginning of the work in Fraserburgh, due to the unique nature of the Project Lead being embedded as an employee into Aberdeenshire Council
- Strengthening connections with community planning partners (Police Scotland, Scottish Fire and Rescue Services, Aberdeenshire Public Health and NHS Grampian) has been beneficial in developing a strong network, clear structure and focus on place-based working
- The programme's data focused approach has been well received, complementing workstreams already being undertaken in Aberdeenshire. This has allowed partners to develop their understanding of the current situation in Fraserburgh, whilst also identifying crucial gaps which will be explored further and help to provide greater context to the Project Town profile.

All the Project Town information and impact stories can be accessed [here](#)



“ It was interesting to tease out some of the issues that the assessment asked on and to see the outcomes from it. A constructive example of this is from colleagues in the room who work specifically in a specific area of planning, they hadn't necessarily considered community planning themes were related to their planning work. This assessment helped us see them through the lens of this particular strategy planning process and look at the themes in that context, we hadn't done that before.

– Hazel Meechan, Public Health Specialist, NHS Forth Valley

# Impact in Project Towns

Aberdeenshire Council rolling out approach council wide

South Ayrshire embedded Outcomes in Council Plan

South Lanarkshire embedding approach into Local Development Plan and Neighbourhood Plans

Dunoon Community Development Trust using approach to inform impending Place Plan

Dalkeith Local Community Plan structured around the Outcomes



# Shaping Places for Wellbeing Programme support sits at three levels



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# Masterclass Series:

- Place and Place Based Approaches
- Place and Wellbeing Outcomes
- People: Quantitative and qualitative data
- Decision making: Place and Wellbeing Assessments
  
- Place based approaches in action



# What next?

- Expand and enhance quantitative data informing decisions
- Qualitative insight on inequity toolkit
- Strengthened support to Planning Authorities
- Input learning into the Collaboration for Health Equity in Scotland/ Marmot





# Find out more!

## Webpage links and how to contact us

- [Place and Wellbeing Outcomes](#)
- [Shaping Places for Wellbeing Programme](#)
  
- X (formerly Twitter) [@Place4Wellbeing @PlaceNetworkSco @IreneBeautyman](#)
- [Planning and Place Based Approaches LinkedIn](#)
- Email: [placeandwellbeing@improvementservice.org.uk](mailto:placeandwellbeing@improvementservice.org.uk)



# Collaboration for Health Equity in Scotland



# COLLABORATION FOR HEALTH EQUITY IN SCOTLAND

- **Collaboration**: a 2 year partnership between Public Health Scotland and the University Collage London: Institute for Health Equity
- Directed by Professor Sir Michael Marmot
- To foster **whole system collaboration** – health & social care services, national & local government, private sector, 3<sup>rd</sup> sector, civic society, communities, academia - with health equity at its core.



# HEALTH INEQUITY

The number of people dying early is increasing.

People are spending more of their life in ill health.

The gap in life expectancy between the poorest and the wealthiest is growing.

**Levels of ill health are forecast to increase by 21% over next 20 years**



## Reducing these inequities requires actions to improve the **social determinants of health**

The social, economic, political, physical and cultural conditions that shape our lives and our behaviours.

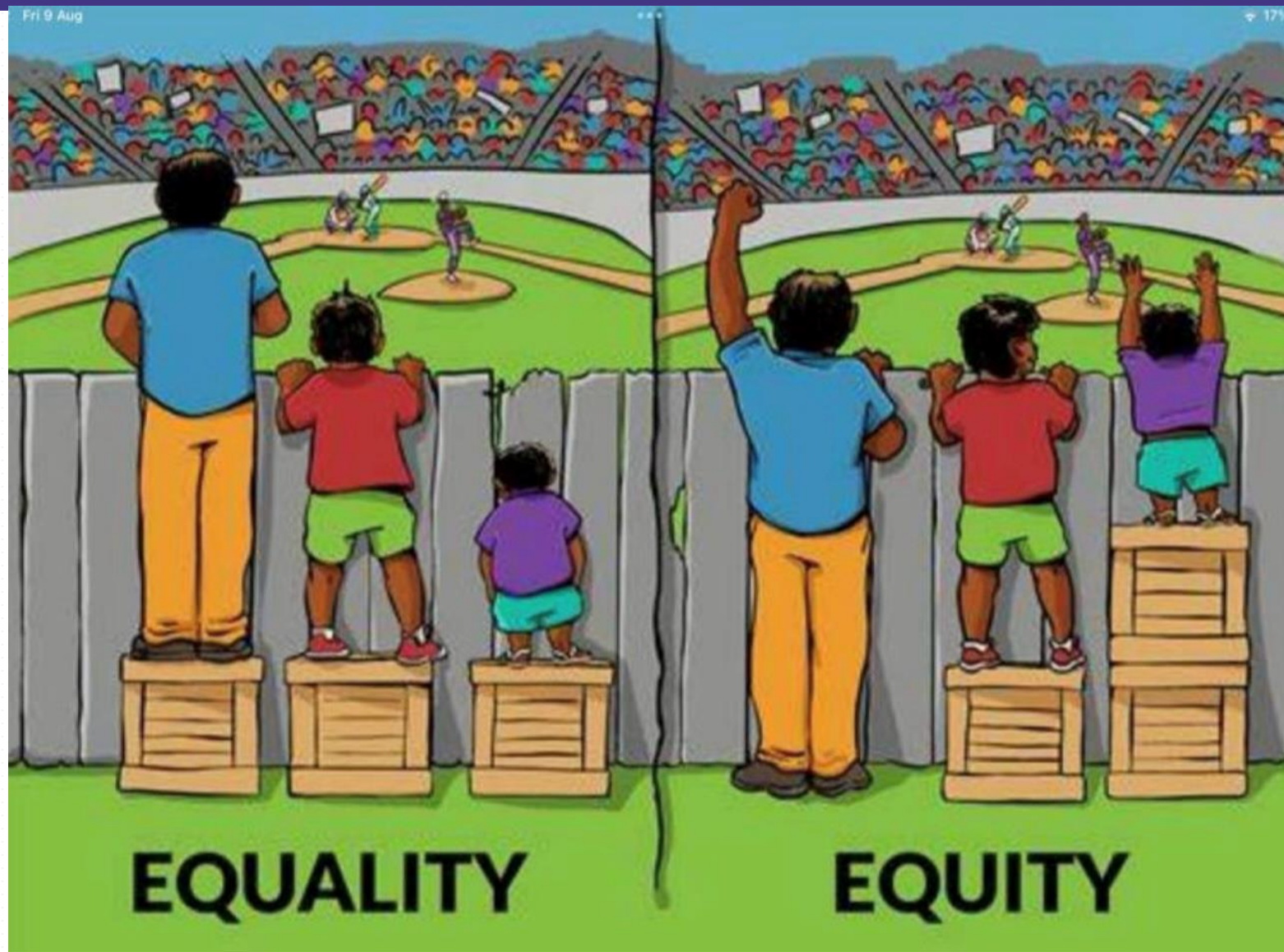
Institute of Health Equity

“The non medical factors that influence health”

Martin Murchie, Aberdeen Health Determinants Research Centre Lead



# COLLABORATION FOR HEALTH EQUITY IN SCOTLAND





# TACKLING HEALTH INEQUITY REQUIRES ACTION ON:

## Marmot's Eight Principles

1. Give every child the best start in life.
2. Enable all children, young people, and adults to maximize their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill health prevention.
7. Tackle racism, discrimination, and their outcomes.
8. Pursue environmental sustainability and health equity together



# COLLABORATION FOR HEALTH EQUITY IN SCOTLAND



What are the **most impactful areas for intervention** for Scotland to make meaningful progress in closing the inequity gap in healthy life expectancy?

What **action** can be taken to enable national and local organisations to work more effectively together to **close the recognised implementation gap** between policy intent and impact?





Insights into most effective action

Use practical work in 3 places

Develop recommendations

Be a catalyst for enhanced action

**National overview** of the existing approach to health equity – identifying priorities building on what we already know. Interim review Dec 24, full report Mar 25

**Local Place Work with 3 places** – learning together how to better prioritise, strengthen implementation and accelerate action which reduces health inequalities - scoping report Jun 25, report for each place June 26

**Recommendations for national and local organisations** and sectors to strengthen work on health equity (draft Jan 26, final June 26)

**National learning system** which ensures key information relevant to national policy and local policy/practice is collated and shared in accessible and impactful formats (led by PHS)

Learning from and sharing with UK wide **Marmot Places Network** (led by IHE)



Contact details  
[PHS.CHES@phs.scot](mailto:PHS.CHES@phs.scot)





# Thank you for your time!

