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 ^ĐŽƚůĂŶĚ͛Ɛsignificant health inequalities while delivering on the
range of national ambitions around Covid recovery and climate action. Promoting strong
partnership working

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 are 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