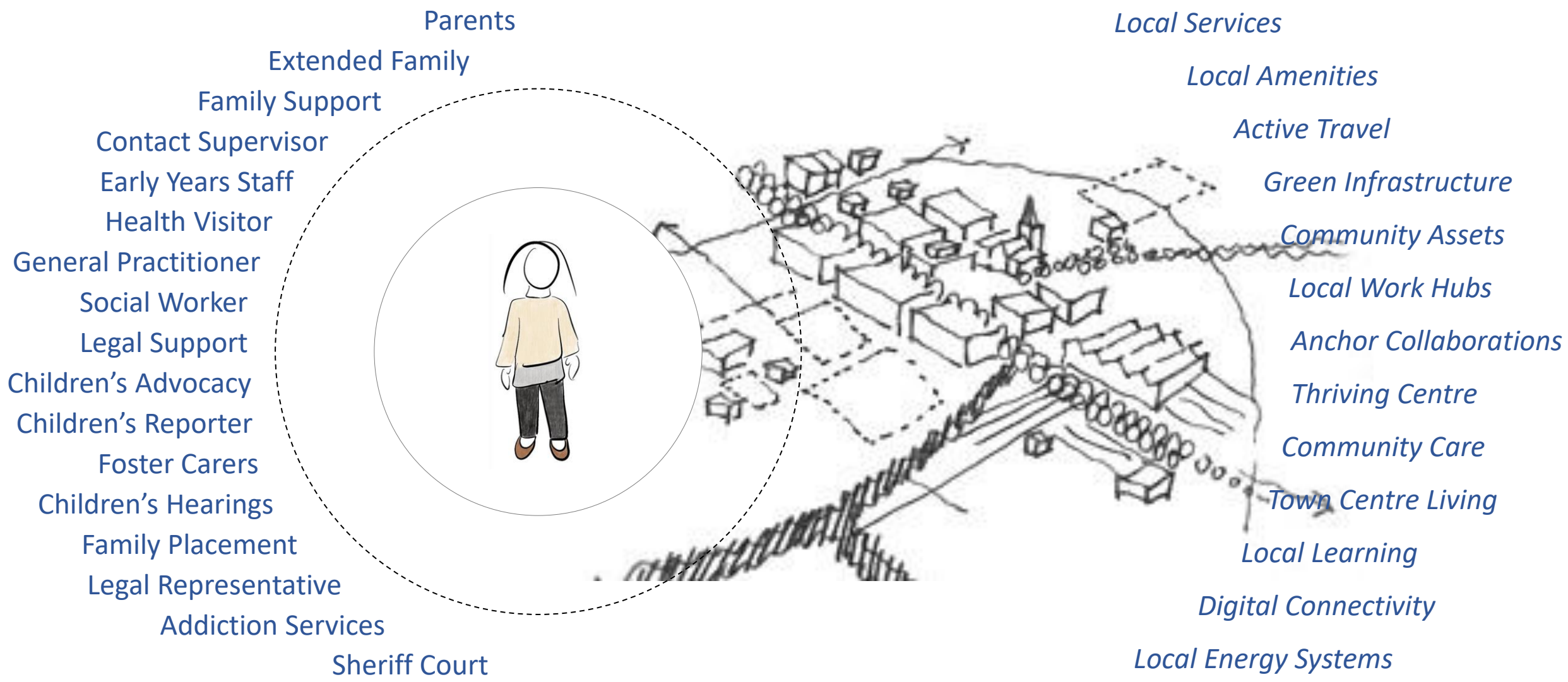


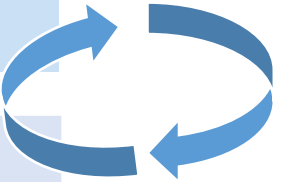
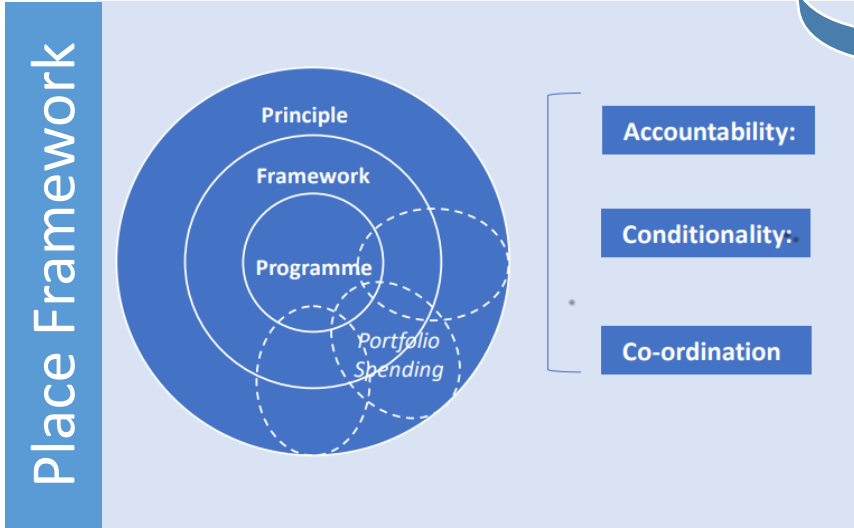
HFMA Scotland Branch Annual Conference 2021

Place as a focus for tough agendas.

Sam Cassels and Diarmaid Lawlor
29 October 2021

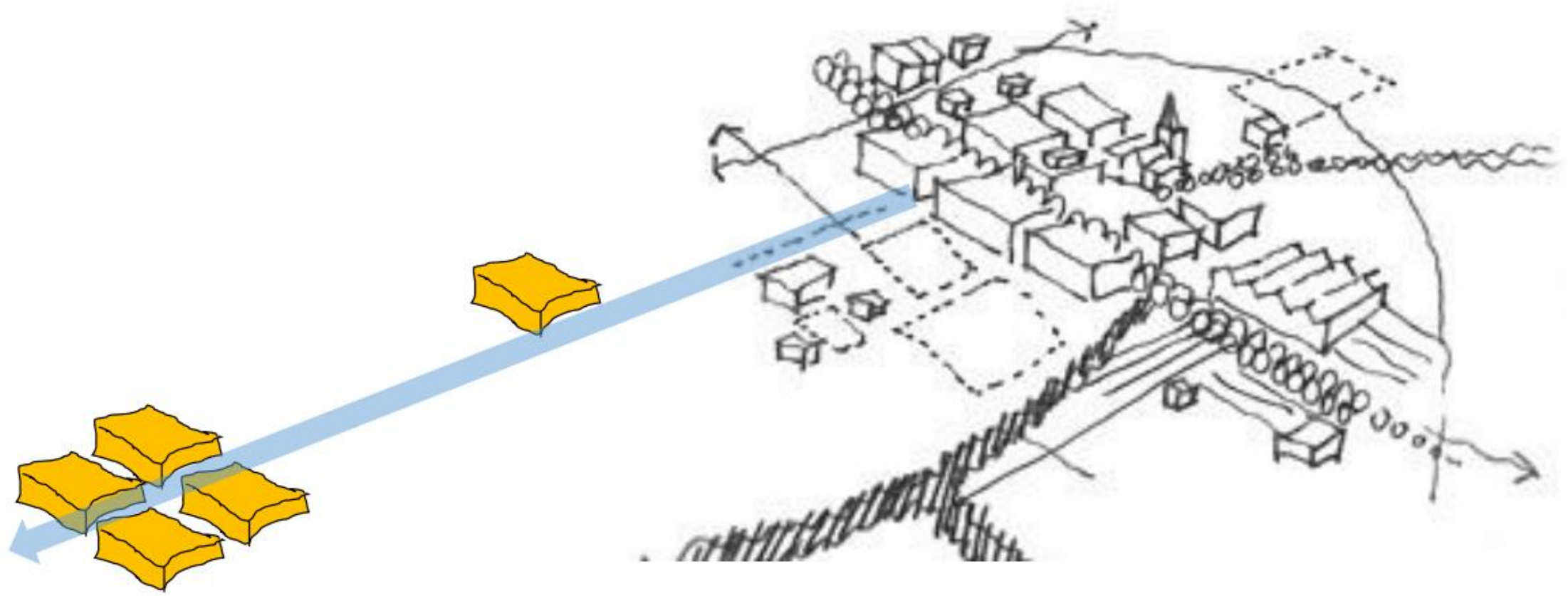
Understand the circumstances of Isla's life and that of her community . . .





- Explore and **define the problem** before we design the solution
- **Design service journeys around people** and not around how the public sector is organised.
- **Seek citizen participation** in our projects from day one
- Ensure that investment is **relevant to the place** and provides the basis for collaboration
- **Align planned investments** in every place to increase local impact.
- establish local oversight and a focus for participation and **collective leadership**.

By moving away from centralised remote support . . .

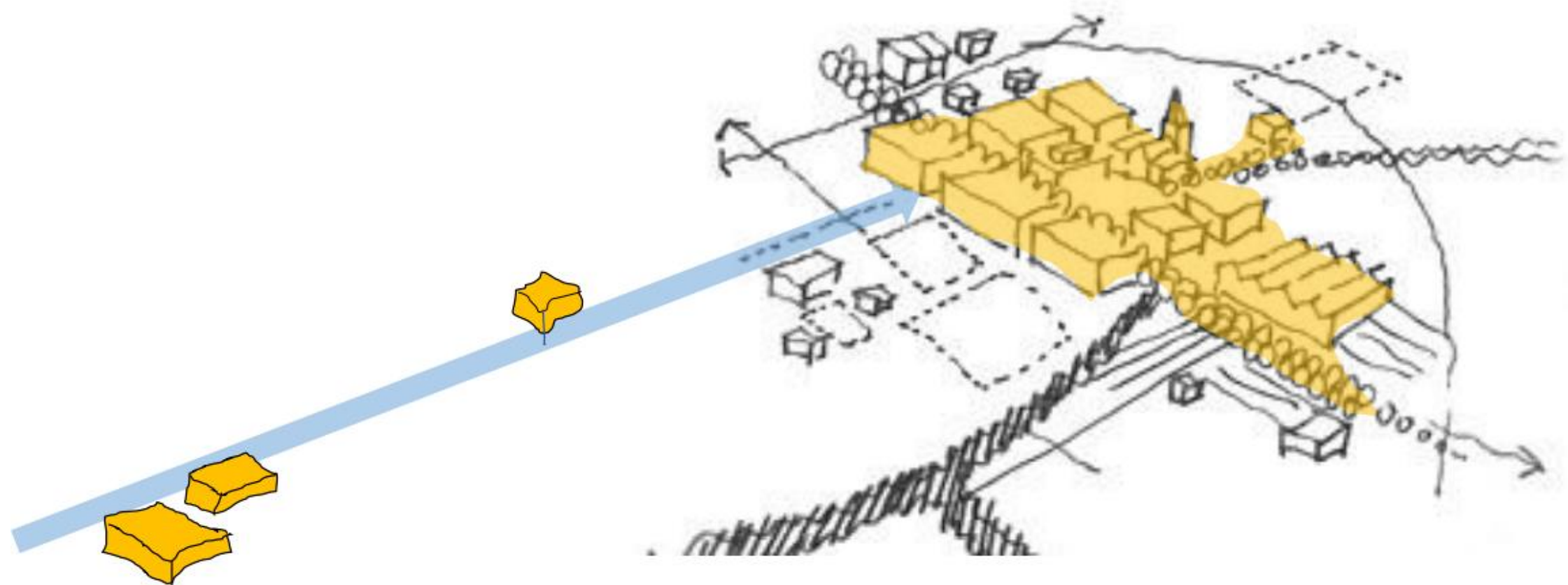


Current regional centralised health infrastructure

Current local consolidated health infrastructure

Under utilised local place infrastructure and capacity

Towards a local wellbeing infrastructure . . .



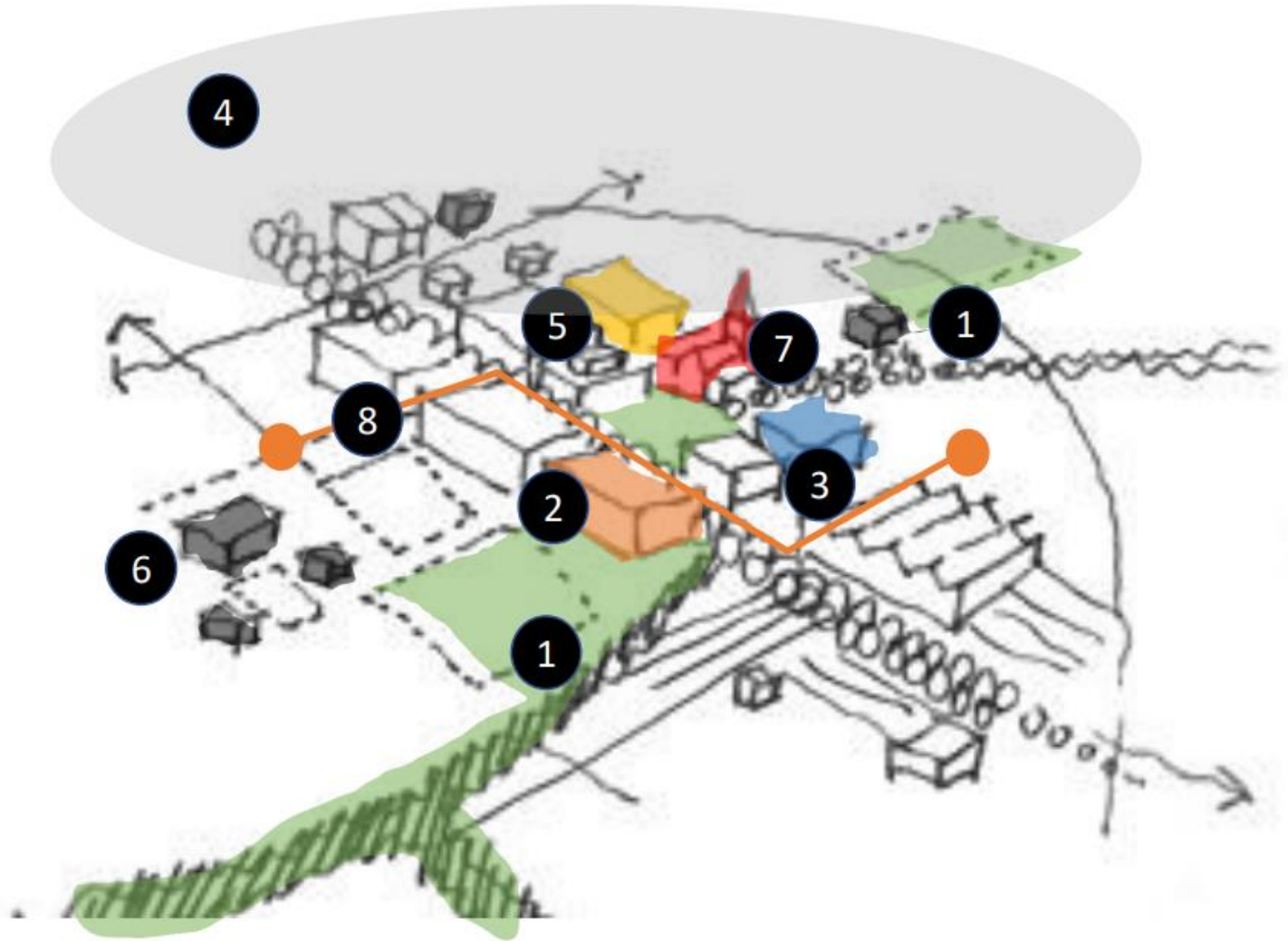
Reduced Regional centralised health infrastructure

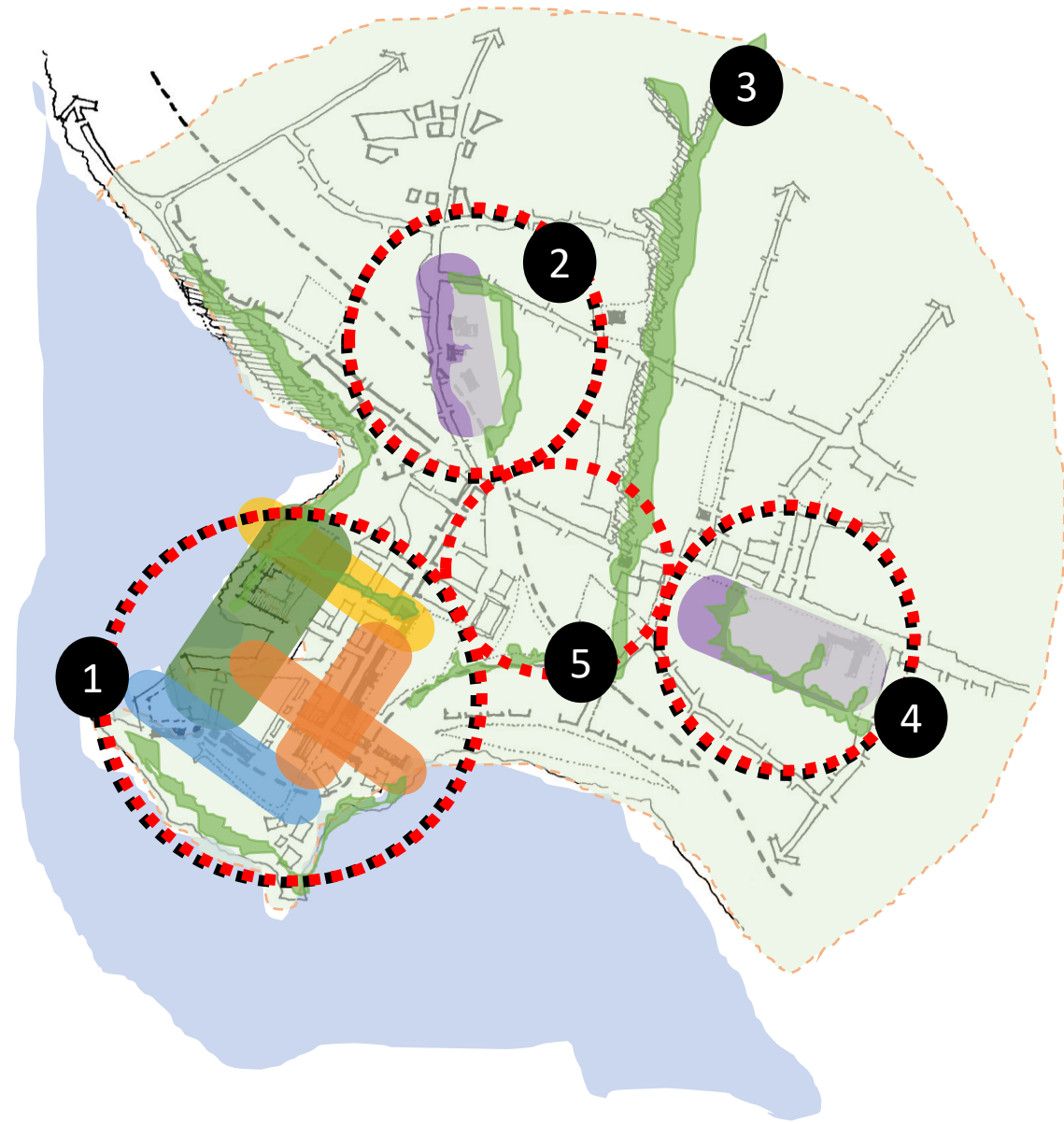
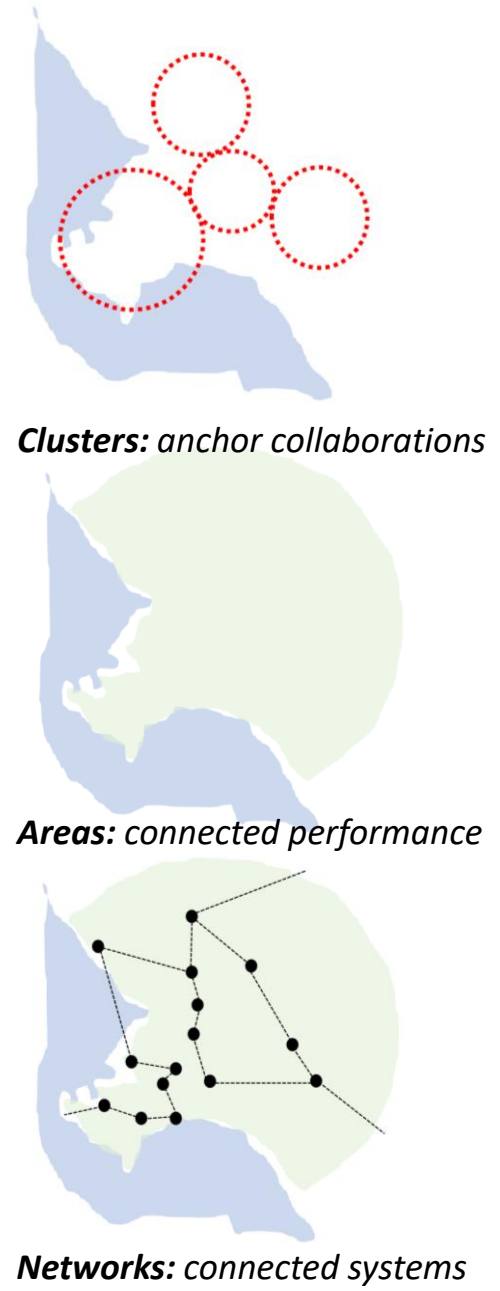
Targeted local specialist health infrastructure

Collaborative & connected local place health infrastructure and capacity

As part of an integrated services eco-system . . .

1. Integrated green spaces, wellbeing programmes and community buildings
2. Re-purposed underused existing community spaces to host primary care and community use
3. Lifelong learning and innovation spaces with wellbeing programmes
4. Shared digital platforms and community data trust
5. Multi Agency Response Centre, out of hours and acute needs
6. Local housing adaptation programme connected to local wellbeing programme and re-enablement
7. Third sector hub with warm referrals to community and services in thriving high street
8. Accessible active travel routes with support for varying needs





Priorities

- 1. Inclusive Growth:**
Regional innovation, town centre regeneration, skills development pathway, local work hub, SME development

- 2. Social Renewal**
*intergenerational support
integrated public services
Community enterprise*

- 3. Sustainability**
*green network, ecological zones,
food growing areas, active travel routes, energy networks*

- 4. Connectivity**
Digital infrastructure, digital skills and digital platforms, connected communities

- 5. Wellbeing**
Town centre living, Local healthcare, Community Wealth Building

A person centric, place based approach:

Understand the circumstances of Isla's life and that of her community, in order to reframe the services and places around them, by moving away from centralised remote support towards a local wellbeing infrastructure, as part of an integrated services eco-system that creates a new joined up narrative around the most relevant agendas.

Sam Cassels

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Scottish Government

Diarmaid Lawlor

Associate Director Place
Scottish Futures Trust