



Setting up your Wellbeing Economy Project

Laying the foundations for
your wellbeing journey

About the template

A thriving economy for people and the planet needs solid foundations to be created. This document offers a template on how to design a Wellbeing Economy Project and plan what you and your team want to achieve and how.

When building a wellbeing economy, it helps to have a structure, objectives, and some guiding principles to fall back on when challenges appear. By following the framework, you and your team will reflect on a set of questions that help to define those and get started on your policy design process. The template was designed to support the start of your process, but you could – and should – also go back and look at the results with your team as you co-create your wellbeing economy and engage with the community.

The format as well as illustrative examples throughout are based on the experience of the Love Letham project team, who carried out a Wellbeing Economy Policy Design pilot project on behalf of WEAll Scotland in Letham, Perth from 2021-22.

How to use the template:

There are 3 parts:

- 1.** Aim
- 2.** Plan
- 3.** Policy Context

Carry out collaborative work sessions with your team to discuss and define each part.

Between each session, there should be some time for reflection. Also, some topics may need more than only one session, so plan to allow for about six week process of co-creating your Wellbeing Economy Project.

Before starting the sessions

Decide on:

Wellbeing Economy Project	the name of the project
Project lead	the name of those in charge for leading the project
Short Description	describe the project in a few sentences (you can always come back to this step later)
Scope & Geographical area	the focus of the project (and if refers to a city/community/etc in specific)
Project time frame	start date: _____ end date: _____

Section 1 – AIM

It’s important to know what a successful project will look like for the team and for the community. Discuss and answer the key questions below to help you reflect on and shape the aim of the project.

Considering purpose: What are the project's aim(s)? What do we aim to achieve and/or co-create with this project?

Try to be clear (can you define the aim in one sentence?) and from there expand on your goals. Think about the community around you, and if there are any specific groups with whom the project hopes to collaborate. Also, ask together: how this project challenges the current system/ the way things are done now? What new ideas or answers are we trying to co-create?

Answer here:

The aim of the _____ Project is ...

Illustrative example

The aim of the Perth and Kinross project is to develop and implement a plan to make Letham the best place for children to grow up.

The project will enable children, families and the wider community to work together with public, private and third sector partners to create a shared local vision, building on Letham's unique identity and existing strengths and assets. The project will ensure that the voices of children, young people and their caregivers shape and influence service design and delivery through listening to each other and learning from the lived experience, hopes, fears and aspirations of Letham residents.

The ambition is to co-create locally based wellbeing services focused on prevention, early intervention, and which build personal and community resilience. Shifting the traditional role of public bodies from being the direct provider of services, to that also of partner, enabler, collaborator, promoter and commissioner of services. This is to be designed by, and for the Letham community. To achieve this, integrated/multi-disciplinary teams working within the local area will be responsible for undertaking the delivery of the Wellbeing Economy project.

As public bodies, we will challenge ourselves to change the way that we traditionally plan, resource, structure and administer our services to enable us to maximise the value of the public pound, increase the benefit that our finite funding can create within the area and deliver on our UNCRC commitments.

Over the last 2.5 years we have been developing a new approach aimed at transforming the way that the Council engages with and supports its communities, with a focus on building stronger relationships and redesigning services to deliver better outcomes. This approach, known as The Perth and Kinross Offer, has a simple vision;

“Working together so that everyone in Perth and Kinross can live life well”

Whilst this particular project will focus on Letham, a community in the west of Perth, it provides an ideal opportunity to test The Offer as a means of radically transforming our public services, with a view of building on and applying our learning from Letham across the whole local authority area.

Contextualising within the community: Have you developed your aim with your community? Will you further develop it with your community?

Again, let's think about the community. How do you plan to engage with the community around the project? A community is made up of people living within a particular geographic region, that can be town, city, region, etc. Co-designing the Wellbeing Economy is only possible if it encourages 'bottom-up' and inclusive development. What will inclusiveness look like in your project? Your project should also explicitly seek to build on the strengths that already exist in the community.

Answer here:

Illustrative example

The broad aim of the project was set out by WEAll Scotland Hub and the Cattnach Trust (project funder) with a view to testing the WEAll Policy Design Guide. The detail of the project is being developed by Perth and Kinross Council with support from Northern Star.

Meaningful community engagement will be integral to the success of the project, with work now being undertaken to design and implement a programme for effective communication, consultation and engagement with the Letham community to create the services that children, families and the wider community need to improve their wellbeing; making Letham the best place for children to live, learn, play and visit.

Keeping track of progress: How will you measure / see whether you achieved your project aim?

We can only deliver the best results, if we know what we want to achieve. Besides, we live in a complex, interconnected and always changing world. Most likely, your project will follow a learning-by-doing process. Knowing what and where you want to achieve will help you stay on track as you navigate through the policy design process to a Wellbeing Economy. What are the expected tangible outputs at the end of the project? What are key indicators of success for goals outlined above?

Answer here:

Illustrative example

Output / Deliverables: (must include final co-created policies ready for implementation as well as documentation of policy design processes, outcomes and learnings)

Process outputs

- Evidence of large-scale engagement with the Letham Community
- Evidence of the voices and views of harder to hear groups and individuals
- Evidence of co-production with the local community and evidence that children and young people of all ages are involved in every aspect of the project
- Effective engagement with public bodies and third sector organisation

Project Outcomes

- [Short term] Council services, partner organisations and the community have an increased understanding of children's wellbeing and what children, families and local communities can do to optimise wellbeing
- [Medium term] Council services, partner organisations and the community understand their role in supporting and improving children's wellbeing through preventative services and joined-up working
- [Long term] Council services, partner organisations and the community align delivery plans, budgets and resources to deliver wellbeing outcomes

Project Outputs

- Agreed wellbeing outcomes for children and young people in Letham
- Aligned and co-ordinated delivery plans co-created with children, young people and the Letham community
- Learning from the process that can be applied to the Perth and Kinross Offer across the local authority
- Reflection and learning from using the WEAll Policy Design Guide

Key evaluation criteria: (for example, co-creation of wellbeing economy policies ready for implementation, expansion WEAll hub, increased community awareness of wellbeing economy, increased learning and documentation of wellbeing economy policy design processes)

Section 2 – PLAN

The next step is to learn more about how you and your team plan the project. Answering the questions below will help you get your ideas in order and set a solid basis for the project.

Stakeholders & Relations building: What is your plan for engaging your community and other stakeholders?

Participation is essential for a Wellbeing Economy. It's important to identify and engage community stakeholders and partners early on in the process. This will help you create trust and

build meaningful and powerful relationships. Who are your key stakeholders? What other important audiences do we need to consider? What strategic partnerships will be needed? How will you invite them to become part of the process?

Check out [stakeholder mapping and relations building guidance here](#) to learn more about early stage stakeholder mapping and relationship building

Answer here:

List stakeholders and partners and briefly explain how you will approach and invite each of them into the process

Stakeholder engagement strategy

Write your “elevator pitch” for this project below. What does this project offer and why?

Illustrative example

List stakeholders and partners and briefly explain how you will approach and invite each of them into the process

We’ve begun to map stakeholders from the Council’s point of view but recognise that we also need to map stakeholders as seen by people from the community, particularly children and young people. We have an online workshop planned for 17th August to bring some of the key Council employee stakeholders into understanding and hopefully supporting the project.

For local community people, which includes children and young people, we have nascent plans to run community participatory mapping sessions looking at who and what connects up the Letham area; identifying who the stakeholders are. We choose to work from a strength-based approach (something like Asset Based Community Development, for example) rather than from a deficit model.

Stakeholder engagement strategy

Write your “elevator pitch” for this project below. What does this project offer and why?

This pioneering project is supporting children, young people, families, the wider community, and organisations like Perth & Kinross Council to work together to create a shared local vision of what children and young people need to flourish, as well as a plan to deliver it.

By bringing children and communities together with decision makers we’ll create a shared roadmap that captures what matters most to people.

This innovative programme is part of a growing movement of people, organisations and businesses across Scotland who are trying to build a Wellbeing Economy. Working together we can think through what we all need to live good lives on a healthy planet and redirect our institutions, policy and practice to work in service of our collective wellbeing.

Considerations & Risks management: What do I need to consider with relation to priorities, trade-offs and power dynamics in my context?

This is a space to reflect on some obstacles the team might face while running the project. Identifying risks upfront can help you be prepared to address them.

Answer here:

List and prioritise potential risks for this project's success and potential strategies to prevent or overcome them

Illustrative example

List and prioritise potential risks for this project's success and potential strategies to prevent or overcome them

We (professionals and council employees in this hub) could easily set out our version of what wellbeing means for Letham, without involving local people, particularly children and young people in shaping the vision for Letham – so we need to involve community people even at this nascent stage.

We need to broker support from our council colleagues and senior staff for this way of working, which is from the ground up, not top down. We recognise that this approach will require significant stakeholder engagement with other services/Leaders within the council as it represents a very different way of working and may feel like a loss of control. It's important that we address this early in the project and continually as the project progresses. We recognise the need for additional development support, capacity building and awareness raising about the behaviours and expectations placed on us as facilitators of a process/approach . We need to place shared decisionmaking as central to this project, so that strategic leaders and folk working on the ground understand how important shared decisionmaking is in this approach.

We may initially need to provide a higher level of direction and support to establish this new way of working, but would aim to reduce this as the community confidence and input increases.

Communications: How will we continuously communicate about the project (and our vision)?

The shift to a wellbeing economy can take time. It's important to ensure accessible public communication and continuous dialogue to build the foundations for long-term transformative change. How do you plan to do so? Also, ask together: What are key target audiences? What are key events to consider in your communication activities and what channels will you use?

Check out here [how to communicate your wellbeing vision](#) to further develop your communication strategy

Answer here:

- Key audience:
- Events to consider:
- Key communication activities:
- Channels you will use: local people passing on the word, local community social media

Illustrative example

- Key audience: local people in Letham
- Events to consider:
- Key communication activities:
we're aware that local people get information from local groups' social media page, rather than the council website. We don't want to use dry, written reports - but want to present the project visually.
- Channels you will use: local people passing on the word, local community social media

Timeline with key milestones

Identify key deliverables and key events that put you closer to your aim. Put them on the timeline so that you can have an overview of the process to design a wellbeing economy and main actions concerning the project.

Milestones Months	1	2	3	4	5	6	7	8	9	10	11	12
e.g. community discussions on what matters for wellbeing												

Section 3 – POLICY CONTEXT

The last part is meant to help you learn more about the policy environment in which your project fits. Reflect on the question below to get a sense of the policy context.

Wellbeing Economy Policy Design

Provide an overview of the policy landscape where you operate. What policy trends and developments are relevant to your project aim? What gaps and opportunities can you identify? Here you might identify some aspects that are already positively contributing to wellbeing in your economy, and existing strengths and capacities from which you could build on. The understanding of gaps and opportunities is a starting point for considering how to prioritise efforts in the project.

Answer here:

Illustrative example

National Imperatives
UNCRC
The Promise
Additional Support for Learning
Covid-19 Recovery: pace & consistency
Equity & Poverty
Health and Wellbeing
Support to parents & families

Which wellbeing economy policy design processes (e.g. crafting and communication wellbeing vision, aligning institutions, etc) do you plan to use in your project?

Which specific methodologies (e.g. the “how”) do you plan to use for each of these processes?

How do you plan to document each of these policy design processes and outcomes?

How will you co-create policies in a way that will ensure they are implemented?

P&K council’s role would be a catalyst rather than a leader. We want to work with local adults, children and young people following the direction they set for us; this is about a "think yes" culture from the P&K Offer - can we do things differently, go away and come up with a plan to carry out the direction that the community has set.

What would this process look like?

This project would set up a series of linked workshops over the course of the year, with a core team of mostly local people, and some professionals from the council. We might present this core team as a locality sounding board; a forum to shape strategy that the locality team of council employees has to implement. Our hub would be a catalyst, that holds space for a regular meeting cycle, to which council workers to come in and out of, in response to what is identified by the core members, who are predominantly Letham community. How we do this is important: relationships are nurtured – we will create a space that can strengthen relationships within the community, rather than extract 'community representatives' into a council process.

As we are following the priorities set by the community, we might bring in council service leaders in response to issues identified by local people, including children and young people, in the space of workshops/other engagement - rather than guaranteeing every service a seat at the table. So elected members and service leaders may provide evidence about council constraints, but also broker solutions for the direction set by the community. Our role as council workers on the core team is partly as a facilitator, to go to our colleagues and secure their support for the changes identified with the community. The method is similar to a mini-public or citizens’ assembly in that we facilitate the space, hopefully with local people as facilitators, and deploy the resources of knowledge, service redesign, and the clout to encourage partnerships – all shaped by and prioritised by adults, children and young people in Letham.