



Greenock South and South West Locality plan 2020

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1 - Introduction

Welcome to Greenock South and South West's locality plan.

The development of this plan is part of a new approach being adopted by Inverclyde Alliance, the area's Community Planning Partnership and Inverclyde Health and Social Care Partnership are working with local communities to plan and deliver services that will make a real difference to the lives of people in Greenock South and South West.

The Community Empowerment (Scotland) Act 2015 placed a legal duty on Inverclyde Alliance to demonstrate that it is making a significant difference to the lives of residents through the planning and delivery of local outcomes and the involvement of community bodies at all stages of community planning. In addition, the Public Bodies (Joint Working) (Scotland) Act 2014 (the Act) puts in place the legislative framework to integrate health and social care services in Scotland. Section 29(3)(a) of the Act requires each Integration Authority to establish at least two localities within the area.

Both these pieces of legislation have provided the opportunity for Inverclyde Alliance and Inverclyde Health and Social Care Partnership to develop six locality plans for the localities listed below.

- Kilmacolm and Quarriers Village
- Port Glasgow
- Greenock East and Central
- Greenock West and Gourrock
- Greenock South and South West
- Inverkip and Wemyss Bay

The purpose of this locality plan is to outline the key issues in Greenock South and South West that have been identified through the statistical information we hold for this locality, as well as extensive engagement with the community.

The locality plan also identifies a range of actions that will be taken to address these issues by both Inverclyde Alliance and the local community in Greenock South and South West working together.

Locality plans should be informed by communities themselves and work is ongoing to set up locality planning groups who will help us to finalise the development of the plans and work with us to deliver them.

The locality plans, and the locality groups, will help to inform and take forward participatory budgeting (PB) in Inverclyde. PB is a way for people to have a direct say in how local money is spent.

This is an exciting opportunity for anyone who would like to get actively involved in the way services are delivered in the future and shape how their local community might look in the future.

Public bodies cannot do this alone, we need to listen to what local people say is important to them and include your views as we plan ahead together.

2 - Locality planning principles

Inverclyde Alliance and the Health and Social Care Partnership agree that the principles for locality planning should be:

- To engage with communities to develop and progress plans for the locality building on community assets.
- To bring community planning public sector partners together with communities to work together to bring about change.
- To co-ordinate and pull together community engagement processes and feedback.
- To work with communities to develop solutions to the issues identified by them.
- To share information across communities and partners.
- To make best use of and share resources.
- To take forward the Health and Social Care Partnership (HSCP) locality planning structures and any other locality based approaches to service delivery.
- To take forward the requirement of Community Empowerment (Scotland) Act 2015.
- Support development of participatory budgeting.
- To meet any future demand from communities or requirements set out by national or local government.



3 - Locality planning membership

The locality plan will be driven by the locality partnership.

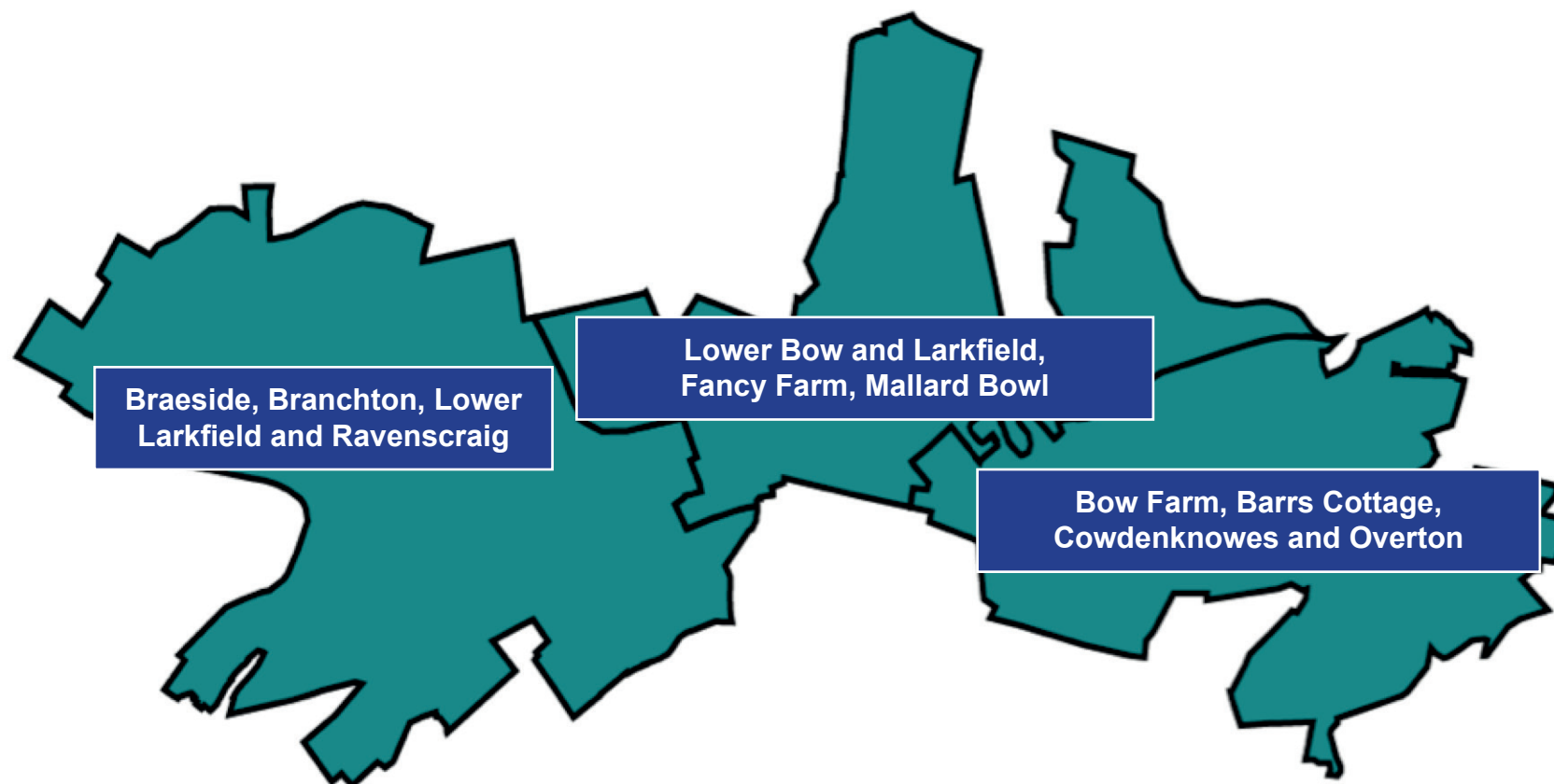
Each locality partnership will consist of:

- The chair
- Elected members for the locality
- Representatives of the third sector (Branchton Community Trust)
- Inverclyde Council community learning and development (CLD) link officer(s)
- Health and Social Care Partnership (HSCP) link officer(s)
- Police Scotland representative
- Scottish Fire and Rescue representative
- Chairs of Community Councils
- Community members
- Representative of the housing sector
- Representative of carers and patients
- Health and social care professionals e.g. GP's, pharmacists, practice nurses

This list is not exhaustive and as each locality partnership develops then more members may be invited or co-opted onto the partnership.



4 - Greenock South and South West area profile



Population

- The estimated population of Greenock South and South West in 2017 was 18,842. (Source: National Records of Scotland)
- 48% of the population is male and 52% female. (Source: National Records of Scotland)

Health

- The early mortality rate, that is death rates for those aged 15-44 was 204.7 per 100,00 in 2016-18. Higher than the Inverclyde figure of 146.1 per 100,000. (Source: National Records of Scotland)
- Greenock South and South West has a higher mortality rate per 100,000 than Inverclyde HSCP for deaths from alcohol conditions, early deaths from cancer and early deaths from coronary heart disease. (Source: National Records of Scotland)
- The rate per 100,000 population for emergency admissions is higher than the figure for Inverclyde as a whole. (9,742 versus 8,528) (Source: ISD/SMR01)

Challenges in Greenock South/South West

- The percentage of children living in low income families within Greenock South and South West was 24% in 2016. (Source: Scottish Government/Open Data)
- In Greenock South and South West 8,765 individuals (47%) live in one of the most educationally deprived data zones in Scotland. For Inverclyde HSCP this figure is 32%. (Source: SIMD 2016)
- The % of babies reported by the parent as being exclusively breastfed at 6-8 weeks post birth in Greenock South and South West between 2015/16 and 2017/18 was 8%. Much lower than Inverclyde as a whole at 15%.

- 62% of the population of Greenock South and South West live in an area that is identified at one of the most deprived in Scotland. (Source: SIMD 2016)
- 62% of the population of Greenock South and South West live in an area where high percentages of people are employment deprived. (Source: SIMD 2016)
- 60% of the population of Greenock South and South West are income deprived. (Source: SIMD2016)

Environmental challenges

- 88.9% of residents in Braeside, Branchton, Lower Larkfield and Ravenscraig live within 500 metres of a derelict land site. 63.8% of residents within Lower Bow, Larkfield, Fancy Farm and Mallard Bowl and 74.8% of residents in Bow Farm, Barrs Cottage, Cowdenknowes and Overton. (Source: Scotpho Onlines Profile Tool)
- 50% of residents in Greenock South and South West live in areas seemed most deprived in regards to crime. (Source: SIMD 2016)
- Housing deprivation is based on whether households are overcrowded or have no central heating. 59% of residents in Greenock South and South West are affected by housing deprivation. (Source: SIMD 2016)

5 - Engaging with the community of Greenock South and South West

Extensive engagement has been carried out with residents in Greenock South and South West to find out what they think about living in the area and identify what improvements they would like to see take place.

Our place our future (2017)

In 2017 Inverclyde Alliance carried out a survey across Inverclyde called 'our place our future' which delved into a wide range of themes from traffic and parking, streets and spaces, to work, care, housing and local amenities.

There were 251 responses from residents living in Greenock South and South West to the 'our place our future' survey. Respondents were asked to rate how satisfied they were with various aspects of living in Greenock South and South West on a rating of 1-7 where 1 represents not at all satisfied and 7 represents very satisfied.

Based on the overall average scores, satisfaction levels were highest with:

- Natural space (4.7)
- Public transport (4.7)

The lowest scoring area in terms of satisfaction was:

- Care and maintenance (3.8)
- Influence and sense of control (3.7)
- Traffic and parking (3.5)

People were asked what you like about your locality:

- Good community spirit
- Good quality schools
- Branchton community centre
- Improved housing
- Good neighbours
- Attractive greenspace

People were asked about their concerns regarding the locality:

- Feel less safe outside in the evenings
- Derelict buildings spoil the area
- Poor pavements & footpaths
- Dog Fouling
- Expensive & unreliable bus service
- Lack of quality jobs available in the area
- Lack of facilities for teenagers

Engagement with people for the HSCP strategic plan 2019-2020 The six 'big actions'

Inverclyde HSCP is built on established integration arrangements. The vision, values and six 'big actions' have been shaped through a wide range of mechanisms of engagement, to reach as many local people, staff and carers as possible. The HSCP have also undertaken targeted engagement with the children and young people of Inverclyde to ensure that their voices are heard.

- **Big action 1** - Reducing inequalities by building stronger communities and improving physical and mental health.
- **Big action 2** - A nurturing Inverclyde will give our children and young people the best start in life.
- **Big action 3** - Together we will protect our population.
- **Big action 4** - We will support more people to fulfil their right to live at home or within a homely setting and promote independent living, together we will maximise opportunities to provide stable sustainable housing for all.
- **Big action 5** - Together we will reduce the use of, and harm from alcohol, tobacco and drugs.
- **Big action 6** - We will build on the strengths of our people and our community.

Engagement with young people for the HSCP strategic plan 2019-2020

219 children from across Inverclyde gave the HSCP their views and identified eight priorities and actions that are important to them. These included:

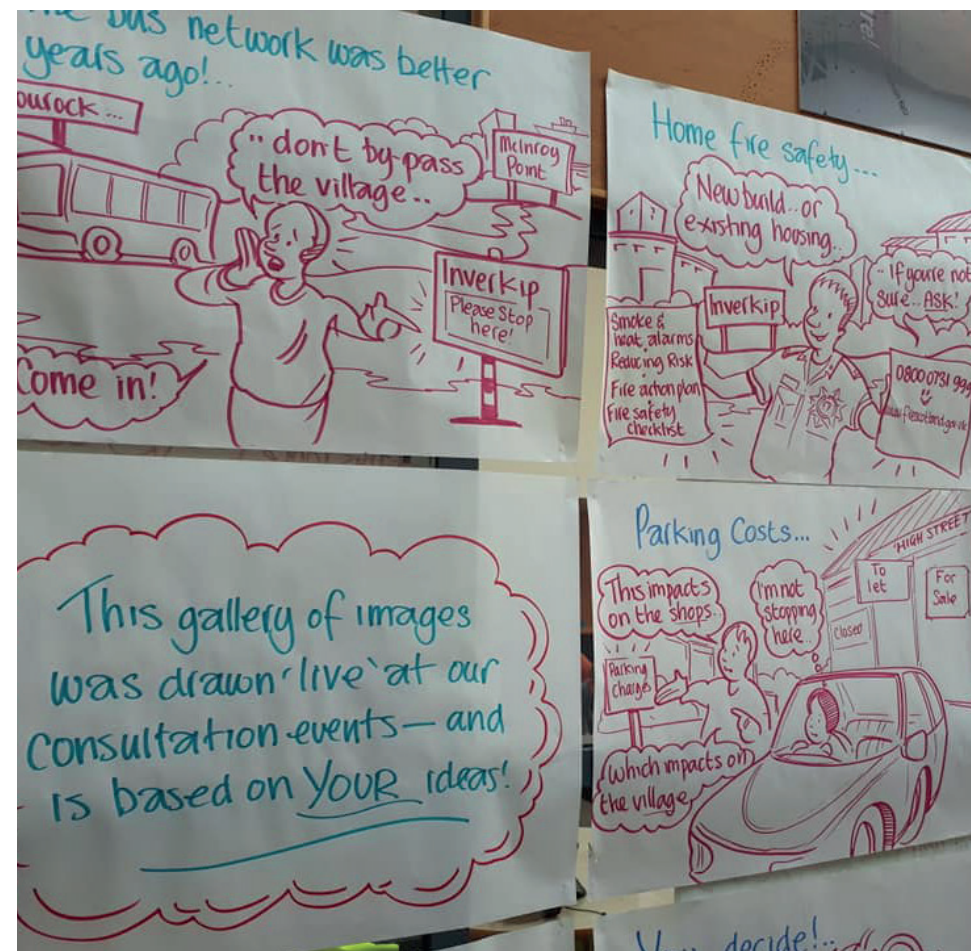
- Life skills education
- Inter-generational participation
- Recovery: celebrating and supporting recovering communities
- Feeling safe and building relationships
- Mental health support, self-care and education
- Addiction: utilising people with lived experience as an educational resource
- Affordability and visibility of services / activities locally.
- Compassion and kindness

‘Celebrate the present, shape the future’ event September 2019

In 2019 Inverclyde Alliance held a series of engagement events across all six localities in Inverclyde called ‘Celebrate the past, shape the future’. The Greenock South and South West event was hosted at Inverclyde Academy on 7 September 2019 and was attended by more than 500 people.

Residents in Greenock South and South West told us that the issues of most concern to them are:

- The provision of parks and play areas
- Activities and facilities for young children and teenagers
- The provision of groups and activities to support health and well being
- Transport and parking provision
- Feeling safe



6 - Greenock South/South West locality priorities

As a result of the extensive engagement that has taken place the following priorities will be taken forward through the locality plan for Greenock South/South West.

- Children have access to good quality parks and play areas
- Children and young people are engaged in activities in Inverclyde that promote wellbeing
- Improve health and wellbeing for people of Greenock South and South West
- People of Greenock South and South West are able to access improved transport and parking across Inverclyde.
- People of Greenock South and South West feel safe to go out at night.

Specific actions relating to Greenock South and South West are outlined in the Locality Action Plan in section 9.



7 - Community assets

Greenock South and South West has a range of physical assets and details of these are contained within the table below. It is important that these assets are fully utilised for the benefit of residents in Greenock South and South West and that consideration is given as to how these assets could be better used in order to improve the quality of life and deliver better outcomes for local people.

People assets (Voluntary / Community Groups)

Greenock Southwest Community Council (last Wed of month, alternates between St Joseph's & St Margarets churches)

Grieve Rd Tenant Community Hall Management Committee

Lady Alice Parent Network

St Joseph's Parent Network

Franciscan Sisters

Cheeky Tots (Grieve Rd Centre, Thurs 11a.m – 1pm)

Creative Writers (SW library Fri 10-12)

St Joseph's Sewing Group (Wed pm)

Chatty Café Crafters (SW library thurs 1.30-3.30pm)

Bead & Blether Group (SW library Fri 1-3pm)

Inverclyde Skywatchers (SW Library Mon 3.30?)

Larkfield, Braeside & Branchton Community Council (first wed of month, Inv. Academy at 6.30pm)

Branchton Community Centre Association

Larkfield Tenants Hall Management Committee

Youth Connections Management Committee

Meadowlark Tenants Hall Management Committee

Aileymill Parent Partnership

St Andrew's Parent Network

Wean's World

WISHES (Women's Initiative for Socialising, Health, Education and Skills)

Digital Creations

Larkfield Housing Association

St Ninians Women's Guild

Branchton over 55s (Closed group, Thurs pm)

Sunday Social

Friends of Coves Reservoir

Physical assets

Schools / Nurseries

Lady Alice Primary & Nursery School
St Joseph's Primary & Nursery School
Bluebird Family Centre
Aileymill Primary School
Aileymill Nursery
St Andrew's Primary School
Larkfield Children's Centre
Inverclyde Academy

Places of Worship

St Margaret's Parish Church
St Joseph's RC Church
St Andrew's RC Church
St Ninian's Parish Church

Leisure

Fancy Farm Tenants Hall
Grieve Road Tenants Hall
Lady Alice Bowling Club
Rankin Park Bowling Club
Police Club

Greenock Southwest Library
Branchton Community Centre
Youth Connections
Ravenscraig Activity Centre
Ravenscraig Sports Stadium
6 play areas (Burns Square, Branchton, Bow farm x2, Grieve Rd & Lady Alice)
Crawl space to access school football pitches
Larkfield Community Garden
Coves Reservoir
Cowdeknowes Reservoir (Murdieston Dam)
Town Reservoir
Greenock Cut
Greenock Golf Club
Whinhill Golf Club

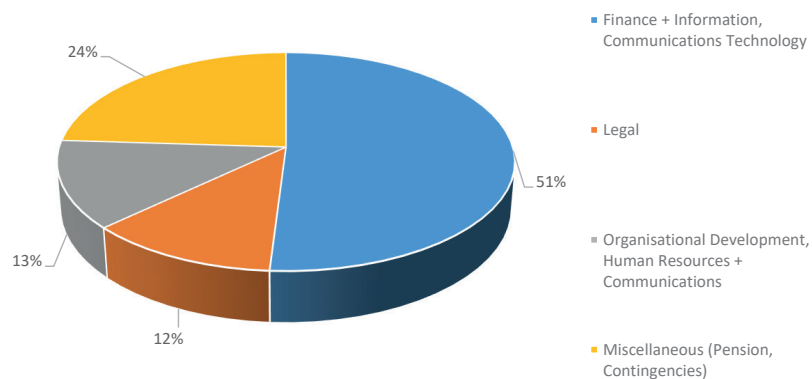
Common good Property

Larkfield Industrial Estate
Whinhill Golf Club

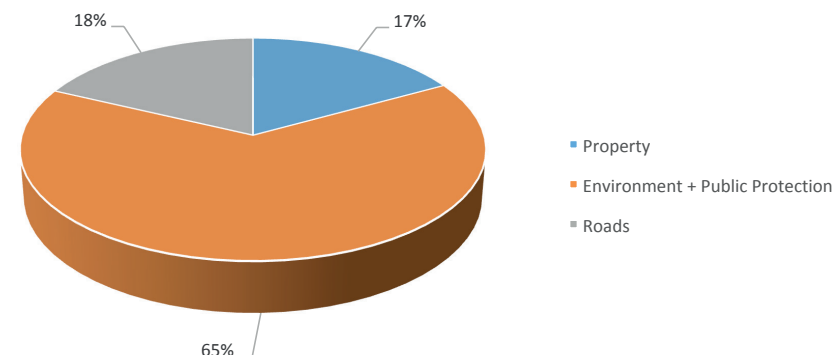
8 - Finance

Council 2019/20 Budgets expenditure breakdown by Service and Income

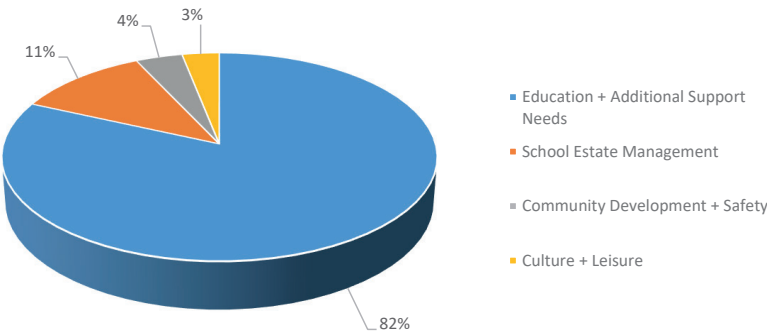
Policy and Resources Committee Expenditure



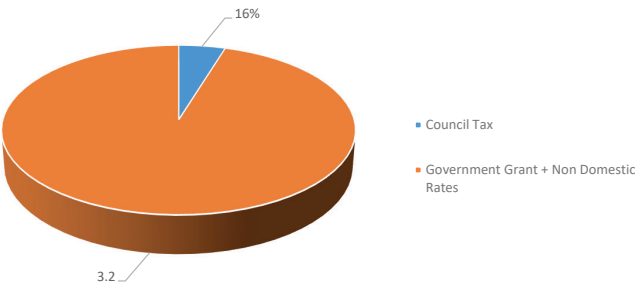
Environment and Regeneration Committee Expenditure



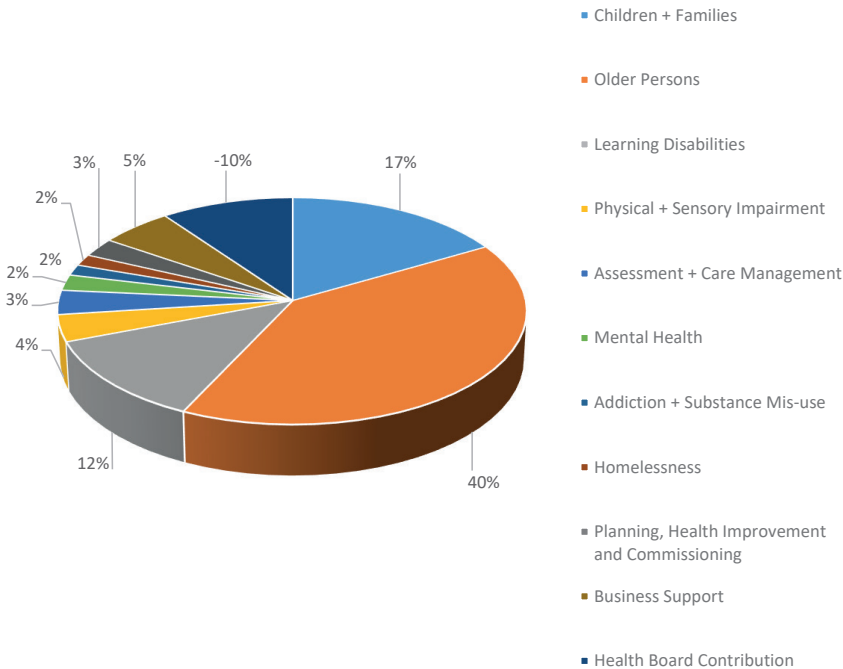
Education and Communities Committee



Where the money comes from: 2019/20 budget

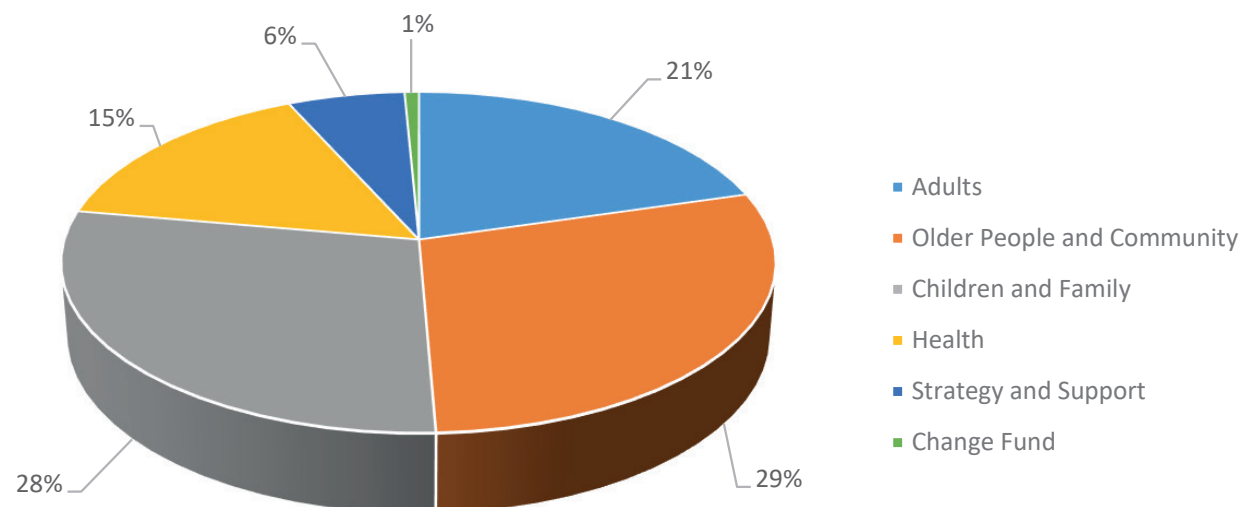


Health and Social Care Committee



9 - Inverclyde Health and Social Care Partnership

Health and Social Care Partnership





10 - Greenock South and South West locality Action Plan

What do we want to achieve?	LOIP Priority	Link to HSCP Six Big Actions	Actions to take this forward	Lead	Timescale/ Progress
Children have access to good quality parks and play areas.	Repopulation and Environment	A Nurturing Inverclyde will give our children and young people the best start in life.	Interested parties to take forward the following: <ul style="list-style-type: none"> • Link the provision of play parks to the Inverclyde playpark strategy. • Identify if there is a need to install any new play equipment in play areas across Greenock South and South West. • Identify actions that could be taken to make the current play parks safer for use. 	CLD/ENVIRONMENT AND REGENERATION	
Children and young people are engaged in activities in Inverclyde that promote wellbeing	Inequalities	A Nurturing Inverclyde will give our children and young people the best start in life.	<ul style="list-style-type: none"> • Ensure that good communication about all activities and facilities for young children and teenagers is in place • Review the provision of youth clubs for teenagers in the area • Identify the activities available for pre-school children • If required – adapt or increase the current provision 	CLD - YOUTH WORK	
Improve health and wellbeing for people of Greenock South and South West	Inequalities	Reducing inequalities by building stronger communities and improving physical and mental health.	<ul style="list-style-type: none"> • Ensure communication for support groups for issues such as bereavement is in place • Identify what social groups the community would like to see established. • Establish groups to support health and wellbeing such as walking groups and exercise classes if necessary. 	HSCP - 3rd Sector	
People of Greenock South and South West are able to access transport to ensure easy transport and parking	Repopulation and Environment	We will support more people to fulfil their right to live at home or within a homely setting and promote independent living.	<ul style="list-style-type: none"> • Evaluate transport links between GS&SW and the rest of Inverclyde and identify any appropriate actions. • Identify the transport related issues that the community would like to see addressed. • Evaluate parking in Greenock South and South West 	HSCP COMMUNITY SAFETY PARTNERSHIP	
People of Greenock feel safe to go out at night	Repopulation and Inequalities	Together we will protect our population.	<ul style="list-style-type: none"> • Work with the Community Safety Partnership to identify the specific issues for Community safety in Greenock South and South West • Members of the community need to feel safe going out in GS&SW particularly in the evening. • Work with agencies to identify and tackle drugs misuse in the area 	COMMUNITY SAFETY PARTNERSHIP	