



Greenock East and Central

Locality plan 2020

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1 - Introduction

Welcome to Greenock East and Central 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 East and Central.

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 (HSCP) 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 East and Central 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 East and Central 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 in Inverclyde. Participatory budgeting 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 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 requirements of the 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.

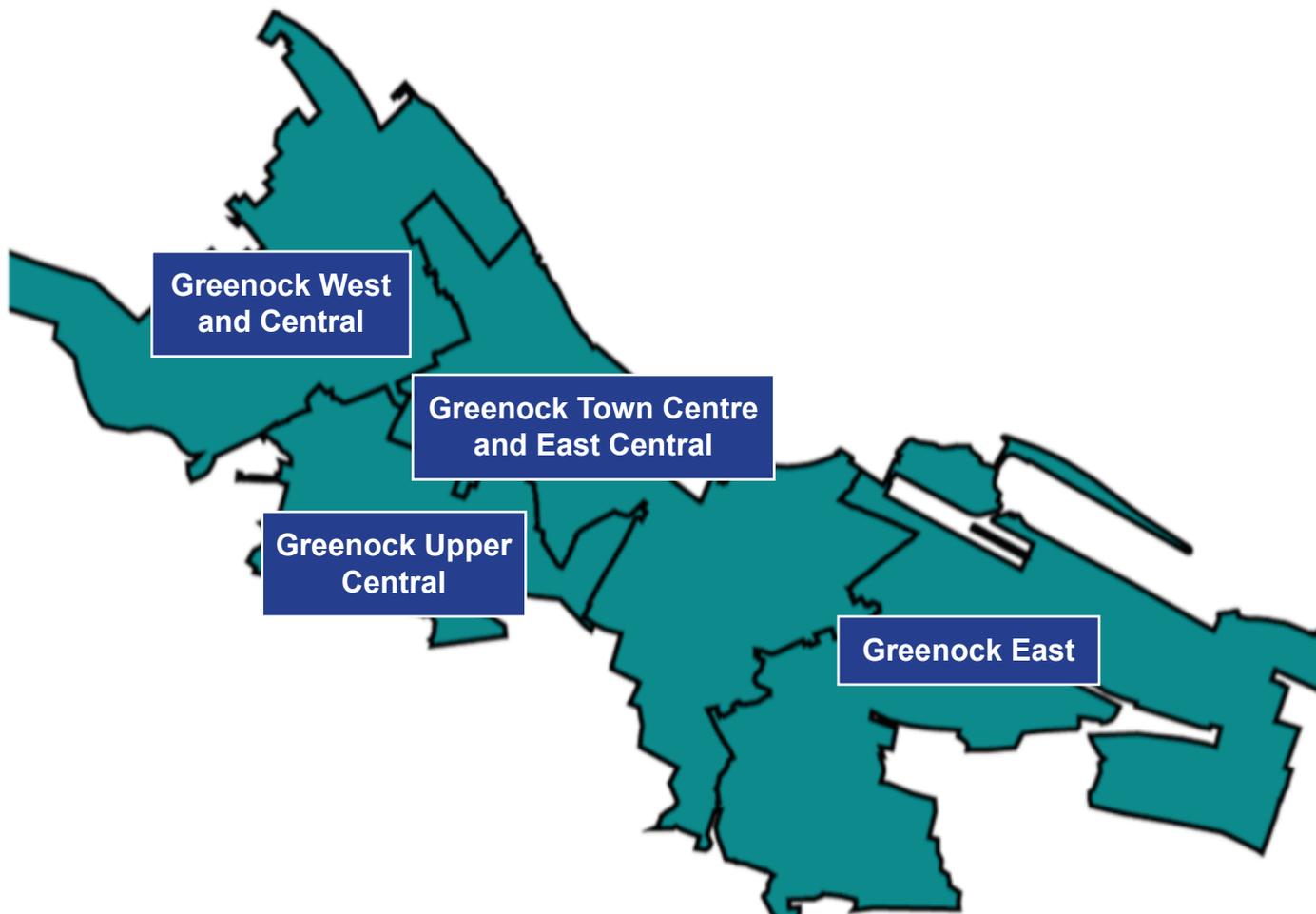
Each locality partnership will consist of:

- The Chair
- Elected Members for the locality
- Representatives of the third and community sector (CVS Inverclyde)
- 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. GPs, pharmacists, practice nurses

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



4 - Greenock East and Central area profile



Population

According to the Scottish Indices of Multiple Deprivation (SIMD 2020):

- There are 31 datazones in the Greenock East and Central locality with an estimated population of 20,826 people.
- 48% of the population is male and 52% is female.
- 3,285 (16%) of the population is aged 0-15 years.
- 13, 482 (64.7%) of the population is working age (16 – 64 years) (SIMD 2020).

Health

- The average life expectancy for a male in Greenock East and Central is 72 years and 79 years for a female.
- The rate of emergency hospital admissions is higher than Scotland as a whole.
- Premature mortality rates in Greenock East and Central are higher than the Scottish average.
- 74% of Greenock East and Central data zones sit within the 20% most health deprived in Scotland.

Economic and environmental challenges in Greenock East and Central

In the locality of Greenock East and Central:

- 68% of the 31 datazones are in the 20% most deprived in Scotland. (SIMD 2020)
- 48% of 31 datazones are in the 5% most deprived in Scotland (SIMD 2020)
- 2,904 (22%) of the working population are identified as 'employment deprived'. (SIMD 2020)
- 5,595 (26%) of the total population are identified as 'income deprived'. (SIMD 2020)
- 42.1% of children in Greenock Town Centre and East Central are living in low income families. This is more than double the Scottish average.
- The percentage of the population in Greenock East and Central who are living within 500 metres of derelict land is significantly higher than the Scottish average.

5 - Engaging with the community of Greenock East and Central

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

Greenock Charrette (2016)

A Charrette for Greenock town centre was undertaken in March 2016. A charrette is an intensive multi-disciplinary planning process that encourages active engagement of stakeholders in developing design ideas collaboratively in response to specific planning and urban design issues.

Key themes emerged from the charrette that helped shape the Greenock Town Centre Development Framework and Regeneration Action Plan.

Development Framework

1. Access traffic and transport
2. Priority buildings and sites
3. Open space networks

Regeneration Action Plan

4. Supporting growth orientated businesses: promoting investment
5. Promoting visitor economy: destination Greenock
6. Exploiting creative industries: arts & culture
7. Community focus: health, wellbeing and repopulation

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 421 responses from residents living in Greenock East and Central to the 'Our Place Our Future' survey. Respondents were asked to rate how satisfied they were with various aspects of living in Greenock East and Central 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 (4.8),
- public transport (4.8)
- social interaction (4.5)

The lowest scoring areas in terms of satisfaction were:

- work and local economy (3.9)
- care and maintenance (3.9)
- influence and sense of control (3.8)
- traffic and parking (3.7)

People were asked "What does the locality like?"

- Lovely natural areas and outdoor spaces
- Good place to live
- Good facilities for younger children
- Good walking routes
- Improved housing
- Well maintained parks
- Plenty of opportunities for social interaction

People were also asked "What is the locality concerned about?"

- Feel less safe outside in the evenings
- Expensive public transport
- Poor image
- Dog Fouling
- Natural space only accessible by car
- Limited job opportunities
- Town centre is declining
- Lack of parking provision
- Lack of things for teenagers to do
- Potholes, Pavements and Pathways

Engagement with Young People (2017)

219 children from across Inverclyde to provide the HSCP their views and identified eight priorities and actions that are important to them as part of the Inverclyde People Plan 2017-2020.

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

Aspiring Communities Fund (2017/18)

Representatives from across the 10 geographical communities that make up Greenock East and Central highlighted the following at a variety of engagement events that took place between December 2017 and March 2018:

- Gourock has a Garden Party and Gourock Highland Games, Port Glasgow has the Comet Festival but there is no recognisable regular activity in Greenock East and Central. This could help build a sense of identity for the area.
- People living in Greenock East and Central perceive that there are fewer families, more older people, more frailer people, those with multiple conditions and more single people living in the locality.

The conversations established some clear themes for future activity including:

- The fall in the population in Greenock East and Central and the "imbalance" in the current population
- Challenges around communication and information sharing with people unaware of the range of activity and services in Greenock East and Central
- Develop a more connected and inclusive community
- Housing
- Long term conditions and mental health
- Social isolation/loneliness
- Training & Employment
- Transport
- Support to the New Scots Community
- Support to Carers

Engagement with people for the HSCP strategic plan 2019-2020 The six “Big actions”

Inverclyde HSCP is built on our established integration arrangements and our 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. We 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.

‘Celebrate the Present, Shape the Future’ Event September 2019

In 2019 Inverclyde Alliance held a series of engagement events across all 6 localities in Inverclyde called ‘Celebrate the past, shape the future’. The Greenock East and Central event was hosted at Broomhill Gardens and Community Hub on 21 August 2019. The attendance numbers were low at this event however, residents in Greenock East and Central told us that that the issues of most concern to them are:

- The Transport Provision in Greenock East and Central is poor especially for the elderly
- Provision for parks and play areas for people in the area
- Support groups for Breastfeeding

‘Our Place Our Future’ Engagement October and November 2019

In September 2019 CVS Inverclyde was awarded funding by the Scottish Government through the Aspiring Communities Fund to deliver the ‘Our place our future’ project in Greenock East and Central. The project will run until November 2020. Through these engagement events in the communities of Gibshill, Strone, Weir Street, Cartsydyke, Bridgend, Greenock Town Centre, Wellpark, Drumfrochar, Broomhill and Prospecthill the challenges as raised by the community included;

- Natural space and environment concerns regarding uncut grass areas litter and dog fouling in the street
- Parks and play areas and holiday play schemes in and around community centres for young children
- Football pitches re-developed where they used to be in the Gibshill area
- Transport issues

6 - Greenock East and Central locality priorities

As a result of the extensive engagement that has taken place the following priorities will be taken forward through the locality action plan for Greenock East and Central.

- People living in Greenock East and Central have improved mental health and wellbeing.
- People in Greenock East Central are more connected with each other and able to access services.
- People living in the Greenock East/Central will have access to employment and training opportunities.
- Children have access to good quality, clean, tidy natural space/parks and play areas.



7 - Community assets

Greenock East and Central 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 East and Central 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)

Broomhill Tenants and Residents Association (TARA) (principal community anchor (source Inverclyde Life, www.inverclydelife.com) organisation)

Physical assets

Schools / Nurseries

Notre Dame High School
Inverclyde Academy (catchment area)
St Patrick's Primary School
St Mary's Primary School
Whinhill Primary School
Lomond View Academy
Whinhill Nursery situated within the school,
Wellpark Children's Centre on Lynedoch Street
Kings Oak Primary School
All Saints Primary School
Blairmore Children's Nursery
Hillend Children's Centre
Glenbrae Children's Centre
Gibshill Family Centre
Enchanted Forest Nursery
Kidology

Places of Worship

Prospecthill Christian Fellowship
St Patrick's RC Church
St Laurence's RC Church
St Mary's RC Church
Mount Kirk Church
Struthers Memorial Church
West Burn Church
Greenock West Church
Wellpark Mid Kirk
Greenock Baptist Church
Greenock East URC Church

Leisure

Broomhill Football Pitch
Bowling Club
Broomhill Allotments
Murdieston Park
Well Park
Lady Octavia Park
Lady Octavia Sports Centre and football pitches
Waterfront Cinema
Mecca Bingo

Physical assets

Beacon Arts Centre
Whinhill Golf Course
Greenock Sports Centre
Waterfront Leisure Centre
Alzheimers Friendship Group
Arthritis Care Greenock and District
Belville Community Garden Trust
Bookbug in Libraries
Broomhill Boys Football Club
Caddlehill Christian Fellowship
Cloch Housing Association Ltd
Crown Care Centre
CVS Inverclyde
Evergreen Home Support
Glenbrae Childrens Centre
Greenock Camera Club
Albany drama club
Greenock Writers Club
HSCP- Advice First
Inverclyde Asthmatic Caring Group
Inverclyde Carers Centre
Inverclyde Employment Rights Centre
Inverclyde Foodbank
Inverclyde Historical Society
Inverclyde Triple P Parenting Programmes
Inverclyde Masters Swimming Club
Inverclyde Macular Group
I-Youth Zone
Mind Mosaic and Therapy

Oak Tree Housing Association LTD
Parkinsons Inverclyde Support Group
Prospecthill Community Focus
River Clyde Homes
SAMH Gateways to Service
Smokefree Community Services
Stedfast Silver Band
Struthers Memorial Church, Greenock
Greenock Community Fire Station
Enable Scotland
Richmond Fellowship
Ardgowan Hospice
Belleaire Football Club
Caddlehill Allotment Gardens
Turning Point (tenancy support)
Gymnastics
Cedars School of Excellence
Creative Writers (WOOPI)
English for Speakers of Other Languages
Financial Fitness Resource Team
Greenock and District Sea Cadets
Greenock Ladies Speakers Club
Greenock Police Athletic and Literary Club
Greigiarious CAS (Community Arts & Singing)
Hillend SC Art Club
Inverclyde Amateur Swimming Club
Inverclyde Bereavement Support Group
Inverclyde Community Development Trust
Inverclyde Employment Rights Centre

Physical assets

Inverclyde Globetrotters
Inverclyde Ironmasters Weightlifting Club
Inverclyde Youth For Christ
Kelly Street Children's Care
Macmillan Cancer Support Benefit Services
Moving Minds
Ocean Youth Trust Scotland (Inverclyde)
Positively Dyslexic (Dyslexia Scotland)
Ramblers Association Scotland Inverclyde Group
Royal Voluntary Service (Inverclyde)
SENIT Foundation (Greenock)
St Patricks Roman Catholic Church
Stepwell
Supporting Adult Literacies Learning (SALL)
The Beacon Arts Centre
The Mount Kirk, Church of Scotland
The Ripe Bunch
Thistle Theatre Company
The Riverview Players (WOOPI)
Trust Care Services
Web Design Team (WOOPI)
Wellington Park Bowling Club
Westburn Parish Church
Women Offenders Group
Young Carers
Reach for Autism
Moving On Inverclyde
Action for Children
Victim support

Safe Harbour
Greenock Morton Community Development Trust
Barnardo's Terrace Road
Samaritans Cathcart Street
Key Housing
Greenock Boxing Club
Shopmobility

Health

Greenock Health Centre
Regent Medical Practice
Ardgowan Medical Practice
Roxburgh Medical Practice

Public transport

Greenock West Station
Greenock Central Station
Cartysdyke Train Station
Bogston Train Station
Whinhill Train Station
Drumfrochar Station (approximately a 5 minute walk from Drumfrochar Rd itself)
There is a frequent bus service in operation from Broomhill to the Town Centre (approximately 10 minute journey). However after 6:30pm there is a limited bus service

Other assets

Scout Hall, Mearns Street
Crawfurdsburn Community Centre
Auchmountain Community Centre
Craigend Resource Centre

Physical assets

Salvation Army
River Clyde Homes offices
Drumfrochar Industrial Estate
Mearns Centre Building (IAMH development)
Community Centre, Peat Road (closed)
South West Library
Albany
Inverclyde Centre for Independent Living
Gibshill Community Centre
Auchmountain Tenant Hall
Greenock Central Library

Common Good Property

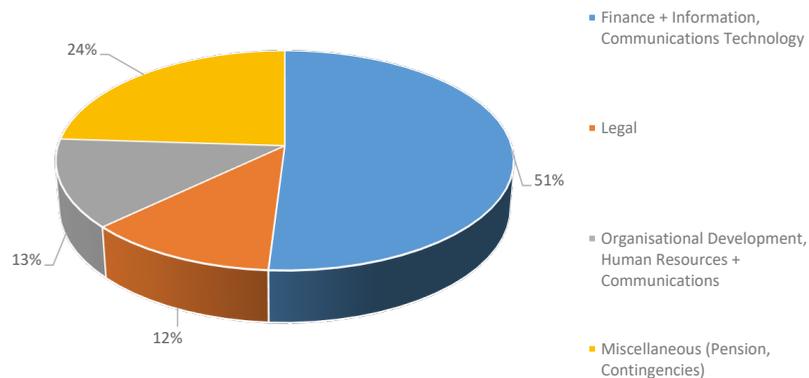
Broomhill Park
Dalrymple Street No 95
Drumfrochar Road No 18
Greenock Municipal Buildings and Town Hall
Hillend Bowling Club
Lady Alice Park
Wellington Park Bowling Club
Whinhill Golf Club
Victoria Bowling Club



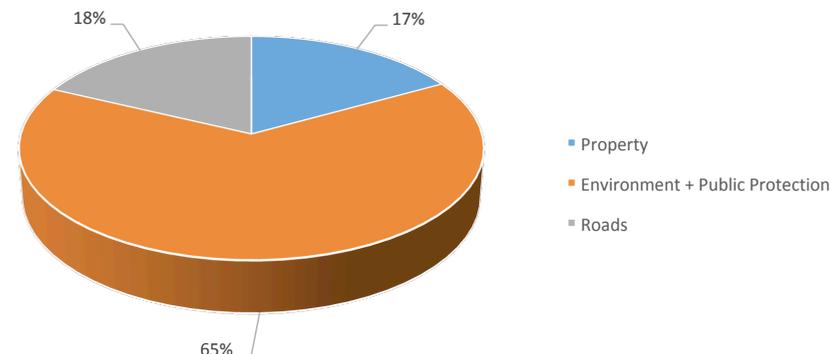
8 - Finance

Council 2019/20 Budgets expenditure breakdown by Service and Income

Policy and Resources Committee Expenditure

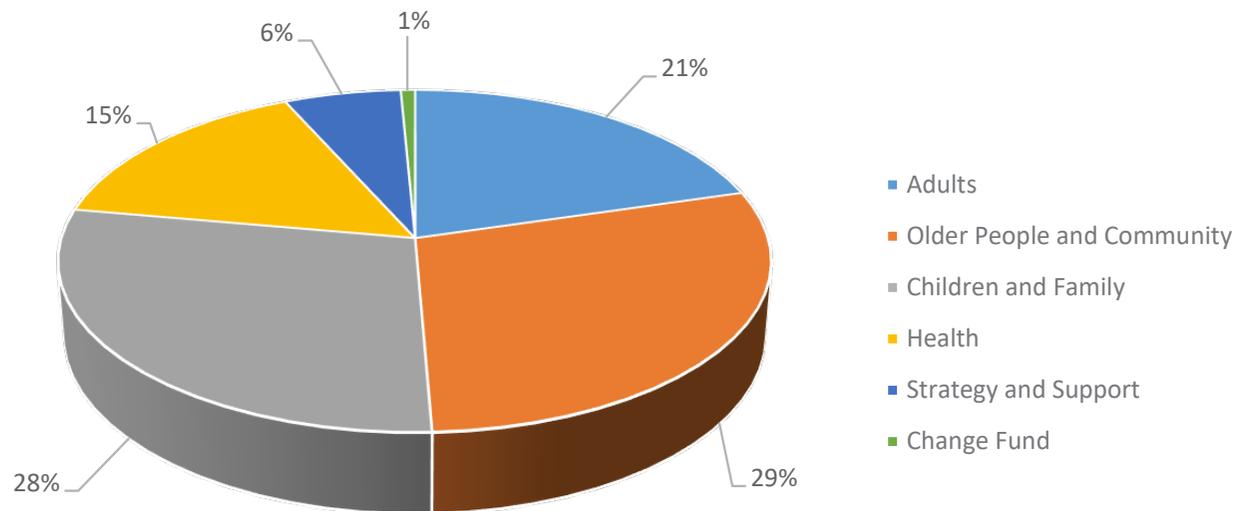


Environment and Regeneration Committee Expenditure



9 - Inverclyde Health and Social Care Partnership

Health and Social Care Partnership



10 - Greenock East and Central 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
People living in Greenock East and Central have improved wellbeing	Inequalities	Reducing inequalities by building stronger communities and improving physical and mental health.	<ul style="list-style-type: none"> • Scope community assets including local support groups • Identify gaps in support groups and support the community and third sector organisations to develop groups • Identify training opportunities for community members on health and wellbeing. 	HSCP - Third sector organisations	
People in Greenock East Central are more connected with each other and able to access services.	Inequalities Repopulation	We will build on the strengths of our people and our community	<ul style="list-style-type: none"> • Explore transport related issues and work together to address them. • Ensure good communication and engagement with communities through developing communication and engagement mechanisms. • Improve access to support carers by promoting the local carers centre • Improve access to support for families through new Scot's community, Barnardo's etc. 	Environment Regeneration and Resources Third sector organisations	
People living in the Greenock East/Central will have access to employment and training opportunities.	Repopulation Inequalities	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"> • Identify and engage with people on further education, employment and, training opportunities they would like to see within their locality. • Explore new learning, employment and training pathways for people who can access them. 	Environment Regeneration and Resources Community Learning and Development	
Children have access to good quality, clean, tidy natural space/ parks and play areas	Repopulation Inequalities	A Nurturing Inverclyde will give our children and young people the best start in life.	<ul style="list-style-type: none"> • Link the provision of play parks to the Inverclyde Play Park Strategy • Identify if there is a need to install any new play equipment in the play areas across Greenock East and Central • Identify action that could be taken to make the current play parks safer for use. 	Environment Regeneration and Resources Third sector organisations	