



Report To:	Inverclyde Alliance Board	Date:	5 October 2020
Report By:	Aubrey Fawcett Chair, LOIP Programme Board	Report No:	
Contact Officer:	Lynsey Logsdon	Contact No:	N/A
Subject:	Review of the Local Outcome Improvement Plan (LOIP)		

1.0 PURPOSE

- 1.1 The purpose of this report is to inform the Alliance Board of a review that has been carried out of the LOIP 2017-22.

2.0 SUMMARY

- 2.1 One of the requirements of the Community Empowerment (Scotland) Act 2015 is that Community Planning Partnerships review their LOIP and revise the plan as necessary.
- 2.2 A review of Inverclyde's LOIP 2017-22 has been carried out to ensure that it is up to date in terms of legislation and policy development, that it contains the latest statistical information and community engagement and to enable an assessment to be made regarding whether the current three priorities are still the right ones for Inverclyde.
- 2.3 The review of Inverclyde's LOIP consisted of the following:
- The strategic needs analysis has been updated to take into account the latest data available.
 - The feedback obtained from the six locality planning engagement events held in August/September 2019 has been incorporated into the plan.
 - The linkages between Inverclyde's local priorities and national outcomes have been updated to take into account the National Performance Framework launched in 2018.
 - A review of each of the three priorities has been carried out.
 - Any performance indicators which have been discontinued or which we are unable to obtain data for have been deleted. All performance indicators have been updated with the most up to date figures that are available.
- 2.4 The LOIP has been revised to take into account the amendments detailed in the paragraph above. A copy of the revised LOIP is contained within Appendix 1 of this report.
- 2.5 The review has concluded that the current priorities which are population, inequalities and the environment are still very much key issues for Inverclyde. However, the data and feedback from communities indicates that consideration should be given to making "the local economy" a priority.
- ## **3.0 RECOMMENDATIONS**
- 3.1 It is recommended that the Alliance Board:
- a) Approves the amended LOIP which is contained within Appendix 1;
 - b) Agrees that "local economic growth" is added as a new priority in the LOIP.

Aubrey Fawcett
Chair, Programme Board & Chief Executive, Inverclyde Council

4.0 BACKGROUND

- 4.1 The Community Planning element of the Community Empowerment (Scotland) Act 2015, placed responsibility on Inverclyde Alliance to develop a Local Outcome Improvement Plan (LOIP).
- 4.2 The LOIP must set out:
- Local outcomes to which priority is to be given by the community planning partnership with a view to improving the achievement of the outcomes;
 - A description of the proposed improvement in the achievement of the outcomes,
 - The period within which the proposed improvement is to be achieved, and
 - A description of the needs and circumstances of persons residing in the area of the local authority to which the plan relates.
- 4.3 Inverclyde's LOIP 2017-22 was developed in 2017 and formally approved by Inverclyde Alliance at its meeting on 11 December 2017.
- 4.4 The development of the LOIP was informed by the following:
- Extensive community engagement that was carried out across Inverclyde to inform the development of the LOIP. The opinions of local residents were sought via a survey and a series of community events, named 'Our Place Our Future'.
 - A comprehensive strategic needs analysis was also developed to inform the development of the LOIP. The strategic needs analysis contained a range of data on population, economy, deprivation, health and the environment that was also used to inform our strategic priorities.
 - A series of workshops were held with members of the Alliance Board to agree the strategic priorities and inform the development of the LOIP.
- 4.5 Inverclyde's Local Outcome Improvement Plan 2017-2022 identifies the following three strategic priorities:
- Population - Inverclyde's population will be stable and sustainable with an appropriate balance of socio - economic groups that is conducive to local economic prosperity and longer term population growth.
 - Inequalities - There will be low levels of poverty and deprivation and the gap between the richest and poorest members of our communities will be reduced.
 - Environment, Culture and Heritage - Inverclyde's environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit.
- 4.6 Under the Community Empowerment Act each Community Planning Partnership is required to review their LOIP and following such a review revise the plan.

5.0 REVIEW OF THE LOIP

- 5.1 A review of Inverclyde's LOIP 2017-22 has been carried out to ensure that it is up to date in terms of legislation and policy development, that it contains the latest statistical information and community engagement and to enable an assessment to be made regarding whether the current three priorities are still the right ones for Inverclyde.
- 5.2 The review of Inverclyde's LOIP has consisted of the following:
- The strategic needs analysis has been updated to take into account the latest data that is available regarding the population, economy, deprivation, health and the environment.

- The feedback obtained from the six locality planning engagement events held in August/September 2019 has been used to update the section on engaging communities within the LOIP.
- The linkages between Inverclyde's local priorities and national outcomes have been updated to take into account the National Performance Framework launched in 2018.
- A review of each of the three priorities has been carried out. This consisted of obtaining the latest data, any feedback from communities and including any new legislation or national initiatives in order to provide a strong and robust evidence base as to why this is a priority within our LOIP. In addition, the list of plans, strategies and initiatives that support each priority have also been updated.
- The LOIP contains an extensive list of performance measures that are used to provide evidence of our success in achieving each priority. Any performance indicators which have been discontinued or which we are unable to obtain data for have been deleted. All performance indicators have been updated with the most up to date figures that are available.

5.3 Population

Analysis of the data and feedback from communities show that declining population remains one of the biggest issues for the area. The population of Inverclyde has continued to fall between 2016 and 2019, people aged over 65 years old reached its highest ever level in 2019 and the percentage of 16-24 year olds has continued to decline. (Source: <https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates>)

According to NOMIS which is a service provide by the Office for National Statistics, one of the most significant changes is in relation to the percentage of young people who are claiming benefits. The percentage of young people aged 16-24 who are claiming benefits has increased since 2017. In 2017 7% (400 young people) were claiming benefits and this rose to 13% (735 young people) in 2020. (Source: <https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabeinct>)

This indicator is based on the number of claimants as a proportion of the resident population of that age. The number of claimants is the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit who are out of work.

Population was one of the key themes that emerged from the series of community engagement events across the 6 localities in 2019. Marketing, infrastructure, amenities for young people, employment and tourism are the key areas that communities want us to focus on.

Inequalities

As with population, the data very much supports this continuing to be a priority in the LOIP. Unemployment rates and working age key benefit claimant figures sit above the Scottish average and income and debt management, child poverty and fuel poverty all remain major issues.

The argument for inequalities being a priority is compounded by the Covid-10 pandemic and SIMD 2020. The impact of Covid-19 within Inverclyde means that tackling the issues that cause inequalities has even greater importance. In addition, with evidence that levels of deprivation are increasing and SIMD 2020 shows that the most deprived data zone in Scotland is Greenock Town Centre reinforces why inequalities should remain a priority.

Environment and Culture

In relation to the environment, there are a number of issues highlighted by the data and community engagement that we need to tackle. We have been successful in reducing derelict land from 90.68ha in 2016/17 to 60.9ha in 2018/19. It is still the case however, that 55.9% of the population of Inverclyde live within 500 metres of derelict land. This is higher than the Scotland wide figure of 29.76%. Vacant land within Inverclyde has increased from 74.73ha in 2016/17 to 93.8ha in

2018/19. (Source: [Inverclyde Council Land Surveys](#)) However, this can be attributed to the reduction in derelict land and the benefit of this is that we now have land ready to be re-developed.

Communities have told us that improving the condition of paths and cycle paths and providing more walking and cycling routes is important to them. The Covid-19 pandemic has made improving walking and cycling facilities even more important.

Inverclyde Council is progressing with more than £900,000 of walking and cycling improvement funding ring-fenced by Scottish Government grants this includes the Spaces for People funds.

The statistics tell us that fire safety is an issue that we need to focus on. In 2018/19 Inverclyde had the highest rate per 100,000 population for the total number of fires in Scotland. Inverclyde had a figure 680.7 per 100,000 population and the Scotland wide figure was 491.5.

(Source: <https://www.firescotland.gov.uk/about-us/fire-and-rescue-statistics.aspx>)

Improving access to green space would improve the health and well-being of the population of Inverclyde. Those living in the most deprived areas are 10 times less likely to live in the greenest areas. People who live closer to green spaces tend to live longer than those with no green space.

The only evidence we have in relation to culture is that cultural engagement by adults in Inverclyde is slightly lower than the Scotland wide figure. For example, cultural engagement by adults in Inverclyde was 87% in 2018, compared to 90% in Scotland.

(Source: <http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde>)

6.0 NEW PRIORITIES

6.1 One of the purposes of conducting the review is to assess whether there are any new or emerging issues that we should consider making a priority in the LOIP.

6.2 The data is showing us that “the local economy” is one of the biggest issues in Inverclyde right now. It was already a growing issue prior to the pandemic and Covid-19 has only exacerbated the situation. For example, the data is telling us that:

- Total jobs growth in Inverclyde is forecast to remain at 0% on average each year until 2029, compared to 0.3% jobs growth in Scotland. (Source: [SDS Regional Skills Assessment](#))
- In 2019 gross weekly pay fell by £22.40 and is below the national average.
(Source; <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8>)
- In 2018 average gross annual pay in Inverclyde was approximately 14% lower than in Scotland.
(Source: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8>)
- Following a significant increase in the number of new enterprise births between 2010 and 2015 peaking at 250 (2015) in Inverclyde, there has been decrease in the number of new enterprise births dropping to 210 in 2018. The number of enterprise deaths in Inverclyde fluctuates from year to year and in 2018 it peaked at 225, the highest level in the previous 8 year period. This is following a similar trend to the Scottish national number of new enterprise births and deaths between 2015-2018. This may coincide with the BREXIT vote In June 2016.
(<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

- There are a lower number of economically active people in employment in Inverclyde (70.6%) compared to Scotland as a whole (74.8%). (October 2018-19) (Source: [NOMIS Labour Market Profile Inverclyde](#))
- The percentage of young people who are claiming benefits has increased from 7% in 2017 to 13% in 2020. (Source: <https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabeinact>)
- Over the period Jan18 – Dec 18, there were 5000 workless households in Inverclyde and 19.2% of them had at least one person aged 16-24. The rate of workless households is higher in Inverclyde compared to Scotland and GB. (Source: [NOMIS Labour Market Profile Inverclyde](#))
- Since 2008, the proportion of the working age population with no qualifications has fallen steadily from 16% to 13.2%. (Source: [NOMIS Labour Market Profile Inverclyde](#))
- It is anticipated that the Covid-19 pandemic will exasperate existing issues around income and debt management. The count for those receiving universal credit in Inverclyde increased by 2,119 between March and May 2020. This number includes an increase of over 500 recipients receiving in-work benefit and provides evidence of the impact of Covid-19 on households in Inverclyde.

6.3 It is recommended that “local economic growth” is added as a new priority in the LOIP. If this is agreed by the Alliance Board, a new priority will be drafted and brought back to the next meeting of the Alliance Board for approval.

7.0 IMPLICATIONS

7.1 Legal: none at present
 Finance: none at present
 Human Resources: none at present
 Equality and Diversity: none at present
 Repopulation: repopulation is a priority within the Inverclyde Outcomes Improvement Plan.
 Inequalities: inequalities is a priority within the Inverclyde Outcomes Improvement Plan.

8.0 CONSULTATIONS

n/a

9.0 LIST OF BACKGROUND PAPERS

9.1 Inverclyde’s Local Outcome Improvement Plan 2017-2022

Inverclyde Alliance

Outcomes Improvement Plan

2017 – 2022



Moving Forward Together



Inverclyde Alliance



This document can be made available in other languages, large print, and audio format upon request.

Arabic

هذه الوثيقة متاحة أيضا بلغات أخرى والأحرف الطباعية الكبيرة وبطريقة سمعية عند الطلب.

Cantonese

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。

Gaelic

Tha an sgrìobhainn seo cuideachd ri fhaotainn ann an cànanan eile, clò nas motha agus air teip ma tha sibh ga iarraidh.

Hindi

अनुरोध पर यह दस्तावेज़ अन्य भाषाओं में, बड़े अक्षरों की छपाई और सुनने वाले माध्यम पर भी उपलब्ध है

Mandarin

本文件也可应要求，制作成其它语文或特大字体版本，也可制作成录音带。

Polish


Dokument ten jest na życzenie udostępniany także w innych wersjach językowych, w dużym druku lub w formacie audio.

Punjabi

ਇਹ ਦਸਤਾਵੇਜ਼ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ, ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ ਅਤੇ ਆਡੀਓ ਟੇਪ 'ਤੇ ਰਿਕਾਰਡ ਹੋਇਆ ਵੀ ਮੰਗ ਕੇ ਲਿਆ ਜਾ ਸਕਦਾ ਹੈ।

Urdu

درخواست پر یہ دستاویز دیگر زبانوں میں، بڑے حروف کی چھپائی اور سننے والے ذرائع پر بھی میسر ہے۔

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Foreword

Councillor Stephen McCabe, Leader of Inverclyde Council and Chair of Inverclyde Alliance

As Chair of the Inverclyde Alliance, the Inverclyde Community Planning Partnership, I am delighted to introduce Inverclyde's Outcomes Improvement Plan 2017 – 2022. This Plan sets out what the Inverclyde Alliance wants to achieve by way of improving outcomes over the short, medium and longer term for the citizens of Inverclyde.

The Alliance achieved significant progress in delivering the outcomes contained within our Single Outcome Agreement 2013/17 and this has informed partners' views on what the key issues for Inverclyde continue to be and how these should be taken forward in this Outcomes Improvement Plan.

We have also undertaken a Strategic Needs Assessment to enable the Alliance to make an informed appraisal of where the greatest needs of our communities lie and where partnership working could make the greatest impact.

Communities from across Inverclyde have been engaged in the development of the priorities within this OIP to ensure that the agreed priorities are the right ones and will make the most difference to people's lives. We have called this Plan 'Moving Forward Together' because we recognise that working with communities will be fundamental to the successful delivery of these priorities and that communities themselves often have the answers to the problems experienced by those living in their area. 'Moving Forward Together' will be a core principle as we further embed our approaches to early intervention, community empowerment and co-production.

As a Partnership, we recognise that whilst challenges will undoubtedly lie ahead, Inverclyde also has a number of substantial strengths that we can build upon. All partners are focussed on ensuring that all our children, citizens and communities are safe, healthy, achieving, nurtured, active, respected, responsible and included through the delivery of the three strategic priorities contained within this Plan.

Through this Outcome Improvement Plan we will work to ensure that we get it right for every child, citizen and community in Inverclyde. We are committed to improving outcomes for all our citizens' but particularly those living in our most deprived communities and our most vulnerable residents.

Partnership working is more important now than it has ever been, with the need to deliver better, more targeted services together, using shared resources where possible. The Alliance is committed to continuing to develop co-ordinated, effective, efficient services together, that meet the needs of our communities and deliver better outcomes for all.

Councillor Stephen McCabe
Chair of Inverclyde Alliance Board
Leader of Inverclyde Council

Introduction

Inverclyde's Outcomes Improvement Plan (OIP) 2017/22 sets out the outcomes that the community planning partners in Inverclyde, known as the Inverclyde Alliance, will seek to improve, which in turn should improve the wellbeing and quality of life of the residents of Inverclyde, with a particular focus on reducing inequality and poverty.

The Community Empowerment (Scotland) Act 2015 placed a legal duty on community planning partners to demonstrate that they are making a significant difference to the lives of their residents through the planning and delivery of local outcomes and the involvement of community bodies at all stages of community planning.

The Act places a very specific focus on tackling inequalities for those that are most disadvantaged in our communities and this should be articulated in a Local Outcomes Improvement Plan which must be:

- Clearly based on evidence and analysis of the area and its communities, variations in outcomes between communities and the communities and outcomes where improvement is a priority;
- Specific about the preventative work required by the plan and how resources will be used in new ways to support prevention;
- A driver for CPPs to develop integrated approaches to improving outcomes;
- A focus for the CPP to identify where partnership working adds value and genuinely improves outcomes;
- Clearly based on active participation by communities and community organisations;
- Clear about the resources necessary to deliver the planned improvements and how they will be provided by the statutory partners;
- Precise about the level of improvement and timescales for each improvement commitment in the plan;
- Clear about scrutiny, performance and accountability arrangements for the plan.

Inverclyde Alliance Board

The Inverclyde Alliance Board is made up of the following members:

- | | |
|---|---|
| • Community Councils Forum | • Skills Development Scotland |
| • NHS Greater Glasgow and Clyde | • Strathclyde Fire and Rescue |
| • Inverclyde Chamber of Commerce | • Scottish Enterprise |
| • Greenock and District Trades Council | • Strathclyde Partnership for Transport |
| • Inverclyde Council | • Strathclyde Police |
| • West College Scotland | • CVS Inverclyde |
| • Job Centre Plus/Department of Work and Pensions | • The Scottish Government |

In addition to the above, locally there are a number of other partner agencies who are involved in the delivery of the outcomes such as Riverside Inverclyde, River Clyde Homes and Inverclyde Leisure, among others.

Each of these organisations has made a commitment to delivering the outcomes for Inverclyde and the OIP covers all the services delivered by partners operating within the Inverclyde Alliance.

The OIP will run on a five year rolling basis, while being subject to annual reviews and sits within the Council's, public bodies' and Scottish Government's duties in relation to Community Planning and Best Value.

The OIP has been, and will continue to be, developed in consultation and through engagement with all relevant stakeholders and the communities of Inverclyde.

We want to get it right for everyone in Inverclyde, but recognise that there are particular communities that require targeted attention. Those areas which are identified as being subject to multiple deprivation and experiencing the greatest inequalities will receive targeted interventions in regard to housing, health, community safety, environmental improvements and community capacity building etc. We have developed Locality Plans for three areas in Inverclyde which experience the greatest level of inequality and deprivation, using a wide variety of data including the Scottish Index of Multiple Deprivation, to identify those areas. In the plans we set out priorities to improve outcomes for communities that have been developed with communities. These Plans cover the localities of:

- Port Glasgow
- Greenock East and Central
- Greenock South and South West

Our Vision for Inverclyde

The Community Planning Partnership vision for Inverclyde is:

‘Nurturing Inverclyde: Getting it right for every Child, Citizen and Community’

This means that the Alliance will work in partnership to create a confident, inclusive Inverclyde with safe and sustainable, healthy, nurtured communities, and a thriving, prosperous economy, with active citizens who are resilient, respected and responsible and able to make a positive contribution to the area.

As part of the Nurturing Inverclyde approach, the Inverclyde Alliance, are focussing on achieving wellbeing outcomes for our communities, which have been adapted from Getting it Right for Every Child. The wellbeing outcomes have been expanded so that they include all our citizens and communities in Inverclyde.

We want all our children, citizens and communities to be:

Safe	Protected from abuse, neglect or harm and supported when at risk. Enabled to understand and take responsibility for actions and choices. Having access to a safe environment to live and learn in.
Healthy	Achieve high standards of physical and mental health and equality of access to suitable health care and protection, while being supported and encouraged to make healthy and safe choices.
Achieving	Being supported and guided in lifelong learning. Having opportunities for the development of skills and knowledge to gain the highest standards of achievement in educational establishments, work, leisure or the community.
Nurtured	Having a nurturing place to live and learn, and the opportunity to build positive relationships within a supporting and supported community.
Active	Having opportunities to take part in activities and experiences in educational establishments and the community, which contribute to a healthy life, growth and development.
Respected and Responsible	Respected and share responsibilities. Citizens are involved in decision making and play an active role in improving the community.
Included	Overcoming social, educational, health and economic inequalities and being valued as part of the community.

Our Place

Inverclyde is located on the west coast of Scotland and is one of the most attractive places in Scotland to live, work and visit, with breath-taking scenery, excellent transport links to Glasgow and Edinburgh, some of the best walking and sporting activities in Europe and the best school estate in Scotland.

The main towns of Greenock, Port Glasgow and Gourock sit on the Firth of the Clyde. The towns provide a marked contrast to the coastal settlements of Inverkip and Wemyss Bay which lie to the South West of the area and the picturesque villages of Kilmacolm and Quarriers Village which are located further inland, and offer a further dimension to the area's diversity, particularly in social, economic and physical terms.

A strong sense of community identity exists within Inverclyde and to local neighbourhoods in particular. Local citizens are rightly proud of their area, and its history which is steeped in centuries of maritime and industrial endeavour.

The estimated population of Inverclyde as at 30 June 2019 was 77,800, accounting for 1.4% of the total population of Scotland. There are more women than men in Inverclyde, 40,512 females compared to 37,288 males. 16% of Inverclyde's population is aged 16 years or younger whilst 63% is of working age. 21% of the population is of pensionable age.

In order for the Alliance to evaluate where partnership working will add the greatest value, it needs to have a clear understanding of the current and future health, social and economic needs of the population. A comprehensive Strategic Needs Analysis for Inverclyde has been developed to inform the identification of the priorities in this Outcome Improvement Plan. You can view the Inverclyde Strategic Needs assessment here: <https://www.inverclyde.gov.uk/council-and-government/community-planning-partnership/inverclyde-outcome-improvement-plan>

It should be noted however that the Inverclyde Strategic Needs Assessment does not stand alone and as well as the Alliance partner plans and strategies that support it, additional information on the needs of Inverclyde and its population can be found in the following:

- The Inverclyde Health and Social Care Partnership Strategic Needs Assessment
- The Inverclyde Alliance Joint Children's Services Strategic Needs Assessment
- The Inverclyde Community Safety Strategic Needs Assessment

What does our Strategic Needs Analysis tell us?

Population

- A declining population has implications for the future of services within Inverclyde, in particular the projected decline in the numbers of young people and working age population, coupled with the substantial increase in the numbers of over 60s will place additional pressures on those services required by an ageing population. There is therefore a need to ensure that we retain our young people living in the area.
- More local jobs will be the biggest determinant of future population growth and critical to attracting migrants and retaining young people currently living in Inverclyde.
- Partners need to ensure that appropriate support is available that meets the changing needs of our older people e.g. older adults are at increased risk of being socially isolated or lonely which in turn impacts on health and wellbeing.
- The Alliance needs to continue with its Strategy and Action Plan to attract people to move to the area. A poor perception of the area is the primary reason given by our young people who are considering leaving. Also, the vast majority of people leaving Inverclyde are moving elsewhere in Scotland and Inverclyde has been less successful than other areas in Scotland in attracting in migrants, although the recent increase in the number of migrants moving to Inverclyde is encouraging. Promoting a positive image of the area, alongside the continuing regeneration of the area, should be integral to the work of the partnership.

Economy

- Inverclyde's employment remains heavily reliant on the public sector. With public sector budgets reducing resulting in a shrinking workforce in this sector, this will put additional pressure on the local employment market.
- The reduction in the working age population of Inverclyde is a long term issue for the partnership.
- The forecasted changes in the employment market means that partners must ensure that any planned / future training and upskilling opportunities take cognisance of the predicted market changes to ensure residents have the best possible chance of gaining employment locally.
- The widening of the gap once again between Inverclyde and Scotland in relation to gross weekly pay will require further analysis to ascertain the reasons for this.
- Following a positive trend up to 2015 there has been a decline in the number of new enterprise births. Inverclyde's business base remains relatively narrow with a lower business survival rate than the Scottish average. Growing small businesses is one route to employment growth.
- Business density remains well below the Scotland average and there continues to be a challenge in growing private sector jobs.
- Tackling entrenched rates of benefit dependency remains a challenge. Inverclyde consistently exceeds the rest of Scotland for rates of alcohol & drugs addiction, clients reporting with mental health issues or disabilities and clients with additional barriers such as Carers. Additional, targeted support is required for those furthest from the employment market
- The number of residents in Inverclyde with no qualifications is higher than the Scottish average and acts as a barrier to finding employment.

Deprivation

- Income and employment deprivation is a significant issue for a large number of people living in Inverclyde. There is a need to ensure that those living in our most deprived areas maximise their incomes and that appropriate training and support is available to those that find it most difficult to move into the employment.
- Child poverty in Inverclyde is growing, with more than 1 in 4 children estimated to be living in poverty. The root causes of child poverty need to be tackled by partners including, the promotion of the living wage, reducing unemployment, access to good quality, affordable childcare, adults skills provision to assist in accessing employment, affordable housing.
- People in our most deprived areas are spending a higher proportion of their income on fuel. We need to ensure that our homes are energy efficient to keep bills down and that fuel poverty support is targeted towards lower income households.
- The ongoing improvement in attainment for those young people living in the most deprived 20% is encouraging. Closing the attainment gap and raising the skills of our young people will ensure that young people are not disadvantaged from an early age.

Health

- There has been a small decrease in life expectancy for both males and females in Inverclyde following an improvement in recent years. Stark health inequalities continue to exist in life expectancy and other health outcomes across communities in Inverclyde.
- Obesity is a growing issue both nationally and locally. Children in Inverclyde are at a slightly higher risk of weight problems compared to the national average and this has potentially serious implications for their health later in life. There is therefore a need to promote healthy, active lifestyles from early years onwards.
- Alcohol and drug misuse continues to be far higher than the national levels and targeted approaches through the work of the Alcohol and Drug Partnership will continue to be important.
- It is anticipated that as the population ages, growing numbers of Inverclyde residents will be at risk of developing dementia. The partnership needs to consider how it can effectively meet the needs of people with dementia to ensure that they have the best possible quality of life, whilst also supporting families caring for those with dementia.
- Based on current trends, an ageing population will result in a continued increase in the number of hospital admissions as well as increased demand for home care services. This will place an even greater demand at a time of shrinking budgets. Ensuring that the needs of the older population are being met will present the partnership with serious challenges.

The Environment

- Satisfaction levels with natural / open space are high overall however there is lower usage of outdoor space in our most deprived communities who have a lower frequency of visits but who stand to benefit the most.
- Levels of cultural engagement in Inverclyde have remained relatively unchanged between 2012-2018 and are marginally lower than the Scottish average.

- There has been a significant decrease in recorded crime in Inverclyde between 2009/10 and 2018/19.
- Fire call outs in Inverclyde are the highest in Scotland.

Engaging with our Communities

Extensive community engagement has been carried out across Inverclyde to inform the development of this LOIP. This engagement has provided us with a clear, evidence-based and robust understanding of local needs, circumstances and the aspirations of local communities. The feedback from local communities has informed our strategic priorities and the key issues that the Alliance will focus on tackling.

Our Place Our Future



The opinions of local residents were sought via a survey and a series of community events, named 'Our Place Our Future'. The engagement was carried out using the national Place Standard Tool (<http://www.placestandard.scot/#/home>) to gather the views of people across Inverclyde. Those that responded to the survey were asked to consider how satisfied they are in relation to each of the 14 themes of the Place Standard:

- | | |
|----------------------------------|----------------------------------|
| - Work and local economy | - Housing and community |
| - Social interaction | - Identity and belonging |
| - Feeling safe | - Care and maintenance |
| - Influence and sense of control | - Moving around |
| - Public transport | - Traffic and parking |
| - Streets and spaces | - Natural space |
| - Play and recreation | - Facilities and local amenities |

The engagement was carried out via a wide range of mechanisms to reach as many people as possible:

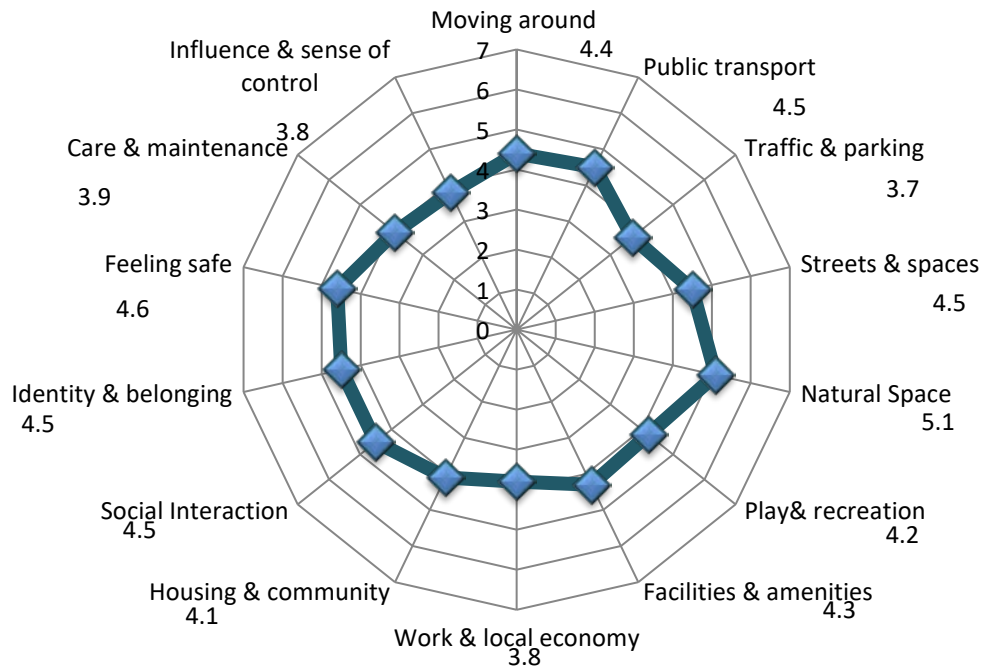
- Social media and online advertising e.g. school websites, online newspapers, community group websites
- A series of community 'drop-in' days across Inverclyde
- Stalls in public places with high footfall e.g. town centres and supermarkets
- Across community networks and groups including ESOL classes, LGBTI, Youth Council, Older People's and Women's groups. Your Voice Community Care Forum also engaged with residents with health conditions/ patient groups, disability, women's groups, faith groups and those in recovery from addiction.

In total, we had a participation rate of just under 2% of the population over 16 years of age. There was also targeted engagement with the Youth Council to ensure that the voices of children and young people were heard.

Such comprehensive data encompassing a wide range of issues has not previously been available to the partnership and as such we must capitalise on the opportunity that this presents us with. We plan to carry out the survey again in 3 years to allow us to measure the progress that has been achieved in terms of improved residents' satisfaction. We will also feed the results of this engagement back to our communities and set out how this has shaped and influenced the priorities in this plan. In doing this we hope to reinforce participation and encourage stakeholders to continue to be actively engaged in setting the improvement agenda for Inverclyde.

The diagram on the following page provides an overview of levels of satisfaction with the key areas covered in the survey. A score of 1 represents 'not at all satisfied' whilst a score of 7 represents 'completely satisfied'.

Inverclyde average scores



Whilst the Our Place Our Future Survey was the largest community engagement exercise carried out by the Alliance, it is just one strand of the engagement that has been carried out with our communities. Other forms of engagement include:

‘Celebrate the present, shape the future’ events 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 purpose of the events was to give local communities an opportunity to be involved in and have meaningful engagement with Inverclyde Alliance and its partners. At the events, people were asked what they liked about living in their area and the key issues that they would like to see tackled. Over 700 members of the community attended the events and below are a number of key themes that emerged.

- Communication and engagement
- Employment
- General infrastructure
- Housing
- Pavements / cycle paths
- Roads
- Schools
- Transport
- Community
- Environment
- Health and Social Care
- Parking
- Population
- Community safety
- Tourism
- Young people

Inverclyde’s Citizens’ Panel

Inverclyde’s Citizens’ Panel consists of 1000 Inverclyde residents who are representative of the population. Members of the Citizens’ Panel are regularly asked for their views on a range of issues and we consulted with them regarding the outcomes they thought should be addressed in the new Outcome Improvement Plan 2017/22.

#Clyde Conversations

#Clyde Conversations is a partnership conference specifically aimed at harnessing the views and opinions of Inverclyde’s young people in relation to health and wellbeing. The conference was established to build on the wealth of information emanating from the Inverclyde Young People’s Health and Wellbeing Survey (2013), which had an unprecedented response rate of 83%. The conference takes place every eighteen months and is planned and delivered by Inverclyde’s young people. The conference itself provides a

Updated September 2020

unique opportunity for secondary pupils across Inverclyde to meet, engage and jointly plan with policy makers and other community leaders on the issues that matter to them.

Town Centre Regeneration Forums

Town Centre Regeneration Forums have been established in Port Glasgow, Greenock and Gourock. These forums are designed to increase the involvement of local residents in the regeneration process, with residents helping to drive forward economic, physical and social change in their communities, working alongside and collaboratively with the public, private and third sectors. Each of the regeneration forums meet quarterly.

Future Engagement

Community engagement will be integral to the delivery of this Inverclyde Outcomes Improvement Plan and continue to shape it as it moves forward. Our Annual Reports will include details of how this has been carried out.

Our Priorities

The Alliance has considered the issues arising from the Strategic Needs Assessment, coupled with what our communities have told us is important to them. Three strategic priorities have been identified which will provide the framework for the development of action plans that reflect both the needs of our population and the aspirations of our communities, with the overall aim of reducing deprivation and inequalities.

The three strategic priorities are:

1. Population

Inverclyde's population will be stable and sustainable with an appropriate balance of socio - economic groups that is conducive to local economic prosperity and longer term population growth.

2. Inequalities

There will be low levels of poverty and deprivation and the gap in income and health between the richest and poorest members of our communities will be reduced.

3. Environment, Culture and Heritage

Inverclyde's environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit.



Strengths and Opportunities

Whilst Inverclyde as an area faces a number of challenges, it also has many strengths as a place to live and we will seek to capitalise on these in order to achieve better outcomes for people living in Inverclyde.

Location

Inverclyde has a rich diversity of landscapes with unrivalled scenery and spectacular views across the river Clyde to the Argyll Hills and the Highlands. Inverclyde's natural environment is one of the area's biggest assets and is often cited in numerous public consultations as being what people like most about living in Inverclyde.

The area has fantastic transport links to Glasgow, Glasgow Airport, Edinburgh and Greenock Ocean Terminal. Greenock has been voted by HBOS as Glasgow's most affordable commuter town. Inverclyde is also the gateway to the wonderful natural beauty of Argyll and The Trossachs.



Grand Prix of the Sea, Inverclyde 2016

Nurturing Inverclyde

Inverclyde won its first ever Gold COSLA Excellence Award in 2013 for its 'Nurturing Inverclyde' initiative. 'Nurturing Inverclyde' is an innovative approach that was developed to help plan and deliver all services across the Community Planning Partnership. It has created a shared understanding and drive amongst the Partnership to do our best for every child, citizen and community and has helped us to achieve excellence through a strategic vision that is driven forward through a shared vision and values.

Excellent Partnership Working

Inverclyde is a relatively small geographic area in comparison to other local authorities and one of the benefits of this is the ability to establish strong partnership working. There is a great commitment amongst all members of the Community Planning Partnership to improve outcomes for Inverclyde residents and achieve our vision of 'Getting It Right For Every Child, Citizen and Community'.

Partners are continuing to deliver significant investment in the area for example, Inverclyde Council's Roads Asset Management Plan is a £29 million capital investment programme in improving carriageways, footpaths and street lighting infrastructure; SPT investment has delivered major improvements to Greenock and Port Glasgow bus stations and the provision of Park and Ride facilities; West College Scotland has identified its Greenock Campus as high priority in terms of investment in order to be able to provide facilities that will support 21st century learning and teaching and Port Glasgow is set to benefit from a £2.4 million overhaul to its town centre, partly funded by the Scottish Government.

To ensure that the Partnership continually strives to improve its ways of working, the Alliance Board participates in an ongoing programme of self-evaluation and has developed an improvement plan which underpins the strategic direction of the Partnership.

City Deal

The City Deal Agreement will deliver a major investment programme to stimulate economic growth in Inverclyde and will help to boost both infrastructure and the attractiveness of the area as a place to live and work. The area will benefit from £86 million investment and the City Deal projects closely align with the priorities set out in this Plan and as such, will deliver benefits for the residents of Inverclyde and the area as a whole.

The provision of 600 new, high quality residential units and 6000sqm of commercial space as part of the Inverkip project will encourage more people to move into or remain in the area, helping to stabilise or increase the population. Investment of more than £14million will be spent at Ocean Terminal to provide a new dedicated berth for cruise liners. This will significantly increase capacity and cruise liner activity, potentially providing Inverclyde with a major tourist boost and an opportunity to promote and market the area positively on a national and international scale. Increased tourism will also provide a direct boost to the local economy. Finally, a £9.4 million Renewables Hub is planned for the Inchgreen Dry Dock. This will involve the redevelopment of a brownfield site and underutilised quay assets, to support off shore renewables, potentially creating new employment opportunities within the area.

Regeneration

Inverclyde Council and its partners vision to secure the long term economic growth of Inverclyde has resulted in a transformation of the area. Along the waterfront, old industrial sites are being cleared, new residential developments are being built, new leisure facilities have been created and new housing is being constructed within existing communities. Some examples of the multi-million pound developments that have helped to transform the area include:

- The completion of the £5.8 million redevelopment of Gourock town centre to enhance the experience of Gourock town centre for businesses, residents, pedestrians, shoppers and visitors.
- The £4.1million restoration, refurbishment and upgrading of Greenock's iconic Grade A listed Custom House has brought 9,796 sq ft of prestigious office accommodation to the centre of Greenock.
- Kelburn Business Park in Port Glasgow , which is adjacent to A8 and only 15 minutes from Glasgow Airport, provides 41,983sq ft of new build industrial and business accommodation within separate terraces,

Our Schools

£270 million has been invested in Inverclyde's school estate over the last 10 years which has ensured that Inverclyde has one of the best school estates in Scotland and every pupil is taught in modern, fit for purpose educational facilities fit for the demands of the 21st century. The schools investment has been underpinned by rigorous appraisal which identified best value projects that would make the most effective contribution towards raising educational standards, support inclusion and provide a better working environment for pupils and staff.

Health Services

Inverclyde provides a range of excellent health services. For example the area has its own hospital that services the population of Inverclyde. Many local residents have told us that having a local hospital is one of the things they like most about living in Inverclyde. In addition, Inverclyde has a rich landscape of local statutory, independent, voluntary and third sector organisations, all of whom make a significant contribution to making Inverclyde a safe, secure and healthy place to live.

Leisure Facilities

There has been significant investment in Inverclyde's leisure facilities which has resulted in these being amongst the best in Scotland. Facilities such as the Gourock outdoor heated pool, which is a salt water pool, set on the banks of the Clyde, provides a popular and unique visitor attraction to the area. Expansion of leisure facilities in recent years resulted in 100,000 more visitors in 2016.

Tourism

Greenock Ocean Terminal is the main cruise destination port in the West of Scotland. In 2013 Greenock Ocean Terminal was awarded “Best Cruise Port Reception in the World”. In 2017, 58 cruise ships and 103,789 passengers visited Greenock Ocean Terminal. This provides a tremendous boost to the Inverclyde economy.



Governance

The governance structure for the delivery of this OIP is set out in the diagram below:



Role of Inverclyde Alliance Board in relation to the Outcomes Improvement Plan

The role of Inverclyde Alliance Board in relation to the OIP is to lead the development and delivery of the strategic outcomes highlighted in the Outcomes Improvement Plan and to embed these into partners planning and business processes. The Alliance Board has a scrutiny role in the performance management of the OIP, with quarterly reports submitted to Board meetings.

OIP Programme Board

The main function of the Programme Board is to oversee the delivery of the outcomes and ensure effective co-ordination of programmes/projects and key information, as well as looking at the cross cutting issues arising across the Partnership Action Groups.

In addition to the Lead Officers (see below) of the Partnership Action Groups, the Programme Board also has representation from other organisations not represented by the lead officers – representation can be co-opted from organisations as the need arises.

The Programme Board where possible refer issues on to existing mechanisms for delivery e.g. Community Safety Partnership, Alcohol and Drug Partnership, or to set up short life 'task and finish' working groups on particular issues. They are also able to draw in other organisations/ partnerships or initiatives as the need arises e.g. in regard to tourism, culture etc.

Partnership Action Group Lead Officers

The Lead Officers facilitate and co-ordinate the development of Partnership Action Plans, with actions identified which each partner can take away and embed within their business plans as well as pieces of joint work.

Each lead officer is also responsible for liaising with their organisation to inform and assist in the delivery of the OIP. Given the cross cutting nature of the outcomes this will promote joint working across the outcomes, particularly where there are impacts across more than one outcome from one action.

Partnership Action Groups

The Partnership Action Groups (PAGs) have representation from across the various organisations involved in Community Planning in Inverclyde. People can be co-opted onto groups for particular issues, keeping membership tight and relevant to those involved. The whole process needs to be as dynamic as possible, focussing on actions and delivery and allows for changes and amendments to membership.

Partnership Action Groups, in the first instance are tasked with:

- ensuring that partners review the actions set out in their business plans and identify which contribute to each of the local outcomes/priorities
- developing partnership action plans setting out actions which will be delivered on a partnership basis to fill any gaps in service delivery, or which will better co-ordinate existing work taking place in regard to their local outcome/priority, reviewed on an annual basis
- identifying opportunities for projects which could take place across more than one priority area
- managing and co-ordinating delivery
- monitoring and reporting on performance to Programme Board and Scottish Government via Annual Performance Report.

Each Partnership Action Group has a Terms of Reference which sets out the purpose, structure, responsibilities and shared aim of the group.

Community Engagement informs the whole process and feedback from representatives of the communities of Inverclyde, and voluntary organisations delivering services in the area, is fed into the Programme Board and partnership action groups to be taken account of in the development and delivery of plans. The Community Engagement Network co-ordinates community engagement across Inverclyde and feeds this into the Alliance and Programme Boards.

The Alliance Board has ultimate responsibility for driving forward the renewal of Inverclyde through this OIP. Partners will be encouraged to reflect the area's strategic outcomes and priorities in their respective business/service planning processes. This will enable partners either working together or alone to structure their services and change programmes around a limited number of strategic outcomes.

Resources

All partners of Inverclyde Alliance will contribute resources to the delivery of the Outcomes Improvement Plan. This will include human resources, knowledge and expertise, time and any other assets as appropriate.

The Inverclyde Outcomes Improvement Plan is a high level strategic document and that makes it difficult to specify the financial resources that will be required to deliver the plan. This level of detail will be contained within Locality Plans that will set out the targeted action that will be delivered in the localities of Port Glasgow, Greenock East and Central and Greenock South and South West.

Inverclyde Alliance has an Improvement Plan that sets out a number of improvement actions that have been identified through ongoing, robust self-evaluation. Joint resourcing and planning is an area that has been identified in the Improvement Plan and the Alliance are working on developing a process to identify how partners are shifting planning and resources to early intervention and measuring success on reducing demand, costs and released savings. Resources will be linked to the delivery plans that will sit underneath the Outcome Improvement Plan and the three locality plans and this will provide evidence of how joint resourcing and planning is delivering outcomes.

Linkages between Local Priorities and National Outcomes

Our strategic priorities are based on a clear understanding of local needs as well as the strategic objectives that form the Scottish Government's National Performance Framework. The Alliance has sought to ensure that there is a clear alignment between its three strategic priorities and the overarching Scottish Government's national outcomes to ensure that we are delivering better outcomes not just locally but also nationally.

OIP Priority		National Outcome
1	<p>POPULATION</p> <p>Inverclyde's population will be stable and sustainable with an appropriate balance of socio-economic groups that is conducive to local economic prosperity and longer term population growth.</p>	<p>Children and young people - we grow up loved, safe and respected so that we realise our full potential.</p> <p>Communities – we live in communities that are inclusive, empowered, resilient and safe.</p> <p>Culture – we are creative and our vibrant cultures are expressed and widely enjoyed.</p> <p>Economy – we have a globally competitive, entrepreneurial, inclusive and sustainable economy.</p> <p>Environment – We value, enjoy protect and enhance our environment.</p> <p>Fair work and business – we have thriving and innovative businesses, with quality jobs and fair work for everyone.</p>
2	<p>INEQUALITIES</p> <p>There will be low levels of poverty and deprivation and the gap between the richest and poorest members of our communities will be reduced.</p>	<p>Children and young people – We grow up loved, safe and respected so that we realise our full potential.</p> <p>Communities – we live in communities that are inclusive, empowered, resilient and safe.</p> <p>Economy – We have a globally competitive, entrepreneurial, inclusive and sustainable economy.</p> <p>Education – we are well educated, skilled and able to contribute to society.</p> <p>Fair work and business – we have thriving and innovative businesses, with quality jobs and fair work for everyone.</p> <p>Health – we are healthy and active.</p> <p>Human rights – we respect, protect and fulfil human rights and live free from discrimination.</p> <p>Poverty – we tackle poverty by sharing opportunities, wealth and power more equally.</p>
3	<p>ENVIRONMENT, CULTURE AND HERITAGE</p> <p>Inverclyde's environment, culture and heritage will be protected and enhanced to create a better place for all</p>	<p>Children and young people – we grow up loved, safe and respected so that we realise our full potential.</p> <p>Communities – we live in communities that are inclusive, empowered, resilient and safe.</p>

OIP Priority		National Outcome
	Inverclyde residents and an attractive place in which to live, work and visit.	<p>Culture – we are creative and our vibrant and diverse cultures are widely expressed and enjoyed.</p> <p>Environment – we value, enjoy, protect and enhance our environment</p> <p>Health – we are healthy and active.</p>

Our Priorities

Priority Action 1: Population

Inverclyde's population will be stable and sustainable with an appropriate balance of socio - economic groups that is conducive to local economic prosperity and longer term population growth.

Why is this a priority in our OIP?

Inverclyde has suffered one of the steepest rates of population decline across the UK.

Inverclyde's population grew quickly through the late 19th century and the first part of the 20th century – peaking at 137,000 in 1951. This population growth was driven by industrialisation. The strength of the shipbuilding industry and port functions in Greenock and Port Glasgow – and the jobs they sustained – attracted people from across Scotland and beyond to live in Inverclyde.

Since this post war peak, however, population decline has been steady and dramatic. Inverclyde's population had fallen to 90,103 by the time of the 1991 Census, a decrease of 35% from the peak in 1951. Our population is continuing to fall; at the time of the 2011 Census the population of Inverclyde was 81,500, down from 84,200 at the 2001 Census, representing a further decline of 3%.

Inverclyde's rate of depopulation has been more severe than other parts of the UK and is amongst the highest in Scotland. Over the period 2001- 2011 Inverclyde had the second highest drop in population of all Scottish Councils.

The population of Inverclyde as at 30 June 2019 was estimated to be 77,800. This is a decrease of 350 people (-0.4%) compared to the 2018 mid-year population estimate (78,150) and the second highest population decrease in Scotland. By contrast, Scotland's population is estimated to have increased by 0.5% between mid-2018 and mid-2019 to a record high of 5,463,300.

Inverclyde is one of 8 council areas estimated to have had a population decrease between mid-2018 and mid-2019.

The population decrease in Inverclyde between mid-2018 and mid-2019 is almost solely attributable to negative natural change (-410) due to 1,071 deaths compared to 661 births during the period. Over the past 10 years the number of births in Inverclyde has decreased by almost 18%, (-143) whilst the number of deaths has remained fairly constant, increasing by just 7% (+ 74) between 2008/09 and 2018/19.

Inverclyde is one of 28 council areas estimated to have had positive net migration between mid-2018 and mid-2019. Encouragingly, this means that in two out of the past three years, more people have moved into Inverclyde than have left. Between mid-2018 and mid-2019, it is estimated that there were 1,610 in-migrants compared to 1,520 out-migrants (figures are rounded by NRS to nearest 10). The majority of movement to and from Inverclyde came from within Scotland itself.

The age structure of Inverclyde's population is projected to change, with the only growth expected to be in the numbers of those aged 75 and older (16%). The percentage of the population that are children aged 0 to 15 years is projected to fall by more than twice the Scottish average, -14.2%, compared to -6% in Scotland.

Population decline has serious implications for future service provision and the wider economy.

- Depopulation has the potential to undermine the ability of Inverclyde to attract and retain investment to create competitive retail, leisure and nightlife activities.

- The decline in the area's working age population undermines the ability of existing firms to source labour locally and has the potential to undermine the area's attractiveness to potential inward investors.
- There will be less demand for services associated with young people such as schools and nurseries, but disinvestment from these might make in-migration less attractive for families.
- A growing elderly population will impact on the provision of particular public sector services, particularly health and social care as the elderly/frailer population will require more intensive support, and there will be fewer familial carers to support statutory service delivery.
- The provision of transport networks and the local hospital could become unsustainable without the people to use them.
- Concentration of multiple deprivation will occur, as the communities who are worst off are the ones who will not be able to leave the area or improve their circumstances without significant investment.

What have communities told us?

Population decline is an issue that concerns residents in Inverclyde. In 2019 a series of community engagement events were held across Inverclyde and population was one of the key themes that emerged. Communities told us that they would like the area to be marketed better and infrastructure to be improved in order to encourage people to move to the area. In addition, the decline of rural villages is a concern due to people moving to access schools.

A number of other key themes emerged from the community engagement events carried that impact on population. These include:

- Young people – communities told us that they would like to see more amenities and clubs provided for young people, as well as better recreational areas.
- Employment – there are limited job opportunities within Inverclyde with people having to travel out of the area to find work. Residents told us that local employment opportunities would encourage people to live in Inverclyde.
- Tourism – communities told us that they would like a greater focus placed on tourism as there is a need to attract more visitors to the area.

In 2016, an Inverclyde wide survey was carried out "Our Place, Our Future" to get the views of residents on a wide range of issues.

A number of suggestions were made by respondents regarding how to promote **identity of place** in Inverclyde. A number of respondents felt that a campaign to improve 'Pride in Inverclyde' would help, while other respondents commented on a perceived poor image of Inverclyde and suggested that more is done to promote the area and what it has to offer.

The **young people** that participated in the consultation provided specific feedback relating to the lack of job opportunities for young people and also their views in relation to identity and belonging. 44% of young people expressed their dissatisfaction with a feeling of identity and belonging.

Dissatisfaction with the **local economy** and the opportunity to access good quality work was another issue to emerge from the consultation. Respondents expressed their dissatisfaction with the lack of good quality, well paid job opportunities, the lack of provision for training for specific groups such as people with disabilities and people in their 40's and 50's who wish to get back into work. Lack of childcare was also highlighted as a barrier to attending training.

Respondents were asked whether available **housing** supports the differing needs of the community and contributes to a positive environment. The issues highlighted included the need for more affordable housing, more one bedroom properties for young people and elderly people, more housing to suit the needs of disabled people and more sheltered housing to meet the needs of the growing elderly population.

Members of the Citizens' Panel told us that there is a need for more apprenticeships (alongside college and university places) and jobs for school leavers, with the aim of encouraging young people to remain in Inverclyde. Panel members also said that there should be more employment opportunities for older people.

What are the key issues we need to tackle?

There are a wide range of issues that we need to tackle in order to attract new people and businesses into the area and retain the existing population.

Employment – Increasing the number of well paid jobs that are available and ensuring that people can access appropriate training to help them take up these opportunities is vital in order to tackle the high levels of unemployment and worklessness in Inverclyde.

Grow the business base - Inverclyde has a small and relatively narrow business base, with a reliance on a small number of larger employers, a lack of medium sized firms, and an over reliance on the public sector to provide jobs. There is a need to attract private sector businesses and investment, as well as stimulating an entrepreneurial culture and supporting indigenous businesses to grow and to develop more small and medium-sized businesses.

Regeneration – We need to continue the progress that has been made in recent years in regenerating Inverclyde by improving the commercial and industrial portfolio, developing key strategic sites and creating vibrant town centres.

Retain young people – as the population of 16-24 year olds within Inverclyde is declining, we need to do more to make Inverclyde a more attractive place for young people to live.

Housing – We want Inverclyde to offer varied, high quality housing for rent and sale that meets the needs of both the existing population and new residents.

Infrastructure – We need to have excellent infrastructure and transport links if we are to be successful in attracting new businesses into the area and encouraging people to come and live in Inverclyde and commute in order to access employment.

Image – We want to promote a positive image of the area to mitigate against the negative messages around deprivation, crime and ill health that are portrayed.

What early intervention and preventative spend approaches are we deploying?

- An Inverclyde Repopulation Strategic Investment Framework and Action Plan has been developed with the overarching goal of growing the population of Inverclyde by 2025 through improving the employment, housing and infrastructure offer. The framework's strategic objectives are:
 - ❖ Develop and communicate an image for Inverclyde that reflects its many strengths and opportunities for residents, visitors and business
 - ❖ Focus on attracting and retaining young people and families to live in Inverclyde
 - ❖ Increase the level of private house building in spatial priority areas in Inverclyde
 - ❖ Increase the number and quality of jobs and the number of locally based employers
 - ❖ Increase the contribution which the cultural and leisure assets in Inverclyde make to economic growth
 - ❖ Maximise the potential of the workforce through engagement with young people, older workers and disadvantaged groups

- We have worked in partnership with the local area tourism partnership group 'Tourism Inverclyde' to develop the Discover Inverclyde website which promotes Inverclyde as a place to visit, live and do business and support events. The website was ready to be launched on 27 March 2020 but this had to be postponed due to the Covid-19 crisis.

What will be different for communities in 10 years?

Although this Plan covers the period 2017/22, the Partnership appreciates that due to the complexity of tackling these issues, improvements in outcomes for residents will not be fully evident until the longer term. The outcomes that we expect to have achieved in 10 years include:

- Inverclyde will be a more attractive place to live and work with excellent education provision, leisure facilities, transport links, good quality housing and employment opportunities.
- A greater variety of opportunities that meet the needs and aspirations of our young people will be available so that they are encouraged to stay in the area after leaving school.
- Inverclyde's local economy will have grown and be characterised by a diverse business base as a result of an increase in the number of local entrepreneurs and inward investment.
- Communities in Inverclyde will have an enhanced sense of pride, identity and influence, resulting in improved quality of life and satisfaction with living in the area.
- Inverclyde will have a stable population with a good balance of socio-economic groups.

What local outcomes will this local priority help to achieve?

Safe: fear of crime will reduce as a result of getting clear messages out to citizens about the reduction in reported crime locally.

Achieving: employment – work will be undertaken to increase the number of well paid jobs that are available locally and ensure that people can access appropriate training.

Respected: feedback from local people indicated that they would welcome a campaign to help promote Inverclyde and encourage citizens to have a sense of pride in the Inverclyde area.

Included: Inverclyde's current population will be satisfied with the area as a place to live and that they will choose to continue living here.

What national outcomes will this local priority help to achieve?

- **Children and young people** - we grow up loved, safe and respected so that we realise our full potential.
- **Communities** – we live in communities that are inclusive, empowered, resilient and safe.
- **Culture** – we are creative and our vibrant cultures are expressed and widely enjoyed.
- **Economy** – we have a globally competitive, entrepreneurial, inclusive and sustainable economy.
- **Environment** – We value, enjoy protect and enhance our environment.
- **Fair work and business** – we have thriving and innovative businesses, with quality jobs and fair work for everyone.

What plans, strategies and initiatives support this priority?

- Inverclyde Single Operating Plan ☐ [Inverclyde Single Operating Plan](#)

- Inverclyde Local Housing Strategy 2017/2022 □ [Local Housing Strategy 2017/22](#)
- Inverclyde Local Development Plan: Main Issues Report (2017) - Inverclyde Council
□ [Inverclyde Local Development Plan](#)
- Inverclyde Council Strategic Housing Investment Plan 2017/22 □ [Inverclyde Strategic Housing Investment Plan 2017/22](#)
- The Housing Contribution Statement 2016-19: The Housing Contribution to Inverclyde Health and Social Care Partnership
- Inverclyde Community Safety Partnership □ [Community Safety Partnership](#)
- Inverclyde Council Green Charter □ [Green Charter](#)
- Local Transport Strategy
- Local Biodiversity Action Plan □ [Biodiversity](#)
- Inverclyde Alliance Partners' Communications Strategies
- Glasgow and the Clyde Valley Strategic Development Plan (Clydeplan July 2017): Glasgow and the Clyde Valley Strategic Development Planning Authority, Glasgow
- Inverclyde Local Development Plan 2019
- River Clyde Homes Business Plan 2018/22 □ [River Clyde Homes Business Plan 2018/22](#)
- Transportation and Roads - Staff Travel Plan
- Visit Scotland contract □ [Visit Scotland](#)
- Discover Inverclyde □ [Discover Inverclyde](#)
- Regional Transport Strategy 2018/19 – 2020/21 □ [Strathclyde Partnership for Transport - Regional Transport Strategy Delivery Plan 2018/19 -2020/21](#)
- [Youth Employment Activity Plan](#)
- [Inverclyde Alliance Repopulation Outcome Delivery Plan](#)
- [Community Learning and Development 3 Year Plan](#)
- **[National Strategies](#)**
- [Scotland's Economic Strategy](#)
- All Our Futures: Planning for a Scotland with an ageing population
- Housing (Scotland) Act 2014
- Tourism Scotland 2020

Priority 1 Repopulation: How Will We Measure Our Success?

Issue	Indicator / Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
Population Growth	Total Population of Inverclyde Annual/Mid-year population estimates https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates	79,160	78,760	2018 78,150	2019 77,800		
	Satisfaction with Inverclyde as a place to live. Biennial/Questionnaire/Citizens' Panel	75% (2016)	74% (2018)	Measured every 2 years	No update available		
	Satisfaction with neighbourhoods as a place to live (links to national indicator 28) Biennial/Questionnaire/Citizens' Panel	81% (2016)	86% (2018)	Measured every 2 years	No update available		
	Civilian in-migration Annual/ Components of migration by administrative area: https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates/mid-2016/list-of-tables	1,518	1,470	1,610	No update available		
	Civilian out-migration Annual/ Components of migration by administrative area: https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates/mid-2016/list-of-tables	1,508	1,650	1,520	Not update available		
	% of population that are working age (age 16-64) Annual/Mid-year population estimates	62%	63%	63%	No update available		

Priority 1 Population: How Will We Measure Our Success?							
Issue	Indicator / Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
Economic Growth	Improve average gross weekly wages (employees living in Inverclyde) to match or exceed Scottish average Annual/excel spreadsheet/ http://www.nomisweb.co.uk/reports/ Source: ONS annual survey of hours and earnings – resident analysis Inverclyde Scotland	2016 £535.00 £536.00	2017 £549.60 £547.40	2018 £566.20 £562.70	2019 £543.80 £577.70		
	Improve the overall employment rate in Inverclyde Annual/ Economically active people in employment figure, expressed as a percentage of the working age population Source: NOMIS Labour Market Profile, Inverclyde https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabeinact	71.5%	70.4%	70.6%	72.2%		
	Reduce the percentage of young people 16 to 24 who are unemployed ONS Claimant Count by age. % is number of claimants as a proportion of resident population of the same age (figures shown are from April of the named year) https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabeinact	2017 7%	2018 9%	2019 9%	2020 13%		
	Reduce the percentage of working age people with no qualifications Source: ONS Annual Population Survey % are for those aged 16-64 https://www.nomisweb.co.uk/reports/lmp/la/2038432138/report.aspx	2016 14.2%	2017 12.2%	2018 13.2%	2019 10.1%		
	Increase the number of business gateway start-ups per 10,000 population (LGBF) Inverclyde Scotland	2015/16 19.2 16.9	2016/17 12.8 16.6	2018/19 18.3 16.7	2019/20 No update available		
Tourism	Increase the number of cruise ships and passengers visting Greenock Ocean Terminal. Source: Peel Ports Clydeport	2017 Ships: 58	2018 Ships: 61 Passengers:	2019 Ships: 75 Passengers:	No update available		

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Priority 1 Population: How Will We Measure Our Success?							
Issue	Indicator / Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
		Passengers: 103,789	126,232	145,945			
Our Place Our Future Survey	Increase the average score of residents who feel satisfied with housing and the community in Inverclyde	2017 4.3	No update available	No update available	No update available		
	Increase the average score of residents who feel satisfied with social interaction in Inverclyde	2017 4.5	No update available	No update available	No update available		
	Increase the average score of residents who feel satisfied that they have a positive identity and belong in Inverclyde	2017 4.6	No update available	No update available	No update available		

Priority 2: Inequalities

There will be low levels of poverty and deprivation and the gap between the richest and poorest members of our communities will be reduced.

Why is this a priority in our LOIP

Inverclyde has been severely impacted by the Covid-19 pandemic with higher levels of COVID deaths within the population. Areas with similar levels of deprivation to Inverclyde across the United Kingdom appear to have suffered higher death rates than better off areas. It is likely that this reflects the greater underlying burden of disease in deprived communities. Therefore tackling the issues that cause inequalities has even greater importance.

There is a greater focus at a national level on reducing the impact of socio-economic disadvantage. Given that Inverclyde contains some of the most deprived areas in Scotland, it is vital that Inverclyde Alliance is at the forefront of implementing the Fairer Scotland Duty which came into force in April 2018. The Duty will help Inverclyde Alliance to consider how it can reduce socio-economic advantage when making important decisions. It will help us to reduce inequality of outcome caused by economic disadvantage and by doing so help us to achieve this priority in the LOIP.

Inequality is a consequence of a number of complex factors and as such, no single organisation can address these on its own. Particular issues that are driving inequalities locally include:

Employability

Inverclyde already faced significant challenges in terms of tackling the levels of unemployment and inactivity within the area prior to the Covid-10 pandemic. Unemployment rates and working age key benefit claimant figures sat above the Scottish average. As at September 2019, three quarters of Inverclyde's population was classed as economically active, lower than both the Scottish and Great Britain average. There was also a lower number of economically active people in employment in Inverclyde (70.6%) compared to Scotland (74.8%).

It is anticipated that Covid-19 will have a severe impact on Inverclyde's economy. The UK economy contracted by 20.4% in April 2020, the largest monthly fall since records began. Historically the impact of recession on Inverclyde is that it tends to run deeper and for longer than the rest of Scotland. HMRC produced data showing that more than 600,000 workers in the UK lost their jobs between March and May 2020 and whilst it is too early to identify figures in Inverclyde, the number of individuals claiming unemployment benefits in the Glasgow metropolitan city region increased to 7.1%.

A contributory factor to the area's unemployment and inactivity statistics is the significant proportion of its population living in areas designated as deprived. To help residents move into employment we must improve the skills and confidence of a large proportion of our population. Low paid, short-term, cyclical work features heavily within Inverclyde's labour market which results in short periods of employment, in work poverty and spells on benefits.

Promoting inclusive growth within Inverclyde's economy will be important in reducing poverty. To achieve this we must connect people to the opportunities that exist in the labour market through better education, transport and employment support. Meeting employer's demands for skills, shaping the occupational and sectoral make-up of the economy and pushing up levels of pay and improving terms and conditions of employment will enable us to achieve economic growth that benefits everyone and reduce inequalities.

Income and Debt Management

Prior to the Covid-19 pandemic, Inverclyde experienced issues with low pay, zero hour's contracts, redundancies and the availability of credit. Households in Inverclyde were particularly vulnerable with a lower gross annual income than the Scottish average. In 2018, annual gross pay in Inverclyde was around 14% lower than in Scotland.

We know that those in low income households have seen their earnings grow at a lower rate than the cost of living since the recession and that these households also spend a higher proportion of their income on housing, food, telephone and internet services, as well as a premium in the energy market because they are more likely to use pre-payment meters for energy consumption.

It is anticipated that the Covid-19 pandemic will exasperate existing issues around income and debt management. The count for those receiving universal credit in Inverclyde increased by 2,119 between March and May 2020. This number includes an increase of over 500 recipients receiving in-work benefit and provides evidence of the impact of Covid-19 on households in Inverclyde.

Fuel Poverty

Fuel poverty is a major issue for thousands of Inverclyde families who are struggling to pay their fuel bills and keep their house warm. A household is in fuel poverty if it requires to spend more than 10% of its income to on all household fuel use. The three main factors that influence the level of fuel poverty are income, fuel costs and the energy efficiency of homes. Over the period 2016/18, 31% of Inverclyde households were living in fuel poverty. In the face of continuing high fuel prices, increasing numbers of households are falling into fuel poverty. Living in fuel poverty can have a profound effect on a person's quality of life. Illnesses such as influenza, heart disease and strokes are all exacerbated by cold. Cold homes can also promote the growth of health damaging fungi and mould. Less directly, households that have to spend a high proportion of their income on fuel have to compensate in other parts of their household budget. This can lead to poor diet or reduced participation in social, leisure and community activities, which can also impact on health and quality of life. Inverclyde must therefore be at the forefront of implementing the Fuel Poverty Strategy for Scotland and the Warm Homes Bill which aims to eradicate fuel poverty.

Child Poverty

Child poverty is a growing issue in Inverclyde. For many children growing up in poverty can mean a childhood of insecurity, underachievement at school, poor health and isolation from their peers. Children who grow up in poverty all too often become the parents of the next generation of children living in poverty. Research has shown that working households and children in working households make up the clear majority of Scottish children in poverty. Families with children are one of the groups most affected by welfare reform, with couples with children losing an average of more than £1,400 a year, and lone parents around £1,800 a year. According to the End Child Poverty Campaign, more than 1 in 4 children (25.7% after housing costs) were living in poverty in Inverclyde in 2017. Research has shown that childhood experiences have a strong bearing on a child's prospects in adulthood. Children that have grown up in poverty have a much higher likelihood of having poorer experiences than those who have grown up in better off households. Implementation of the Child Poverty (Scotland) Act 2017 which sets out targets to reduce the number of children experiencing the effects of poverty by 2030 will be important in tackling this key issue. Inverclyde's Local Child Poverty Action Report will provide details of our progress in achieving a reduction in child poverty.

Deprivation

Inverclyde contains some of the most deprived areas in Scotland. The Scottish Government published the Scottish Index of Multiple Deprivation (SIMD) on 28 January 2020. The SIMD is the Scottish Government's official tool for identifying places in Scotland suffering from deprivation. The SIMD 2020 data shows that the most deprived data zone in Scotland is located in Greenock, specifically Greenock Town Centre (data zone S01010891). In addition, the number of data zones in Inverclyde that fall into the category of the 5% most deprived in Scotland has increased by 11, from 11 to 22 since 2016, the number of data zones in Inverclyde that fall into the category of the 20% most deprived in Scotland has increased by 1 from 50 to 51 and In SIMD 2016, no Port Glasgow data zones featured in the 5% most deprived in Scotland, however, 5 Port Glasgow data zones appear in this category in SIMD 2020.

Mental Health

There is evidence that poor mental health is both a cause and a consequence of social, economic and environmental inequalities. Mental health problems are more common in areas of deprivation and poor mental health is consistently associated with unemployment, less education and low income or material standard of living, in addition to poor physical health.

There is a slightly higher percentage of people in Inverclyde with a mental health condition in comparison with the Scottish average. In Inverclyde 6.4% of the total population had a mental health condition recorded in the 2011 census, the Scottish figure was 4.4%.

Healthy Lifestyles

A person's lifestyle is believed to have a significant effect on their health. Lifestyle factors include diet, obesity and smoking, drinking and drugs, environment, unemployment and exercise. People living in deprived areas are more likely to not have a healthy lifestyle and this contributes to the healthy inequality experienced by these groups. In addition, higher levels of deprivation are associated with increased likelihood of obesity in both adults and children.

Breastfeeding promotes health, prevents disease and can help to reduce health inequalities. Research has found both short and long term health benefits of breastfeeding for both mothers and infants, including a reduced risk of infection and childhood obesity. The percentage of breast fed babies (both mixed and exclusively) is lower in Inverclyde than the Scotland average and also that for Greater Glasgow and Clyde. In 2019, the percentage of babies' breastfed was 18.7%, compared to a Scottish average of 37.4%.

Older People

The population of people over 65 years old in Inverclyde but has gradually been increasing since 2003 and in 2019 reached its highest ever level of 16,508, 21% of Inverclyde's population. The number of people aged 75+ in Inverclyde in mid-2019 was 7,545, almost 10% of Inverclyde's population. Since 1999, there has been an increase of 1,394 people aged 75 and over in Inverclyde, despite a declining population over this period. This will have a major impact on the public sector services most frequently used by this section of the population such as Health and Social Care.

According to the ISD publication 'Insights into Social Care in Scotland 2017/18', 1,241 people in Inverclyde received care and support at home in March 2018, amounting to 8,542 hours. The client groups that received home care services were predominantly the elderly and the frail and those with a physical and sensory disability, accounting for 70% of those receiving care and support at home. A higher percentage of people in Inverclyde received home care with receive personal care than on average in Scotland. In Inverclyde 98.6% of homecare clients received personal care compared to 93% in Scotland.

The prevalence rates for older people with dementia aged 65+ is approximately 10% of the older population and an anticipated 30% for people aged over 80. In Inverclyde it is anticipated that there will be an increase of 10% of those aged 85-89 years with dementia and a 26% increase in those aged 90 or above as the demographic picture changes. (Source: Inverclyde Dementia Strategy November 2013)

Older adults are at increased risk of being socially isolated or lonely. By the time people reach their 80s, the majority live on their own, mostly because of widowhood. This is particularly the case for older women who are more likely to be widowed than older men. Older people's social networks often get smaller for other reasons as well – children may have moved away, along with grandchildren, and aging siblings and friends may have died. Loneliness is also prevalent among older adults.

Studies show that acute loneliness and social isolation can impact gravely on wellbeing and quality of life, with demonstrable negative health effects. Being lonely has a significant and lasting negative effect on blood pressure. It is also associated with depression (either as a cause or as a consequence) and higher rates of mortality. Efforts to reduce social isolation are likely to have positive outcomes for wellbeing and mortality rates.

Older people are also at greater risk of death or injury caused by fire in the home and it is predicted that deaths and injuries from fire will rise in proportion to the increases in the numbers of older people.

Members of Inverclyde's Citizen's Panel (82%) believe that supporting older people should be included in the Inverclyde Outcomes Improvement Plan. They told us that we should focus our attention on addressing issues such as social isolation, transport and parking, personal safety and healthcare provision.

What have communities told us?

Feedback from Inverclyde's Citizens' Panel:

- Finance and lack of resources were examples given by the Citizens' Panel as the main challenges and barriers to achieving positive outcomes in Inverclyde; increases in Council Tax and reductions in public funding, together with the downturn in the UK economy, were all mentioned by respondents.
- Members of the Citizens' Panel told us that supporting older people in Inverclyde is a key topic; when asked what the main issues were for older people in the local area, the main themes which emerged were social isolation; transport and parking; personal safety; and healthcare provision.
- In terms of social isolation, Panel members said they valued having places to go and meet others, with the aim of keeping their minds active; for example, clubs which provide social, mental and physical activities. However, respondents also said that older people often feel overlooked, adding that their opinions should count and be valued.

Feedback from the Our Future Our place Survey:

- Many families are unable to take part in play and recreational activities as the activities on offer are too expensive. In particular, respondents highlighted that they find the cost of gym and leisure facilities too expensive.
- A large number of respondents commented in there not being enough good quality, well paid job opportunities available locally. Zero hour contracts were mentioned by a significant number of people as being particularly negative.
- The young people that attended the #Clyde Conversations 1 conference told us that they would like more work to be done on the cost of the school day for families on low incomes.

What are the key issues we need to tackle?

Employment – is central to reducing the inequalities experienced by the poorest members of our communities. Addressing unemployment rates, equipping people with the skills and confidence they need to participate in the labour market and creating better paid, long term jobs will all help to tackle this issue.

Meeting the needs of older people - There are a range of issues we need to address in order to meet the needs of a growing elderly population. This includes interventions and activities aimed at reducing social isolation and loneliness; supporting older people to be as independent as possible; ensuring that they are safe in their homes; enabling older people to contribute to their communities and public life; and creating a 'Dementia Friendly Inverclyde' with everyone from public sector organisations, to the local communities and amenities, sharing part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community.

Children and families – In order to create a better life for children and their families we need to intervene early and break inter-generational cycles of deprivation and disadvantage. From ante-natal support and breastfeeding advice to parenting programmes and early year's education, it is important that we get involved from the first years of a child's life. This will help us to catch problems early, stop them from getting worse, or prevent them from happening. The use of a whole family approach, with the child's needs at the centre will help us to identify what support families need.

Reducing child poverty – in order to reduce the number of children that are growing up in poverty we need to tackle the root causes which are unemployment, low earnings and educational failure. This means increasing employment opportunities and household income, providing parenting support programmes and high quality early years, primary, secondary and post 16 learning to reduce the attainment gap.

Health Inequalities - There is a growing understanding of the role that 'place' plays in influencing individuals' and families' levels of exposure to health risks, as well as their chances and opportunities for being healthy. Area based approaches to community regeneration such as 'Getting it Right for Broomhill' are deemed to be more effective strategies for tackling health inequalities. Locality planning will enable us to implement more place based approaches and focus on communities that require targeted action.

Fuel Poverty – We need to target vulnerable households to help them to reduce their fuel costs and make their homes more energy efficient. Tackling fuel poverty is vital in order to help families maximise their incomes.

What early intervention and preventative spend approaches are we deploying?

- Inverclyde was named as one of the original seven local authorities to receive money for the Attainment Challenge. The rationale behind the choice of authorities was the highest proportion of pupils in SIMD 1 and 2 in primary schools. The aim of the Attainment Challenge is to close the attainment gap linked to deprivation. Inverclyde's vision for the Attainment Challenge is to develop practice which is both effective and sustainable through upskilling our permanent workforce as a result of training, coaching and modelling. Evaluations are very positive and early results show significant progress.
- Inverclyde has received almost £2.5 million of extra funding from the Pupil Equity Funding Scheme. For each child in a publicly funded primary or secondary school who is eligible and registered for free school meals, the school will receive £1,200. Examples of the additional provision that schools are putting in place to reduce the poverty related attainment gap include; additional teaching support, counselling services; extra ICT; support for pupils to attend extra-curricular activities.
- The Healthier Wealthier Children project aims to maximise the income of pregnant women and families with children under the age of five.
- A family support programme has been developed in Broomhill to enable agencies to identify a better way of providing support to those who most need it to enable them to experience better outcomes, and to engage with their communities and services.
- We have established lunch clubs which offer family learning and free meals over the school Easter and summer holidays. Families have access to school family support workers, arts, crafts, Bookbug sessions and family cooking. Children are also encouraged to take part in the Inverclyde Libraries Summer Reading Challenge. The lunch clubs have proved to be hugely successful.
- Inverclyde Home Energy Advice team was established to provide face-to-face energy advice to all Inverclyde residents.

What will be different for communities in 10 years?

Although this Plan covers the period 2017/22, the Partnership appreciates that due to the complexity of tackling these issues, improvements in outcomes for residents will not be fully evident until the longer term. The outcomes that we expect to have achieved in 10 years include:

- There will be an increase in employment rates with more well-paid, permanent jobs available.
- There will be a reduction in the number of Inverclyde residents experiencing problems with debt.
- The number of Inverclyde residents living in fuel poverty will be reduced.
- There will be a reduction in the number of children living in poverty.
- There will be a reduction in the attainment gap with an increase in the attainment of pupils living in the 20% most deprived areas in Inverclyde.
- The life expectancy of males and females living in the 20% most deprived areas in Inverclyde will increase.
- A reduction in social isolation and loneliness amongst older people will result in improved physical and mental health.

What local outcomes will this local priority help to achieve?

Healthy: Encouraging physical activity amongst children will help to reduce childhood obesity, while sustaining and developing local health improvement programmes will improve healthy life expectancy.

Achieving: supported by Attainment Challenge funding, we will aim to close the attainment gap that is linked to deprivation.

Nurtured: delivery of services for older people and the continuation of 'Dementia Friendly Inverclyde' will ensure they are supported and nurtured within their own communities.

Included: we will further develop our response to feedback from the community which told us that they were concerned about social isolation experienced by older people in Inverclyde.

What national outcomes will this local priority help to achieve?

- **Children and young people** – We grow up loved, safe and respected so that we realise our full potential.
- **Communities** – we live in communities that are inclusive, empowered, resilient and safe.
- **Economy** – We have a globally competitive, entrepreneurial, inclusive and sustainable economy.
- **Education** – we are well educated, skilled and able to contribute to society.
- **Fair work and business** – we have thriving and innovative businesses, with quality jobs and fair work for everyone.
- **Health** – we are healthy and active.
- **Human rights** – we respect, protect and fulfill human rights and live free from discrimination.
- **Poverty** – we tackle poverty by sharing opportunities, wealth and power more equally.

What plans, strategies and initiatives support this priority?

- Port Glasgow Locality Plan
- Greenock East and Central Locality Plan
- Greenock South and South West Locality Plan
- Inverclyde Single Operating Plan □ [Inverclyde Single Operating Plan](#)
- Inverclyde Health and Social Care Partnership Strategic Plan □ [Inverclyde HSCP Strategic Plan](#)
- Inverclyde Community Justice Outcomes Improvement Plan □ [Inverclyde Community Justice Outcomes Improvement Plan](#)
- Inverclyde Health and Social Care Partnership Development Plan
- Inverclyde Arts Strategy: A Vision for a Creative Inverclyde
- Choose Life Strategy
- Inverclyde HSCP Tobacco Action Strategy 2016 □ [Tobacco Strategy 2016](#)
- Inverclyde Alcohol and Drug Partnership Strategic Commissioning Intentions 2015/18
- River Clyde Homes Business Plan 2019/24 □ [River Clyde Homes Business Plan 19](#)
- All Registered Social Landlords' Business Plans
- Inverclyde Leisure Business Plan/Strategy □ [Inverclyde Leisure](#)
- Inverclyde Financial Inclusion Strategy
- A Framework for Sport in Inverclyde □ [A Framework for Sport](#) (agenda item 6)
- Inverclyde Integrated Children's Services Plan
- Inverclyde Local Housing Strategy
- Inverclyde Council Equality Outcomes Improvement Plan 2017/21 □ [Inverclyde Council Equality Outcomes Improvement Plan 2017/21](#) (agenda item 13)
- Inverclyde Dementia Strategy and Dementia Friendly Inverclyde [Dementia Friendly Inverclyde](#)
- [Community Learning and Development 3 Year Plan](#)
- [Inverclyde Local Development Plan 2019](#)

National Strategies


- Community Empowerment (Scotland) Act 2015
- Achieving a Sustainable Future: Regeneration Strategy, 2011
- The Child Poverty Strategy for Scotland: Our approach 2014-2017
- Child Poverty (Scotland) Bill
- Children and Young People (Scotland) Act 2014
- Getting it right for every child
- Education (Scotland) Act 2016
- Mental Health Strategy for Scotland
- Opportunities for All: Supporting all young people to participate in post 16 learning, training or work
- Developing the Young Workforce – Scotland's Youth Employment Strategy
- Reshaping care for Older People: A Programme for Change 2011-2021
- All Our Futures: Planning for a Scotland with an ageing population
- Scotland's National Dementia Strategy
- Refreshed Adult Literacy and Numeracy Strategy to 2020
- Changing Scotland's relationship with alcohol: A framework for Action 2009
- The Road to Recovery: A new approach to tackling Scotland's drug problem 2008

Priority 2 Inequalities: How Will We Measure Our Success?

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
Children and Young People	Reduce the percentage of children that are living in poverty http://www.endchildpoverty.org.uk/	2015 27.9%	No update	2019 25% Latest figure			
	Close the educational attainment gap: Average total tariff scores for pupils from SIMD areas compared to the overall average total tariff scores <ul style="list-style-type: none"> SIMD Quintile 1 SIMD Quintile 2 SIMD Quintile 3 SIMD Quintile 4 SIMD Quintile 5 Overall average total tariff Local Government Benchmarking Framework	2016/17 675 925 1,106 1,215 1,231 924	2017/18 633 766 1089 1135 1290 883 (total)	2018/19 697 821 967 1107 1207 882 (total)	Expected in January 2021		
	Destinations for young people: Annual Participation Measure for 16-19 year olds Inverclyde Council/Skills Development Scotland	2017 91.9%	2018 91.6%	2019 91.8%	2020 Expected in January 2021		
	Reduce the percentage of young people 16 to 24 who are unemployed ONS Claimant Count by age. % is number of claimants as a proportion of resident population of the same age (figures shown are from April of the named year) https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabeinaact	2017 4.3%	2018 5.7%	2019 8%	2020 No update available		
Economy	Reduce the percentage of the population with no qualifications NOMIS https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabquals Inverclyde	2016 14.2% 9.9%	2017 12.2% 8.7%	2018 13.2%	2019 10.1%		

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Priority 2 Inequalities: How Will We Measure Our Success?

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
Economy	Scotland						
	Reduce the percentage of Inverclyde's datazones that fall into the 15% most deprived in Scotland (national share) <i>Scottish Government</i> http://www.gov.scot/Topics/Statistics/SIMD/analysis/councils	2016* 4%	No update	No update	2020 4.02%		
	Percentage the percentage of Inverclyde datazones that are in the 15% most income deprived in Scotland (national share) <i>Scottish Government</i> http://www.gov.scot/Topics/Statistics/SIMD/analysis/councils	2016* 3.7%	No update	No update	2020 4.3%		
	Reduce the percentage of Inverclyde datazones that are in the 15% most employment deprived in Scotland (national share) <i>Scottish Government</i> http://www.gov.scot/Topics/Statistics/SIMD/analysis/councils	2016* 3.7%	No update available	No update available	2020 4.3%		
	Living Wage: increase the number of employers paying the Living Wage  Scottish Living Wage Accreditation	2017 13 (September 2017)	2018 14 (December 2018)	2019 15 (May 2020)	2020 No update Available		
	Increase the gross weekly pay for full time employees living in the area Inverclyde Scotland	2016 £535.00 £536.00	2017 £549.60 £547.40	2018 £566.20 £562.70	2019 £543.80 £577.70		
	Reduce the percentage of workless households in Inverclyde NOMIS https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx	2016 25.1%	2017 22.0%	2018 19.2%	2019 No update		
	Increase the percentage of residents with internet access at home	2016 78%	2017 81%	2018 84%	No update		

Priority 2 Inequalities: How Will We Measure Our Success?

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
Health	Life expectancy at birth (males and females) in most deprived (MD) and least deprived (LD) areas National Records of Scotland, Life Expectancy in Scottish Council areas split by deprivation (2011/15) https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/life-expectancy/life-expectancy-in-scottish-areas/life-expectancy-in-scottish-council-areas-split-by-deprivation/2011-15	2011/15 Male LD 76.3 years Male MD 68.5 years Female LD 80.9 years Female MD 77 years	2013/17 Male LD 82.8 years Male MD 69.5 years Female LD 87.0 years Female MD 76.8 years	2014/18 Male LD 82 years Male MD 69.9 years Female LD 86.1 years Female MD 76.3 years	No update available		
	Reduce the rate of emergency admissions to hospital (per 100,000 people) Inverclyde Scotland	2014/15 13,258 10,648	2015/16 13,178 10,572 2016/17 12,915 10,981	2018/19 12,218 10,981	2019/20 No update available		
	Reduce the estimated prevalence of drug misuse ISD Inverclyde Scotland http://www.isdscotland.org/Health-Topics/Drugs-and-Alcohol-Misuse/Drugs-Misuse/Prevalence-of-Problem-Drug-Use/	2015/16 2.91% 1.62% Most up to date figs	No update available	No update available	No update Available		
	Reduce the alcohol mortality rate in Inverclyde (per 100,000 people) Inverclyde Scotland	2016 37 24	2017 32 23	No update available	No update available		
Housing	Reduce the percentage of all dwellings in Inverclyde that fail to meet the Scottish Housing Quality Standard	2013/2015 56%	2014/16 48%	2016/18 61%	No update available		

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Priority 2 Inequalities: How Will We Measure Our Success?

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1 yr)	Medium Term target (3yr)
	http://www.gov.scot/Topics/Statistics/SHCS/keyanalyses/LAtables2015						
	% of dwellings in Inverclyde with an energy efficiency rating of F or G http://www.gov.scot/Topics/Statistics/SHCS/keyanalyses/LAtables2015 Inverclyde Scotland	2013/15 2% 3%	2014/16 2% 5%	No update available	No update available		
	Reduce the percentage of households estimated to be in fuel poverty in Inverclyde http://www.gov.scot/Topics/Statistics/SHCS/keyanalyses/LAtables2015 Inverclyde Scotland	2013/15 41% 34%	2014/16 38% 31%	2016/18 31% 25%	No update available		
Our Place Our Future Survey	Increase the average score of residents who feel satisfied that they have a sense of influence and control in Inverclyde	2017 4.1	No update available	No update available	No update available		
	Increase the average score of residents who feel satisfied with work and the local economy in Inverclyde	2017 4.0	No update available	No update available	No update available		

Priority 3: Environment, Culture and Heritage

Inverclyde's environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit.

Why is this a priority in our OIP?

Inverclyde's natural environment is undoubtedly one of the area's biggest assets with spectacular surrounding countryside and views across the Firth of Clyde. The environment is important to local residents and it is often cited in public consultations as being what people like most about living in Inverclyde. We need to utilise our greatest asset to create a place that enables our communities to live safe, healthy and sustainable lifestyles, whilst at the same time protecting and enhancing the environment for future generations. In order to achieve this there are a number of issues that the Community Planning Partnership needs to focus on.

There is evidence that local residents find it difficult to get around Inverclyde and to access public transport. For example, 26% of respondents to the Our Place Our Future survey told us that public transport was not meeting their needs. Residents are unable to access certain parts of Inverclyde because there is no public transport provision available. It is vital that Inverclyde has accessible and affordable public transport to enable residents to access employment, health services, visit friends and enjoy an active social life. It is also important for the local economy and means fewer car journeys thus reducing carbon emissions.

Improving the built environment for our communities will create a place where everyone can enjoy both a quality local environment and a healthy and active lifestyle. To enhance the built environment we need to address the issue of derelict and vacant land. While we have been successful in reducing derelict land from 90.68ha in 2016/17 to 60.9ha in 2018/19, it is still an issue as 55.9% of the population of Inverclyde live within 500 metres of derelict. This is higher than the Scotland wide figure of 29.76%. Vacant land within Inverclyde has increased from 74.73ha in 2016/17 to 93.8ha in 2018/19. However, this can be attributed to the reduction in derelict land and the benefit of this is that we now have land ready to be re-developed.

Communities have told us that improving the condition of paths and cycle paths and providing more walking and cycling routes is important to them. The Covid-19 pandemic has made improving walking and cycling facilities even more important. Many people have taken up walking and cycling during lockdown and it is important that appropriate infrastructure is put in place in order to encourage this behavioural change post lockdown. This could not only help to mitigate the ill-effects of traffic congestion and climate change, but help to reduce the strain on health services by promoting better public health.

The statistics tell us that fire safety is an issue that we need to focus on. In 2018/19 Inverclyde had the highest rate per 100,000 population for the total number of fires in Scotland. Inverclyde had a figure 680.7 per 100,000 population and the Scotland wide figure was 491.5. While the number of primary fires has reduced in the last two years, there has been an increase in the number of secondary fires, indicating that more interventions are required to tackle this issue.

The statistics show that there is a difference in frequency to the outdoors between those living in the 20% most deprived areas compared to the rest of Inverclyde. In 2018, 64% of residents across Inverclyde visited the outdoors one or more times a week, compared to 61% of those living in the 20% most deprived areas. While 9% of residents across Inverclyde visited at least once a month, compared to 4% of those living in the 20% most deprived areas. As the natural environment is known to provide a number of mental health benefits, such as reduced stress and anxiety, improvements in mood and concentration, as well as relaxation and escape, it is important that we encourage all Inverclyde residents to increase their frequency of visits to the outdoors. In addition, there is evidence that contact with the natural environment can benefit children a great deal. For example, children living in close proximity to natural environments are more likely to be lighter in weight and be more physically active. Children who live close to green spaces have higher levels of physical activity. (UCL Institute of Health Equity)

There is also evidence that income-related inequality in health is affected by exposure to green space. Those living in the most deprived areas are 10 times less likely to live in the greenest areas. People who live closer to green spaces tend to live longer than those with no green space. The number of data zones in Inverclyde that fall into the category of the 5% most deprived in Scotland has increased by 11, from 11 to 22 since 2016 and the number of data zones in Inverclyde that fall into the category of the 20% most deprived in Scotland has increased by 1 from 50 to 51. Improving access to green space would improve the health and well-being of the population of Inverclyde.

The Climate Change (Emissions Reductions Targets) (Scotland) 2019 sets out targets for the reduction of greenhouse gases emissions. Scotland's public bodies are expected to lead by example in combating climate change by making a valuable contribution to achieving the emissions targets, contributing to climate change adaptation and acting sustainably. Inverclyde Alliance therefore has an important role to play in delivering carbon emission reductions. Addressing climate change will also bring many co-benefits, as it is important in tackling other issues such as public health.

Inverclyde has a rich cultural, industrial and natural heritage with the history of the area steeped in centuries of maritime and industrial endeavour. In addition, we have excellent arts and cultural facilities such as Newark Castle, the Beacon Theatre and the McLean Museum and Art Gallery. The historic McLean Museum and Art Gallery are widely considered to be one of the best municipal museums in Scotland for the outstanding collections of art, local heritage, technology and culture.

There is an opportunity to capitalise on our strong cultural heritage to help build diverse communities and improve the quality of life of Inverclyde residents. Not only that, but art and culture can also be used to inspire our education system, boost our economy and make the area more attractive as a place to live, work and visit.

One of the Scottish Government's national outcomes is that we are creative and our vibrant and diverse cultures are expressed and widely enjoyed. Further developing Inverclyde's strong arts and culture scene will enable us to contribute to the achievement of this national outcome and enable us to play our part in the implementation of the Culture Strategy for Scotland which sets out the future direction for supporting culture in Scotland.

There is evidence that cultural engagement by adults in Inverclyde is slightly lower than the Scotland wide figure. For example, cultural engagement by adults in Inverclyde was 87% in 2018, compared to 90% in Scotland. This indicates that there is potential to improve the wellbeing of the population of Inverclyde by increasing participation in culture.

The Scottish Household Survey found that the most popular form of cultural participation is reading for pleasure. In Inverclyde, the libraries branch network includes 6 public libraries, one in each town or village in the area and a local history and heritage library.

The strong arts and culture scene that exists in Inverclyde can also be used to address environmental issues and create an attractive place that people want to live in. For example, engaging artists and communities in work around physical infrastructure, restoration and remediation of sites would help in our efforts to enhance the built environment. The creative portrayal of Inverclyde's natural surroundings could be used not only to promote green tourism and infrastructure but also renewable energy schemes and residential opportunities that draw people to move into an area.

What have communities told us?

The environment is an important issue to residents in Inverclyde. In 2019 a series of community engagement events were held across Inverclyde and the environment was one of the key themes that emerged. Communities told us that Inverclyde is a great place to live. However, concerns were raised concerning there not being enough dog waste bins, grass verges not being well maintained, derelict land, boarded up buildings and fly tipping.

Participants in the community engagement events also highlighted pavements and cycle paths as a key issue. Some of the feedback included the need for safer crossings, more walking and cycling routes, safer paths, improved lighting, parking on pavements and inconsiderate parking.

When we asked members of the Citizen's Panel what they liked most about living in Inverclyde, the top three responses were: environment – countryside and coast (64%); location (54%); and good transport linkages (38%).

Public transport and getting around Inverclyde was highlighted as a particular issue for many Inverclyde residents. 26% of respondents to the Our Place Our future survey conducted in 2016 said public transport was not meeting their needs. This is due to bus services being too expensive and there being poor provision in the evenings and at weekends in certain areas. Many residents are dissatisfied that access to certain areas in Inverclyde is not possible by public transport.

In addition, members of the Citizen's Panel told us that transport and getting out and about can be an issue, particularly for older people and those living in the West End of Greenock and in more rural parts of Inverclyde.

In March 2016, the Scottish Government in partnership with Riverside Inverclyde and Inverclyde Council commissioned a Greenock town centre Charrette. This process, brought the role of Arts and Creativity into the foreground of several discussions, particularly around the use of space, vibrancy and feel of the town centre. It was clearly recognised as a key factor in the regeneration of Greenock's town centre.

When we asked members of the Citizens' Panel what they thought were the main challenges and barriers for achieving positive outcomes in Inverclyde, a recurring theme was 'community spirit and attitude'. Respondents felt that local people had a lack of belief in the area and that they should be given a reason or hope to live here. The Panel felt steps should be taken to engage people who are disillusioned and make them proud to live in Inverclyde; encouragingly, respondents felt this was achievable.

What early intervention and preventative spend approaches are we deploying?

We have an Active Living Strategy which aims to encourage more individuals and families across Inverclyde to increase their physical activity through sustained positive changes to both their lifestyle and natural environment.

We have established an Environmental Network for local environmental community groups to come together, to support and develop community projects and to respond to the development of locality planning within the Community Planning Partnership.

Inverclyde Place Partnership was established in 2014 as a partnership between Creative Scotland and Inverclyde Council. Its aim is to develop the arts to make Inverclyde a more attractive place for visitors, a more inspiring place to live and a more enriching place to work and do business. Inverclyde Place Partnership primarily seeks to support grass-roots, professional arts activity, building capacity in artists and art organisations, developing and supporting partnerships with Community Planning partners and producing a range of inspiring arts events that nurture a positive identity for Inverclyde. The Place Partnership has also led on the development of an arts and creativity strategy for Inverclyde. This is in the final draft stage.

We established Inverclyde's Heritage Hub as a centre for local archives, local history, genealogical research, old photographs and newspapers. In addition the Heritage Hub has displays of objects connected with local history.

Belville Community Garden is a community growing project that uses a piece of land that the community fought to protect. The purpose of the project is to reconnect people with their environment through horticultural, woodland and creative initiatives.

Getting it Right for Broomhill uses a 'Total Place' approach to regeneration and community development in Broomhill. It uses an asset based approach around a locality, using co-production as a way of engaging with communities to effectively co-produce an agreed set of outcomes and activities.

What are the key issues we need to tackle?

Providing accessible and affordable public **transport** that meets the needs of Inverclyde residents is vital if we are to create a well-connected environment where local people find it easy to access employment and health and leisure services.

We need to reduce the amount of **derelict and vacant land** in Inverclyde in order to improve the built environment for our communities. This will also contribute to the regeneration of neighbourhoods, create employment opportunities and improve the image of the area.

Improving walking and cycling facilities will enable Inverclyde residents to

Increase access to **green space**, especially amongst children and those living in our poorest communities.

We need to reduce the total number of fires in Inverclyde and specifically the number of secondary fires with a range of measures to promote **fire safety**.

Promoting and enhancing our **culture and heritage** will help to improve the wellbeing of Inverclyde residents and create an attractive environment for people who live, work and visit Inverclyde. Arts and cultural activity is used to engage with children and citizens from across Inverclyde, and can drive regeneration, communicate an innovative and unique identity for Inverclyde and promote wellbeing by being accessible for all.

What will be different for communities in 10 years?

Although this Plan covers the period 2017/22, the Partnership appreciates that due to the complexity of tackling these issues, improvements in outcomes for residents will not be fully evident until the longer term. The outcomes that we expect to have achieved in 10 years include:

- Public transport will be more accessible and it will be easier to get around Inverclyde.
- The amount of derelict land will be reduced and the land used for alternative uses that will benefit local communities.
- Adults and children living in Inverclyde will be more physically active.
- All Inverclyde residents will have pride in Inverclyde and a sense of identity and belonging to the area.
- There will be increased attendance at cultural events and places of culture.
- Those living in our most deprived communities will enjoy greater access to green space.
- The local Green Network will be improved, offering better opportunities for communities and creating enhanced habitat connections.

What local outcomes will this local priority help to achieve?

Safe: we will aim to reduce the number of deliberate fire raising incidents among young people. Not only will this help to make people feel safe in their local neighbourhood, it will also reduce the resultant environmental damage from smoke and fire gases.

Healthy: improving access to greenspace and encouraging our citizens to become more active will have positive physical and mental health benefits.

Active: we will encourage more people to increase their levels of physical activity via sustained positive changes to both their lifestyle and natural environment, for example, by utilising the green space in their local neighbourhood.

Responsible: we will take steps to reduce the amount of derelict land with the aim of improving the quality of the built environment for local citizens. This action will also contribute to the regeneration of Inverclyde, as well as helping to support the creation of employment opportunities and helping to improve the image of the local area.

Included: Arts and cultural activity is accessible to all and will be used to engage communities in regeneration (as has been carried out in Broomhill in the Art Flat), opening up opportunities to a wider range of people.

What national outcomes will this local priority help to achieve?

- **Children and young people** – we grow up loved, safe and respected so that we realise our full potential.
- **Communities** – we live in communities that are inclusive, empowered, resilient and safe.
- **Culture** – we are creative and our vibrant and diverse cultures are widely expressed and enjoyed.
- **Environment** – we value, enjoy, protect and enhance our environment
- **Health** – we are healthy and active.


What plans, strategies and initiatives support this priority?

Plans, strategies and initiatives which support this outcome

- HECA
- River Clyde Homes Business Plan ☐
- Inverclyde Climate Change Plan 2018
- Inverclyde Active Travel Strategy
- Community Safety Strategy
- Waste Strategy
- Inverclyde Core Paths Plan 2009
- Glasgow and Clyde Valley Green Network
- Inverclyde Council Green Charter ☐ [Green Charter](#)
- Greenspace Strategies
- Local Transport Strategy
- Local Biodiversity Action Plan ☐ [Biodiversity](#)
- River Basin Management Plan
- Transportation and Roads – Inverclyde Council: Staff Travel Plan (to be rolled out to partners)
- Regional Transport Strategy 2018/19 – 2020/21 ☐ [Strathclyde Partnership for Transport - Regional Transport Strategy Delivery Plan 2018/19 – 2020/21](#)

- Inverclyde Council Corporate Asset Management Strategy 2016/18 □ [Corporate Asset Management Strategy 2016/18](#) (agenda item 20)
- Schools Estate Management □ [School Estate Management](#)
- Strategic Environmental Assessments
- Local Air Quality Management – Review and Assessment Process
- Greenspace □ [Greenspace](#)
- Scotland's Climate Change Declaration □ [Scotland's Climate Change Declaration](#)
- Community Safety Partnership □ [Community Safety Partnership](#)
- Inverclyde Local Access Forum
- Youth behaviour intervention and education programme - 'New Horizons'
- Third Sector Delivery/Community Activity
- Active Living Strategy
- Inverclyde Open Space Audit 2015
- [Community Learning and Development 3 Year Plan](#)
-
- ***National Strategies***
-
- Community Empowerment (Scotland) Act 2015
- Physical Activity Implementation Plan: A more active Scotland 2014
- Scottish Planning Policy
- Creating Places: A policy statement on architecture and place for Scotland 2013
- Play Strategy for Scotland: Our Action Plan

Priority 3 Environment, Culture and Heritage: How Will We Measure Our Success?

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1yr)	Medium term target (3yr)
Neighbourhood Perception	Community safety and neighbourhood perception: % of respondents either satisfied or very satisfied with their neighbourhood as a place to live Inverclyde Council's Citizens' Panel	2016 81%	2018 86%	No update	No update		
	Increase in the % of people who feel safe: % of people who noticed a reduction in anti-social behaviour in the past 12 months Inverclyde Council's Citizens' Panel	2016 33%	2018 10%	No update	No update		
	Customer feedback and influence: % residents satisfied that they can influence decisions affecting the local area Inverclyde Council's Citizens' Panel	2016 37%	No update	No update	No update		
Physical Activity	Increase in the % of people cycling: % of Inverclyde households with access to one or more bikes for private use Annual Cycling Monitoring Reports	February 2017 25.9% (bottom 5 in Scotland)	February 2018 24.2%	February 2019 27%	No update		
Built Environment	Reduce the amount of local vacant and derelict land and buildings: <ul style="list-style-type: none"> Vacant land Vacant land and buildings Derelict land Total Inverclyde Council	74.73 ha 0.45 ha 80.78 ha 155.96 ha	72.04 ha 0.55ha 82.66ha 155.27ha	93.8ha 0.4ha 60.9ha 155.27ha As at 31 st March 2019	No update		
	CO₂ emissions within the scope of influence of the local authority, per capita  www.gov.uk	2015	2016	2017	No update available		

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1yr)	Medium term target (3yr)
		4.5 CO ₂ tonnes	4.2 CO ₂ tonnes	4.2 CO ₂ tonnes			
	Reduce instances of deliberate fires and the resultant environmental damage from smoke and fire gases: <ul style="list-style-type: none"> Number of deliberate primary fires Number of deliberate secondary fires 	53 557	66 340	45 354	No update available		
	% of household waste composted and recycled Inverclyde Council	53.3%	57.21%	56%	Expected January 2021		
	Cleanliness score: street cleanliness - the cleanliness index achieved following inspection of a sample of streets and other relevant land Inverclyde Performs	94.3%	87.1%	89%	Expected January 2021		
Outdoor space	Green space – walking distance to the nearest green space by 20% most deprived SIMD area: <ul style="list-style-type: none"> In 5 minutes 6-10 minutes 11 minute walk or more Don't know Annual Scottish Household Survey http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde	2017 49% 22% 25% 3%	2018 54% 30% 12% 4%	2019 No update	2020 No update available		
	Outdoor visits - frequency of visits made to the outdoors by residents from 20% most deprived SIMD areas: <ul style="list-style-type: none"> Once or more times a week At least once a month 	2017 57% 9% 16%	2018 61% 4% 19%	2019 No update	2020 No update available		

Updated September 2020

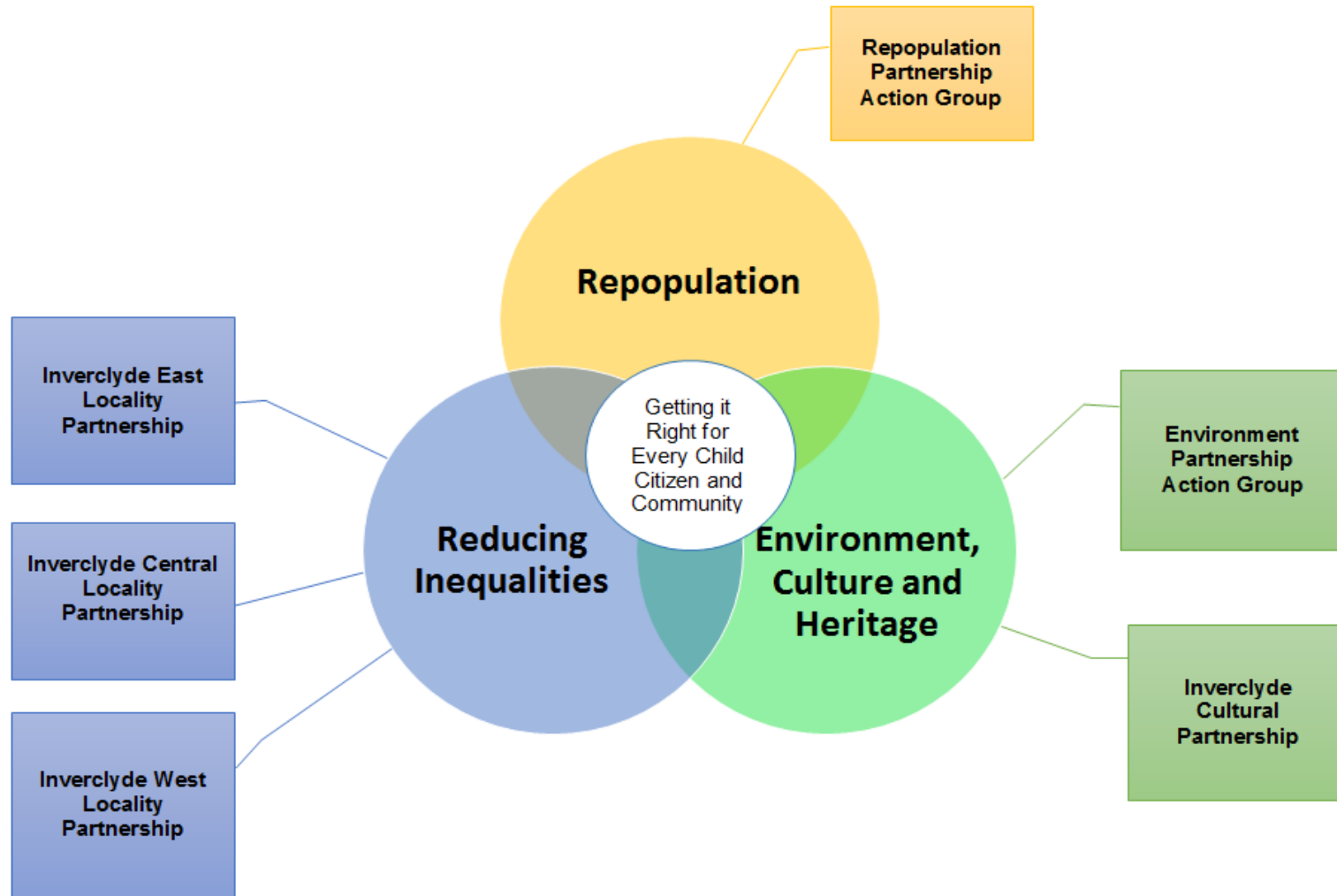
Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1yr)	Medium term target (3yr)
	<ul style="list-style-type: none"> At least once a year Not at all Annual Scottish Household Survey 2015 http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde	18%	16%				
	Satisfaction levels with nearest green space in Inverclyde: % residents that are satisfied / very satisfied http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde	2017 68%	2018 No update	2019 No update	2020 No update		
	Satisfaction levels with nearest greenspace in Inverclyde: % of residents in most deprived 20% that are satisfied / very satisfied http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde	2017 63%	2018 No update	2019 No update	2020 No update		
	Green Network indicator <ul style="list-style-type: none"> Number of households living within 400m actual walking distance of a useable greenspace. The degree to which greenspaces are connected to each other as well as greenspaces. 	2017 58%	2018 58%	2019 No update	2020 No update		
Culture	Cultural engagement by adults in the last 12 months Annual Scottish Household Survey http://www.gov.scot/Topics/Statistics/16002/LAtables2015/Inverclyde	2016 91%	2017 87%	2018 87%	No update available		
Community Safety	Reported crimes in Inverclyde	2016/17 7,758	2017/18 7,063	2018/19 6,470	No update available		
	Number of deliberate secondary fires (single derelict buildings, grassland, intentional straw or stubble)	Awaiting data	Awaiting data	Awaiting data	Awaiting data		

Updated September 2020

Issue	Indicator/Source	2016/17	2017/18	2018/19	2019/20	Short Term Target (1yr)	Medium term target (3yr)
	burning, outdoor structures, refuse and refuse containers and derelict vehicles) Scottish Fire and Rescue						
Our Place Our Future Survey	Increase the average score of residents who feel satisfied with moving around Inverclyde	2017 4.3	No update	No update	No update		
	Increase the average score of residents who feel satisfied with public transport in Inverclyde	2017 4.4	No update	No update	No update		
	Increase the average score of residents who feel satisfied traffic and parking in Inverclyde	2017 3.8	No update	No update	No update		
	Increase the average score of residents who feel satisfied with natural space in Inverclyde	2017 4.8	No update	No update	No update		
	Increase the average score of residents who feel satisfied with streets and spaces in Inverclyde	2017 4.5	No update	No update	No update		
	Increase the average score of residents who feel satisfied with play and recreational opportunities in Inverclyde	2017 4.2	No update	No update	No update		
	Increase the average score of residents who feel satisfied with facilities and amenities in Inverclyde	2017 4.5	No update	No update	No update		
	Increase the average score of residents who feel satisfied with feeling safe in Inverclyde	2017 4.6	No update	No update	No update		
	Increase the average score of residents who feel satisfied with care and maintenance of buildings and spaces in Inverclyde	2017 4.0	No update	No update	No update		

Delivering our priorities

The diagram below sets out the delivery framework for our three strategic priorities.



Ongoing Development

The Inverclyde Alliance will produce and publish an Annual Report that will provide details of the progress that has been made in delivering this Inverclyde Outcomes Improvement Plan. This report will be published for the public to allow them to assess how well we are performing.

The Annual Report will also identify any new national pieces of legislation or developments that will impact on the delivery of our strategic priorities. A number of new pieces of legislation are on the horizon that will shape this Plan going forward, including the Child Poverty Bill which will set targets relating to the eradication of child poverty; The Climate Change Bill, which will amend those parts of the 2009 Act that relate to emission reduction targets; the Warm Homes Bill which aims to tackle fuel poverty and improve energy efficiency; 'A Culture Strategy for Scotland' which aims to support the long term development of culture in Scotland as well as the new Socio-Economic duty which ask public authorities to do more to tackle the inequalities of outcome caused by socio-economic disadvantage.

In addition, the uncertainties associated with Brexit, which is likely to have an effect on monetary, fiscal, trade, industry, immigration and labour markets means that it is essential that partners continue to review the potential implications of this and impact that this is likely to have on our communities.

Risk Management

Potential risks that could impact on the delivery of this Outcomes Improvement Plan have been identified and are described below. Whilst the Alliance Board has the responsibility for the overall governance of the Plan, the Partnership Action Groups also have a responsibility to ensure that the risks are controlled in the development of their action plans.

Date:	1 November 2017
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Risk dashboard

LOIP Local Outcome	Risk No	Description of RISK Concern	Residual Risk Score
All	1	There is a risk that further planned reductions in partner budgets will impact on the financial ability of partners to deliver the strategic priorities in the LOIP.	9
All	2	As staffing levels within organisations reduce, this may impact on the ability of partners to lead on the delivery of the strategic priorities.	9
All	3	There is a risk that competing organisational priorities may reduce partners buy-in to the delivery of the LOIP.	6
All	4	There is a risk that the effectiveness of projects aimed at improving outcomes for the residents of Inverclyde is undermined by external factors outwith the control of the partnership, such as Welfare Reform.	9

Appendix 1: Inverclyde Outcomes Improvement Plan

You can view the Inverclyde Outcomes Improvement Plan here:

<https://www.inverclyde.gov.uk/assets/attach/8178/LOIP%20FINAL%20VERSION.pdf>

or alternatively, telephone (01475) 712042 to obtain a copy.

Appendix 2: Inverclyde Strategic Needs Analysis

You can view the Inverclyde Strategic Needs Analysis here:

<https://www.inverclyde.gov.uk/assets/attach/8270/Inverclyde%20Strategic%20Needs%20Assessment%20FINAL%202017.pdf>

or alternatively, telephone (01475) 712042 to obtain a copy.

Appendix 2: Our Place Our Future Summary Information

You can view the summary information from the Inverclyde Our Place Our Future Survey here:

<https://www.inverclyde.gov.uk/assets/attach/8177/Our%20Place%20Our%20Future%20Initial%20Summary%20Information.pdf>

or alternatively, telephone (01475) 712042 to obtain a copy.

All documents can be found together here:

<https://www.inverclyde.gov.uk/council-and-government/community-planning-partnership/inverclyde-outcome-improvement-plan>

Contact Us:

If you would like further information on any aspect of the Inverclyde Alliance Outcomes Improvement Plan, please e-mail: corporate.policy@inverclyde.gov.uk or telephone (01475) 712042.