



Inverclyde Alliance

Inverclyde Alliance Single Outcome Agreement Annual Report 2014/15

Inverclyde Together



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 formie 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۔



Inclusive Education, Culture and Corporate Policy, Inverclyde Council, Municipal Buildings, Clyde Square, Greenock, PA15 1LY



01475 712146



corporate.policy@inverclyde.gov.uk

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1. FOREWORD

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

I am delighted to introduce this Annual Report for 2014/15 which highlights the progress we made during the second year of the Inverclyde Alliance 2013-17 Single Outcome Agreement (SOA), 'Inverclyde Together'.

This Annual Report continues the trend of reviewing our progress against the 16 National Outcomes and the 8 local outcomes that we identified in our SOA 2013-17. It highlights a range of partnership projects and initiatives that were implemented during 2014/15 to help improve the lives of people who live in Inverclyde.

During 2014/15 we implemented a number of projects and initiatives to make our communities safer; improve access to employment opportunities; regenerate our town centres; tackle alcohol misuse; provide our young people with the best start in life and improve our local environment.

The case studies that are included within the review of performance for each SOA outcome provide a flavour of some of the innovative partnership working that has taken place over the past year. There is still more however to be achieved and Inverclyde has enormous potential to grow further. Through the shared vision outlined in our SOA, partners across Inverclyde will continue to work together to ensure future successes and help tackle the challenges that we face locally.

I look forward to providing you with an update on our progress again next year. In the meantime, I am pleased to introduce this Annual Report for 2014/15 on behalf of the Inverclyde Alliance Board.

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

2. Executive Summary

The Community Planning Partnership vision for Inverclyde is:

‘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 achieving, resilient, respected, responsible and included, and able to make a positive contribution to the area.

To deliver this vision, the Inverclyde Alliance, has agreed, with its communities, a number of strategic local outcomes:

1. Inverclyde’s population is stable with a good balance of socio-economic groups.
2. Communities are stronger, responsible and more able to identify, articulate and take action on their needs and aspirations to bring about an improvement in the quality of community life.
3. The area’s economic regeneration is secured, economic activity in Inverclyde is increased, and skills development enables both those in work and those furthest from the labour market to realise their full potential.
4. The health of local people is improved, combating health inequality and promoting healthy lifestyles.
5. A positive culture change will have taken place in Inverclyde in attitudes to alcohol, resulting in fewer associated health problems, social problems and reduced crime rates.
6. A nurturing Inverclyde gives all our children and young people the best possible start in life.
7. All children, citizens and communities in Inverclyde play an active role in nurturing the environment to make the area a sustainable and desirable place to live and visit
8. Our public services are high quality, continually improving, efficient and responsive to local people’s needs.

Our Single Outcome Agreement (SOA) 2013-17 sets out the context in which these local outcomes have been developed, identifying the priorities and issues which affect the lives of the people of Inverclyde. Delivery of these outcomes will improve the quality of life and the wellbeing of the people who live here, whilst tackling the inequalities that exist across the area. You can view the full Inverclyde Alliance SOA [here](#).

The SOA has been developed and agreed with all the organisations who are members of the Inverclyde Alliance, as well as with communities across the area to ensure it reflects the needs and aspirations of those who live in the area.

Progress in the delivery of the SOA is monitored closely. In addition to this Annual Report, you can also find our quarterly performance progress reports in the Inverclyde Alliance Board papers which are available [here](#).

Getting it Right for Every Child, Citizen and Community: A Nurturing Inverclyde

The Inverclyde Alliance has taken the 'Getting it right for every child' (GIRFEC) approach a step further and has made a commitment to get it right for every citizen and community, focusing on making Inverclyde a place which nurtures all its citizens, ensuring that everyone has the opportunity to have a good quality of life and good mental and physical wellbeing. The wellbeing outcomes from GIRFEC have been adapted to reflect what we want to achieve for our wider community (GIRFECCC) and are set out below.

We want all our citizens' to:

- Safe** Be 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** Be 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** Have a nurturing place to live and learn and the opportunity to build positive relationships within a supporting and supported community.
- Active** Have opportunities to take part in activities and experiences in educational establishments and the community, which contribute to a healthy life, growth and development.
- Respected & Responsible** Be respected and share responsibilities. Citizens are involved in decision making and play an active role in improving the community.
- Included** Overcome social, educational, health and economic inequalities and being valued as part of the community.

Key to the delivery of these wellbeing outcomes is a move to prioritise early intervention approaches, as many of the problems experienced by those citizens in our most deprived areas in Inverclyde will not be 'fixed' overnight. The Alliance will continue to work to develop early intervention and preventative approaches, particularly around the three core areas set out in the Spending Review 2012/13 and Budget 2013/14, which are:

- Supporting adult social care
- Early years
- Tackling re-offending

Our case studies provide just some examples of where, through innovative partnership working, the Inverclyde Alliance is making a difference in these areas.

SOA1 Outcome Review

Local Outcome 1: Inverclyde's population is stable with a good balance of socio-economic groups

In Inverclyde we are nurturing our population to help us address the issue of depopulation, which is one of the biggest challenges facing the area. Inverclyde has suffered one of the steepest rates of population decline across the UK. This has major implications for both the design and delivery of public services and the competitiveness and attractiveness of the local economy.

In 1951, Inverclyde's population was 137,000 but this had fallen to 90,103 by the time of the 1991 Census, a decrease of 35%. At the time of the 2011 Census the population of Inverclyde stood at 81,500, down a further 3% on the 2001 population.

Inverclyde's rate of depopulation is more severe than other parts of the UK and is amongst the highest in Scotland. Between 1981 and 2009 the rate of depopulation was proportionately larger than any other local authority in the UK. During this period, our population fell by almost 21% (21,000 people). Over the period 2001- 2011 Inverclyde had the second highest drop in population in Scotland.

Population decline has been selective and has had a greater impact on young people, young families and working age people. Between 2001 and 2011 the number of young people living in Inverclyde fell sharply with the number of young people aged under 15 years down by 16%. In addition, whilst most Council areas saw an increase in the number of pre-school children over this period, our pre-school population fell by 6%. Our 15 to 64 year old population fell by 1.9% whilst nationally the same age group increased by 6%.

Conversely, Inverclyde's population aged 65 and over has increased by 5.6%, with a significantly higher increase, 14.4%, in the number of residents aged over 80. A growing elderly population will impact on the provision of specific public sector services, particularly health and social care as the elderly/frailer population will require more intensive support whilst a decline in family networks due to depopulation will impact on the number of family members who can play a caring role.

Links to:

Scottish Government Purpose Target:

- To match average European (EU15) population growth over the period from 2007 to 2017, supported by increased healthy life expectancy in Scotland over this period

National Outcomes:

- We live in well-designed, sustainable places where we are able to access the amenities and services we need.
- We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
- Take pride in strong, fair and inclusive national identity.

SOA1 Outcome Review

Wellbeing Indicators:

- Safe, Healthy, Achieving, Nurtured, Active, Responsible and Included

Highlights in 2014/15

The Repopulation Outcome Delivery Group secured £1 million funding from Inverclyde Council which has been allocated to the delivery of the actions set out in the Repopulation Outcome Delivery Plan. In 2014/15 this helped to deliver:

- A council tax incentive scheme to provide council tax reductions for people who move to Inverclyde. 32 Council tax reduction applications were approved from an original budget of 30.
- Grant assistance to local business start-up and growth over a 2 year programme ending in March 2015 via £100,000 funding. By March 2015 this fund had been fully committed; 11 businesses were supported with start-up grants, 46 with marketing grants and 21 with informal training grants. The funding is allowing business to develop more quickly than they would have previously been able to and positive feedback is already being received.
- An Inverclyde Living website has been developed and is live (<http://www.inverclyde-living.org/>). The number of website hits peaked in December 2014. The number of Facebook followers on the Inverclyde Living page also increased from 2754 to 3243.

SOA 1 Case Study – Inverclyde Living

Inverclyde has suffered from historical depopulation. To address this, the council has funded a £1million package of initiatives to promote repopulation. The repopulation campaign, branded Inverclyde Living, aims to promote and encourage more people to consider Inverclyde as a place to live and visit. Among the projects are; the wider promotion of Inverclyde as a place to live and visit; bespoke relocation packages through the services of a relocation officer; council tax discounts and opening up opportunities for self-build.

One initiative is the launch of brand new self-build locations in Leperstone Avenue, Kilmacolm. The package of eight properties for self-build was launched at Inverclyde Living stands at the Scottish Homebuilding and Renovating Show (17 – 18 May 2014) and The Ideal Home Show Scotland (23 – 26 May 2014), both held in the SECC in Glasgow. Eight plots were available and interest was received from over 120 enquirers (with interest still continuing after the two exhibitions). One comment from the team at the event was that the plots could have sold ten times over. The interest generated has helped to support the assumption that there is a demand for self-build opportunities and discussions are ongoing about potential additional areas for release.

SOA1 Outcome Review

Also, the demand from within Scotland highlighted geographical locations of people interested in moving to Inverclyde and this has since influenced the targeting of advertising and promotion for the Inverclyde Living marketing campaign which promotes Inverclyde as a place to live and visit.

SOA1 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2009/10	2010/11	2011/12	2012/13	2013/14	‘Progress’ target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Total Population of Inverclyde Annual/Mid year population estimates http://www.gro-scotland.gov.uk/files2/stats/council-area-data-sheets/inverclyde-factsheet.pdf 2011 Census http://www.scotlandscensus.gov.uk/en/	80,210 (estimate)	79,770 (estimate)	81,500 New 2011 census figure	80,310 (mid 2013 estimate)	79,860 (mid 2014 estimate)	Stabilise Inverclyde’s population at 80,000	↑ Population figures are higher than target
Satisfaction with Inverclyde as a place to live. Questionnaire/Citizens’ Panel	n/a	72% (2011 Citizens’ panel survey)	n/a	n/a	72% (2014 Citizen’s panel survey)	Increase satisfaction to 74%	→
Satisfaction with neighbourhoods as a place to live (links to national indicator 28) Questionnaire/Citizens’ Panel	n/a	84% (2011 Citizens’ panel survey)	n/a	n/a	85% (2014 Citizen’s panel survey)	Maintain satisfaction at 84%	→ The survey has a margin of error of +/- 4%, therefore both figures lie in the same range
Percentage of Citizens’ Panel respondents who have considered leaving Inverclyde Biennial/Questionnaire/Citizens’ Panel	n/a	40% (2010)	n/a	42% (2012)	n/a	Reduce to 35%	→ The survey has a margin of error

SOA1 Outcome Review

Indicator/s (noting frequency / type / source)	2009/10	2010/11	2011/12	2012/13	2013/14	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
		Citizens' panel survey)		Citizens' panel survey results)			of +/- 4%, therefore both figures lie in the same range
Civilian in-migration Annual/ Components of migration by administrative area: http://www.nrscotland.gov.uk/files//statistics/migration/local-area-migration-2011.xls	1398	1258	1322	1389	n/a	Increase current in-migration levels	↑
Civilian out-migration Annual/ Components of migration by administrative area: http://www.nrscotland.gov.uk/files//statistics/migration/local-area-migration-2011.xls	1624	1547	1637	1566	n/a	Stabilise the current out-migration level	↑
Working age population Annual/Midyear population estimates http://www.nrscotland.gov.uk/files//statistics/population-estimates/midyear-2014/14mid-year-pe-cahb-tab3.pdf	16-64yrs = 51,839 (mid 2010)	16-64yrs = 51,489 (mid 2011)	16-64yrs = 51,000 (Mid 2012)	16-64yrs = 52,076 (mid 2013)	16-64yrs = 51,026 (mid 2014)	To stabilise the current working age population in Inverclyde.	↓

SOA2 Outcome Review

Local Outcome 2: Communities are stronger, responsible and more able to identify, articulate and take action on their needs and aspirations to bring about an improvement in the quality of community life

This outcome focuses on social regeneration and area renewal. In Inverclyde we are nurturing our communities to ensure that they are safe, healthy, achieving, nurtured, active, respected and responsible and included. The areas of work which have an influence on this are wide ranging, including Community Safety, Financial Inclusion, Community Engagement and Capacity Building, Area Renewal and Housing.

Financial inclusion is a key priority for the Alliance. Inverclyde is one of a number of Scottish local authorities that suffers from high levels of income deprivation (SIMD2012) and the economic downturn and public sector cuts are likely to significantly impact upon our low-income and vulnerable citizens. In addition, the introduction of Welfare Reform will have a significant impact on the lives of many vulnerable groups living in Inverclyde from disabled children through to adults with long-term conditions, their families and carers.

Effective regeneration is dependent upon communities and neighbourhoods being actively involved, and in the process being supported to be more independent once programmes have ended. Community capacity building is a core component of this process. Those in our most deprived communities may lack the confidence, skills and ability to engage with the services they need to help them move into employment or training, develop parenting skills or deal with unsustainable debt. Developing core 'resilience' skills is fundamental to enabling people living in deprived areas to cope with the hardship they experience, while the agencies in the area try to tackle the multitude of issues which cause deprivation. The impact of this will be that they will be better equipped to deal with problems, but will also know where and when to go for help before they reach a crisis point.

Following on from community capacity building is community engagement, where communities can engage better with service providers, to help ensure that their needs are met. Communities can then be involved in making the difference to an area themselves.

Links to:

National Outcomes:

- We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
- We have tackled the significant inequalities in Scottish society
- We live our lives safe from crime, disorder and danger

Wellbeing Indicators:

- Safe, Respected, Responsible and Included

SOA2 Outcome Review

Highlights in 2014/15

- A new website, Inverclyde Life, has been launched www.inverclydelife.com which provides details of groups, organisations and services that are available locally to the public. A postcode search is included to show only the activities that are close by (see Case Study 1).
- A number of innovative diversionary activities for offenders have been developed (see Case Study 2).



SOA2 Case Study 1– Inverclyde Life

Increasingly, evidence suggests that it is not a lack of services that is the greatest challenge in changing outcomes for local people but rather how people are able to find and move between services that has the greatest impact. This challenge comes in two forms:

1. Those that need services find the wrong service; find services at the wrong time or can't find services at all. Logic would suggest that it is those who are already marginalised or disadvantaged in society that are most susceptible to this challenge.
2. Services themselves are not joined up; with little understanding amongst service providers of other services (and community activities) that could benefit people.

To address this, the Successful Communities Outcome Delivery Group worked together to create Inverclyde Life. This is a new website where the public can more easily find more activities in their community than ever before, all in one place www.inverclydelife.com. The website is hosted by CVS Inverclyde (the Third Sector Interface) and aims to map all public services and community activities, including community groups, sports clubs, voluntary organisations, charities, advice services and public sector services on one easy to use website directory. To ensure that the content remains available for people without access to the internet, the website also lets partners create a bespoke directory in an Adobe pdf format that can be shared and printed easily.

In addition to providing information on where to find services, Inverclyde Life is also the volunteering portal for Inverclyde. Courtesy of data provided by Trust Volunteering residents in Inverclyde can search for volunteering opportunities within the local area. Public and third sector agencies can advertise for volunteering opportunities.

SOA2 Outcome Review

Since its launch in October 2014, Inverclyde Life has had nearly 2,000 unique visitors and over 10,000 visits in the nine months since its launch. Such is the success of the project that partners are currently considering how further resourcing of this valuable tool could extend its functionality further.

SOA 2 Case Study 2 – Throughcare Support Officers

Evidence suggests that many short term prisoners face the highest risk of re-offending immediately after leaving custody. This can be exacerbated by the lack of co-ordinated support and mentoring during this early period post-prison. There is a greater chance of success when they are supported through a continuous relationship which the offender recognises as supportive, trusting and knowledgeable.

The constant through-put of short term offenders gave cause to find a method of reducing these numbers. A business case was presented to SPS HQ for funding of £90,000 a year, including two full time members of staff. Following an internal recruitment campaign two residential officers were selected as TSOs. The role of the TSO includes:

- To build on the Personnel Officer role whilst in custody and extend this into the first part of community life after prison, an end to end case management approach for people passing through custody back into community;
- To deliver the needs identified in the offender's Community Integration Plan and pre-release case conference;
- To support the individual on liberation to attend initial appointments and any subsequent appointments;
- To provide on-going support and advice post custody;
- To record progress through regular formal review;
- To engage with community partners ensuring a focus on continued support for individuals;
- To reduce barriers to change and contribute effectively to reduce re-offending.

An evaluation of the project is currently underway which seeks to measure what has been achieved and who has particularly benefitted from working with the TSOs. One benefit already apparent is that the TSO project has helped to change the stereotypical view of what a prison officer's role is. The TSOs have received first-hand comments from external partners about the positive work that has been achieved in the short time they have been active in the community. In addition, the TSO project developed at HMP Greenock has also been initiated in other prisons in Scotland.

SOA2 Outcome Review

SOA2 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2013/14	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Overall Crimes and Offences for Inverclyde Annual/ Police Scotland	11,094	11,289	10,677	11,150	Reduce overall crimes and offences for Inverclyde	→ 5 year mean is - 0.7%, performance overall relatively unchanged
Number of serious assaults Annual/ Police Scotland	132	91	85	76	Decrease the number of serious assaults by 1% by 2013	↑
Percentage of Citizens' Panel respondents who stated they are quite or very worried about one or more crime issues Source: Citizens' Panel Survey/Inverclyde Council. Sample size: 1000 Inverclyde residents	57% (2007 suvey)	n/a	n/a	62% (2014 survey)	No more than 57% of Citizens' Panel respondents quite or very worried about one or more crime issues.	↓
Percentage of adults 16+ who have given up time to volunteer in previous 12 months. Biennial / Scottish Household Survey http://www.gov.scot/Resource/0046/00469278.pdf	17.8%	Not available	24% (2012)	28% (2013)	Increase the number of adults giving up time to volunteer to the Scottish average of 23.9%.	↑
Percentage of adults agreeing that they can influence decisions affecting their local area Biennial / Inverclyde Citizens Panel		47% (2010)	38% (2012)	47% (2014)	Increase by 1% per year.	↓

SOA2 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2013/14	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Percentage of households where respondent or partner has a bank, building society or credit union account. Biennial / Scottish Household Survey http://www.gov.scot/Resource/0046/00469278.pdf	86% (2010)	85% (2011)	92% (2012)	95% (2013) Scotland 95%	Increase the % of households with bank or building society account to Scottish figure (93%)	↑
Percentage of households describing themselves as coping well or very well financially. Biennial / Scottish Household Survey http://www.gov.scot/Resource/0046/00469278.pdf	45%	Not available	43% (2012)	38% (2013)	Increase the % of households that are coping well or very well financially to Scottish figure (47% in 2012)	↓

SOA4 Outcome Review

Local Outcome 3: The area's economic regeneration is secured, economic activity in Inverclyde is increased and skills development enables both those in work and those furthest from the labour market to realise their full potential

In Inverclyde we are nurturing and growing our economy to create employment opportunities for local residents; to help those who are furthest from the labour market and to support businesses and employers. This is vital in helping us to achieve our vision of getting it right for every child, citizen and community as employment is one of the most effective ways to improve the well-being of individuals, their families and communities.

Similar to many areas across Scotland, Inverclyde has been subject to a process of significant de-industrialisation in the past which has resulted in a shift in economic activity from the traditional industries of shipbuilding and heavy engineering towards the public and service sectors. Currently, our economic base is narrow and largely dependent on the public sector, electronics and call centre industries as a source of employment. In 2013, 28.7% of Inverclyde's working population worked in the public sector, with 7% working in the private sector. Currently 55% of all jobs in the area are located in large sized companies.

Enterprise activity is particularly low in our most disadvantaged areas, suggesting a need to improve the entrepreneurial culture in the area and to continue providing high quality support to new and existing businesses. The current economic situation presents yet further challenges in regard to maintaining the economy and diversifying the business base in Inverclyde.

Job density, which represents the ratio of total jobs (31,000) in the area to the number of working-age residents in Inverclyde, is lower than the Scottish figure; 0.6 compared to a Scotland average of 0.76.

Inverclyde is second to Glasgow in regard to employment deprivation. Inverclyde has a total of 110 datazones and at the time of SIMD 2012 Inverclyde's local share of datazones in the 15% most employment deprived was 38%, 42 datazones. Locally there has been a small increase in the number of Inverclyde datazones found in the 15% most income deprived in Scotland. In 2012 the percentage of datazones in the 15% most income deprived was 40%.

The unemployment rate for April 2014 – March 2015 was 7.4% compared with 6.29% nationally. Unemployment rates tend to be higher in certain areas of Greenock and Port Glasgow; household incomes are lower than average with above average levels of benefit dependency.

Links to:

National Outcomes:

- We live in a Scotland that is the most attractive place for doing business in Europe.

SOA4 Outcome Review

- We realise our full economic potential with more and better employment opportunities for our people.
- We are better educated, more skilled and more successful, renowned for our research and innovation.

Wellbeing Indicators:

- Achieving, Healthy, Nurtured and Included

Highlights in 2014/15

- For the fifth year running, Inverclyde had no 'unknown' young people in relation to school leaver destination results. We are the only partnership in Scotland to achieve this.
- There has been a further improvement in the claimant count. As at 31 March 2015 there were 1,692 JSA claimants, a rate of 3.3%. In March 2014 the figure was 2,065 which is a rate of 4%.
- 272 jobs have been created between 1 April 2014 and 31 March 2015 through business development and business gateway activities.

Case Study SOA3 – School Leaver Destinations 2013/14

In 2003, Inverclyde had the 2nd highest percentage rate of young people leaving school into *negative* destinations. By 2014, Inverclyde ranked 6th in Scotland in relation to *positive* destinations, with 94% of school leavers, recorded through the School leaver Destination Return exercise, going onto a positive destination post school. A follow up exercise took place in March 2015, reporting a national positive destination of 91.7%. In Inverclyde, the follow up positive destination was slightly higher at 92%.

The collection of this data, including 0% unknowns over the past 5 years and the work sitting behind the positive outcomes are testimony to the excellent partnership working that exists in Inverclyde. Change has been effected via a strong partnership approach across Inverclyde's Community Planning Partnership, adopting a long term data driven strategy to stem the flow of young people going into negative destinations. Since 2003, considerable effort has been put into developing data systems and engaging with young people regarding their post-school transitions. It has been important for us to develop our work, not only to address the immediate concerns and needs of our young people as they leave school (particularly the most vulnerable in our community), but also to work hard to "stem the flow"; ensuring that, progressively, negative destinations and lack of opportunity for young people becomes a diminishing issue as, over the years, different cohorts of young people leave school.

SOA4 Outcome Review

It's a significant endorsement for the work of professionals delivering the Scottish Government's Opportunities for All pledge. SDS and partner organisations, including local authorities, DWP, colleges and SAAS have been sharing data to inform work to support young people not in learning or work, or at risk of this.

SOA3 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
<p>Enterprises by 10,000 adults Business stock data per 10,000 adults, Scottish Neighbourhood statistics http://www.gov.scot/Topics/Statistics/Browse/Business/Corporate/Tables http://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates</p> <p>(number of VAT/PAYE registered private sector enterprises operating in Inverclyde per 10,000 16+ adults)</p>	<p>2011 252 (Inverclyde) Scotland: 356 Gap = 102</p>	<p>2012 257 (Inverclyde) Scotland: 363 Gap = 104</p>	<p>2013 254 (Inverclyde) Scotland: 364 Gap = 110</p>	<p>2014 264.5 (Inverclyde) Scotland: 375 Gap = 110.5</p>	Narrow the gap between the businesses per 10,000 adults in Inverclyde and the businesses per 10,000 in Scotland	→
<p>Average Weekly wages Annual/excel spreadsheet/ https://www.nomisweb.co.uk/reports/lmp/la/1946157422/report.aspx#tabjobs Source: ONS annual survey of hours and earnings – resident analysis</p>		<p>£464.40 (Inverclyde 2012) £497.60 (Scotland) Inverclyde decreased by 3.3% whilst Scotland</p>	<p>£470.00 (Inverclyde 2013) £508.30 (Scotland) Inverclyde increased by 1.2% whilst Scotland</p>	<p>£509.40 (Inverclyde 2014) £518.20 (Scotland) Inverclyde increased by 8.3% whilst Scotland</p>	Increase the average weekly wage in Inverclyde at the same rate as the Scottish average weekly wage increases.	↑ In 2014 gross weekly pay increased by a higher percentage in Inverclyde than nationally. Gross weekly earnings are the closest they have been to the national

SOA4 Outcome Review

Indicator/s (noting frequency / type / source)	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
		increased by 2%	increased by 2%	increased by 1.9%		average since 2011.
Percentage of the population who are income deprived Biennial /objective / SIMD http://www.scotland.gov.uk/Topics/Statistics/SIMD/		2012 18% population income deprived Scotland = 13% Gap 5%	2013 N/A	2014 N/A	Stop the gap from increasing beyond 5.1%	New SIMD figures will not be published until 2016.
Percentage of datazones which are in the most deprived 15% of data zones Biennial /objective / SIMD http://www.scotland.gov.uk/Topics/Statistics/SIMD/		2012 40% (44 of 110 datazones)	2013 N/A	2014 N/A	Ensure the percentage does not increase beyond 38%	New SIMD figures will not be published until 2016.
Employment rate in Inverclyde Annual/ Economically active people in employment figure, expressed as a percentage of the working age population/ Source: ONS Annual Population Survey numbers are for those aged 16 and over, % are for those aged 16-64 http://www.nomisweb.co.uk/reports/lmp/la/1946157422/printable.aspx		April 2011 – March 2012 Inverclyde = 77.2% Scotland = 76.9% Gap = -0.3%	April 2013 – March 2014 Inverclyde = 69.7% Scotland = 71.5% Gap= 1.8%	Jan 2014 - Dec 2014 Inverclyde = 69.5% Scotland = 72.6% Gap = 3.1%	Do not allow the gap to grow beyond 3%	↓

SOA4 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Number of Young people 16 to 24 who are unemployed JSA Claimants/ONS Claimant Count https://www.nomisweb.co.uk/reports/lmp/la/2038432138/report.aspx https://www.nomisweb.co.uk/reports/lmp/wpca/1929380450/printable.aspx		March 2012 Inverclyde: 905 people Approx 12% Scotland: 8.8%	June 2014 Inverclyde 425 people Approx 23.4% Scotland 24.5%	May 2015 Inverclyde 345 people Approx 22.2% Scotland 21.3%	Reduce the gap of 3.2% from Scottish Figure	↑ Inverclyde is 0.9% above the Scottish average. JSA claimants have fallen but there has been a larger fall at Scotland level between 2014-15
Percentage of people in receipt of key out of work DWP benefits. Department for Work and Pensions benefit claimants – working age Percentage = proportion of resident population of area aged 16 - 64 https://www.nomisweb.co.uk/reports/lmp/wpca/1929380450/printable.aspx		Inverclyde – 20.3% Scotland – 14.1% Gap – 6.2% (Aug 2011)	Inverclyde – 16.8% Scotland – 12.2% Gap – 4.6% (Nov 2013)	Inverclyde – 16.2% Scotland – 11.4% Gap – 4.8% (Nov 2014)	Reduce the gap of 6.2%.	↑ The % of people in receipt of key out of work benefits decreased very slightly, the gap between Scotland and Inverclyde increased very slightly but is still less than 2 years ago.
Number and 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	Jan 2011 – Dec 2011 Inverclyde – 14.4% Scotland – 11.6% Gap – 2.8%		Jan 2013 - Dec 2013 Inverclyde – 13.9% Scotland – 10.3% Gap – 3.6%	Jan 2014 – Dec 2014 Inverclyde – 12.6% Scotland – 9.4% Gap – 3.2%	Maintain current 0% gap or improve against the Scottish %	↓

SOA4 Outcome Review

Local Outcome 4: The health of local people is improved, combating health inequality and promoting healthy lifestyles

In Inverclyde we are nurturing the health of every child, citizen and community by tackling a range of issues such as low income, education, employment and working conditions, access to health services and housing.

Health inequalities is a key priority of the Scottish Government and is a particular issue in Inverclyde. Health and social inequalities start early in life and can persist into old age and can impact on subsequent generations. Some of our communities experience higher levels of these poorer outcomes, and the Partnership is committed to finding ways to respond by improving lives; preventing ill-health and social exclusion; protecting good health and wellbeing and promoting healthier living.

Income inequality has a profound impact on health outcomes, so it is important to work to reduce the gap between our healthiest (and more affluent) communities and our unhealthiest (and least affluent) communities. Feelings of hopelessness have a detrimental impact on healing rates. If an individual feels that they have no control over their life then this can lead to an inability to build resilience to negative situations, and undermine their ability and desire to cope. It can also lead to impaired mental health.

The recession and continuing economic difficulties mean that families are experiencing additional pressures that can impact on both physical and mental health. With pressure on household budgets people will have less money to spend e.g. on leisure activities.

We believe that we are beginning to demonstrate a small improvement in health inequalities in terms of Inverclyde in comparison to the rest of Scotland. There is a huge amount of work being undertaken in support of the high level SOA indicators to tackling health inequality at a very local level, as there are huge inequalities from community to community in our area.

Links to:

National Outcomes:

- We live longer, healthier lives
- Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it

Wellbeing Indicators:

- Safe, healthy, nurtured, active and included.

SOA4 Outcome Review

Highlights in 2014/15

- A Health and Wellbeing Survey of all secondary school children has been carried out. The survey had an 83% response rate. The results of the survey have provided a clear picture of the health and wellbeing issues that are affecting our young people and will be taken forward by the relevant outcome delivery groups (see also case study for SOA 5).
- Health Scotland has been working in partnership with the Inverclyde Alliance to review our outcome delivery plans and ensure that our improvement work is being carried out through an inequalities lens.

SOA 4 Case Study – Tackling Health Inequalities

In November 2014 the Health Inequalities Outcome Delivery Group agreed that their outcome delivery plan needed to be reviewed and refreshed and approached Health Scotland to ask for support in carrying out this work. This partnership has led to a significant shift in the focus of the work of the Health Inequalities group and has also influenced the improvement work of the other outcome delivery groups.

Over the period November 2014 to March 2015, Health Scotland delivered presentations on the fundamental causes of health inequalities to the Health Inequalities Outcome Delivery Group, the Inverclyde Alliance Programme Board and the Inverclyde Alliance Board. This has helped to ensure leadership support for a shift in focus of the activities of the group. These presentations stressed that health inequalities are not inevitable, but they are largely socially determined and can be addressed by amongst other things, intensive support for disadvantaged population groups and starting young. Health Scotland stressed that interventions that are reliant on people opting in, information based campaigns and messages designed for the whole population are least likely to be effective in addressing health inequalities.

Partnership working with Health Scotland has led to a shift in the way in which the Inverclyde Alliance intends to tackle health inequalities going forward. The Health Inequalities group has recognised that it cannot take this work forward in isolation and as a result, the group plans to work with the other 6 outcome delivery groups to scrutinise their plans and ensure that all plans have an inequalities focus with at least one robust inequalities action and appropriate performance measures. Health Scotland has reviewed all our outcome delivery plans and provided feedback on how these could be strengthened from an inequalities perspective. The Health Inequalities group has agreed to rebrand itself as an Inequalities group to reflect the nature of the areas we need to tackle.

The Inequalities group will continue to be supported by Health Scotland over 2015/16, particularly in the provision of economic evaluation expertise. This is to inform decision making by looking at different ways to invest resources which will provide a bigger impact than is currently being achieved.

SOA4 Outcome Review

SOA 4 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2009/10	2010/11	2011/12	2012/13	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
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 2006-2010 http://www.nrscotland.gov.uk/files//statistics/life-expectancy-scottish-areas/scottish-council-areas/le-council-area-deprivation-2009-13.pdf	2005-2009 Males MD = 67.1 Males LD = 74.2 Gap = 7.1 years Females MD = 75.5 Females LD = 79.1 Gap = 3.6 years	2006-2010 Males MD = 67.6 Males LD = 73.9 Gap = 6.3 years Females MD = 74.7 Females LD = 79.7 Gap = 5 years	2007-11 Males MD = 67.9 Males LD = 74 Gap = 6.1 years Females MD = 75.6 Females LD = 79.9 Gap = 4.3 years	2009-13 Males MD=68 Males LD= 75 Gap = 7 years Females MD= 76.6 Females LD= 80.8 Gap = 4.2 years	Decrease the gap in life expectancy at birth between the Most Deprived and Least Deprived areas in Inverclyde	→ Fluctuations in the gap over the period. No real improvement has been sustained in reducing the gap between most and least deprived.
Percentage of the adult population who smoke Source: Scotpho Health and Well Being Profiles for Local Authorities ScotPHO Tobacco Profile 2013	2010 New ScotPHO profile estimates 25% smoking prevalence in Inverclyde. This is the same as the Scottish average.	2011 NHS GGC Health and Wellbeing Survey - Inverclyde Report states 23% surveyed smoked	2013 No further update on 2011 survey.	2014 No further update on 2011 survey	Reduce the percentage of the adult population who smoke to lower than the national average	↓
Number of drug related deaths Source: General Register Office for Scotland /	2006 – 2010	2007-2011	2008-2012	2009-2013	Reduce the 5 year average	

SOA4 Outcome Review

Indicator/s (noting frequency / type / source)	2009/10	2010/11	2011/12	2012/13	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Annually http://www.gro-scotland.gov.uk/files2/stats/drug-related-deaths/2012/drugs-related-deaths-2012.pdf	Average deaths per 1,000 population = 0.12	Average deaths per 1,000 population = 0.15	Average deaths per 1,000 population = 0.16	Average deaths per 1,000 population = 0.16	death rate to below the Scottish average of 0.10 people per 1,000 population	→
Self-assessed health Random adult (aged 16+) asked "How is your health in general? Would you say it was very good or good?" Biennial / Scottish Household Survey	Not available	2011 NHS GGC Health and Wellbeing Survey - Inverclyde Report 75% sampled	2012 73% (SHS 2012)	2013 78% (SHS 2013)	Maintain or improve 71% rating their health as good or very good	↑
Mortality rates per 100,000 for people aged under 75 (based on the 2013 European Standard) Source: http://www.nrscotland.gov.uk/files//statistics/age-standardised-death-rates-esp/age-stand-death-rates-table4-2006-2013.pdf	2010 Inverclyde – 609.0 Scotland – 467.4	2011 Inverclyde – 575.4 Scotland – 456.1	2012 Inverclyde – 521.1 Scotland – 445.3	2013 Inverclyde – 496.0 Scotland – 437.5	Reduce mortality rates	↑
Percentage of people 65+ with intensive needs receiving care at home LGBF / CHCP Quarterly (Note: This indicator provides a link to the National framework for Community Care outcomes) (intensive needs defined: 65+ receiving 10+	2010/11 37.8%	2011/12 34.5%	2012/13 35.53%	2013/14 32.6%	Maintain the % of people 65+ with intensive needs receiving care at home	↓

SOA4 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2009/10	2010/11	2011/12	2012/13	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
hours of HC)						
Social Rented Homes meeting Scottish Quality Housing Standard Inverclyde Council Local Housing Strategy	2011 43.4%	2012 64.1%	Some RSLs have already achieved 100% compliance, or are well on target to meet it by March 2015.	2015 80.2%	Increase to 100% of homes	↑

SOA5 Outcome Review

Local Outcome 5: A positive culture change will have taken place in Inverclyde in attitudes to alcohol, resulting in fewer associated health problems, social problems and reduced crime rates.

In Inverclyde we are nurturing those who have issues associated with excessive alcohol consumption as this not only affects their lives but also impacts on our communities. Similar to the national picture, alcohol misuse is a major concern for public health in Inverclyde, particularly amongst the more disadvantaged population, where deaths and hospital admissions related to alcohol misuse are more than double the national average.

While there has been an improvement in relation to alcohol related deaths in recent years, this area remains a key focus of partnership activity. Alcohol plays a major part in relation to crime and the fear of crime in Inverclyde. Police Scotland (Inverclyde Sub Division) has highlighted that 85% of people who are arrested for disorder related offences are under the influence of alcohol, and in about 80% of violent crime cases in Inverclyde, alcohol has been a contributing factor, whether consumed by the victim, perpetrator or both. Domestic violence also demonstrates a significant level of alcohol involvement. Major issues in Child Protection indicate substantial parental involvement with alcohol and drug misuse.

Scottish Fire and Rescue Service in Inverclyde believe that there may be a link between the consumption of alcohol and the types of fire-related anti-social behaviour incidents encountered by their officers. Alcohol is implicated as a contributory factor in fires and can be regarded as a major social problem which may help to account, at least in part, for the higher numbers of fires and fire deaths experienced. 90% of reports on dwelling house fires that are recorded as “careless handling – due to sleep or unconsciousness” are attributed to alcohol or drugs in some way.

Figures from the 2013 Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) in Inverclyde show that 31% of 13 year olds reported that they had had an alcoholic drink (37% in 2010 and 53% in 2006). 68% of 15 year olds reported that they had had an alcoholic drink (74% in 2010 and 84% in 2006).

Links to:

National Outcomes:

- We live longer healthier lives
- We live our lives safe from crime, disorder and danger.
- We have improved the life chances for children, young people and families at risk

Wellbeing Indicators:

- Safe, Healthy, Nurtured and Included.

SOA5 Outcome Review

Highlights in 2014/15:

- As part of Inverclyde Supporting Communities Week, Your Voice and local recovery assets co-ordinated and hosted an Inverclyde Recovery Café Ceilidh, Recovery Music Jam Session and Inverclyde Recovery Café (see case study).
- An Alcohol and Drug Partnership website has been launched and provides alcohol information for adults, young people and parents.
<http://www.inverclydeadp.org.uk/>
- The Persistent Offenders Partnership continues to see success in terms of those who come onto the scheme, which is entirely optional. Success has been achieved with a number of particularly chaotic cases.

SOA 5 Case Study – The Debaters

The Debaters is a weekly peer support group that was initially established for people predominately affected by alcohol misuse but has opened up to those in recovery from mental health problems and suffering from bereavement. It was formed following a Confidence Building Course, facilitated by Your Voice, for people that attended Wellpark Alcohol Services. The group provides a safe space where people can come together to share and discuss a wide range of topics and issues that are of interest to them and take part in a range of user led activities that enhance their health & wellbeing.

Whilst attending Wellpark Alcohol Services, service users identified a number of issues, which they were able to discuss and explore further via the Confidence Building Course. In forming their very own, user-led, peer support group, the very nature of which allows for ongoing debate, discussion and dialogue, group members continue to seek differing ways to reduce and alleviate such issues.

Following on from discussions about therapeutic activities, the Debaters explored the concept of art therapy (the practice of engaging people through the use of creative media, including collage, painting, drawing, pastels, sculpture and other forms of expression) to enhance their health and wellbeing. It is well documented that people in recovery from alcohol/drug misuse, suffering from PTSD or other mental and emotional distress can benefit from art therapy.

Group members acknowledged that drawing a picture or creating a collage is not going to make people recover from addiction all by itself, however they shared a belief that art therapy could be used in conjunction with other forms of therapy, including group and talking

SOA5 Outcome Review

therapy, which the Debaters supply in abundance (co-production) at weekly peer support group meetings.

Having had the opportunity to partake in a 10 week art therapy course via the Absent Voices Project, members of the Debaters indicated that they would like the opportunity to continue their art therapy as they found it to be extremely therapeutic and had allowed them to explore their feeling and emotions. Unlike your typical art class, an art therapy session focuses on the individual's thoughts and emotions, working toward developing self-expression rather than a set of art skills – leading to personal development.

The group requested the support of Your Voice to apply for Health Improvement Funding via the Health Improvement Team and CVS - to facilitate fortnightly art therapy sessions – over a period of six months.

The project was a resounding success, with participants enthusing about the positive impact that it had on their health and wellbeing. This was captured and shared in both the local & national press and also received magazine coverage. Members indicated that the project had assisted to improve their mental health, keep their brain active, stop thinking about alcohol and stop thinking about loss & grief.

A Skills Work Book was created throughout the sessions and this remained with the group once the tutor had finished her time. Crucially, this has enabled members to continue to facilitate their own art classes as they have built their capacity in this area. Following on from the project, members facilitated an open day (during Inverclyde's Supporting Communities Week), shared their skills with members of the community and assisted them to create their own self-portraits. One member also attended other groups to assist them in to partake in art.

Increased confidence has allowed group members to extend their artistic talents and work has commenced on script writing a recovery drama.

A donation from a member of the public allowed a short landscape painting course to commence, and latterly £1000 of funding was received from Persimmons Homes and this has allowed another art therapy project to commence.

Whilst the main beneficiaries of the Art Therapy Project have been members of the Debaters Peer Support Group, other community groups have also benefited from the skills shared by group members, family, friends, carers and those that are cared for and the broader community has also benefited from being able to come along and participate in the project and indeed enjoy the enhanced health and wellbeing of people who participated in the project.

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SOA 5 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2009/10	2010/11	2011/12	2012/13	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Alcohol related hospital discharges Annual/ ISD data reporting (Alcohol Statistics Scotland)/ http://www.alcoholinformation.isdscotland.org/	2009/10 910 (13.7)	2010/11 900 (13.7)	2011/12 872 (12.9)	2012/13 634 (9.4) 2013/14 711 (10.6)	Ensure that number does not exceed 2009/10 levels.	↑
Number of alcohol related deaths http://www.nrscotland.gov.uk/files//statistics/alcohol-related-deaths/2013/alcohol-deaths-2013-tab3.pdf	2006-2010 39 - 5 year moving annual average	2007-2011 36 - 5 year moving annual average	2008-2012 33 – 5 year moving annual average	2009-2013 29 – 5 year moving annual average	Decrease by 3% from 2006-10 baseline	↑
Respondents who have said that they believe excessive drinking of alcohol is a particular problem in Inverclyde. Biennial / Scottish Household Survey Biennial/Citizens' Panel/ Summer 2010 Postal Survey	Not available	2010 93%	2012 87%	n/a *	Reduce to 89%	* No comparable data available. Survey question changed in 2015 and asked about problematic drinking in your neighbourhood,

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Indicator/s <i>(noting frequency / type / source)</i>	2009/10	2010/11	2011/12	2012/13	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
						rather than Inverclyde

SOA6 Outcome Review

Local Outcome 6: A nurturing Inverclyde that gives all our children and young people the best possible start in life.

In Inverclyde we recognise the importance of the early years in ensuring that every child gets the best possible start in life and realises their full potential. Our Nurturing Inverclyde approach focuses on Getting it Right for Every Child, Citizen and Community, recognising that all our children grow up to be a citizen of the area, and live in Inverclyde's communities. We want every child born in Inverclyde to have the same opportunities, access to services and to be able to achieve the same outcomes.

The development of a child's brain in the early years is critical to how they grow to be safe, healthy, active, nurtured (and nurturing), achieving, respected, responsible, and included adults. Without the right nourishment, stimulation, love and care, the neurological pathways for learning, empathy, memory and emotion will not develop. This can lead to increased stress levels and aggression in children, and lead to adults who engage in antisocial behaviour and who suffer negative outcomes in regard to learning, employment and relationships with self and others.

As a child's brain develops in its first 6 years, it is highly important to make sure positive pathways are stimulated through reading and positive interaction, and ensuring the child is not exposed to stressors which will hinder development. Domestic abuse and violence against women, even pre-birth can have a detrimental effect on a child's development.

All Alliance partners share the aspiration that all young people in the Inverclyde area have the best start in life. Our focus is the development of a nurturing approach to all aspects of our work, enabling all partners to share a common goal and to promote the growth and development, both economic and emotional, of our children, and broadening this out to our citizens and communities in their role to support young people

Partners have recognised the need to develop interventions and support for the residents of Inverclyde, from their earliest years. Partnership approaches are being developed around supporting children in their early years, and helping to build resilience in vulnerable children and young people, to try to break the cycle of deprivation in particular areas.

Links to:

National Outcomes:

- Our children have the best start in life and are ready to succeed
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
- We have improved the life chances for children, young people and families at risk.

SOA6 Outcome Review

Wellbeing Indicators:

- Safe, Healthy, Active, Nurtured, Achieving, Responsible and included.

Highlights in 2014/15

- A community planning conference #Clyde Conversations was held in March 2015 to and attended by 120 young people and 130 officers from across the community planning partnership. The conference is an excellent example of an asset based approach. (Case Study 1).
- UNICEF has approved a proposal developed by Inverclyde's Children's Rights Officer to develop a Rights Respecting Residential Unit award in line with UNICEF's Rights Respecting School Awards. This means that an official Rights Respecting Residential Unit Award will be piloted and assessed in Inverclyde with the potential to be rolled out across Scotland and perhaps the UK. UNICEF has also approved a proposal to pilot the Rights Respecting Award in early years establishments.

SOA 6 Case Study 1 – #Clyde Conversations

In 2013 the first Young People's Health and Wellbeing Survey was carried out in Inverclyde. This piece of research included responses from pupils from all year groups in each of Inverclyde's six secondary schools as well as a number of pupils from the authority's ASN schools. 100% of pupils were included within the scope of the survey, rather than selecting a representative sample from the schools.

The results of the survey were published and disseminated in an authority report in May 2014. 83% (3,606) of Inverclyde's secondary school pupils responded to the survey. This response level is unprecedented when compared with similar surveys in other authorities. The resulting dataset is one of the most robust in Scotland.

Following publication, time was spent communicating the results with schools, Inverclyde Alliance Outcome Delivery Groups, parents and community groups as well as other interested organisations. The Best Start in Life Outcome Delivery Group was keen to ensure that the findings of the survey were acted on and agreed that this would be best taken forward by a community planning conference, which would be a full day event. It was also agreed that this conference would form part of a programme of events designed to 'co-produce' the three years plan for community learning and development in Inverclyde.

A steering group was established in December 2014 to plan the event. The groups included members of staff from the health improvement team, education and community learning and development. Core to the steering group were a number of pupils who were selected from each secondary

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school to help plan the conference. The young people named the conference - #ClydeConversations.

The conference was held on 25 March 2015. 130 adults comprising of professionals from across Inverclyde Alliance, teachers, parents and community representatives, met with 120 young people from Inverclyde's secondary schools. These 250 people met to engage in discussion, debate and challenge with one goal in mind – working to bring forward actions to improve the Health and Wellbeing of the young people of Inverclyde.

The conference itself comprised of a number of workshops. The young people agreed the content of the programme taking the broad themes of the H&WB Survey as useful organisers.

- Alcohol & Drugs
- Mental Health
- Respected & Responsible
- Sexual Health
- We Care, We Listen, We Act
- Child Poverty
- Physical Activity, Nutrition & Tobacco
- Repopulation
- Staying Safe

The workshops adopted an 'assets based' approach. All attendees were asked to bring to the table their 'offers' i.e. things within their gift or remit that could make positive improvements in their chosen workshop area. Attendees were also asked to bring their 'asks', things that they felt needed to be done to effect improvements in the topic area, but which required other organisations or groups of people to action.

These actions were then prioritised in two stages; firstly those present at the workshop were asked to prioritise the actions they had agreed on. Secondly, attendees were given the opportunity to view the actions from all workshops at the end of the conference. Those present were then able, in a wider perspective, to prioritise any actions from the workshops they had not attended, if they felt these were of particular importance.

The offers, asks, actions and prioritisations from each of the workshops were gathered together in a conference report and will be taken forward by the relevant SOA outcome delivery group.

Such was the success of #Clyde Conversations, the Alliance Board has agreed that it should be an annual community planning event.

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SOA6 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2013-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
<p>Percentage of S4 pupils achieving 5+ at SCQF level 3 or above by end of S4</p> <p>Source: Education Services</p>	<p>2011</p> <p>Inverclyde – 95%</p> <p>Comparator Authority Average – 90%</p> <p>National - 89%</p>	<p>2012</p> <p>Inverclyde – 95%</p> <p>Comparator Authority Average – 92%</p> <p>National – 90%</p>	<p>2013</p> <p>Inverclyde – 96.5%</p> <p>Comparator Authority Average – 93%</p> <p>National – 90%</p>	<p>2014</p> <p>Inverclyde - 93%</p>	<p>2015</p> <p>Inverclyde - 90.2%</p>	<p>To continue to meet or exceed the Scottish average.</p>	<p>↓</p> <p>Comparator figures are no longer available.</p>
<p>Percentage of the S4 cohort who achieve 5+ at SCQF level 6 (higher) by the end of S5.</p> <p>Source: Education Services</p>	<p>2011</p> <p>Inverclyde – 12%</p> <p>Comparator Authority Average – 10%</p> <p>National – 12%</p>	<p>2012</p> <p>Inverclyde – 13%</p> <p>Comparator Authority Average - 10%</p> <p>National – 13%</p>	<p>2013</p> <p>Inverclyde – 10%</p> <p>Comparator Authority Average – 10%</p> <p>National – 13%</p>	<p>2014</p> <p>Inverclyde - 12%</p> <p>N/A</p>	<p>2015</p> <p>Inverclyde - 11.8%</p>	<p>To continue to meet or exceed the Scottish average.</p>	<p>→</p> <p>Comparison with national average will be available in February 2016</p>
<p>Percentage of the S4 cohort who</p>	<p>2011</p>	<p>2012</p>	<p>2013</p>	<p>2014</p>	<p>2015</p>	<p>To meet or exceed the Scottish</p>	<p>→</p>

SOA6 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2013 -17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
achieve 5+ highers by the end of S6 Source: Education Services	Inverclyde – 22% Comparator Authority Average – 21% National – 24%	Inverclyde – 24% Comparator Authority Average - 21% National – 25%	Inverclyde – 26% Comparator Authority Average – 24% National – 27%	Inverclyde - 23%	Inverclyde – 25.9%	average.	
Reduce exclusion rates per 1,000 school pupils for: I. Children across all sectors (Primary & Secondary) II. Children who are looked after and accommodated Source: Education Services	2010/11 I. All sectors - Primary Inverclyde:17 Scotland: 11 All sectors - Secondary Inverclyde: 101.2 Scotland:	No update available		2014 I. All sectors Primary Inverclyde:3.5 Scotland: n/a All sectors – Secondary Inverclyde: 35.4 Scotland: n/a	2015 I.All sectors Primary Inverclyde 1.3 Scotland : All sectors – Secondary Inverclyde: 22.6 Scotland:	To meet or exceed the Scottish average.	↑

SOA6 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2013-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
	81.6 II.LAC – Primary Inverclyde: 92 Secondary Inverclyde: 94			ii. LAC Primary Inverclyde: 96.3 Secondary Inverclyde: 282.9	ii. LAC Primary Inverclyde: 60.6 Secondary Inverclyde: 232.3		
Attendance at secondary schools Source: Education Services	Inverclyde: 90.84% Scotland: 91.1%	Inverclyde: 91.82% Scotland n/a	Inverclyde 91.9% Scotland 91.9%	Inverclyde 91.7% Scotland n/a	Inverclyde 91% Scotland: n/a	To meet or exceed the Scottish average.	→ Comparator figures not available
Number of children who are educated in residential placements out with Inverclyde. Source: Education Services		8 pupils (2 of these in a secure unit)	6 pupils		10 pupils	Reduce the percentage of children who are educated out with Inverclyde.	↓
Percentage of school leavers in positive and sustained destinations Source: Skills Development Scotland		89.1%	94.8%	94.9%	94%	Maintain the % of school leavers in positive and sustained destinations	↑

SOA6 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2013 -17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Percentage of children in poverty 2009 HM Revenues & Customs 2012 www.endchildpoverty.org.uk	2009 23.3%	Not available	2012 24%	Not available	2013 25.56%	Reduce the % of children in poverty	↓
Infant deaths per 1,000 live births	2009 Inverclyde: 6.2 Scottish average: 4.0	2010 Inverclyde: 6.3 Scottish average:3.7	2011 Inverclyde: 1.2 Scottish average:4.1	2012 Inverclyde Not provided Scottish average:3.7	2013	Reduce the number of infant deaths	↑ NRS data not available at Inverclyde level
Percentage of children exclusively breastfed at 6 – 8 weeks. http://www.isdscotland.org/Health-Topics/Child-Health/Publications/index.asp	2008/09 Scotland – 26.6% Inverclyde – 15.5%	2009/10 Scotland 26.1% Inverclyde - 14.5%	2010/11 Scotland – 26.5% Inverclyde – 15.4%	2011/12 Scotland – 26.2% Inverclyde - 16.4%	2012/13 Scotland– 26.2% Inverclyde – 12.6%	(a) Improve ratio of Inverclyde to Scottish average (b) Reduce the difference in percentage between SIMD areas and Inverclyde average	↓ Down in 2012/13 after an increase in 2011/12
Percentage of all full-term singleton births weighing less than 2,500g. Inverclyde HSPC		2011 6.6%	2012 6.5%	2013 6.1%	2014 7.5%	Decrease the number of low weight births	↓
Percentage of primary 1 children with	2008	2010	2012	Last update was Dec	2014	Increase the percentage of	

SOA6 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2013 -17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
no obvious dental decay experience http://www.isdscotland.org/Health-Topics/Dental-Care/Publications/2014-10-28/2014-10-28-NDIP-Report.pdf	49.30%	58.84%	59.70%	2012	65.3%	children without dental decay.	↑

SOA7 Outcome Review

Local Outcome 7: All children, citizens and communities in Inverclyde play an active role in nurturing the environment to make the area a sustainable and desirable place to live and visit

In Inverclyde we are nurturing our environment as we recognise the importance of the environment to the wellbeing of the local population. The environment has a key contribution to make in ensuring that every child, citizen and community is safe, healthy, achieving, nurtured, active, respected and responsible and included.

It also plays a vital role in helping us to achieve other local SOA outcomes e.g. initiatives to create more energy efficient homes will help to make the area a more attractive place to live, help to tackle depopulation and reduce our area-wide emissions. The creation of green jobs and sustainable transport will contribute to economic regeneration and there are strong links between the environment and health, especially concerning the potential effects of a changing climate on our more vulnerable citizens. Whilst having access to a safe environment and local green spaces will help to ensure that all our children and young people get the possible start in life.

The environment is critically important to the Scottish Government and is part of the National Performance Framework. Having the environment as a local outcome in our SOA will help us to meet our obligations under Part 4 of the Climate Change (Scotland) Act 2009 and support delivery of the Scottish Government's Low Carbon Scotland: Behaviours Framework.

A considerable programme of investment has taken place over the last five years, demolishing and rebuilding a large swathe of socially rented housing, and developing the waterfront area, particularly around James Watt Dock. A large part of the built environment has been refurbished or restored, including the Ladyburn School at Pottery Street and the Sugar Sheds.

Climate change is an issue for the area too, and partners are working to identify ways in which they can all contribute to the reduction of Inverclyde's carbon, ecological and greenhouse gas footprints. Initiatives such as the Core Paths Plan will contribute to reducing carbon footprints, promoting more sustainable forms of transport and getting people exercising through walking or cycling with the knock on benefits to health that this creates.

Flooding in Inverclyde is also a pressing issue which can result in disruption to residents, damage to properties, road closures and negative publicity for community planning partners. A Flood Action Plan has been put in place in order to tackle this problem through partnership working, including the Scottish Government, rail operators and landowners.

During 2013/14, the Environment Outcome Delivery Plan was refreshed and a new Action Plan has been implemented to ensure that these issues remain at the forefront of the partnership.

SOA7 Outcome Review

Links to:

National Outcomes:

- We reduce the local and global environmental impact of our consumption and production.
- We value and enjoy our built and natural environment and protect it and enhance it for future generations.
- We live in well designed sustainable places, where we are able to access the amenities and services we need.

Wellbeing Indicators:

- Safe, Healthy, Active and Included

Highlights in 2014/15

- The recycling rate improved further and is now at its highest ever level (see Case Study). We introduced a kerb side glass recycling service in December 2014 to complement our existing recycling services. Almost 28,000 households have a black box to recycle clear and coloured glass bottles and jars.
- Inverclyde Council has published its first Biodiversity Report to Scottish Government on actions taken over the last 3 years in relation to its duties under the Nature Conservation Act. This report directly references the SOA process as a strategic driver for green network improvements, and can be seen at <http://www.inverclyde.gov.uk/planning-and-the-environment/conservation/nature-conservation-and-biodiversity/biodiversity>
- Scottish Government funding of £1million in 2013/14 and £1.2million in 2014/15 for Home Energy Efficiency Programmes for Scotland (HEEPS) was used to improve 330 homes in Phase 1 & 2 of the Central Greenock area projects.

SOA 7 Case Study 1 – Recycling Waste Management

The introduction of food waste collections represents an area that has been responsive to customer demand; innovative services have been implemented and continuous improvement has been achieved.

SOA7 Outcome Review

In maintaining a strong link to the market for our materials and through offering services which customer's rate highly, Inverclyde Council's recycling initiative has succeeded in improving recycling performance by 12% over the last 2 years, the highest increase of any Scottish local authority. This level of performance has been delivered consistently at a lower cost than any other Scottish Local Authority against a backdrop of increasing prices and at a time of budget constraints. As a result, our costs for combined refuse collection and disposal are 25% lower than the Scottish average.

The Scottish Government Zero Waste (Scotland) regulations 2012 set out a number of measures to reducing waste going to landfill and maximising the resource value of waste. Key among these measures were separate collections of certain waste (including food waste and glass) and targets for Local Authorities to recycle or compost 50% of waste from household sources by 2013. We identified a high demand for new recycling services through community engagement. Our Citizens' Panel told us they wanted to recycle more, in particular food and glass. Recognising the opportunity to increase our recycling performance, satisfy customer demand and draw in external funding, the Waste Strategy section developed plans to become compliant with the regulations and improve our service delivery. Through the implementation of the strategy, the following high level outcomes have been achieved:

- 54% recycling rate in 2013/14, exceeding the Scottish Government target of 50% recycling - one of only 9 Councils to do so
- A 12% increase in recycling, the highest increase of any Scottish local authority. The Scottish average increase was 0.73%, with the next closest Council achieving a 7.3% increase
- The lowest combined operating costs of any Scottish Local Authority: £126.90 compared to the Scottish average of £169.08
- The reduction in waste to landfill has contributed to an 8% reduction in the Council's overall carbon emissions. The service has reduced its own carbon emissions by 19% in the last 2 years.
- Sustaining 24 long term jobs and creating 8 new posts in food waste collection
- Creating training and working opportunities for over 20 Future Job Trust employees.
- Funding of nearly £1million through Zero Waste Scotland
- Provided services to our customers as identified in the Citizens Panel report

The implementation of a kerbside glass collection service was rolled out in December 2014 which will further improve recycling performance and created six new jobs.

We also engage with external partners such as Scottish Fire and Rescue helping implement their environmental policy at Greenock Community Fire Station.

We have been commended by the Scottish Government and Zero Waste Scotland, who is our main funding partner for new services, for our approach and our innovative and customer friendly communications. Inverclyde Council is the only Council in Scotland to be

SOA7 Outcome Review

selected to help develop a new pilot venture trialling new communication material. Numerous Councils have visited us to share best practice and as a result a number of Councils have replicated elements of our services.

SOA7 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
Kilograms of municipal waste collected per capita Environmental and Commercial Services	44914 t / 79770 = 563 kg	40,936 t / 80,680 = 507 kg	42,455 t / 80,310 = 528 kg	42,263 t / 79,860 = 529 kg	Original target established of achieving a 1% reduction on 2009/10 baseline	Original target achieved. Increase on 2012/13 levels however. ↓
Percentage of waste being recycled or composted Annual returns/Inverclyde Council	40.2% (2011/12)	41.1% (2012/13)	54% (2013/14)	55.5% (2014/15)	Increase levels of recycling rates to 33.3% by 2011.	↑
Environmental Impact of Fires Number of fires/ CO2 emissions Scottish Fire and Rescue Note- The amount of CO2 produced by different fires varies. The annual total number of fires in each reporting year is therefore not directly associated with CO2	868 fires 1041 tonnes CO2	786 fires 1096 tonnes CO2	675 fires 1305 tonnes CO2	596 fires 1479 tonnes CO2	Reduce building fires by 3% per annum	↓ The increase in CO2 emissions is primarily due to the increase in non-residential buildings, which are generally larger fires. The

SOA7 Outcome Review

Indicator/s <i>(noting frequency / type / source)</i>	2011/12	2012/13	2013/14	2014/15	'Progress' target/s to 2012-17 (where available)	Performance Trend ↑ Improving → Unchanged ↓ Worsening
output trends.						CO2 output figure is considerable higher for those types of incidents due to the average square foot size of these types of buildings.

SOA8 Outcome Review

Local Outcome 8: Our public services are high quality, continually improving, efficient and responsive to local people's needs

Partnership working in Inverclyde has developed well since the introduction of Single Outcome Agreements in 2008. The organisations which make up the Community Planning Partnership, the Inverclyde Alliance, have continued to work hard to identify how they can work better, in partnership, to deliver the jointly agreed outcomes for the area. Underpinning this partnership work is an aim to make sure our services are delivered in the most cost effective and efficient way, particularly given the current economic climate. Additionally, community engagement has developed over this time to ensure that the services and initiatives developed are responsive to local people's needs.

Links to:

National Outcomes:

- Our public services are high quality, continually improving, efficient and responsive to local people's needs

Wellbeing Indicators:

- Achieving

Highlights in 2014/15

- The Alliance approved a new Improvement Plan at its meeting in December 2014. The Improvement Plan has been developed based on the actions arising from a full Board self-evaluation exercise as well as the improvement actions identified for Community Planning Partnerships by Audit Scotland that also hold relevance to the Alliance. A progress report on the Improvement Plan is considered at every meeting of the Alliance Board.
- The Alliance participates in Improvement Workshops prior to every second meeting to address the areas raised as requiring improvement in the partnership PSIF assessment.

SOA8 Outcome Review

SOA8 Performance Indicators

Indicator/s <i>(noting frequency / type / source)</i>	2010/11	2014	'Progress' target/s to 2012-17 (where available)	'End' target/s & timescale/s or direction of travel
No. of VOICE plans created by partner organisations (VOICE Database, SCDC website http://www.voicescotland.org.uk/)	111		Increase number of VOICE Plans recorded on database	All partners to use VOICE when carrying out any community engagement
% of respondents who agree or strongly agree that each of the individual organisations involved in the Inverclyde Alliance has a clear role in the partnership and an agreed understanding of what is expected of them (Outcomes focused partnership checklist report, April 2012)	27.3%	79%	Increase the % of respondents who agree that each of the Alliance organisations have a clear role in the partnership and an agreed understanding of what is expected of them	All partners agree that each of the Alliance organisations have a clear role in the partnership and an agreed understanding of what is expected of them
% of respondents who agree or strongly agree that members of the Alliance effectively communicate decisions of the Alliance within their own organisations and ensure that key decision are acted upon (Outcomes focused partnership checklist report, April 2012)	45%	37%	Increase the % of respondents who know how each partner agency communicates Alliance decisions	All partners are aware of how each partner agency communicated Alliance decisions
% of respondents who agree or strongly agree that individuals involved in the Alliance offer constructive criticism and regularly	36%	32%	Increase the % of respondents who agree partners offer constructive criticism and challenge each other to do	All respondents agree partners offer constructive criticism and challenge each other to do more to achieve

SOA8 Outcome Review

Indicator/s (noting frequency / type / source)	2010/11	2014	'Progress' target/s to 2012-17 (where available)	'End' target/s & timescale/s or direction of travel
challenge each other to 'do more' in achieving outcomes (Outcomes focused partnership checklist report, April 2012)			more to achieve outcomes	outcomes
% of respondents who agree or strongly agree that partners are committed to shifting resources to other partners that can better deliver early intervention and prevention approaches (Outcomes focused partnership checklist report, April 2012)	27%	5%	Increase the % of respondents who agree or strongly agree that partners are committed to shifting resources to other partners that can better deliver early intervention and prevention approaches	All respondents agree or strongly agree that partners are committed to shifting resources to other partners that can better deliver early intervention and prevention approaches
% of respondents who agree or strongly agree that the Inverclyde Alliance's priority outcomes are reflected clearly in the strategic and operational plans of the <i>other key partners</i> (Outcomes focused partnership checklist report, April 2012)	36%	68%	Increase the % of respondents who agree or strongly agree that the Inverclyde Alliance's priority outcomes are reflected clearly in the strategic and operational plans of the <i>other key partners</i>	All respondents agree that the Inverclyde Alliance's priority outcomes are reflected clearly in the strategic and operational plans of the <i>other key partners</i>
% of respondents who agree or strongly agree that that there are clear linkages made between performance reporting by the Inverclyde Alliance Board, outcome delivery groups and each individual partner organisation (Outcomes focused partnership checklist report, April 2012)	45.5%	74%	Increase the % of respondents who agree or strongly agree that that there are clear linkages made between performance reporting by the Inverclyde Alliance Board, outcome delivery groups and each individual partner organisation	All respondents agree or strongly agree that that there are clear linkages made between performance reporting by the Inverclyde Alliance Board, outcome delivery groups and each individual partner organisation