



Inverclyde Alliance

## AGENDA ITEM NO: 8

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<b>Report To:</b>	<b>Inverclyde Alliance Board</b>	<b>Date:</b>	<b>1 October 2018</b>
<b>Report By:</b>	<b>Louise McVey Corporate Policy, Performance and Partnership Manager</b>	<b>Report No:</b>	
<b>Contact Officer:</b>	<b>Louise McVey</b>	<b>Contact No:</b>	<b>01475 712042</b>
<b>Subject:</b>	<b>Locality Planning Update</b>		

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### 1.0 PURPOSE

- 1.1 The purpose of this report is to update the Alliance Board on locality planning in Inverclyde and to ask partners to map activity being delivered in the localities which address the key issues raised in the Our Place Our Future community engagement.

### 2.0 SUMMARY

- 2.1 Three draft locality plans have been developed and are currently being populated with feedback from communities that has been gathered via the Aspiring Communities Fund projects. The focus is on how communities themselves can address any local challenges and issues, but there will be some issues which require the support of partners to address.
- 2.2 The draft plans are attached, with information from a strategic needs analysis of each area and the main community feedback from the Our Place Our Future engagement. Assets in each area have also been mapped into the plans and these will be checked with communities to ensure all appropriate assets, both people/groups and physical, are captured.
- 2.3 The sub group involving Your Voice, Branchton Community Centre, CVS Inverclyde, Community Learning and Development, the Health and Social Care Partnership and Community Planning met on 24 July and are progressing the plans.
- 2.4 Once the priority areas for development have been identified these will be brought back to the IOIP Programme Board for discussion and to work out where partners can provide support and input.
- 2.5 To allow for robust development of the plans with communities it is anticipated that the plans will be ready to be presented to the December meeting of the Alliance Board.
- 2.6 In order to ensure that a full picture of service delivery in localities is captured, the Alliance Partners are asked to complete the template attached at appendix two. Partners are asked to highlight any work they are undertaking which addresses any of the concerns/issues raised by communities. This information can be shared with communities so that they are fully aware of work being undertaken in their areas, and allow for focus on areas where no activity is taking place. Returns should be made by 1 November to Louise McVey at [louise.mcvey@inverclyde.gov.uk](mailto:louise.mcvey@inverclyde.gov.uk).

### 3.0 RECOMMENDATIONS

It is recommended that the Alliance Board:

- a. Notes the progress being made on developing the locality plans

- b. Comments on the structure and content of the locality plans
- c. Agrees that all partners will complete the template at appendix two to highlight what activity is taking place in localities which addresses key issues.
- d. Agrees that all partners ensure the assets outlined in the locality plans are correct.

**Louise McVey**  
**Corporate Policy, Performance and Partnership Manager**

## **4.0 BACKGROUND**

- 4.1 Inverclyde Community Planning Partnership is required by the Community Empowerment (Scotland) Act 2015 to produce Locality Plans for the areas of Inverclyde experiencing the greatest inequalities.
- 4.2 Inverclyde has committed to developing these plan with communities, co-producing them using asset based community development. Work with communities has been going on via Aspiring Communities funded activity and is being used to inform the Locality Plans for Port Glasgow, Greenock East and Central and Greenock South and South West. This is in addition to the large scale community engagement programme 'Our Place, Our Future' which informed the Inverclyde Outcome Improvement Plan, and the responses from that have been broken down into the localities.
- 4.3 The draft plans containing the data, the feedback from Our Place Our Future and mapping of assets for each local area are attached at Appendix One. The plans for Greenock East and Central and Port Glasgow also include information from the Town Centre Charrette processes.
- 4.4 The locality planning subgroup met on 24 July and is working to develop the plans with communities.
- 4.5 To inform discussions with communities about issues in their areas, it is important that the partnership gathers information on what activity partners are undertaking, which will address those issues and concerns. The Alliance Board is asked to agree that all CPP partners complete the template attached at Appendix Two, setting out what they are doing in the three localities to address the issues raised during the Our Place, Our Future engagement.
- 4.6 To manage the Community Planning Locality planning process, three advisory groups will be set up covering the three localities. The draft terms of reference for these advisory groups are attached at Appendix Three.

## **5.0 PROPOSALS**

- 5.1 It is proposed that the Alliance Board supports the development of the Locality Plans via the Aspiring Communities projects. The Alliance Board is also asked to agree that all partners map the activity they are delivering in the localities which seeks to tackle the issues raised by communities. Finally, it is proposed that the Alliance Board supports the creation of three advisory groups to oversee the Locality Plans for Port Glasgow, Greenock East and Central and Greenock South and South West.

## **6.0 IMPLICATIONS**

- 6.1 Legal: none at present  
Finance: none at present  
Human Resources: none at present  
Equality and Diversity: Engaging with people who have protected characteristics will be part of the engagement processes.  
Repopulation: Engaging local people in the development of the locality plans and developing plans that will help to make positive differences to areas in Inverclyde will encourage people to remain in the area and could help to attract people from other areas.  
Inequalities: The locality plans will focus on tackling inequalities in the areas experiencing the greatest inequality of outcome.

## **7.0 CONSULTATIONS**

- 7.1 The Locality Planning Sub Group were involved in the work outlined above.

## **8.0 LIST OF BACKGROUND PAPERS**

- 8.1 LOIP Programme Board 9 Feb 2018: Locality Planning Update  
LOIP Programme Board 11 May 2018: Taking Locality Planning Forward in Inverclyde

## Template mapping service delivery in localities

Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	How much will it cost?

**Where are we now?** Include in here key themes from community engagement and data analysis for each distinct issue. Include which area the work is focussed in.

**Where do we want to be?** What are the aspirations of the organisation in relation to the issues set out in column 1? It is important to focus on what might be achievable, either by the community or in partnership with organisations.

**How will we get there?** What is the plan for achieving what is set out in column 2? Try to be as practical as possible.

**How will we know we are getting there?** Are there any measures that will show how the actions in column 3 are being achieved? These can be based on data as set out in the strategic needs assessment or from engagement with communities.

**Who is responsible?** Is this something the organisation will do themselves, is this something that will be delivered in partnership or is this something that the community will need to deliver? Responsibility must be agreed with those who will deliver on the actions.

## Appendix Two

### Key issues raised in Localities

Port Glasgow	Greenock East and Central	Greenock South and South West
<ul style="list-style-type: none"> <li>• Feeling safe outside in the evenings</li> <li>• A lack of things for young people to do</li> <li>• Unreliable and expensive bus service</li> <li>• Activities are expensive</li> <li>• Poor pavements and footpaths</li> <li>• Potholes</li> <li>• Dog Fouling</li> <li>• Facilities are not used to their full potential</li> <li>• There could be better promotion of the area</li> </ul> <p>Themes from Charrette</p> <ul style="list-style-type: none"> <li>• Different parts of Port Glasgow are separated by road or rail infrastructure</li> <li>• Access to Coronation Park and the waterfront is restricted</li> <li>• There is a need for improved links to upper Port Glasgow</li> <li>• There is a lack of a vibrant evening economy</li> <li>• There is a need for a greater range of housing options in the town centre</li> <li>• There is a desire for enhanced public transport for community access to the town centre</li> <li>• More should be made of Port Glasgow's heritage.</li> </ul>	<ul style="list-style-type: none"> <li>• Feel less safe outside in the evenings</li> <li>• Expensive public transport</li> <li>• Natural space only accessible by car</li> <li>• Lack of parking provision</li> <li>• Limited job opportunities</li> <li>• Poor image</li> <li>• Dog fouling</li> <li>• Town centre is declining</li> <li>• Lack of things for teenagers to do</li> <li>• Potholes, pavements and pathways</li> </ul> <p>Themes from Charrette</p> <ul style="list-style-type: none"> <li>• Need for public realm enhancements for town centre</li> <li>• Shared space layouts and mixed use developments reusing underused buildings or infilling gap sites</li> <li>• Enhancement of the Oak Mall is needed</li> <li>• Need improved pedestrian connections east-west and north-south for Greenock town centre</li> <li>• Need better connections between the town centre and the waterfront</li> <li>• The A8 and A78 cause separation of different parts of Greenock</li> <li>• More needs to be made of Greenock's build and industrial heritage, rich social history and emerging arts/creative scene.</li> </ul>	<ul style="list-style-type: none"> <li>• Feel less safe outside in the evenings</li> <li>• Derelict buildings spoil the area</li> <li>• Expensive and unreliable bus service</li> <li>• Lack of quality jobs available in the area</li> <li>• Litter</li> <li>• Poor pavements and footpaths</li> <li>• Dog fouling</li> <li>• Lack of facilities for teenagers</li> <li>• Drug misuse</li> <li>• Local facilities could be better used to reach full potential</li> </ul>



Inverclyde Alliance

TERMS OF REFERENCE	
<b>Name of Group</b>	Locality Planning Advisory Group (There are three groups - Port Glasgow, Greenock East and Central and Greenock South and South West)
<b>Purpose</b>	<p>To engage with communities to develop and progress Place Plans for the locality.</p> <p>To bring Community Planning public sector partners together with Communities to work together to tackle inequalities.</p> <p>To co-ordinate and pull together community engagement processes and feedback.</p> <p>To work with communities to develop solutions to the issues identified by them.</p> <p>To share information across communities and partners.</p> <p>To make best use of and share resources.</p> <p>To work in partnership to tackle inequalities in Inverclyde.</p> <p>To help to avoid duplication.</p> <p>To link with the HSCP locality planning structures and any other locality based approaches to service delivery.</p> <p>Support development of participatory budgeting.</p> <p>To meet any future demand from communities or requirements set out by national or local government.</p>
<b>Membership</b>	<p>Community representatives/local community organisations</p> <p>Chairs of relevant Community Councils</p> <p>Your Voice</p> <p>Community Learning and Development, Inverclyde</p>

## Appendix Three – Advisory Groups Draft Terms of Reference

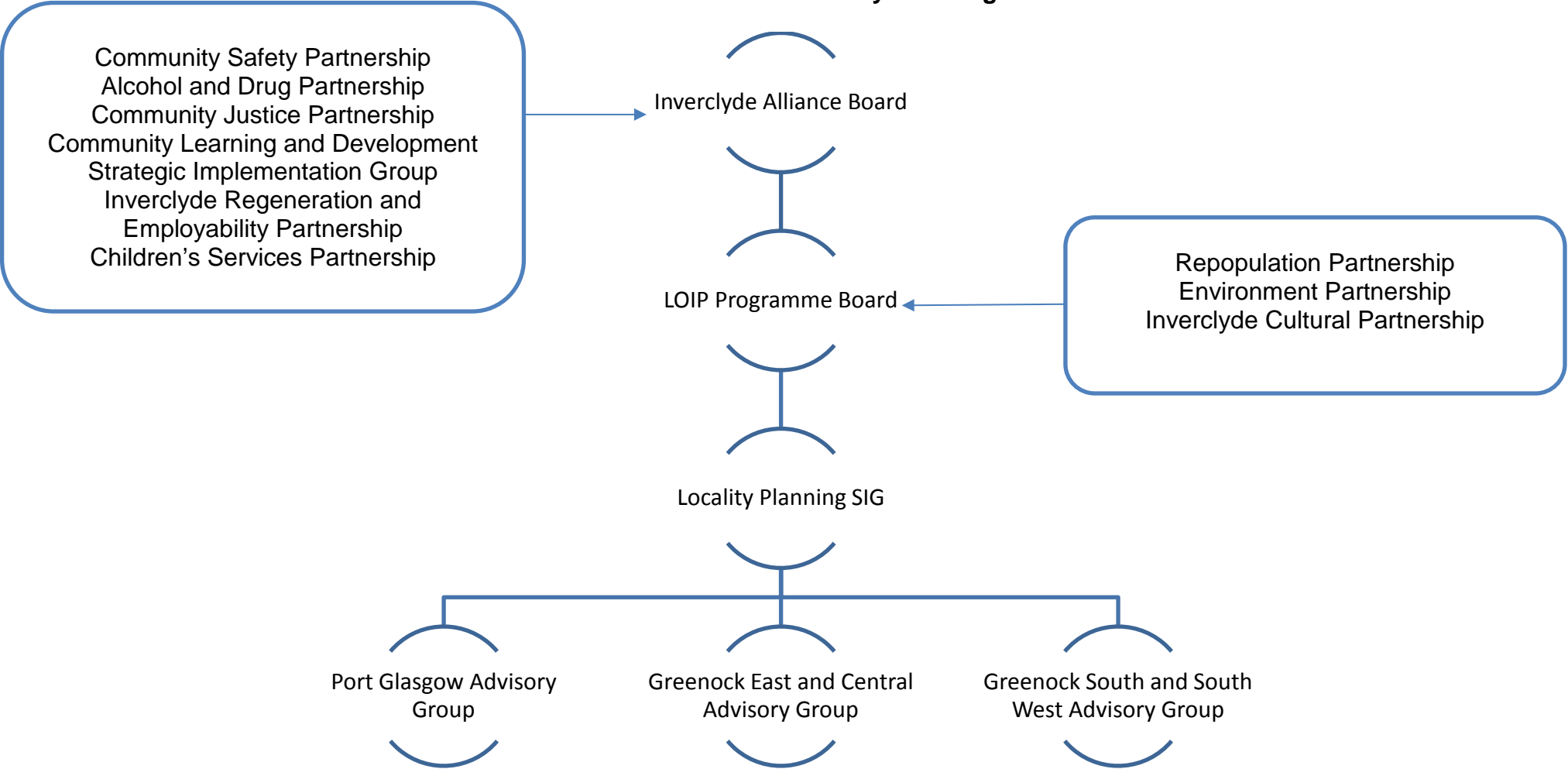
	<p>Council Branchton Community Centre CVS Inverclyde Community Planning, Inverclyde Council Police Scotland Community Safety <b>What other partners should attend?</b></p> <p>Other CPP partners will be co-opted onto advisory groups as necessary.</p>
<b>Frequency of Meetings</b>	8 weekly
<b>Reporting / monitoring arrangements</b>	The advisory groups will report to the Locality Planning Strategic Implementation Group and the LOIP programme board, which meets quarterly.
<b>Review Arrangements</b>	The groups will be reviewed after a year to ensure they are still fit for purpose and are delivering what is needed for Locality Planning.
<b>Links to Legislation</b>	<p>Community Empowerment (Scotland) Act 2015 Public Bodies (Joint Working) (Scotland) Act 2014</p>
<b>Links to National Strategies</b>	<p>Local Governance Review Community Planning</p>
<b>Links to other initiatives</b>	<p>Our Place, Our Future HSCP Locality Planning Participatory Budgeting Attainment Challenge Child Poverty Local Action Plan</p>
<b>Funding</b>	<p>Aspiring Communities Fund Stage 1 – ended March 2018 Greenock East and Central (CVS Inverclyde and Your Voice).</p> <p>Aspiring Communities Fund Stage 2 – 18 month project, all three priority areas of Port Glasgow, Greenock East</p>

## Appendix Three – Advisory Groups Draft Terms of Reference

	<p>and Central and Greenock South and South West (Your Voice).</p> <p>Aspiring Communities Fund stage 2 - Began in June 2018. This project will work with communities in Greenock South and South West and will focus on identifying and utilising the assets available in the area (Branchton Community Centre).</p> <p>Each grant of funding has particular reporting requirements which the advisory group will help to fulfil.</p>
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**Structure for Locality Planning**



People Leading Active Community Empowerment

# PLACE

Port Glasgow

## PLANS



# Contents

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3. What does the community think?
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8. Action plan

# Introduction

## About Port Glasgow

Port Glasgow is located on the south bank of the River Clyde around 20 miles north-west of Glasgow. It is the second largest town in Inverclyde with a population of around 15,000. The town has a wonderful location on the banks of the Clyde estuary with views across the river to the Argyll hills and sea lochs.

The area has a proud history with a long tradition of ship building. The town began as a small village and grew to become a harbour, becoming the principal port of the city of Glasgow. Henry Bell's Comet, the first commercial steam vessel in Europe, was built in Port Glasgow. One shipyard, Ferguson Marine is still active today.



The history of Port Glasgow can be traced back to the Maxwell family in the 15th century, but the modern town is a relatively recent phenomenon with its roots in the growth of international trade in the second half of the 17th century. The town known as New Port Glasgow grew on the back of international trade. In 1710, it became the principal custom house port on the Clyde and by the middle of the 18<sup>th</sup> century had absorbed the original village of Newark.

Such was the importance of Port Glasgow as a trading port that more than 50 squarerigged ships sailed regularly from the harbour. By the 1850s the dredging of the Clyde had seen the decline of Port Glasgow as a trading port, the whole of the coasting trade gradually relocating to the city of Glasgow. By this time, however, Port Glasgow had a well-established shipbuilding industry.

The growth of the Clydeside shipbuilding industry in the 19th century transformed Port Glasgow from a trading outpost into an industrial centre. As the shipyards developed, so too did a number of associated industries.

Port Glasgow, like many post-industrial settlements, has experienced population decline, decreased economic activity and consequential negative social, environmental and health impacts as a result. Nevertheless the town enjoys some noteworthy assets.

The town is very well connected. The A8/M8 corridor runs through the town and links Inverclyde to the Glasgow city region and the national motorway network. Similarly the rail

network connects the town directly to Glasgow in under 30 minutes. The town is also only 14 miles from Glasgow airport.

Port Glasgow has a rich and interesting history; dominated by world renowned industry and global trade, enriched by an ongoing social history and embellished with a unique place in art history involving notable individuals including Sir Stanley Spencer.

### Population

- The estimated population of Port Glasgow in 2016 was 14,848.
- 47% of the population are male and 53% female
- 17% of the population is aged 0-15 years
- 63% of the population is working age (16-64 years)

### Economy

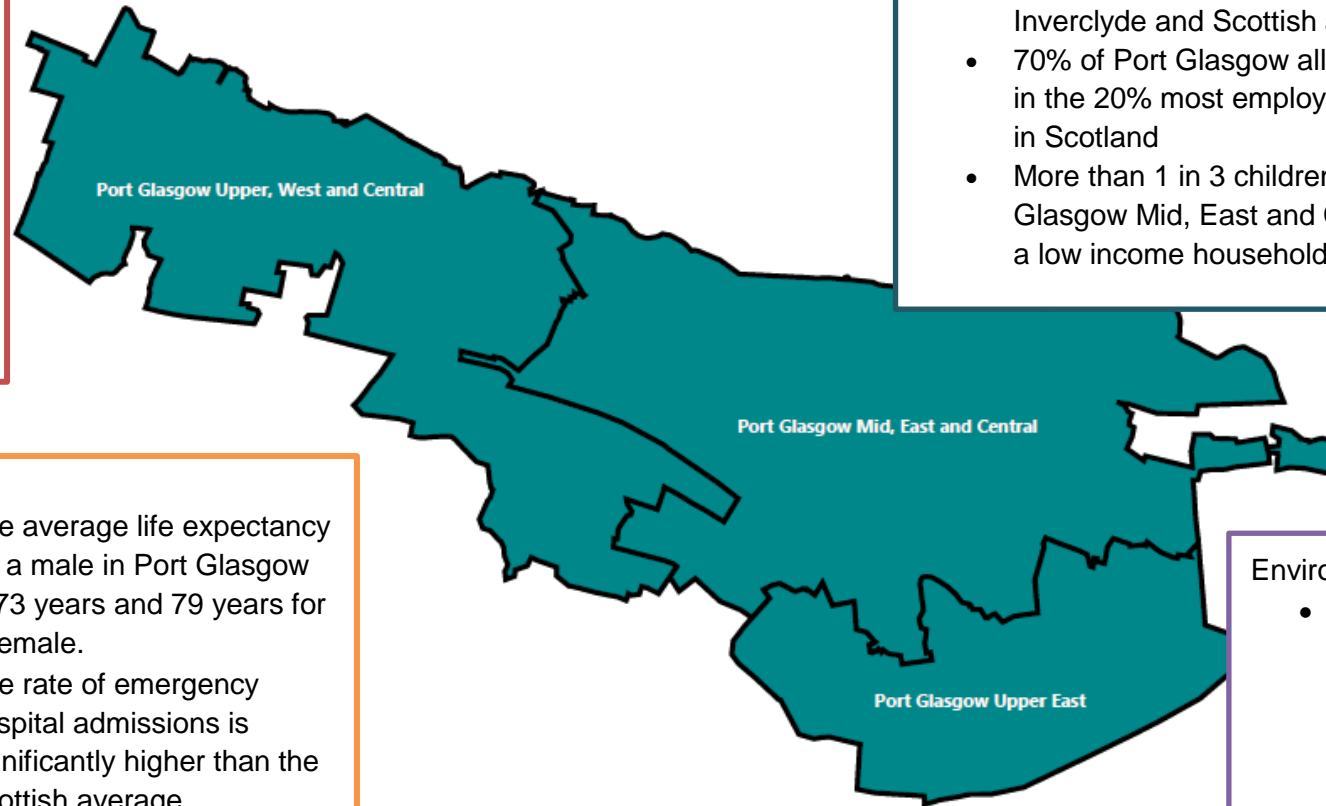
- The percentage of people claiming out of work benefits is higher than the Inverclyde and Scottish average
- 70% of Port Glasgow all datazones are in the 20% most employment deprived in Scotland
- More than 1 in 3 children in Port Glasgow Mid, East and Central live in a low income household

### Health

- The average life expectancy for a male in Port Glasgow is 73 years and 79 years for a female.
- The rate of emergency hospital admissions is significantly higher than the Scottish average
- Premature mortality rates in Port Glasgow are higher than the Scottish average
- 61% of Port Glasgow's datazones are in the 20% most health deprived in Scotland

### Environment

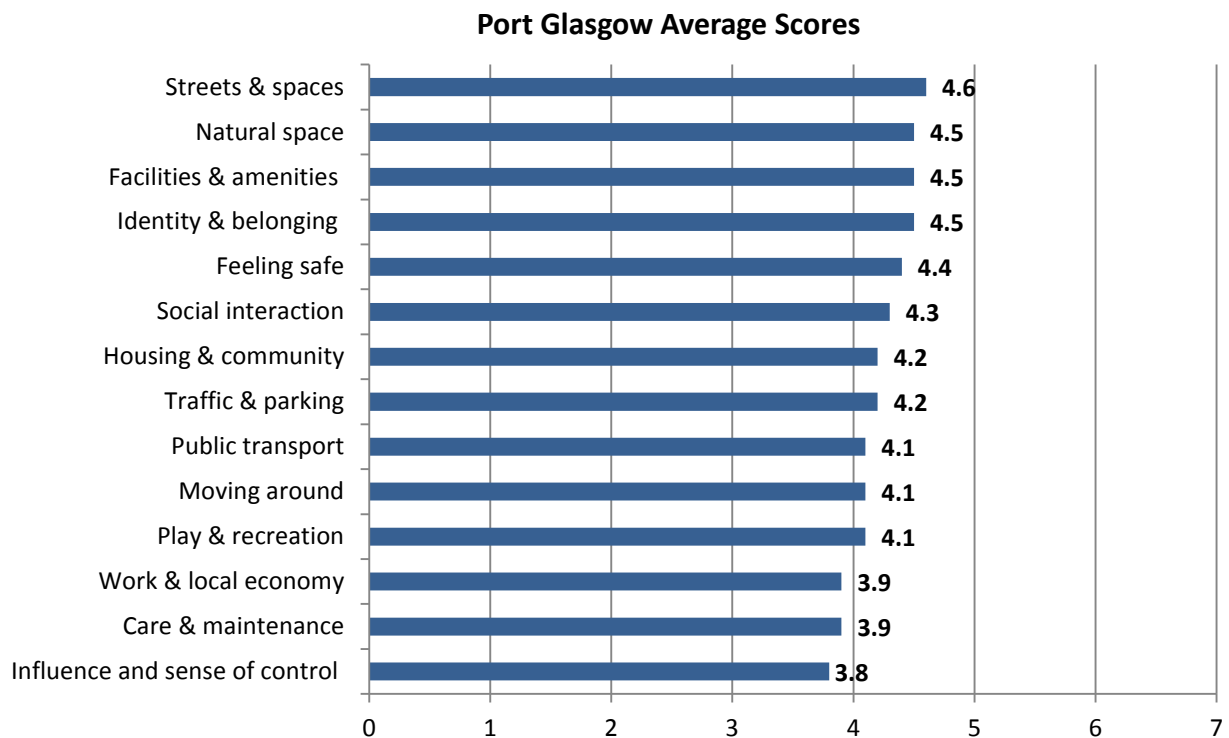
- The percentage of the population that lives within 500 metres of derelict land is significantly higher in Port Glasgow than in Inverclyde overall or Scotland.



## What does the community think?

There were 200 respondents from Port Glasgow to the 'Our Place Our Future' survey. Respondents were asked to rate how satisfied they were with various aspects of living in Port Glasgow on a rating of 1 – 7 where 1 represents not at all satisfied and 7 represents very satisfied.

Based on the overall average scores, satisfaction levels were highest with streets and spaces (4.6), natural space (4.5) and facilities and amenities (4.5). The lowest scoring areas in terms of satisfaction were work and local economy (3.9), care and maintenance (3.9) and influence and sense of control (3.8).



### What does the community like about the area?

My area has lovely walking and cycling routes

Regeneration continues to make improvements

Port Glasgow I Youth Zone is great

I Love Where I live

Parks and natural spaces are good

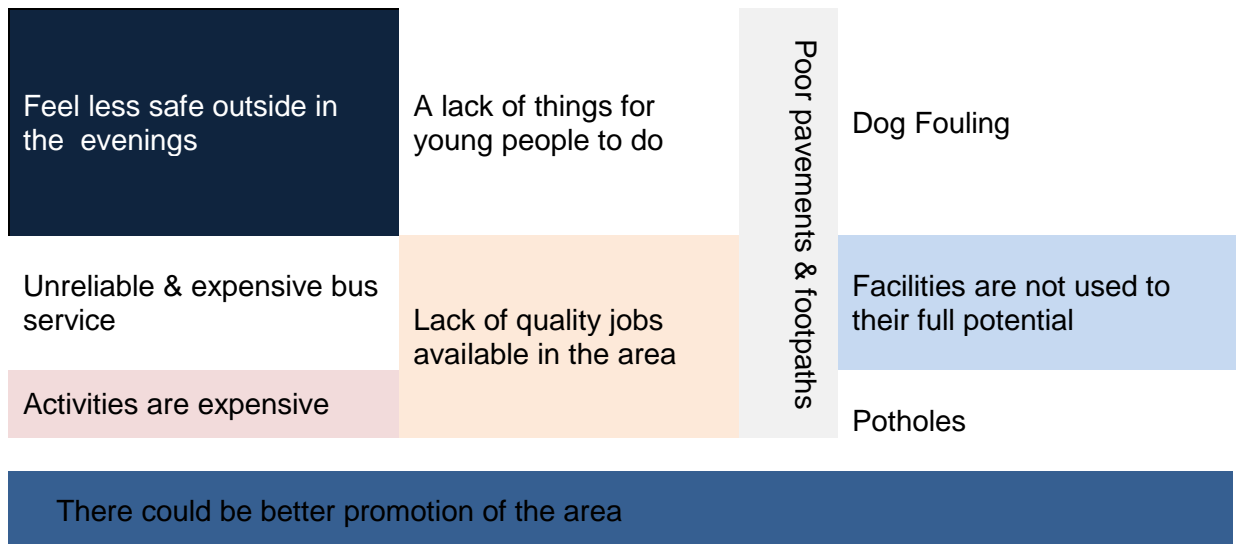
I think it's a great place to live

The retail park at Port Glasgow is very good

People are quite attached to their communities here



## What is the community concerned about?



### Port Glasgow Charrette

A Charrette for Port Glasgow town centre was undertaken in March 2014. A design charrette is an intensive multi-disciplinary, multi day planning process that encourages active engagement of stakeholders in developing design ideas collaboratively in response to specific planning and urban design issues.

Key themes to emerge from the charrette included:

- **‘Making Connections’** - Different parts of Port Glasgow are separated by significant road or rail infrastructure. In addition, the town centre does not enjoy positive links to the retail park, Coronation Park or the communities of upper Port Glasgow.
- **Coronation Park** – frequently raised by charrette participants as being a great but underperforming asset. The park feels cut off from the town, principally by the A8 dual carriageway. Further investment is required to improve the facilities.
- **Access to Waterfront** – Many charrette participants felt that waterfront routes for walkers and cyclists beyond Coronation Park, both east and west were inadequately integrated. In addition, participants felt that Mirren Shore is an asset many local people are not aware of.
- **Severance** – The A8 and the railway are barriers to enhanced connectivity between parts of the town. The A8 separates Coronation Park and Mirren Shore from the Town Centre. The railway restricts links to the Town Centre from the hillside and Upper Port Glasgow.
- **Links to Upper Port Glasgow** – many participants were of the view that the network of paths up the hillside in Port Glasgow need attention and that improved links to the significant neighbourhoods of Port Glasgow is essential. Initiatives to enhance

Birkmyre Park and Devol Glen offer scope to improve routes associated with parkland and natural habitats.

- **Living in Town Centre** – Need for a greater range of housing options in the town centre to cater for different sized family units and circumstances.
- **Evening Economy** – the lack of vibrant and thriving evening economy was raised as an issue with there being a restricted offer for evening activity in the town. Residents would like a more diverse offering of different leisure options within the town centre that create a more family friendly environment.
- **First Impressions** – the town fails to give a good first impression. When approached along the A8 the town centre is obscured by unattractive walls and road infrastructure. It is not apparent to many road users how to access the town centre.
- **TransPort Glasgow** – enhancing public transport passenger facilities and services to encourage increased patronage, more visitors to the town and enhanced community access to the town centre services is fundamental, sustainable place.
- **Rich Heritage** – Port Glasgow has a strong sense of place and community spirit and enjoys a proud and rich heritage. Charette participants recognised the importance of the town's history and believed that it should influence future regeneration.
- **Portonians: Community Spirit** – One of Port Glasgow's greatest assets is its strong community spirit. Participants in the Charette believed that it was vital to foster this community spirit.

Action taken as a result of the Port Glasgow Town Centre Regeneration Plan includes:

- An arts project took place with local schools to develop art work which now features as murals in Port Glasgow Train Station
- A new spur road opened in November 2017, forming a new junction from the A8 with Shore Street and Princes Street allowing direct access to the town centre. The subsequent public realm works were completed in March 2018 and the project was delivered on behalf of Inverclyde Council by regeneration company Riverside Inverclyde. The Port Glasgow Lower Town Quarter project received a Regeneration Capital Grant award from the Scottish Government and COSLA in 2016. <http://www.riversideinverclyde.com/blog/shore-street-public-realm-works-project-overview.html>
- The Port Glasgow Regeneration Strategy and Master Plan recommends environmental improvements to the town centre; removal of redundant buildings; the restoration of empty shop units to provide 'fit for purpose' retail space and new office and commercial accommodation. A second phase of the works will also include the demolition of redundant buildings at the rear of the Town Hall to create a new civic square.
- A Town and Village Centre Improvement Fund has been established by Inverclyde Council
- The Port Glasgow Town Centre Regeneration Forum has discussed the relocation of the planned Shipbuilders Sculpture, the Toll Boys Sculpture, the refurbishment of the

King George VI building, the potential for urban realm improvement in Princes Street and tourist signage within Port Glasgow Town Centre.

Engagement with Communities through Aspiring Communities Fund activity highlighted the following:

To be completed

# What Assets does Port Glasgow have?

## Community/People assets

- Boglestone Community Centre
- Muirshiel Resource Centre
- Slaemuir Tenants and Residents Association
- Kelburn Community Action Group
- Chapelton TARA
- Devol Community Association

## Voluntary/Community organisations (source Inverclyde Life, [www.inverclydelife.com](http://www.inverclydelife.com))

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Upper Port Glasgow Social Club</li> <li>• Doric Masonic Lodge</li> <li>• Port Glasgow Golf club</li> <li>• Port Glasgow Boys Club</li> <li>• Port Glasgow Junior Football Club</li> <li>• Old Men's Club</li> <li>• Port Glasgow Bowling Club</li> <li>• Port Glasgow Angling Club</li> <li>• Port Glasgow Victoria Amateur Boxing Club</li> <li>• Port Glasgow Boat Club</li> <li>• 2<sup>nd</sup> Port Glasgow Boys Brigade</li> <li>• Parklea Bowling Club</li> <li>• Ancient Order of Hibernian</li> <li>• Port Glasgow Community Sports Hub</li> <li>• Port Glasgow Youth Club</li> </ul> | <ul style="list-style-type: none"> <li>• Port Glasgow Youth Club</li> <li>• Work Club – Port Glasgow Library</li> <li>• Work Club – Enterprise Centre</li> <li>• Cross Stitching (WOOPI)</li> <li>• Rusty Boat Young People's Theatre Company</li> <li>• Roving Reporters / Research Group (WOOPI)</li> <li>• Port Glasgow High School Parent Council</li> <li>• Port Glasgow Credit Union</li> <li>• The Massabielle group</li> <li>• The Salvation Army Port Glasgow</li> <li>• Port Glasgow Otters Swimming Club</li> <li>• Boglestone Judo Club</li> <li>• Port Glasgow Angling Club</li> </ul> |
|---|---|

## Physical Assets

### Schools / Nurseries

- St Stephen's and Port High School Joint Campus
- Craigmarloch School
- Newark Primary School and Nursery
- Rainbow Family Centre
- St John's Primary School
- St Michael's Primary School
- St Francis Primary School

### Churches

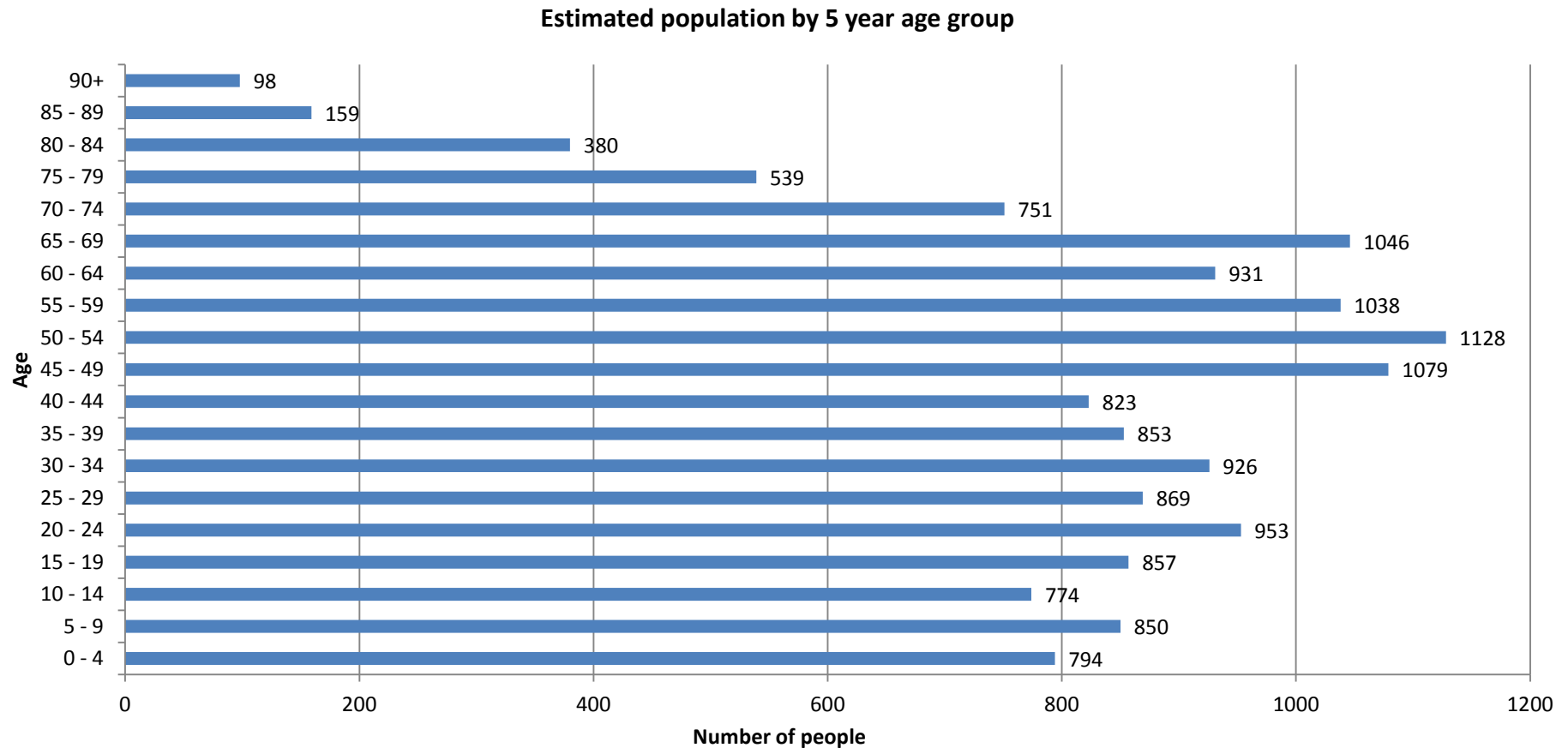
- St Andrews Church
- St John the Baptist RC Church
- St Francis of Assisi Catholic Church
- Port Glasgow URC Church

<b>Leisure</b> <ul style="list-style-type: none"> <li>• Port Glasgow Swimming Pool</li> <li>• Boglestone Community Centre Gym</li> </ul>
<b>Health</b> <ul style="list-style-type: none"> <li>• Port Glasgow Health Centre</li> </ul>
<b>Public Transport</b> <ul style="list-style-type: none"> <li>• Scotrail Stations – Port Glasgow, Woodhall, Bogston.</li> <li>• Port Glasgow Bus Station</li> </ul>
<b>Other assets</b> <ul style="list-style-type: none"> <li>• Newark Castle</li> </ul>

<b>Common Good Property</b>
Bay St (Shops at 2,4,6,8,10,12 +14) Fyfe Shore Depot Higholm Street / Balfour St Land John Wood Street (Shops at 1,4,5-13,6,8,10,15,16,17,18,21 and 22. Port Glasgow Swimming Pool Port Glasgow Lesser Town Hall Port Glasgow Road No 74

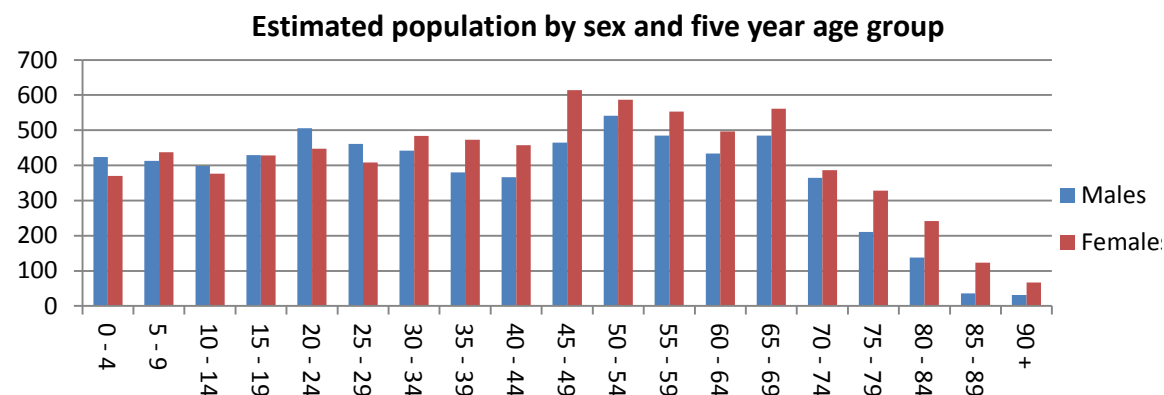
## A profile of Port Glasgow

Port Glasgow has suffered from depopulation in recent decades. At the time of the 1991 Census the population of Port Glasgow was 19,426 but had fallen to 15,414 by the time of the 2011 Census, a decrease of 21%. The most recent population estimates for the area (2016) is that Port Glasgow's population is now 14,848.



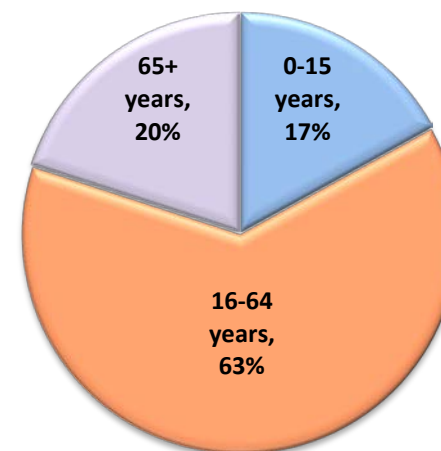
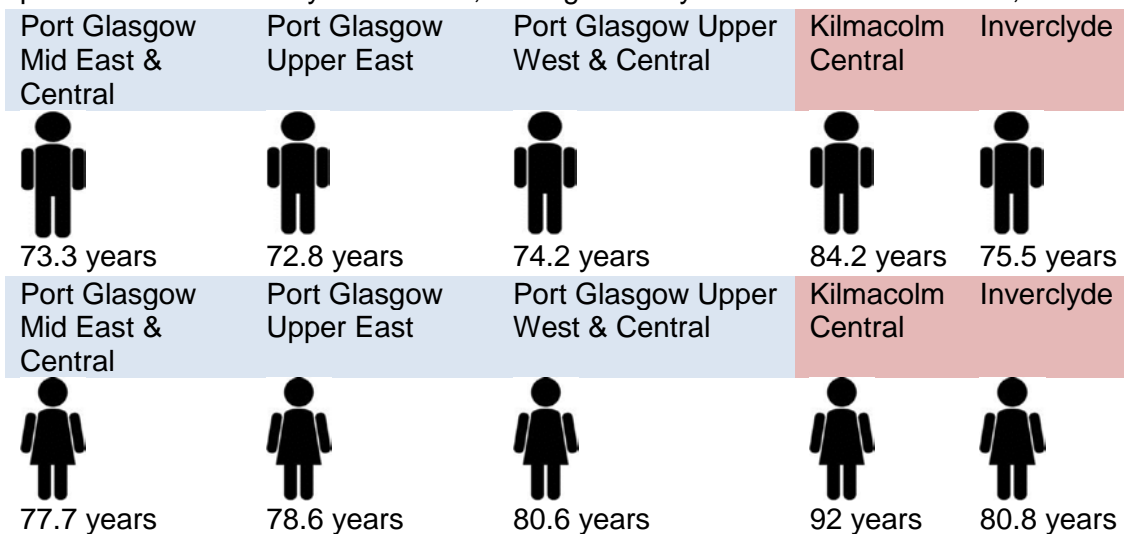
Source: ISD [www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/](http://www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/)

47% of Port Glasgow's population are male (7,010) and 53% are female (7,838).



Source: ISD [www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/](http://www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/)

Life expectancy varies across Port Glasgow with the highest life expectancy in Upper West and Central and lowest in Mid, East and Central. Overall, life expectancy is on a par with that of Inverclyde however, it is significantly lower than in Kilmacolm, which is located just 4 miles away.



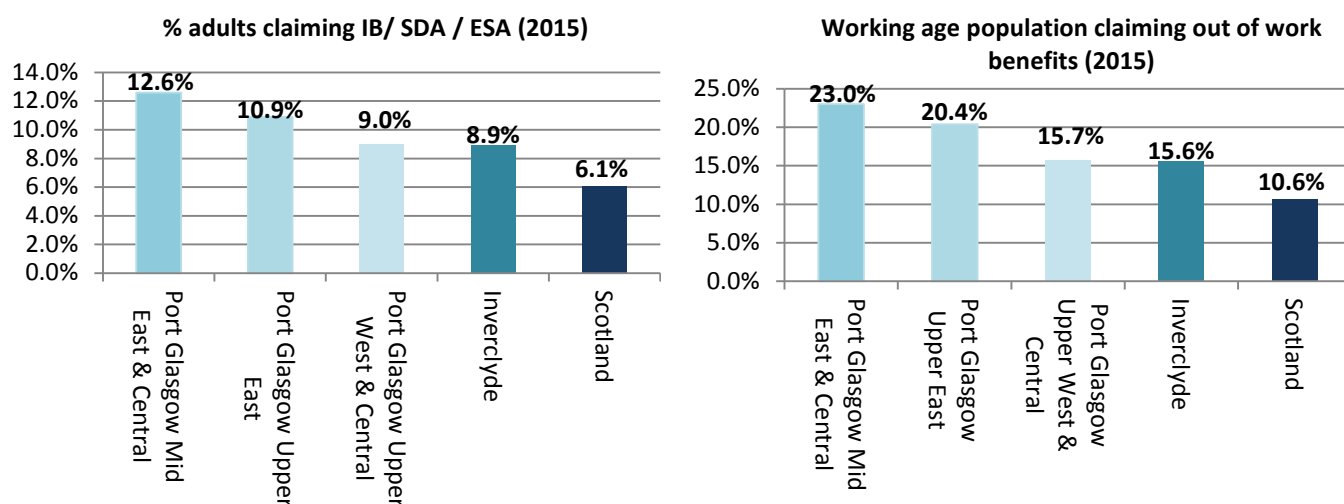
- 17% of the population is aged 0-15 years
- 63% of the population is working age (16-64 years).
- 20% of the population is aged 65 years and over

#### Pension Credit

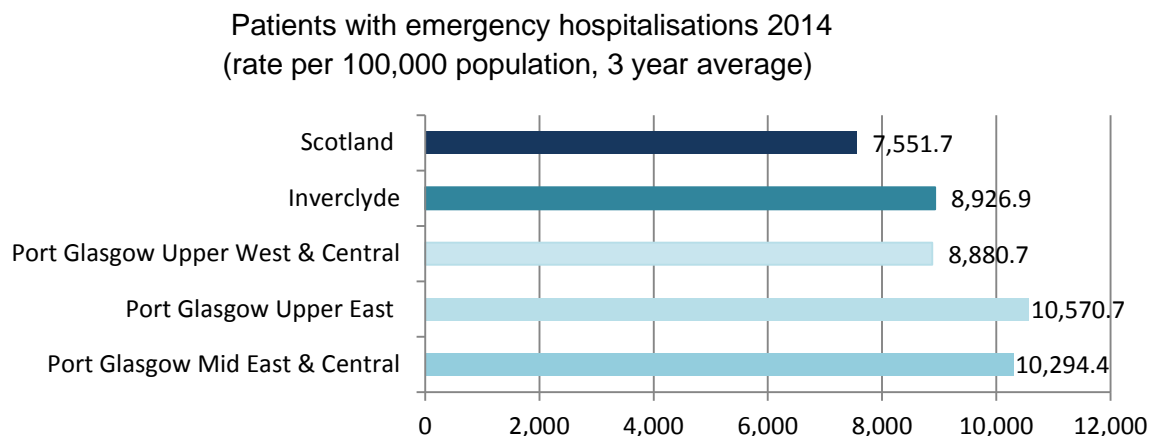
In 2015, 13.7% of people in Port Glasgow Mid East & Central were in receipt of pension credits compared to 12% in Port Glasgow Upper East and 8.9% in Port Glasgow Upper West and Central. The average for Inverclyde was 8.7%.

The national average was 6.2%.

Universal Credit has replaced a number of key benefits, however trend data is not yet available. The data below shows the uptake of benefits prior to the introduction of Universal Credit. The percentage of adults claiming employment support allowance/ Incapacity benefit/ severe disablement allowance across Port Glasgow was higher than the Inverclyde and Scottish averages. Also, the percentage of adults claiming an out of work benefit across Port Glasgow was higher than both the Inverclyde and Scottish averages.



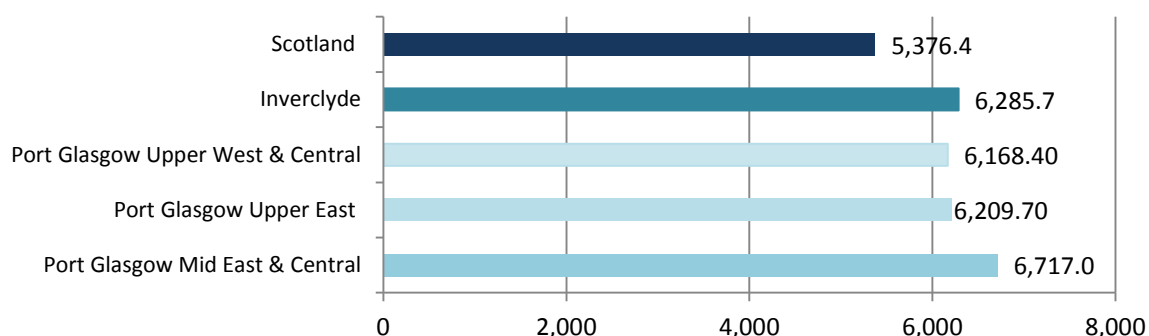
The rate of emergency hospital admissions is higher across Port Glasgow than in Inverclyde and Scotland as a whole.



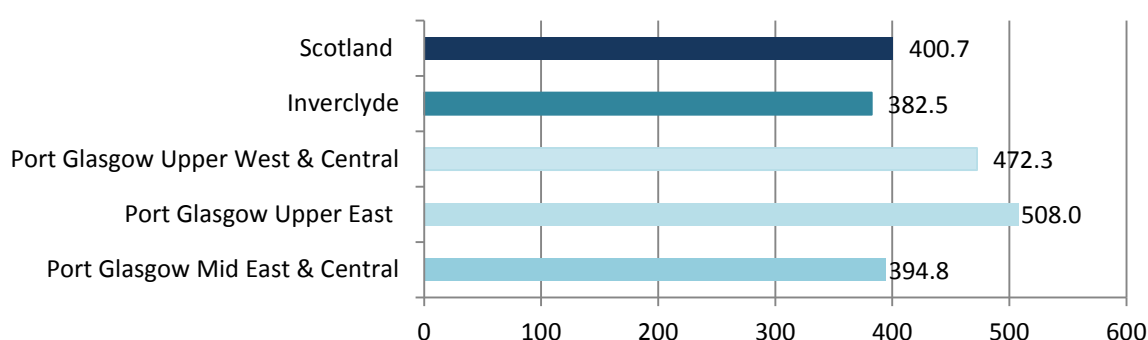
Multiple emergency hospitalisations for patients aged 65+ are also higher than the national average.



Patients (65+) with multiple emergency hospitalisations 2014  
(rate per 100,000 population, 3 year average)



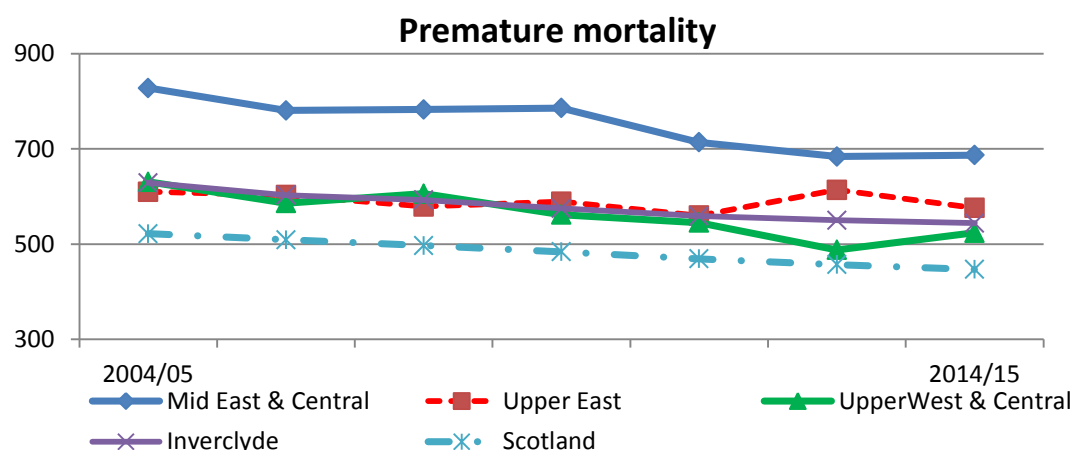
Patients hospitalised due to coronary heart disease 2014  
(rate per 100,000 population, 3 year average)



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## Premature mortality

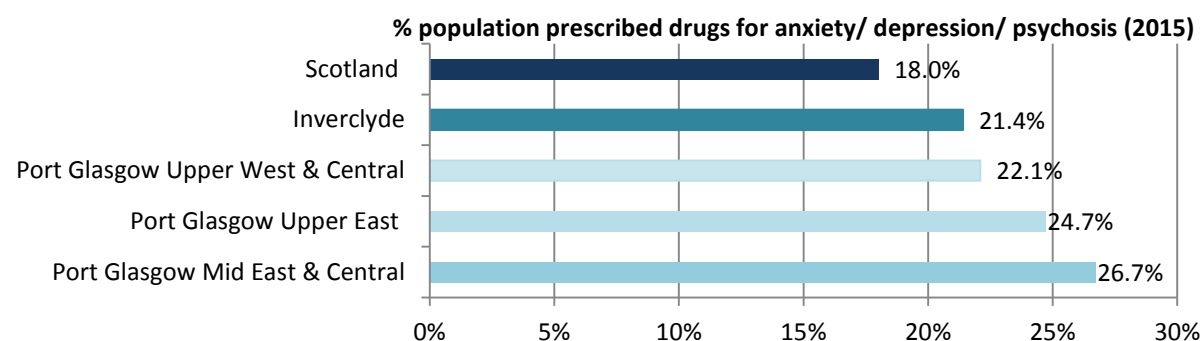
Premature mortality is defined as deaths occurring before the age of 75. The rates are expressed per 100,000 persons per year. Premature mortality rates are higher than the Scottish average in all areas of Port Glasgow.



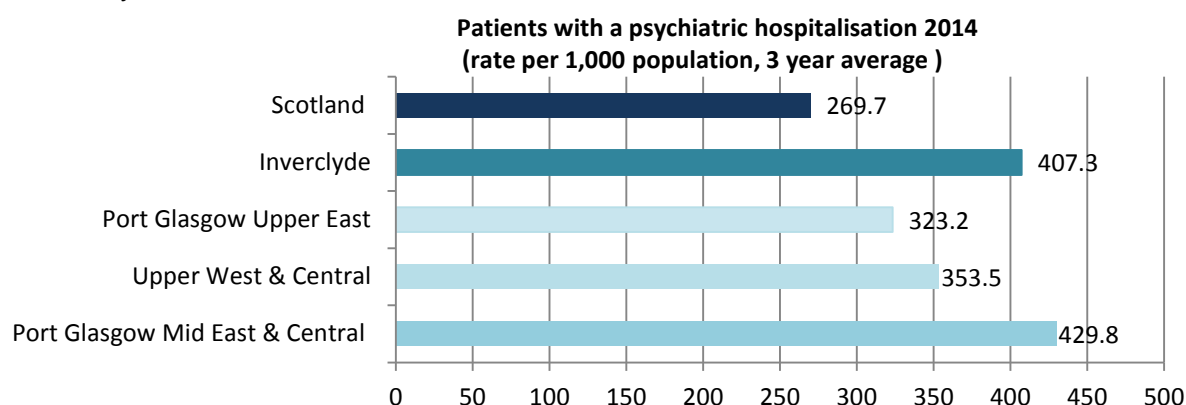
Source: Improvement Service Community Planning Outcomes Profile  
<http://www.improvementservice.org.uk/community-planning-outcomes-profile.html>

## Mental Health

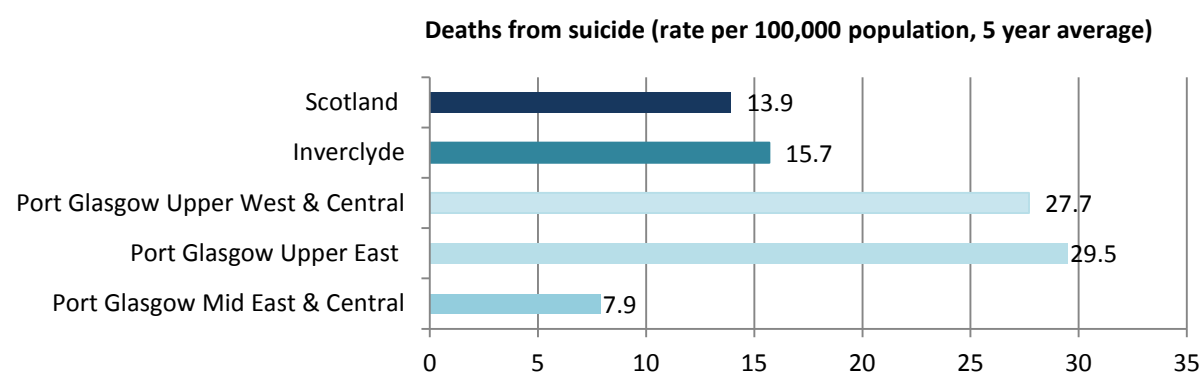
The percentage of the population that were prescribed drugs for anxiety, depression or psychosis in 2015 was higher in Port Glasgow than both the Inverclyde and Scottish average. Rates were highest in Port Glasgow Mid East and Central where more than 1 in 4 of the population were prescribed drugs for anxiety, depression or psychosis.



Rates of psychiatric hospitalisation are higher than the national average across all parts of the locality.



In 2014, the rate of deaths from suicide (5 year average) in Port Glasgow Upper East and

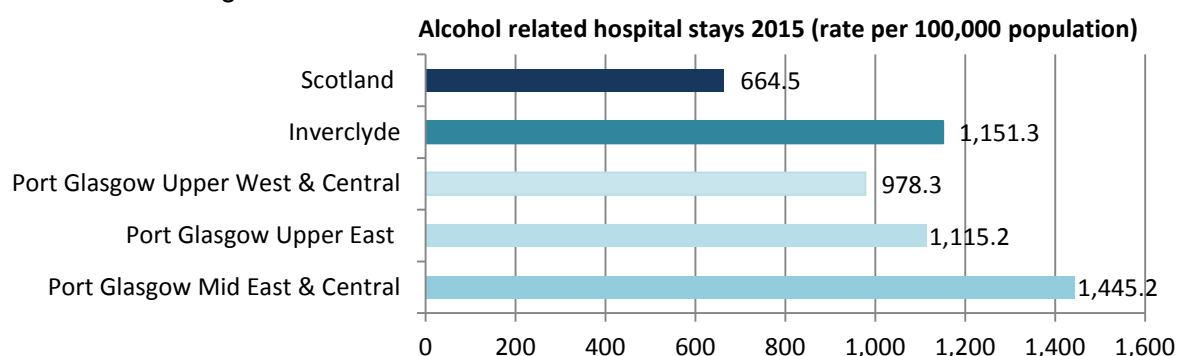


Upper West and Central was more than twice the national figure.

Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## Alcohol

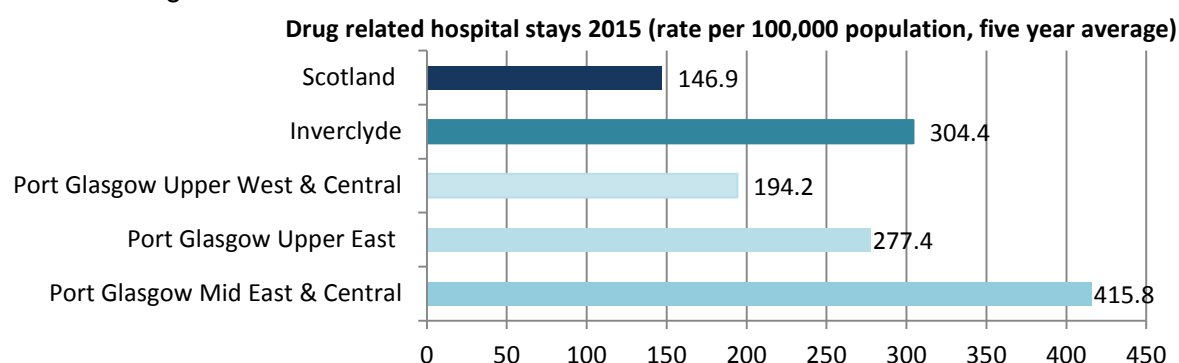
Alcohol related hospital stays are significantly higher across all parts of Port Glasgow than the national average.



Source: Scotpho Online Profiles Tool

## Drugs

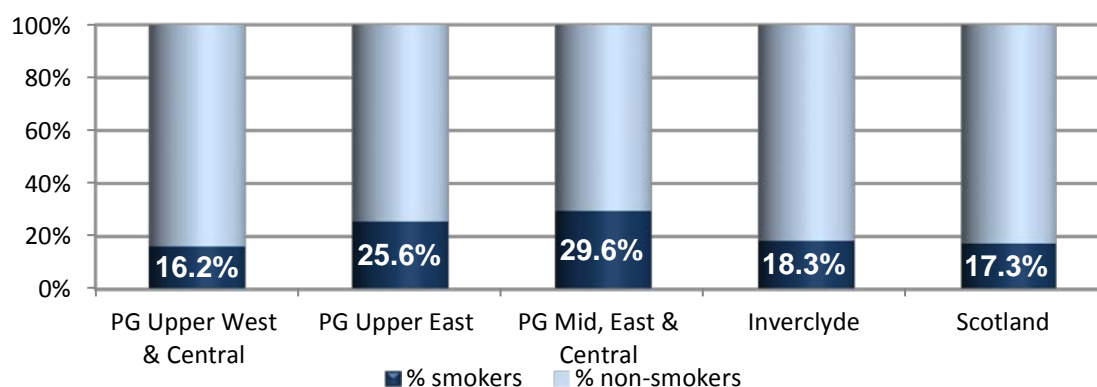
Drug related hospital stays are higher across all parts of Port Glasgow than the national average. In particular, the rate in Port Glasgow Mid, East and Central is almost 3 times the national average.



Source: Scotpho Online Profiles Tool

## Women smoking during pregnancy (2014)

Port Glasgow Mid, East and Central has the highest proportion of pregnant women who smoke during pregnancy in Port Glasgow, followed by Port Glasgow Upper East. The percentage of women who smoke is significantly higher in both areas than in Inverclyde as a whole or Scotland. Port Glasgow Upper West and Central is better than the Inverclyde and Scotland average.

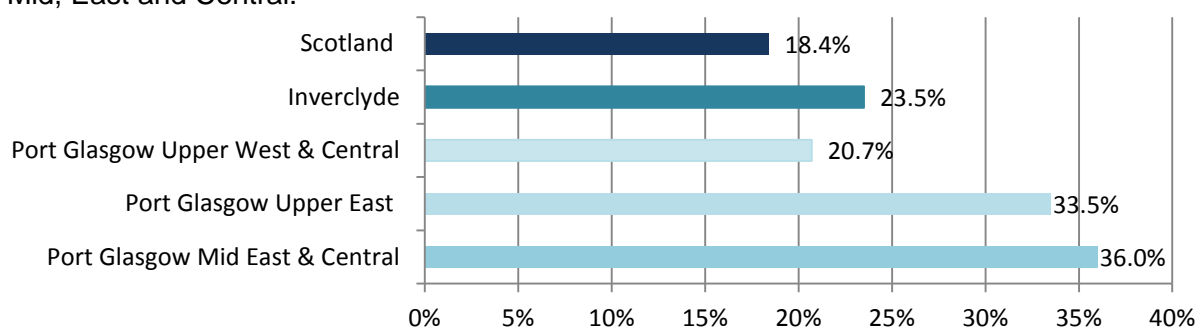


Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>



### Children in low income families (2014)

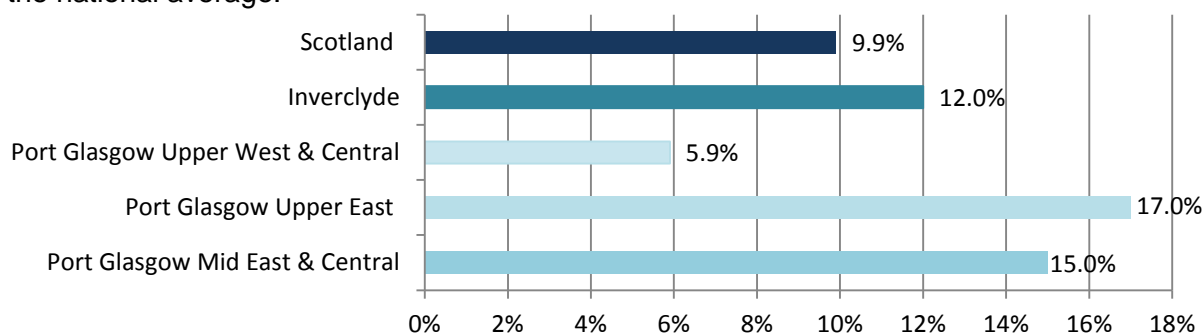
A significant proportion of children in Port Glasgow are living in low income families. The area of Port Glasgow with the highest percentage of children living in low income families is Mid, East and Central.



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

### Child Obesity in Primary 1 (2015)

The percentage of children in primary 1 that are considered obese is higher in Port Glasgow Upper East and Mid East and Central than the national average. The percentage of primary 1 children that are considered obese in Port Glasgow Upper West and Central is lower than the national average.

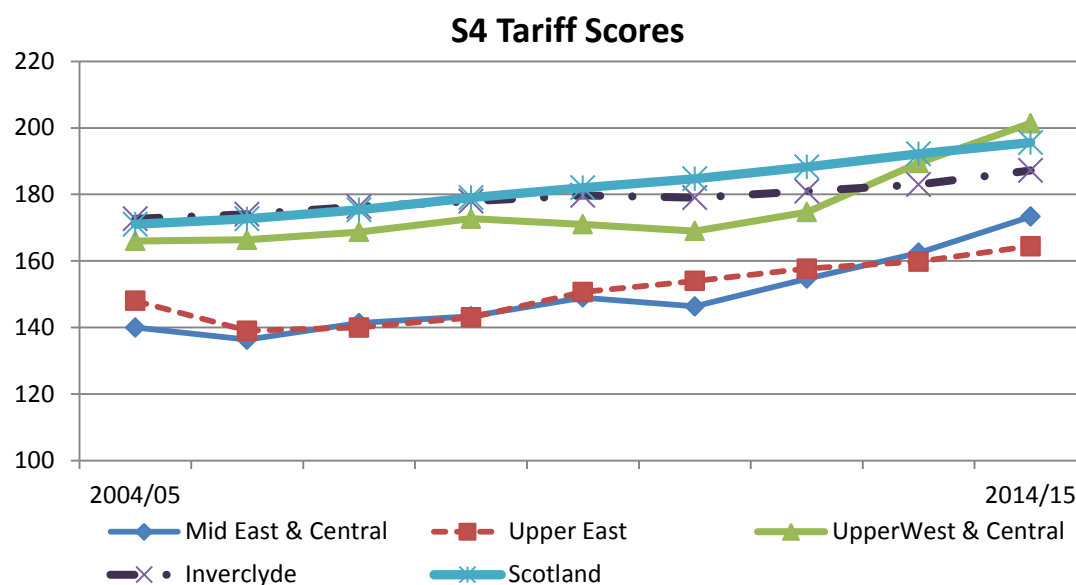


Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## S4 Tariff Scores

Each qualification attained by a pupil is awarded tariff points based on SCQF level and credit points. Points are also based on the grade of the award achieved. The average tariff score is an average of the total points for each learner.

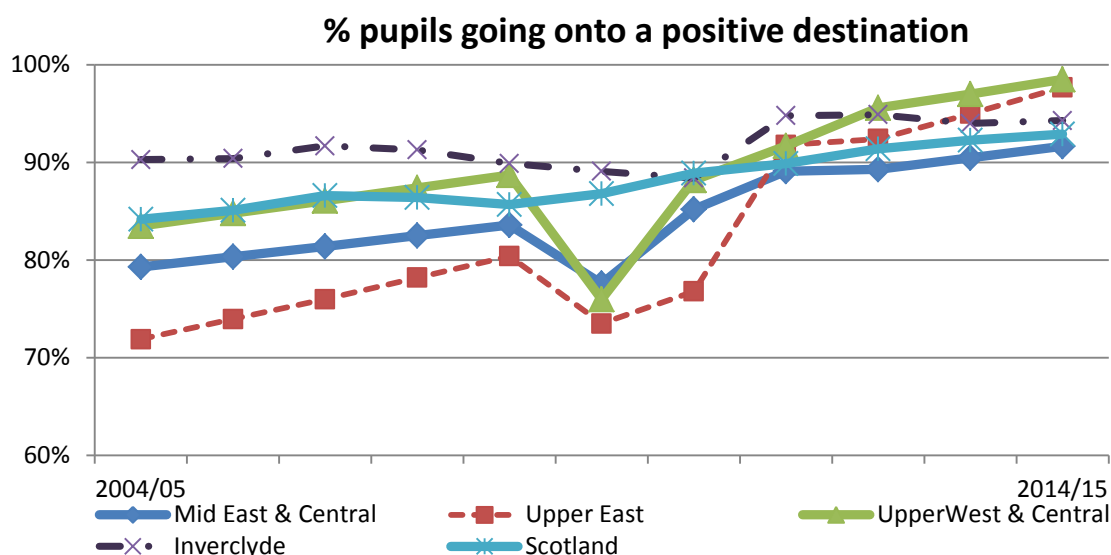
The chart below shows how the average tariff score of pupils from Port Glasgow compares with Inverclyde and Scotland.



Source: Improvement Service Community Planning Outcomes Profile  
<http://www.improvementservice.org.uk/community-planning-outcomes-profile.html>

## Positive Destinations

In 2014/15, both Port Glasgow Upper East (97.7%) and Port Glasgow Upper West (98.5%) and Central had a higher percentage of pupils going onto a positive destination than Inverclyde and Scotland. Port Glasgow Mid, East and Central was just 1% below the Scottish average.

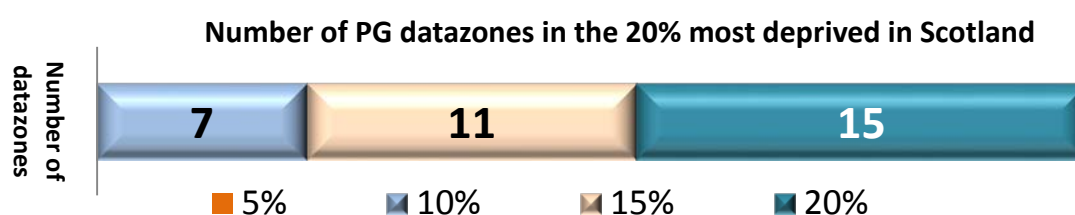


Source: Improvement Service Community Planning Outcomes Profile  
<http://www.improvementservice.org.uk/community-planning-outcomes-profile.html>

## Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) is the official tool for finding the most deprived areas in Scotland. It looks at multiple deprivation so deprived does not mean 'poor' or 'low income', it can also mean people have fewer resources and opportunities, for example in health and education.

In order to show the extent to which an area is affected by multiple deprivation, Scotland has been split up into 6,976 small areas, called datazones, with a roughly equal population. Each datazone in Scotland has been given a rank with 1 being the most deprived in Scotland and 6,976 being the least deprived. Port Glasgow has been split into 23 datazones.



The overall results from the SIMD16 show that there are no datazones in Port Glasgow that fall into the 5% most deprived in Scotland, however 15 of Port Glasgow's 23 datazones have a ranking that places them in the 20% most deprived in Scotland. This is equal to 65% of all datazones that lie within the boundary of Port Glasgow.

The table below shows the percentage of datazones in Port Glasgow that fall into the 20% most deprived in Scotland for each of the individual domains of the SIMD:



52%      70%      61%      56%      0%      56%      22%

Source: <http://www.gov.scot/Topics/Statistics/SIMD>

Port Glasgow has a higher proportion of its population that is income and employment deprived compared to both Inverclyde overall and Scotland.

### Income Deprivation

It is estimated that 24% of the population in Port Glasgow Mid, East and Central and Port Glasgow Upper East is income deprived, compared to 15.8% in Port Glasgow Upper West and Central. The overall percentage of Inverclyde's population that is income deprived is 17%, whilst the percentage of the Scottish population that is income deprived is lower again at 12.2%.

### Employment Deprivation

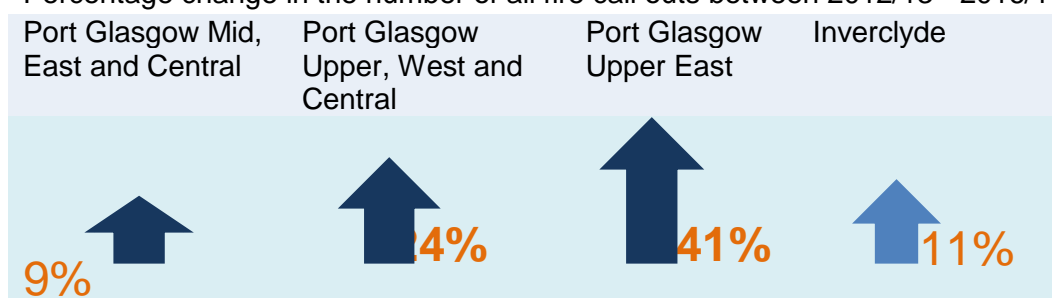
The percentage of Port Glasgow's population that is estimated to be employment deprived is highest in Port Glasgow Mid, East & Central, 24%, followed by Port Glasgow Upper East, 19.1% and then Port Glasgow Upper West and Central, 14.3%. The overall percentage of Inverclyde's population that is employment deprived is 15.4%, whilst the percentage of the Scottish population that is income deprived is lower again at 10.6%.

Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

### Community Safety

Deliberate fire raising has been highlighted as a significant community safety issue in Port Glasgow. There has been an increase in the number of all fire call outs in all areas of Port Glasgow and Inverclyde as a whole over a 5 year period, however the greatest increase has been in Port Glasgow Upper East, with a 41% increase.

Percentage change in the number of all fire call outs between 2012/13 - 2016/17



Source: Inverclyde Community Safety Partnership

All deliberate fires as a % of the total number of fire call outs 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17
Port Glasgow Mid, East and Central	84%	72%	84%	84%	86%
Port Glasgow Upper, West and Central	79%	64%	61%	52%	47%
Port Glasgow Upper	73%	73%	67%	77%	88%

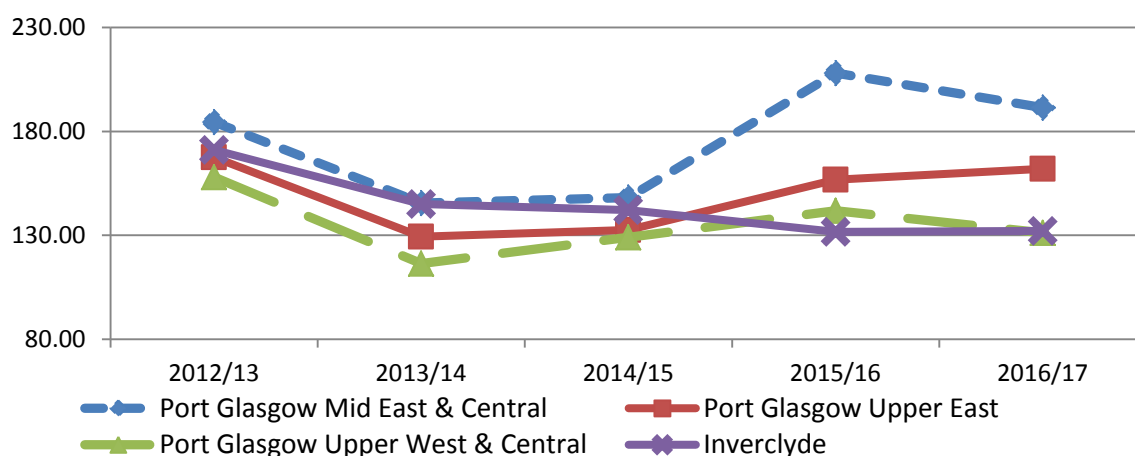
There has been a significant increase in the level of violent incidents and crime in Port Glasgow Upper East, which has had a 40% change over a five year period compared to an overall decrease in violent incidents and crime in the rest of Port Glasgow and Inverclyde.

#### All violent incidents and crime as a rate per 1,000 population 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17	% change 5 year average
Port Glasgow Mid, East and Central	22.77	14.09	18.21	13.88%	12.14	<b>-25%</b>
Port Glasgow Upper, West and Central	17.86	10.46	12.09	15.15	11.9	<b>-12%</b>
Port Glasgow Upper East	13.3	10.02	6.55	10.23	15.55	<b>40%</b>
Inverclyde	18.38	14.11	13.9	14.06	12.63	<b>-14%</b>

Looking at the 5 year trend in anti-social incidents and crime, there has also been an increase in anti-social behaviour and crime per 1,000 population in Port Glasgow Mid, East and Central and Port Glasgow Upper East compared to a decrease in Port Glasgow Upper, West and Central.

#### All anti-social behaviour incidents and crime per 1,000 population



Contained within the overall statistics on anti-social behaviour shown above is a significant increase in youth anti-social behaviour incidents in Port Glasgow Mid East and Central, with a 78% increase over the 5 year period and a 48% increase over the same period in Port Glasgow Upper East. Conversely, there has been a 4% decrease in youth anti-social behaviour incidents in Port Glasgow Upper, West and Central.

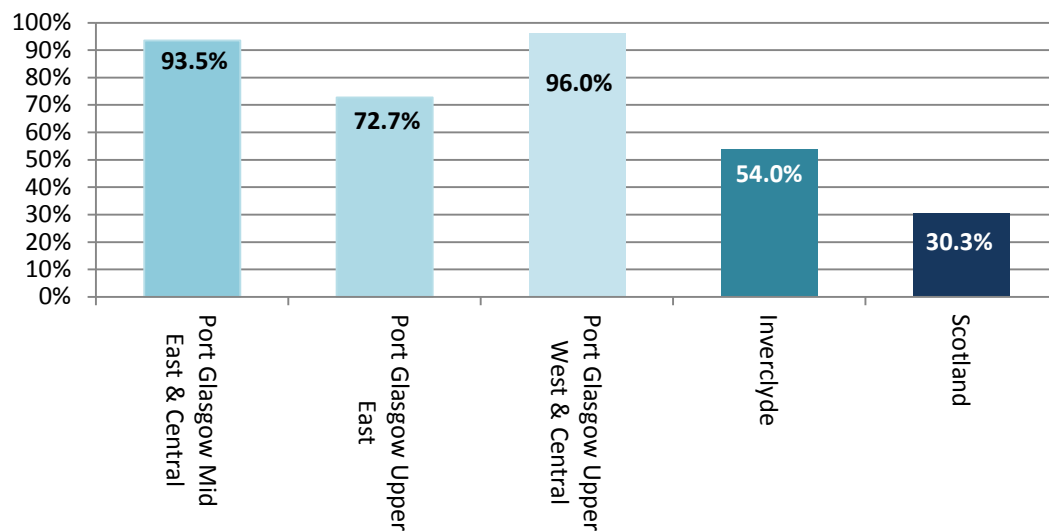
Source: Inverclyde Community Safety Partnership



## Derelict Land (2016)

The percentage of the population living within 500metres of a derelict land site is significantly higher across all areas of Port Glasgow than in both Inverclyde and Scotland.

**% of population living within 500m of a derelict land site**



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>



Dog fouling was raised as a concern by respondents to the Our Place Our Future Survey. In 2016 the number of complaints regarding dog fouling made to Inverclyde Council was highest in Port Glasgow Upper East, with 5.11 complaints per 1,000 population.

Source: Inverclyde Community Safety Partnership

## Vision and Priorities for Port Glasgow

The following three priority areas have been identified from community engagement and an analysis of local data:

**example**

- **Jobs and the economy**
- **Health, including Mental Health**
- **The environment**
- **Transport**

## What will Port Glasgow look like in the future?

## Action Plan

Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	How much will it cost?

**Where are we now?** Include in here key themes from community engagement and data analysis for each distinct issue.

**Where do we want to be?** What are the aspirations of the community in relation to the issues set out in column 1? It is important to focus on what might be achievable, either by the community or in partnership with organisations.

**How will we get there?** What is the plan for achieving what is set out in column 2? Try to be as practical as possible.

**How will we know we are getting there?** Are there any measures that will show how the actions in column 3 are being achieved? These can be based on data as set out in the strategic needs assessment above or from engagement with communities.

**Who is responsible?** Is this something the community will do themselves, is this something that will be delivered in partnership or is this something that an organisation will need to deliver? Responsibility must be agreed with those who will deliver on the actions.

People Leading Active Community Empowerment

# PLACE

Greenock  
East & Central

PLANS



# Contents

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1. Introduction
2. About Greenock East and Central
3. What do the community think?
4. What assets does Greenock East and Central have?
5. Area profile
6. Vision and priorities
7. What will Greenock East and Central look like in the future?
8. Action plan

# Introduction

# About Greenock East and Central

## Example text

Its origins are lost in the morning mists that lie over the river and even its name is a matter of debate. It might come from the Gaelic for 'sunny bay'; it certainly doesn't mean 'green oak', a popular myth. The original fishing village spread inland from the bay, along the banks of the West Burn. In 1589, 30 years after the Reformation, a charter from King James VI allowed one of Scotland's first Presbyterian churches to be built here. This was welcomed by parishioners who, up till then, had to walk many miles south to Inverkip to worship.

In the early 1600s, the town received rights to hold weekly markets and two annual fairs. From then on, its prosperity increased as trading, shipbuilding and manufacturing developed over the next 300 years. The town expanded eastwards but its heart remains around the course of the burn which now flows underground but gave its name to the Westburn Refinery. It was the last of many sugar plants in Greenock and closed in 1997. The raw cane it processed was stored in the Sugar Sheds which still stands alongside James Watt Dock.

The natural deepwater channel in the River Clyde comes close to its south shore at Greenock, and this helped the town evolve into the major port on Scotland's west coast, servicing almost all of Glasgow's needs until the river upstream from Dumbarton was dredged in the 1800s. It then went on to play its part in Clydeside's role as the shipbuilding capital of the world for the better part of a hundred years. Some 22 miles downstream of Glasgow, most of the town lies on steep north facing slopes giving magnificent views across the Firth of Clyde to the mountains beyond.

In the late 1500s, Greenock was no more than a fishing village in the shadow of a castle that has long since disappeared. In the early 1600s the first pier and breakwater were built at Greenock, and shipbuilding, largely along the foreshore, was already a significant employer in the town.

The first real harbour was built in the years to 1710. The following year the first of the Clyde's well known shipbuilding firms, Scott's was established. It was to produce ships for 277 years until its closure in 1988. The early 1700s saw rapid growth in Greenock, and in 1736 the town's most famous son, James Watt, was born here. Watt's improvements to the steam engines of the day have led many to regard him as one of the most important influences in the coming of the Industrial Revolution.

Watt is far from forgotten in his home town. The James Watt College was founded in 1907 with funds donated by Andrew Carnegie. Its most recent campus is superbly located on the waterfront at Greenock. He is also remembered in a statue at the rear of the Town Hall looking across the A8 towards the docks beyond.

Growth continued at a spectacular pace through the 1700s and into the 1800s, largely based on trade with the Americas. The port was developed during this time by John Rennie. By 1850 up to 400 ships each year brought in sugar cane from the Caribbean for processing in Greenock's 14 sugar refineries, which between them supplied half the UK market. And Greenock was a major port of embarkation for emigrants from Scotland to the USA and Canada.

Greenock's growth was hampered by the steepness of its site, and by the absence of a good source of clean water. The second of these was solved in 1827 with the building of a 5 mile

long aqueduct which provided an overcrowded population with good drinking water for the first time, and allowed water-powered textile mills to develop in the town.

Greenock was home to many shipbuilders in the late 1800s and further dock improvements were undertaken. It remains a significant port. The Greenock Ocean Terminal is the main container terminal for the west of Scotland and has daily feeder links to international shipping services via Southampton, Liverpool and Belfast. It is also becoming increasingly popular as a stopping off point for cruise ships.

Greenock itself remains home to many fine buildings. The most spectacular of them is Greenock Municipal Buildings and its 245ft high Victoria Tower. The impressive exterior is matched by an ornate interior. It was completed in 1886. One corner of the Municipal Buildings, next to the base of the tower, comprises just brick faces quite different from the rest of the building. This is Cowan's Corner. It was named after a local shopkeeper, Robert Cowan, who ran a shop on this site and refused to sell up to make room for the Municipal Buildings. As a result they were built with his shop inserted into one corner. The shop was destroyed during a bombing raid in May 1941, leaving the slightly odd effect you see today.

(Source: <https://www.undiscoveredscotland.co.uk/greenock/greenock/index.html>)

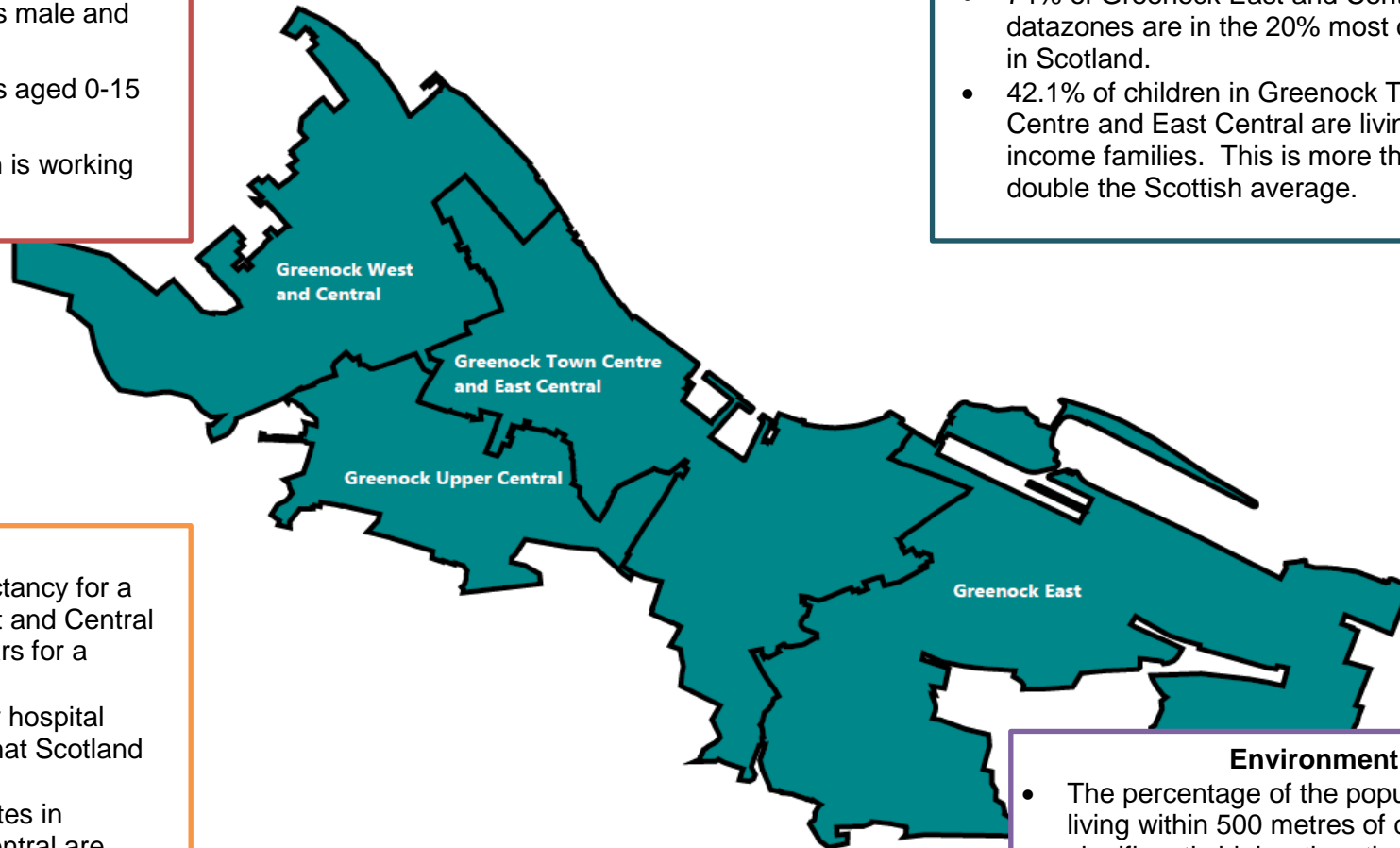


### People

- The estimated population in Greenock East and Central is 20,888.
- 48% of the population is male and 52% is female.
- 15% of the population is aged 0-15 years.
- 65.6% of the population is working age (16 – 64 years).

### Economy

- The percentage of people claiming out of work benefits is higher than the Scottish average.
- 74% of Greenock East and Central's datazones are in the 20% most deprived in Scotland.
- 42.1% of children in Greenock Town Centre and East Central are living in low income families. This is more than double the Scottish average.



### Health

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

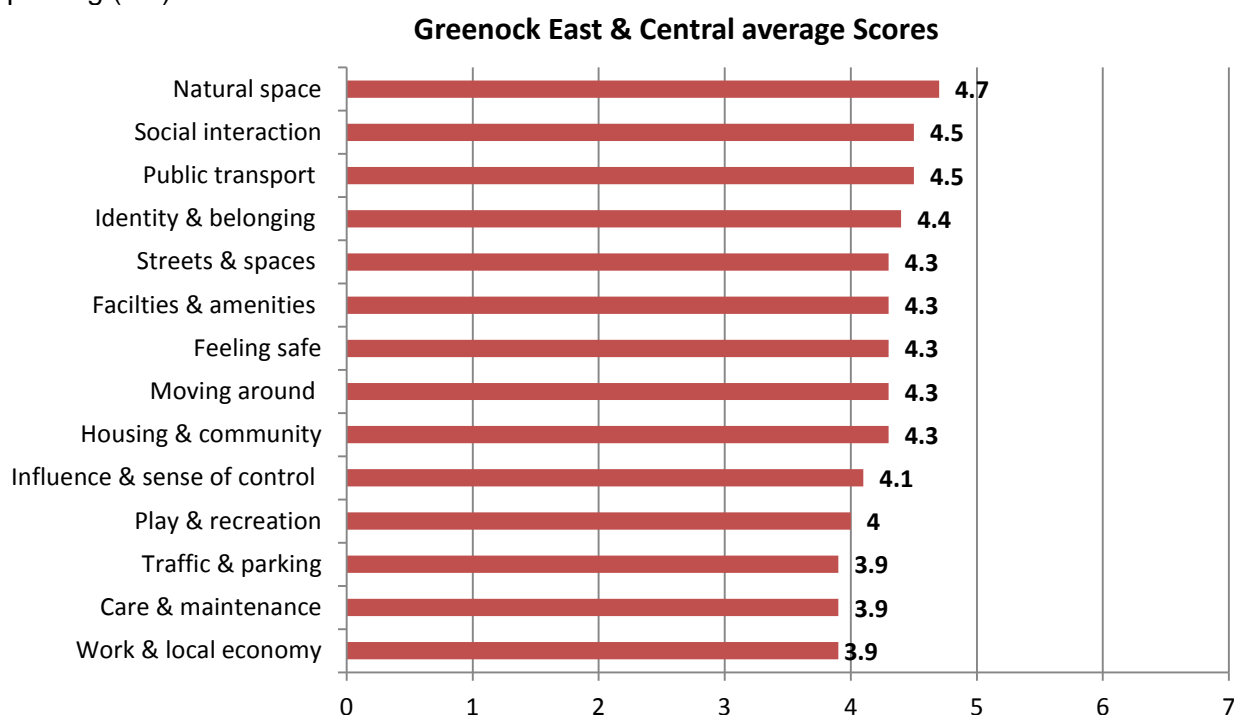
### Environment

- The percentage of the population who are living within 500 metres of derelict land is significantly higher than the Scottish average across the whole of Greenock East and Central.

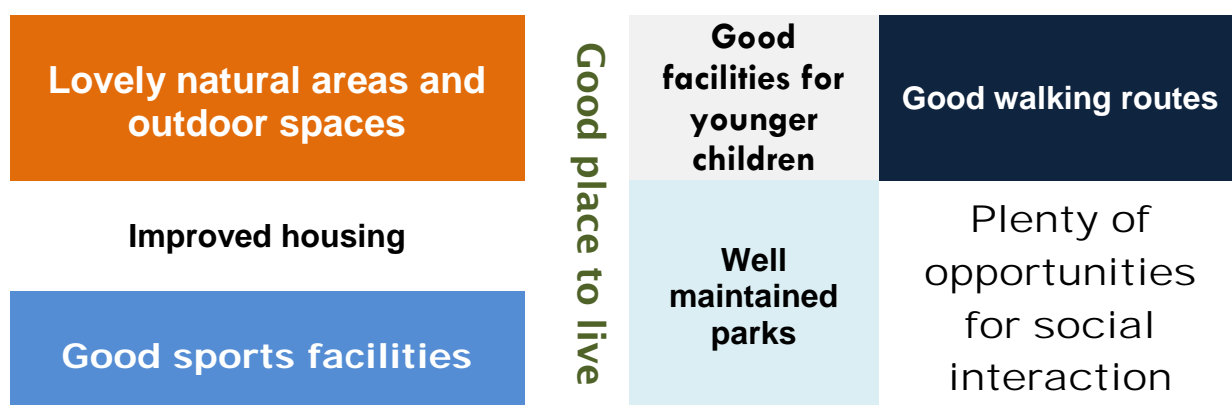
## What does the community think?

There were 421 responses from residents living in Greenock East and Central to the 'Our Place Our Future' survey. Respondents were asked to rate how satisfied they were with various aspects of living in Greenock East and Central on a rating of 1-7 where 1 represents not at all satisfied and 7 represents very satisfied.

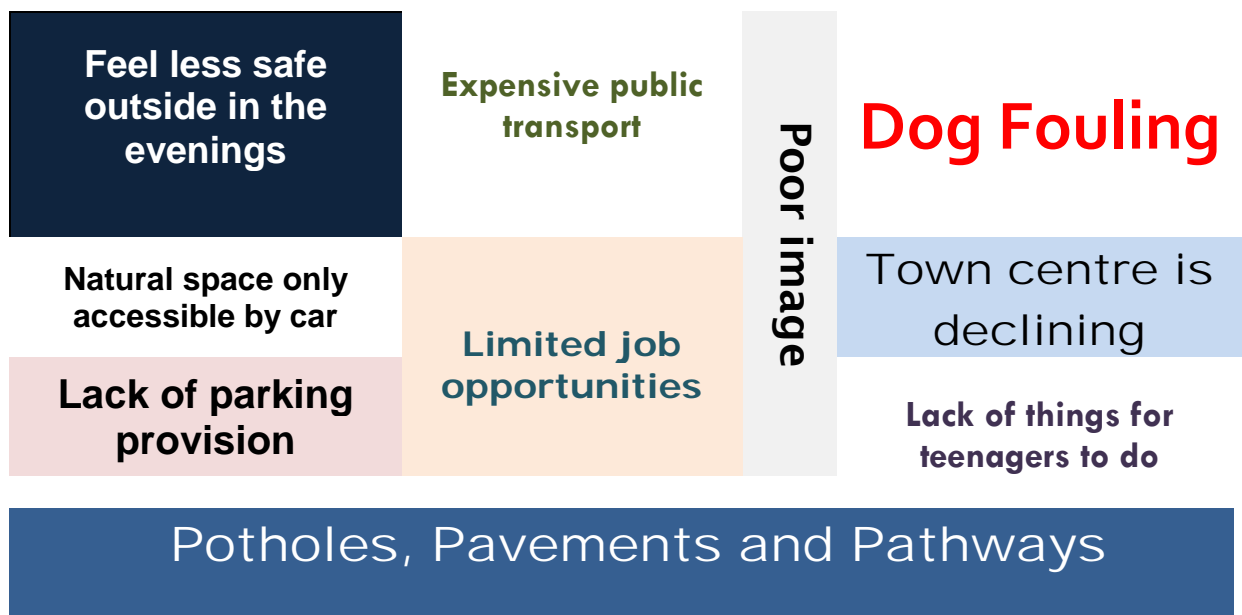
Based on the overall average scores, satisfaction levels were highest with natural space (4.7), social interaction (4.5) and public transport (4.5). The lowest scoring areas in terms of satisfaction were work and local economy (3.9), care and maintenance (3.9) and traffic and parking (3.9).



## What does the community like about the area?



## What is the community concerned about?



### Greenock Charrette

A Charrette for Greenock Town Centre was undertaken in March 2016 with significant involvement from members of the Greenock community, business sector, Council Members and Officers and various other stakeholders and agencies. A charrette is an intensive consultation that engages local people in the design of their community.

Seven themes were identified from the Charrette which have helped shape the Greenock Town Centre Development Framework and Regeneration Action Plan are:

#### Development Framework

1. Access Traffic and Transport;
2. Priority Buildings and Sites; and
3. Open Space Networks.

#### Regeneration Action Plan

4. Supporting Growth Orientated Businesses: Promoting Investment;
5. Promoting Visitor Economy: Destination Greenock;
6. Exploiting Creative Industries: Arts & Culture; and
7. Community Focus: Health & Wellbeing & Repopulation.

The main issues and ideas to emerge from the engagement included:

- Increased distinctiveness of West Blackhall Street and Cathcart Street as the principal town centre 'spine' routes – the focal points in the west and east town centre. This should include public realm enhancements. 'Designing Streets' shared space layouts and mixed use development reusing underused buildings or infilling gap sites;
- Enhancement of Oak Mall with new, mixed uses, better integration with surrounding streets and spaces, longer opening times and residential development of some underused adjoining sites. Improved pedestrian connections east-west and north-

south are essential and move from being out of hours, to bringing the constituent parts of Greenock's town centre together;

- Significant improvements to connections between the town centre and the waterfront. The waterfront must be considered part of the town centre requiring significantly better connections across the A8. Greenock can and should have an attractive 'people friendly' waterfront town centre;
- Tame the impact of the A8 and A78 roads. The legacy of earlier road engineering and outdated traffic management needs to be reversed to create streets, not roads, throughout the town centre. Small scale interventions can reduce severance but more significant reconfiguration should be planned to remove the Bullring and underpasses to fully integrate pedestrian, cycle and vehicular access. Enhanced connections to the waterfront, West Blackhall Street to Cathcart Street, Central Station to Custom House, restore William Street to waterfront, bus station to Tesco and Cinema and George Square to Laird Street;
- Improve open spaces and connections to the waterfront focussing efforts on linking existing/emerging set piece spaces to create a hierarchy of interlinked, active urban spaces. Principal connections/spaces should include:
  - Greenock Central Station to Customhouse Quay providing improved gateway/arrival point to east town centre;
  - Cathcart Square to William Street – Maritime Square. Recreating the principal historic axis between Well Park Kirk and the quayside;
  - Clyde Square to Waterfront Leisure Centre via library and bullring;
  - Bus Station to Quayside via West Stewart Street;
  - George Square to Ocean Terminal via Bubbly Jocks Brae, West Blackhall Street and Laird Street – providing high quality arrival/embarkation point and attractive gateway to the town centre at the cruise liner terminal.
- Increased quality of urban setting throughout central Greenock; higher ambition for quality design of new buildings, better maintenance and appreciation and interpretations of built and social heritage, enhancements to the fine sequence of existing (but largely underperforming) squares and open spaces;
- Improved access to a range of quality natural open space; introducing more urban greenspace providing more people spaces/event spaces, access to nature;
- Showcase and interpret Greenock's superb built and industrial heritage, rich social history and emerging arts/creative scene. Consider extending William Street Conservation Area and seek opportunities to interpret the significance of Greenock's economic history and as a port of emigration, import and export of goods.

Priority projects will be decided upon by the members of the Greenock Town Centre Regeneration Forum. Examples of some of the proposed priority projects are outlined below:-

#### *Buildings and Opportunities*

- Regent Street/GPO Site:- engage with owners to promote redevelopment of the site and/or demolition of derelict buildings/site clearance for new build mixed use, and/or public realm spaces. Consider provision of financial support to assist redevelopment;
- Former Babylon Nightclub:- engage with owners to promote redevelopment of the site and/or demolition of derelict buildings/site clearance. Consider provision of

financial support to assist with demolition in collaboration with ri and Registered Social Landlord as developer;

- Tobacco Warehouse:- engage with owners to promote redevelopment of the historic docklands location;
- King Street Car Park:- engage with the owners to promote wider public usage of the car park.

#### *Open Spaces*

- Station Avenue:- enhance existing axis & public realm from Greenock Central Station to Custom House and Beacon Arts Centre to provide improved gateway/arrival point to east town centre;
- Dalrymple St:- enhance public realm improvements and town centre economy by providing additional public car park;
- Public Space Wifi:- progress exploratory discussions with service providers to investigate the provision of public space Wi-Fi within the town centre.

#### *Streetscapes*

- West Blackhall Street & Cathcart Street:- enhance public realm features to increase the distinctiveness of the principal routes through the town centre;
- William Street:- enhance the connection from Clyde Square to the Waterfront recreating the historic axis between Well Park Kirk and the quayside and improving pedestrian crossing points on the A8;
- Laird Street:- enhance the public realm aspect and accessible pedestrian crossings from the proposed new Ocean Terminal Exit on Container Way across Dalrymple Street and Laird Street to West Blackhall Street.

### **Recent Improvements to Greenock Town Centre**

- The Greenock Town Centre Regeneration Forum have given their backing to working up an urban realm proposal for West Blackhall Street and an enhanced pedestrian route between the Town Centre and Ocean Terminal to improve connectivity with the proposed new Cruise Ship Terminal. Riverside Inverclyde have held a public consultation on 'West Blackhall Street and Town Connections' with consultants Ironside Farrar.
- BT is currently surveying the town centre infrastructure for a Town Centre Wi-Fi proposition.
- There are a Heritage Inverclyde Coastal Trail and a Greenock Town Trail, showcasing many historic buildings in Greenock and bringing to life the rich history of the area.
- Greenock Bus Station was upgraded by Strathclyde Partnership for Transport
- The Inverclyde Heritage Hub opened in Cathcart Street while the McLean Museum is closed for works. This Hub showcases Inverclyde's rich heritage, with lots of information on Greenock, including photos and records.
- Shop front improvements have been made along Cathcart Street.

Engagement with communities from Greenock East and Central through Aspiring Communities Fund activity highlighted the following: (to be completed)

Gourock has a Garden Party and Gourock Highland Games, Port Glasgow has the Comet Festival but there is no recognisable regular activity in Greenock East and Central. This could help build a sense of identity for the area.

Depopulation – the impact it is having in Greenock East and Central and who is now living in the area. There is a perception that there are fewer families, more older people, more frailer people, those with multiple conditions and more single people.

## **Aspiring Communities Fund**

Aspiring Communities Fund activity took place in Greenock with representation from across the 10 geographical communities that make up Greenock East and Central and a wide range of communities of interest including:

- New Scots (refugees and asylum seekers)
- Young People
- Older people
- People with Long Term conditions
- Parents
- People with Mental Health issues
- People with a Learning Disability
- People with a Physical Disability

### **1. Work already happening**

The conversations identified a wide range of activity already existing in Inverclyde including:

- Social Groups
- Physical Health
- Wellbeing and Social Connections
- Mothers and Toddlers
- Young People
- Financial Support

It is clear there is already a wide range of groups and activities in Greenock East and Central and this provides a foundation for future activity and evidence that people are already using their assets working in areas they care about.

### **2. Issues that require further work**

Through conversation the following emerged as some of the areas that require further work.

- The fall in the population in Greenock East and Central and the “imbalance” in the current population

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

Other issues were identified but the list above gives a sense of the main themes that were identified.

### **3. Opportunities for the Future**

The conversations established some clear themes for future activity including:

- Develop stronger and more resilient communities
- Improve information sharing and communication
- Sharing and develop skills within communities
- Integrating New Scots more into local communities
- Support to local people leaving prison
- Intergenerational activity to build understand between generations
- Opportunities to socialise and connect with neighbours and other community members
- Transport links to improve access regardless of form of transport being used
- More opportunities to volunteer in local communities
- Building confidence and capacity in both individuals and communities

# What assets does Greenock East and Central have?

## Community/People assets

- Broomhill Tenants and Residents Association (TARA) (principal community anchor organisation)
- Greenock Central Residents Action Group
- Greenock Central Community Council
- Carwood Tennants Association

## Voluntary/Community organisations (source Inverclyde Life, [www.inverclydelife.com](http://www.inverclydelife.com))

<p>Alzheimers Friendship Group          Arthritis Care Greenock and District          Belville Community Garden Trust          Bookbug in Libraries          Broomhill Boys Football Club          Caddlehill Christian Fellowship          Cloch Housing Association Ltd          Crown Care Centre          CVS Inverclyde          Evergreen Home Support          Glenbrae Childrens Centre          Greenock Camera Club          Albany drama club          Greenock Writers Club          HSCP- Advice First          Inverclyde Asthmatic Caring Group          Inverclyde Carers Centre          Inverclyde Employment Rights Centre          Inverclyde Foodbank          Inverclyde Historical Society          Inverclyde Triple P Parenting Programmes          Inverclyde Masters Swimming Club          Inverclyde Macular Group          I-Youth Zone          Lady Alice Nursery Class          Mind Mosaic and Therapy          Oak Tree Housing Association LTD          Parkinsons Inverclyde Support Group          Prospecthill Community Focus          River Clyde Homes          SAMH Gateways to Service          Smokefree Community Services          Stedfast Silver Band          Struthers Memorial Church, Greenock</p>	<p>Ardgowan Hospice          Belleaire Football Club          Caddlehill Allotment Gardens          Turning Point (tenancy support)          Gymnastics          Cedars School of Excellence          Creative Writers (WOOPi)          English for Speakers of Other Languages          Financial Fitness Resource Team          Greenock and District Sea Cadets          Greenock Ladies Speakers Club          Greenock Police Athletic and Literary Club          Greigiarious CAS (Community Arts &amp; Singing)          Hillend SC Art Club          Inverclyde Amateur Swimming Club          Inverclyde Bereavement Support Group          Inverclyde Community Development Trust          Inverclyde Employment Rights Centre          Inverclyde Globetrotters          Inverclyde Ironmasters Weightlifting Club          Inverclyde Youth For Christ          Kelly Street Children's Care          Macmillan Cancer Support Benefit Services          Moving Minds          Ocean Youth Trust Scotland (Inverclyde)          Positively Dyslexic (Dyslexia Scotland)          Ramblers Association Scotland Inverclyde Group          Royal Voluntary Service (Inverclyde)          SENIT Foundation (Greenock)          St Patricks Roman Catholic Church          Stepwell          Supporting Adult Literacies Learning (SALL)          The Beacon Arts Centre          The Mount Kirk, Church of Scotland</p>
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Supporting Inverclyde - Future Skills The Hidden Project (Beacon Arts Centre) The Quills Writers Group The Salvation Army Trust Befriending Trust Gie's Peace Wellington Children's Centre Wellpark Children's Centre Whinhill Nursery Class English and Gaelic Work Club - Central Library Work Club – Auchmountain Work Club – Branchton Women's Aid Inverclyde Your Voice	The Ripe Bunch Thistle Theatre Company The Riverview Players (WOOPI) Trust Care Services Web Design Team (WOOPI) Wellington Park Bowling Club Westburn Parish Church WOOPI Singers Women Offenders Group Young Carers
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<b>Physical Assets</b>	
<b>Schools / Nurseries</b> <ul style="list-style-type: none"> <li>• Notre Dame High School</li> <li>• Inverclyde Academy (catchment area)</li> <li>• St Patrick's Primary School</li> <li>• St Mary's Primary School</li> <li>• Whinhill Primary School</li> <li>• Lomond View Academy</li> <li>• Whinhill Nursery situated within the school,</li> <li>• Wellpark Children's Centre on Lynedoch Street</li> <li>• Kings Oak Primary School</li> <li>• All Saints Primary School</li> <li>• All Saints Nursery</li> <li>• Hillend Children's Centre</li> <li>• Glenbrae Children's Centre</li> <li>• Gibshill Family Centre</li> <li>• Enchanted Forest Nursery</li> <li>• Enterprise Childcare</li> <li>• Blairmore Nursery School</li> <li>• Kidology</li> </ul>	
<b>Churches</b> <ul style="list-style-type: none"> <li>• Prospecthill Christian Fellowship</li> <li>• St Patrick's RC Church</li> <li>• Mount Kirk Church</li> <li>• Struthers Memorial Church</li> <li>• West Burn Church</li> <li>• Greenock West Church</li> <li>• Wellpark Mid Kirk</li> <li>• Greenock Baptist Church</li> <li>• St Laurence's RC Church</li> <li>• Greenock East URC Church</li> </ul>	
<b>Leisure</b> <ul style="list-style-type: none"> <li>• Football Pitch</li> <li>• Bowling Club</li> <li>• Allotments</li> </ul>	

- Murdieston Park
- Well Park
- Whinhill Golf Course
- Greenock Sports Centre
- Waterfront Leisure centre

#### **Health**

- Greenock Health Centre

#### **Public Transport**

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

#### **Other assets**

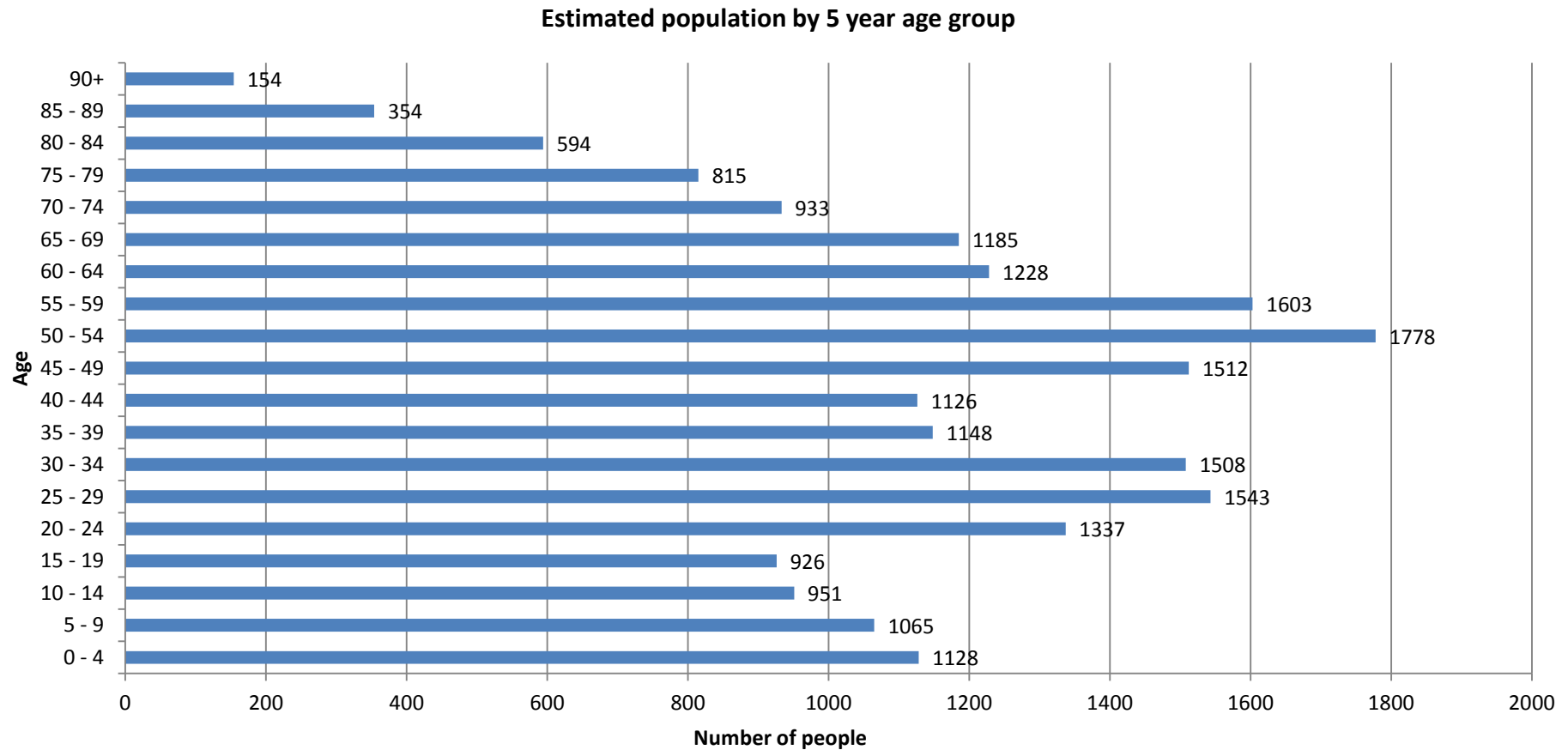
- Scout Hall, Mearns Street
- Crawfordsburn Community Centre
- Auchmountain Community Centre
- Craigend Resource Centre
- Salvation Army
- River Clyde Homes offices
- Drumfrochar Industrial Estate
- Mearns Centre Building (IAMH development)
- Community Centre, Peat Road (closed)
- South West Library
- Albany
- Inverclyde Centre for Independent Living

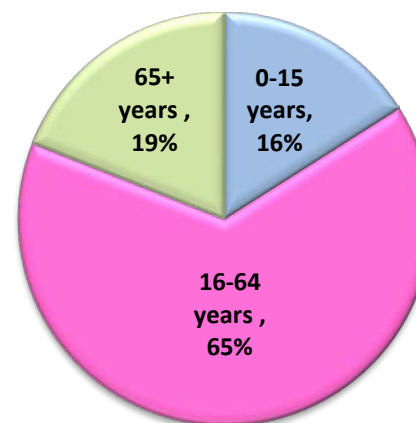
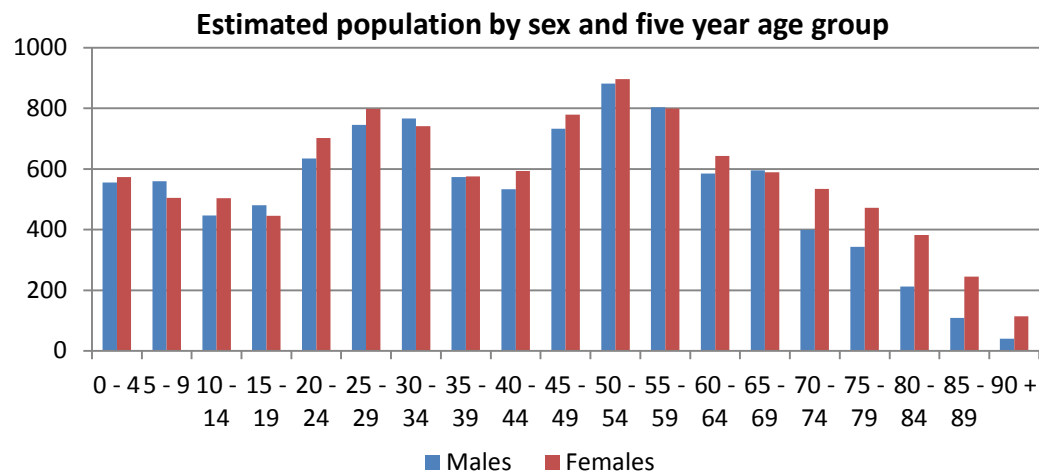
#### **Common Good Property**

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

## A profile of Greenock East and Central

Greenock East and Central has an estimated population of 20,888. 48% of the population are male (9,998) and 52% are female (10,890).

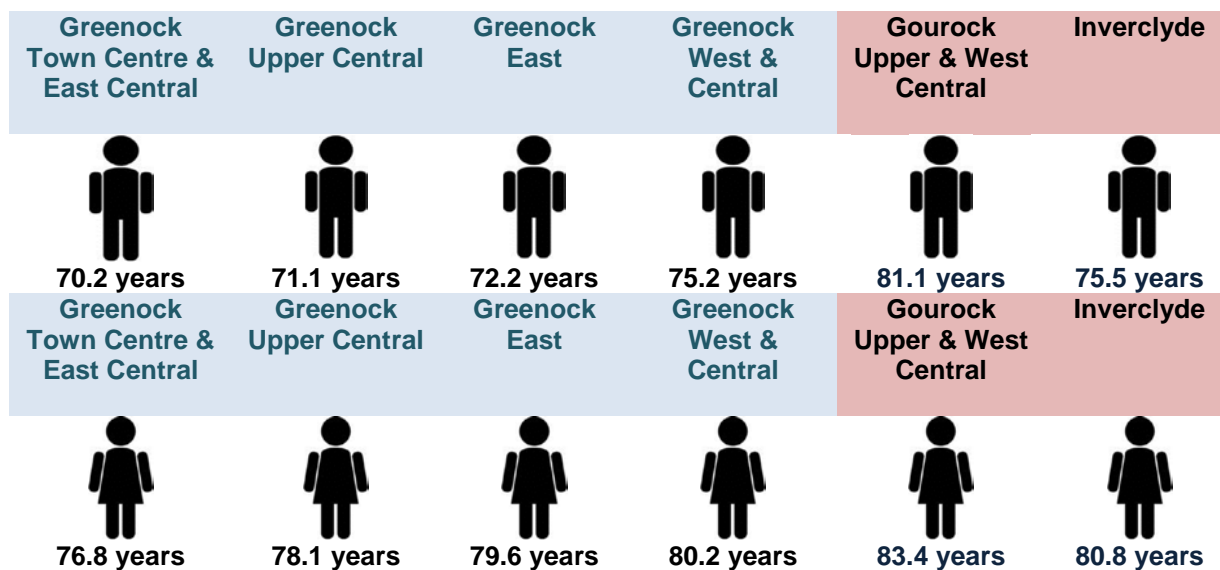




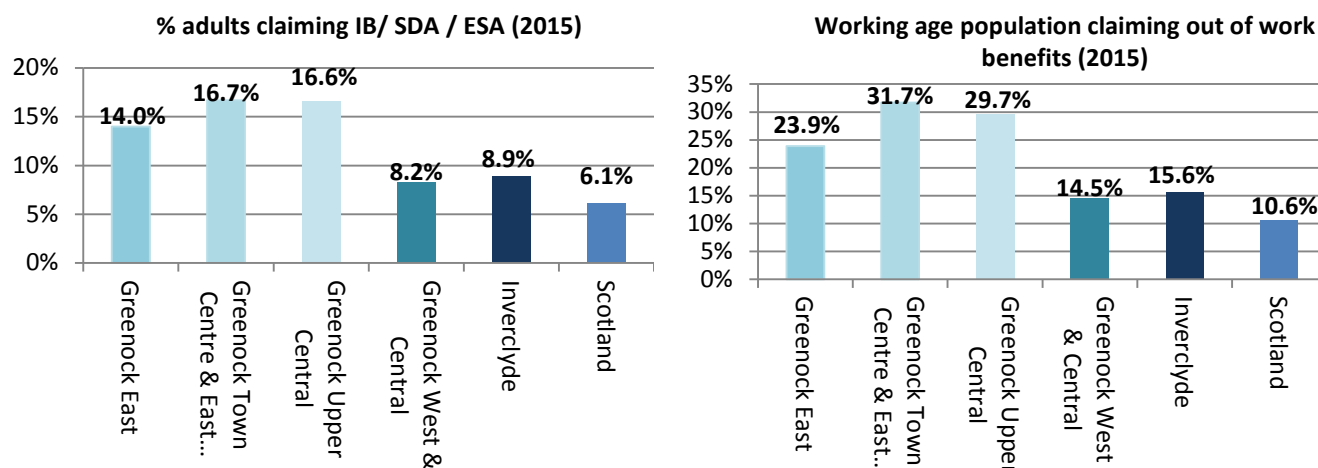
- **16%** of the population is aged 0-15 years
- **65%** of the population is working age (16-64 years)
- **19%** of the population is aged 65 years and support

Source: ISD [www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/](http://www.isdscotland.org/Products-and-Services/GPD-Support/Population/Estimates/)

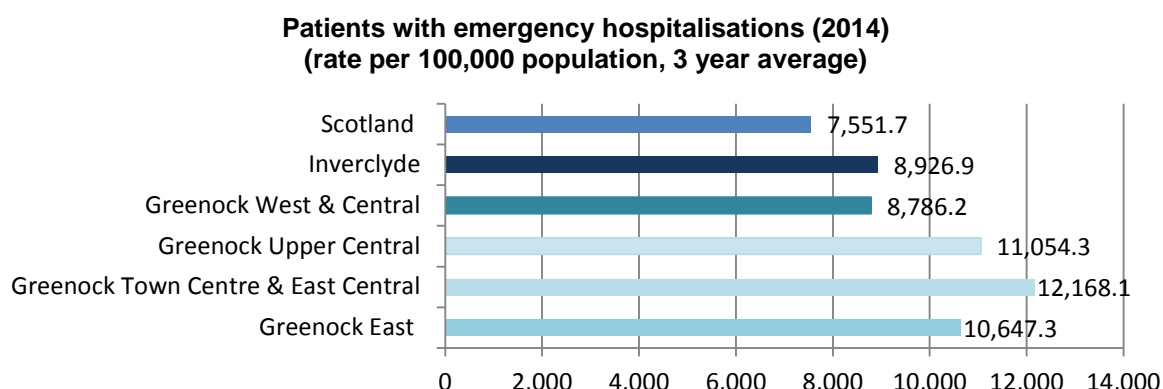
Life expectancy varies across Greenock East and Central,



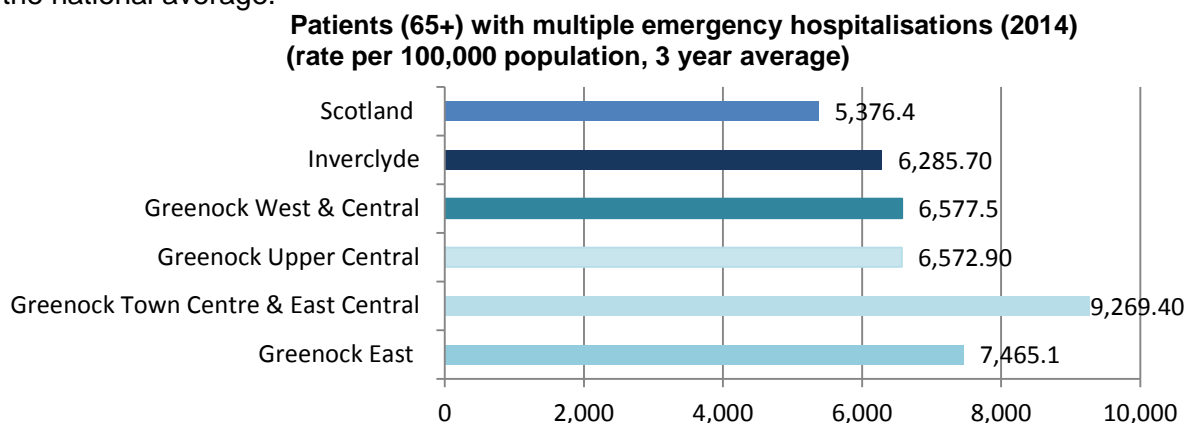
Universal Credit has replaced a number of key benefits, however trend data is not yet available. The data below shows the uptake of benefits prior to the introduction of Universal Credit. In 2015, the percentage of adults claiming employment support allowance/ Incapacity benefit/ severe disablement allowance was higher in Greenock East and Central than the national average. Also, the percentage of adults claiming an out of work benefits in Greenock East and Central was higher than the Scottish average.



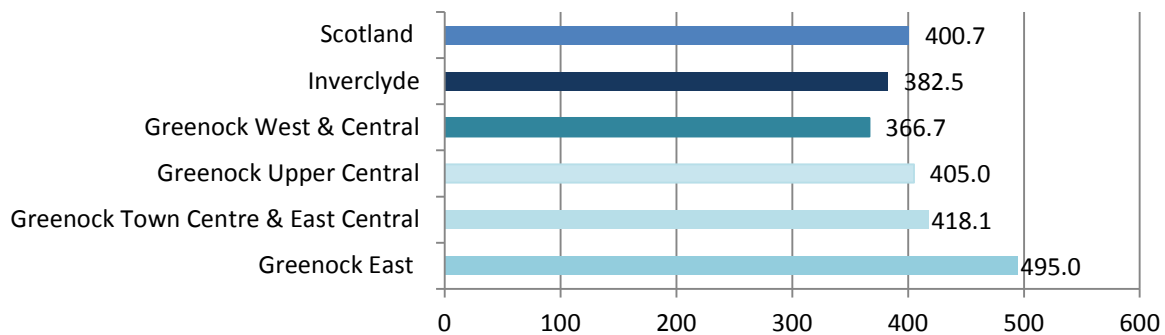
The rate of emergency hospital admissions is higher across Greenock East and Central than Scotland as a whole. All areas within Greenock East and Central, with the exception of Greenock West and Central, also have a higher rate of emergency hospitalisations than the Inverclyde average.



Multiple emergency hospitalisations for patients aged 65+ are also significantly higher than the national average.



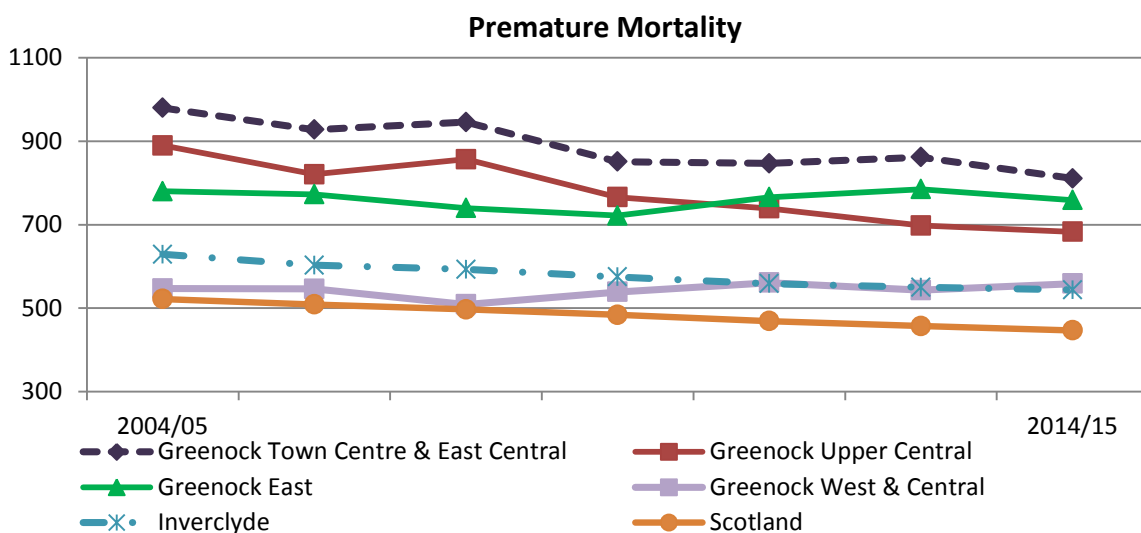
**Patients hospitalised due to coronary heart disease (2014)  
(rate per 100,000 population, 3 year average)**



Source: Scotpho Online Profiles Tool

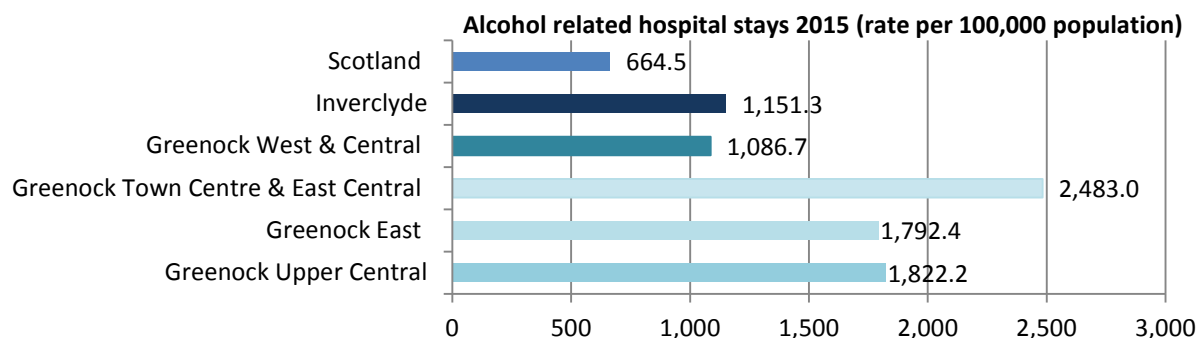
## Premature mortality

Premature mortality is defined as deaths occurring before the age of 75. The rates are expressed per 100,000 persons per year. Premature mortality rates are higher than the Scottish average in all areas of Greenock East and Central.



## Alcohol

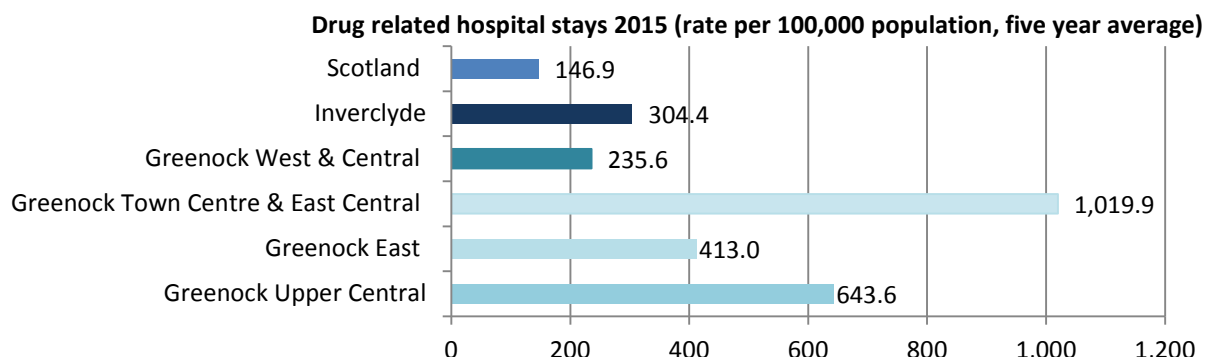
Alcohol related hospital stays are significantly higher across all parts of Greenock East and Central than the national average.



Source: Scotpho Online Profiles Tool

## Drugs

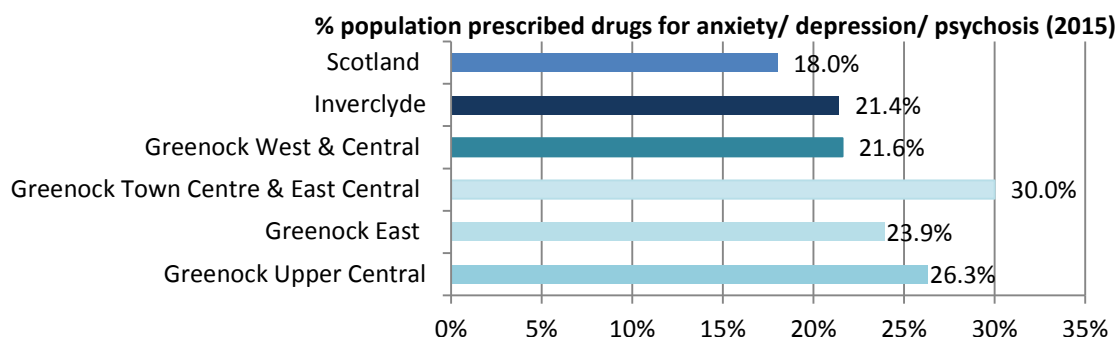
Drug related hospital stays are significantly higher across all parts of Greenock East and Central than the national average. In particular, the rate in Greenock Town Centre and East Central is 7 times the national average.



Source: Scotpho Online Profiles Tool

## Mental Health

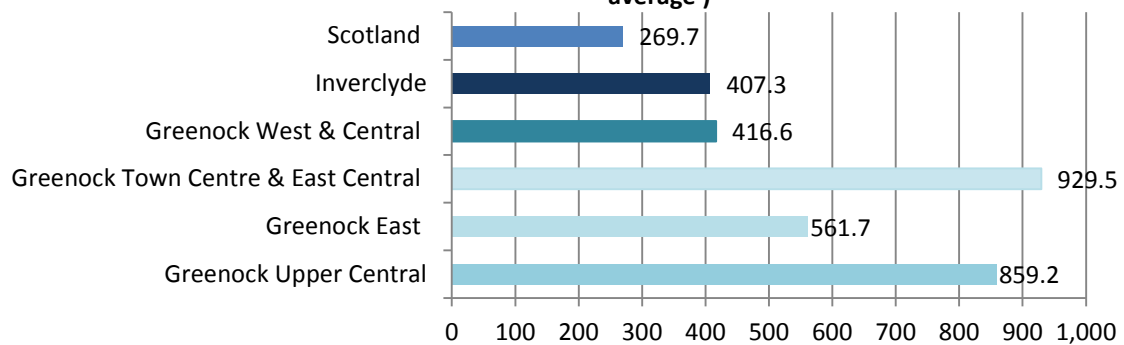
The percentage of the population that were prescribed drugs for anxiety, depression or psychosis in 2015 was higher in Greenock East and Central than both the Inverclyde and Scottish average. Rates were highest in Greenock Town Centre and East Central where 30% of the population were prescribed drugs for anxiety, depression or psychosis and Greenock Upper Central where more than 1 in 4 (26.3%) were prescribed drugs for anxiety, depression or psychosis.



Source: Scotpho Online Profiles Tool

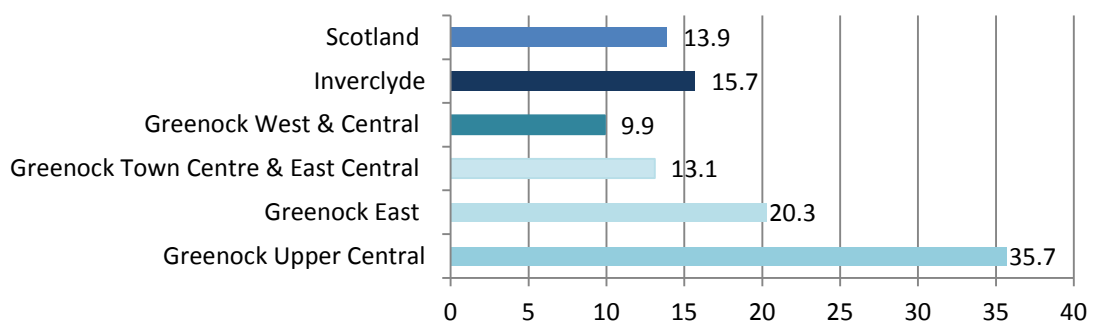
Rates of psychiatric hospitalisation are significantly higher than the national average across all parts of the locality with Greenock Upper Central and Greenock Town Centre East Central being more than 3 times the national average.

**Patients with a psychiatric hospitalisation 2014 (rate per 1,000 population, 3 year average )**



The rate of deaths from suicide (five year average) in Greenock East and Greenock Upper Central is significantly higher than the national average.

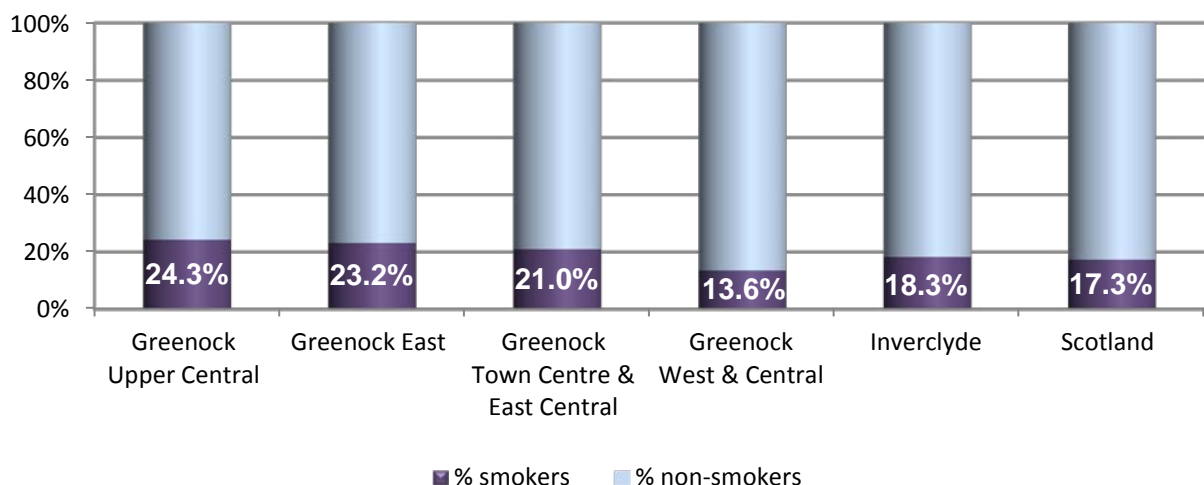
**Deaths from suicide 2014 (rate per 100,000 population, 5 year average)**



Source: Scotpho Online Profiles Tool

## Women smoking during pregnancy (2014)

The percentage of women that smoke during pregnancy is higher in Greenock Upper Central and Greenock East and Greenock Town Centre and East Central than in Inverclyde as a whole or Scotland. Only Greenock West and Central is lower than the national average.



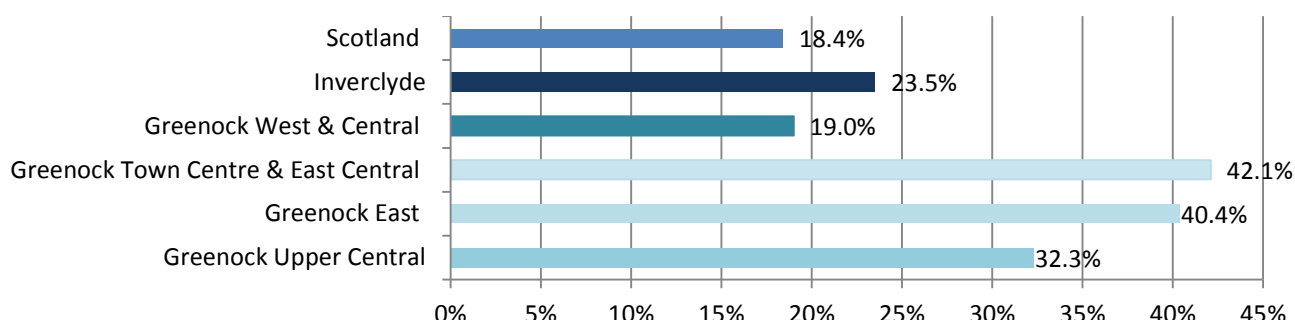
Source: Scotpho Online Profiles Tool





## Children living in low income families (2014)

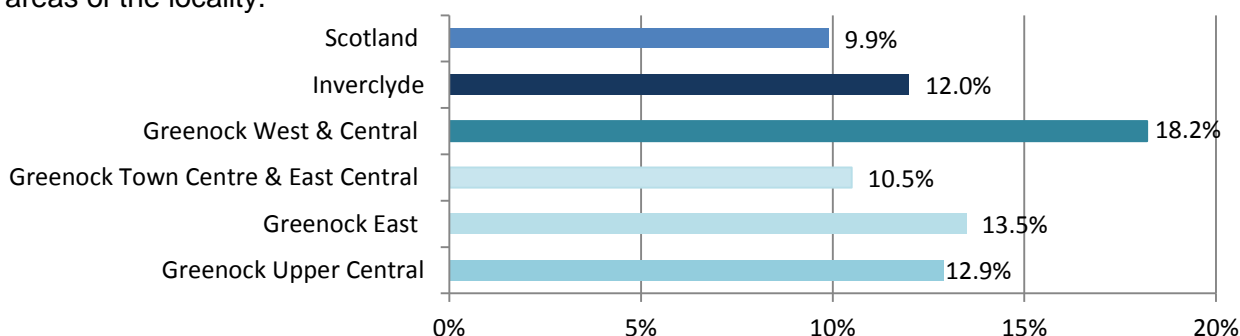
A significant proportion of children living in the locality of Greenock East and Central are living in low income families. This is particularly concentrated in the Greenock Upper Central, Greenock East and Greenock Town Centre and East Central areas.



Source: Scotpho Online Profiles Tool

## Child Obesity in Primary 1 (2015)

Child obesity in Primary 1 varies across the locality. The percentage of children in primary 1 that are considered obese is significantly higher in Greenock West and Central than both the Inverclyde and Scottish average. Child obesity is higher than the national average in all areas of the locality.



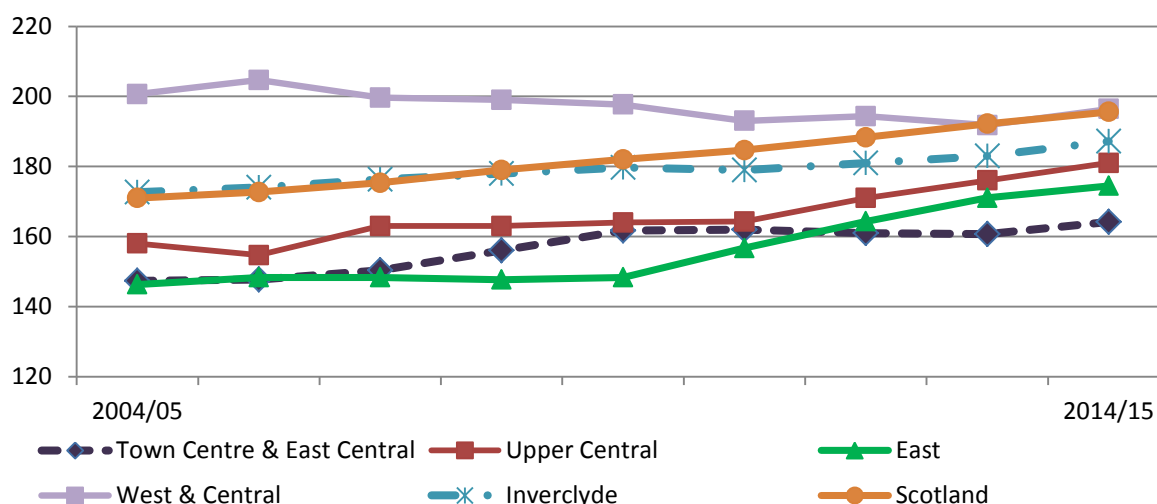
Source: Scotpho Online Profiles Tool

## S4 Tariff Scores

Each qualification attained by a pupil is awarded tariff points based on SCQF level and credit points. Points are also based on the grade of the award achieved. The average tariff score is an average of the total points for each learner.

The chart below shows how the average tariff score of pupils from Greenock East and Central compares with Inverclyde and Scotland.

**S4 Tariff Scores**

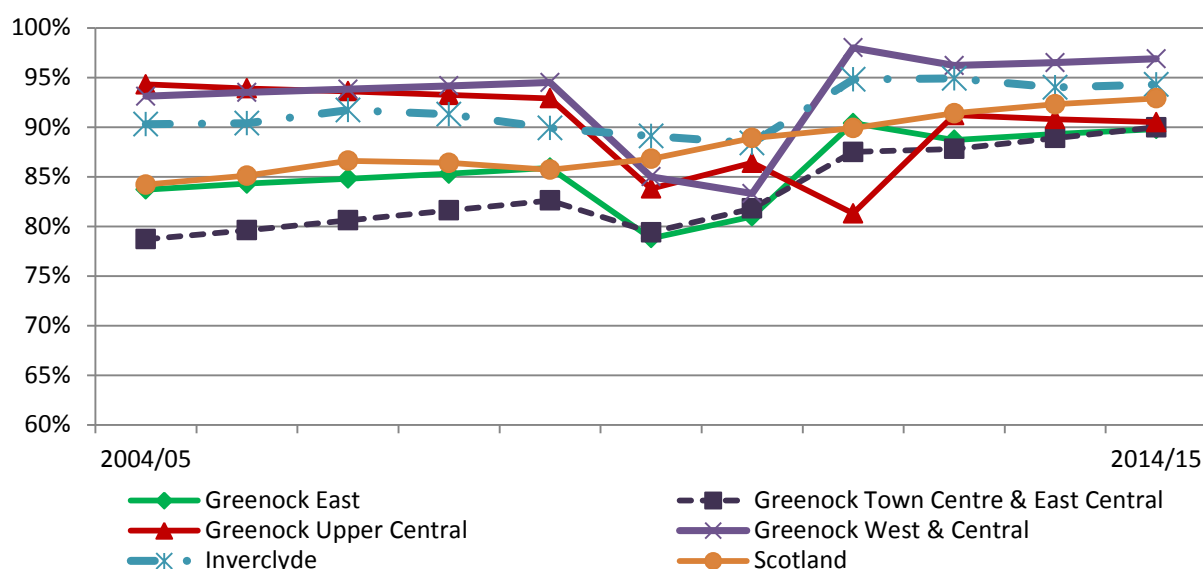


Source: Improvement Service Community Planning Outcomes Profile

## Positive Destinations

In 2014/15, only Greenock West and Central had a higher percentage of pupils going onto a positive destination than Inverclyde and Scotland.

**Positive Destinations**

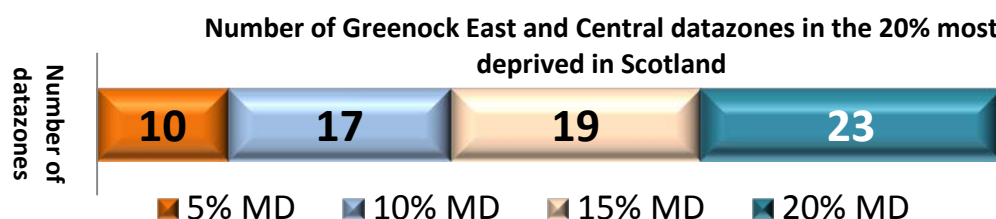


Source: Improvement Service Community Planning Outcomes Profile

## Scottish Index of Multiple Deprivation

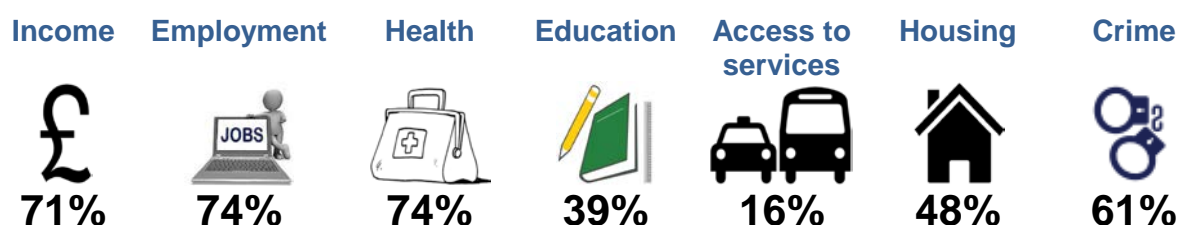
The Scottish Index of Multiple Deprivation (SIMD) is the official tool for finding the most deprived areas in Scotland. It looks at multiple deprivation so deprived does not mean 'poor' or 'low income', it can also mean people have fewer resources and opportunities, for example in health and education.

In order to show the extent to which an area is affected by multiple deprivation, Scotland has been split up into 6,976 small areas, called datazones, with a roughly equal population. Each datazone in Scotland has been given a rank a rank with 1 being the most deprived in Scotland and 6,976 being the least deprived. Greenock East and Central comprises of 31 datazones.



The overall results from SIMD16 show that there are 10 datazones in Greenock East and Central that fall into the 5% most deprived in Scotland. 23 datazones have a ranking that places them in the 20% most deprived in Scotland. This is equal to 74% of all datazones that lie within the boundary of Greenock East and Central.

The table below shows the percentage of datazones in Greenock East and Central that fall into the 20% most deprived in Scotland for each of the individual domains of the SIMD:



Source: Scottish Index of Multiple Deprivation 2016

Overall, a higher proportion of the population of Greenock East and Central is income and employment deprived compared to Inverclyde overall and Scotland. The rate of income and employment deprivation however varies significantly across the locality.

### Income Deprivation

It is estimated that almost 1 in 3 (32.6%) of the population of Greenock Town Centre and East Central is income deprived, compared to 14.6% of the population in Greenock West and Central. The overall percentage of Inverclyde's population that is income deprived is 17%, whilst the percentage of the Scottish population that is income deprived is lower again at 12.2%.

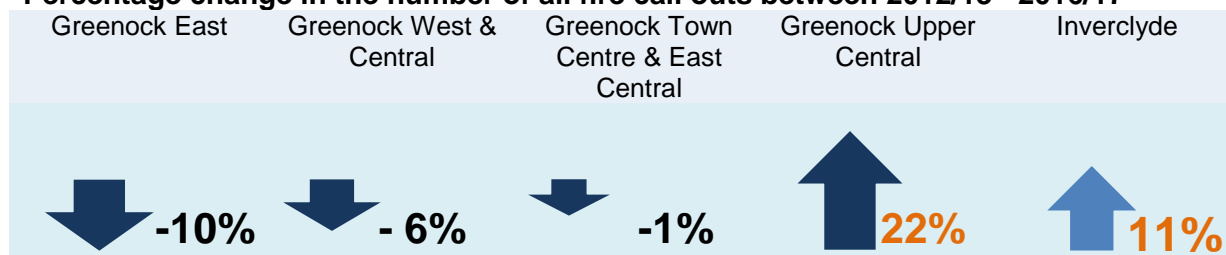
### Employment Deprivation

It is estimated that 30.3% of the population of Greenock Upper Central is employment deprived, closely followed by Greenock Town Centre and East Central, 30.1%. Employment deprivation is lowest in Greenock West and Central, 14.2%. The overall percentage of Inverclyde's population that is employment deprived is 15.4%, whilst the percentage of the Scottish population that is income deprived is lower again at 10.6%.

### Community Safety

Deliberate fire raising has been highlighted as a significant community safety issue for the Inverclyde area with an 11% increase in fire call outs over a five year period. There has been a significant increase, 22%, in the number of fire call outs over a five year period in Greenock Upper Central, however the number of fire call outs across the rest of the Greenock East and Central locality has decreased.

### Percentage change in the number of all fire call outs between 2012/13 - 2016/17



### All deliberate fires as a % of the total number of fire call outs 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17
Greenock East	86%	71%	75%	75%	75%
Greenock West & Central	58%	64%	57%	41%	25%
Greenock Town Centre & East Central	76%	78%	68%	67%	63%
Greenock Upper Central	66%	59%	76%	74%	79%

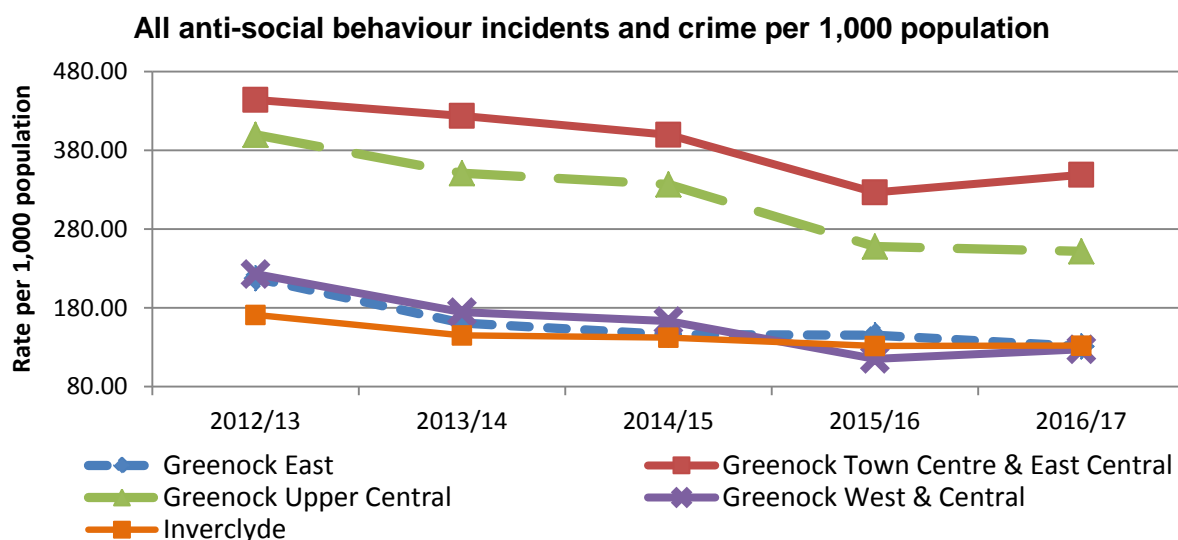
Source: Inverclyde Community Safety Partnership

There has been a decrease in the level of violent incidents and crime across all of Greenock East and Central locality.

### All violent incidents and crime as a rate per 1,000 population 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17	% change 5 year average
Greenock East	17.24	15.54	15.54	18.31	14.77	-9%
Greenock West & Central	19.99	18.57	14.15	14.51	14.86	-9%
Greenock Town Centre & East Central	62.27	58.04	52.80	49.58	49.98	-8%
Greenock Upper Central	46.74	27.94	29.97	23.88	16.51	-43%
<b>Inverclyde</b>	<b>18.38%</b>	<b>14.11%</b>	<b>13.9%</b>	<b>14.06%</b>	<b>12.63%</b>	<b>-14%</b>

Looking at the 5 year trend in anti-social incidents and crime, there has been a 10% decrease in Greenock Town Centre and East Central, however the crime rate in this area continues to be the highest in the locality. There has been a 21% decrease in Greenock West and Central and Greenock Upper Central over the period 2012/13 – 2016/17. Greenock East has had a fall of 18% in the number of anti-social incidents and crime.

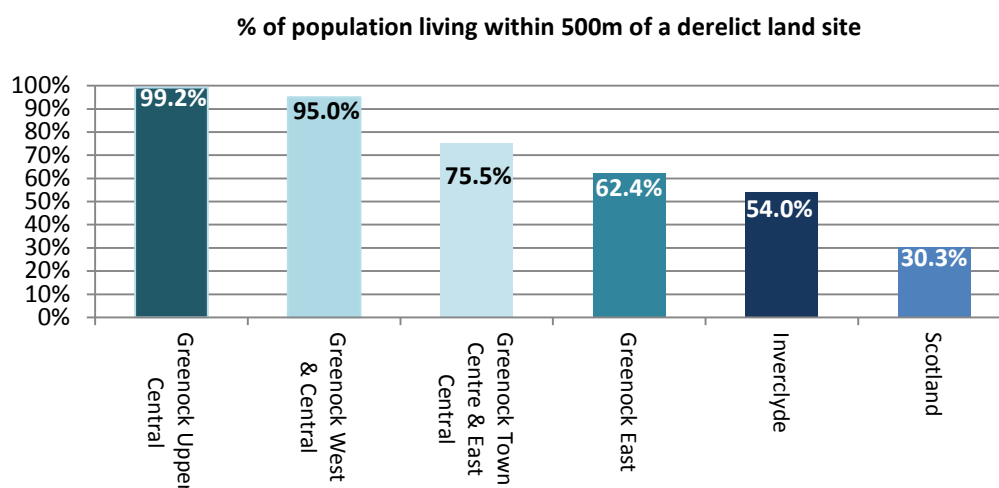


Contained within the overall statistics on anti-social behaviour shown above is an increase in youth anti-social behaviour incidents in Greenock Town Centre and East Central (2%) and Greenock Upper Central (14%). There has been a 16% decrease in Greenock East and a 2% decrease in Greenock West and Central.

Source: Inverclyde Community Safety Partnership

## Derelict Land (2016)

The percentage of the population that are living within 500 metres of a derelict land site is significantly higher than the Scottish average across the whole of Greenock East and Central.



Source: Scotpho Online Profiles Tool



Dog fouling was raised as a concern by respondents to the Our Place Our Future Survey. In 2016 the number of complaints regarding dog fouling made to Inverclyde Council was highest in Greenock Town Centre and East Central, with 8.46 complaints per 1,000 population.

# Vision and Priorities for Greenock East and Central

The following three priority areas have been identified from community engagement and an analysis of local data:

## example

- **Jobs and the economy**
- **Health, including Mental Health**
- **The environment**
- **Transport**

## What will Greenock East and Central look like in the future?

## Action Plan

Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	How much will it cost?

**Where are we now?** Include in here key themes from community engagement and data analysis for each distinct issue.

**Where do we want to be?** What are the aspirations of the community in relation to the issues set out in column 1? It is important to focus on what might be achievable, either by the community or in partnership with organisations.

**How will we get there?** What is the plan for achieving what is set out in column 2? Try to be as practical as possible.

**How will we know we are getting there?** Are there any measures that will show how the actions in column 3 are being achieved? These can be based on data as set out in the strategic needs assessment above or from engagement with communities.

**Who is responsible?** Is this something the community will do themselves, is this something that will be delivered in partnership or is this something that an organisation will need to deliver? Responsibility must be agreed with those who will deliver on the actions.





# Contents

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Introduction

About Greenock South and South West

What does the community think?

What assets does Greenock South and South West have?

Area profile

Vision and priorities

What will Greenock South and South West look like in the future?

Action plan

# Introduction

# About Greenock South & South West

More info needed specific to area

(this excerpt is more about Greenock East and Central)

Greenock's history is linked to its location. As early as the 12th century it was recognised as a safe anchorage. It developed as a fishing village to become a trading port exporting herring. From the 18th century it emerged as a port trading across the Atlantic and importing sugar and tobacco. Related processing activities such as sugar refining (Tate and Lyle closed in 1997) followed. In wartime torpedoes were manufactured and the Atlantic convoys used the port. The heavy industries (especially shipbuilding) of the post-war years have now declined. Electronic industries developed (IBM, Texas Instruments, Lenovo and Sanmina) but have now gone elsewhere and service industries such as call centres have opened.

Social and council housing are the norm in this large towns. Manufacturing and construction are the dominant forms of employment. Health and social work services are particularly active. There is a relatively high level of unemployment. Educational attainment is low. Car ownership is low, meaning that many residents are reliant on public transport.

<https://www.usp.scot/Town?mainTownName=Greenock>

The natural deepwater channel in the River Clyde comes close to its south shore at Greenock, and this helped the town evolve into the major port on Scotland's west coast, servicing almost all of Glasgow's needs until the river upstream from Dumbarton was dredged in the 1800s. It then went on to play its part in Clydeside's role as the shipbuilding capital of the world for the better part of a hundred years. Some 22 miles downstream of Glasgow, most of the town lies on steep north facing slopes giving magnificent views across the Firth of Clyde to the mountains beyond.

In the late 1500s, Greenock was no more than a fishing village in the shadow of a castle that has long since disappeared. In the early 1600s the first pier and breakwater were built at Greenock, and shipbuilding, largely along the foreshore, was already a significant employer in the town.

The first real harbour was built in the years to 1710. The following year the first of the Clyde's well known shipbuilding firms, Scott's was established. It was to produce ships for 277 years until its closure in 1988. The early 1700s saw rapid growth in Greenock, and in 1736 the town's most famous son, James Watt, was born here. Watt's improvements to the steam engines of the day have led many to regard him as one of the most important influences in the coming of the Industrial Revolution.

Watt is far from forgotten in his home town. The James Watt College was founded in 1907 with funds donated by Andrew Carnegie. Its most recent campus is superbly located on the

waterfront at Greenock. He is also remembered in a statue at the rear of the Town Hall looking across the A8 towards the docks beyond.

Growth continued at a spectacular pace through the 1700s and into the 1800s, largely based on trade with the Americas. The port was developed during this time by John Rennie. By 1850 up to 400 ships each year brought in sugar cane from the Caribbean for processing in Greenock's 14 sugar refineries, which between them supplied half the UK market. And Greenock was a major port of embarkation for emigrants from Scotland to the USA and Canada.

Greenock's growth was hampered by the steepness of its site, and by the absence of a good source of clean water. The second of these was solved in 1827 with the building of a 5 mile long aqueduct which provided an overcrowded population with good drinking water for the first time, and allowed water-powered textile mills to develop in the town.

Greenock was home to many shipbuilders in the late 1800s and further dock improvements were undertaken. It remains a significant port. The Greenock Ocean Terminal is the main container terminal for the west of Scotland and has daily feeder links to international shipping services via Southampton, Liverpool and Belfast. It is also becoming increasingly popular as a stopping off point for cruise ships.

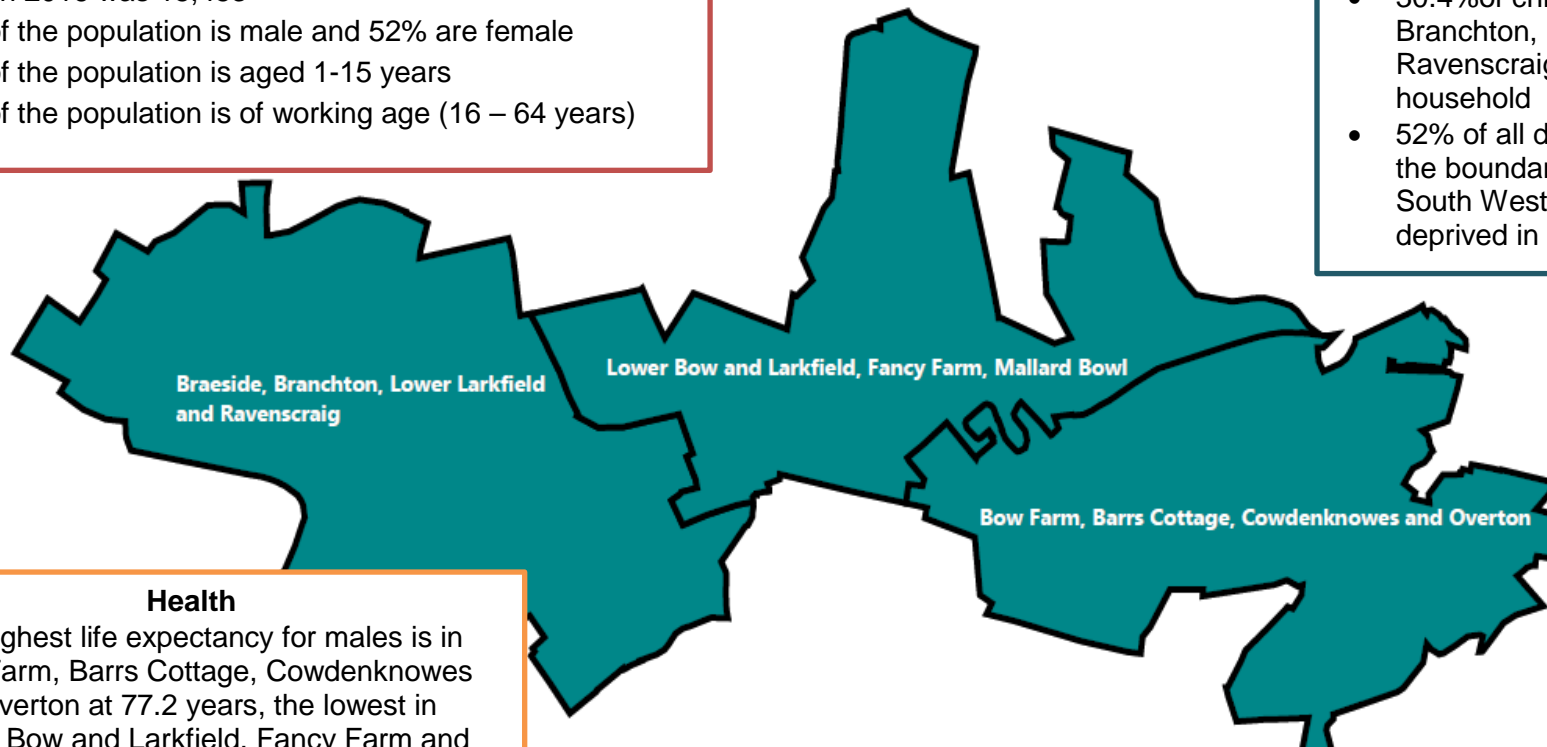
Greenock itself remains home to many fine buildings. The most spectacular of them is Greenock Municipal Buildings and its 245ft high Victoria Tower. The impressive exterior is matched by an ornate interior. It was completed in 1886. One corner of the Municipal Buildings, next to the base of the tower, comprises just brick faces quite different from the rest of the building. This is *Cowan's Corner*. It was named after a local shopkeeper, Robert Cowan, who ran a shop on this site and refused to sell up to make room for the Municipal Buildings. As a result they were built with his shop inserted into one corner. The shop was destroyed during a bombing raid in May 1941, leaving the slightly odd effect you see today.

### People

- The estimated population of Greenock South and South West in 2016 was 15,453
- 48% of the population is male and 52% are female
- 17% of the population is aged 1-15 years
- 66% of the population is of working age (16 – 64 years)

### Economy

- The percentage of people claiming out of work benefits is higher than the Inverclyde and Scottish average
- 30.4% of children living in Braeside, Branchton, Lower Larkfield and Ravenscraig live in a low income household
- 52% of all datazones that lie within the boundary of Greenock South & South West are in the top 20% most deprived in Scotland.



### Health

- The highest life expectancy for males is in Bow Farm, Barrs Cottage, Cowdenknowes and Overton at 77.2 years, the lowest in Lower Bow and Larkfield, Fancy Farm and Mallard Bowl at 71.1 year
- The highest life expectancy for females is in Lower Bow and Larkfield, Fancy Farm and Mallard Bowl at 81.1 years, the lowest at 79.2 years in both the other datazones
- The rate of emergency hospital admissions is higher than the national average
- Premature mortality rates were higher than the Scottish average

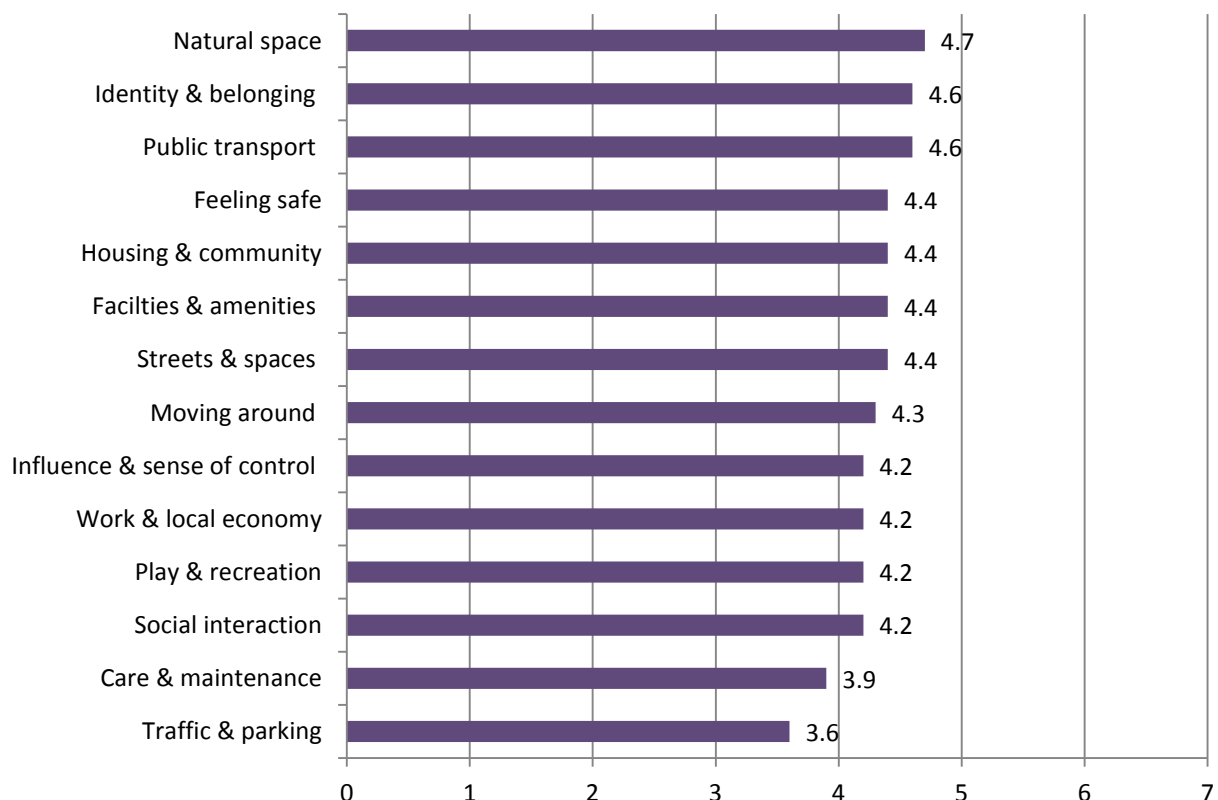
### Environment

- In Braeside, Branchton, Lower Larkfield and Ravenscraig the percentage of the population that are living within 500 metres of a derelict land site is significantly higher than the Scottish average

## What does the community think?

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

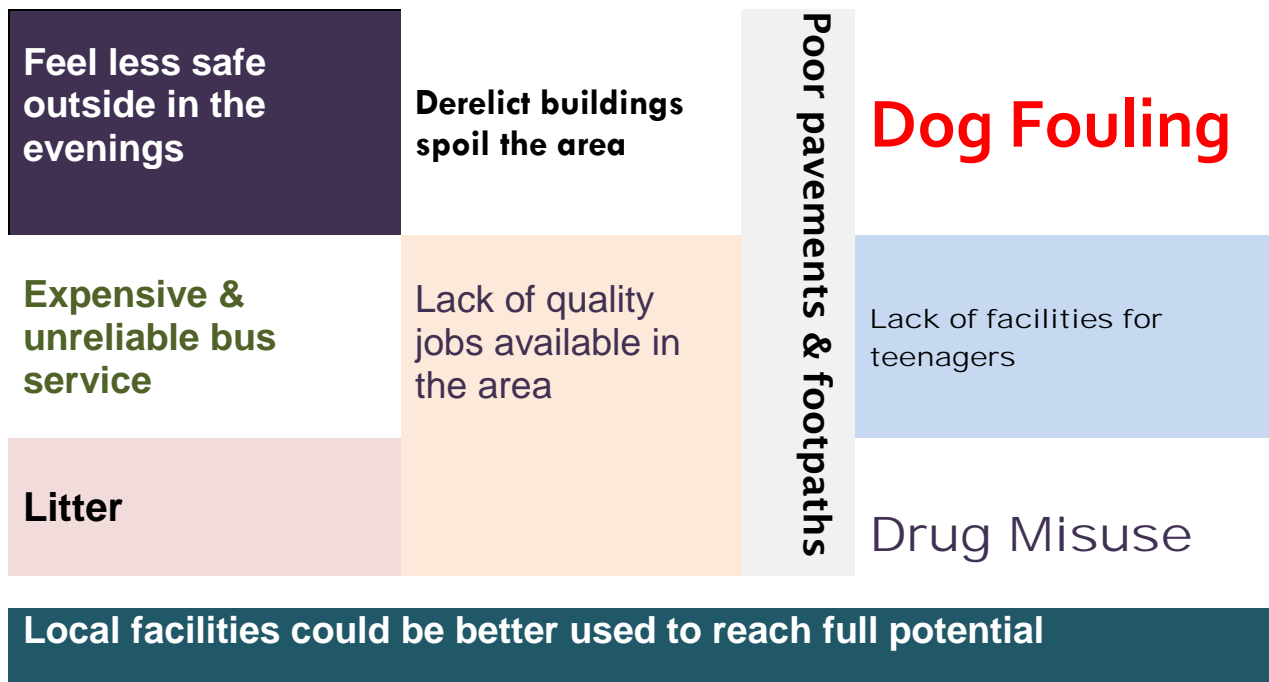
Based on the overall average scores, satisfaction levels were highest with natural space (4.7), identity and belonging (4.6) and public transport (4.6). The lowest scoring area in terms of satisfaction was traffic and parking (3.6) and care and maintenance (3.9).



## What does the community like about the area?



## What is the community concerned about?



Engagement with Communities through Aspiring Communities Fund activity highlighted the following:

To be completed

# What assets does Greenock South and South West have?

## Community/People assets

Greenock West / Cardwell Bay Community Council  
Larkfield, Braeside, Branchton community Council  
Branchton Community Centre

## Voluntary/Community organisations (source Inverclyde Life, [www.inverclydelife.com](http://www.inverclydelife.com))

<p>Greenock Police Athletic and Literary Club Ardgowan Club The Loreto Club Masonic Lodge Royal West of Scotland Amateur Boat Club Greenock Whinhill Golf Club Greenock Wanderers RFC RAF Club Greenock Greenock Glenpark Harriers RAF Club Greenock Greenock Golf Club Greenock Juniors FC Inverclyde Historical Society Work Club – Branchton Caddlehill Allotment Gardens Larkfield Housing Association Caddlehill Christian Fellowship</p>	<p>Inverclyde Tourist Group Inverclyde Autistic Support Group Positively Dyslexic Inverclyde Arts group (WOOPi) WISHES – Womens Initiative for Socialising, Health, Education and Skills (WOOPi) Digital Creations Group (WOOPi) Creative Writers (WOOPi) Greigiarious CAs (Community Arts and Singing) Inverclyde Breakers Greenock Philharmonic Society Inverclyde Youth Theatre / Kayos Youth Theatre Larkfield ABC Greenock Morton Community Coaching Inverclyde Phoenix American Football Club</p>
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## Physical Assets

### Schools / Nurseries

Ardgowan Primary School  
Aileymill Primary School  
Lady Alice Primary School  
St Andrew's Primary School  
St Joseph's Primary School  
Inverclyde Academy  
West College Scotland – Nursery  
Madeira Nursery  
Kelly Street Children's Centre  
Larkfield Children's Centre  
Bluebird Family Centre  
Enchanted Forest Nursery

### Churches



The Church of Jesus Christ of Latter-Day Saints  
Lyle Kirk (Esplanade Campus)  
Lyle Kirk  
Ardgowan Parish Church  
St Mary's catholic Church  
Ardgowan Evangelical Church  
St John's Scottish Episcopal Church  
Elim Pentecostal Church  
River Church  
Greenock Methodist Church  
St Joseph Catholic Church  
Former Finnart Church of Scotland  
St Andrews RC Church  
St Margaret's Parish Church  
Inverkip Parish Church  
St Ninian Parish Church  
Franciscan Sisters  
Inverclyde Youth for Christ

**Leisure**

Battery Park  
Ravenscraig Activity Centre  
Lady Octavia Sports Centre  
Glenpark Cricket Ground  
Lady Alice Bowling Club

**Health**

Alzheimer Scotland – Action on Dementia  
The Phoenix Community Health Project

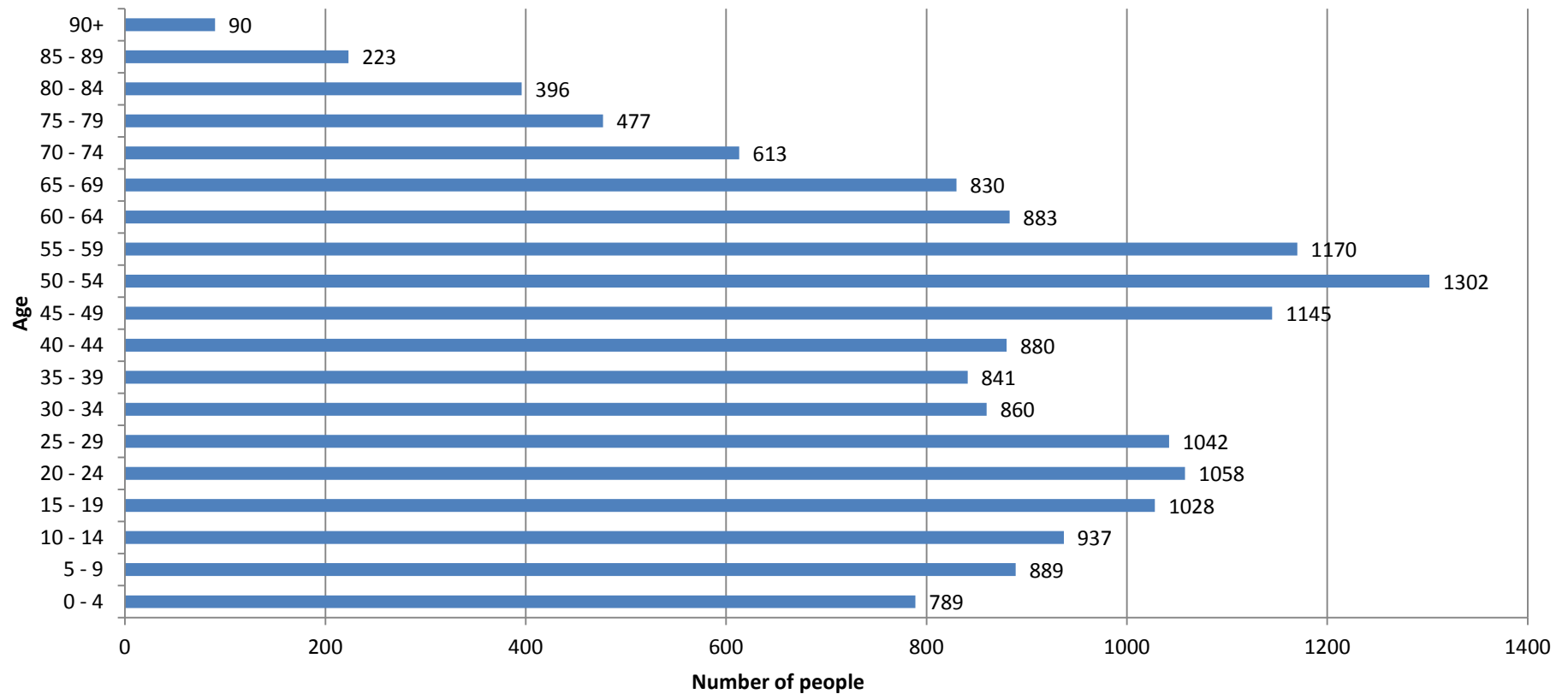
**Common Good Property**

Larkfield Industrial Estate  
Wellington Park Bowling Club  
Whinhill Golf Club

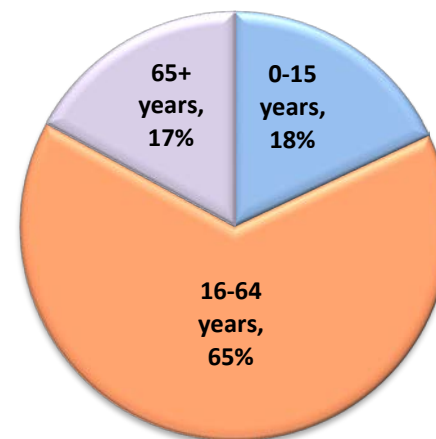
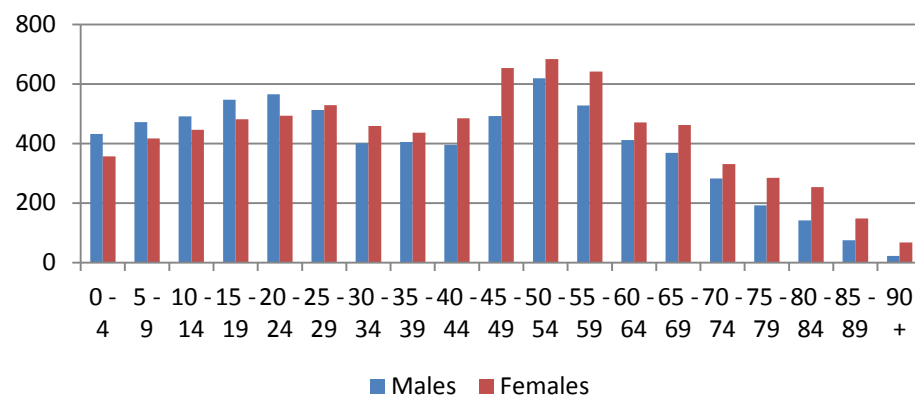
## A profile of Greenock South and South West

Greenock South and South West has an estimated population of 15,453. 48% of the population are male (7,353) and 52% are female (8,100).

**Estimated population by 5 year age group**

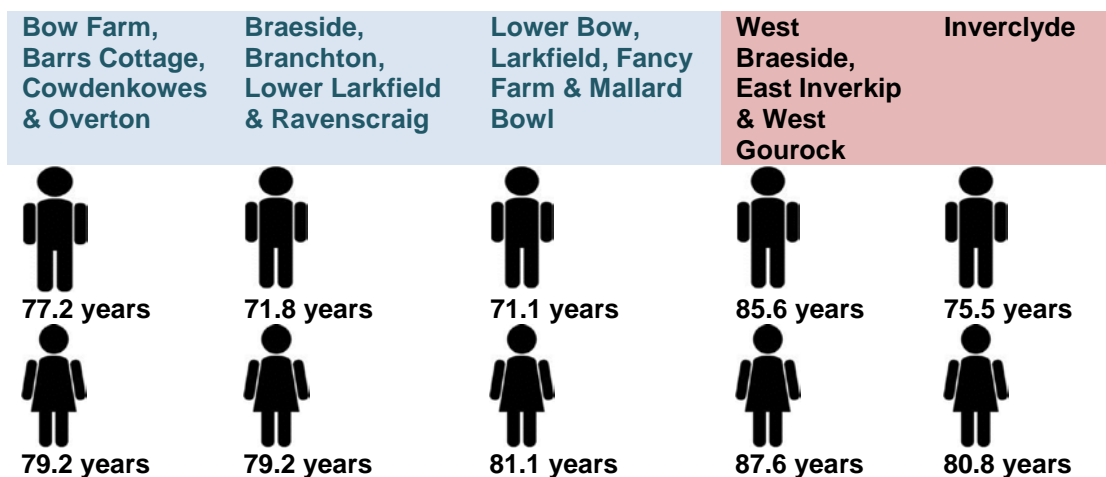


**Estimated population by sex and five year age group**

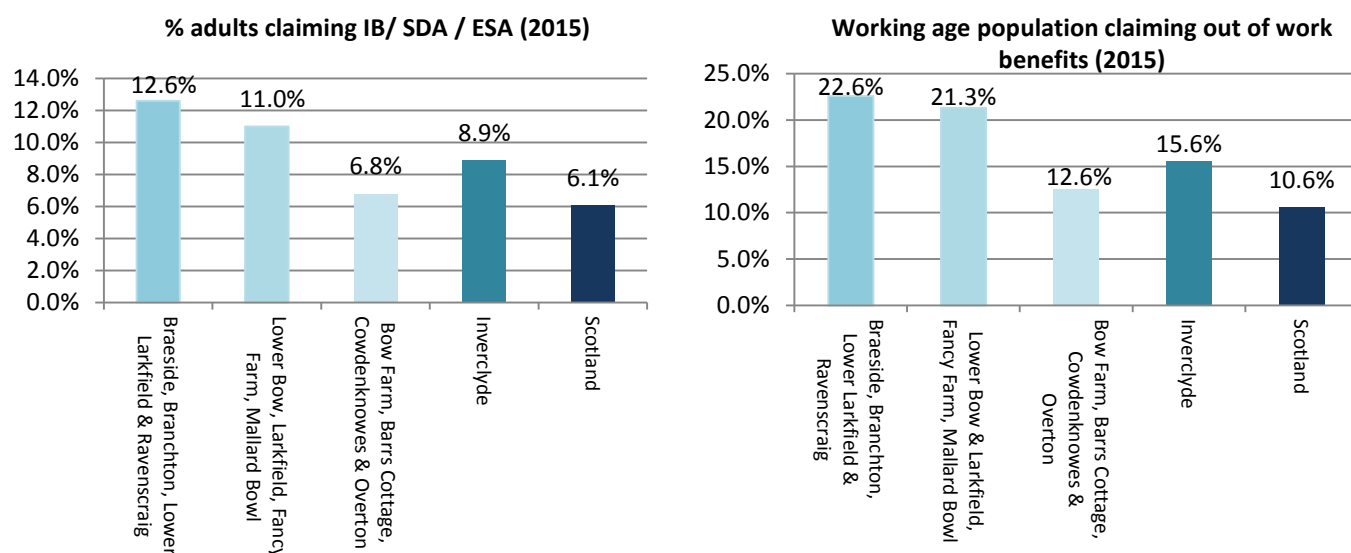


**18%** of the population is aged 0-15 years  
**65%** of the population is working age (16-64 years).  
**17%** of the population is aged 65 years and over

Life expectancy varies across Greenock South and South West with the highest life expectancy in Bow Farm, Barrs Cottage, Cowdenknowes and Overton and the lowest in lower Bow Farm, Larkfield, Fancy Farm and Mallard Bowl. Life expectancy is significantly lower than in West Braeside, East Inverkip and West Gourock, just a few miles away.

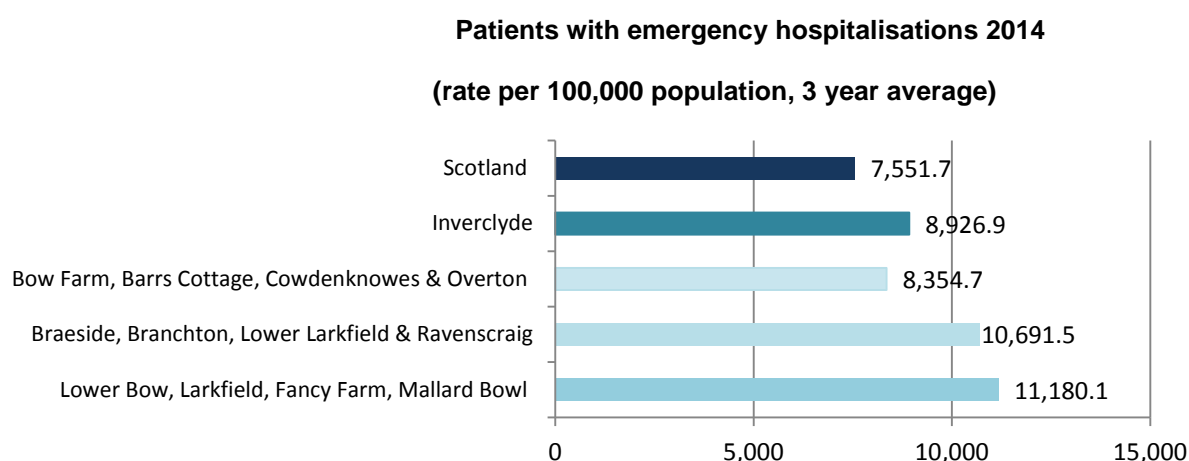


Universal Credit has replaced a number of key benefits, however trend data is not yet available. The data below shows the uptake of benefits prior to the introduction of Universal Credit. The percentage of adults claiming employment support allowance/ Incapacity benefit/ severe disablement allowance in Greenock South and South West was higher than the Inverclyde and Scottish averages. Also, the percentage of adults claiming an out of work benefit across Greenock South and South West is higher than both the Inverclyde and Scottish averages.



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

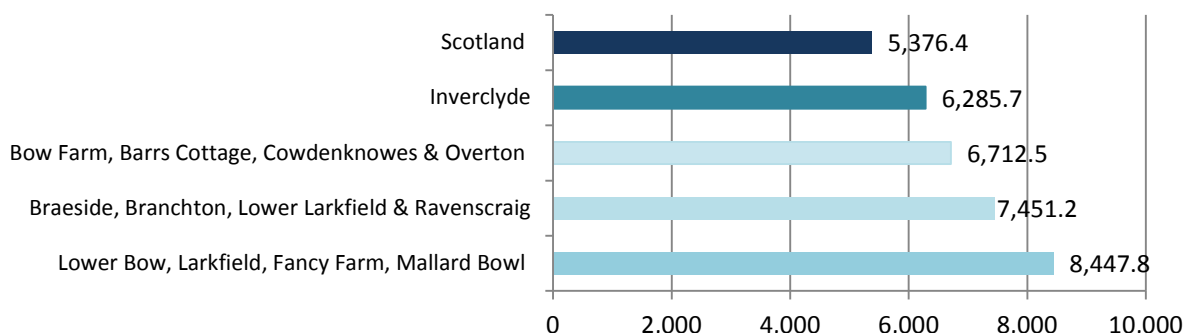
The rate of emergency hospital admissions across all of Greenock South and South West is higher than the national average. Rates are highest in Lower Bow, Larkfield, Fancy Farm and Mallard Bowl.



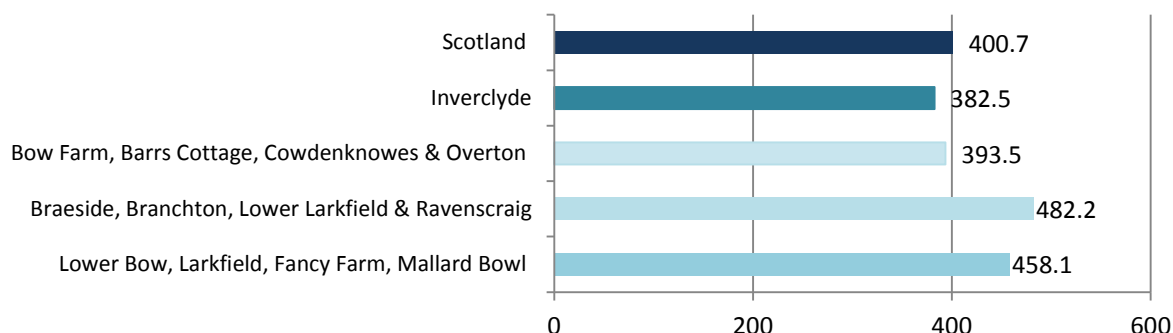
Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

Multiple emergency hospitalisations for patients aged 65+ are also significantly higher than the Inverclyde and Scotland average.

**Patients (65+) with multiple emergency hospitalisations 2014**  
(rate per 100,000 population, 3 year average)



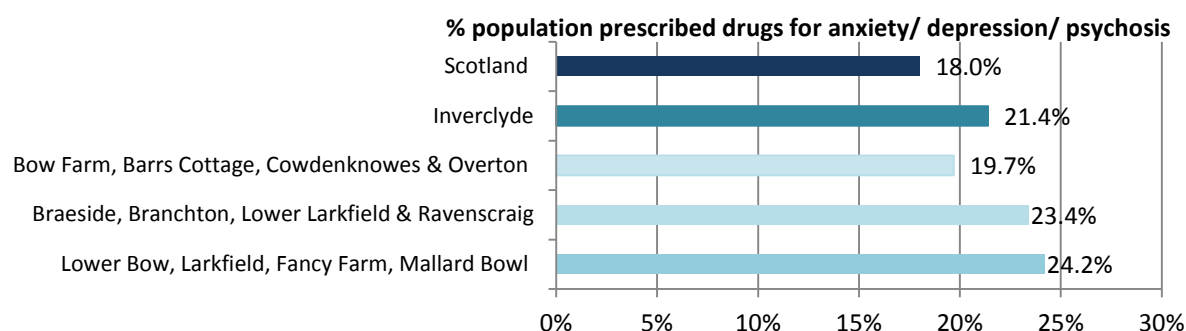
**Patients hospitalised due to coronary heart disease 2014**  
(rate per 100,000 population, 3 year average)



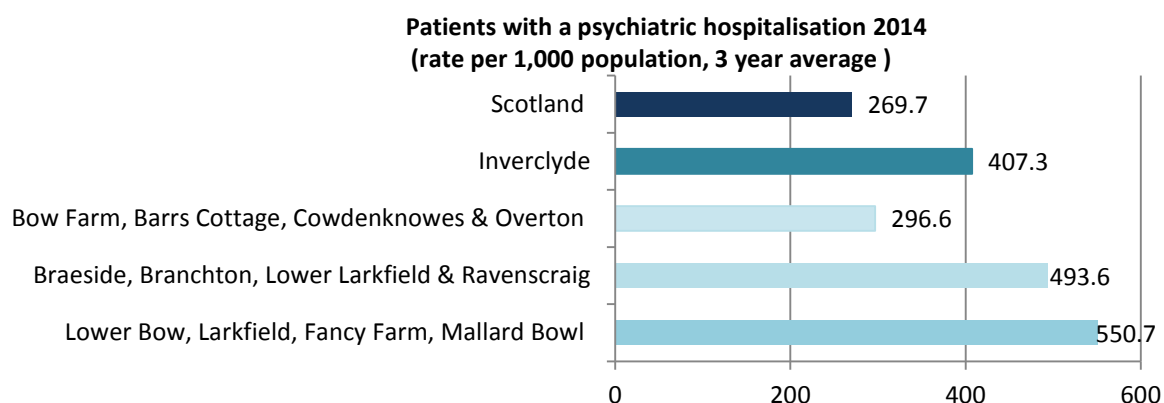
Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## Mental Health

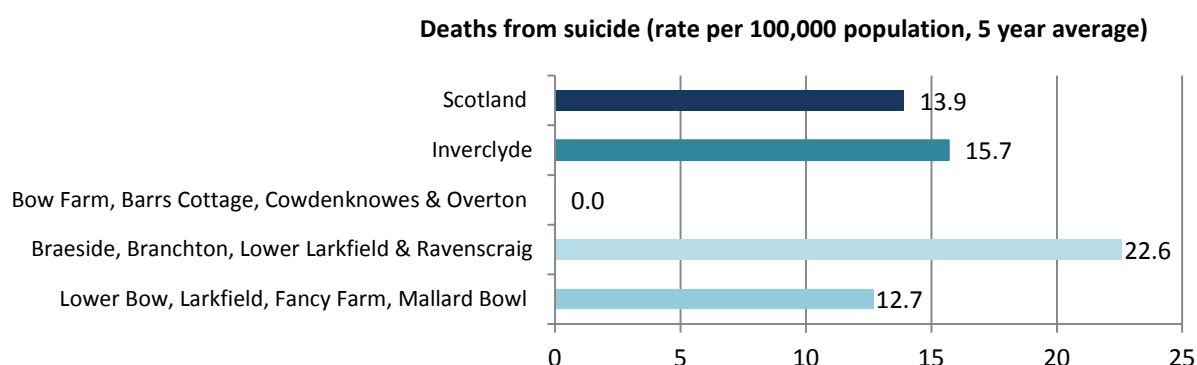
The percentage of the population that were prescribed drugs for anxiety, depression or psychosis in 2015 was higher in Greenock South and South West than the Scottish average. Rates were highest in Lower Bow, Larkfield, Fancy Farm and Mallard Bowl with almost 1 in 4 of the local population prescribed drugs for anxiety, depression or psychosis.



Rates of psychiatric hospitalisation are higher than the national average across all parts of the locality.



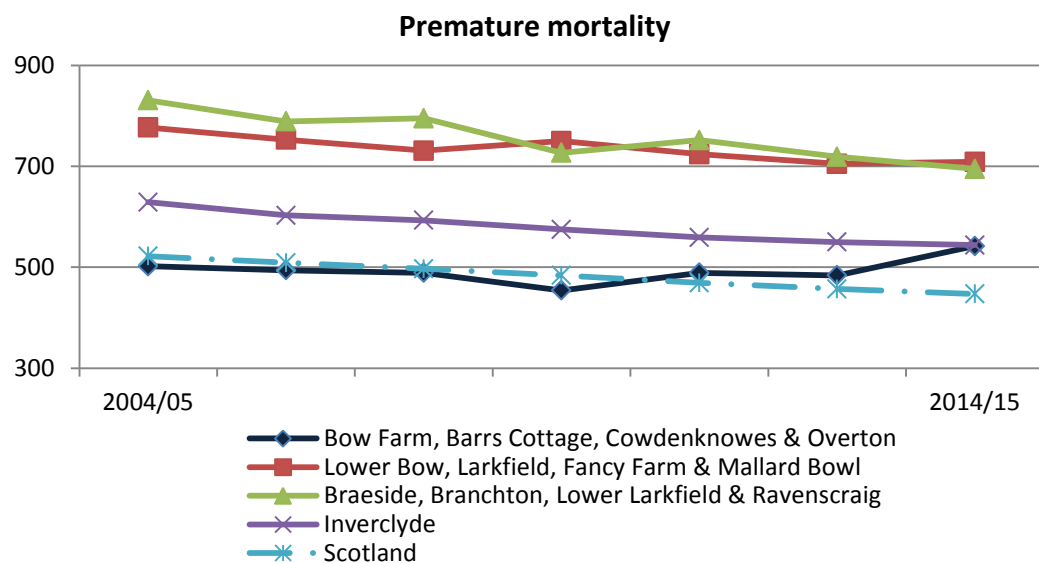
In 2014, the rate of deaths from suicide (five year average) was significantly higher in Braeside, Lower Larkfield and Ravenscraig than both the Inverclyde and national average.



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## Premature mortality

Premature mortality is defined as deaths occurring before the age of 75. The rates are expressed per 100,000 persons per year. In 2014/15 premature mortality rates were higher than the Scottish average in all areas of Greenock South and South West.

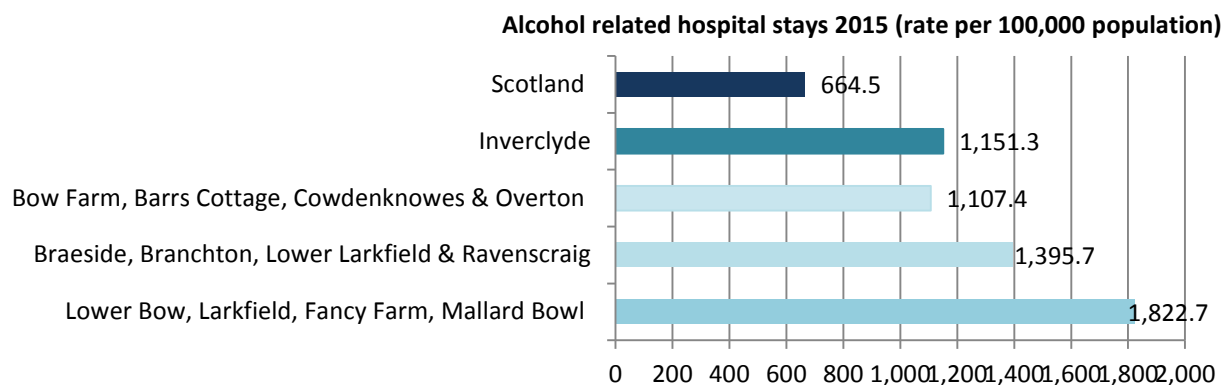


Source: Improvement Service Community Planning Outcomes Profile

<http://www.improvementservice.org.uk/community-planning-outcomes-profile.html>

## Alcohol

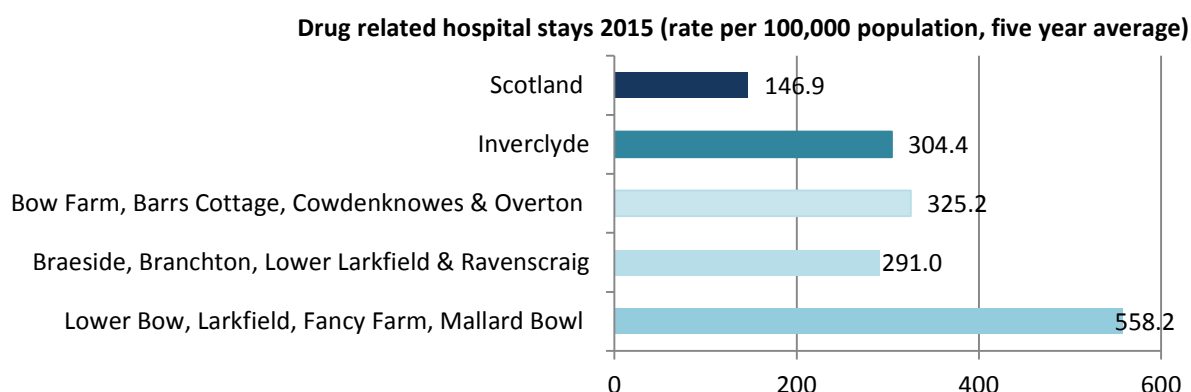
Alcohol related hospital stays are significantly higher across all parts of Greenock South and South West than the national average.



Source: Scotpho Online Profiles Tool

## Drugs

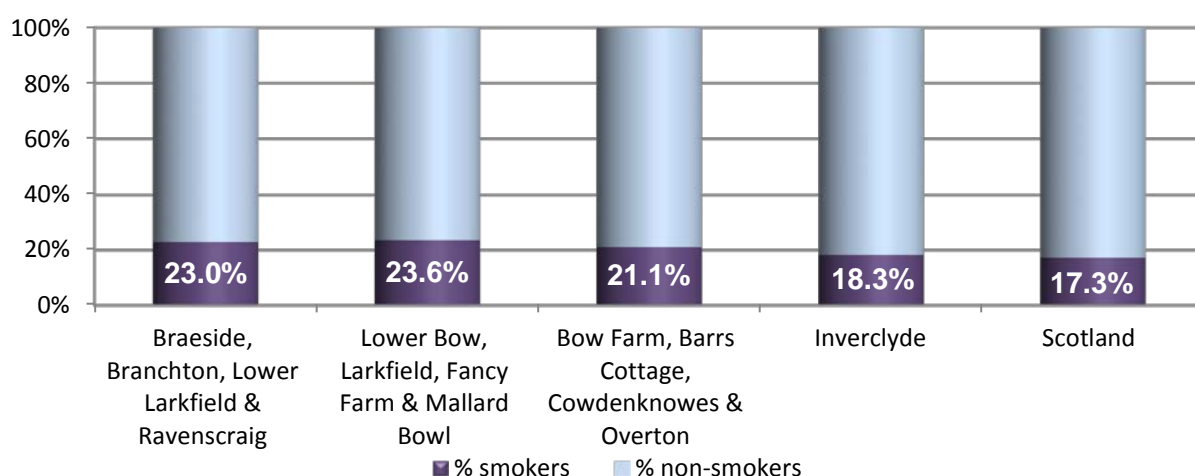
Drug related hospital stays are higher across all parts of Greenock South and South West than the national average. In particular, the rate in Lower Bow, Fancy Farm and Mallard Bowl is almost 4 times the national average.



Source: Scotpho Online Profiles Tool

## Women smoking during pregnancy (2014)

The percentage of women that smoke during pregnancy is higher in Greenock South and South West than in Inverclyde as a whole or Scotland, with smoking in pregnancy rates highest in Lower Bow, Larkfield, Fancy Farm and Mallard Bowl.



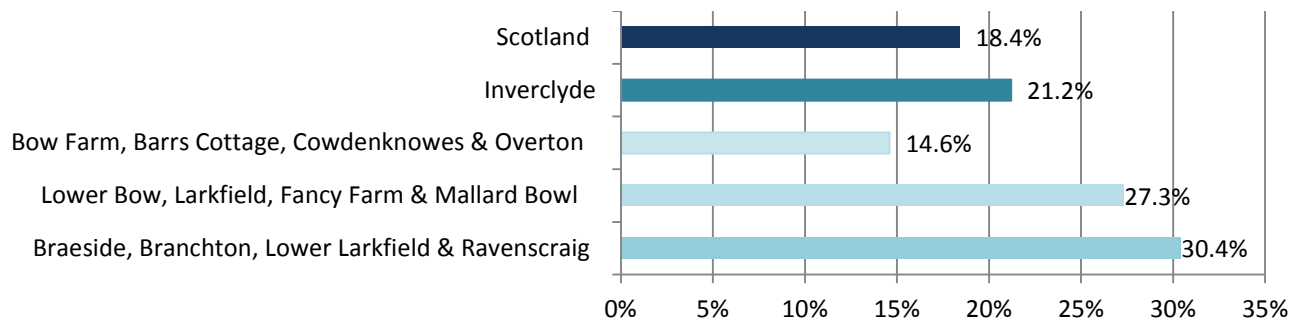
Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>



## Children living in low income families (2015)

A significant proportion of children living in Greenock South and South West are living in low income families. This is particularly concentrated in the Lower Bow, Larkfield, Fancy Farm and Mallard Bowl and Braeside, Branchton, Lower Larkfield and Ravenscraig areas.

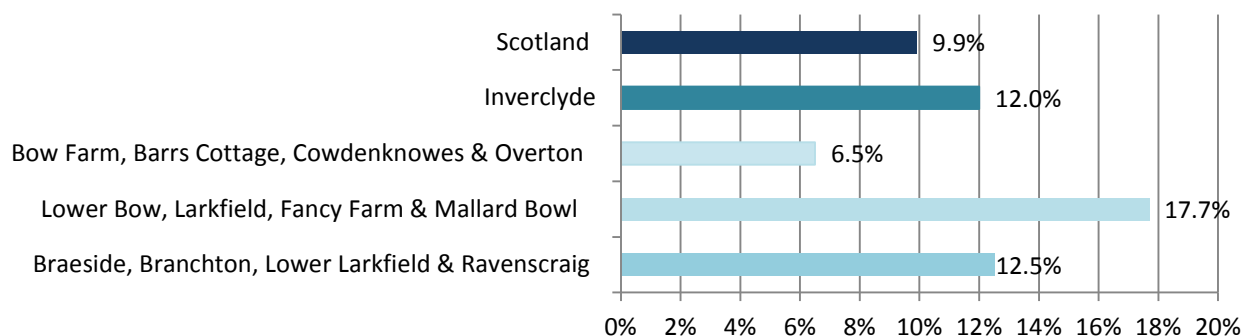




Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## Child Obesity in Primary 1 (2015)

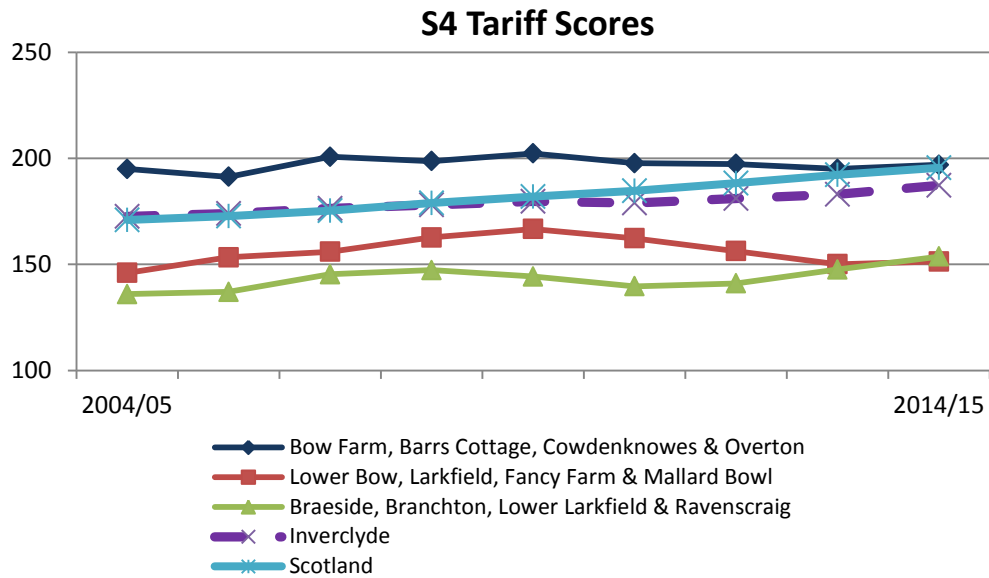
Child obesity in Primary 1 varies widely across the locality. The percentage of children in primary 1 that are considered obese is significantly higher in Lower Bow, Larkfield, Fancy Farm and Overton than both the Inverclyde and Scottish average. The percentage of Primary 1 children that are considered obese in Bow Farm, Barrs Cottage, Cowdenknowes and Overton is however, lower than the national average.



Source: Scotpho Online Profiles Tool <http://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool>

## S4 Tariff Scores

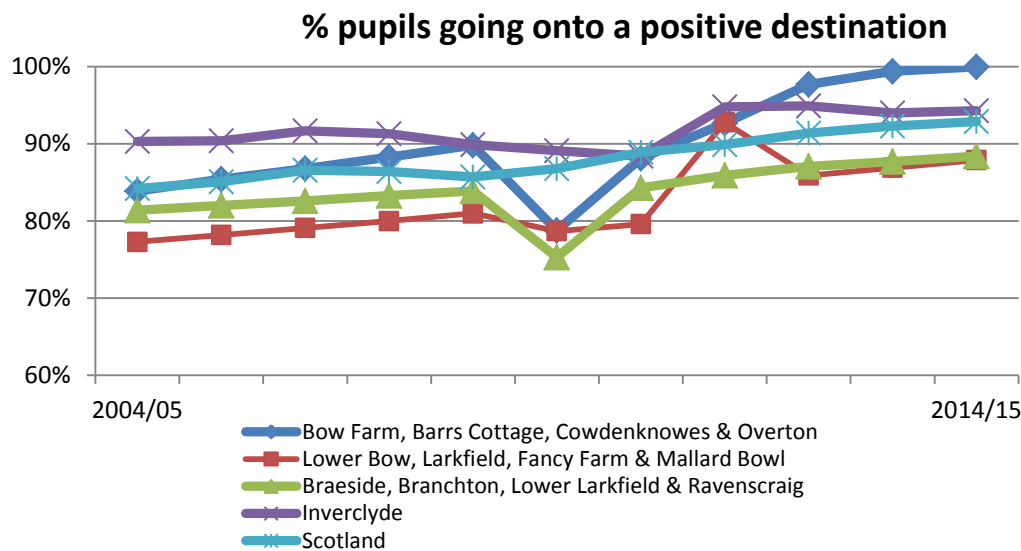
Each qualification attained by a pupil is awarded tariff points based on SCQF level and credit points. Points are also based on the grade of the award achieved. The average tariff score is an average of the total points for each learner. The chart below shows how the average tariff score of pupils from across communities in Greenock South and South West compares with Inverclyde and Scotland. Pupils in Bow Farm, Barrs Cottage, Cowdenknowes and Overton are performing better than the Inverclyde and Scottish average, although the gap narrowed in 2014/15.



Source: Improvement Service Community Planning Outcomes Profile

## Positive Destinations

In 2014/15, only Bow Farm, Barrs Cottage, Cowdenknowes and Overton area had a higher percentage of pupils moving onto a positive destination upon leaving school than the Inverclyde and Scottish average.



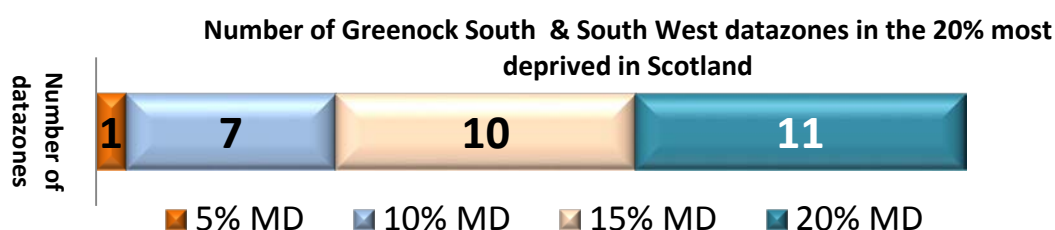
Source: Improvement Service Community Planning Outcomes Profile

<http://www.improvementservice.org.uk/community-planning-outcomes-profile.html>

## Scottish Index of Multiple Deprivation 2016

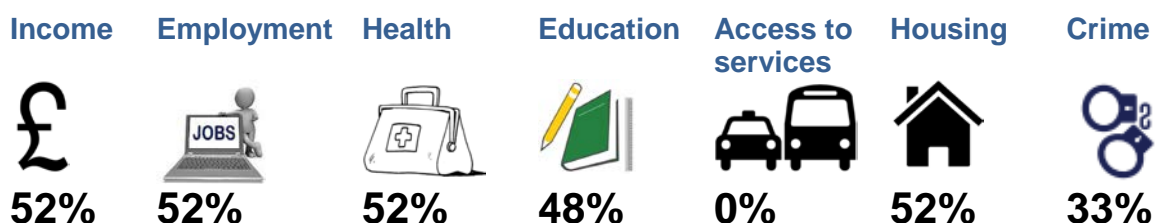
The Scottish Index of Multiple Deprivation (SIMD) is the official tool for finding the most deprived areas in Scotland. It looks at multiple deprivation so deprived does not mean 'poor' or 'low income', it can also mean people have fewer resources and opportunities, for example in health and education.

In order to show the extent to which an area is affected by multiple deprivation, Scotland has been split up into 6,976 small areas, called datazones, with a roughly equal population. Each datazone in Scotland has been given a rank a rank with 1 being the most deprived in Scotland and 6,976 being the least deprived. Greenock South and South West comprises of 21 datazones.



The overall results from SIMD16 show that there is one datazone in Greenock South and South West that falls into the 5% most deprived in Scotland. 11 datazones have a ranking that places them in the 20% most deprived in Scotland. This is equal to 52% of all datazones that lie within the boundary of Greenock South & South West.

The table below shows the percentage of datazones in Greenock South and South West that fall into the 20% most deprived in Scotland for each of the individual domains of the SIMD:



Source: Scottish Index of Multiple Deprivation 2016

Overall, a higher proportion of the population of Greenock South and South West is income and employment deprived compared to Inverclyde overall and Scotland. The rate of income and employment deprivation however varies significantly across the locality.

### Income Deprivation

It is estimated that 24.1% of the population of Lower Bow, Larkfield, Fancy Farm and Mallard Bowl is income deprived, compared to 12.3% of the population in Bow Farm, Barrs Cottage, Cowdenknowes and Overton. The overall percentage of Inverclyde's population that is

income deprived is 17%, whilst the percentage of the Scottish population that is income deprived is lower again at 12.2%.

### Employment Deprivation

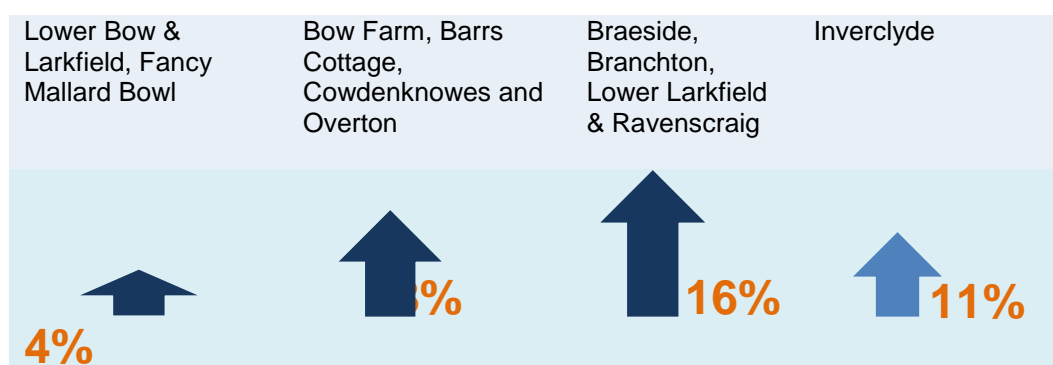
It is estimated that 19.7% of the population of Lower Bow, Larkfield, Fancy Farm and Mallard Bowl is employment deprived, followed by Braeside, Branchton, Lower Larkfield and Ravenscraig, 19.5% and then Bow Farm, Barrs Cottage, Cowdenknowes and Overton, 11.5%. The overall percentage of Inverclyde's population that is employment deprived is 15.4%, whilst the percentage of the Scottish population that is income deprived is lower again at 10.6%.

Source: <http://www.gov.scot/Topics/Statistics/SIMD>

### Community Safety

Deliberate fire raising has been highlighted as a significant community safety issue in Inverclyde. There has been an increase in the number of all fire call outs in all areas of Greenock South and South West and Inverclyde as a whole over a 5 year period, however the greatest increase has been in Braeside, Branchton, Lower Larkfield and Ravenscraig with a 41% increase.

#### Percentage change in the number of all fire call outs between 2012/13 - 2016/17



#### All deliberate fires as a % of the total number of fire call outs 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17
Lower Bow & Larkfield, Fancy Farm, Mallard Bowl	80%	79%	90%	68%	77%
Bow Farm, Barrs Cottage, Cowdenknowes and Overton	69%	75%	78%	79%	73%
Braeside, Branchton, Lower Larkfield and Ravenscraig	92%	86%	93%	89%	91%

Source: Inverclyde Community Safety Partnership

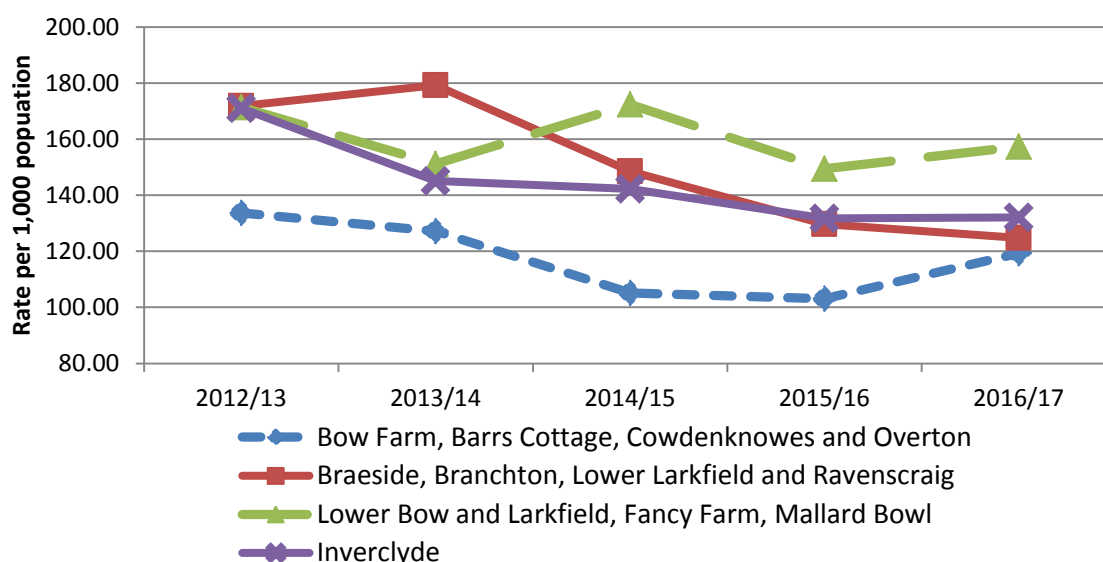
There has been a decrease in the level of violent incidents and crime across all of Greenock South and South West

#### All violent incidents and crime as a rate per 1,000 population 2012/13 – 2016/17

Area	2012/13	2013/14	2014/15	2015/16	2016/17	% change 5 year average
Lower Bow & Larkfield, Fancy Farm, Mallard Bowl	26.91	21.73	19.25	18.01	16.15	-21%
Bow Farm, Barrs Cottage, Cowdenknowes and Overton	20.48	11.48	10.13	13.28	11.70	-13%
Braeside, Branchton, Lower Larkfield and Ravenscraig	14.97	13.25	13.41	12.00	9.98	-22%
Inverclyde	18.38%	14.11%	13.9%	14.06%	12.63%	-14%

Looking at the 5 year trend in anti-social incidents and crime, there has also been a small increase in anti-social behaviour and crime per 1,000 population in Bow Farm, Barrs Cottage, Cowdenknowes and Overton compared to a decrease in Braeside, Branchton, Lower Larkfield and Ravenscraig and Lower Bow and Larkfield, Fancy Farm, Mallard Bowl.

#### All anti-social behaviour incidents and crime per 1,000 population

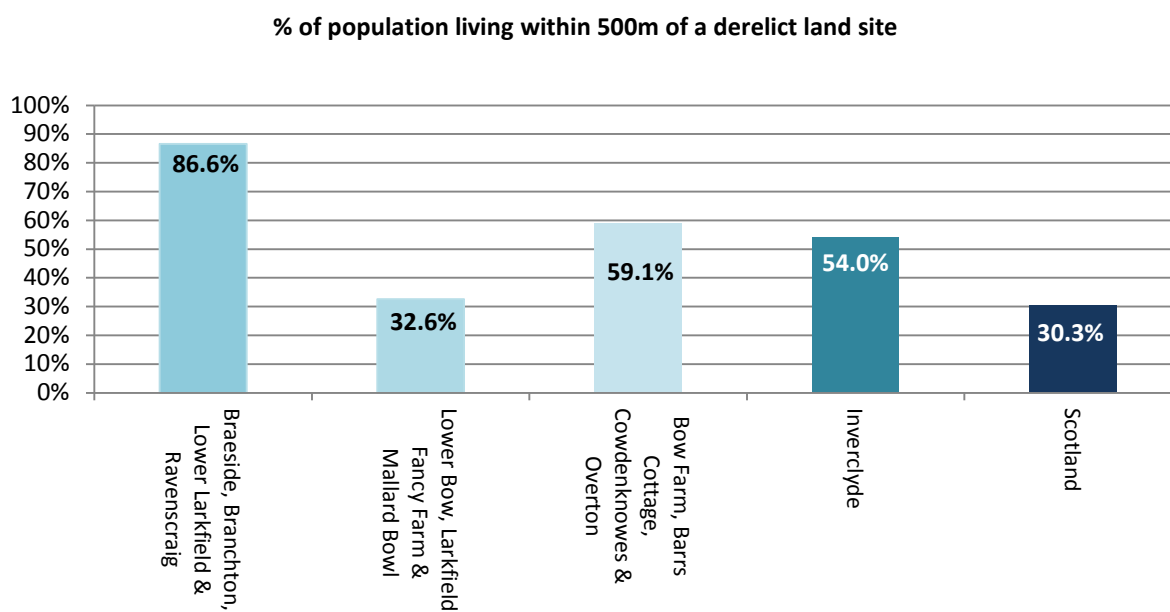


Contained within the overall statistics on anti-social behaviour shown above is a significant increase (39%) over a 5 year period in youth anti-social behaviour incidents in Bow Farm, Barrs Cottage, Cowdenknowes and Overton and a 32% increase in youth anti-social behaviour incidents in Lower Bow and Larkfield, Fancy Farm and Mallard Bowl. There has been a 10% decrease in youth anti-social behaviour incidents in Braeside, Barrs Cottage, Cowdenknowes and Overton.

Source: Inverclyde Community Safety Partnership

## Derelict Land (2016)

For two thirds of the locality, the percentage of the population who are living within 500 metres of a derelict land site is on a par with the Scottish average. The exception to this is in Braeside, Branchton, Lower Larkfield and Ravenscraig where the percentage of the population who are living within 500 metres of a derelict land site is significantly higher than the Scottish average.



Source: Scotpho Online Profiles Tool



Dog fouling was raised as a concern by respondents to the Our Place Our Future Survey. In 2016 the number of complaints regarding dog fouling made to Inverclyde Council was highest in Bow Farm, Barrs Cottage, Cowdenknowes and Overton, with 6.08 complaints per 1,000 population.

## Vision and Priorities for Greenock East and Central

What will Greenock East and Central look like in the future?

## Action Plan

Where are we now?	Where do we want to be?	How will we get there (including timescale)?	How will we know we are getting there?	Who is responsible?	How much will it cost?

**Where are we now?** Include in here key themes from community engagement and data analysis for each distinct issue.

**Where do we want to be?** What are the aspirations of the community in relation to the issues set out in column 1? It is important to focus on what might be achievable, either by the community or in partnership with organisations.

**How will we get there?** What is the plan for achieving what is set out in column 2? Try to be as practical as possible.

**How will we know we are getting there?** Are there any measures that will show how the actions in column 3 are being achieved? These can be based on data as set out in the strategic needs assessment above or from engagement with communities.

**Who is responsible?** Is this something the community will do themselves, is this something that will be delivered in partnership or is this something that an organisation will need to deliver? Responsibility must be agreed with those who will deliver on the actions.