



# SINGLE OUTCOME AGREEMENT 2014 2017

“...a great place to live, work and visit”



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## Acronyms

The following acronyms have been used throughout the document:

CHCP	Community Health & Care Partnership	ICSP	Integrated Children's Services Plan
COSLA	Convention of Scottish Local Authorities	JSA	Jobseekers Allowance
CPP	Community Planning Partnership	MA	Modern Apprentices
DIG	Delivery & Improvement Group	MEND	Mind, Exercise, Nutrition, Do it!
DWP	Department of Work & Pensions	PPF	Public Partnership Forum
EYC	Early Years Collaborative	SIMD	Scottish Index of Multiple Deprivation
ESA	Employment Support Allowance	SOA	Single Outcome Agreement
GIRFEC	Getting it Right for Every Child		



SINGLE  
OUTCOME  
AGREEMENT  
2014  
2017

“...a great place to live, work and visit”



# Foreword



I am delighted to be introducing the 2014/17 Single Outcome Agreement (SOA). This document sets out the strategic vision for the area and outlines the key priorities and outcomes we will be tackling as a partnership. Our priority areas are Employability & Economic Growth, Children & Families, Older People and Safe, Strong & Involved Communities. These are supported and underpinned by a strengthened approach to collaborative management of services and resources, performance management and community engagement. The cross cutting issues of reducing inequalities and promoting physical and mental health & wellbeing are embedded throughout all of our activity.

As a partnership we are fully committed to ensuring West Dunbartonshire is a great place to live, work and visit. This SOA details our longer term vision for the area and the specific outcomes we will be focused on delivering over the three years of the agreement. We have a suite of action plans and linked strategies across the partnership which facilitate and enable delivery, and build our collaborative capacity for change.

I am confident that the partnership can achieve the ambitious outcomes we have set for ourselves in this SOA. We have a focus on delivering positive and meaningful change through strong partnerships with, and for, our local communities. I will be doing everything I can to ensure that this is achieved.

**Martin Rooney**  
**Chair**  
**Community Planning West Dunbartonshire**



# SECTION

# 1

## Introduction

### The journey so far

The aim of Community Planning is to support improved outcomes for local people through working together to deliver better services. The Single Outcome Agreement (SOA) is our vehicle for delivering the actions required to achieve this. It sets out our vision, priorities and outcomes. Our vision is to make West Dunbartonshire...

“  
...a great place to live, work and visit”

Significant progress has been made through previous SOAs to deliver on improved outcomes for the people of West Dunbartonshire. As we enter a more challenging era we will have to do more with less. This requires new ways of working through partnerships to ensure that our services are joined up and aligned.

Our communities know best where there is greatest need for targeted resources and we will be working in new ways to gather this intelligence and co produce services. A new neighbourhood approach to community engagement and service management will ensure we are responsive to local needs where this is possible and appropriate.

Partners in West Dunbartonshire are committed to an approach which invests in a fundamental shift towards prevention and early intervention – recognising that this is the only model which is sustainable in the long term.

This SOA is designed as the overarching strategic framework for the partnership. It outlines our long term vision for the area and the key priorities and outcomes we will be focusing on. The detail of actions to be undertaken sits with the Delivery and Improvement groups which support the CPP, and will be reported through a performance framework for the partnership.



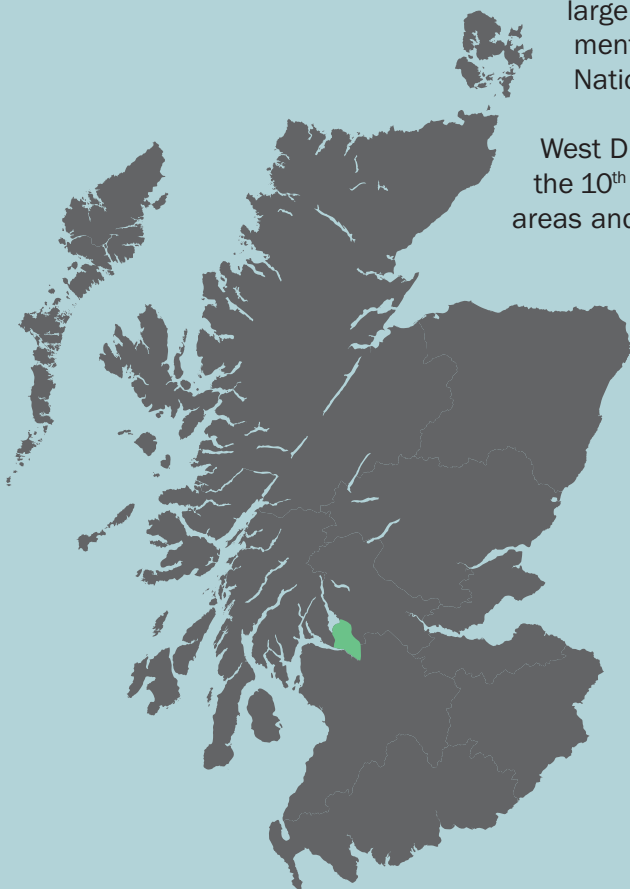
# SECTION

# 2

## West Dunbartonshire at a glance

West Dunbartonshire is an area of sharp contrasts; it combines some of the finest lowland scenery in Scotland at Loch Lomond with the shipping heritage of the Clyde at Clydebank, where the area's past success in shipbuilding and engineering is celebrated.

The area has three main localities which are equally diverse: Clydebank a densely populated urban area which borders the City of Glasgow, Dumbarton which is a large market town and the Vale of Leven which is a settlement on the edge of the Highlands and our gateway to the National Park.



West Dunbartonshire has a population of 90,340, making it the 10<sup>th</sup> smallest population across all Scottish Local Authority areas and the second smallest in terms of land area<sup>1</sup>. Around half of area's population live in Clydebank, typically in flats. This means that Clydebank has a population density figure more associated with cities or large urban towns, while Dumbarton and the Vale of Leven, which are less densely populated, are classified as accessible small towns.

1. West Dunbartonshire Council Social and Economic Profile 2012/13, p7 <http://westdunbarton.gov.uk/council-and-government/council-information-performance-and-statistics/social-economic-profile> (accessed 01/03/2013)



## West Dunbartonshire Profile

West Dunbartonshire is in the fortunate position of being close to the urban amenities of Glasgow while also acting as a gateway to the Loch Lomond & Trossachs National Park. The strong transport connections in place allow local residents to access jobs and leisure activities outwith the area if they wish while our ambitious programme of school modernisation and housing development makes the area an attractive place to live.

Like the rest of Scotland, West Dunbartonshire has not been immune to the impact of the recession and resultant reductions in public spending. The 2012 Scottish Index of Multiple Deprivation (SIMD) shows that the area has doubled its share of data-zones in the 5% most deprived areas of Scotland over the last eight years. The number of West Dunbartonshire datazones in the 5% most deprived in Scotland has been increasing with each round of the SIMD publication since 2004, and our relative position in Scotland has worsened over the same time period.



## Employment

The most current figures show that 38,500 people or 66% of the working age population are in employment. And despite the difficult economic circumstances West Dunbartonshire most recent School Leavers' Destination Report showed that West Dunbartonshire has performed better than the national average on this measure.

In common with older industrial areas West Dunbartonshire has suffered from the decline in shipbuilding, engineering and manufacturing. The high degree of specialism in these industries meant the area was significantly affected. West Dunbartonshire is now one of Scotland's most deprived older industrial areas, and like many others, faces the challenge of having to regenerate and restructure to prosper in a 21<sup>st</sup> century economy.

This need to regenerate and restructure is evidenced by the kind of adverse economic indicators found in such circumstances:

- 17.8% of the working age population are employment deprived with 19.1% considered income deprived<sup>2</sup>
- The Jobseekers Allowance (JSA) claimant rate at 5.3% is amongst the highest in Scotland
- Levels of Employment and Support Allowance (ESA) and Incapacity Benefit claimants are high at 10.2% compared to 7.7% for Scotland

As described above, West Dunbartonshire has experienced lower employment rates than the rest of Scotland for an extended period. In response the Council launched a new Jobs Growth and Investment Framework and invested an additional £3.2 million in job creation and Modern Apprenticeships. It set an ambitious target to create 1,000 jobs in 1,000 days. It launched its flagship Working 4U service which works closely with key community planning partners in providing joined up services focusing on work, learning and money.

2. SIMD 2012 <http://www.scotland.gov.uk/Topics/Statistics/SIMD/Publications/LASummarySIMD12/LASummaryWestDunbartonshire> 12  
3. Life Expectancy for areas in Scotland 2008-10, 19 October 2011, GRO Scotland \* Of 32 Scottish Local Authorities. 1 = best, 32 = worst.  
4. Glasgow Centre for Population Health, Community Health Profile, West Dunbartonshire, 2010  
5. West Dunbartonshire Citizens Panel  
6. <http://wdcmis.west-dunbarton.gov.uk/cm5/Meetings/tabid/73/ctl/ViewMeetingPublic/mid/410/Meeting/7649/Committee/516/Default.aspx>



By February 2014 the Council's Working 4U service and Economic Development had achieved the target of 1000 jobs in 650 days, considerably ahead of time. This includes a significant increase in the number and range of Modern Apprenticeship (MA) places being filled, with 257 MAs recruited by the Council during this period. Of the jobs secured 65% are in the private sector. This work has also seen a significant increase in the percentage of sustained jobs i.e. jobs that last more than six months. The percentage of sustained jobs has increased from 29% in 2010 to 63% today.

In March 2014 the West Employability Hub was formally opened in Dumbarton. This innovative project, the first of its kind in Scotland, is a partnership of West Dunbartonshire Council, West College Scotland and DWP. It provides a central and coordinated point for all employability and related services for young people aged between 16 and 24 in this area. All young people on JSA are referred through the Hub. It is good evidence of community planning in practice with three different agencies operating together through the Hub, and with employers increasingly using the centre to attract and recruit new staff including Cameron House, Marks & Spencers and Aldi.

The vast majority of economic output for West Dunbartonshire is accounted for by the Service Sector (34%); Business services and finance accounts for a further 23%. Other key employment areas are distribution, transport and communications (19%); manufacturing (16%) and construction (7%).

## Health & Wellbeing

West Dunbartonshire experiences persistently high levels of social inequity and long-standing health inequalities. The area has life expectancy rates that are statistically significantly worse than the Scottish average having the second lowest life expectancy at birth of all Scottish Local Authorities<sup>3</sup>. Based on the most recent figures available (2008-10) life expectancy at birth for males and females in West Dunbartonshire is 73.6 years and 76.9 years respectively, life expectancy at 65 is 15.6 years for males (rank 29 out of 32)\* and 18.8 years for females (rank 31 out of 32)\* in Scotland.

The overall outcome of this socio-economic deprivation is a position at the top, or near the top, of the Scottish Council rankings for all-cause mortality, heart disease and strokes, lung cancer (assumed to be mostly smoking-related), domestic violence, suicide, and alcoholic related deaths<sup>4</sup>.

Current physical activity guidelines for adults suggest that they should accumulate 30 minutes of moderate physical activity per day, five or more times a week. In 2008, the Citizens Panel members were surveyed about their regular physical activity. At that time 61% said they did not adhere to the guidelines, in 2010 this had fallen to 56% and by 2012 to 55%<sup>5</sup>.

The reduction over time in fertility, together with the simultaneous improvement in mortality, has reduced the relative size of the child population, and increased the relative size of the pensioner population. This upward shift in the age structure of society is what is meant by the term "population ageing". The ageing of the population has enormous economic implications in West Dunbartonshire, reducing the size and competitiveness of the local labour force at the same time as placing a greater demand on health and care services.

## Community Safety

Our local Public Reassurance Initiative has been a significant success in the communities where it has been delivered – reducing crime by up to 33% and reducing antisocial behaviour incidents by up to 44%. This model of community policing is continually developing and will link closely to the neighbourhood management approach to local service delivery.

In general, crime rates in West Dunbartonshire are on the decline. There were 62 Group 1 (violent) crimes during 2012/13, a decrease of 43.1% from the previous year (109). This is primarily due to the decrease in serious assaults which fell by 61.5%. The number of common assaults over the same period has also declined by 8.3%, a decrease of 44 assaults. The detection rate for domestic abuse crimes and incidents has increased slightly from 75.3% in 2011/12 to 75.6% in 2012/13. The number of deliberate fires per 10,000 population has fallen from 76 to 61.2 in 2012/13<sup>6</sup>.



# SECTION 3

## Strategic Context

### Future Delivery of Public Services

The Christie Commission was established by the Scottish Government in November 2010 to develop recommendations for the future delivery of public services. The Scottish Government published its response to Christie outlining four pillars of public sector reform which are:

#### Prevention

**Reduce future demand by preventing problems arising or dealing with them early on. To promote a bias towards prevention, help people understand why this is the right thing to do, the choices it implies as well as the benefits it can bring.**

#### Performance

**To demonstrate a sharp focus on continuous improvement of the national outcomes, applying reliable improvement methods to ensure that services are consistently well designed based on the best evidence and are delivered by the right people to the right people at the right time.**

#### People

**To unlock the full creativity and potential of people at all levels of public service, empowering them to work together in innovative ways. We need to help create ways for people and communities to co-produce services around their skills and networks.**

#### Partnership

**To develop local partnership and collaboration, bringing public, third and private sector partners together with communities to deliver shared outcomes that really matter to people.**

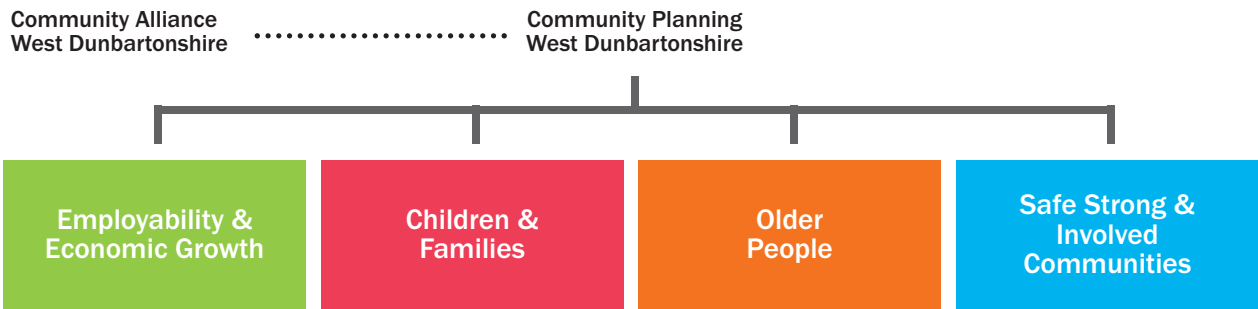
The Scottish Government also agreed to undertake a review of Community Planning. In March 2012, following that review, the Scottish Government and COSLA published a shared **Statement of Ambition**. This put Community Planning at the heart of an outcome based approach to public services in Scotland and made clear that effective community planning arrangements will be at the core of public service reform.

The review recognised that coordination and collaboration at the national level has an important role in bringing partners together to deliver the Statement of Ambition locally. A National Community Planning Group has therefore been established to play a pivotal role in implementing and communicating the overarching vision for community planning and Single Outcome Agreements, identifying and addressing issues that have a national dimension and building the skills and capacity of partnerships.



## New and effective local community planning arrangements

During 2013/14 the CPP has implemented a new framework for Community Planning. A single senior CPP Management Group, Community Planning West Dunbartonshire, replaced the previous Strategic Board and Executive Group so that decision-making, effective participation and strengthened partnerships will be improved.



The CPP Management group governs CPP activity and provide scrutiny and direction. It is populated by Chief Officers from the key partners ensuring clearer accountability for outcomes, strategic direction and resources. Administration and opposition elected members also play a clear role in providing strategic oversight and robust scrutiny as members of this Management Group.

The Group holds explicit collective responsibility for the effective delivery of community planning. Aligned to this CPP Management Group are delivery groups and other, existing, linked structures such as the Child Protection Committee and Chief Officers Group.

These arrangements allow us to focus on transformational activity within the key priority areas, setting out our longer term outcomes and the activities required on a rolling basis to deliver on these.

Our approach emphasises how we have been increasingly co-ordinating the totality of our activities/ programmes to approach long-term inter-connected challenges in a deliberate and focused manner. As a partnership we welcome the increased accountability placed on all partners for delivery of the SOA. We will focus on a continuous improvement

approach to strengthening our working relationships to allow collective delivery of outcomes. We will make more visible what has been to-date an implicit community planning leadership contribution from our well-established local Public Protection Chief Officers' Group; and will welcome our new local Leisure Trust as a key partner that will lead on the physical activity agenda.

The National Park Partnership Plan outcomes contribute significantly to this Single Outcome Agreement and deliver social, economic and environmental benefits in our area. We will also be working closely with SPT to ensure that we focus on the significant role that good transport links have in supporting delivery of our outcomes for the area. Good transport is essential to economic growth; improved levels of employment and employability; reducing carbon emissions; cohesive, sustainable communities; and healthy, active, independent lives.



# SECTION

# 4

## Vision & Outcomes

### Ten Year Vision

The SOA reflects the local long term vision for the area. Through improvements in the four priority outcome areas West Dunbartonshire will become a more prosperous and successful area within Scotland. This vision was supported and developed by the work of the Strategic Advisory Group populated by political leaders and Chief Officers of public and private sector organisations in the area. The Strategic Advisory Group has set out the following challenges:

- 5,000 new homes
- Increasing the attractiveness of West Dunbartonshire as a visitor destination

In addition to these challenges the Council set a strategic priority focused on securing 1,000 new jobs for the area. This target is now met and Council has set a further target of 1,000 jobs and apprenticeships to be secured before the end of the current Administration in 2017.

This vision sets aspirational goals for West Dunbartonshire and will be refined and developed in partnership with our communities. It will be delivered through outcome focused planning for change – showing what the CPP collectively will deliver in order to improve inequity of outcome for the local population.

### Local Priorities

This SOA focuses on four interconnected priorities which are delivered through local multi-agency action and coordinated activity. While these four areas have been used to organise and target our combined efforts there is recognition that work to reduce inequalities and improve physical and mental wellbeing is embedded through all of this activity. This work will be reflected in the action plans and performance frameworks which support the delivery of the ambitious CPP agenda.

All of this activity is supported and underpinned by our significant focus on community empowerment, development and capacity building. More detail of this can be found in the section of this document on Community Engagement.



## Employability & Economic Growth

Within this priority area we are placing a focus on regeneration, supporting business formation and growth and the development of the tourism industry in the area. Investment in key infrastructure, the regeneration of former industrial land and the provision of additional housing is critical to job creation and sustainability of the local economy. Underpinning this activity is the need to support our citizens to be active in their local communities and participate, where they are able, in the labour market. We are delivering this agenda through significant investment in regeneration and housing projects. We are also delivering a range of preventative initiatives, which key partners are involved with, alongside the Council's integrated Working 4U service which delivers on work, learning and money advice support.

### Local outcome

Increased the number of new business starts and supported the growth of sustainable businesses		
Indicator	Baseline	2017 Target
Business stock per 10,000 of adult population (16+)	236 (2011/12)	237
Business start-up per 10,000 of adult population (16+)	25 (2011/12)	25
3 year survival rate (%) of new business starts	61.1% (2011/12)	63%

### Local outcome

Growth of the tourism economy		
Indicator	Baseline	2017 Target
Percentage increase in annual number of visitors to West Dunbartonshire	0% (2012/13)	1%
Percentage increase in annual tourism generated income for West Dunbartonshire	-5% (2012/13)	1%

### Local outcome

Created attractive, competitive and safe town centres and enabled the development of our major regeneration sites		
Indicator	Baseline	2017 Target
Percentage of floor space in Alexandria town centre that is vacant	9% (2012/13)	8%
Percentage of floor space in Dumbarton town centre/commercial centre that is vacant	13% (2012/13)	8%
Percentage of floor space in Clydebank town centre/commercial centre that is vacant	9% (2012/13)	5%
Investment in major regeneration sites in WD	£25.5m (2012/13)	£135m



### Local outcome

Improved core employability skills and assisted people into work		
Indicator	Baseline	2017 Target
Percentage of working age people with low or no qualifications (16 - 64)	18.7% (2010)	Reduce
Employment rate	68% (2012/13)	71.5%

### Local outcome

Improved and sustained income levels		
Indicator	Baseline	2017 Target
Percentage of people with increased or sustained income through Benefit Maximisation	83% (2012/13)	70%
Percentage of local people with increased or sustained income through reduced debt liability/debt management	81% (2012/13)	70%
Percentage of the total population who are income-deprived in West Dunbartonshire	19.1% (2012/13)	22.1%

### Local outcome

Improved the quality and availability of affordable housing		
Indicator	Baseline	2017 Target
Number of new build social housing for rent	51 (2012/13)	210
Percentage of RSL housing stock (in WD) meeting the Scottish Quality Standard	92.1% (2012/13)	100%
The total percentage of the Council's housing stock meeting the Scottish Quality Standard	62% (2012/13)	100%



## Children and Families

The agenda for this group is centred mainly around the GIRFEC and Early Years agenda through the Early Years Collaborative, with a clear focus on the likely requirements of the imminent Children and Young People legislation. There is also a clear focus on strengthening our existing relationships with the third sector such as our strong partnership with Save the Children. Alongside this there is a focus on lifelong learning, both through community learning and development support and also through further education provision.

### Local outcome

Improved attainment and achievement for early years, primary schools and secondary schools		
Indicator	Baseline	2017 Target
Number of young people gaining Saltire Awards*	1,008 (2013/14)	2,710 (2015/16)
Achievement rate in Skills for Work/City & Guilds courses	92% (2011/12)	95%
Percentage of volunteers recruited and developed through Sports Development gaining a positive destination	95% (2012/13)	80%
Percentage of pupils gaining 5+ awards at level 5**	32% (2011/12)	33.5%
Percentage of pupils gaining 5+ awards at level 6**	21% (2011/12)	21%
Percentage of pupils in 20% most deprived areas getting 5+ awards at level 5**	24.1% (2011/12)	Increase
Percentage of pupils in 20% most deprived areas getting 5+ awards at level 6**	11.3% (2011/12)	Increase

\* Participants can achieve more than one award.

\*\* The above indicators are under review. New more appropriate measures will be developed in line with national guidance.

### Local outcome

Increased positive destinations for 16 - 19 year olds		
Indicator	Baseline	2017 Target
Percentage of LAC children and young people entering positive destinations aged 16	100% (2011/12)	100%
Percentage of pupils entering positive destinations	92.6% (2011/12)	93%



## Local outcome

Families are confident and equipped to support their children throughout childhood		
Indicator	Baseline	2017 Target
Rate of stillbirths per 1,000 births	5.9 (2012/13)	4.3
Rate of infant mortality per 1,000 live births	4.6 (2011/12)	3.1
Percentage of child protection referrals to case conference within 21 days	95% (2012/13)	95%
Percentage of all children aged 0 - 16 years with an identified 'named person' as defined within the Children's and Young People's Bill	New targets- baselines to be set for 2014/15	100%
Number of children completing tailored healthy weight programme		165
Number of young people attending specialist educational day provision outwith WDC schools	58 (2012/13)	58
Percentage attendance at schools	93.3% (2012/13)	93.5%
Cases of exclusion per 1,000 school pupils	35 (2012/13)	35
Number of parents with pre-5 children attending Sports Development information sessions to help sustain increased levels of physical activity at home	110 (2012/13)	410
Number of children with or affected by disability participating in sports and leisure activities	179 (2012/13)	172

## Local outcome

Improved attainment and achievement through Life Long Learning		
Indicator	Baseline	2017 Target
Percentage of learners successfully completing courses targeted at improving literacy and numeracy	76% (2011/12)	76%



## Older People

Our older people agenda is fully focused on delivering improved outcomes in line with the national priority on Reshaping Care for Older People. We are aware that we have a significantly ageing population in West Dunbartonshire so our agenda is focused on shifting the balance of care to ensure and promote independence in the community for our older population.

### Local outcome

Improved care for and promote independence with older people		
Indicator	Baseline	2017 Target
Percentage of identified carers of all ages who express that they feel supported to continue in their caring role	77.6% (2012/13)	90%
No people will wait more than 28 days to be discharged from hospital into a more appropriate care setting, once treatment is complete from April	2 (2012/13)	0
Percentage of people 65+ admitted twice or more as an emergency who have not had an assessment	34.16% (2012/13)	30%
Percentage of adults with assessed Care at Home needs and a re-ablement package who have reached their agreed personal outcomes	47% (2012/13)	65%
Percentage of people aged 65 or over with intensive needs receiving care at home	42.5% (2012/13)	55%
Number of unplanned admissions for people 65+ from SIMD1 communities	588 (2012/13)	555
Number of adults 65+ who access tailored physical activity programmes in a range of community settings	Not applicable	100



## Safe, Strong & Involved Communities

Alongside our clear focus on community safety we are also focused on educating any local threat from organised crime. At a local level we are committed to our model of public reassurance, which has a strong element of community involvement, empowerment and engagement. This priority area also has a clear focus on the protection of vulnerable groups, particularly in relation to homelessness, substance misuse and domestic violence.

### Local outcome

Reduced violent crime		
Indicator	Baseline	2017 Target
Number of crimes in Group 1 (violent crimes) per 10,000 (5 year rolling average)	29.6 (2012/13)	Reduce
Number of murders	New targets - baselines to be set for 2014/15	Reduce
Number of attempted murders		
Number of serious assaults		
Number of robberies		
Number of petty assaults		

### Local outcome

Improved collaborative working in relation to counter terrorism and serious organised crime through strong partnerships		
Indicator	Baseline	2017 Target
Number of awareness raising sessions delivered to Partners	New targets - baselines to be set for 2014/15	Increase
Number of awareness raising sessions delivered to Community Groups		
Value of cash and asset deprivation of serious organised crime groups		
Value of disruption and deprivation of access to legitimate enterprise for serious organised crime groups		

### Local outcome

Enhanced safety of Women & Children		
Indicator	Baseline	2017 Target
Detection rate for domestic abuse related crimes (5 year average)	77.1 (2012/13)	78 (2014/15)
Number of children present during incidents of domestic abuse reported to the Police	New targets - baselines to be set for 2014/15	Reduce
Number of group 2 crimes (sexual) per 10,000 of total population		



## Local outcome

Enhanced safety of vulnerable groups		
Indicator	Baseline	2017 Target
Detection rate for hate crimes	New target - baseline to be set for 2014/15	Increase
Number of referrals to the WDC Community Safety Services Anti-Social Investigation and Support Team (ASIST) from partner agencies	74 (2012/13)	86
Tenancy sustainment levels of West Dunbartonshire Council tenants are increased	83% (2012/13)	89%
Percentage of all homeless cases re-assessed within 12 months (repeat homelessness)	7.4% (2012/13)	4%
Number of investigations carried out through adult support and protection arrangements	New targets - baselines to be set for 2014/15	Reduce
Number of home fire safety visit referrals from partner agencies		Increase

## Local outcome

Reduced anti-social behaviour and disorder		
Indicator	Baseline	2017 Target
Number of deliberate fires per 10,000 population	61.2 (2012/13)	Reduce
Percentage of Citizens' Panel respondents experiencing anti-social behaviour	27% (2012/13)	Reduce
Number of public reported incidents of disorder	New targets - baselines to be set for 2014/15	Reduce
Number of reported incidents of anti-social behaviour		
Percentage of residents satisfied or very satisfied with agencies' response to tackling anti-social behaviour	79% (2012/13)	Increase

## Local outcome

Reduced impact of alcohol and drug misuse on communities		
Indicator	Baseline	2017 Target
Public reported incidents of street drinking (5 year average)	490 (2012/13)	Reduce
Number of drug-related deaths	19 (2012/13)	14
Percentage of Citizens' Panel respondents experiencing community problems relating to alcohol and drugs	53% (2012/13)	49%
Number of young people participating in diversionary activity provided through the Pulse	New target - baseline to be set for 2014/15	Increase



## Local outcome

Home, Fire and Road Safety		
Indicator	Baseline	2017 Target
Number of people (all ages) killed/seriously injured in road accidents	23 (2012/13)	Reduce
Number of people killed or seriously injured in house fires per 10,000 population	2.9 (2012/13)	Reduce
Number of accidental house fires per 10,000 population - drug/alcohol/smoking related	2.99 (2012/13)	Reduce
Number of reports of bogus callers	43 (2012/13)	Increase
Number of bogus crimes	New targets - baselines to be set for 2014/15	Reduce
Number of home fire safety visits accepted by the owner/resident		Increase

## Local outcome

Stronger, confident and more involved communities		
Indicator	Baseline	2017 Target
Number of sustained voluntary organisations	926 (2012/13)	930 (2015/16)
Percentage of the population active in volunteering and community activity	34% (2012/13)	42% (2015/16)
Percentage of Citizens Panel respondents who are satisfied or very satisfied with the physical appearance of their local area	73% (2012/13)	86%
Number of young people involved in youth consultation and representation structures	344 (2011/12)	397
Number of people in key individual networks (KINs)	73 (2012/13)	Increase
Percentage of residents satisfied or very satisfied with agencies' response to tackling anti-social behaviour	79% (2012/13)	Increase



# SECTION

# 5

## Understanding Place

A key element of our new approach to community planning is the development of the neighbourhood management agenda based around place. This will allow us to build an evidence base and respond collectively to the significant and varied inequalities issues facing different communities within West Dunbartonshire, while seeing local residents and third sector organisations involved in decision making about design and delivery of local services.

Our new CPP captures and utilises all local knowledge, demographic information and CPP Partner resources to ensure more joined up services, based on local need. Data sharing protocols and shared research/analysis are key elements of an improved partnership approach to understanding place.

A significant element of activity will be focused on carrying out research on approaches proven to work in other areas and also on fully understanding the profile of both need and assets in each community. This will allow the CPP to tailor its approach to outcomes delivery in each area, recognising that there is a need to prioritise differently in each community within the overarching priorities for the West Dunbartonshire area.

The approach to understanding place will also be greatly influenced throughout the period of this SOA by our experiential learning from our new approach to neighbourhood management and also other activity such as public reassurance and the MEND programme.



# SECTION

# 6

## Prevention & Early Intervention

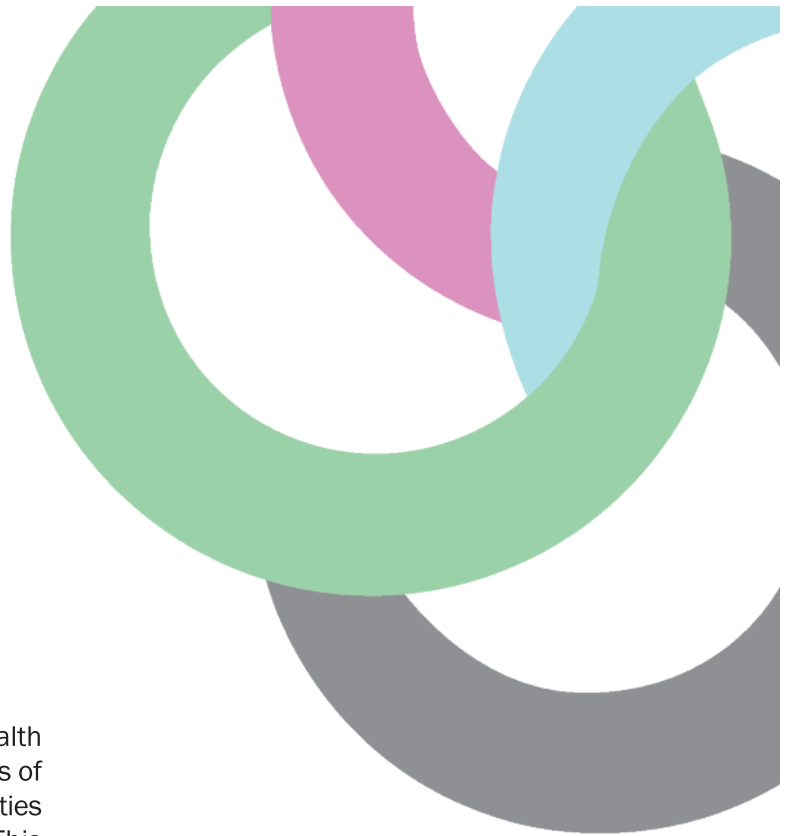
Our 2011/14 SOA and associated progress reports demonstrated the early intervention/preventative nature of key SOA programmes. Although our partners already direct resources towards preventative work, the CPP will continue to look at opportunities to significantly increase our efforts in this area. Guidance, finance and support will be sought in terms of the costs associated with prevention and early intervention programmes of activity. This allows us to make a decisive shift towards prevention and early intervention in partnership, ensuring resources are allocated appropriately and that savings can be released wherever possible.

The priority areas for the CPP are broadly aligned to the six new policy priorities identified in the National Review. The opportunity has been taken to update the previous suite of outcomes and a number of the individual indicators within the existing outcomes in line with key preventative policy areas that have gained greater prominence more recently - most notably the Reshaping Care for Older People Change Fund Programme, Getting It Right For Every Child (GIRFEC) and the Early Years Collaborative.

The local CPP Reshaping Care for Older People's Change Fund programme is focused on both supporting independence and improving care for older people, alongside fostering community supports for their carers. It is important to recognise that the work undertaken within West Dunbartonshire has been delivered in a joined up way to secure long term and sustainable improvements. The work undertaken is part of much wider discussion about how the totality of services and support available is marshalled across local Community Planning Partners.

Our local CPP Integrated Children's Services Plan (ICSP) brings together our local vision and commitments to pursue the emerging ambitions of the national Early Year's Collaborative (EYC) programme; embedding Getting It Right For Every Child (GIRFEC) across all services and all providers; and to deliver robust multi-agency child protection, as led and overseen by the Public Protection Chief Officers' Group on behalf of Community Planning Partners. The CPP ICSP also builds on the significant activity undertaken locally to embrace and implement the principles of Curriculum for Excellence; and to prepare for the introduction of the new Children & Young People Bill.





The Report of the Ministerial Task Force on Health Inequalities 2013 acknowledged that the origins of health inequalities are the wider societal inequalities between deprived and affluent groups. This reinforces the existing strategic commitment of West Dunbartonshire Community Planning Partners to a determinants-based approach to health inequalities, with the long-term goal being to have tackled population-level health inequalities by having collectively addressed its root causes – i.e. stimulating sustainable economic growth and employment; promoting educational attainment and aspiration; and supporting community cohesion and self-confidence. The “upstream” action by Community Planning Partners to tackle the determinants of inequity have consequently been reflected in the work programmes to address this SOA’s interconnected priorities of Employability & Economic Growth; Supporting Safe, Strong and Involved Communities; Supporting Older People; and Supporting Children and Families.



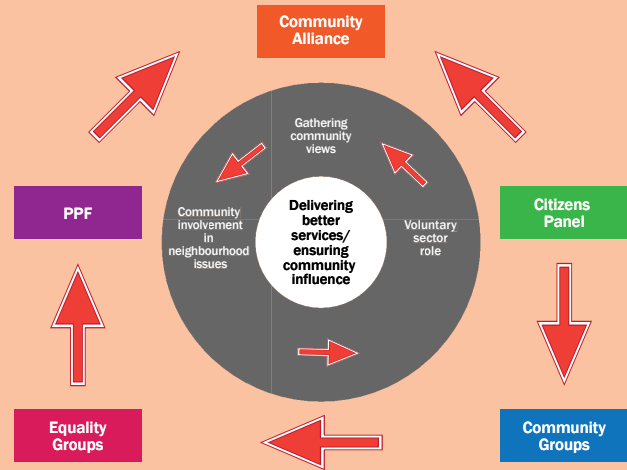
# SECTION 7

## Community Engagement

West Dunbartonshire CPP has developed a range of community engagement mechanisms that are proving effective and we are working to build on this success. The Council developed a nationally recognised Citizens Panel with 1400 residents and this is now used by a range of community planning partners to survey the views of residents. Alongside this social media and online surveys are increasingly used as a way to capture significant levels of public opinion.

The CPP has a range of strong engagement mechanisms including the Police led Public Reassurance model. The Youth Alliance, a partnership led by the Council's Community Learning and Development Team, has developed vibrant youth consultation and engagement. The CHCP has developed a Public Participation Forum. These examples of engagement are coordinated through the use of a Partner Engagement Calendar. Further work will be undertaken in 2014 to improve the level of coordination, information sharing and feedback across all CPP engagement channels.

During 2014 the CPP will also develop a greater emphasis on community involvement in neighbourhood services, through its neighbourhood management pilot. This will focus on ensuring local communities are fully engaged and involved in local decision making, service design and delivery. It will build on the strengths and enthusiasm already present in the area, with support and development provided from key services. This way of working will be responsive



to issues which arise organically from communities and strengthen links with community groups and organisations which already exist, as opposed to an agency led approach. The success of this model depends on effective partnership working, with partners coordinating engagement activity and working together to support and develop capacity within our communities. Our Third Sector interface will play a significant role in this.

We will continue to build on existing good practice such as our Citizens' Panel and our wider enhanced consultation processes, for example, increased public involvement in budget consultation. The Council has developed a strong consultation brand - Your Voice Your Choice - that has led to a significant increase in online engagement and participation in consultation events overall. We have expanded the role of our existing Community Participation Committee to become a Community Alliance for the area.

We are also strengthening our focus on equalities through the development of a West Dunbartonshire CPP Equalities Forum. Through this, and through direct capacity building support for Community Councils and other community structures, the CPP will ensure that active citizenship is a key element of our approach to community engagement.



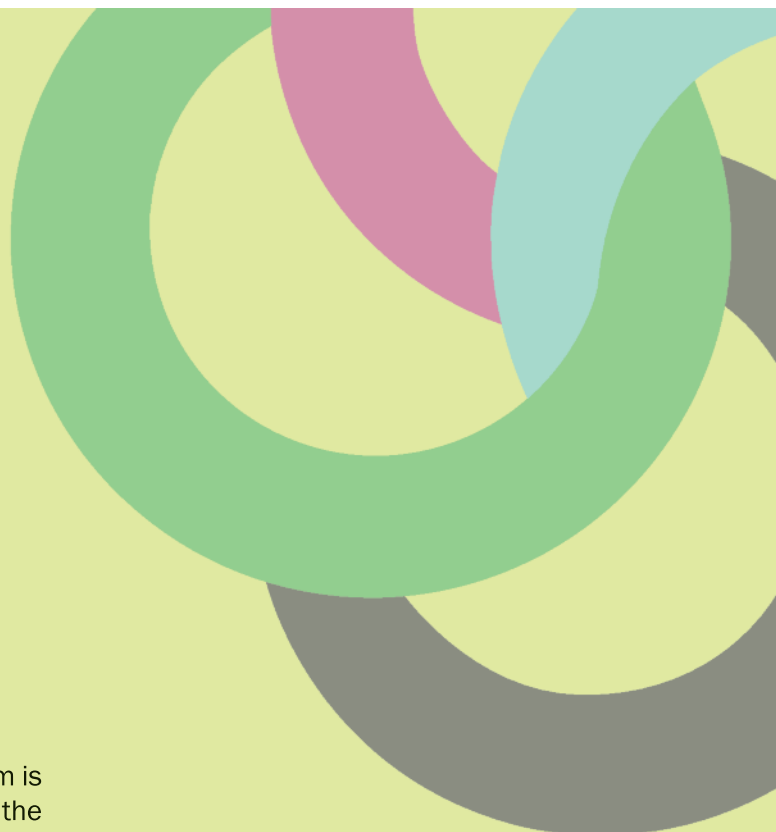
# SECTION

# 8

## Performance Management

The Council's Performance Management System is used to record and monitor the performance of the SOA, as well as other key plans and strategies. A scorecard will allow the Partnership to monitor progress towards indicator targets aligned to our local outcomes. Ownership of these local outcomes and associated indicators has been assigned to specific Delivery and Improvement Groups.

A progress report will be prepared annually to allow partners to review and analyse performance against outcome targets. Scrutiny of this performance report will highlight to partners any areas where delivery is not on track and encourage them to take any necessary remedial action.



# SECTION

# 9

## Joint Planning & Resourcing

The CPP Management Group is populated by Chief Officers from the key partners ensuring clearer accountability for outcomes and resources.

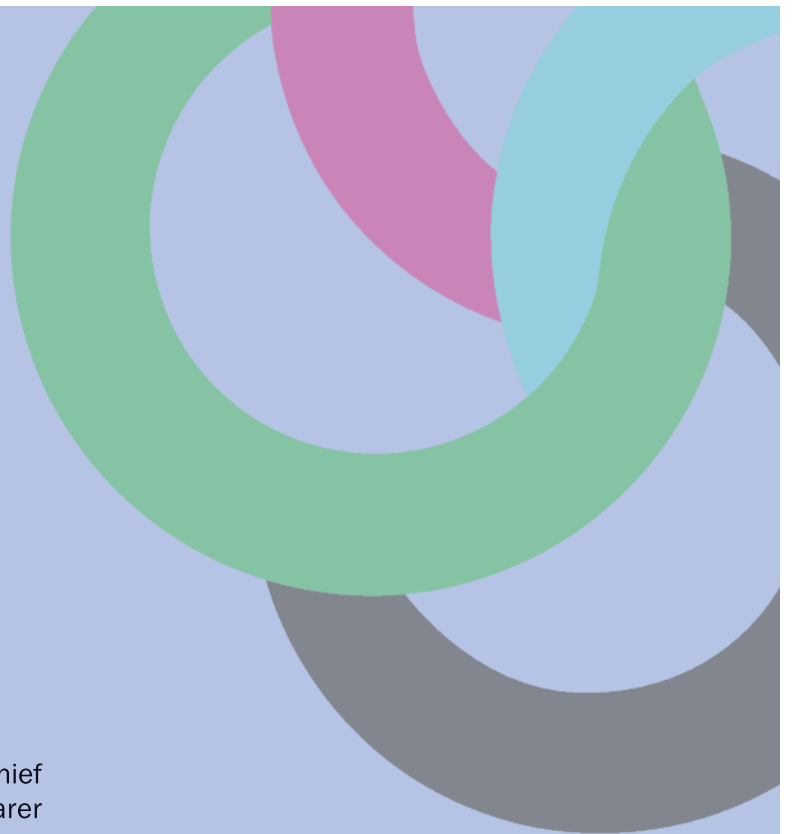
The Management Group has reviewed remits and principles to inform its community planning framework. Consistent with guidance from the National Community Planning Group it has placed more focus on governance and accountability for joint resources.

We continue to build a more comprehensive profile of the area drawing from data held by all the agencies that form the partnership. This will allow informed discussion on needs and a placed based approach to allocation of resources as the CPP moves forward.

Our initial process for the implementation of the Joint Working on Community Planning and Resourcing Agreement will be to conduct a mapping exercise through the Delivery and Improvement Groups to identify current spend against those priority areas, which will also inform funding allocations and decision making in future years. This information will then be considered by the CPP Management Group to further develop an approach to joint resourcing.

A mapping of Community Planning Partners' Equality Outcomes for 2013-2017 has been carried out and will function as resource, for helping partners align work on advancing equalities and fairness.

West Dunbartonshire has been very successful in developing an integrated Community Health and Care Partnership (CHCP). This has enabled service and organisational synergies. It has improved joint working, and achieved efficiencies and financial benefits to the CHCP. To further progress the integration of Health and Social Care services, the next steps are to form a Shadow Health and Social Care Partnership Board, effective from 1 April 2014.





### Other formats

This document can be provided in large print, Braille or on audio cassette and can be translated into different community languages. Please contact:

Corporate Communications  
Council Offices  
Garshake Road  
Dumbarton G82 3PU  
Tel: 01389 737000

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。

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

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

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