



# Local Outcome Improvement Plan **2017-27**



# Foreword

In my role as Chair of Community Planning West Dunbartonshire (CPWD), it is a pleasure to introduce the first West Dunbartonshire Plan for Place. It is important that we adopt a plan which focuses on the things that matter most across West Dunbartonshire but also recognises the differences in and diversity of our communities.

This plan builds on the achievements of previous Single Outcome Agreements and sets new aspirations and ambitions for the future focused on working with our citizens to improve outcomes for the communities of West Dunbartonshire. As a Council we recognise that our residents are our biggest stakeholders and must be fully involved in shaping West Dunbartonshire's future.

As a partnership we are committed to developing a West Dunbartonshire where all of our residents are:

**Flourishing**

**Independent**

**Nurtured**

**Empowered**

**Safe**

The Plan for Place also details our long term priorities and aspirations for improving outcomes for all citizens. We also detail the principles and values which underpin all of the work we do as a partnership and which will help achieve our objective of reducing inequality for the people of West Dunbartonshire.

Most importantly, this plan has been developed using feedback from our residents about what matters to them. It is truly a partnership plan, developed for and with the residents of West Dunbartonshire.

I am confident that together we can achieve these aspirations and deliver a West Dunbartonshire that's a great place to live, work and visit.



**Councillor Jonathon McColl**

**Leader of West Dunbartonshire Council**

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# Your West Dunbartonshire, Your Place

This strategic outcome plan sets out the Community Planning West Dunbartonshire (CPWD) long term vision for 2017-2027. The plan builds on the Single Outcome Agreements that have gone before it, and reaffirms the partnership's shared vision of a West Dunbartonshire that's 'A great place to live, work and visit'.

This plan sets the context for outcome delivery over the next 10 years, detailing the vision and aspirations of the partnership and residents. It is the West Dunbartonshire plan for place, and has been adopted as the CPWD Local Outcome Improvement Plan. The plan details the 5 strategic priorities for delivery over the period 2017-2027 and the guiding and supporting principles which will allow delivery of the priorities. It provides a vision and focus, based on agreed local priorities, for partnership outcome improvement. Through this we will develop new ways of working, collaborative approaches, a focus on continuous improvement and robust governance and accountability frameworks.

Our strategic assessment, carried out during 2017, has informed the setting of the strategic priorities for the partnership. It provided an evidence base on which to assess current trends across outcomes for our residents, emerging issues and priority areas of concern for delivery over the next few years. The strategic assessment ensures that all partners have a shared understanding of context and needs for the diverse communities we serve.

This information, covering evidence and data from all community planning partners then translated into the 5 priority local outcomes adopted by CPWD:

- Our local economy is flourishing
- Our adults and older residents are supported to remain independent
- Our children and young people are nurtured
- Our residents are empowered
- Our communities are safe

At the core of this plan and the priorities adopted by CPWD is a commitment to tackling inequality. West Dunbartonshire is an area of multiple deprivation and it is critical that a focus on reducing inequality underpins all partnership activity in order to deliver on the aspiration of making West Dunbartonshire 'A great place to live, work and visit'.

Over a number of years the partnership has worked with the West Dunbartonshire Community Alliance, a strategic engagement body which supports the work of CPWD, to test and refine thinking on key priorities for the area. The Community Alliance is comprised of representatives from a range of community organisations representing geographical and interest communities.

To successfully deliver the aspirations and priority outcomes of the West Dunbartonshire plan for place it is critical that the variation of aspiration and need, and the diversity, of our different communities is recognised. In West Dunbartonshire we deliver a range of front line partnership activity through our Your

Community approach, focused on engagement, problem solving and capacity building.

Your Community allows the partnership to deliver at a local neighbourhood level, working with community organisations and residents in the 17 communities of West Dunbartonshire. This activity began in 2014/15 and is focused on supporting development of joint plans for each neighbourhood. These local place plans will act as locality plans, underpinned by a core of community led activity.

Your Community will support the delivery of locality plans, a new local level partnership plan to support delivery of this strategic place plan. Locality plans, a requirement of the Community Empowerment (Scotland) Act 2015, cover smaller areas and are focused more on those communities that will benefit more from improvement. These locality plans are being developed to target inequality of outcome at a local level, providing the context for transformation at a neighbourhood level. The plans will support a focus on targeted services where need is greatest, identifying new ways of working for and with communities. It is important to recognise however that locality plans will be focused on understanding differences in outcome at a local level and exploring approaches to reduce this outcome gap.

To ensure alignment and collaboration across all single agency plans it is critical that this West Dunbartonshire plan for place sets the strategic direction for outcome delivery in West Dunbartonshire. All partner strategies and plans will be aligned to the vision and aspirations set out in this plan.

Delivery of the aspirations and priorities set out in this plan falls to the five Delivery & Improvement Groups (DIGs), which report in to CPWD on action plans and activity to improve outcomes for all residents. The membership of these DIGs is drawn from the community planning partners, reflecting those agencies and services with the ability to deliver on the priorities detailed. Membership will change to reflect shifts in focus, and will also overlap to recognise the cross cutting nature of the priorities and outcome areas being progressed.

This strategic plan for place is underpinned by a range of supporting documents which provide data, context and mechanisms for delivery of the ambitions as outlined. Information, documents and links to these can be found on the Community Planning pages of the Council website at [www.west-dunbarton.gov.uk](http://www.west-dunbarton.gov.uk)

# About West Dunbartonshire

West Dunbartonshire is a diverse area with a rich industrial heritage still evident in our local communities today. Across the three main settlements of Clydebank, Dumbarton and the Vale of Leven we see diversity from the densely populated urban centre of Clydebank to the more rural setting of the Loch Lomond and Trossachs National Park sitting in and beyond the northern edge of the Authority.

The CPWD strategic assessment carried out in 2017, builds on previous assessments and the annual social and economic profile of the area prepared by the Council. The assessment also utilises national publications and profiles such as the Improvement Service Community Planning Outcome Profiles (CPOP) and the Scottish Indices of Multiple Deprivation (SIMD). The full assessment can be found on the community planning pages of the Council website, however key data related to the population of West Dunbartonshire has been summarised in this section.

## Population and Demographics

West Dunbartonshire has a population of 89,590, accounting for 1.7% of the total population of Scotland. The 19-29 years age group makes up only 17.4% of the population, compared to 18.2% of the Scottish population. West Dunbartonshire's total population has been falling over time as Scotland's has risen, linked to a steady decrease in the birth rate year on year.

### Estimated Population – Age Group Split (WD) 2015

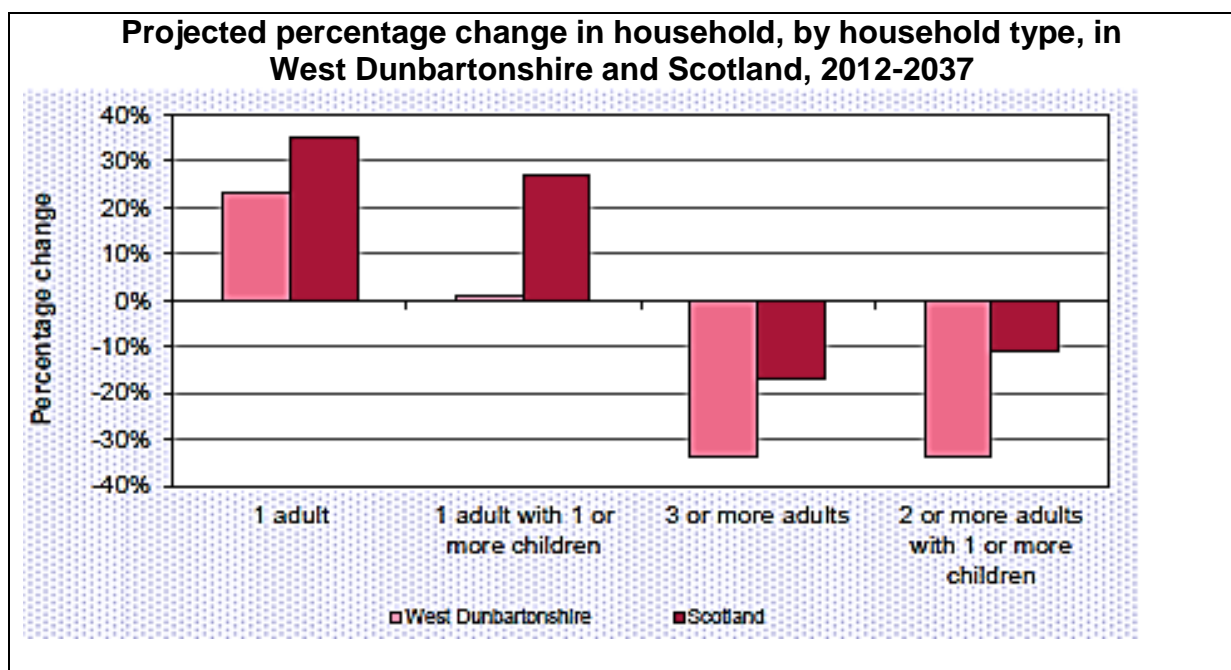


By 2039 the population of West Dunbartonshire is projected to be 83,690, a decrease of 6.7 % from 2014. Over the next 25 years, the age group that is projected to increase the most in West Dunbartonshire is 75+. This is the same as for Scotland as a whole. The population of under 16's in West Dunbartonshire is projected to decline by 12.1%.

## Household Profile

The number of households in Scotland has been growing faster than the population. This is because more people are living alone and in smaller households. Average household size in Scotland fell from 2.21 people per household in 2005 to 2.17 in 2015.

West Dunbartonshire has around 45,056 dwellings; just less than 25% (10,748) of these homes are Council owned. Over the next 20 years it is estimated that households headed by 60-74 year olds will increase by 14%, and those headed by the 75+ age group are will increase in number by 70%. Similarly, the number of lone person households is projected to increase by 23%. Over the same period, the number of larger households is projected to fall, with the number of households of 2 or more adults with children decreasing by 34%.



## Life expectancy

West Dunbartonshire has life expectancy rates that are statistically significantly worse than the Scottish average, with the second lowest life expectancy at birth of all Scottish Local Authorities.

Based on the most recent figures available (2013-2015) female is greater than male life expectancy), but both were lower than the Scottish average. Male life expectancy at birth in West Dunbartonshire is improving faster than female life expectancy.

### Life expectancy at birth - WD



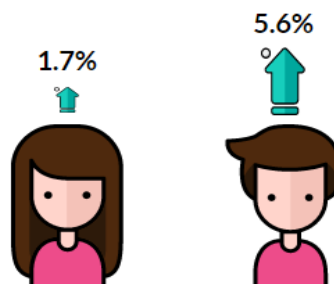
78.7 years



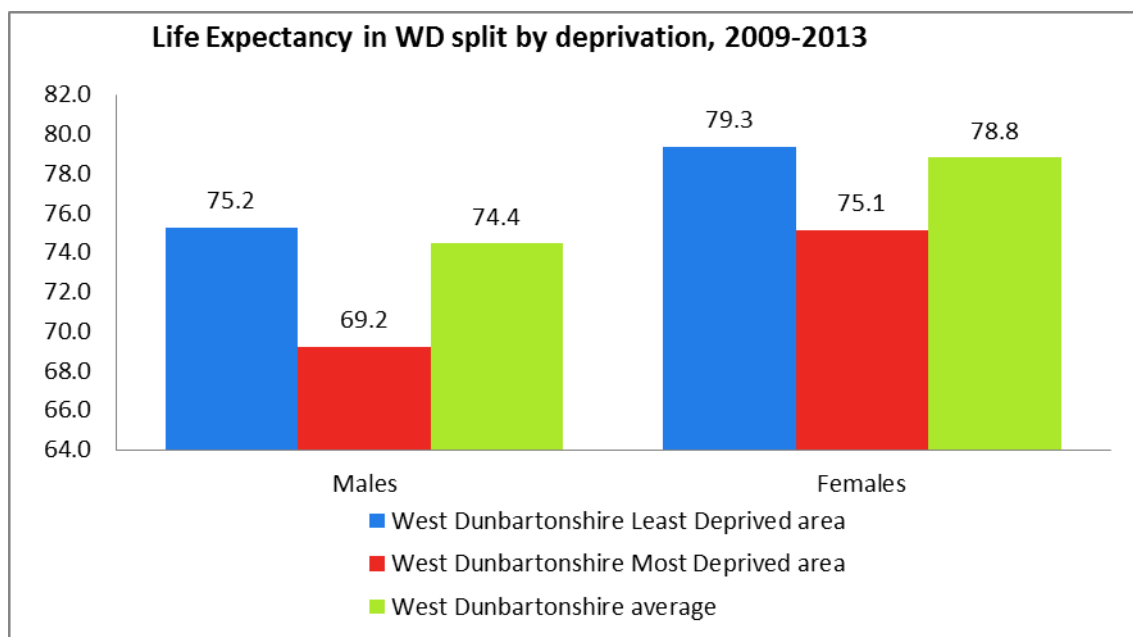
74.8 years

Females born in West Dunbartonshire in 2013-15 have the lowest life expectancy in Scotland. West Dunbartonshire females will live on average 4.8 years less than females in East Dunbartonshire 78.7 years compared to 83.5 years.

The overall picture however is showing some improvement, with the percentage change in life expectancy at birth in West Dunbartonshire improving by 5.6% for Males and 1.7% for females over the last 12 years.



The effect that poverty has on life expectancy can be seen when comparing life expectancy rates in the least and most deprived areas of West Dunbartonshire. The chart below looks at life expectancy rates based levels of deprivation.

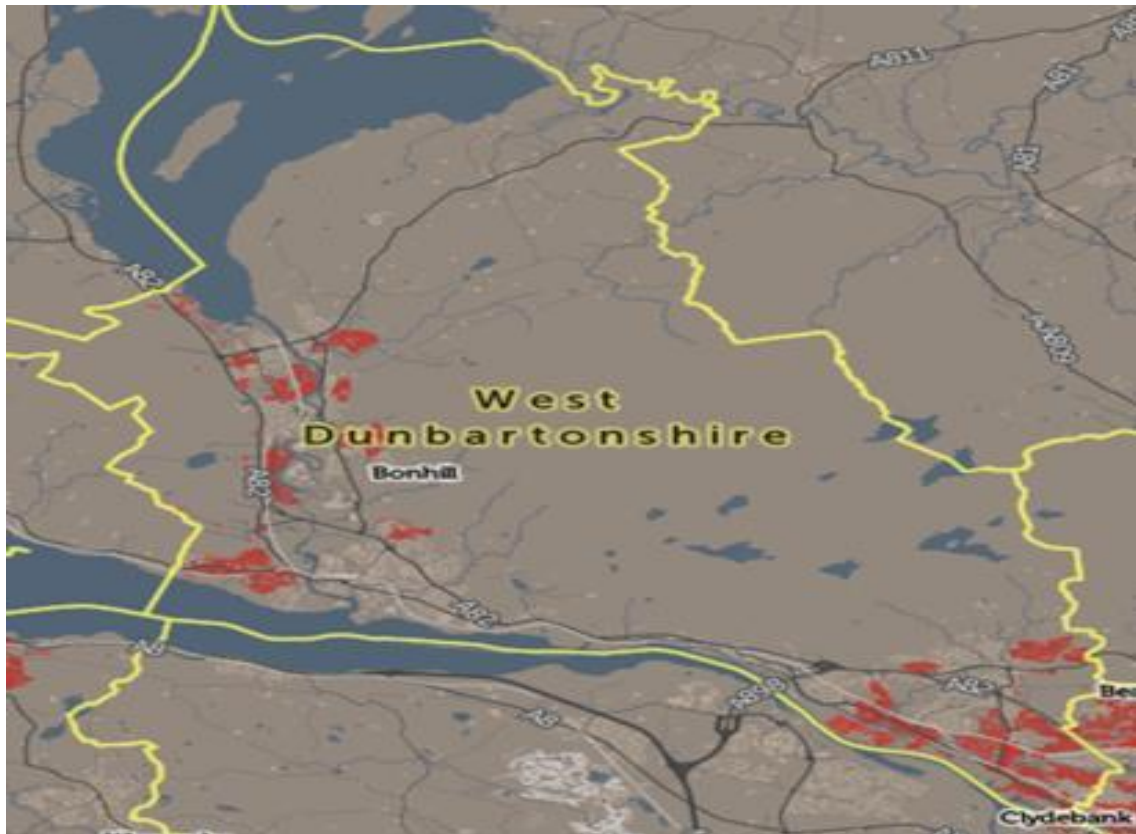


### Deprivation

In the most recent review of multiple deprivation in Scotland, published in 2016, West Dunbartonshire’s share of the most deprived communities increased; the largest rate of increase in relative deprivation since the previous measurement in 2012.

The map below displays in red the small areas (datazones) within West Dunbartonshire that are ranked within the 20% most deprived in Scotland. West Dunbartonshire consists of 121 of these small area datazones. In 2016 the most deprived area in West Dunbartonshire is in South Drumry, Clydebank while the least deprived area is in Dumbarton.



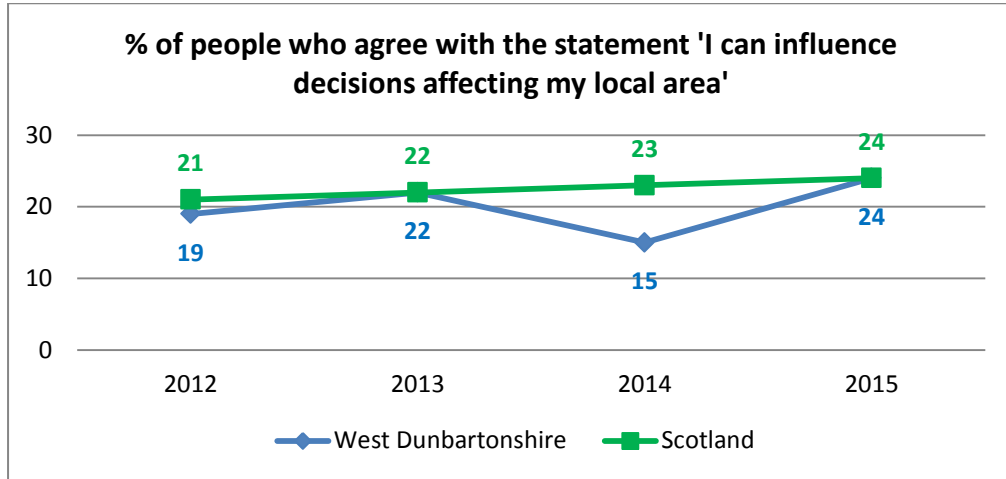


One of the most persistent and important challenges faced in West Dunbartonshire are inequalities between the health of people living in the most and least disadvantaged circumstance.

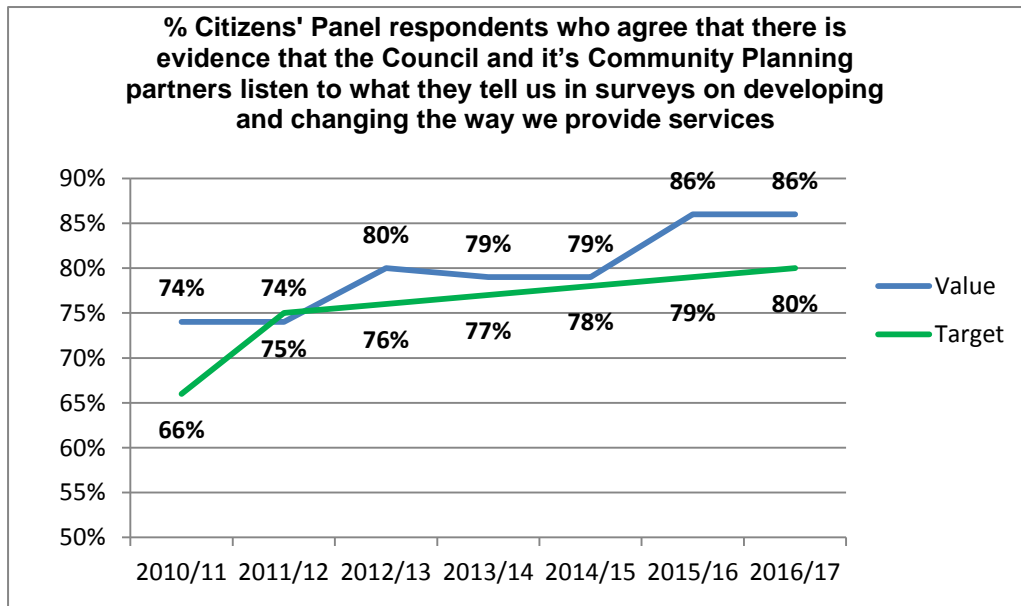
People experiencing disadvantaged life circumstances are more likely to develop a long term health conditions at an earlier age, experience more health problems during their lives and have shorter lives. A recent health publication highlight that West Dunbartonshire is worse than the national average across a range of mental health issues. Of most concern, where West Dunbartonshire is significantly worse than Scotland, are issues around problem drug use and risk taking behaviours.

## Engagement & Influence

The 2015 Scottish Household Survey results show that the percentage of people who agree that they can influence decisions affecting their local area has increased and is in line with the Scottish average.



The percentage of Citizens' Panel respondents who agree that there is evidence that the Council and its Community Planning partners listen to what they tell us in surveys on developing and changing the way we provide services has increased to 86% in 2017 from 74% in 2011.



# Our Strategic Priorities

CPWD is committed to improving outcomes for all residents in West Dunbartonshire, and values the focus on delivering locally through the Community Empowerment (Scotland) Act 2015. We recognise that improving outcomes requires a variety of different interventions and priorities based on the needs of our diverse communities, and that this is best planned and delivered at a local community level.

However it is also important that the focus locally is directed by the key priorities and outcome areas at a national level, set out through the national performance framework to ensure improved outcomes for all.

The five strategic priorities adopted for West Dunbartonshire are informed by the national performance framework and the previous six policy priorities detailed through the statement of ambition. They are not delivered in isolation, but build on a range of partner plans and strategies. A map of these strategies and plans can be found on the community planning pages of the Council website at [www.west-dunbarton.gov.uk](http://www.west-dunbarton.gov.uk).



## Priority Outcome Areas

In ensuring that the aspirations of the partnership are met in relation to the five strategic priorities adopted, CPWD has identified a number of outcome areas which will be the focus for partnership activity. Each Delivery & Improvement Group will be tasked with developing an annual action plan which progress activity across these outcome areas. Core performance measures and targets will be set for each of the five priorities and reported on an annual basis.

CPWD Strategic Priority	CPWD Outcomes
A Flourishing West Dunbartonshire	Our economy is diverse and dynamic creating opportunities for everyone
	Our local communities are sustainable and attractive
	Increased and better quality learning and employment opportunities
	Enhanced quality and availability of affordable housing options
An Independent West Dunbartonshire	Adults and older people are able to live independently in the community
	Quality of life is improved for our older residents
	Housing options are responsive to changing needs over time
A Nurtured West Dunbartonshire	All West Dunbartonshire children have the best start in life and are ready to succeed
	Families are supported in accessing education, learning and attainment opportunities
	Improved life chances for all children, young people and families
An Empowered West Dunbartonshire	We live in engaged and cohesive communities
	Citizens are confident, resilient and responsible
	Carers are supported to address their needs
A Safe West Dunbartonshire	Improved community justice outcomes ensure West Dunbartonshire is a safe and inclusive place to live
	All partners deliver early and effective interventions targeted at reducing the impact of domestic abuse
	Residents live in positive, health promoting local environments where the impact of alcohol and drugs is addressed
	Our residents are supported to improve their emotional and mental health and wellbeing

# Our Guiding Principles

As a partnership, CPWD brings together key public bodies, communities, the voluntary sector and other key sectors to plan and deliver high quality, local and accessible services that are focused on improving lives for the people of West Dunbartonshire. In order to do that we set priorities for delivery, however we are also guided by a range of supporting principles which underpin and crosscut these priorities. In all that we do as a community planning partnership we will:

## **Adopt a preventative and early intervention approach**

CPWD are committed to improving outcomes through a prevention and early intervention approach, which will reduce demand for services over time. All partners have committed their services to the outcomes detailed in this strategic plan for place and the documents, strategies and plans which underpin it. In delivering on these we will continue to take a partnership approach to identifying new ways of working and evidencing this decisive shift to a preventative approach. This includes our longstanding commitment to taking a determinants oriented approach to tackling health inequalities, focusing on those factors which have an impact on health such as housing and employment.

## **Ensure effective community engagement in the planning and delivery of local services**

Meaningful and ongoing engagement with residents and community organisations is central to delivery of improved local outcomes. This commitment to engagement sits at the heart of the community planning approach taken in West Dunbartonshire. Your Community, a model of empowerment and service improvement led by resident engagement and feedback, allows CPWD to deliver in this ambition.

To ensure that residents and communities are fully engaged in the setting and delivery of priorities for West Dunbartonshire, in an inclusive and transparent way, CPWD will adopt an Engaging Communities Framework. This framework will enable ongoing engagement focused on communities of interest and of place.

## **Work with our communities to empower them and strengthen their voice**

Through Your Community and regular engagement and dialogue with residents, at a very local level, the priorities outlined in this strategic place plan were tested and informed. This ongoing process of engagement will also be strengthened through the use of the National Place Standard as a mechanism for gathering views on a range of issues through the lens of local neighbourhoods.

A key approach driven through Your Community is the local delivery of participatory budgeting. CPWD intends to build on the existing community budgeting approach undertaken in West Dunbartonshire to ensure residents and communities have a greater say in how public funds are spent, supporting communities to identify and tackle local inequalities for themselves.

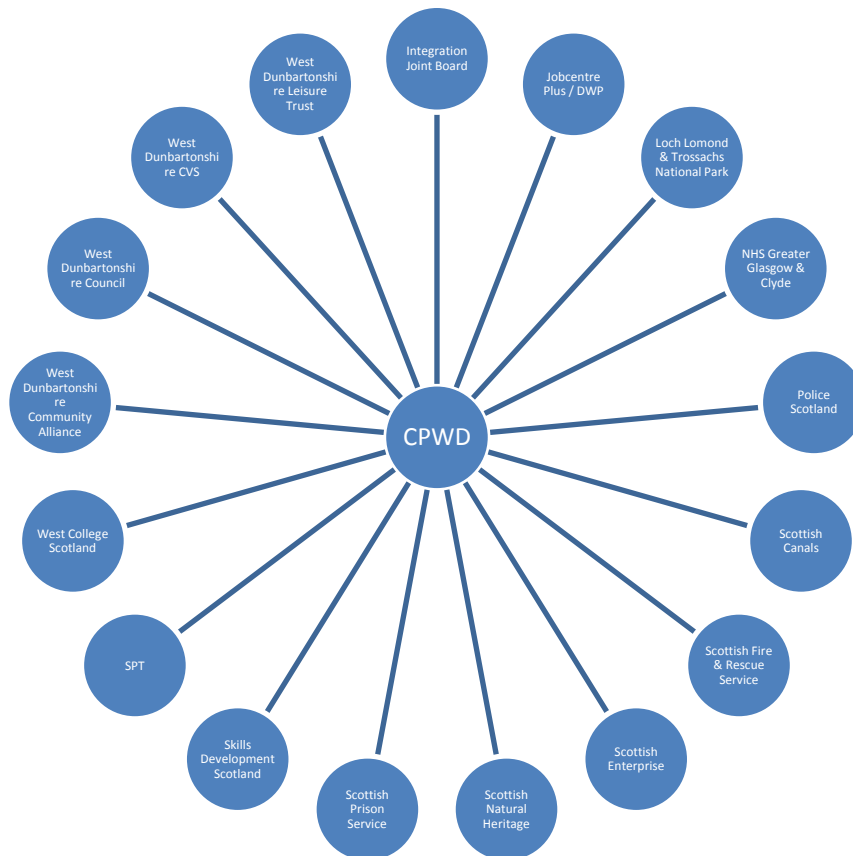
## **Promote equality and tackle inequality**

At the core of the priorities and aspirations of CPWD is a commitment to promote equality and reduce the impact of inequality on our residents. We will continue to progress this equality agenda, recognising the vibrant diversity within our local communities and ensuring that the needs of residents are considered and planned for in an equitable way.

Through the Community Empowerment (Scotland) Act 2015 there has been an increased focus placed on reducing inequality of outcome, which means targeting the causes of inequality not the consequences. This links well and supports the CPWD commitment to a determinants led model to reduce health inequalities- this also looks at causes rather than consequences.

# Governance and Scrutiny

This new CPWD plan for place, or Local Outcome Improvement Plan, is supported by robust governance, scrutiny and accountability arrangements across the partnership; providing strategic direction for delivery of improved outcomes across West Dunbartonshire. The partnership consists of:



Community Planning West Dunbartonshire will continue to set the strategic direction for community planning locally. Delivery of this strategic direction will fall to the Delivery & Improvement Groups, which lead on each of the 5 strategic priorities. These officer groups will develop action plans, building on existing plans and strategic at an agency and partnership level, which detail the actions they will undertake collaboratively to improve outcomes under each of the five strategic priorities.

The West Dunbartonshire Community Alliance is a strategic partnership group established to support CPWD in ensuring communities and local organisations within West Dunbartonshire are able to influence and scrutinise the work of CPWD. The Alliance brings together representatives from a range of organisations at neighbourhood, interest and user group level across West Dunbartonshire with the intention of identifying issues of common concerns and to highlight local priorities.

## **Performance Management and Reporting**

It is critical that CPWD is able to focus on improvement and the difference being made through partnership working. This focus on performance is a fundamental element of public service reform and underpins a robust governance and scrutiny approach to community planning.

In delivering the West Dunbartonshire Plan for Place all partners will continue to jointly review progress and report annually on a range of performance measures. These core performance measures will be aligned to the range of national and local strategies and plans currently in place and reported on.

Each Delivery & Improvement Group will develop a strategic action plan detailing the activities and resources focused on their relevant strategic priority, reporting progress on this quarterly through CPWD. These groups will also report on the performance indicators relevant to evidencing progress on priorities on an annual basis.



If you have any questions or comments about this document please contact us at [CommunityPlanningWD@west-dunbarton.gov.uk](mailto:CommunityPlanningWD@west-dunbarton.gov.uk)

## Other formats

This document can be provided in large print, Braille or on audio cassette and can be translated into different community languages as required. If you would like this document to be provided in a different format 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۔



## Community Planning Partner Duties



Facilitate:



Participate:



Local & Co-opted Partners:

