

# Our West Dunbartonshire

Community Plan 2007 – 2017





**Contents**

Foreword 2

Our Vision for 2017 5

West Dunbartonshire – An Overview 5

Community Planning – The Story So Far 6

Moving Forward 9

Some of Our Challenges and Strategic Goals 10

Some of Our Achievements 11

Our Principles 12

Cross-cutting Themes 13

**Building Strong and Safe Communities 14**

**Creating Sustainable and Attractive Living Environments 20**

Developing Affordable and Sustainable Housing 25

Improving Health and Well Being 29

Promoting Education and Lifelong Learning 32

Regenerating and Growing Our Local Economy 35

Conclusion 38

Acknowledgements 38

Glossary 39



Footnote: Throughout the document \* denotes a definition in the glossary

## Foreword

Writing the foreword to a 10-year strategic plan is challenging but the point of this document is to prepare and plan for the future of the area.

So much can happen in 10 years – politically, socially, economically – and it is always difficult to respond to the maybes of the future.

This plan attempts to summarise the work that, as Community Planning partners, we want to put in place to make this area a better place to live, work and enjoy our leisure time in.

We want West Dunbartonshire to be the best place it can possibly be – but that can only be achieved with a committed set of partners willing to make things happen.

We need the local community to play its part as well. This is not just a plan for agencies and departments – it is a plan for everybody and everyone needs to contribute to ensure West Dunbartonshire reaches its full potential.

We consulted widely on our draft plan over several months and received a range of very interesting and valid submissions.

People sometimes cynically ask who listens to consultation exercises. Well, we did and not only have we added a new theme to this plan following the consultation, we also printed this document on recycled paper and partners are now committed to producing all future publications on similar material, thanks to the input from our youth consultation.

We are also one of the first local authorities in Scotland to carry out a Strategic Environmental Assessment on a community plan and following feedback from statutory bodies and local organisations we have introduced a range of measures that will protect and enhance our natural, historic and geographic environment during the lifetime of this plan.

You will see that we have set some very challenging targets but I look forward to reporting real progress taking place over the next 10 years, signalling the commitment of all the Community Planning partners to turn this vision into a reality.

George Gillespie  
Community Planning  
Partnership Chairman







## Our Vision for 2017

**Working in partnership we want to reduce poverty and exclusion, deliver better services and continue to improve the quality of life for everyone living in West Dunbartonshire whilst protecting our natural environment.**

We will do this by:

- Boosting business growth, regenerating communities and linking people to jobs
- Improving safety and a sense of security in our communities
- Promoting health and well-being and challenging health inequalities
- Maintaining and improving access to excellent education and lifelong learning
- Creating sustainable and attractive living environments
- Developing good quality, sustainable and affordable housing to meet changing demographic needs
- Enabling young people to achieve their full potential
- Valuing, protecting and enhancing the area's natural and historical resources whilst reducing our impact on the natural environment

## West Dunbartonshire - An Overview

As a place to live, visit, or locate a business, West Dunbartonshire has much to offer. Here you will find some of the most outstanding and breathtaking countryside in lowland Scotland, including the gateway to Loch Lomond and the Trossachs – Scotland's first National Park – the Rivers Clyde and Leven, the Kilpatrick Hills, the newly revitalised Forth and Clyde Canal and the Antonine Wall.

West Dunbartonshire is an area of sharp contrasts, where

scenic splendour sits side by side with reminders of our industrial heritage. In Clydebank our long history as a centre of industry and manufacturing can be seen on the Clyde where the Titan Crane, now an industrial landmark, stands as a proud symbol of our internationally acclaimed success in shipbuilding.

Going further back in time, Dumbarton Rock has been key to the defence of the area since the Iron Age. Once the ancient capital of the kingdom of Strathclyde it later became a Royal Burgh. Dumbarton Castle has been of strategic importance since 1200 and has links with many prominent figures in Scotland's history including Mary Queen of Scots and William Wallace.

Further west, the Vale of Leven was the first major player in Scotland's textile industry. It also has associations with Robert the Bruce and Tobias Smollett, a founder of the modern novel.

However, in common with other older industrial areas, West Dunbartonshire has suffered from the decline in shipbuilding, manufacturing and heavy industry and is now one of Scotland's most deprived local authorities.

Communities and agencies have risen to the challenge and work is underway to regenerate the area and revitalise the local economy. We already have a flourishing community and voluntary sector, with volunteering rates that are significantly above the national average.

Working together we are taking a strategic and focused response. By carefully targeting resources and responding to the needs of local people the Community Planning Partnership is making a strong and lasting impact.

## Community Planning - The Story So Far

This is West Dunbartonshire's second Community Plan, which follows on from the Community Plan published in 2000. Our new Community Plan highlights the successes we have already achieved through working together and how we will build on these to add value to the services, policies and structures we develop over the next decade.

This document has been drawn up by the Community Planning Partnership and, following community consultation, seeks to reflect its aspirations for the area.

Community planning became statutory with the Local Government (Scotland) Act 2003. It encourages long-term partnership working to plan, promote and provide for the well-being of local citizens.

Because the people of West Dunbartonshire are both a key partner and the key focus of this Community Plan we are committed to support and resource high quality community engagement at every stage, through a wide variety of forums and partnerships.

None of the issues that impact on our quality of life can be dealt with effectively by any one organisation or agency.

Therefore, this document details how local communities, statutory bodies, the voluntary, public and private sectors can best work together over the next 10 years to make West Dunbartonshire a better place to live, work and visit.







## Moving Forward

West Dunbartonshire continues to face a number of challenges if we are to overcome the levels of multiple deprivation and poverty that are still prevalent in some areas.

This Community Plan sets out a vision of the kind of area in which we could be living in 2017 and how, by working together, we can make this a reality.

It concentrates on improving our health and well-being, regenerating our local economy, delivering education and lifelong learning opportunities, creating safe and strong communities and developing good quality, affordable housing and sustainable, attractive environments.

However, it is essential that these themes are not dealt with in isolation as in reality they impact on each other and how they are addressed will affect the lives of everyone in West Dunbartonshire. This is why we have created a number of strategic partnerships that are responsible for driving forward our visions.

There are some issues that cut across all themes and it is important to stress that we are committed to delivering high quality, best value services which recognise the equality and diversity of all citizens in West Dunbartonshire.

In writing this document we wanted to include the voices of people who use services provided by Community Planning partners, so each theme highlights one example of best practice as experienced by citizens of West Dunbartonshire.

Involving local people and ensuring they are able to influence the partnerships we are creating is vital to the success of this

plan, therefore the Community Planning Partnership will report back regularly on progress and ask for input from the community.

This Community Plan is designed to provide an initial overview of how, together, we can improve the quality of life for everyone living in West Dunbartonshire. More specific details will be included in action plans due to be published in the coming year.



## Some of Our Challenges and Strategic Goals

- To improve transport infrastructure – particularly the A82 bottleneck which remains an impediment to economic growth and presents difficulties in terms of health and safety
- To continue tackling unemployment – we will address the multiple barriers to employment, provide training and support people into work
- To support business growth – by creating an environment which supports business start-up, growth and re-location and thereby develop a vibrant local economy
- To develop accessible, joined-up health and social care – we will systematically ensure equal access to healthcare across the area
- To create sustainable environments and communities – meeting national objectives and targets and providing suitable local amenities
- To support our ageing population – in common with many areas of Scotland, there are increasing numbers of elderly people living in our communities. We are committed to putting in place services to meet the changing needs of our society
- To develop and support strong, functioning families – the nature of families has changed over the years so we will provide appropriate services to support families, which are the bedrock of our communities, helping create informed and responsible citizens
- To provide good quality, affordable housing – as the demographic make-up of our communities changes, so do the housing needs of citizens in West Dunbartonshire. We will ensure that future developments in both the social and private sector are targeted to meet these needs
- To ensure that services take account of the high incidence of disability – nearly 22% of the population has some form of limiting long-term illness or disability; over half are still of working age. Our services and the way they are delivered need to take account of this
- To respond to an increasingly multicultural community – our black and minority ethnic community is relatively small, but increasing numbers contribute to an increasingly complex mix of ethnic groups, which requires recognition, understanding and response



## Some of Our Achievements

- **Regenerating our towns** – we attracted £50million regeneration funding for Clydebank Rebuilt and expect to lever in over £400million investment to develop our town centres
- **We are on target** - to eliminate functional illiteracy in the school age population
- **Creating partnerships** – we established a range of strategies and partnerships, which have improved service delivery and received national recognition. They include the Community Learning and Development Partnership; the Joint Health Improvement Plan; the Youth Strategy Group; the Transport Forum and the Domestic Abuse Partnership
- **Renton Community Planning pilot** – we agreed a pilot to see how, in a neighbourhood setting, partners could contribute to the physical, social and economic well-being of a community
- **Developed support for black and minority ethnic communities** – this included the introduction of Language Line, a 24hr telephone interpretation service for anyone who contacts West Dunbartonshire Council
- **Adopted 'National Standards for Community Engagement'** – these guidelines are designed to break down barriers to communication between partner agencies and communities. A Local Guidance pack has been produced and awareness-raising and training undertaken
- **The Pulse** – since being piloted in 2005 this initiative has provided a range of quality sports and arts activities for young people every Friday evening in venues throughout

West Dunbartonshire. Each week during 2006-2007 an average of 350 12 to 18-year-olds took part in urban arts workshops; break dancing and hip-hop classes; skateboarding and BMX biking, aqua discos, basketball, football and street hockey

- **National Park** – various initiatives to attract tourists to the area saw more than 239,000 people visit the National Gateway to Loch Lomond and the Trossachs National Park in 2004-2005



## Our Principles

### Promoting Equality and Diversity

People who live and work in West Dunbartonshire come from a wide range of backgrounds. We want to encourage and promote this diversity and are committed to ensuring equal opportunities both in the workplace and in accessing services in our communities.

West Dunbartonshire has an ageing population that is set to grow over the next 10 years with the majority of elderly citizens being women. The different black and minority ethnic groups are also expected to expand.

Long-term illness is experienced by a significant percentage of our working population, making ill health an important issue, particularly as numbers are projected to grow as the elderly population increases.

These factors all have implications for planning and provision of amenities and services and strategic planning needs to recognise the complex nature of diversity, particularly where poverty is concerned.

We are committed to combating all forms of discrimination and providing support mechanisms for people who are vulnerable or disadvantaged. The action plans for each theme will detail how we will ensure we are living in a fairer society in 2017.

### Providing Best Value

By working together we are committed to adding value and providing high quality services that will meet Scottish Executive objectives and deliver 'Best Value' as laid out in the Local Government (Scotland) Act 2003.

Since our first Community Plan we have made significant progress in reducing duplication of services, by developing a wide range of partnership strategies and structures and we will build on this in the coming decade. By pooling our resources we can achieve greater efficiency and more sustainable services.



## Meaningful Community Involvement

We already have a wide range of structures and mechanisms in place to involve the citizens of West Dunbartonshire in every aspect of community planning.

As part of the development of this Community Plan, we held a comprehensive consultation process which involved meetings with a broad cross section of the community, including young people; environmental interest groups; community councils; youth strategy group; disability forum; housing associations and senior citizens' representatives.

New legislation also required us to have a Strategic Environmental Assessment carried out to analyse what the likely impact on the environment would be and how to keep this to a minimum. Recommendations raised during the consultation process and by the SEA have been incorporated into the final document.

Now we need the community to stay on board and continue to work with the statutory bodies, private sector, voluntary organisations and public agencies to make this vision of West Dunbartonshire in 2017 a reality.

We are committed to meaningful and inclusive community consultation and engagement through a range of structures. These will be underpinned by the National Standards for Community Engagement that we adopted in 2006 and we will continue to develop further mechanisms to ensure community involvement can influence policy-making and service delivery.

We need to recognise that some parts of the community have been significantly under-represented in consultation processes and that the means will have to be found to overcome this. West Dunbartonshire has a small black and minority ethnic population, which can easily be missed in consultation. The disabled community can become frustrated at the stereotypes

that operate in relation to their circumstances and needs. But with care and preparation, meaningful community involvement can be achieved for all members of the community.

## Accountability

During the coming year, each of the strategic partnerships responsible for moving the themes forward will produce action plans that detail how they will deliver upon the pledges made in this document.

Monitoring mechanisms are in place and we will be developing these further to ensure the recommendations included in the Strategic Environmental Assessment are adhered to. There will be regular updates to highlight how we are progressing on each theme. Each partner is responsible for reporting on progress to its organisation and providing feedback to the CPP Board.

Raising public awareness of the services, facilities and activities provided by the various partnerships is also vital to ensure they are accessed by the people who need them. We will continue to develop a wide range of mechanisms to communicate effectively with local citizens.

## Cross-cutting Themes

We recognise that all of the themes and guiding principles have an impact on each other and some will also influence the structure and outcomes of other plans. Examples of these are Equalities and Diversity, Health Improvement and Sustainability /Environmental Impact.

Community Planning structures will address these issues, not simply by narrow themed programmes but by monitoring and modifying the impact of other plans on these issues.

Training programmes will be developed to support this process and where possible common assessment and monitoring will be utilised.

### Our Vision for 2017

To develop communities with excellent public and emergency services in which people feel safe to live, work and enjoy their leisure time and where people of all ages demonstrate respect for each other and their environment.

### Overview

West Dunbartonshire has a well-established spectrum of organisations committed to developing stronger and safer communities. It also benefits from strong community-based action and involvement and local agencies dedicated to partnership working.

Our communities face challenges similar to other areas in Scotland dealing with high levels of multiple deprivation. Anti-social behaviour and violence are important issues, with noise nuisance, fly-tipping, dog fouling, deliberate fire-raising and attacks on fire crews all affecting our communities. Particularly at risk are the elderly, young people and vulnerable persons.

Evidence from local and national fire statistics shows that the majority of fire deaths and serious injury from fire occur in the home. We will continue to develop a programme of work that will target people and communities most at risk.

Vandalism and graffiti affect how our communities look and feel, whilst violent behaviour, including domestic abuse, is an increasingly visible issue both locally and nationally. Accidents, including falls and fires in the home and road traffic accidents affect different age groups.

There is also a challenge in reassuring communities, as the fear of crime or disorder is often significantly higher than actual incidents.

In many of our communities, local housing providers make an important contribution not only in providing good quality, affordable social housing but also in their wider role activities, which address anti-social behaviour and fear of crime.

We will address the challenges by tackling specific problems and hotspots in a practical way. Each partner will continue to provide its own range of specialist services to the highest possible standards, responding to identified needs.

The Community Safety Partnership will work closely with local communities to address the most important issues for each area and develop practical solutions. We will research the real issues facing different localities and learn from national and local initiatives how to develop effective, long-lasting solutions to the challenges we face.

This will involve working with a wide range of agencies, housing providers, local representatives, business and community groups and individuals in each area to produce an effective action plan.







## Making Our Vision a Reality

- We will continue to develop the Anti-social Behaviour Task Group, involving all relevant agencies in a strategic approach to reduce anti-social behaviour in 'hotspots' or where preventative work can be undertaken
- We will implement a multi-agency response to persistent youth offending
- We will continue to develop innovative projects providing high quality diversionary activities for young people, which utilise the area's natural assets and maintain a balance between urban arts and sports and leisure activities
- We will work to reduce crime and the fear of crime amongst vulnerable groups
- We will reduce vandalism and graffiti and control the sale of fireworks through the Anti-social Investigations and Support Team, Community Wardens and Trading Standards
- We will continue to develop projects and campaigns to prevent injuries and accidents to vulnerable groups, both in their homes and on the roads
- We will address drug and alcohol misuse amongst target groups and support innovative prevention and education programmes in schools
- We will initiate multi-agency approaches dealing with violence in our communities, including developing gender-based approaches and tackling roots of violence especially in early years education
- We will continue to be led by community views in identifying priority issues and areas through the Citizens' Panel and regular Community Safety Audits

- We will endeavour to protect those most at risk and those considered hard to reach, through Home Fire Safety Visits and the installation of free smoke detectors
- We will encourage a sense of civic responsibility and respect in our communities

## Working Together





## Our Targets

- To show positive movement toward Anti-social Behaviour Outcome indicators by 2008
- To increase by 25% the number of venues and young people involved in innovative and high quality diversionary activities
- To integrate anti-social behaviour initiatives in areas targeted by the Anti-social Behaviour Task Group
- To reduce levels of crime and the fear of crime
- To encourage the reporting of crime and reassure communities
- To reduce road traffic accidents
- To reduce the number and severity of incidents of violence, particularly domestic abuse, in priority areas through multi-agency initiatives
- To reduce incidence of home fires and increase awareness among vulnerable groups of home accident prevention, through delivery of Strathclyde Fire and Rescue's Vision 2015 and in partnership with the Strategic Housing Forum
- To increase the annual number of reported and resolved incidents of vandalism and graffiti
- To submit audits and progress reports required by the Scottish Executive on time and showing positive outcomes

## SILK Group (Survival, Independence, Legislation and Knowledge)

Women who have suffered at the hands of partners who are abusive joined forces to campaign for improved services and greater protection for others in a similar situation.

CARA (challenging and responding to abuse), which is attached to the West Dunbartonshire Violence Against Women Partnership, provides free practical support and information for women and children experiencing abuse.

In 2006 some of the women who reclaimed their lives with support from CARA decided to tackle the inequalities and barriers faced by others in abusive environments and from this determination the SILK Group was born.

Denise said: “Women who flee an abusive partner are often discriminated against and made more vulnerable in the areas in which they are rehoused. They are often placed in chaotic neighbourhoods with poor street lighting, no door entry systems and a high level of crime and anti-social behaviour so once again are vulnerable and isolated. These are some of the things we want to challenge through the SILK group.”

For Evelyn, leaving an abusive husband after 30 years meant the loss of her whole family as her children refused to believe her.

She said: “I don't see my children or grandchildren any more. This group gives me the support I need – the other women have been through the same thing and believe me. We are all here for each other and I hope that through campaigning the SILK group can let other women know they are not alone.”



## Creating Sustainable and Attractive Living Environments

### Our Vision for 2017

To ensure that West Dunbartonshire will be an attractive and sustainable place to live, work and visit.

### Overview

Creating a sustainable environment is vital for ourselves, our communities and future generations both locally, nationally and across the world.

We will reduce greenhouse gases and CO<sub>2</sub> emissions. By adopting and promoting carbon management programmes we will reduce our impact on the global environment. We want to increase the use and availability of public transport, making it as safe and accessible as possible and also develop more provision for cycling and walking. Our key priorities are to decrease business-related travel and travel to work and school by car. Our new school buildings will incorporate sustainable design principles.

Enhancing all aspects of the environment is key to improving our sense of well-being. The state and appearance of streetscapes, play and recreation areas, green/open spaces and town centres need further improvements and greater access. We need to improve biodiversity\*, increase woodland and reduce vacant, derelict and contaminated land. This will all be carried out in full consultation with local communities.

Good quality, affordable housing in the appropriate locations is vital; the new Local Plan requires that future housing developments aim to bring brownfield sites back into use and are planned to reduce reliance on cars. Our air and water quality is systematically recorded and at present there are no major local problems. We will continue to monitor this and deal

with any issues if and when they arise. However, alleviating short-term effects of river flash floods and the long-term consequences of global sea-level rise requires considerable ongoing investment.

We want our children to have healthy school meals that use increasing amounts of local produce thereby reducing food miles and carbon emissions. We will help create future generations of environmentally aware citizens by continuing the national Eco-Schools programme.

Much progress has been made on diverting waste from landfill – between 2004 and 2006 recycling rates increased from 7% to 25%, meeting the Scottish Executive target. Further improvements are required to continue increasing recycling and reducing biodegradable waste being sent to landfill, in line with EU legislation.

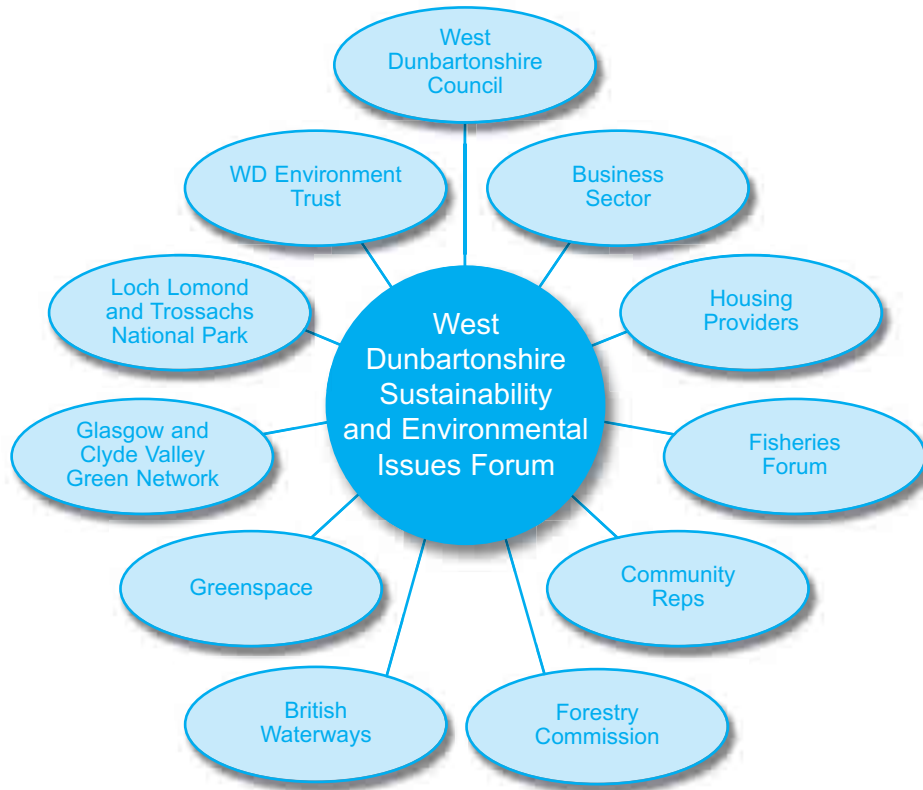
We will increase our global contribution by supporting developing countries and promoting the Fairtrade movement.



## Making our Vision a Reality

- **Transport:** We will work with partners and local employers to reduce business travel and introduce Green Travel Plans, including encouraging home working. We will ensure new developments correspond to public transport connections and, where possible, link housing and employment provision. We will work with our partners to produce a Local Transport Strategy, which will include increasing the use of public transport by addressing frequency, affordability and accessibility for all. The council will implement and monitor its own Green Travel Plan and continue the Travelling Green initiative in our schools. We will encourage all partners to promote local supply chains by including environmental criteria within their procurement policies wherever possible.
- **Well-Being:** We will retain the identity of smaller communities and protect, enhance and restore landscape character, local distinctiveness and scenic value. At the same time, we will continue to improve townscape, green/open spaces and recreation areas and the overall cleanliness of our streets and open spaces whilst increasing access to green space. We will develop an overarching framework to reduce the area's greenhouse gas emissions and further develop flood prevention measures. If air and water quality falls below national guidance levels appropriate action will be taken.
- **Food:** We will reduce food miles by promoting local food sources and encouraging more residents to grow their own produce. We will continue to improve nutritional standards in our schools.
- **Natural Heritage and Resources:** We will increase biodiversity by creating and implementing a local biodiversity action plan. We will continue to reduce the amount of derelict and contaminated land and ensure contamination is identified and eliminated before the land is developed. We will develop a green network of wildlife corridors, improve access to and quality of existing green spaces, protect our aquatic ecosystems, ancient woodland and sites - both environmental and historical - with designated protection status, particularly those in public ownership. We will actively promote the value and benefits of our local natural resources.
- **Waste:** We will meet national recycling targets and reduce the amount of biodegradable waste going to landfill. We will provide doorstep recycling facilities to 95% of properties by 2008. We will encourage partners to use recycled paper for all official documents and increase the use of technology to reduce waste.
- **Global Contribution:** We will encourage local employers and businesses to introduce carbon management programmes. We will make West Dunbartonshire a Fairtrade area.
- **Built Environment:** We will increase the amount of renewable energy consumed locally. We will ensure that all large new developments include renewable energy provisions and we will encourage sustainable design and use of sustainable building materials.
- **Learning:** We will increase and sustain the number of schools with Eco-School Green Flag awards and assist community organisations to adopt other related sustainability schemes, such as the Eco-congregation scheme. We will work with partners to promote physical activities that utilise our natural resources.
- **Strategic:** We will provide a strategic framework for improving and protecting natural resources and access to these resources, including an Open Space Strategy, a Core Paths Plan and an open space audit. We will develop a local environment forum and a strategic framework to protect and promote the area's cultural heritage and historic environment.

## Working Together



## Our Targets

- To increase the number of cyclists using the national cycle route by 0.4% annually
- To improve the cleanliness index by at least one point each year and maintain above the national average
- To remove at least one hectare per year from the vacant/derelict land register
- To increase the overall recycling rate to meet national targets of 30% for the year 2008/09 and 55% by 2019/20
- To reduce our ecological footprint from the current figure of 5.04 global hectares per person by 2017
- To reduce energy consumption of public rented housing stock by 2015 and in consultation with social housing providers ensure similar standards are met in this sector
- To ensure all primary and secondary schools have Green Flag status by 2017
- To ensure all official documents are printed on 80% recycled paper
- To increase the number of Local Nature Reserves
- To maintain and protect existing Sites of Special Scientific Interest in the area



### St. Peter's Primary 'Green Flag Award'

St Peter's Primary, in Bellsmyre, has successfully achieved the Green Flag Award for Eco-Schools. Over the past three years, pupils worked on the seven key areas required for a Green Flag: litter; recycling; school ground improvements; saving energy; saving water; health and well-being and transport.

Luis McGowan, 11, said: "We have recycling bags in all our classrooms and I do the recycling at home. We have also learned about saving energy and how we can make changes now which will help stop global warming and damage to the ozone layer in the future."

Fellow eco-monitor Lucy Diamond, 10, added: "A few years ago there was a lot of litter in the playground and the janitor had to pick it all up, now we do it."

Nine-year-old Jay Joyce said their next target was to get bike racks installed as part of a campaign to encourage pupils to walk or cycle to school.

Nicola Smith, Environmental Education Co-ordinator and Eco-Schools assessor, stated: "I thoroughly enjoyed my visit to the school, especially meeting the very confident, enthusiastic and knowledgeable Eco-Committee members. St Peter's pupils have made a fantastic difference to the grounds and I was very impressed with the range of items being recycled."



## Developing Affordable and Sustainable Housing

### Our Vision for 2017

To ensure there is sufficient housing that is affordable, accessible, of the right size and type, which meets national standards and is located in the places where people want to live.

### Overview

The West Dunbartonshire Local Housing Strategy (LHS) sets out targets to provide housing and related services in West Dunbartonshire.

All Local Housing Strategy and Community Planning partners will be working together in a co-ordinated and collaborative way to ensure that housing standards across West Dunbartonshire are improved. Where possible we will ensure new developments are designed to reduce the potential for crime.

The West Dunbartonshire Local Plan sets out a series of residential development opportunities for both the social rented and the private sector markets.

From November 2007 the council will have responsibility for submitting an annual plan to Communities Scotland showing how housing regeneration priorities identified in the LHS will be delivered.

The council is also legally required to ensure that energy efficiency is increased across all tenancies whilst working to eradicate fuel poverty by 2016.

Homelessness is recognised as a major priority and the LHS will reflect legislative changes to ensure we meet national targets and standards.

All social landlords are required to meet the Scottish Executive's designated Scottish Housing Quality Standard by 2015.

The Housing Act (Scotland) 2006 focuses on improving quality in the private housing sector. The council is also required to ensure that an adequate supply of land for private housing is provided to meet projected demand.

West Dunbartonshire Council is examining the current and future demand for social rented houses before considering reapplying to the national Community Ownership Programme.



## Making Our Vision a Reality

- **Local Housing Strategy:** We will fully revise the LHS in 2009. We will ensure that it contains realistic and achievable actions that increase the supply of suitable, affordable housing, whilst improving the quality and energy efficiency of existing housing in the social sector. We will also ensure that new housing developments consider ways to 'design out' crime.
- **Scottish Housing Quality Standards:** The council will submit its Standard Delivery Plan to Communities Scotland by late 2007/early 2008, indicating how it proposes to meet the SHQS by the target date.
- **Homelessness:** We will continue to develop a range of programmes and joint services to prevent homelessness and support people as and when required.
- **Fuel Poverty:** The council is responsible for ensuring that energy efficiency is increased across all tenancies whilst working to eradicate fuel poverty by 2016.
- **Energy Efficiency:** We will develop a new strategy to maximise energy efficiency and conservation, linking in the council's Fuel Poverty Strategy, local housing associations and other local authorities.
- **Communities Scotland Investment Programme / Strategic Housing Investment Plan:** We will work with Communities Scotland to develop an ongoing five-year investment plan with jointly agreed priorities. Along with other capital investment sources we will develop strong annual Strategic Housing Investment Plans as part of the LHS.
- **West Dunbartonshire Local Plan:** We will ensure that there is an adequate supply of housing land to meet demand.

## Working Together



## Our Targets

- To have no failures in the national standards for quality, which require all public sector houses to be in a tolerable condition or free from serious disrepair by 2008
- To reduce fuel poverty by 2016
- To increase the availability of sustainable, affordable housing in appropriate locations throughout West Dunbartonshire
- To resettle homeless households in sustainable tenancies and minimise the level of repeat homelessness
- To produce a Home Energy Conservation Strategy
- To establish a home energy rating database with a 30% sample size and increase this to a 100% database of council houses over 5 years
- To complete a Housing Needs and Supply Study by autumn 2007
- To produce a new Local Housing Strategy for 2009-2014 by July 2009
- To submit annual Strategic Housing Investment Plans to Communities Scotland

## Tenancy Sustainability

Starting life in your own home can be a daunting experience, particularly so for young people and those with addiction or mental health issues.

The council's Housing Support Services works with a range of organisations to address the support needs of potentially vulnerable tenants.

New tenants are offered affordable furniture starter packs through a Churches Scotland project plus the services of an interior designer from Fab Pad to help them make their house feel like home.

Stephanie, from Dumbarton, became addicted to tranquilizers when she was 14. With the support of local drug support services Alternatives she has now started a course at Clydebank College and with help from Fab Pad recently moved into her own home.

She said: "I have achieved more than I thought possible since I came to Fab Pad. The people here always have a friendly attitude and are very helpful."

"I appreciate my home now because I have decorated it myself and made the curtains. I'm really going to miss it when I leave."





## Improving Health and Well-Being

### Our Vision for 2017

To promote physical and mental well-being, prevent ill health, reduce inequality and provide care, treatment and support for people when they become unwell.

### Overview

A holistic approach to tackling health inequalities is vital to improving the well-being of people living in West Dunbartonshire.

Poor housing, low incomes, unemployment, anti-social behaviour and pollution all impact on our health, so working together is vital if we are to live in healthier communities in 2017.

West Dunbartonshire has also inherited asbestos-related health issues that contribute to residents not living as long as in other parts of Scotland.

Our challenges include a high proportion of low birth weight babies, low breastfeeding rates, children with poor dental health, increasing obesity in both children and adults, increasing levels of alcohol and drug misuse, high suicide rates and high levels of reported domestic abuse.

We are also recording high rates of sexually transmitted infections and a resistance amongst some groups to tackle drug-taking and excessive drinking. Mental health challenges include high levels of stress, depression, self-harming and anxiety. We also have an ageing population and the consequent health care challenges this will bring.

Many children who have a poor start in life need support to catch up in terms of health and education. That is why we will continue to work in partnership with parents and extended

families to ensure every child in West Dunbartonshire can maximise their potential, with some of this work starting before birth.

We will address the long-term root causes of ill health and create a healthier population by supporting the community and other partners to ensure relevant policies maximise potential for health improvement. We will provide targeted support for groups known to suffer from poor health, whilst creating an environment within which the whole population makes informed and healthy lifestyle choices.

We will look to the voluntary and community sectors to play a more pro-active role in contributing to health improvement. The rate of volunteering in West Dunbartonshire is significantly higher than the national average, with volunteers enjoying associated health benefits.

We will strengthen our health and social care provision to match the evolving needs of the local population, taking into account the issue of long-term illness and disability. We will ensure access to safe, effective and sustainable services.



## Making Our Vision a Reality

- We will create and support informed and responsible individuals in strong, functioning families by providing parenting skill development, working with nurseries, family and carers support groups, health visitors and maternity services
- We will improve the health of our children by promoting healthy eating and oral hygiene in our schools and nurseries
- We will provide safe, vibrant and inclusive neighbourhoods and communities by working with partners to reduce domestic abuse, tackle drug and alcohol misuse and reduce self-harm and suicide
- We will develop and support a range of health-promoting institutions such as nurseries, schools, colleges, health centres and workplaces
- We will enable the most vulnerable in our communities to access appropriate support and care
- We will use education, regulation and support programmes to reduce levels of smoking and problem drinking
- We will improve sexual health education and increase access to support/information services
- We will promote positive mental health and well-being, provide programmes of training, self-management, stress management, talking therapies and support recovery
- We will maximise older people's (65+) income and provide care and support
- We will offer integrated models of health and social care that deliver needs-based, accessible, comprehensive and quality services

- We will encourage sport and physical activities such as cycling and walking in all age groups
- We will provide integrated family and children's services in schools

## Working Together



## Our Targets

- To reduce health inequalities by targeting those with poorest health
- To reduce levels of smoking, alcohol and drug misuse
- To promote and increase physical activity
- To reduce maternal smoking and increase breastfeeding rates
- To improve dental health amongst children
- To reduce the number of obese children
- To reduce incidents of domestic abuse
- To reduce mental ill health and increase positive mental well-being
- To improve older people's (65+) quality of life
- To improve access to effective health and social care services

## Movement to Music

Keeping active and mobile can become more difficult with increasing years, yet it is essential for both mental and physical well-being.

Members of the Workers' Education Association who regularly meet in the Hub in Clydebank recommend a dose of fun music and gentle movement – a prescription that is putting a spring in the step and a smile on the face of hundreds of senior citizens and boosting their physical and mental health.

The group have just finished a workout to a mix of classic tunes ranging from 'Underneath the Arches' to 'I Got You Babe'.

The women have not left their seats once yet they have moved arms, legs, shoulders, fingers and toes to a range of simple routines.

WEA secretary, Violet Winter, 80, said: "We all enjoy these sessions, it loosens you up and we all have a good laugh and then we can do the movements ourselves at home.

"A lot of people see exercise as boring but this is really good fun and also relaxing. A lot of people are in the house all week without anyone else to talk to so coming here and having a laugh is good for all of us.

"The music is good as it is from our era and it brings back a lot of memories."



### Our Vision for 2017

To provide lifelong learning and vocational opportunities that maximise the potential, success and confidence of individuals and communities, creating responsible citizens and effective contributors.

### An Overview

From our pre-school education through primary and secondary level to further education and lifelong learning opportunities, we provide a cradle to grave service for our community.

Working together we will continue to deliver a range of flexible, high quality services to improve the achievement and attainment of all learners, enabling them to realise their full potential whether at an academic, vocational, informal or recreational level.

We are on target to meet our goal of achieving 100% functional literacy\* in our school age population. The methods used gained national recognition from Her Majesty's Inspectorate of Education (HMIE 2003) and Audit Scotland (2006) as examples of best practice.

Students in the early years of secondary school continue to perform above national averages in reading, writing and mathematics, whilst Standard and Higher Grade performance remains static in line with national trends.

With our Schools Regeneration Programme we will build on our commitment to deliver accessible community learning with the construction of four Community Learning Campuses.

In West Dunbartonshire we offer opportunities for learning, development and access to knowledge and skills, which enable

our citizens to contribute to the economic and social well-being of the area.

West Dunbartonshire Council was the first local authority in Scotland to embrace the concepts of integrated community schools across every school cluster.

We continue to respond to the changing needs of individuals, communities and businesses to regenerate our local economy by delivering a range of work-focused training opportunities. The voluntary and community sector is also an excellent means of developing new skills and provides a route into both formal and informal education.

Participation in local adult numeracy and literacy provision increased by 58% between 2004 and 2006, with 728 learners accessing the service. We recognise that lifelong learning offers the opportunity for people who have missed out on a full school education, because of factors such as disability, ethnicity or lack of family support, to catch up with education and reap the benefits it provides.

We continue to design structures and programmes to support community and youth representation and consultation. These have developed capable individuals who can play an active role, at both a local and national level, in decisions affecting their communities.

### Making Our Vision a Reality

- We will ensure that learning providers in West Dunbartonshire are at the cutting edge of creative and innovative learning and are tuned to the needs of communities and individuals

- We will establish integrated Community Planning, service delivery mechanisms and performance management and monitoring to deliver a range of lifelong learning opportunities that meet the needs and expectations of the citizens of West Dunbartonshire
- We will ensure learning and employment opportunities are accessible to all members of the community
- We will further develop support structures for youth consultation, representation and information to ensure young people are aware of their role in society and are encouraged to play an active part in their communities
- We will continue to target learning initiatives for the lowest performing 20% of children and adults whilst identifying and helping our gifted pupils to realise their full potential
- We will match vocational learning to skills required by prospective employers, thereby reducing the percentage of young people in the NEET group (Not in Education, Employment or Training) and making a significant contribution to a strong, diverse and outward-looking local economy
- We will regenerate our school estate to ensure we are capable of delivering accessible, lifelong learning services in the 21st century
- We will continue to encourage citizens to make healthy and active lifestyle choices through promotion and delivery of accessible, high quality community learning opportunities
- We will implement the principles of 'A Curriculum for Excellence' ensuring young people acquire a full range of skills and abilities relevant to growing, living and working in our society

- We will foster a whole school approach to the principles of sustainable development in education and give communities the skills to decide how they contribute to the 'Learning for our Future' proposals
- We will increase involvement in arts and cultural activities
- We will work to identify those who have not enjoyed the full benefits of school education for reasons such as disability and support them in using further education facilities

### Working Together - Promoting Education



### Working Together - Lifelong Learning



## Our Targets

- To increase interest, involvement, participation, attainment and achievement from early years to adult learning and continue to increase vocational and academic learning
- To increase community participation rates in the decision-making processes
- To reduce the proportion of children and young people becoming part of the NEET\* group
- To provide an accessible libraries service which reflects the needs of our communities in the 21st century
- To increase the average tariff score\* of the lowest performing 20% by 1.5% a year over the next 10 years
- To increase the achievement and attainment of looked after and accommodated children and young people, to bring in line with the national average
- To provide integrated community learning services fit for 21st century education in each of the three geographic areas in West Dunbartonshire by 2017
- To increase the number of students from deprived areas enrolling in college, to bring in line with the national average
- To increase student achievement ratio and achievement by subject, to bring in line with the national average
- To sustain the 100% functional literacy\* rates achieved in 2006

## Example of Best Practice

### CLAN

A chocolate tasting workshop or classes in using a mobile phone may not be the most conventional means of improving literacy and numeracy skills, but they have proved popular and successful with adult learners across West Dunbartonshire.

The free courses, run by CLAN – Community Literacy and Numeracy – are offered in community settings to anyone over 16 years old.

By comparing food labels or phone tariffs, they improve reading, writing and use of numbers in a fun and informal environment.

There is also discussion around nutrition and healthy eating, budgeting and value for money.

Isabel, 63, from Clydebank had never quite got to grips with how her mobile phone worked and she wasn't alone in being confused by the complexities of menus, address books and predictive texting.

Now, after joining one of CLAN's courses, her mobile is more often in her hand than lying at the bottom of her handbag as she keeps in touch with friends and family.

She said: "I had never sent a text before and didn't know how to do it. Now I have learned how to text and put my friends' numbers on the mobile and I know how much it is costing me as well."

## Regenerating and Growing Our Local Economy

### Our Vision for 2017

To have a vibrant and sustainable local economy that stimulates business development and economic growth and offers a wide range of training and employment opportunities.

### Overview

Our economy has faced several challenges over the past decade. However, we now have a range of partnerships to generate growth and development and continue the regeneration process, so we can be optimistic about the next 10 years.

Our thriving social economy had an annual turnover of nearly £45million in 2005, employing 1147 people, 50% of whom received job specific SVQ training. We were the first area to develop Social Economy Protocols\* to improve the sustainability of social economy organisations.

The area has a range of excellent and unique assets that will be developed to their full potential. These include:

- the £50million regeneration funding for Clydebank Re-built, from Scottish Enterprise Dunbartonshire, West Dunbartonshire Council, the Scottish Executive and the European Union. This is projected to lever in £400million investment and capital
- the area's close proximity to Glasgow provides excellent opportunities to attract inward investors whilst benefiting local residents and businesses
- the natural assets of Loch Lomond, the River Leven and River Clyde, combined with the gateway to Scotland's first National Park at Balloch offer a first-class national and international tourist destination. Over 239,000 people visited the National Park Gateway Centre in 2004/05
- Clydebank's Golden Jubilee National Hospital, already a key player in increasing investment in healthcare and life sciences, is expected to continue to grow
- There is a predicted increase in local job opportunities over the next 10 years

We will use these assets to their full potential and focus on establishing a growth economy with a strong and innovative business base supported by the Business Gateway Management Group and Dunbartonshire Economic Forum.

We still need to address the high level of longer term unemployment\* and young people not in education, employment or training (NEET).

This is key for the Community Planning partners who are committed to providing opportunities to ensure support for everyone experiencing barriers to employment, particularly those in the NEET group.



## Making Our Vision a Reality

- We will continue to regenerate the town centres of Clydebank, Alexandria and Dumbarton, leveraging in significant new investment to create rewarding and sustainable jobs as well as homes, businesses and retail space and an improved physical environment, whilst taking into consideration the sustainability issues raised elsewhere in the Community Plan and its Strategic Environmental Assessment
- We will lobby the Scottish Executive to improve the A82 which is currently a serious impediment to inward investment and continue to invest in maintaining our transport infrastructure
- We will build on our thriving business start-up and business growth programmes and look at innovative ways to encourage further economic growth and investment
- We will ensure local people and businesses can access the opportunities arising from regeneration and inward investment
- We will further develop social economy initiatives in housing, social care, training and development, construction, community finance and environmental action
- We will develop and promote opportunities for volunteering, community engagement, informal learning and other meaningful activity as ways to help people move closer to employment
- Our Workforce Plus Action Plan will ensure local people can access clear pathways to employment, which provide support at an early stage and address barriers to employment. At the same time it will protect the interests of people who cannot work because of disability

- We will offer employers effective support to meet workforce needs, develop vocational skills to match the needs of the local labour market and ensure new employees receive support to maintain employment and progress their careers



- We will ensure young people receive a range of supports in school and beyond to enable them to enter further education, employment or training and help realise their full potential

## Working Together



## Our Targets

- To lever in £400million of investment in Clydebank. Including: a 15 acre Enterprise and Learning district; a new Clydebank College campus; 1200 new homes; 400,000 sq ft of business space; 1700 new jobs and town centre regeneration
- To lever in £127million of investment, create 500 retail and construction jobs, build 1200 homes and develop 185,000 sq ft of retail and office space in Dumbarton and Alexandria town centres
- To support 2190 unemployed people into jobs and training opportunities by 2010
- To support 110 businesses in West Dunbartonshire each year
- To ensure local employability services work together to support employers and connect local people to employment opportunities
- To provide 225 training opportunities each year and reduce the proportion of 16 to 19-year-olds in the NEET group by 2008
- To develop an integrated economic strategy for West Dunbartonshire by 2007
- To provide opportunities in line with the Area Tourism Partnership Action Plan

## Example of Best Practice

### Building Better Futures

A group of project workers are supporting communities in Whitecrock, Drumry and Bellsmyre to tackle a wide range of issues that impact on their neighbourhood.

These range from building new playparks and cleaning up old football pitches, to tackling anti-social behaviour. They are based in the local communities and bring various organisations and agencies into the area to deal with different issues. They also support people on a one-to-one basis, to get a job or training placement.

Sinead Slevin, 16, left school with just two Standard Grades. She now has a job in Woolworths and is doing evening classes in anatomy, physiology and body massage at Clydebank College, thanks to the help she received from staff at the Whitecrock base.

She said: "I came to the base when it first opened because I needed a job. I looked through the recruitment pages and staff showed me jobs sites on the internet and helped me with phone calls, because I was quite nervous at first.

"I also learned interview techniques and did up my CV. Starting work and college has been great because before I was just in the house doing nothing."

## Conclusion

This plan provides a strategic overview of how West Dunbartonshire could be enhanced over the coming 10 years to provide a better quality of life for all.

With partner agencies working together to improve health, housing, the local environment, formal and informal learning, boost the local economy and create safe communities, we should be able to look forward to living in a better place by 2017.

Over the coming year we will update existing action plans and, where required, produce new ones to explain in detail how this will be done, who will be responsible for achieving the aims included within this document and how it will be resourced.

Details of existing plans and strategies which have influenced this plan can be found on our website at [www.westdp.co.uk](http://www.westdp.co.uk)

In 10 years time our vision is for West Dunbartonshire to be:

- A healthier, safer and more sustainable place
- A competitive, educated and working place
- A vibrant, connected and confident place
- An inclusive, fairer and caring place

## Acknowledgements

We would like to take this opportunity to thank everyone who has contributed to West Dunbartonshire's Community Plan 2007-2017.

In particular we would like to mention all the members of the Writing Group who were responsible for producing each theme and all the groups and individuals who submitted responses or participated in the various public events during the consultation process.

We also want to thank in advance the statutory, voluntary and private agencies and organisations that will be working together over the coming decade to improve the standard of life for everyone living in our communities.



## Glossary – What we mean by:

**Affordable housing:** low-cost market housing and subsidised housing (irrespective of tenure, ownership – whether exclusive or shared – or financial arrangements) that will be available to people who cannot afford to rent or buy houses generally available on the open market.

**Biodiversity:** the whole variety of life on earth.

**Core skills:** reading, writing and maths for 5 to 14-year-olds, literacy and numeracy for adults.

**Functional literacy:** have the reading age of nine and a half and the ability to get by on a day to day basis.

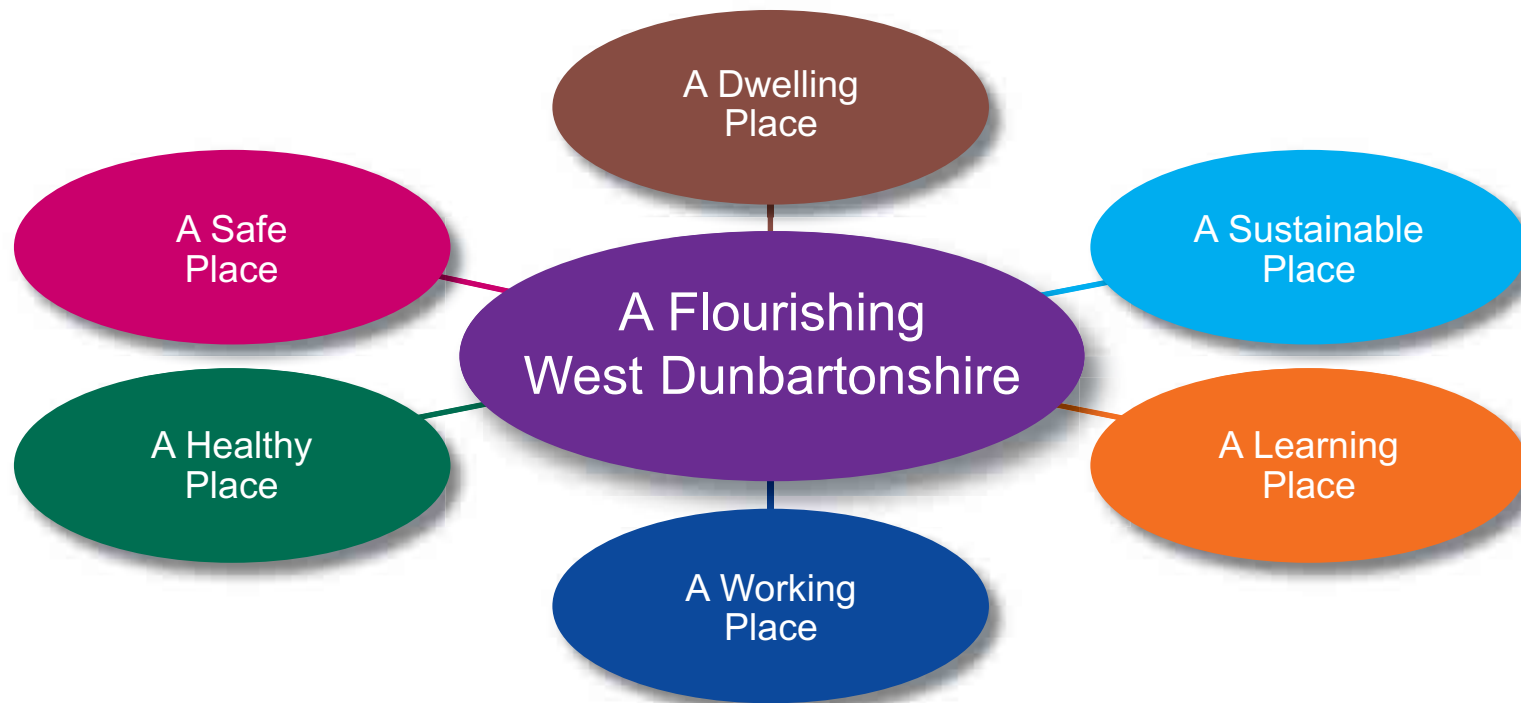
**NEET:** not in employment, education or training.

**Social economy protocols:** referral mechanisms between agencies supporting social economy organisations.

**Tariff score:** this is an average score linked to exam success.

**Unemployed:** people who are not in work and may be claiming a range of benefits, including Job Seekers' Allowance or Incapacity Benefit; or who may not be claiming any benefits at all. This group is also sometimes referred to as 'workless'.





WestDunbartonshireCouncil**WestDunbartonshireCommunityHealthPartnership**StrathclydePolice**StrathclydeFireandRescue**  
 ScottishEnterpriseDunbartonshire**JobCentrePlus**WestDunbartonshireCouncilforVoluntaryService**StrathclydePartnershipfor**  
**Transport**CommunitiesScotland**ClydebankCollege**DunbartonshireLocalEconomicForum**CommunityRepresentatives**

CommunitySafetyPartnership**HealthImprovementStrategyGroup**YouthStrategyGroup**BusinessGrowthandEmployabilityGroup**  
 Communitiesthemedgroup**CommunityLearningGuidanceDevelopmentPartnership**StrategicHousingForum**EnvironmentalForum**  
 TransportForum**IntegratedChildrensServicesPlanning**ChildCarePartnership**DrugsandAlcoholForum**



Words: Clydeside Media Services • amanda@clydesidemedias.com • 01389 872397/07732843497  
 Photographs: Kieran Chambers Photography • kieran.chambers.photography@ntlworld.com • 078367027741  
 Design and Print: Seadawn Design • craig@seadawn.co.uk • 0141 942 3335



This document is also available in other languages, large print and audio format on request.  
Please contact 01389 742544 or [info@westdp.co.uk](mailto:info@westdp.co.uk)

#### Arabic

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

#### Hindi

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

#### Punjabi

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

#### Urdu

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

#### Chinese (Cantonese)

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。

#### Polish

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