



West Dunbartonshire Strategic Plan 2022-27 Survey report

West Dunbartonshire proposed Strategic Plan 2022-27 provides a way for residents to give their views on the direction of the Council and its services. This document presents the key findings from the online (and paper) survey carried out from 6th - 26th September 2022.

The survey focused on:

- 2022-27 Strategic Priorities
- 2022-27 Strategic Objectives

Engaging with residents on the key priorities for the next 5 years reflects the aspiration of the Council that residents are fully consulted and engaged.

Residents were invited to complete the online survey which provided a summary analysis and a link to the strategic needs assessment (SNA) used to support the identification of the priorities and objectives; paper copies of the survey and SNA were also made available.

The Consultation was promoted through local press and social media. Posters with QR codes for direct access to the survey were displayed in key council buildings, as well as other key locations within West Dunbartonshire, such as West College Scotland.

Overall 268 people took part in the survey with a completion rate of 63%. The respondent's breakdown shows, 9% from G60, 38% from G81, 30% from G82, 21% from G83 and 2% from out with West Dunbartonshire. 97% of respondents stated they were residents of West Dunbartonshire and 90% stated they were replying in their role as a resident. Of the 159 people that stated their gender, 62% were female, 38% were male.

The table below provides an overview of the age profile of respondents and shows that of 156 people that stated their age, those aged 55+ were the main contributors to the consultation.

Age (years)	% respondents	Age (years)	% respondents
16-24	1%	45-54	19%
25-34	6%	55-64	28%
35-44	18%	65+	28%

Summary of findings

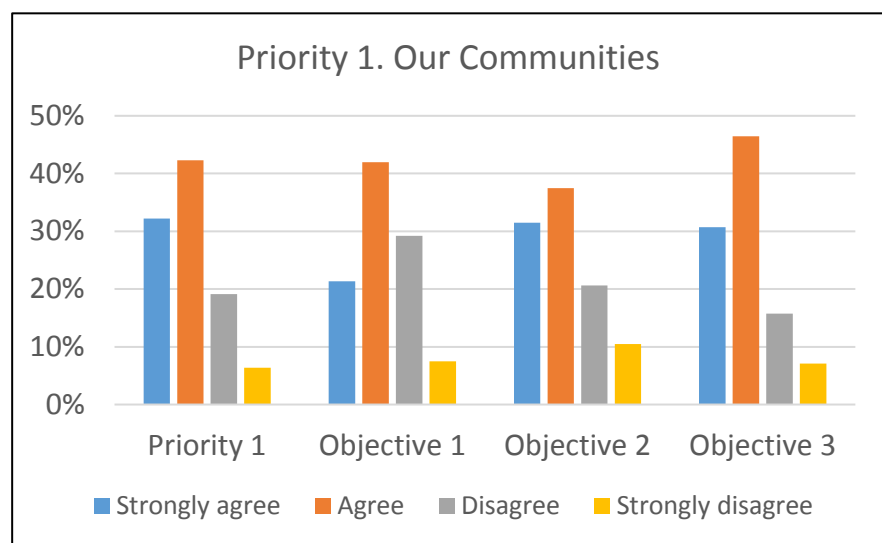
- 74% of respondents agreed with Priority 1 – **Our Communities** - Resilient and Thriving
 - 63% of respondents agreed with Objective 1 - Our neighbourhoods are safe, resilient and inclusive
 - 68% of respondents agreed with Objective 2 - Our residents health and wellbeing remains a priority
 - 77% of respondents agreed with Objective 3 - Our residents are supported to increase life and learning skills
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- 76% of respondents agreed with Priority 2 – **Our Environment** - A Greener Future
 - 71% of respondents agreed with Objective 4 - Our local environment is protected, enhanced and valued
 - 74% of respondents agreed with Objective 5 - Our resources are used in an environmentally sustainable way
 - 68% of respondents agreed with Objective 6 - Our neighbourhoods are sustainable and attractive
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- 73% of respondents agreed with Priority 3 – **Our Economy** - Strong and Flourishing
 - 68% of respondents agreed with Objective 7 - Our area has the infrastructure for sustainable and inclusive growth where businesses can flourish
 - 78% of respondents agreed with Objective 8 - We will support our residents to access employment and training opportunities
 - 77% of respondents agreed with Objective 9 - We will work with partners to support economic development to deliver increased prosperity for our area
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- 77% of respondents agreed with Priority 4 - **Our Council** - Inclusive & Adaptable
 - 76% of respondents agreed with Objective 10 - Our workforce is resilient and skilled where digital technology supports service delivery for our residents
 - 67% of respondents agreed with Objective 11 - Our Council is adaptable and focused on delivering best value for our residents
 - 60% of respondents agreed with Objective 12 - Our residents are engaged and empowered

Respondents were given the opportunity to add comments to each question within the consultation. The key themes are highlighted in the following sections. The responses to the 'Overall comments on Priorities and Objectives' largely focused on the delivery of the Strategic Plan and how the Council would engage and communicate the progress. Some comments are below:

- 'Would like information about how you are planning on meeting these objectives.'
- 'Most of the strategic objectives seem to be covered let's hope they can be implemented. The strategic plan is just a plan and I think it would need a lot more interaction with local residents in the way of at least monthly voluntary meetings and updates of progress.'

1. Our Communities - Resilient and Thriving

- 74% of respondents agreed with Priority 1
- 63% of respondents agreed with Objective 1
- 68% of respondents agreed with Objective 2
- 77% of respondents agreed with Objective 3



In the main, respondents agreed with the Priority and underlying objectives.

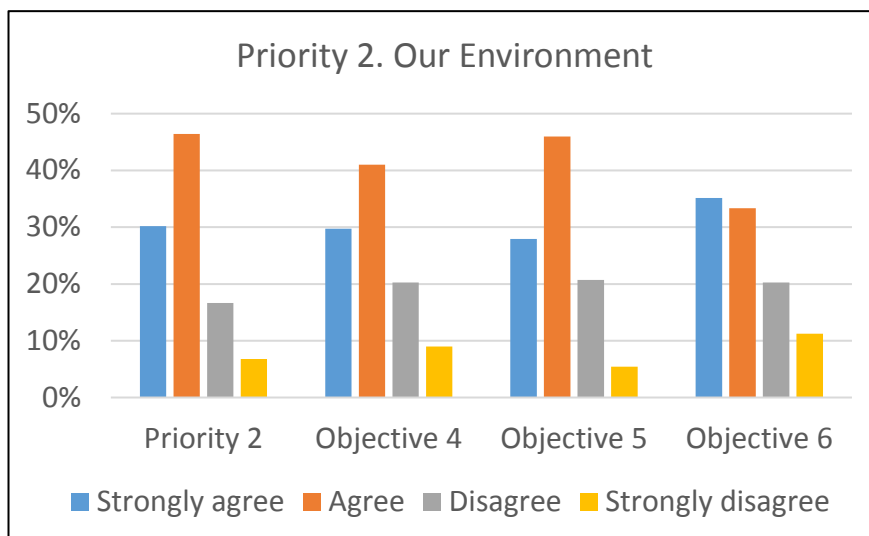
For those who agreed, the open comments focused largely on improving outcomes for disadvantaged groups, addressing anti-social behaviour, a focus on improving mental health support, pride in the area and community cohesion. Recovery from the impact of the pandemic was also cited as a priority. Some comments are included below:

- 'I like the focus on thriving as it says to me continuous improvement.'
- 'I agree that there needs to be greater focus on improving access to opportunities for disadvantaged communities.'
- 'I want to live and work in area that has the ability to sustain itself.'
- 'Fairness & equality are amongst the prime building blocks of a sophisticated society & this strategic priority will help prove these 2 key attributes.'
- 'I agree that more focus is needed to bridge the gap in education and to have more focus from the outset to provide better life opportunities that in turn should lessen inequalities.'

- 'Sport and cultural clubs keep you busy, healthy physically and mentally, put in front of people that work hard and could mentor you. There isn't enough sport culture for kids.'
- 'I believe young families and children need lots of support from their communities in order to thrive. They may not have adequate support in their learning or may not have the encouragement from parents to do well. We need to break the cycle of poverty/benefit claiming by focusing on education and trades for those who do not do well in exams.'

2. Our Environment - A Greener Future

- 76% of respondents agreed with Priority 2
- 71% of respondents agreed with Objective 4
- 74% of respondents agreed with Objective 5
- 68% of respondents agreed with Objective 6



In the main, respondents agreed with the Priority and underlying objectives.

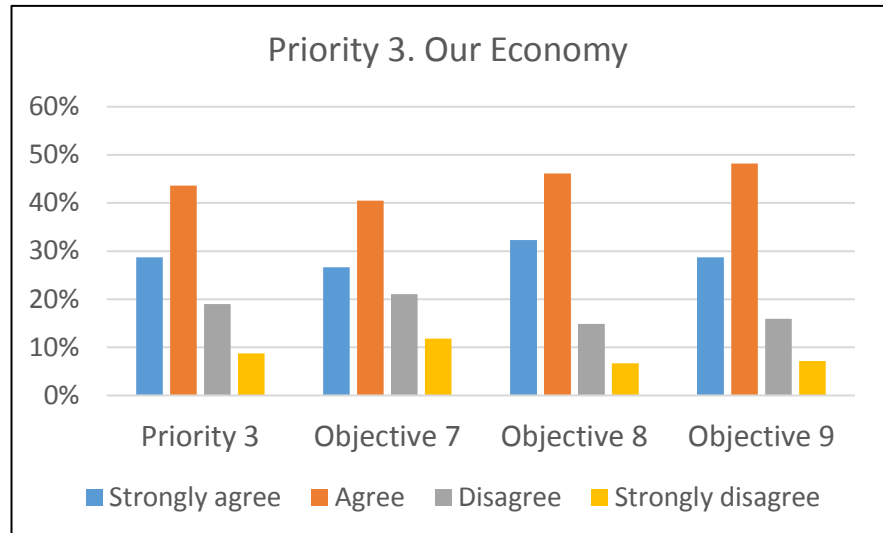
For those who agreed, the open comments focused largely on improving recycling facilities, improving roads and active travel routes, improving quality and efficiency of social housing. Implementing environmental efficiency of homes was noted as a priority, however noted that Council should do more to support homeowners accessing grants. Some comments are included below:

- 'I see improvements with rewilding pointless grass verges and improved accessibility to saltings which is great however more could be done.'
- 'The council needs to lead the way in reducing carbon footprints in the area'
- 'Council could work with government to introduce grants for homeowners to install alternative energy like solar panels.'
- 'Don't agree with land left for diversity of habitat unless a specified area. Not cutting the grass or only verges is about saving money not the environment.'
- 'Not sure that an increase in recycling can be met unless barriers such as fee for bulk uplift is removed.'
- 'More environmentally friendly housing and electric car charge points, all new build council property built with solar panels and heat pumps as standard.'
- 'Transport is very good in this council area & bike tracks due to canal & riverside are a benefit.'

- 'Improving neighbourhood quality and housing is instrumental in supporting this objective.'

3. Our Economy - Strong and Flourishing

- 73% of respondents agreed with Priority 3
- 68% of respondents agreed with Objective 7
- 78% of respondents agreed with Objective 8
- 77% of respondents agreed with Objective 9



In the main, respondents agreed with the Priority and underlying objectives.

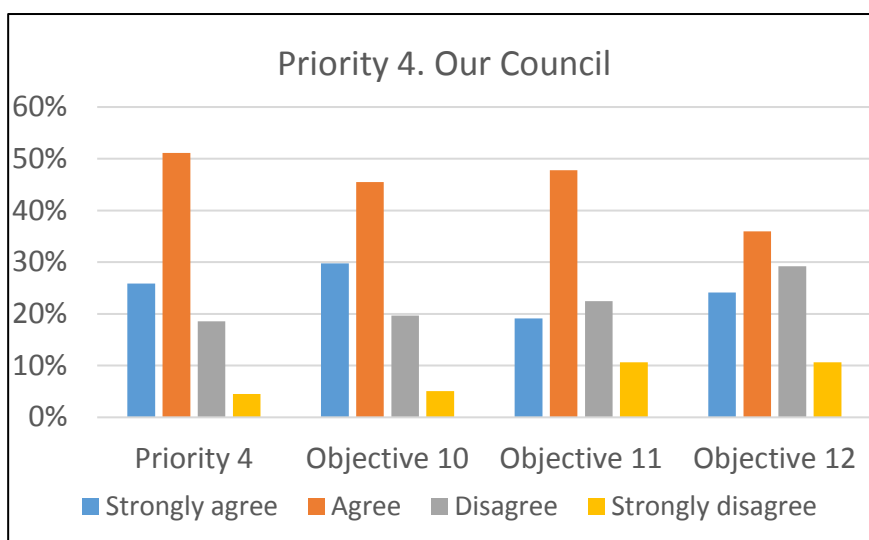
For those who agreed, the open comments focused largely on supporting local businesses to thrive, regeneration of the high streets and encouraging local shops, improving access to training and improving access to employment reducing reliance on the need for benefit support. Supporting young people into employment was also cited as a priority with support for apprenticeship and volunteering schemes a common theme. Some comments are included below:

- 'This area used to have lots of factories & shops that provided employment but there are limited options now therefore I think it is very important to bring new businesses to the area by reducing rents & rates'
- 'I wish I knew how to do this but we need a stronger culture of innovators, people prepared to start their own businesses, somehow this should begin at school, not after you've left school. Encouragement of business/school mentors, Young Enterprise etc.'
- 'The infrastructure of our towns, especially Dumbarton, badly needs investment and upgrading.'
- 'Local business is important for creating employment opportunities and creating a place that residents feel proud of and want to live.'
- 'The area needs investment especially in the jobs market.'
- 'Both young and old need help with training opportunities as some training can be expensive and people can't afford it.'
- 'Households are worried about keeping their head above water and need to know there are opportunities out there for them to succeed and prosper.'

- 'Partnership working is crucial to ensure success with it vitally important the correct partner is identified and willing to take the lead when it is their responsibility to do so.'
- 'Families can only be economically self-sufficient if they are earning decent and fair wages.'

4. Our Council - Inclusive & Adaptable

- 77% of respondents agreed with Priority 4
- 76% of respondents agreed with Objective 10
- 67% of respondents agreed with Objective 11
- 60% of respondents agreed with Objective 12



In the main, respondents agreed with the Priority and underlying objectives.

For those who agreed, the comments focused largely on ensuring any improvements didn't equate to reduction in quality of service or reduction in overall service, improving outcomes for disadvantaged groups, addressing anti-social behaviour, a focus on improving mental health support, pride in the area and community cohesion. Recovery from the impact of the pandemic was also cited as a priority, however noted that not all can be attributed to the pandemic and felt there had been a decline prior to the pandemic. Some comments are included below:

- 'Change is inevitable. The council must welcome change for the better but must also be able to show why it is for the better and carry the population with it.'
- 'Concerned that adaptable services lead to service cuts.'
- 'Council needs to continue to modernise to improve services.'
- 'A highly trained workforce who feel valued will deliver greater results.'
- 'Residents need the support but unsure about the digital tech to deliver it as need human touch as well.'
- 'WDC should be a model employer for others in business within the area'
- 'Greater participation will only be beneficial if it is genuine and meaningful participation. This can be difficult to get the correct balance but if done so correctly, can be very useful.'
- 'Residents should be included as to where and what money is used for within community.'

- 'Quality services often come at a cost....when finance becomes one of the main drivers, quality is sacrificed. It is....important to be able to deliver on both.'
- '...finances have to be shared more equally to the different areas in West Dunbartonshire.'
- 'Think this is an opportunity to think creatively about new ways on delivering services.'

