



## Single Outcome Agreement Progress Report 2010-2011



*To promote partnership working that delivers public sector reform and improvement leading to better quality of life for the residents and communities of West Dunbartonshire*

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## Section 1: Forward

Welcome to West Dunbartonshire Community Planning Partnership's (CPP) final progress report for our Single Outcome Agreement (SOA) 2009/11. It is set out according to Scottish Government Guidance on SOA annual reporting.

This report captures the key developments and progress with the partnership from April 2010 to October 2011. It highlights progress towards key Government priorities including tackling poverty and deprivation, Equally Well<sup>1</sup>, and Achieving our Potential<sup>2</sup>.

This SOA delivered towards key priorities in the West Dunbartonshire Community Plan that was launched in September 2007 and which sets out the 10-year strategic vision and high-level actions to enable West Dunbartonshire to flourish. The Community Planning vision is:

**“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”**

The 2010/11 Social and Economic Profile for West Dunbartonshire can be found on West Dunbartonshire Council's Website:

[www.west-dunbarton.gov.uk/community-and-living/facts-and-figures](http://www.west-dunbarton.gov.uk/community-and-living/facts-and-figures)

Increasingly CPPs are expected to drive forward a public sector reform agenda that places an emphasis on piloting and developing preventative models, along with cost efficiency and the importance of working in partnership.

A key aim of West Dunbartonshire CPP is to align budgets to create programmes that help to provide preventative solutions aimed at breaking the cycle of poverty and disadvantage. In terms of the overall portfolio of CPP programmes in this area, preventative spending has been partially embedded within our work.

A more detailed description of the range of programmes delivered through the CPP is provided in section 5 below. West Dunbartonshire CPP recently submitted evidence to the Scottish Government Finance Committee Inquiry into Preventative Spend. The relevant local programmes that may be considered specifically preventative are:-

- Pupil and Family Support
- Parenting
- MCMC
- Domestic Violence schools education programme
- Strathclyde Police led Public Reassurance Initiative
- Waste Fires Initiatives
- Open Space Connectivity and use




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<sup>1</sup><http://www.scotland.gov.uk/Publications/2008/06/25104032/0>

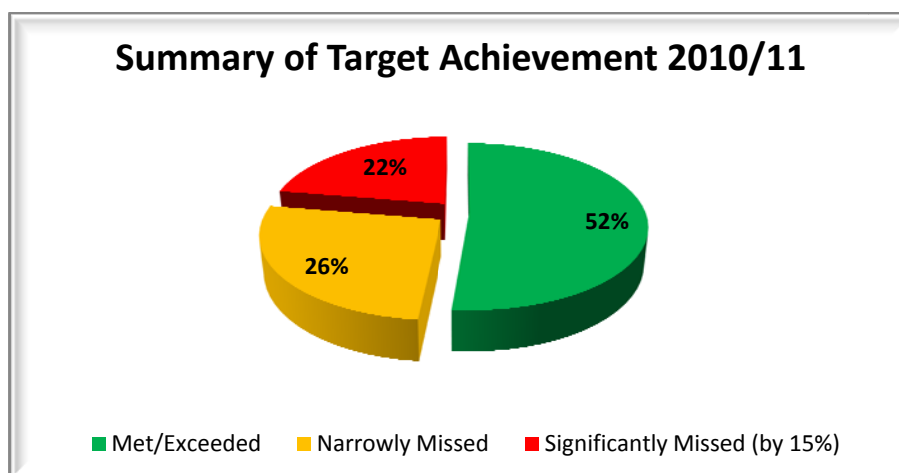
<sup>2</sup><http://www.scotland.gov.uk/Publications/2008/11/20103815/0>

## Section 2: Reporting on the SOA

The West Dunbartonshire Community Planning Partnership (WDCPP) SOA was signed by then Cabinet Secretary Fiona Hyslop with statutory CPP partners on 13 August 2009. This progress report utilises the indicators agreed in that (2009) version of the SOA and shows, where available, data from 2008/09, 2009/10 and 2010/11. A review of performance indicators was carried out in 2010 as a result of the guidance provided in the latest version of the Menu of Local Outcome Indicators and the Improvement Service's Good Practice Note on the Use of Outcome Indicators within Single Outcome Agreements. As notified in the 2009/10 Progress Report, a small number of indicators under National Outcome 6 were also removed, due to data not being available at a local level. This SOA now comprises 15 National Outcomes, 44 Local Outcomes and 121 Performance Indicators. Traffic light symbols are shown where targets have been set i.e.:

-  target met/exceeded
-  target narrowly missed
-  target significantly missed (by 15%)

The following chart provides a status summary of all the PIs we used to measure our local outcomes in our Single Outcome Agreement in 2010/11, where data was available:



Of the 103 PIs where current data was available, and where targets were set, 52% of targets were met or exceeded with 26% narrowly missed. Commentary is provided within the tables, for those performance indicators where targets were significantly missed.

A narrative summary of progress and analysis are provided for each national and local outcome in appendix 4.

## Section 3: Community Planning Structures

There are currently six thematic groups. Each group is populated by senior officials from a range of community planning partner agencies, community residents and elected members. A key and central function of thematic groups is to oversee the implementation and management of Community Planning programmes and associated financial investment. Thematic groups each manage 3 to 4 multi agency programmes of work built around SOA priorities and bringing together relevant service providers to work collectively towards those shared outcomes. Key developments with programmes are captured in section 5 of this report. See appendix 3 for a full list of these programmes.

The six themes are:

- *Building Strong and Safe Communities*
- *Creating Sustainable and Attractive Living Environments*
- *Developing Affordable and Sustainable Housing*
- *Improving Health and Well Being*
- *Promoting Education and Lifelong Learning*
- *Regenerating and Growing Our Local Economy*

National and Local Outcomes have been aligned to these thematic groups (see appendix 2). Thematic groups are expected to take forward the following aspirations:

- Joint accountability and partnership working at local level
- A shared strategic vision providing leadership and advocacy for issues within their remit
- Advising and informing the CPP Executive Group and CPP Strategic Board in relation to their specific areas of expertise
- Delivering Best Value and
- Delivering Public Sector Reform

As reported in the 2009/10 SOA Progress Report, the current CPP programmes were formally launched in December 2009 and are the first step in establishing a partnership process to achieve the above ambitions.

## Section 4: Community Engagement

Community engagement underpins all of the work of the Community Planning Partnership. West Dunbartonshire uses a variety of successful methods to coordinate community engagement.

Community Forums are a key structure for involvement and engagement with community planning structures, and engagement on the design and delivery of services. These operate in our three main settlement areas: Clydebank, Dumbarton and the Vale of Leven.

A well-received programme of training has been delivered to Community Forum members. A learning plan is in place to build on the existing capacity and strengthen the community input into the Thematic Groups and the CPP Board.

Three Community Forum Representatives have a place on the CPP Strategic Board and are directly involved in the decision making structures of the CPP.

The Community Forums were also involved in the development of our new SOA 2011/14 through a range of consultation events. See the Community Planning website [www.wdcpp.org.uk](http://www.wdcpp.org.uk) for further information relating to Community Forums.

In addition CPP organisations are working together delivering a joint community engagement action plan. Examples include a Partner Engagement Calendar and training in engagement and consultation skills for employees, informed by training needs analyses. West Dunbartonshire Citizens' Panel provides the opportunity for partners to commission surveys jointly. Response rates continue to be high and 74% of panel respondents agree that our Feedback newsletter demonstrates CPP partner agencies are listening to what communities say about developing and delivering services.

## Section 5: Progress with the CPP and associated Programmes

Community planning has progressed significantly in recent years. Positive change and improvement has been achieved in terms of strategic direction and clarity, operating procedures, structures, performance management and financial controls. In certain specific service areas, following a lead from West Dunbartonshire Council, the Community Planning Partnership is exploring innovative and groundbreaking approaches to designing and delivering services.

New approaches to the delivery of our SOA (2011/14), and associated CPP investment, will deliver real and measurable improvements in service delivery. It was felt that a new approach to community planning in West Dunbartonshire was urgently required that would produce efficiencies, demonstrate best value and pilot an approach to SOA delivery that could be relevant across Scotland. Our aim is to ensure that a shared commitment to the SOA is placed at the centre of our public sector partnership activity.

Our SOA for 2011/14 is informed by three priorities. All activity described in the SOA links to these priorities. The three priorities are:

1. Work and Benefits
2. Safe, Strong and Involved Communities
3. Supporting Children and Families

A copy of our new SOA (2011/14) can be found on the CPP website <http://www.wdcpp.org.uk>

**Structural change to deliver better outcomes:** A range of services that contribute to SOA priorities were transferred from different departments to the Chief Executive's Department. This brought different but related services under a single management structure, subject to enhanced processes of performance management, financial controls and partnership working developed through the CPP. It reflects a new approach to community planning, taking difficult structural decisions to facilitate improved coordination and alignment of inter related services.

The full range of services that transferred are:

- Employability – comprising Skillseekers, Future Jobs Fund and the European and CPP funded Employability Programme;
- Community Learning and Development (CL&D) – comprising Adult Learning and Literacy, Youth Services, Community Development and Out of School Hours Learning;
- Community Work and
- West Dunbartonshire Advice Team – comprising welfare rights, money advice and information workers.

The rationale behind these decisions is to reduce duplication, improve delivery models and maximise the impact of services on the most vulnerable residents of West Dunbartonshire.

It is the Council's intention that services should be better coordinated, more strategic and focused on areas where the need is the greatest. It is intended that by bringing budgets and staff together, an overall improvement in the delivery of services for the residents of this area will be demonstrated.

It also allows for cross-cutting issues such as youth services and community development to contribute more clearly and specifically to the key priorities for the area, but the significant emphasis is on improving outcomes for the Work and Benefits priority. A new single entry service delivered from a number of community settings across West Dunbartonshire is being developed. This service will ensure that community based advice on jobs and training is provided alongside advice and support with adult learning and literacy, and benefits and debt.

Wider progress with our current CPP Thematic Groups and programmes are detailed below.



### **THEME: Education and Life Long Learning**

A decision has been taken to merge the CPP Education and Lifelong Learning thematic group and the Joint Strategy Group for Children's Services (JSG). The JSG was a senior partnership comprising Education, Health and Social Work that provided strategic leadership and planning for the integrated delivery of services to children.

Both groups carry out strategic planning and monitoring functions in broadly the same areas of work and the merger will reduce potential duplication and improve management of senior officer time. Elected members and community residents will now have the opportunity to contribute to and influence a wider agenda around Children's Services. The merger of these two strategic planning groups reflects a wider appetite within the Council and our CPP partners to ensure that our structure are continuously improved to respond to external service demands.

The new group will be called the Children and Families Strategy Group.

The alignment of CL&D services with employability within the Chief Executive's Department will allow for adult learning issues to contribute effectively to our SOA through the Regenerating and Growing our Local Economy thematic group

Four programmes contributed to the SOA in this theme – and it covers the local outcomes and indicators developed under National Outcomes 3, 4, 8 and parts of 5, 7, 11 and 13. The programmes are:

- Support to Children and Families
- More Choices More Chances (MCMC)
- Youth Services
- Adult and Community Based Learning



### Support to Children and Families

The purpose of this programme is to improve outcomes for the most vulnerable and deprived families, and in particular, children aged between birth and 18, through early intervention and more effective and integrated service delivery.

As part of our local development of the Getting it Right for Every Child approach, work is going ahead to streamline processes and further integrate working across agencies to improve outcomes for children. Support staff in all agencies continue to play a key role in supporting vulnerable children and families, often in very difficult circumstances.

West Dunbartonshire's Parenting strategy has been completed and is now being implemented. A multi-agency Parenting Review and Improvement Group has been established to implement the Strategy and to monitor service development. This aims to build on the success of established parenting provision in West Dunbartonshire. Staff training to support parenting has been intensified with a group of staff now qualified as trainers in key programmes and approaches.

The following case study highlights one West Dunbartonshire Secondary School and Associated Primary School Pupil and Family Support Team, and its work with Family C.

## Support to Children & Families

Family C: Pupil C1 - male currently in S5; Pupil C2 - female currently in S2. There is also a younger sister, C3, currently attending pre-school.

This family has had a range of problems. Mother is a recovering drug addict who has suffered a number of relapses, and has at times declared herself too ill to care for her children. There has been extensive social work involvement. All three children have at various times been in Foster Care or under Supervision Orders. All the children have been placed on the Child Protection Register in the past.

C2 was referred to a Pupil and Family Support Worker (PFSW) by her primary school, for attendance issues. PFSW made home visits, and met with one of the children regularly. She was concerned with the immaturity of the child's behaviour which she witnessed during home visits, and raised concerns with the school and Social Work (SW). Additional support was put in by both the SW and school and during the regular home visits the PFSW could observe the impact of the interventions at first hand.

PFSW kept contact between the mother and the school to maximise C2's attendance.

Unfortunately the mother suffered a relapse and the children were placed in Foster Care whilst the mother was recovering. The children were supported during this time in school by PFSW which included visits to the Foster Carer by PFSW who provide the continuity of care so essential at such times.

PFSW was concerned by the poverty of the family, obtained funds from a Charitable Trust to provide clothing for the children, and shopped with the mother for this purpose. Apart from phoning the mother regularly, PFSW met with her frequently for coffee and a chat, to support the mother who was clearly struggling.

One of the children (C1) failed to complete homework. He was also involved fairly regularly in niggling disputes with other pupils. PFSW provided additional support by further developing a relationship with the child and his mother, discussing these issues, and helping to monitor the various support plans put in place by Pastoral Care and the Year Head. This also had the benefit of preventing any further deterioration in relationships between C1 and his peers and reducing exclusions.

Key factors in this case illustrating the value of Pupil and Family Support:

- Over a prolonged period PFSW had developed supporting relationships with the family
- This relationship included primary and secondary school
- The focus of the support was moved when appropriate between the children
- PFSW was able to monitor attendance and highlight concerns
- There was close liaison with SW, which involved Pastoral Care and Depute Head Teacher (DHT), but a much more detailed liaison was possible because of the PFS resource
- When crises arose, PFSW existing relationship provided a strong and easily approachable resource. Both mother and pupils contacted PFSW freely at times of crisis, for information, assistance, and emotional support.
- The PFSW experience enabled her to liaise very closely with school staff, including the school nurse and careers, as well as Deputy Head Teachers and Pastoral Care.
- Contacts made by the PFS team over recent years enabled workers to access material support from charitable organisations, and to liaise with Housing, Welfare Rights and the Citizen's Advice Bureau on behalf of the family.
- As a well known figure in the school, outwith the teaching staff, both pupils have been very willing to approach PFSW seeking support on a day-to-day basis, as well as in times of crisis.

### More Choices More Chances (MCMC)

The purpose of this programme is to increase the number of young people in West Dunbartonshire that move into positive destinations of training, education or employment.

The More Choices More Chances partnership continues to develop a range of strategies to engage 14-19 year olds to maximise the number of young people leaving school into positive destinations.

The latest School Leaver Destination Report for the academic year 2009/10 showed an impressive increase in positive destinations in West Dunbartonshire, 5.1%. This meant that 88.1% of young people were in a positive destination in September 2010 at the point of the survey, which is above the national average of 86.8% and made West Dunbartonshire one of the most improved areas. There were increases in the percentage moving onto further and higher education and training, while employment figures fell.

Of particular note was the reduction in the percentage of young people in the unknown category, down from 2% to 0.2%. This shows the impact of good partnership working and the level of commitment to evidencing better outcomes for young people. The improved relationship between SDS and educational services represents a transformational change in the way staff in both agencies view their respective roles and take joint responsibility to plan and deliver services, at a strategic and operational level. This is having a direct impact on the quality of the services available and translating into better outcomes for young people.

There are also wider national and regional partnerships which allow benchmarking and the sharing of good practice. One product of this has been the addition of the West Dunbartonshire Risk Matrix to the National SEEMIS framework with Glasgow City Council funding the development costs.

The Activity Agreement pilot in West Dunbartonshire, funded through national government, has supported 200 vulnerable young people with around 60% then moving into a positive destination.

### Youth Services

The purpose of this programme is to deliver youth services initiatives targeted at the most disengaged young people, focusing on youth information, outreach/detached work, diversionary activity, youth learning and consultation/representation.

The 8 projects within the Youth Services Programme continued to move forward in an increasingly co-ordinated way providing a range of services.

Key achievements across the projects can be summarised as follows:

- *Youth Consultation and Representation* - Building on the work of the Action Groups and youth consultation and representation structures, a second large consultation event was held in February 2011. 'The Big Wide Yin Volume 2' involved 117 young people and all partners. A DVD and Report from the event have been produced to support ongoing work with young people.

- *Youth Outreach* - Joint working protocol between Community Learning & Development (CL&D) and Streetlinks is continuing to develop. 2,347 young people have engaged with the programmes or been supported to access other activities. Work was effectively focused on 11 priority areas across the council based on shared information of risk and need.
- *Duke of Edinburgh Awards* - 10 training courses were delivered over the year with 322 young people registered with the award scheme. The award centre itself has been awarded 'e' status.
- *Summer Programme* - Good partnership working led to a collated programme which reduced duplication of services. 250 young people engaged in the summer activities programme.
- *National Entitlement Card* - Improved partnerships have had a positive impact speeding up the delivery of the card scheme for young people and use of survey feedback has led to service improvements.
- *Sports Development* - More than a third of the participants in the Club and Coach programme were aged between 14-19 years old. The Sports Show 2011 showcased 33 clubs and sporting organisations to an audience of more than 600 members of the public. Additional funding from the CPP supported the Disability Sports Club which had an average weekly attendance of 30 participants and led to participation in other community events, including the Commonwealth Games Handover event.
- *SPARC* - Over the reporting period, there were 4,960 instances of young people engaging in arts based activities and experiential learning opportunities. 92% of young people attended arts activities on a regular basis. In addition, 112 training sessions were held for youth workers and other youth agency staff.
- *Y Sort-It* - The organisation continued to engage with a large number of young people through a range of activities. One of the key partnership activities has been the work around young carers. A support group has been established and a Young Carers Guide produced. The recently established Y Sort-It Young Carers Group is the first of its kind in West Dunbartonshire. The Princess Royal Trust for Carers estimates that 12% of all young people in Scotland are carers. If this was applied to West Dunbartonshire, there are an estimated 1,800 young people who may be a Young Carer. Young Carers Groups now operate in Clydebank and Dumbarton. Y\_Sort It was successful in gaining external funding to provide, amongst other things, a summer camp which gave young carers some respite from their caring responsibilities and opportunities to mix with their peers. A guide for Young Carers was also produced, which has raised the profile of young carer issues, and is being distributed to every secondary school in the area.

### **Y\_Sort It: Young Carers Project**

Sarah (16 years old) & Sammy (13 years old) are from a large family with older siblings, they are the only ones that stay with their mum as their brother and sisters all have their own homes. Mum had been ill for a long time and had recently been diagnosed with terminal cancer. All siblings are extremely close and visited their mum on a daily basis but they also worked full time and have their own families. Sarah spoke to a Y sort it worker during a drop in session about her mum's illness, how worried she was about her and was feeling stressed. At this time Sarah was studying for her standard grades but was hardly attending school and this was having an impact on Sammy's attendance as she was not attending school either as they usually went together to school.

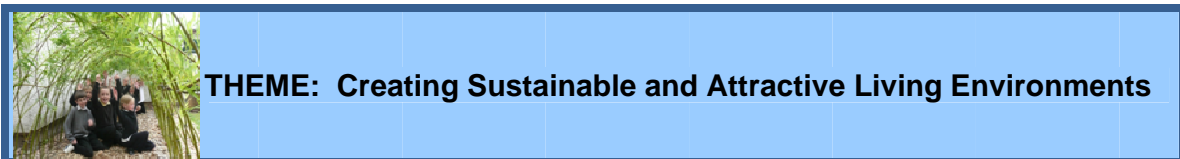
The Y sort it worker encouraged both Sarah and Sammy to attend the Young Carers group, in which they would get a respite away from their caring roles, the chance to meet other young people and take part in fun activities. Y sort it made a referral to Social Work, in which they helped organise home care and nurses to support both Mum and the girls, especially when mum's health deteriorated. They also liaised with the school to make them aware of the situation at home. Y sort it workers supported Sarah and Sammy to attend the group and access one to one support, both girls started to attend school again and Sarah managed to sit her exams. They attended the Scottish Young Carers Festival, alongside 400 other young carers, providing much needed rest and a distraction away from their day to day caring roles. Sadly not long after this, their mum passed away, both girls both attended the group until they were ready to move on and continue to be supported by Y sort it. Both Sarah and Sammy felt that by attending the Young Carers Group, this supported them through a very difficult time in their lives. Sarah is sustaining her own tenancy and has been volunteering; Sammy is now attending school on a regular basis and is keen to be a nurse when she leaves school and is attending her local youth club.

## Adult and Community Based Learning

The purpose of this programme is to improve adult and community-based learning opportunities for disengaged adults and families through specific targeting of resources to those without formal qualifications, people with limited literacy and numeracy skills, speakers of English as a second language and disabled people, including those with mild or moderate mental health issues.

*Open Doors for Peer Connect.* Key achievements - 86 people engaged with the project and 32 were supported to identify training, voluntary, employment or other meaningful opportunities. Many more individuals were given information on community based activities and resources. Stepping Stones and Partners produced a Mental Health Resource pack of for groups and organisations that need and use information on a daily basis to support people in their recovery. A copy of the pack can be found on the Stepping Stones website: [www.stepstones.org.uk](http://www.stepstones.org.uk)

*The Inspire-Steps to Excellence Programme* was taken forward utilising core CL&D funding with additional match funding from NHS Greater Glasgow and Clyde.



Two programmes contributed to the SOA under this theme – and it covers the local outcomes and indicators developed under National Outcomes 11, 12 and 14. The programmes are:

- Waste Management and Recycling
- Open Space Connectivity and Use

## Waste Management and Recycling

*Waste Management:* The project was delivered in partnership with Strathclyde Fire and Rescue and led by WDC. This project has been a very good example of joint working between two key partners within the Community Planning Partnership as the training, PR and public awareness scheme has been developed to ensure maximum impact.

The key achievements of this Thematic Group have meant that the previous Waste Management Programme that delivered the Waste Fire Reduction Initiative has been integrated into the mainline Waste Service. Therefore, it no longer relies on CPP investment.

The programme dealt with 150 incidents over the last 12 months and has significantly reduced the risk of fire to householders. Nominated by Strathclyde Fire and Rescue, the programme was awarded a CoSLA Bronze Award for the

significant improvement it had made to peoples lives within the West Dunbartonshire Community.

*Glass Recycling Pilot:* The Council, in partnership with Greenlight, delivered a kerbside glass recycling project in the Clydebank area. The purpose of this project was to establish public participation levels and need for glass recycling from domestic premises. This project was seen as complementary to other recycling initiatives provided by the Council and as an example of partnership working with the third sector, Greenlight delivered this project.

It was agreed, following analysis of the participation and waste diversion levels from this programme that it did not significantly contribute to additional waste diversion within the Pilot area. What is now being considered is the collection of glass through another waste stream which will allow all households within West Dunbartonshire to participate in an improved recycling model.

### Open Space Connectivity and Use

This programme focused on the built environment. It completed a number of projects at individual sites across West Dunbartonshire that improved play facilities and improved open space connectivity.

The key achievements in this programme were:

- The ability to work directly with communities to deliver projects that meet their specific needs
- The physical transformation of open space, play areas and the built environment that is recognised as a CPP intervention
- The success in bringing in additional external funding by matching to the CPP Investment
- Through CPP Investment, and other external funding, employment opportunities were created

Partners involved in this programme include the Council and the Environment Trust. The work of the programme suggests that this partnership can deliver positive benefits and change in collaboration with local communities that simply would not be achievable if agencies worked in isolation and without effective community involvement.



### **THEME: Health and Well-being**

In the most deprived areas of West Dunbartonshire life expectancy for men is 66.1 years and for women 74.5 years. The Health and Wellbeing Thematic Group Programmes tackle key health behaviours in an attempt to tackle this challenging statistic.

Three Programmes contributed to the SOA for this theme – and covers the Local Outcomes and indicators developed under National Outcome 6: and the health aspects of outcome 5. The Programme areas were Improving Nutrition; Tobacco Control - Smoking Cessation and Physical Activity. The programmes are:

- Health Behaviour Survey
- Nutrition
- Tobacco
- Physical Activity

### Health Behaviour Survey-15% Scottish Index Multiple Deprivation Areas

The second (and final) CPP-supported survey was completed. A total of 1,386 questionnaires were returned: a 47% increase in response rate most likely related to a different method employed. The analysis of the data is complete and a short report is being prepared to inform new programmes that flow from the new local SOA.

### Nutrition

*Café Knowes - Get Cooking, Get Shopping:* The project has delivered 30 courses with a total of 180 participants completing the course. The project has evidenced changes in the way participants shopped e.g. increase in checking and understanding food labels; and a reported increase in the number of participants who cooked at home from 'scratch'.

*WD Community Health and Care Partnership (CHCP) - Child Healthy Weight Intervention:* This work is directly linked to delivery of a national NHS HEAT target locally. The co-ordinated efforts and combined outputs of the Active Children Eating Smarter (ACES) and 'Active Choices' initiatives ensured that West Dunbartonshire exceeded its allocated contribution to the NHSGGC HEAT target (a total of 100 completers).

### Tobacco

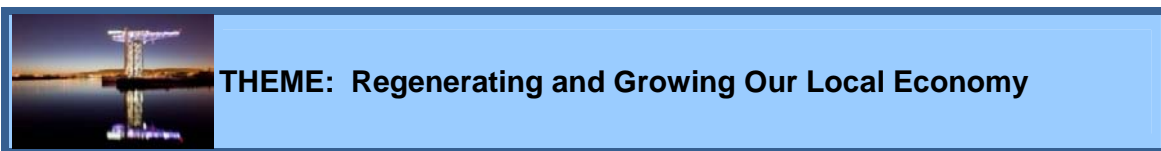
*WD CHCP/WDC – Equally Well test-site:* Work has been on-going through the year to both progress the agreed local action plan within the Whitecrook area; and to contribute learning generated more widely (within West Dunbartonshire, NHSGGC and nationally) as per the expectations of the national Equally Well programme. These include:

- A Tobacco Counter-Marketing Activities initiative that engaged 90 parents.
- Three local educational establishments have received the Smokefree Schools Award.
- An Interdisciplinary tobacco learning pack has been developed (in line with Curriculum for Excellence). This is currently being delivered across the whole of West Dunbartonshire, and is being adopted by a number of other CHCPs across National Health Service Greater Glasgow & Clyde (NHSGGC) for use within schools.
- The Equally Well test-site's social marketing activity has been showcased at three national events.
- A local peer led smoking cessation group and a local outreach programme has been developed within the test site area.



## Physical Activity

*WDC Sports Development – Early Years Project.* The project targeted physical activity work specifically to the early years setting. The project developed an Early Education Child Care Centres (EECC) curriculum pack – *Top Start to Play* - aimed at children aged 2 to 5 years in order to enhance the existing weekly physical activity sessions the Sports Development team run over 38 weeks of the year. The project successfully developed a mentoring programme and delivered training to 200 nursery teachers in order to increase confidence and knowledge in terms of delivering the additional sessions. The project has sought to engage with parents of pre-school children and has delivered physical activity workshops (in partnership with WD CHCP) to promote the work of the project and support parents in encouraging physical activity within the home environment.



The West Dunbartonshire Council Economic Development Strategy was developed and produced over the past year to provide an economic vision and strategy for West Dunbartonshire Council for a five year period. The strategy is based on a detailed analysis of the economic characteristics and priorities of West Dunbartonshire and sets out the objectives for economic prosperity and the proposed means of achieving these. A copy of the strategy can be found on West Dunbartonshire Council's website:

[www.west-dunbarton.gov.uk/business-and-trade/economic-development](http://www.west-dunbarton.gov.uk/business-and-trade/economic-development)

Three programmes contributed to the SOA for this theme and it covers the Local Outcomes and indicators developed under National Outcomes 1, 2, and parts of 7 and 13. The programmes are

- Sector Development
- Employability
- Financial Inclusion

## Sector Development

*The Tourism partnership* is well established and continues to work towards implementation of actions contained within the Tourism Strategy and Action Plan. A spring marketing campaign for West Dunbartonshire was developed to raise the profile of the area and its key attractions, as well as increase visitor numbers to the area over the 2011 spring/Easter season. The regional campaign has benefited the West Dunbartonshire area by raising its profile with early reports suggesting a positive impact so far with the Real Radio website receiving 6,000 hits within 6 weeks. Economic Development and WDC corporate communications team have developed a Visit West Dunbartonshire brochure to raise the profile of the local area and its key attractions which has been distributed to over 50 visitor information centres across Scotland.

An Enhanced Working in Tourism & Hospitality (WITH) programme ran for 6 weeks from Feb to March 2011 with the aim of:

- 1) up-skilling tourism business employees in areas of customer care and
- 2) providing tailored training and support for unemployed clients to find work in the tourism and hospitality sector. This programme was delivered by The Lennox Partnership with support from businesses engaged on the Tourism Partnership and received excellent feedback from local businesses and clients.

An online business toolkit for the Tourism and Hospitality sector was officially launched to over 300 local businesses at the beginning of April 2011. The website provides information and signposting to key sources on issues such as business growth and development, funding and support, quality assurance, skills and training, career development/local vacancies, and news and events. The site was funded by WD CPP Investment and context development was supported by the Tourism Partnership. For full details, visit the website: [www.tourismsignpost.com](http://www.tourismsignpost.com).

Supplier Development specialist workshops to improve the tender readiness of businesses were held during January 2011. Feedback received since the events have been very positive.

*The Titan Heritage Project* employs 8 part-time Heritage Guides. The Robertson Trust has contributed a grant to the employment of an Education Officer and the Heritage Lottery, with the Clyde Corridor Partnership, contributing capital to the new Education and Visitor Centre at the base of the Titan. This is currently on site and will be available for the forthcoming season. During the 2010 season the Titan Crane welcomed 8,569 visitors against a target of 7,600, this is highest number of visitors since opening.

*Scottish Business in the Community* continue to recruit volunteers from the Private Sector to join project Boards despite the current economic climate, and to further foster the partnership working between the voluntary sector and the private sector. A significant partnership achievement was the organisation and delivery of a speed networking event where a number of private sector businesses and voluntary sector organisations were brought together in a matching exercise to help to identify new Board members.

The Scottish Business in the Community project and the Tourism and Hospitality Strategy Action Plan progressed well and have both achieved good outcomes.

### Employability

The Employability Programme ended on 30 June 2011. After this date a new Employability Programme, funded through ESF Priority 5 monies, came on stream. West Dunbartonshire has been awarded approximately £1.2m of ESF for Strategic Skills Pipeline employability activity over a two year period for 2011 - 2013. Key achievements from the previous programme include:

- 4,104 participants receiving support
- 1,093 participants entering employment

- 347 participants entering education or training
- 709 participants gaining a partial or full qualification
- 378 participants in sustained employment after six months

ERDF funding for the period July 2011-June 2014 to the value of £166,401 has been principally awarded to West Dunbartonshire. This money will be used to complement the Employability Programme through the provision of a tendered Job Brokerage and Employer Engagement contract. Key achievements, through the current ERDF allocation which funded our Job Brokerage project are:

945 individuals gaining employment through supported job brokerage schemes  
 400 individuals gaining employment through supported childcare/community facilities

### Financial Inclusion

As stated at the beginning of this section, the responsibility for WDC's Welfare Rights and Money Advice Services and voluntary organisations – WD Citizens Advice Bureau and the Independent Resource Centre transferred over to the Chief Executive's Department.

Some of the key achievements prior to this move were as follows:

- 3,476 families supported
- 387 clients supported at Benefits Tribunals
- 625 cancer patients Income Maximisation Services Targeted
- 1,588 older people (60+) targeted by income maximisation services
- 1,290 people with long-term conditions targeted by income maximisation services
- 57 families assisted with income maximisation, money advice, fuel usage advice and assistance to access training/employment
- 524 home visits to clients
- 100 people represented at court (for those in work facing redundancy, reduced pay or terms and conditions)



### **THEME: Safe and Strong Communities**

Four programmes contributed to the SOA for this theme and it covers the Local Outcomes and indicators developed under National Outcome 9. The programmes are:

- Reducing Antisocial Behaviour and Violence
- Home & Transport Safety
- Violence against Women/Domestic Abuse
- Reducing Alcohol and Drug Misuse

## Reducing Antisocial Behaviour and Violence

The Anti Social Behaviour and Violence Reduction Task Group, as the main multi-agency forum draws together around 20 representatives of partner agencies. It reports to the main Theme Group on key developments and activities. A large number of initiatives are coordinated by the group through small 'problems solving' groups and 'public reassurance' area action plans.

Co-ordination with new Pulse youth outreach and activities is also part of the multi-agency action plans. Initial results are encouraging, although there are still substantial issues for the community, including nuisance through off-road biking and some small-scale gang fighting. Whitecrook is now on a 'watching' level, and there are marked improvements in the area following the public reassurance initiative. A new area has been designated for Westcliff and initial analysis undertaken. Again, redeployable cameras have been installed in Ashton View and considerable community intelligence, particularly in relation to drug-dealing has been gathered.

Environmental improvements have been carried out through the Community Payback scheme, including the children's play park. Regular patrols by both Public Reassurance Officers and Community Police are an important feature of all public reassurance initiatives. A significant reduction in incidents has been reported by police since the Westcliff initiative began. Problem profiles and impact assessments for all the above are being prepared for analysis and evaluation.

Other groups also continue to operate including Dumbarton Town Centre, Fire Reduction group including fly tipping, grass fires and fireworks. Cross-boundary work with Glasgow continues in relation to the A82 Drumry Roundabout area, although a reduction in incidents has been noted. New problem solving groups are proposed on: Underage Drinking, Off Road Biking (enforcement) and Graffiti.

The group continues to monitor operational issues in relation to CCTV and a new officer group for the use of Redeployable Cameras is being established.

*FireReach:* FireReach courses provide training and development opportunities to young people in West Dunbartonshire, principally through Fire Service related activities. It encourages them to make the most of their physical and mental capabilities. 20 courses were delivered during the year with 200 young people attending.

*Redeployable CCTV:* there has been some further training and we are still working to resolve some further technical issue. Deployment has been agreed through the ASB Task Group to coordinate with the public reassurance areas as detailed above.

*The Pulse:* the project continues to provide diversionary activities for young people aged 12 to 18 years who live in West Dunbartonshire Council. Young people take part in a number of sports and urban arts activities. This is a joint partnership initiative working closely with Streetlinks who are bought in as part of the funding and Y Sort-it who received funding through Addiction Services as part of the Wrecked and Wasted campaign. Numbers continue to steadily increase and staff have noticed an increase of Primary 7 pupils attending who are now of an age to attend and who are in their transition to the first year of Secondary School. Young people have also been signposted to other youth services in West Dunbartonshire.

Key achievements for the initiative are:

- 2,080 incidences of participants accessing activities
- 1,198 incidences of young people signposted to information services within identified areas
- 11% reduction in recorded youth disorder

### **Public Reassurance Initiatives**

The Public Reassurance model is a process for engaging communities with high levels of Anti Social Behaviour (ASB) Crime and the fear of crime. The Public Reassurance Team (PRT) was established in May 2010 as part of a major re-structuring of West Dunbartonshire Council's Anti Social Behaviour Services to further complement existing services in tackling antisocial behaviour and environmental issues. Their main role is to work closely with Strathclyde Police using the ACPOS Reassurance Strategy to engage with communities and formulate appropriate problem-solving approaches in areas that are affected by high levels of antisocial behaviour and crime.

West Dunbartonshire's Antisocial Behaviour Task Group, made up of a wide range of partners meet monthly to discuss all relative issues and Public Reassurance Areas (PRAs) and are the deciding mechanism for Public Reassurance Model Deployment. This multi-agency task group action what areas will be classified as Public Reassurance areas based on evidence from public complaints and in depth police analysis over a 12 month period. Once an area has been identified as a "Public Reassurance" the (PRT) and Strathclyde Police develop multi-agency action plans for that area, based on community views and intelligence gathered through meaningful engagement , interviews, surveys and public consultations. The Public Reassurance process in West Dunbartonshire has demonstrated its effectiveness over the past year and has produced some noteworthy outcomes.

#### *Westcliff Public Reassurance Area*

The Public Reassurance Team and Strathclyde Police have been working in the Westcliff estate in Dumbarton since January 2011. Initially Public Reassurance Assistants and police officers were deployed over a seven-day period to engage with residents through a combination of face-to-face interviews and public consultation meetings. From this engagement, Strathclyde Police and PRT liaised with respective police and Council departments to feedback public complaints and devise appropriate responses to community feedback. The PRT worked jointly with WDC's Anti Social Investigation and Support Team (ASIST) and Housing teams to ensure tenancy agreements were being adhered to in relation to section 3 "Respect for Others".

Environmental standards in Westcliff have continued to improve during the PRA period, with the PRT working in partnership with Community Payback, Waste Services and Antisocial Behaviour Officers. To address some of the issues raised the PRT/Strathclyde Police installed two redeployable CCTV cameras, deployed foot patrols to monitor and remove graffiti, dog fouling, and to identify offenders. Over the six month period all partners have achieved a 30% reduction in antisocial behaviour and crime with a continual focus to reduce this figure by the second reporting period.

Key for the next stage of the reassurance model is to further enhance the area. Plans are in the final development stage, with a lead in date for work to commence on the 1<sup>st</sup> February 2012, to regenerate a new play park split between a toddler and junior area with improved lighting and seating areas. Utilising unused ground, plans are underway to develop a community allotment for residents to encourage community interaction and ownership. Further integrated working between WDC and Strathclyde Police continues in all wards across WDC.

*Police (Anti Social Behaviour):* CPP Action Plans and pro-active patrols have taken place on an ongoing basis this year targeting the anti-social behaviour and disorder "hotspot" areas in West Dunbartonshire that have been identified through intelligence gathering and the analysis of crimes and incidents. Additional police resources have helped to support the achievement of the outcomes under National Outcome 9 related to the detection of drug dealers, reducing violent crime, tackling antisocial behaviour and continuing the reducing trend on acquisitive crime.

### **Home & Transport Safety**

The Home safety group continues to meet on a regular basis:

- to increase people's awareness and knowledge, in order to prevent incidents/accidents in and around the home
- to reduce the incidents and accidents in the home
- to promote Home Safety and security
- for people to feel safer in their homes

The Group is well attended and partners now include WDC Community Safety partnership, Care and Repair, Strathclyde Police, Strathclyde Fire and Rescue, NHS, and Trading Standards. Other partner agencies and groups attend when subjects relate to them.

*Bogus Callers:* The group is working in partnership with Trading Standards and Strathclyde Police to highlight the issues around bogus callers. It was decided to set up a campaign to remind the community of their rights and knowledge to keep them safe. A sub group was set up and identified an initial area for a No Cold Calling Control Zone. The area chosen was the Silverton area of Dumbarton as police analyst data showed this area as a hot spot. The pilot itself consists of street signs, door stickers, leaflet information and fridge magnets all with a contact phone number that will be manned from 8 a.m. until 2 a.m. This pilot is now complete and the group is now about to launch a new zone in the Parkhall area of Clydebank.

*Home Safety booklet:* One of the identified aims of the group is to increase the community's awareness and knowledge of Home Safety, the group intends to update and re-launch the Safe and Sound booklet.

*Lomond & Clyde Care & Repair:* Home Safety/Security items continue to be installed free of charge to elderly and disabled people and vulnerable families with young children.

- 210 clients receiving advice on home safety/security
- 300 Home Safety starter packs provided
- 400 Home Safety/Security Audits carried out
- 300 safety gates installed
- 95% rated the service as very good with 5% rating the service as good
- 95% said they would not have been able to organise the work themselves
- 100% said they now felt safer and more secure in their homes
- 100% said they would use the service again

Care & Repair has made over 30 referrals for fire safety visits to Strathclyde Fire & Rescue and completed the final phase of talks to fire crews in Clydebank & Dumbarton so that fire fighters can make cross referrals to Lomond & Clyde Care & Repair. Lomond & Clyde Care & Repair continue to be partners in the 'No Cold Callers' initiative.

The project has also:

- Delivered a presentation entitled "Home Safety In Practice-A national Perspective" to the annual conference of the Scottish Accident Prevention Council.
- Developed a Trusted Trader Scheme in a bid to combat rogue contractors and bogus callers.

*Transport Safety:* The Transport Safety group meets on a regular basis and the aims are

- To improve public perception and use of public transport safety
- To reduce the number and seriousness of Road Traffic Collisions (RTCs) and the fatalities (to zero) as per the programme
- To encourage walking and cycling
- To support road safety education initiatives for all ages
- To work with transport Scotland and neighbouring authorities to improve transport safety on the A82

*Pass Plus:* This is a popular course and continues to have high numbers on the application list, with a total of 109 funding applications and 57 grants paid to those who completed their Pass Plus.

*Safe Drive Stay Alive:* The event which was aimed at S5 and S6 students was held on 26<sup>th</sup> and 27<sup>th</sup> of October which included partners from WDC Transport Department, Education, the Police and the Emergency Services. The production company 20/20 was used for this event and was staged at the Denny Civic Theatre Dumbarton. Over the two days around 900 school pupils attended from West Dunbartonshire, Argyll & Bute and East Dunbartonshire. This event received high praise from our partners. It is hoped to run this event bi-annual with an initiative that is aimed locally at all road users. A pilot is being proposed at Clydebank College of a 'Real Crash' scenario.

### **Violence against Women/Domestic Abuse**

Three new services for women children and young people (CEDAR Project, Young Person's Counselling Service and the CARA/Glasgow Rape Crisis combined service) were established and the Reduce Abuse (RA) Project has expanded significantly during 2010/11 as a result of CPP investment. This involved the recruitment of 4 new workers and increased the capacity of the WD Violence Against Women Programme to achieve its aims and contribute to the delivery of its outcomes within the SOA. All services and projects have achieved - and in some cases exceeded - their targets; have continued to expand opportunities for multi-agency working and can demonstrate the successful achievement of all their original outcomes for their target groups. The new women's and young people's services

can demonstrate increased visibility among local agencies and the general public, significant increases in the numbers of referrals, women and young people receiving services and individual appointment/sessions. The development of survivor group work programmes is on target for commencement in the autumn.

All services have contributed substantially to the development of multi-agency working with the voluntary and statutory sectors; designed and delivered multi-agency training, awareness raising and contributed to local public and media events, thus raising the profile of all VAW services in WD and of the VAW work programme. The Reduce Abuse Young People's VAW prevention project has been successful in meeting all its objectives and achieving its outcomes including:

- Expanding its programmes to WD primary schools including touring drama production 'Gold Stars and Dragon Marks'. The publication of an external evaluation of this pilot programme is likely to be the first of its kind in Scotland.
- Establishing its programmes with young people and workers Residential Units and the Choices programme
- Extending its range of staff and pupil programmes to include teen abuse and gender stereotyping
- Increasing the number of young people attending sessions across all years in the secondary school curricula
- Delivering Domestic Abuse awareness training to local workers including education and community safety services staff

All of the services and projects are being independently evaluated using a methodology which incorporates the views of women, children/young people and agency partners and which will demonstrate their value and effectiveness in improving outcomes for service users and also to achieving the outcomes of the Safer and Stronger Thematic Group.

### Reducing Alcohol and Drug Misuse

Within programmes, virtually all targets were met. In particular, the Community Based Recovery Programme and Young People's Service have exceeded most targets. Both programmes attract significant external funds (together they attract just under £200k per annum through Lottery and Lloyds TSB), and a new funding application is in preparation with WDC Housing Services to develop programmes to include supported accommodation.

*Community Based Recovery:* the Project achievements included:

- 380 individuals given the opportunity to take part in an intensive recovery programme
- 213 individuals showing a 50% improvement in lifestyle choices
- 224 individuals showing a 50% improvement in self confidence and motivation
- 108 participants being free of all illicit and/or prescribed drug use
- 45 participants involved in regular volunteering activity
- 190 participants reducing their substance misuse by 50% or greater
- 214 participants reporting improved independent living skills and with improved relationships
- 81 participants have accessed employment
- 135 participants have accessed further education/training and/or in training



*Young Person's Addiction Service:* the Project achievements included:

- 158 young people with a full assessment and care plan agreed with regular reviews
- 78 young people accessing the new services
- 51 participants independently accessing another mainstream service
- 81% of young people engaged in the services who have improved self confidence/esteem
- 94% of young people engaged in the services who have significantly reduced their drug/alcohol misuse
- 100% of young people getting support immediately when they request this in a crisis situation
- 91% of young people referred who engaged in education and/or training/employment
- 74% reduction in young people's criminal activity

*Arrest Referral:* The service is showing positive outcomes, with 325 arrestees being offered the service within the first 7 months of operation and 49.5% accepting the service. Early data showed a significant impact on offending behaviour. Longer-term monitoring procedures of re-offending are now in place.

*HEAR Crisis:* The out-of-hours telephone service is now operational 5 nights (5 p.m. to 11.30 p.m.) per week and has developed specific crisis intervention work. Opportunities to further expand the service through commissioning with other local authority areas are being explored through the Addictions Benchmarking Group.



## **THEME: Developing Affordable & Sustainable Housing**

The programmes under this theme contributed to local outcomes and indicators developed under National Outcome 7 and 10. The programmes are:

- Community Involvement in Neighbourhoods
- Homelessness
- Regeneration, Investment and Affordable Housing

The two programmes directly funded through CPP Investment for 2010/2011 were 'Community Involvement in Neighbourhoods' and 'Homelessness'. The third programme area 'Regeneration, Investment and Affordable Housing' has focused on providing a forum for Community Planning Partners to engage with Local Registered Social Landlords (RSLs).

## Homelessness

West Dunbartonshire continues to be a progressive local authority in working towards the 2012 homelessness target. The prevention of homelessness is the key element in achieving the West Dunbartonshire Homelessness Strategy vision 'To end homelessness in West Dunbartonshire'.

The Homelessness Prevention Activity Coordinator was actively working towards the completion of the following tasks:

- Ensuring the key messages within the Scottish Government's Homelessness Prevention Guidance.
- Contributing towards the coordination and implementation of new prevention activities and developing appropriate monitoring systems.
- Developing and implementing monitoring systems to record and track repeat homelessness and those who lose contact, taking account of all circumstances including, support requirements, tenancy sustainment, incarceration etc. and investigating possible recommendations to address breaking the homelessness cycle.

The project continued to warrant positive outcomes in the increased access for homeless households to the private rented sector. Work also continued in the development of a 'joint tenancy sustainment strategy' involving all social landlords operating in West Dunbartonshire.

Another of the positive outcomes of the programme has that it identified many areas where the prevention of homelessness and maximising positive housing outcomes could be achieved. These areas have been taken forward within the organisational review of Housing and Community Safety services. It is planned that for specific identified areas of work attempts to secure additional external funding will be made e.g.; developing a housing options approach. Key achievements were:

## Community Involvement in Neighbourhoods

This programme has proved to be a success in relation to helping realise community aspirations. The programme is building on the success of last year with high levels of Community Participation and engagement across the authority and a range of activities were supported by the Support Officer leading to:

- 39 community clean-ups
- 191 community volunteers participating in activities

## Regeneration, Investment & Affordable Housing

32.1% of the Council's stock met the SHQS exceeding the target of 25%. A Stock Condition Survey and Structural Survey have been completed and the results are being used to assist the Council in meeting the SHQS. The Council's Capital Programme is moving towards carrying out larger scale projects over longer periods of time to ensure that the 2015 SHQS deadline is met.

The process of partial Stock Transfer is also underway, with affected tenants being balloted in September 2012. If successful in all transfer packages, the Council's stock would reduce by around 45%. This would have a significant impact on the

Council meeting the SHQS. The percentage of RSL stock meeting the SHQS increased to 89% in 2010/11 from 83.4% in 2009/10.

## **Section 6: Conclusions**

The CPP is continuing its improvement agenda with a focus on partnership outcomes that make a real difference to local residents and communities, and on ensuring that communities can participate in and influence key decisions on how these services are delivered.

Many individual agencies have contributed to these developments and it is encouraging to see the level of change achieved in a limited timescale. It is also encouraging to see the development of a strong, vibrant and wide reaching partnership, working towards a single monitoring framework described in the SOA.

We are still at the early stages of designing service delivery models that can respond effectively and sustainably to the National agenda and priorities. However, there is now evidence available, and included in this report, that the overall direction of the work is positive. It is showing considerable potential to harness the extensive knowledge, skills and financial resources of community planning partners to deliver our improvement agenda, whilst at the same time meeting the requirements of the SOA and delivering improved and inclusive community engagement.

Progress will continue to be captured through the Covalent Performance Management System that all WDCPP partners have agreed to fully utilise for reporting on SOA activity.

## Section 7: Appendices

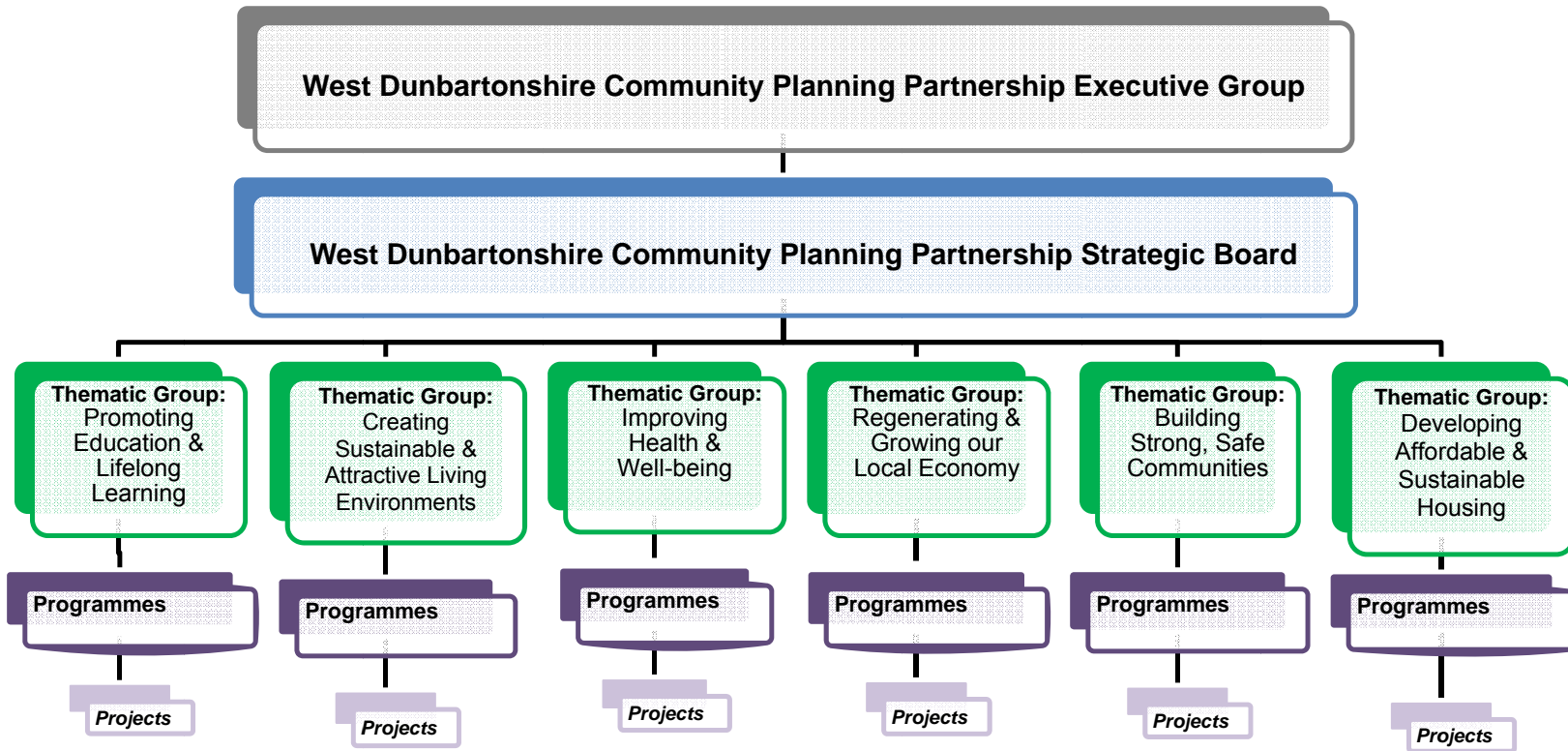
Appendix 1: WD CPP Community Planning Structures

Appendix 2: National and Local Outcomes Aligned to WD CPP Thematic Groups

Appendix 3: WD CPP Programmes with CPP Investment

Appendix 4: WD CPP SOA Annual Report Template (2010/11)

Appendix 5: Glossary

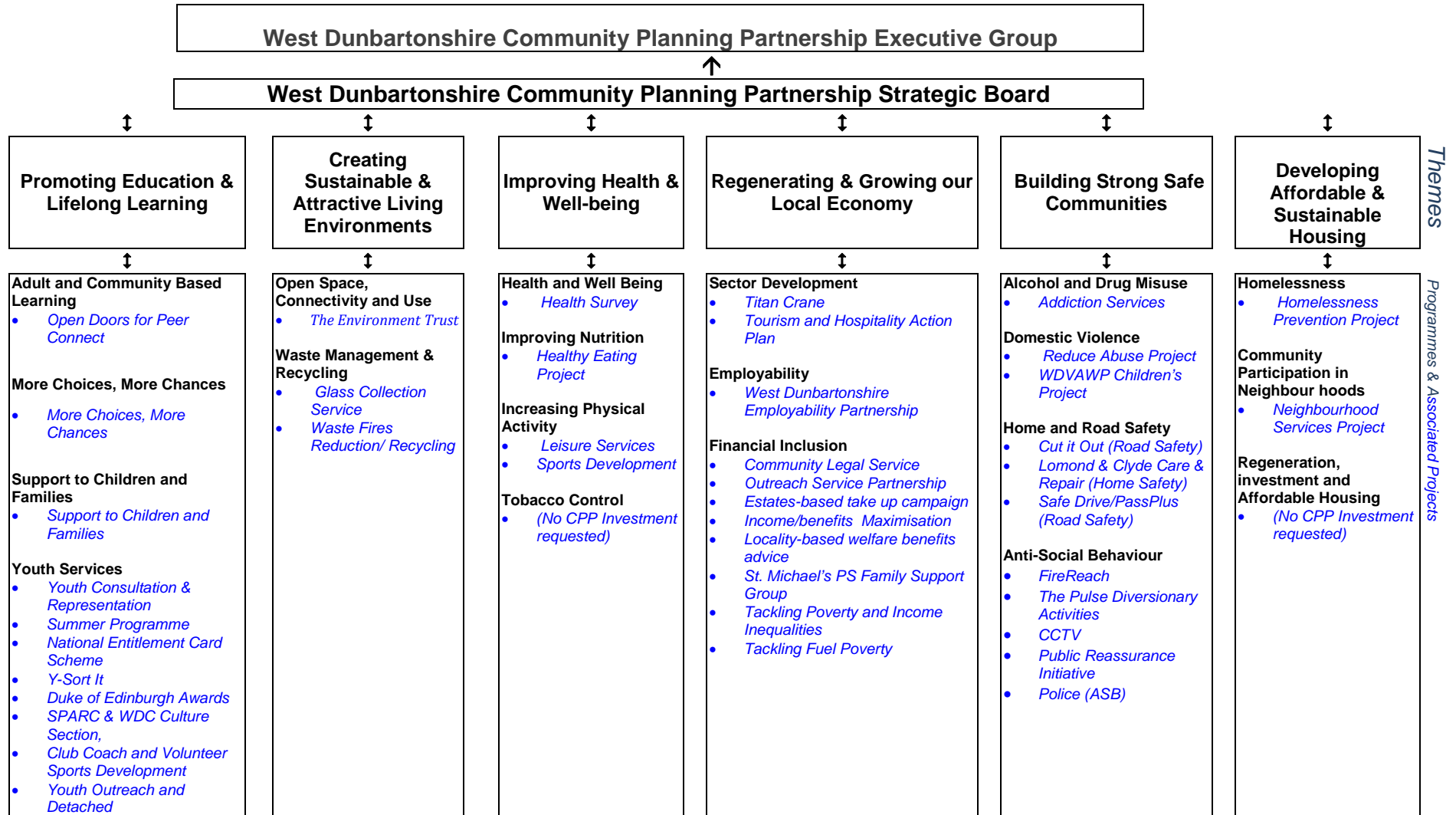


## National and Local Outcomes Aligned to CPP Thematic Groups

National Outcomes	Local Outcomes	Thematic Group
<b>01 - We live in a Scotland that is the most attractive place for doing business in Europe</b>	01.1 Attracted and supported the development of new and emerging businesses and supported the sustainability and growth of existing businesses	Regenerate and Grow our Local Economy
	01.2 Reduced amount of vacant and derelict land	
	01.3 Regenerated town centres and related waterfront areas	
	01.4 Growth of the tourism economy	
<b>02 - We realise our full economic potential with more and better employment opportunities for our people</b>	02.1 Reduced unemployment and benefit dependency	
<b>03 - We are better educated, more skilled and more successful, renowned for our research and innovation</b>	03.1 Improved achievement and attainment through life-long learning	Education and Lifelong Learning
	03.2 Increased positive destinations for 16-19 year olds	
<b>04 - Our young people are successful learners, confident individuals, effective contributors and responsible citizens</b>	04-1 Improved educational attainment levels by secondary school pupils	
	04-2 Improved educational attainment levels by primary school pupils	
	04-3 Improved schools	
	04-4 Improved educational attainment levels by lowest performing secondary school pupils	
	04-5 Improved confidence and active citizenship for children and young people	
<b>05 - Our children have the best start in life and are ready to succeed</b>	05-1 Improved Nursery provision	
	05-2 Improved early years attainment	
	05-3 Parents supported to give their child the best start in life	
<b>06 - We live longer and healthier lives</b>	06-1 Increased proportion of people (65+) needing care or support who are able to sustain an independent quality of life as part of the community	Health and Wellbeing
	06-2 Increased life-expectancy within 15% most deprived SIMD areas	
<b>07 - We have tackled the significant inequalities in Scottish society</b>	07-1 Reduced Poverty	Regenerate and Grow our Local
	07-2 Reduced Child Poverty	
	07-3 Increased employment and training opportunities for people with a learning disability, mental health problems, criminal record or addiction issues	
	07-4 Reduced Financial Exclusion	
	07-5 Reduced Fuel Poverty	
	07-6 Homelessness ended	Housing
<b>08 - We have improved the life chances for children, young people and families at risk</b>	08-1 Provided opportunities to enable young people at risk to have positive chances and make positive choices in their life	Education and Lifelong Learning
	08-2 Improved Child Protection	

National Outcomes	Local Outcomes	Thematic Group
<b>09 - We live our lives safe from crime, disorder and danger</b>	09-1 Reduced crime and violent crime in particular	Safe and Strong Communities
	09-2 Reduced Domestic Abuse/Violence Against Women	
	09-3 Reduced anti social behaviour and disorder	
	09-4 Improved home and road safety	
<b>10 - We live in well-designed sustainable places where we are able to access the amenities and services we need</b>	10.1 Regeneration in a properly planned, coordinated and sustainable manner	Housing
	10-2 Improved mix, quantity, location and affordability of housing in West Dunbartonshire	
	10-3 Improved the quality of council and RSL housing	
<b>11 - We have strong, resilient and supportive communities where people take responsibility for their own action and how they affect others</b>	11-1 Improved resident's perceptions of their neighbourhood	
	11-2 Increased community volunteering and involvement	
<b>12 - We value and enjoy our built and natural environment and protect it and enhance it for future generations</b>	12-1 Improved quality and access to greenspace	Sustainable and Attractive Environments
	12-2 Improved the state of West Dunbartonshire's environment	
<b>13 - Take pride in an strong, fair and inclusive West Dunbartonshire identity</b>	13-1 Improved image and reputation of West Dunbartonshire and the Council	ALL
	13-2 Population decline and out-migration reduced	Regenerate and Grow our Local Economy
	13.3 Increased participation in local cultural activities	Education and Lifelong Learning
<b>14 - We reduce the local and global environmental impact of our consumption and production</b>	14-1 Reduced overall ecological footprint	Sustainable and Attractive Environments
	14-2 Raised awareness of environmental issues	
	14-3 Waste Managed in a more sustainable way	
	14-4 Increased proportion of journeys by public or active transport	
<b>15 - Provide high quality continuously improving, efficient and responsive services</b>	15-1 Improved leadership by the Community Planning Partnership	ALL

WDCPP Programmes with CPP Investment December 2010 - March 2011)





**SOA Annual Report Template (2010/11)**

**Availability of Data**

It has not been possible to provide data for the following high level indicators:

Local Outcome	Performance Indicator(s)
1.1	H/ED/010 Number of new VAT registered businesses per 10,000 population H/ED/011 Number of VAT registered businesses at year end per 10,000 population
4.3	ED/QI/006 Percentage of secondary schools with positive inspection reports
4.4	ED/PPP/199 Percentage of Secondary (S4) Pupils in lowest 15% SIMD areas in West Dunbartonshire achieving 5 or more passes at SCQF Level 5 or better
5.3	CP5.N07 Percentage of eligible children completing child healthy weight intervention programme
6.1	NOCC-R3 Percentage of people 65+ admitted twice or more as an emergency who have not had an assessment
6.2	SW/UNIT/006 Male healthy life expectancy in West Dunbartonshire SW/UNIT/007 Female healthy life expectancy in West Dunbartonshire CP2.S08 The average score of adults on the Warwick-Edinburgh Mental Wellbeing Scale
9.2	SW/PU/001 Rate of domestic abuse in West Dunbartonshire per 100,000 population
11.2	CED/PU/072 Number of sustained Voluntary Organisations CED/PU/073 Percentage of the population active in volunteering and community activity
12.1	H/GEN/76 Percentage of households with an accessible greenspace of at least 2 hectares in size, no more than 300 metres from home
12.2	H/RWT/001 Number of households in the 100 year flood map area
15.1	CED/PU/079 Community Planning score from PSIF Self-Assessment Process

An explanation for the absence of current data is provided in the latest note for each of these individual PIs within the relevant Local Outcome table below.

2010/11 targets and values relate to the period 1<sup>st</sup> April 2010 until 31<sup>st</sup> March 2011. Updated statistics are provided in the narrative and analysis for some National and Local Outcomes, where available.

**NO-01 We live in a Scotland that is the most attractive place for doing business in Europe**

Supporting the retention, sustainability and growth of local businesses remains a key priority. The prevailing economic downturn continues to affect the anticipated recovery of the economy at a local level. The number of VAT registered businesses has remained relatively constant in recent years but the rate of new business formation has consistently been the lowest in Scotland. Encouragement can be taken, however, from an increase in the number of new businesses in West Dunbartonshire registered through the Scottish Clearing Banks in 2010 to an average of 54 per quarter, compared to 48 per quarter in 2009.

The removal of vacant and derelict land from the register signifies both investment in the area and an improvement in the area's environment. The amount of land removed this year has exceeded the target, and there has been an overall reduction in the amount of vacant and derelict land with more land removed from the register than added to it.

Town centre vacancy rates are a useful measurement of the performance, attractiveness, vitality and viability of a centre. Over the last year, vacancy rates decreased in Clydebank, remained the same in Alexandria, but increased slightly in Dumbarton.




The STEAM report for 2010 shows that total tourist numbers remained the same as the previous year's figures at 827,000. The economic impact generated for tourism in West Dunbartonshire has increased by 1% compared with 2009 which indicates a slow recovery from the effects of the recession. Figures suggest that home grown tourism has increased and that day visitors account for 67% of total visitor numbers to the area.

The 'social economy' continues to play a very important part in the local economy of West Dunbartonshire. It comprises three parts - the community sector (covering small community associations, civic societies and small support groups); the voluntary sector (including housing associations, charities, large community associations, national campaign organisations, etc.) and the social enterprise sector including co-operatives, building societies, development trusts and credit unions. The size of this sector of the economy (and the number of people employed) is difficult to estimate.

**01.1 Attracted and supported the development of new and emerging businesses and supported the sustainability and growth of existing businesses**




The persistent negative effects of the recession continue to have an adverse impact on the local economy. The number of new PAYE/VAT registered businesses continues to lag behind the rest of Scotland. The total number of PAYE/VAT registered businesses at year end was 188 per 10,000 working age population in 08/09; this had increased from a level of 182 in 07/08. March 2011 figures show an increase to 233, relatively significant, but low when compared to the corresponding figure for Scotland (March 2011) of 448 registered businesses per 10,000 of working age population.

The number of new businesses registered by the Scottish Clearing Banks in West Dunbartonshire was 213 in 2008/09 and rose to 227 in 2009/10. Although this was encouraging, the figure dropped to 203 in 2010/11 and still lags significantly behind its 2007 level of 314.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/ED/010 Number of new VAT registered businesses per 10,000 population	17	See note	See note	16	See note			The BERR statistics relating to VAT registrations are no longer available. They have been replaced by a new series of statistics produced by ONS, on business births, deaths and survival rates which include PAYE as well as VAT figures. The figures for 2009/10 will not be available until November 2011.
H/ED/011 Number of VAT registered businesses at year end per 10,000 population	188	233	See note	172				
H/ED/015 Number of new business registered by Scottish Banks	213	227	203	189				2010/11 target was reduced from 252 (as per 2009/10 SOA Progress Report) due to the impact of the economic downturn.

### 01.2 Reduced amount of vacant and derelict land

Three sites totalling almost 12 hectares were removed from the vacant and derelict land register following the 2011 survey. This is slightly less than the 14 hectares that were removed following the 2010 survey but exceeds the 3 hectare target. Ten sites totalling 8 hectares were added to the register following the 2011 survey. Further sites totalling 3 hectares were removed from the register owing to definition changes and the National Park Authority is now compiling its own register.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/FP/005 Hectares of land removed from the vacant and derelict land register per annum	7.2	14.05	11.96	3				Land removed from Vacant & Derelict Land Register at Clydebank Business Park, Brown Street, Haldane and Lomondgate owing to development commencing on sites.

### 01.3 Regenerated town centres and related waterfront areas

West Dunbartonshire has three town centres: Clydebank, Alexandria and Dumbarton. The vacancy rate in Clydebank town centre and adjoining retail parks reduced from 10% to 7% between 2010 and 2011 with a net increase in the number of smaller units occupied and one larger retail warehouse unit becoming occupied. There was no change in the vacancy rate within Alexandria town centre and little change in the occupation of shops. The vacancy rate remained at 10%, which is higher than the 8% target. The vacancy rate within Dumbarton town centre and adjoining retail park increased from 10% to 11% between 2010 and 2011, with the net increase mainly owing to the vacation of a unit in the retail park. The vacancy rate exceeds the 10% target.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/FP/004 Percentage of floor space in Alexandria Town Centre that is vacant	8%	10%	10%	8%				A target of 8% was set for 2010/11 but vacant floorspace was measured at 10%. Due to slow economic recovery there has been little change in shop occupancy since April 2010 and overall vacancy level remains the same. There are also a number of managed vacancies in Mitchell Way owing to the Council's plans to regenerate the area. It is hoped the West Dunbartonshire Council Economic Development Strategy 2011/16 and the accompanying Action Plan will help to improve the performance of this indicator and achieve the targets set.
H/FP/003 Percentage of floor space in Dumbarton Town Centre/commercial centre that is vacant	13%	10%	11%	10%				A target of 10% was set for 2010/11 with 11% being achieved. The target was just missed however; the vacancy figure for the Town Centre alone is 21% which is the same as last year. It is hoped the Economic Development Strategy 2011/16 and the accompanying Action Plan will help to improve the performance of this indicator
H/FP/002 Percentage of floor space in Clydebank Town Centre/commercial centres that is vacant	20%	10%	7%	10%				Despite the slow economic recovery the 2010/11 result of 7% exceeded the 10% target set. The vacancy rate for the town centre alone was 6%, down from 7% last year. It is hoped the Economic Development Strategy 2011/16 will help to continue this performance.

#### 01.4 Growth of the tourism economy

The STEAM report for 2010 shows the total tourist numbers remained the same as the previous year's figures at 827,000. The study also shows that over the same period associated revenue increased by 1% as opposed to a 2% decrease in growth the previous year.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/ED/009 Percentage increase in number of visitors to West Dunbartonshire	-1%	-1%	0%	0%				
H/ED/012 Percentage increase in tourism generated income for West Dunbartonshire	-2%	-2%	1%	0%				













**NO-02 We realise our full economic potential with more and better employment opportunities for our people**

West Dunbartonshire's unemployment rate continued to compare unfavourably with the Scottish average over the year. The number claiming Job Seekers Allowance (JSA) ranged from the lowest point, September 2010 with 3,114 JSA claimants (5.2%), to the highest point of 3,860 claimants January 2011 (6.5%.) During the same period the Scottish JSA figure ranged from 3.8% to 4.3%. West Dunbartonshire continues to suffer from a lack of employment opportunities and is an area of high unemployment with significantly high levels of JSA claimants.




The number of people economically active and in employment in West Dunbartonshire from April 2010 to March 2011 was 45,800 (76.4%) this compares favourably with the Scottish average of 77.1%.

**02.1 Reduced unemployment and benefit dependency**

In May 2011, 3,460 Job Seekers resident in West Dunbartonshire were looking for employment opportunities. This represents 5.8% of the resident population aged 16-64. Only North Ayrshire 6.2% and Glasgow 5.9% had a proportionately higher number of Job Seekers. 6,370 residents of West Dunbartonshire were claiming Employment Support Allowance and Incapacity Benefits. The claimants represent 10.7% of the resident population aged 16-64 years. Only Inverclyde 12.1% and Glasgow 12.4% had a proportionately higher number of claimants.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/CP/007 Employment rate	72.8%	69%	67%	69%				
CED/CP/006 Percentage of working age people claiming Job Seekers Allowance (JSA)	4.43%	5.95%	6.3%	5.5%				West Dunbartonshire continues to have the second highest percentage of working age people claiming Job Seekers Allowance (JSA) in Scotland. Over the year the percentage of JSA claimants ranged from 5.2% in September 2010 to 6.5% in February 2011. The high unemployment level is due to economic conditions beyond the influence of WDC. During 2011 to 2013, the number of JSA claimants is likely to rise significantly due to the migration of claimants from health related benefits.
CP1.S06 Percentage of working age people claiming Incapacity Benefit (IB)	11.7%	9.8%	10.7%	11%				The target has been revised in light of the reduced number of clients migrating from IB to JSA.
CP1.S07 Percentage of working age people claiming Income Support (IB)	10.2%	8.4%	7.6%	8%				According to the Scottish Neighbourhood Statistics, this indicator differs from 'the percentage of population aged 16-59 years claiming income support' which will no longer be updated from 2010 (Q01). This new indicator uses the population aged 16-64 years as the denominator whereas the previous indicator only covered 16-59 years. The reason for this change is that people are eligible for income support up until they can claim pension credit and the age at which they can claim pension credit is rising due to changes to state pension age. The Scottish average is 5.1%.

**Appendix 4**

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PPP/016 Percentage of working age population who are employment deprived in West Dunbartonshire	16%	15.8%	18.1%	15%				WD ranks 3 <sup>rd</sup> highest in Scotland (behind Glasgow and Inverclyde) in relation to the proportion of its working age population experiencing employment deprivation although it has seen a small reduction since the SIMD 2009+1 (published Oct' 2010). The Scottish average is 12.9%. 10,050 people are employment deprived in West Dunbartonshire (a reduction of 260). One datazone has moved out of the 15% most employment deprived in Scotland. The target was not met due to the impact of the economic recession.

**NO-03 We are better educated, more skilled and more successful, renowned for our research and innovation**

The percentage of working age residents who have a degree level qualification stood at 13.5% in 2010/11. This is an increase of 0.1% from the previous year but below the 2010/11 Scottish average of 20.9%. The percentage of workforce with no qualifications reduced from 16.1% in 2009/10 to 15.7% in 2010/11. However, the figure is higher than the Scottish average of 12.3%.

12.3% of 16-19 year olds within West Dunbartonshire are Not in Employment Education or Training (NEET) for the year 2010. The percentage of school leavers moving into positive destinations has increased by 5.1% from 83% in 2008/09 school session to 88.1% in 2009/10 school session. This is above the Scottish average of 86.8%.

The More Choices More Chances programme met its outputs, outcomes and financial targets at both project and programme level. Funding was re-profiled from national park opportunities to Smith Group Challenge opportunities as we embraced the welcome addition of Dumbarton football club as a provider of opportunities in West Dunbartonshire.

With the impact of the economic recession it has been imperative that there are more opportunities available for young people within the MCMC group. CPP Investment has allowed MCMC to be more responsive with opportunities and the fund has given the added flexibility to quickly respond at key times and stages. Due to the robust nature of data that is now collated we can accurately measure what has worked at what stage and what has had less of an impact. By collecting this data and translating it into information we have responded more effectively.

The implementation of the 16+ Learning Choices Policy and Practice Framework and Activity Agreements also contributed positively.

Clydebank College is a key partner in both the pre and post 16 MCMC strategies and it has now developed its own MCMC action plan. The new main campus of Clydebank College opened in August 2007 and has an intake of more than 10,000 learners each year - from over 55 nationalities - to its programmes.

The vocational programme began in 2004 with S3 and S4 pupils attending Clydebank college with two options: construction and hospitality. As of 2010, S5 and S6 pupils have also been participating in vocational courses which have increased to 11 options.

A total of 797 adult learners successfully completed courses provided by the Community Learning and Development (CL&D) section. These courses ranged from - amongst others - Adult Literacies to ESOL, Child Psychology, Information Technology, First Aid, Confidence Building and Driving Theory. Of the adult learners, 196 gained a recognised qualification with many achieving the award of a Scottish Qualifications Authority (SQA) Core Skill for the first time. The CL&D Section trains, supports and develops volunteers and during this period 171 local people participated in the delivery of the adult learning service. A formal partnership agreement between CL&D and Clydebank College continues to flourish and many of the adult learning opportunities are provided through this beneficial collaboration.

The local Council for Voluntary Service (CVS) is very active in promoting volunteering as a positive outcome and is actively promoting the Adult Learners and Millennium Volunteer Awards.

**03.1 Improved achievement and attainment through life-long learning**

The percentage of workforce with no qualifications fell from 18% in 06/07 to 15.6% in 07/08 in line with the target profile of 13% by 2010. The percentage has shown a downward trend from 17.2% in 2008/09 dropping to 15.7% in 2010/11, although the target was 13%. The Scottish average is 12.3%.

In 2010/11 about 13.5% of the Council's working age residents had a degree level qualification. This is below the Scottish average of 20.9%. However, the target has been exceeded by 2.5%. This has increased quite significantly from the 06/07 baseline of 9.6%. This is an area requiring further development through our partnerships with Clydebank College playing a key role.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/044 Percentage of working age residents with no qualifications	17.2%	16.1%	15.7%	13%				Although target not met, the direction of travel is positive. Scottish Average is 12.3%
CED/PU/045 Percentage of economically active residents with level 2 qualifications	66.2%	64.9%	67.5%	69%				Scottish Average is 70.2%
CED/PU/046 Percentage of economically active residents with level 3 qualifications	48.2%	50.8%	52.4%	51%				Scottish Average is 55.9%
CED/PU/043 Percentage of working age residents who have a degree level qualification	12%	13.4%	13.5%	11%				Scottish Average is 20.9%.









**03.2 Increased positive destinations for 16-19 year olds**

By 2010 12.3% of 16-19 year olds within West Dunbartonshire were NEET. This decreased by 1.2% from 13.5% in 2009. The percentage of school leavers moving into positive destinations increased by 5.1% from 83% in 2008/9 school session to 88.1% in 2009/10 school session. This is above the Scottish average of 86.8%.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/011 Percentage of school leavers into full-time higher education	26.5%	29.9%	35.3%	29.5%				The Scottish average was 35.7%. The 2010/11 target was increased from 27% (as per 2009/10 SOA Progress Report).
ED/QI/013 Percentage of school leavers into further education	26.3%	27.6%	28.4%	27.5%				The Scottish average was 27.1%. The 2010/11 target was increased from 26.6% (as per 2009/10 SOA Progress Report).
ED/QI/012 Percentage of school leavers into employment	22.4%	17.6%	13.1%	20%				The Scottish average was 18.5%. The target was not met due to the impact of the economic recession. The 2010/11 target was reduced from 22.4% (as per 2009/10 SOA Progress Report) due to the impact of the economic downturn.



**Appendix 4**

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/014 Percentage of school leavers into training	7%	7.9%	11%	7.5%				The Scottish average was 5.2%. The 2010/11 target was reduced from 9% (as per the 2009/10 SOA Progress Report).
ED/QI/015 Percentage of school leavers into positive destinations (total of higher/further education, employment and training)	82.5%	83%	88.1%	84.5%				The Scottish average was 86.8%. The 2010/11 result relates to the school session August 2009 to June 2010. The 2010/11 target was reduced from 85% (as per the 2009/10 SOA Progress Report).
CP5.01 Percentage of 16-19 year olds not in Employment, Education or Training (NEET)	13%	13.5%	12.3%	12.5%				The 1.2% reduction is attributed to our SLDR outcome. With the SLDR having the greatest impact on 16 to 17 year olds. Our 18 to 19 year olds present the greatest challenge in this group due mainly to devolved Department of Work and Pension (DWP) interventions not being robust enough. Skills Development Scotland (SDS) national programmes also do very little for this group, coupled with the lack of employment opportunities in West Dunbartonshire. A slight reduction for this group was recorded.

**NO-04 Our young people are successful learners, confident individuals, effective contributors and responsible citizens**

School environments and occupancy rates in West Dunbartonshire are poor and their improvement is a major priority. However, significant progress has been made over the last 2 years where the Council has now opened 3 new secondary schools in the summer of 2009, 2 new Primary schools in summer 2010 and a further Primary and Early Education and Childcare Centre (E.E.C.C.) in November 2010. 100% of primary schools had positive inspection reports in the 2010/11 session. This is based on the one school inspected, receiving an adequate or better rating for all 3 of the core subset of Quality Indicators. No secondary schools were inspected in the 2010/11 session.

In line with all other authorities in Scotland, West Dunbartonshire Council receives a specific grant from the Scottish Government for the purposes of providing Gaelic Education. Under the terms of the grant, each Council is also required to provide further funding in order to support their Gaelic programmes. Currently West Dunbartonshire Council provides Gaelic learning in one designated primary school - Edinbarnet. The learning is now in its fourth year and is offered to certain identified classes. Previously offered to P4 to P6, it has this year been extended to P3 who are now given an element of Gaelic. As well as learning elementary Gaelic, the children in these classes also learn about the music and culture of the Gaelic speaking communities. Transport support has been provided for 8 families (consisting of 14 primary and secondary pupils) who have opted to send their children to the Glasgow Gaelic School.

The percentage of pupils in P3, P4, P6 and P7 achieving or exceeding the appropriate '5-14' level for their stage in Reading in the school session 2009/10 remained at 84%. In Writing it increased 1% from the previous year to 76% and in Mathematics it increased by 2% to 87%. However, the '5-14' National Testing performance indicators are no longer available due to Curriculum for Excellence changes from 2010 onwards.

The percentage of S4 pupils achieving 5 or more passes at level 3 has been higher than the national average for 4 of the last 5 years, whereas the percentage of S4 achieving 5 or more passes at level 5 or better has been relatively constant but lower than the national averages and West Dunbartonshire's comparator group averages for the last five years.

The percentage of S6 pupils achieving 5 or more passes at Level 3 or better (a minimum standard) has been slightly higher than national average for 4 of the last 5 years but the percentage of S6 achieving 5 or more passes at level 6 has been somewhat lower than the national averages for the last five years and lower than our comparator group average for 4 of the last 5 years. WD is ranked as the 12<sup>th</sup> best performing council in Scotland in terms of the lowest 15% SIMD achievement in Education. In 2009/10 17.1% of S4 pupils from the lowest 15% of SIMD areas achieved 5+ awards at Level 5 (Standard Grade Credit). This is a 3.7% decrease on the 2008/09 figure and 3.9% below target.

The Curriculum for Excellence was introduced in August 2010. It will take a number of years to be fully embedded. Changes to programmes and examinations are being phased in and gathering data may change as a result of new assessment procedures. Training programmes for all teachers are on-going to enable the transition as it affects each year group. All target areas will be affected by these assessment changes from 2010 onwards.

**04-1 Improved educational attainment levels by secondary school pupils**

The percentage of S4 pupils achieving 5 or more passes at level 5 (Standard Grade) was 29% (Pre-appeal) in school session August 2010 to June 2011 which is 2.6% lower than the previous year. The comparator figure for 2010/11 is not available until December 2011, but the national average for the school session 2009/10 was 36% and WDC ranked 3<sup>rd</sup> out of 6 within the comparator group. The percentage of S5 pupils achieving 3 or more passes at level 6 (Higher) was 21% (pre-appeal) in school session 2010/11 which is a 3.4% increase on 09/10. The comparator figure for 2010/11 is not available until December 2011, but the 2009/10 national average for this measure was 24% and WDC ranked 6<sup>th</sup> out of 6 within the comparator group. The percentage of S6 pupils achieving 5 or more passes at level 6 (Higher) was 16% (pre-appeal) in school session 2010/11 which is a 3.6% reduction on 09/10. The comparator figure for 2010/11 is not available until December 2011, but the national average for the school session 2009/10 was 22% and WDC ranked 3<sup>rd</sup> out of 6 within the comparator group.




Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/002 Percentage of pupils passing 5 or more SQA exams at SCQF level 5 or better by the end of S4	30%	30%	31.6%	31%				The 2010/11 values relate to the school session August 2009 to June 2010.
ED/QI/003 Percentage of pupils passing 3 or more SQA exams at SCQF level 6 or better by the end of S5	17%	19%	17.6%	19%				
ED/QI/004 Percentage of pupils passing 5 or more SQA exams at SCQF level 6 or better by the end of S6	15%	16%	19.6%	16.5%				

**04-2 Improved educational attainment levels by primary school pupils**

In 2010/11 (school session 2009/10) there was a 2% increase in performance in mathematics to 87% which is 1% above our data sharing consortium's average. Reading attainment remained stable at 84% which is 1% below the consortium average. Writing has increased by 1% in West Dunbartonshire to 76% which is 1% below the consortium average. These performance measures will be affected by Curriculum for Excellence assessment changes from 2010 onwards.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/007 Percentage of pupils in P3, P4, P6 and P7 achieving the appropriate 5-14 level for their stage in Reading]	85%	84%	84%	86.5%				2010/11 data (from the 2009/10 school session) shows WDC at 84%, the same as in the previous year and 1% below the local authority 5-14 data sharing consortium average of 85%. The target was missed by 2.5%. This performance indicator will no longer be available due to Curriculum for Excellence changes from 2010 onwards.
ED/QI/008 Percentage of pupils in P3, P4, P6 and P7 achieving the appropriate 5-14 level for their stage in Writing]	78%	75%	76%	79.5%				2010/11 data (from the 2009/10 school session) shows WDC at 76%, a 1% increase from the previous year and 1% below the local authority 5-14 data sharing consortium average of 77%. The target was missed by 3.5%. This performance indicator will no longer be available due to Curriculum for Excellence changes from 2010 onwards.












## Appendix 4

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
ED/QI/009 Percentage of pupils in P3, P4, P6 and P7 achieving the appropriate 5-14 level for their stage in Mathematics	87%	85%	87%	87.5%				2010/11 data (from the 2009/10 school session) shows WDC at 87%, a 2% increase from the previous year and 1% above the local authority 5-14 data sharing consortium average of 86%. The target was missed by 0.5%. This performance indicator will no longer be available due to Curriculum for Excellence changes from 2010 onwards.

### 04-3 Improved schools






Primary school rolls continue to fall. The overall calculated occupancy rate of 55% in 2010/11 is same as the previous year. Improvements are expected from the school session 2010/11 onwards following the opening of 3 new primary schools. Significant improvements were seen in the school session 2009/10 following the opening of 3 new secondary schools. The occupancy rate increased from 67% to 74%. However, for 2010/11 there was a drop of 1%.

Only one primary school inspection report has been published so far in the current school session 2010/11. That inspection produced a positive report.

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
ED/QI/005 Percentage of primary schools with positive inspection reports	100%	100%	100%	100%				
ED/QI/006 Percentage of secondary schools with positive inspection reports	100%	100%	See note	100%	See note			No secondary schools were inspected by Her Majesty's Inspectorate of Education (HMIE) in 2010/11.
ED/SE/001 Primary School Occupancy	56%	55%	55%	56%				
ED/SE/002 Secondary School Occupancy	67%	74%	73%	82%				

**04-4 Improved educational attainment levels by lowest performing secondary school pupils**

In 2009/10, 17.1% of S4 pupils from the lowest 15% of SIMD areas achieved 5 or more awards at Level 5 (Standard Grade Credit level). This is a reduction of 3.7% from 2008/09, but 1% above the average of 16.1% for the 28 authorities returning this data. This gives WDC a ranking of 12th of those 28 authorities. In our comparator group of authorities where the average is 13.9%, WDC is ranked 4<sup>th</sup> out of 6.




Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
ED/CPP/198 Average tariff score of lowest performing 20% of pupils in S4	61	60	67	61.5				Provisional analysis of exam results shows a large improvement to 67 from last year's figure of 60, exceeding the target of 61.5. HMle have not yet published the councils' tariff scores so no comparison can be made to other councils at the moment. The 2010/11 target was increased from 44.6. (as per 2009/10 SOA Progress Report).
ED/CPP/199 Percentage of Secondary (S4) Pupils in lowest 15% SIMD areas in West Dunbartonshire achieving 5 or more passes at SCQF Level 5 (Standard Grade Credit) or better	20.8%	17.1%	See note	21%	See note			The source of this data, the Scottish Neighbourhood Statistics website ( <a href="http://www.sns.gov.uk">www.sns.gov.uk</a> ), has not yet been updated with 2010/11 data. The Scottish Government confirmed that the update would not take place until July 2012.

**04-5 Improved Confidence and Active Citizenship for Children and Young People**

A Review of the Youth Consultation and Representation structures was completed in July 2010 and the subsequent Action Plan implemented.

8 Youth Action Groups were supported during the year - involving 907 young people. 118 young people gained formal accreditation for youth action group activities.

The 'Big Wide Yin Volume 2' Youth Consultation Event was held on the 26<sup>th</sup> February 2011 involving 117 young people and partners. A DVD and report were produced.

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
CED/CP/099 Number of young people involved in youth consultation and representation structures	92	252	245	282				907 young people were involved in all Action Groups and 117 in the 2010/11 Annual Consultation event.

**NO-05 Our children have the best start in life and are ready to succeed**

High quality effective parenting is vital for providing children with a good start to life. In seeking to encourage this, it is important to deal with the issues facing parents as a complex of related difficulties - rather than as isolated incidents. West Dunbartonshire's Parenting strategy has been completed and agreed by Committee. A multi-agency Parenting Review and Improvement Group has been established to implement the Strategy and to monitor service development. This aims to build on the success of established parenting provision in West Dunbartonshire. The Parenting Co-ordinator has a coordination role in ensuring referrals are responded to appropriately. Staff continue to be trained in a variety of parenting approaches and a number of programmes, identified in the Parenting Strategy, are being delivered across the Authority. Triple P (Positive Parenting Program®) training for Health visitors and some Early Years staff is ongoing in order to strengthen the parenting resources available for parents of pre-school children.

Programmes including Incredible Years, Mellow babies, Handling Teenage Behaviour and Families and School Together (FAST) continue to be made available to parents through multi agency provision of services.

The Support to Children and Families programme has shown consistent improvements in the following areas: rates of school exclusions and risk taking behaviours among the children and young people; number of families engaged with addiction services; disabled families; and, families with pre-5 children being supported by the programme. The service is provided by health, social work and education. This includes the outreach workers service to vulnerable parents being provided by early education and childcare centres. These centres continue to work closely with health promotion staff and parents to promote breastfeeding and healthy eating and dental health.

WDC has a strong record in the field of literacy and is currently developing and implementing a Literacy strategy.




Pre-school education is seen as a key element of the WDC's wider strategic goals and inspection reports confirm continuing high quality. One centre achieved five excellent ratings in the key quality indicators. One Early Education and Childcare Centre won the National Education Award for Literacy and Numeracy across the Curriculum for 2010. Nurturing principles have also been adopted by 8 primary schools with training and support available from the Psychological Service to expand this further.

WDC continues to have high levels of low birth weight babies. However, improvements have been noticed year on year since 2008 to 2010 both across the council area and in our 15% most deprived communities. Breast feeding support is available through breast feeding support groups at each end of the locality and the provision of a support worker where additional one-to-one breastfeeding support is required.

Dental health of children in Primary one is showing a sustained positive increase from its low of 47% in 2006/07.




**05-1 Improved Nursery provision**

Three pre-school centre inspection reports have been published so far in 2010/11. All three inspections produced positive reports.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/EY/001 Percentage of pre-school centres with positive inspection reports	100%	100%	100%	100%				Three pre-school centre inspection reports have been published so far in the current session. All three inspections produced positive reports.

**05-2 Improved early years attainment**

WDC does not directly measure attainment at the point of entry into Primary one – the first comprehensive measurement is at Primary 3 where the percentage of Primary 3 pupils exceeding '5-14' level 'A' is 39% for 2009/10 school session, the same as in the previous year. This performance indicator will no longer be available due to Curriculum for Excellence changes from 2010 onwards.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/010 Percentage of P3 Pupils exceeding '5-14' level A in reading, writing and mathematics	36%	39%	39%	37%				The 2010/11 data (from the 2009/10 school session) shows WDC at 39%, the same as in the previous year. The target was exceeded by 2%. This performance indicator will no longer be available due to Curriculum for Excellence changes from 2010 onwards.

**05-3 Parents supported to give their child the best start in life**

WDC continues to have high levels of low birth weight babies. The most up to date data in September 2011 indicates the Council's rate of low birth weights (defined as a birth weight of less than 2,500g) show improvements year on year from 2008 to 2010.

WDC also monitors its rate of breast feeding and, as of March 2011, the rate shows a slight year on year decrease since 08/09. West Dunbartonshire CHCP achieved UNICEF stage 3 accreditation in 2011, and work is ongoing to ensure we maintain this high standard of support for breast feeding women.

Poor dental health has been a feature of primary-school children – but the percentage of P1 children with no sign of dental disease is now showing a sustained positive increase.

The Health Board's healthy weight programme was launched in West Dunbartonshire at the end of 2009. There were 100 children who completed the programme which exceeded the target of 75 for the reporting period 2010/11.

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
CP5.N5 Percentage of five-year olds (P1) with no sign of dental disease	54.8%	See note	61.92%	60%			See note	The source for this indicator is the Annual National Dental Inspection Programme. It alternates between reporting on P1 and P7 children. Data relating to P1 children for the 2010 Programme was published in June 2011.
CP2.11 Percentage of babies breast-feeding at 6 weeks (WD)	16%	15.3%	14.8%	17.5%				
CP2.S11a Percentage of live singleton births of low birth weight (WD)	6.1	5.5	4.8					Targets were removed as data is not analysed consistent with the baseline data. Routine data is not available at CHCP or Local Authority level. ISD Scotland report data at NHS Board level. The data provided in this table is a non-routine analysis specially carried by ISD (and covers calendar years).
CP2.S11b Percentage of live singleton births of low birth weight (15% deprived areas)	8.4	6.9	6.9					
CP5.N07 Percentage of eligible children completing child healthy weight intervention programme	See note							Data for percentage of eligible children to participate was not recorded. The recording of the number of completers is in line with NHS HEAT target reporting arrangements. This consisted of completers for the ACES community programme and the Active Choices School based programme.



**NO-06 We live longer and healthier lives**

In West Dunbartonshire we recognise the importance of SOA delivery in relation to our local contribution to achieving the objectives of the Early Years Framework, Achieving our Potential and Equally Well. Through the CPP we share an improved understanding of the causes of health inequalities, and can therefore develop a greater pooled knowledge of the cross theme issues, hopefully leading to potential solutions for these inequalities. We recognise that Improving health in West Dunbartonshire and reducing health inequalities requires coordinated action from our CPP with its range of agencies, such as The Council, The Community Health and Care Partnership (CHCP), NHS boards, and the third sector. We are striving to work together to deliver integrated services, through partnership working and shared resources. Our Health Theme aims to further develop an outcome based approach within which we can direct and focus resources to meet our agreed local outcomes. Progress toward this aim was accelerated when we became one of eight Scottish (Equally Well) Test Sites who aim to explore service redesign and its potential impact on meeting outcome based targets. Our aim was to streamline services and reduce bureaucracy across delivery partners, thus enabling resources to be released and redirected to front line services. Projects like this will improve our networking, our partnership relationships, and understanding of our different responsibilities, open opportunities for new research, improved evidence and new or different ways of using resources. Our work in this context led us to develop a joined-up approach to reduction of tobacco use in Whitecrook, one of our most deprived areas; this has included changes to working practice, including topic relevant teaching across the curriculum, adapting cessation support and increased sales enforcement. This, in parallel with an aim to develop our ability to work across organisational and budgetary boundaries to deliver shared local outcomes, has fuelled our drive for improved performance and service redesign. Partnership working in this respect has brought both challenges and rewards. Positive aspects have included better working relationships, improved networking, better cross agency and interdepartmental understanding of roles, responsibilities and accountabilities.

New research and an improved evidence base has been developed and new resources and resource delivery methodologies have been applied. The partners involved in this project now share a greater understanding of the cause of health inequalities. Challenges for all partners have included agreement of shared outcomes, communication, and the perception that this piece of work is 'an extra task' over and above what is expected of individual partners in their duties of accountability to their own respective SG departments. Community engagement, to date, has not been fully explored; however we are aware of the necessity for this aspect of continuous improvement. We will work closely with our partners in developing this aspect of our health theme, developing consistent and meaningful engagement with the community to increase people's sense of control over the range of services which they use and depend on. Our contribution to the three national policy areas will continue to be evaluated as we progress.

Feedback from the national review of all 8 Test Sites confirms that the three social policy frameworks remain the best approach to deliver long-term improvements in outcomes for people. The Ministerial Task Force therefore recommends that action on all of the frameworks' recommendations should continue at Scottish Government and local level, while also recognising the need to identify local priorities to maximise the impact of available resources.

**06-1 Increased proportion of people (65+) needing care or support who are able to sustain an independent quality of life as part of the community**  
 Progress is being made towards achievement of the shift in the balance of care – this is a long term objective.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
NOCC-A1a Number of patients in short-stay settings waiting more than 6 weeks for discharge to appropriate care setting	2	3	0	0				Target of zero achieved and to be sustained.
NOCC-R3 Percentage of people 65+ admitted twice or more as an emergency who have not had an assessment	See note	35%	See note	50%	See note			No data available for 2008/09. Due to confidentiality issues around data collection and sharing, data for 2010/11 is currently unavailable although some progress is expected to be made.
NOCC-BC2a Percentage of people 65+ with intensive needs receiving care at home (Existing definition)	42.5%	43.4%	42.9%	44%				This is a draft figure and may be subject to change. Early indications are that we have missed our target. Performance in relation to this indicator is supported through a range of initiatives including targeted homecare, Telecare, improved joint working with community nurses and awareness raising with local GPs and Health Centres. Targets for future years will require to be reviewed in line with these changes to service. Benchmarked with other local authorities West Dunbartonshire performs satisfactorily.

**06-2 Increased life-expectancy within 15% most deprived SIMD areas**




West Dunbartonshire Council and its Community Planning partners have chosen to focus efforts on the kind of public health problems that produce a considerable burden of ill-health and that show a strong social class divide but which can be improved by action which is designed to prevent, and protect people from ill-health.

The latest data published reveals that West Dunbartonshire has the third lowest figure in the UK for male life expectancy; and the second lowest figure for female life expectancy. Life expectancy is on average 73.6 years for men and 78.3 years for women. However, when these figures are examined more closely we find that in the least deprived areas of West Dunbartonshire life expectancy for men rises to 74.6 years and for women 79.5 years whereas in the most deprived areas life expectancy for men falls to 66.0 years and for women 72.9 years.

It also has the fourth highest all-cause death rate of any local authority area in Scotland with the clear contributory factors of smoking, excessive alcohol consumption, drug abuse, poor diet and lack of physical activity.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/056 Life Expectancy - Male (All WD)	72.1	72.1	73.6	73.1				
CED/PU/057 Life Expectancy - Female (All WD)	78.1	78.1	78.3	78.3				
SW/UNIT/006 Male healthy life expectancy in West Dunbartonshire	62.8	62.8	See note	63.5	See note			There is no data available for this performance indicator at Local Authority Level. Data is only available for Scotland. The data included for this PI derives from a study carried out in 2004 which has not yet been repeated.
SW/UNIT/007 Female healthy life expectancy in West Dunbartonshire	67.3	67.3		67.6				
CED/PU/053 Percentage decrease in adults consuming more than the recommended weekly amount of alcohol in the 15% most deprived areas		0%	-5.4%	1.5%			See note	The baseline figure from the survey in 2010 was 13.6% of all respondents. The target for 2010/11 is therefore a decrease of 1.5% = 12.1%. The 2010/11 figure was 19% of all respondents. The actual value is therefore an increase of 5.4%. An increase of 47% of respondents in the second CPP supported survey may have contributed to the higher percentage of respondents consuming more than the recommended weekly amount of alcohol
FSF18 Percentage decrease in adults who smoke (in 15% most deprived areas)	0%	34.5%	47.5%	33%				An increase of 47% of respondents in the second CPP supported survey may have contributed to the higher percentage of reported smokers
CED/PU/052 Percentage increase in adults undertaking moderate physical activity at least 5 times per week (in 15% most deprived areas)	0%	39.4%	39.4%	40.9%				In the 2010 Community Planning Health Behaviour Survey, 39.4% of respondents met the national recommendations of five days of moderate activity of at least thirty minutes daily. A follow up survey is planned for 2011.

**Appendix 4**

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
CEd/PU/054 Percentage decrease in adults consuming four or more high fat snacks per day (in 15% most deprived areas)	0%	7.1%	7.1%	5.6%				In the 2010 Community Planning Health Behaviour survey 7.1% of respondents reported eating four or more high fat snacks per day. Survey to be repeated in 2011. PI replaced from one to three 'high fat' snacks to four or more 'high fat' snacks
CP2.S08 The average score of adults on the Warwick-Edinburgh Mental Wellbeing Scale	See note						Data not available at local authority level.	

**NO-07 We have tackled the significant inequalities in Scottish society**

West Dunbartonshire remains the 2nd poorest Local Authority in Scotland within the Scottish Index of Multiple Deprivation 2009+2 (published October 2011), with Glasgow remaining the poorest. Just over one in five people in West Dunbartonshire is classed as income deprived (22.1% of the population), a drop of 0.6 percent from the previous year, however 5.9% above the Scottish average. This data will be subject to further analysis as it is possible that this percentage drop is linked to current welfare reforms and the number of people who are currently appealing decisions or failing to claim any benefits.

West Dunbartonshire has also seen a rise in the percentage of children who are living below the poverty threshold (from 58% to 62%). There is evidence of a rise in children living within out of work families and a slight reduction in the number within in-work families, reflecting the difficult economic circumstances facing residents of West Dunbartonshire.

Significant changes have occurred in relation to resident-based wages in West Dunbartonshire during 2010/11 which is evidencing average weekly gross earnings for males rising by just under 5% to £506.70. However, for resident-based females this has reduced by 18.43% to £328.80. This data will be subject to further analysis and cross-referenced with other key statistics in relation to population and benefit claimants, in an attempt to establish why such a dramatic drop in the female resident-based earnings has occurred.

Tackling financial exclusion continues to be a priority and a challenge. West Dunbartonshire saw a rise in 2010/11 of 6% to 88% of people with access to bank, building society or credit union accounts. WD CPP is committed to exploring solutions during 2010/11 with local and national partners; however, external challenges are still prevalent in relation to banking institution practices, contributing to increased financial exclusion.

Reducing fuel poverty for residents of West Dunbartonshire has also continued to be a priority. The process of embedding tackling fuel poverty into front-line advice-giving service provision began during 2009/10 and has continued throughout 2010/11. Training and awareness raising sessions were delivered across statutory and voluntary services, in addition to attendance at community events. WD has also benefited from involvement in Home/Universal Home Insulation Schemes and the Community Energy Savings Programme.

Homeless presentations in WD have decreased by 4% from the previous year. The 2018 households that applied consisted of 2,233 adults and 1,117 children. Homeless decisions, a more accurate barometer of homelessness levels have also decreased by 6.5% in 2010/11 to 1194. As part of our planned approach to meeting the 2012 Homelessness target 99% of homeless decisions were assessed as in priority need, this increased to 100% during the last quarter of 2010/11. However, levels of homelessness in WD remain far higher than the Scottish average. We aim to make significant advances in tackling homelessness within WD over the next few years through increased prevention activity and a more focused housing options approach.

WD CPP faces a number of challenges in delivering on these commitments in the next few years, particularly in relation to the welfare reforms, and: suitable employment opportunities; addressing inequalities in relation to disability and employment; assistance to manage rising levels of personal debt and financial exclusion. The CPP remains committed to supporting those unable to work to maintain and/or increase income levels, to access services and address social exclusion issues.

WD CPP's commitment to address the issues of poverty and inequality continued during 2010/11. This included internal organisation changes where Advice Services, Employability and Community Learning & Development Services were brought together under single management within the CPP. Work is progressing to implement a holistic single shared assessment across the three Services, to ensure that income is maximised and opportunities are explored and provided to enable routes out of poverty.

**07-1 Reduced Poverty**

Local median earnings increased in 2010 by just under 5% for males, which is 4.07% above the Scottish average. However a concerning reduction occurred for females showing gross weekly earning reducing by 18.43%, which is 23.55% below the Scottish average.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CP1.N19b Residence based median weekly earnings for females	£355.80	£403.10	£328.80	£425.00				These figures show that the wages for women in West Dunbartonshire dropped by 3.9% last year. This may be due to more women taking up part time work.
CP1.N19c Residence based median weekly earnings for males	£469.70	£482.70	£506.70	£500.00				These figures show that wages for men have risen by 5.6% over the last 12 months.
SW/UNIT/013 Median weekly gross earnings for residents who are employed	£406.10	£442.00	£453.00	£460.00				Scottish average £486.90. Source SNS.

**07-2 Reduced Child Poverty**

The level of child poverty is measured using the proportion of children living in low income families that are dependant on out of work benefits and those in receipt of working and child tax credits. In 2010/11 this increased to 62%.




Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/CP/006 Proportion of children living in low income households that are dependent on out of work benefits or child tax credits more than the family element	55%	58%	62%	58%				In the current economic climate and considering the potential impact of welfare reforms, our target is to maintain 09/10 levels.

**07-3 Increased employment and training opportunities for people with a learning disability, mental health problems, criminal record or addiction issues**

The CHCP continues to commit core resources to supporting some of the most marginalised groups towards employment. Elements of the programme were previously funded through ESF and CPP Investment, but with the conclusion of these funding streams, the programme has been reduced.













Work continues to target those farthest from the labour market, with specialist training and support, including in-house training programmes. The impact of reduced funding is being monitored.

## Appendix 4

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
LITLD002 Number of people with a learning disability assisted in paid employment	31	36	36	46				Owing to the i) economic downturn, ii) termination of ESF & FS grants and iii) termination of the Future Jobs Fund, targets need to be readjusted downwards to reflect labour market trends.




### 07-4 Reduced Financial Exclusion

West Dunbartonshire is characterised by significant levels of financial exclusion with the one of the highest levels of people without access to bank, building society or credit union account, at 12%. Challenges still exist in relation to banking institutions practice, contributing to increased financial exclusion

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/CP/004 Percentage of households with access to bank, building society or credit union account	82%	82%	88%	82%				SHS Survey 2009/10 Table 6.1.15: "Whether respondent or partner has a bank or building society account". The Scottish Average is 93%
CED/PU/083c Percentage of Citizen Panel respondents who are in some or deep financial trouble (Rest of WD)	6	6	7	6				The 1% increase is to be expected in the current financial climate and future targets will be reviewed. Increased levels of awareness raising through WD Advice Partnership about services available to assist with debt problems will be implemented.
CED/PU/083 Percentage of Citizen Panel respondents who are in some or deep financial trouble (15% SIMD)	13	13	17	13				There has been a 4% increase in the number having some or deep financial difficulty (as opposed to a 1% increase in WD as a whole). This indicates that people living in SIMD areas are more deeply affected by the current financial situation.
CED/PP/017 Percentage of the total population who are income-deprived in West Dunbartonshire	24%	21.3%	22.7%	21%				As would be expected in the current economic downturn this indicator has marginally increased. It is to be expected that over the next few years this figure may rise more dramatically, due to the impact of the welfare reforms (particularly sickness benefit reforms) and the local socio-economic demographics. Future targets will take account of the annual Scottish Government Poverty statistics; however, it will be particularly challenging to stem increases in this measure over the new few years.




**07-5 Reduced Fuel Poverty**

During 10/11 key partners established a network of support to raise awareness of, and tackle fuel poverty. This included embedding tackling fuel poverty within front-line advice service provision, and awareness-raising sessions for key front-line statutory and voluntary staff. WD has also benefited from involvement in National Schemes including Home/Universal Home Insulation Schemes.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/CP/005 Percentage of people defined as fuel poor in the 2004-2007 Scottish House Condition Survey	19%	19%	20%	16%				Scottish House Condition Survey - Local Authority Analyses 2007-2009. This report combines three years worth of data (2007, 2008 and 2009) to provide a series of tables which present estimates for key indicators important at local authority level. The Scottish average is 28%. The 1% increase is to be expected in the current financial climate.

**07-6 Homelessness Ended**

West Dunbartonshire's Homelessness Strategy which has the vision 'to end homelessness in West Dunbartonshire' sets out a planned approach to respond to the Scottish Government's homelessness target that "by 31st December 2012 all unintentionally homeless households will be entitled to settled accommodation". This is measured by the percentage of unintentionally homeless households entitled to settled accommodation – which is a national indicator. It has increased to 99% in 2009/10 from the 2007/08 baseline figure of 85% and thus substantially exceeds the 90% interim target set by the Scottish Government. Earlier this year West Dunbartonshire became one of the first local authorities in Scotland to ensure all unintentionally homeless households will be entitled to settled accommodation subsequently meeting the national target some 2 years ahead of schedule.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
HSSI07 The proportion of homeless households assessed as priority homeless	97%	98%	99%	99%				As of 31 December 2010 all unintentionally homeless households were assessed as in priority need. This will ensure that we meet the Scottish Government 2012 target some two years in advance. West Dunbartonshire is now one of only two local authorities in Scotland who have managed to achieve the Scottish Government's flagship homelessness target to date.



**NO-08 We have improved the life chances for children, young people and families at risk**




The number of child protection referrals in 2006/07 was 136. This increased to 158 in 2007/08 and 165 in 2008/09, but fell in 2009/10 to 145. This downward trend has continued with 136 child protection referrals in 2010/11.

The number of children on the Register has fallen from 27 (at 31st March 2010) to 18 children (at 31st March 2011). The local aim is to maintain the percentage of children who have an up-to-date risk assessment at the current level of 100%. This has been achieved.

A new indicator has been locally developed to measure the key outcome relating to services for children and young people – namely that the child goes to a positive destination (further/higher education, training, employment) at the point of leaving care. Currently this stands at 58%. The Council's Corporate Parenting Strategy supports the implementation of 'We can and must do better'. The Inspiring Scotland programme will bring significant voluntary sector support to the area, to support key groups of vulnerable young people.




**08-1 Provided opportunities to enable young people at risk to have positive chances and make positive choices in their life**

The percentage of 16/17 year olds in positive destination (further/higher education, training, employment) at the point of leaving care is now our key measure of achievement for children in our care (replacing the now obsolete Statutory Performance Indicators). A baseline of 55% was established in 07/08. This increased to 58.8% in 08/09, dipping slightly to 58% in 09/10.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SW/CS/001 Percentage of 16 or 17 year olds in positive destinations (further/higher education, training, employment) at point of leaving care	58.82%	58%	58%	59%				Quarterly reporting provides the number of 16-17 year olds in positive destinations at the point of leaving care. Estimate figures are based on a local authority extraction at this time; however this may differ from the annual Scottish Government figures which are fully audited at the end of the annual reporting period.

**08-2 Improved Child Protection**

The number of children on the Register at 31st March 2011 was 18. The target to maintain the current level of children who have an up-to-date risk assessment at 100% is again being achieved.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SW/CP/001 Percentage of children on the Child Protection Register who have a completed and up-to-date risk assessment	100%	100%	100%	100%				Child Protection audits continue to show that all children on the Child Protection Register have an up to date risk assessment.

**NO-09 We live our lives safe from crime, disorder and danger**

The total numbers of crimes recorded in the 2009/10 Scottish Crime Bulletin (Group 1-5) in West Dunbartonshire was 834 per 10,000 population compared to the Scottish average of 651. In 2010/11, this fell to 807 per 10,000 head of population compared to the Scottish average of 619. This equates to a crime index of 130 (compared to Scottish Index of 100). The crime index in West Dunbartonshire, being so close to the major conurbation of Glasgow, is more aligned with that of the major Scottish cities (Glasgow City-156, Aberdeen City-140, Dundee City-137 and Edinburgh City-127) than the more rural areas of Scotland.

Fear of crime is a higher than average – the 2010/11 Scottish Household survey reports 65% of residents feeling safe or fairly safe walking in their neighbourhood after dark compared to the Scottish average of 76%. There remains a challenge in reassuring communities, as the fear of crime or disorder is higher than the actual rate of incidents.

There were 124 accidental dwelling house fires in 2010/11 – a reduction from previous years – but higher than target. There were 16 casualties and 4 fatalities recorded as a result of fire related incidents. Strathclyde Fire and Rescue will continually strive to educate and create greater public awareness through local and national campaigns.







**09-1 Reduced crime and violent crime in particular**

The number of violent crimes recorded in 2010/11 was 34 per 10,000 population (this is a four-year rolling average) and is showing a reduction from the 2009/10 and 2008/09 where the figures were 36 and 41 respectively, this continues the downward trend in violent crime across the area. The measure has been revised from a 4 year rolling average to a 5 year average from 2010/11.

The detection rate for the number of persons detected for drug supply crimes in 2010/11 was 184; a slight increase from the previous year and a continuous significant increase from the baseline figure of 109 which was established in 2008/09. The aim was to deliver results in excess of the 109 baseline figure through the duration of this SOA.



Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/060 Number of Crimes in Group 1 (Violent Crimes) per 10,000 (5-year rolling average)	41	36	34	43				
CP3.S04 Percentage of residents feeling very or fairly safe when walking alone in the local neighbourhood after dark	63%	63%	65%	60%				SHS Survey 2009/10 - Scottish Average 76%
CED/PU/066 Number of Persons Detected for Drug Supply Crimes	109	181	184	109				
LITCJ002 Percentage of Statutory Orders completed successfully - Community Service Orders	See note		78%	75%		See note		This replaces the PI 'reconviction rate of offenders released from custody or given a non custodial sentence' (as per SOA progress report 2009/10)

## Appendix 4

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SW/SCRA/001 The number of children referred to the Reporter for offence grounds each year	334	344	214	395				
SW/SCRA/002 The number of referrals to the Reporter for offence grounds each year	781	637	385	920				

### 09-2 Reduced Domestic Abuse/Violence Against Women

The total number of domestic abuse incidents reported to police in the WD area has decreased from 1,642 in 2007/8 to 1,362 in 2009/10. However, recorded rates of domestic abuse in West Dunbartonshire per 100,000 population remain among the highest in Scotland. The Improvement Service has advised that this indicator is ambiguous. As a result, work is underway to identify a more robust measure derived from the Scottish Crime and Justice Survey.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SW/PU/001 Rate of domestic abuse in West Dunbartonshire per 100,000 population	1,756	1,498	See note	1,800	See note			2010/11 Scottish Government Statistical bulletin on Reported Domestic Abuse is expected to be published in October/November 2011.

### 09-3 Reduced anti social behaviour and disorder

The detection rate for anti-social behaviour offences in 2010/11 was 134 per 10,000 population (this is the baseline figure and is also a four-year rolling average). The target for 2009/10 was exceeded by a considerable margin this year due to the high level of proactive policing to deal robustly with those engaged in antisocial behaviour.

The number of deliberate fires in 2010/11 was **13** per 10,000 population a reduction from 2009/10 which was 111. This continues the trend of exceeding the target by a significant margin.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/061 Number of anti-social offences detected per 10,000 population (four-year rolling average)	113	165	134	61				Data from Strathclyde Police Crime Statistics Database.  The target was exceeded by a considerable margin this year due to the high level of proactive policing to deal robustly with those engaged in antisocial behaviour.
CED/PU/063 Number of deliberate fires per 10,000 population	See note	111	109	150				Data for 2008/09 is not available.

#### 09-4 Improved home and road safety

There were 124 accidental dwelling house fires in 2010/11 – a reduction from previous years – but higher than the target. There were 16 casualties and 4 fatalities recorded as a result of fire related incidents. Strathclyde Fire and Rescue will continually strive to educate and create greater public awareness through local and national campaigns.

Road safety data show sustained decreases in the casualty rates.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/RD/012a Number of people (all ages) killed in road accidents	2	2	1	3				WDC continues to be successful in reducing the number of fatalities on roads within West Dunbartonshire.
H/RD/012b Number of people (all ages) seriously injured in road accidents	23	27	25	29				
H/RD/012c Number of people (all ages) slightly injured in road accidents	150	187	174	228				New national target is a 10% reduction by 2020.
H/RD/013a Number of children killed in road accidents	0	0	0	0				We have continued to achieve our target of ensuring no child deaths on roads within WDC.
H/RD/013b Number of children seriously injured in road accidents	4	8	4	8				
CED/PU/065 Fire casualties per 10,000 head of population	3.5	2.46	4.3	2.92				Population figures from 2001 census; figure includes fatalities and casualties 4 & 16 respectively. Source: Strathclyde Fire and Rescue's own internal data warehouse section.
CED/PU/064 Number of accidental house fires	166	135	124	116				







**NO-10 We live in well-designed sustainable places where we are able to access the amenities and services we need**

WDC has a statutory duty to ensure its own stock meets the Scottish Housing Quality Standard (SHQS) by 2015. It is currently working towards a partial housing stock transfer that will reduce the number of houses the Council has by 5,100 (45%). This should enable WDC to reduce the level of investment spending on properties that are surplus to requirements or in need of significant investment and allow additional funds to be raised to carry out the essential works on the remaining houses in order that they meet the SHQS by 2015. Tenants in the transferring areas will be balloted in September 2012. In 2010/11 89% of RSLs housing stock in West Dunbartonshire was meeting the SHQS, the target figure for 2010/11 was 85.9%.

**10-1 Regeneration in a properly planned, co-ordinated and sustainable manner**

The percentage of planning applications granted contrary to Local Plan policies rose very slightly in 2010/11. A target of 1% was set for 2010/11 with 1.56% being achieved. The target was only just missed and as the percentage of applications granted contrary to the local plan is so small, only 5 in total, when compared to the number of applications approved or refused in this year, 319, it is not considered significant.

Resident's perception of whether local services are convenient is a measure of the overall design and implementation of local planning policies. The Scottish Household Survey for the year 2005/06 established a baseline of 74% - this has improved to 78.4% in the latest survey published in 2011. Although slightly below the 2008/09 figure, it is very close to the Scottish average of 78.7%.










Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
2CP4.N4 Percentage of residents finding services very or fairly convenient	78.8%	78.8%	78.4%	See note				This is a data only PI. The target is to increase. Source is the Scottish Household Survey 2009/10. The Scottish Average is 78.7%.
H/DM/001 Percentage of planning applications granted contrary to the Local Plan	1%	3%	1.56%	1%				A target of 1% was set for 2010/11 with 1.56% being achieved. The target was only just missed and as the percentage of applications granted contrary to the local plan is so small (5 in total) when compared to the number of applications approved or refused in this year (319). It is not considered significant.

**10-2 Improved mix, quantity, location and affordability of housing in West Dunbartonshire**

The number of owner-occupier new-build properties completions in 2010/11 was 100; this is a reduction from 176 units in 2008/09 and 137 in 2009/10 - continuing the downward trend. This is largely owing to the downturn in the housing market. There remains sufficient housing land supply to support any upturn in the market with an 18 year supply far in excess of the 7 year supply requirement.

Social Rented Housing new-builds fell to 81 units in 2010/11 from 121 in 08/09 and 94 units in 2009/10, again continuing a downwards trend. Target figures from 2012/13 have been reduced to 70 to account for the uncertainty and reduction in funding for affordable housing.

The Council was successful in receiving an award of funding from the Innovation and Investment Fund in 2011 to assist in the building of 75 new council homes across 3 of the Authorities regeneration areas. The new build council properties should be on-site at the beginning of the financial year 2012/13.

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
H/FP/007 Number of new build properties - Owner Occupied	176	137	100	125				The availability of development and mortgage funding is continuing to have an adverse impact on the new build housing market.
H/HO/003 Number of new build properties - RSL	121	94	81	77				Target for 2012/13 and subsequent years reduced from 77 to 70 to conform to LHS Housing Supply Targets.
CED/PU/068 Unit Capacity of Housing Land Supply	15	18	13	7				The seven year effective private sector land supply is 2,074 units. Average private sector completions over the past 7 years were 161 units per annum. The 2001 land supply would allow for 13 years of completions based on that average. Scottish Planning Policy requires authorities to have a 5 year effective land supply.

**10-3 Improved the quality of council and RSL housing**

The Council has a statutory duty to ensure its own stock meets the Scottish Housing Quality Standard by 2015. In 2010/11 32.1% of the Council's stock met the SHQS exceeding the target of 25%. A Stock Condition Survey and Structural Survey have been completed and the results are being used to assist the Council in meeting the SHQS. The Council's Capital Programme is moving towards carrying out larger scale projects over longer periods of time to ensure that the 2015 SHQS deadline is met.

The process of partial Stock Transfer is also underway, with affected tenants being balloted in September 2012. If successful in all transfer packages, the Council's stock would reduce by around 45%. This would have a significant impact on the Council meeting the SHQS.

The percentage of RSL stock meeting the SHQS increased to 89% in 2010/11 from 83.4% in 2009/10.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/069 Percentage of RSL Housing Stock (In WD) meeting the Scottish Quality Standard	78.2%	83.4%	89%	85.9%				
SH7axii HS2avi: The total percentage of Council's housing stock meeting the Scottish Housing Quality Standard	14%	14%	32.1%	25%				2010/11 target exceeded. Progress being made to achieving SHQS. Capital Programmes are being developed to drive forward compliance with the target.

**NO-11 We have strong, resilient and supportive communities where people take responsibility for their own action and how they affect others**

WD communities face challenges similar to other areas in Scotland dealing with high levels of multiple deprivations. 42% of people rate their neighbourhoods as very good - 13% lower than the Scottish average figure.

West Dunbartonshire has a mature and thriving volunteering community contributing to the development of safe, strong and involved communities throughout the local authority area.



**11-1 Improved resident's perceptions of their neighbourhood**

Resident's perception of their neighbourhood is a measure of community strength, resilience and support. The results from the latest Scottish Household Survey (published in October 2011) show that 90% of residents rated their neighbourhood as a 'fairly' or 'very good' place to live. The Scottish average was 93%.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/CS/006 Percentage of residents rating neighbourhood as a 'fairly good' or 'very good' place to live	90%	See note	90%	93%			See note	The 2009 data published August 2010 reports East and West Dunbartonshire together so no data was available for WDC

**11-2 Increased community volunteering and involvement**

The 2009/10 sector audit identified 895 local community, voluntary and third sector organisations operational in the West Dunbartonshire area. The profile reflects a stable, mature sector with a healthy and sustainable replenishment rate. 24% of organisations have charitable recognition from OSCR (Office of the Scottish Charity Regulator) and only 2% have no formal constitutional structure. Ward level activity is evenly distributed across the local authority area. Over 9,000 residents regularly volunteer in West Dunbartonshire. In total 46,452 hours per week are given to volunteering. 28% of those volunteering do so in a governance role, contributing 227,598 hours annually, with the remaining 72% undertaking direct service delivery tasks.

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
CED/PU/072 Number of sustained Voluntary Organisations	902	895	See note			See note		Target is to increase. 2010/11 data will be available at the end of 2011.
CED/PU/073 Percentage of the population active in volunteering and community activity	33%	See note					Percentage data not available. However, 9,000 residents regularly volunteer in West Dunbartonshire.	

**NO-12 We value and enjoy our built and natural environment and protect it and enhance it for future generations**

Progress is being made towards the Council's responsibilities in relation to the Core Paths Plan since its adoption in 2009.

We shall continue to monitor local air quality against compliance with national air quality objectives.

There has been a significant improvement in odour control at Dalmuir Waste Water Treatment Works following major capital investment by the PFI company in upgrading plant, improvement in operational procedures, and improved management, following enforcement of new legislation by the Council and public pressure. These improvement works are ongoing and should reduce the likelihood of offensive odour release from the works in future.

We are conscious that alleviating the short-term affects of flash flooding and the long-term consequences of global sea-level rise requires considerable ongoing investment and we are putting in a major alleviation project for the Knowle Burn which is due to commence in May 2012.



**12-1 Improved quality and access to greenspace**  
 The percentage of Core Paths deemed to be fit for purpose has increased to 44%. Although this is slightly below target it still shows good progress is being made.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/GEN/16 Proportion of protected nature sites in favourable condition	79%	79%	74%	95%				Figure compiled by SNH. SNH have been reviewing protected nature sites which has resulted in the value being lower than last year. This figure (74%) is effectively a new baseline. There are 49 sites, out of which 32 are 'favourable', 11 'unfavourable' (6 not assessed).  SNH work with landowners to agree a management strategy to improve the condition of 'unfavourable' sites. (There is little WDC can do to improve this performance value as SNH are responsible for the management plans for the sites).
H/GEN/74 Percentage increase in hectares of amenity grassland habitat managed for biodiversity	0%	1%	2.5%	2.5%				Target achieved through projects in Haldane, Bonhill and Clydebank Central.
H/GEN/75 Percentage increase of hectares of woodland habitat	See note	5%	0%	1%				No data available for 2008/09. No additional planting took place during 2010/11. However, two new sites are proposed for planting 2011/12. The Forestry Commission undertakes the majority of this work.
H/GEN/76 Percentage of households with an accessible greenspace of at least 2 hectares in size, no more than 300 metres from home	See note			100%		See note		This was an overly ambitious PI as there are no current means of measuring it. There are four other PIs measuring the local outcome (access to/quality of greenspace) in the SOA.
H/GS/01 Percentage of core paths that are deemed fit for purpose	35%	37%	44%	45%				This year the aim was to improve more popular and well used paths. While the target may have been achieved if work was focused on longer paths, it was considered the improvements made would be a benefit to more people.

**12-2 Improved the state of West Dunbartonshire's environment**







In 2010/11, 22 of 27 monitoring sites across West Dunbartonshire (81.5%) met the national air quality standard for the prominent air pollutant nitrogen dioxide (NO<sub>2</sub>), missing the target of 100% set for the year and down from 91% the previous year. This decline is partly due to the reduction in monitoring sites from 35 the previous year following a review of historical data and in consultation with the Scottish Government.

The Council also has two continuously operating NO<sub>2</sub> analysers in Dumbarton and Clydebank. The annual results for both were well below the national air quality standard for NO<sub>2</sub> of 40µg/m<sup>3</sup>. All monitoring results are reported annually to the Scottish Government in the form of a Local Air Quality Progress Report. The Progress Report was approved by the Scottish Government in May 2011.










The cleanliness of the area, which showed significant improvement as measured by the Keep Scotland Beautiful. The Cleanliness Index was 71 in 2006/07, 73 in 2007/08 76 in 2008/09 and 2009/10. There was, however, a downward trend in 2010/11 dropping back to 71. This is still 4 points ahead of the recognised acceptable standard of 67. It is felt that this reduction may be, in part, attributable to a combined reduction of human resources, availability of machinery and prolonged periods of severe weather during the winter period.

Another indicator of air quality is the amount of fine particles in our air (PM10). Measured in µg/m<sup>3</sup>, the Scottish national target for PM10 was reduced from 40 to a more stringent 18 on 1<sup>st</sup> December 2010. The rest of the UK retained a target of 40. With one continuous PM10 analyser located at Kilbowie roundabout in Clydebank, the Council recorded an average of 18µg/m<sup>3</sup>, complying with the national target but slightly higher than the 17.4 recorded in 2009/10.

The percentage of Citizens' Panel respondents who are satisfied or very satisfied with the physical appearance of their local area was measured at 60% in the April 2006 baseline survey and has decreased to 55% in the 2010 survey.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CS/EH/996 Air quality: PM10 Concentration	13.2	17.4	18	18				
CS/EH/997 Air Quality: % of monitoring stations complying with the national objective of 40µg/m <sup>3</sup> NO <sub>2</sub>	95.2%	91.4%	81.5%	100%				Although the target was not met, it was well below the national air quality standard for NO <sub>2</sub> of 40µg/m <sup>3</sup>
H/RWT/001 Number of households in the 100yr flood map area	See note							We are currently awaiting review being undertaken on behalf of Scottish Government. Until baseline figures are obtained we are unable to determine values or future targets. Anticipate baseline figures in 2015 with targets being set from 2015/16 onwards

**Appendix 4**

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SWM4 WM4: The cleanliness index achieved following inspection	76	76	71	76.5				<p>The validation scores carried out in December 2010 and February 2011 brought the figure down as reduced street sweeping was carried out during the extended period of snow. The score was also influenced by the presence of the salt grit mix.</p> <p>Salt/Grit mix will be removed on a regular basis throughout the winter to ensure that a build up of material does not occur. Manual litter picking will be increased during the winter months.</p>
H/CS/005 Percentage of Citizens Panel respondents who are satisfied or very satisfied with the physical appearance of their local area	64%	55%	55%	75%				<p>This indicator has remained static, although environmental audits and action plans are in place in key areas as part of the public reassurance process. For WDC housing areas, estate management action plans have worked in conjunction with these and substantial improvements have been reported through community engagement. However, since the respondents are from all areas and tenures, there are a large number of variables outwith the Council's control. Future actions will include further actions plans and work with RSLs to improve housing areas, and continued work through the Environment Trust to improve areas.</p>
SRL1e RL1v: Overall percentage of road network that should be considered for maintenance treatment	29.4%	32.48%	35.9%	32%				<p>Two severe winters have adversely affected the condition of our roads and while the maintenance budget has increased considerably from around £13m last year to £17.3m, this will achieve a standstill position at best. However, the introduction of a roads asset management plan will ensure best value is achieved by prioritising schemes and monitoring performance closely. The 2010/11 target was increased from 31% (as per 2009/10 SOA Progress Report).</p>

**NO-13 Take pride in an strong, fair and inclusive West Dunbartonshire identity**

*(This is a localised version of National Objective 13 'Take pride in a strong, fair and inclusive national identity')*

The mid-2010 Population Estimates for Scotland estimate the population of West Dunbartonshire to be 90,570; this is a drop of 350 people since last year. The drop in population is almost entirely due to out migration. This year there were 19 more births than deaths but 369 more people left West Dunbartonshire than came here to stay. West Dunbartonshire continues to have one of the lowest proportions in Scotland of migrants coming here to live at 3 per 1,000 population. Finding ways to stem depopulation is a key challenge for partners.

Demographics is one of the five key strategic risks that have been identified for the Council. Having identified this as a risk the WDC are working up a range of options and actions on how to mitigate and/or reduce the risks associated with population changes.




Some 60% of respondents to a recent quality of life Citizens' Panel survey said they were very or mostly satisfied with their perception of overall quality of life.

In 2001 the Census recorded the population of West Dunbartonshire at 93,378.

**13-1 Improved image and reputation of West Dunbartonshire and the Council**







Some 60% of respondents to a quality of life Citizens' Panel survey in 2006 said they were very or mostly satisfied with their perception of overall quality of life. A more recent survey in April 2009 indicated a very slight increase to 61%.

In the latest survey carried out in August 2010, 64% of respondents reported they were 'mostly satisfied', 10% reported they were 'delighted'. This represents a 13% increase since 2009 and has exceeded the target of 68%.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/CAM/04 Percentage of Citizens Panel respondents who are very or mostly satisfied with their perception of overall quality of life	See note	61%	74%	68%				No data available for 2008/09.







**13-2 Population decline and out-migration reduced**

Among Council areas West Dunbartonshire has had the third largest drop in population at 0.4%. West Dunbartonshire is one of three Council areas that experienced net losses of people to all other regions of Scotland. National estimates indicate a net population loss of minus 8.0% over the period 2008-2033 compared to a Scottish average of +7%. The group expected to show significant losses are in the younger age groups, whereas the pensionable age groups are forecast to increase significantly. The latest figures published by Convention of Scottish Local Authorities (CoSLA) show that as a proportion of the population there is almost no growth in the working age group. This is a situation that requires close attention as depopulation could reduce the viability of some services while at the same time a growing non working age population will place demands on social care services with fewer working aged people to work in the sector.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CP6.N13 Population of West Dunbartonshire	90,940	90,920	90,570	91,000				<p>This year's figures which were published on 27th April, 2011 show that the population fell by 369 persons in the last year the majority of this loss due to out migration.</p> <p>2010/11 target was reduced from 91,090 (as per 2009/10 SOA Progress Report). The target was revised in line with guidance, once the year end value of a PI is known the annual targets for the coming three years must be reviewed to ensure that they remain challenging and realistic. Based on the previous three years data for this PI it was clear that the target was unrealistic and could not be met. Therefore a more realistic target was set.</p>
CED/PU/014 Change in net population migration	-147	-20	-369	-100				<p>Net out migration in WD has been estimated much higher this year than in previous years at -369 persons.</p> <p>Compared to other Local Authorities WD has the third highest population loss in Scotland. This is the 29th consecutive drop in population continuing a trend which began in 1981.</p> <p>WD's population loss is due to deaths being greater than births but by and large through net out migration. WD has lost population to every local authority in Scotland. WD attracts only very small numbers of EU migrants.</p> <p>2010/11 target was revised from -35 (as per 2009/10 SOA Progress Report). In line with guidance, once the year end value of a PI is known the annual targets for the coming three years must be reviewed to ensure that they remain challenging and realistic. The original target for this PI was set based on the proposition that the Council would present a challenge every year to the General Registrars Office on release of the draft population estimates. This in fact never took place and the target was therefore revised to take account of this.</p> <p>Attempts to improve the birth rates are not generally amenable to change through policy incentives as people's decisions about family size are both complicated and complex. A Demographics Working Group has been convened to look at how to minimise the risks associated with WD's population profile.</p>

**13-3 Increased participation in local cultural activities**

The visit and usage figures for 2010/11 reflect the fact that the Clydebank Museum has been closed while it is being refurbished. However, there is museum provision via two new heritage centres. Visits to other facilities remain constant and annual targets were met.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
SCC3a CC3a: Number of visits to/usages of council funded or part funded museums per 1000 population	1,274	903	801	914				
SCC3b CC3b: Number of visits to/usages of council funded or part funded museums that were in person per 1000 population	83	109	75	110				Whilst Clydebank Town Hall is refurbished Clydebank Museum is closed. This had an impact on achieving the target. Museum provision is via two new Heritage Centres established in Clydebank Library and Dumbarton Library promoting access to museum exhibits, archives and artefacts. Visits to Denny Tank remain constant at just over half those of the museums heritage facilities.








**NO-14 We reduce the local and global environmental impact of our consumption and production**

Further progress has been made on waste to landfill diversion and recycling, which increased to 38.1% municipal solid waste (MSW) in 2010/11. We continue to landfill less waste than the landfill allowance set for the Council with 3,135 tonnes less than the tonnage allowed landfilled in 2010/11. Service development planning is now underway to further improve landfill diversion and recycling performance. Principally this will involve developing an appropriate service delivery enhancement to capture a greater range of recyclable waste through the existing kerbside & doorstep collection infrastructure and securing a suitable waste treatment technology for residual waste.

The percentage of adults travelling to work by car or van (54% in the 08/09 Scottish Household Survey improved to 56.5% in the SHS Survey 2010/11). This is better than the Scottish average of 60.8%. The Council has introduced a Staff Green Travel Plan (Westbound) which is aimed at encouraging staff to reduce their reliance on the car as their prime mode of transport.

**14-1 Reduced overall ecological footprint**

The carbon footprint in WDC is 11.68. This remains significantly below the Scottish national average of 12.53. The latest figures from 2010 show that our ecological footprint is 4.43 global hectares per person, which compares unfavorably to the 2 global hectares per person which is what our footprint should be if the earth's resources were shared equally. The most significant reduction in carbon dioxide emissions from Council operations and assets has been seen in the following areas: fleet - down by 15%, business travel - down by 13%, waste - down by 27%, oil - down by 8%. (13% reduction in total since baseline year).

Code & Short Name	2008/09	2009/10	2010/11				Latest Note	
	Value	Value	Value	Target	Status	Long Trend		Short Trend
H/CAM/02 Carbon Footprint (t/cap)	See note		11.68	10.90			See note	No data available for 2008 to 2010. WDC figure 11.68 (tonnes CO2/capita). Target missed, however, SEI (who compile data) do stress that the data from year to year is not directly comparable due to different datasets being used. It may be useful to re-examine targets.
H/CAM/03 Ecological footprint (gha/cap)	See note		4.43	4.95			See note	No data available for 2008 to 2010. WDC figure 4.43 (global hectares/capita). SEI (who compile data) do stress that the data from year to year is not directly comparable due to different datasets being used. The footprint in WDC remains significantly below the Scottish national average of 4.76.
H/CAM/01 Tonnage of carbon dioxide emissions from Council operations and assets	33,392	31,558	29,751	29,596				While the target has been marginally missed, the trend is positive with a 6% reduction in emissions from 2009/10.

**14-2 Raised awareness of environmental issues**

"Eco-Schools' is an international initiative designed to encourage whole-school action for the environment. Schools work towards a bronze award, followed by a silver award before gaining the prestigious Green Flag Award.

By the end of the 2010/11 school session, 44% of schools had achieved a Green Flag Award, meeting the target set for the year and up from 38% last year. At present, 97% of all schools have gained the bronze award with 95% of all schools have gained the silver award. This is an increase of 19% on the previous academic session.

This ensures that we are well placed to meet our Green Flag target in the current school year. Schools are reassessed for green flag status every two years, 10% of our schools have achieved their second green flag award and one of our schools having achieved their third, which is a phenomenal achievement.

Sustainable development will continue to be part of staff development, building their capacity to deliver the Eco-Schools Programme. Some of our eco co-ordinators, for example, have been trained as national Green Flag Award assessors and there is a programme of training in place for Forest schools, outdoor learning and Sustainable Development Education to support the development of eco schools within Curriculum for Excellence. There are opportunities for partnership working to develop the eco schools programme and expert advice and support is available on request from schools.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
ED/QI/001 Percentage of primary and secondary schools achieving Eco-Schools Green Flag Award	17.6%	30%	38%	30%				2010/11 target revised from 40% (as per 2009/10 SOA Progress Report). The target to be achieved by the end of the school session 2010/11 is entered into our systems against the Council's financial year 2010/11 (April to March) rather than the school year (August to June).

### 14-3 Waste Managed in a more sustainable way

Good progress continues to be made in reducing the tonnage of biodegradable waste being sent to landfill. An Alternate Weekly Collection System was introduced to all low level housing in April 2010 (phase 1) and March 2011 (phase 2). The biodegradable waste landfilled in 2010/11 out-turned at below the landfill allowance set for the Council. While the introduction of a new waste collection system significantly influenced this outturn, the ongoing adverse economic conditions continue to be a factor in suppressing overall waste arisings.

Recycling increased to just over 38% in 2010/11, a significant improvement in the 30.9% reported for 2009/10. The basis of the Scottish Government's Zero Waste Plan target of 40% recycling was altered to exclude commercial and industrial wastes from the recycling performance calculation. As a result recycling performance is now measured against household waste arisings. The Council's recycling performance against household waste only in 2010/11 was 42.96%

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/WM/002 Tonnage of biodegradable municipal waste landfilled	22,596	20,925	18,149	21,284				In 2010/11 18,149 tonnes of biodegradable waste were landfilled, exceeding the target of 21,284 tonnes by 3,135 tonnes. This represents a year on year improvement since 2006/7 when the figure was 27,108 tonnes. While significant and continuing improvements have been made in reducing the quantity of waste going to landfill through, for example, the introduction of the alternate weekly collection (AWC) system, the economic downturn has also contributed to this improvement as consumer behaviour has adapted leading to less waste being generated by householders. It is anticipated, however, that landfilled waste will increase in the event of an economic recovery. The outturn for 2010/11 has been audited by SEPA. 2009/10 outturn was revised to 20,925 from 20,836 (as per 2009/10 SOA Progress Report).
SWM3cii WM3iv: Percentage of municipal waste collected that was recycled (and composted)	32.1%	30.9%	38.3%	40%				









**14-4 Increased journeys by public or active transport**

As part of the green travel plan a cycle to work scheme has been promoted and to date 118 employees have signed up to this. Pool bikes are provided for staff at 3 locations. To further reduce the dependency on the motor car a bus token scheme was also introduced to encourage staff to use public transport. We participate in the Liftshare scheme.

Surveys of primary school children indicate that some 80% travel to school by public or active transport - an increase from 64%. Travelling Green figures also reveal that 67.6% of school children regularly travel by public or active transport (23 schools from 34) and an additional 23.5% have done so at some point over the last few years. In total, 91% of schools have taken part in Travelling Green or participate in Travelling Green regularly.

Observation suggests that the average occupancy of the park and ride car parks provided indicate that there are approximately 290 more journeys by public transport (assuming single occupancy vehicles)




Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
H/RD/006 Percentage of adults driving a car to work	54%	54%	56.5%	60%				SHS Survey 2010 - Scottish Average 60.8%
H/RD/009 Percentage of children travelling to school by public or active transport (primary)	64%	64%	80%	66%				The number of schools participating in the Travelling Green programme has risen from 64% to 80%. We expect this value will increase over the coming year.

**NO-15 Provide high quality continuously improving, efficient and responsive services**











The Council and its CPP partners continue to drive forward an improvement agenda, with a focus on efficient and responsive services. A key example is the alignment under a single management structure of Employability, Community Learning & Development, Adult Learning and Financial Advice Services. This has coordinated a range of linked services to improve customer experience and outcomes. It is also proving to be more financially efficient. The Council is also working towards opening its first of three new One Stop Shop premises that will provide a single point of contact for residents with all key Council services and transactions. As this develops, it is hoped that community planning partners can be invited to participate. A community engagement exercise was conducted to understand which services residents wanted to receive from our One Stop Shop. Effective engagement with communities and involvement in CPP structures and decision making continues to be priority in West Dunbartonshire. A recent example has been public consultation sessions on Council spending priorities that were held in November, before political parties produced their draft budgets. Usually the process is for consultation to take place on draft budget proposals in January. This will happen again this year but informed by consultation that informed elected members about community priorities. The events were hosted by Community Forums demonstrating a new era of partnership with community structures.

**15-1 Improved Leadership by the Community Planning Partnership**

The completion of a new SOA (2011/14) has provided greater clarity around priorities and focused the role of community planning around Work and Benefits, Supporting Children and Families and Building Safe, Strong and Involved Communities. This has provided a clear strategic vision for the next three years that a wide range of CPP stakeholders can commit to. Programmes that are designed and funded to deliver the SOA are closely monitored by new integrated systems of performance management and financial controls. To improve leadership and decision making, new arrangements for CPP investment have been implemented. Previously decisions were taken on funding programmes by CPP Executive Group based on recommendations from thematic groups. The Strategic Board was then informed of decisions. New arrangements mean that thematic groups now present recommendations to the Strategic Board for investment in their programmes. Although final decisions on CPP funding can only be taken by the statutory partners, who sit on the Executive Group, this arrangement ensures wider involvement in key decision making and leadership including community residents.

Code & Short Name	2008/09	2009/10	2010/11					Latest Note
	Value	Value	Value	Target	Status	Long Trend	Short Trend	
CED/PU/079 Community Planning score from the Public Service Improvement Framework (PSIF) Self-Assessment Process	See note							A PSIF assessment is due to take place early in 2012 - baseline and targets will be developed from this.
CED/PU/030 Percentage of residents strongly agreeing or agreeing with the statement 'My council provides high quality services'	35%	35%	40%	70%				SHS Survey 2009/10 - Scottish average 43%. Based on this survey and our improved understanding of residents' perception of Council services, this target was set unrealistically high, and will be revised down for future reference.

**Key of Symbols**

PI Status		Long Term Trends		Short Term Trends	
	Alert		Improving		Improving
	Warning		No Change		No Change
	OK		Getting Worse		Getting Worse
	Data Only				

## Glossary

AP	Achieving our Potential	A Framework to tackle poverty and income inequality in Scotland
CoSLA	Convention of Scottish Local Authorities	CoSLA is the representative body of Scottish local government. All 32 of Scotland's councils are members.
CVS	Community and Volunteering Services	The CVS represents, advises supports and develops all levels of voluntary and community activity across West Dunbartonshire.
EECC	Early Education and Childcare Centre	
EU	European Union	The European Union is a collaborative effort between 27 European countries to form a mutually beneficial economic and policy community.
EW	Equally Well	A report from the ministerial task force on health inequalities
EY	Early Years	A framework focussing on the early part of a child's life where there is a key opportunity to build resilience and seek to prevent the appearance of problems later in life
HEAT	Health improvement, efficiency, access and treatment	<u>Health Improvement</u> for the people of Scotland - improving life expectancy and healthy life expectancy; <u>Efficiency</u> and Governance Improvements - continually improve the efficiency and effectiveness of the NHS; <u>Access</u> to Services - recognising patients' need for quicker and easier use of NHS services; and <u>Treatment</u> Appropriate to Individuals - ensure patients receive high quality services that meet their needs
HMIE	Her Majesty's Inspectorate of Education	Promotes sustainable improvements in standards, quality and achievements for all learners in a Scottish education through first-hand independent evaluation.
MCMC	More Choices, More Chances	An action plan to reduce the proportion of young people not in education employment or training in Scotland.

NHSGGC	NHS Greater Glasgow and Clyde	Responsible for the provision and management of the whole range of health services in this area including hospitals and General Practice
NOCC	National Outcomes for Community Care	The development of an outcomes approach for community care
PSIF	Public Services Improvement Framework	A self-assessment tool, which encourages organisations to conduct a systematic and comprehensive review of their own activities and results
RSL	Registered Social Landlord	A not-for-profit organisation that provide affordable housing
SCDC	Scottish Community Development Centre	The designated National Development Centre for community development in Scotland
SCQF	The Scottish Credit and Qualifications Framework	The SCQF helps to make the relationships between qualifications clearer. It can clarify entry and exit points and routes for progression within and across education and training sectors
SEI	Stockholm Environment Institute	The Stockholm Environment Institute is an international environment and development research institute that bridges science and policy making
SEPA	Scottish Environment Protection Agency	Monitors and reports on the state of Scotland's environment
SIMD	Scottish Index of Multiple Deprivation	The index identifies small area concentrations of multiple deprivation across all of Scotland
SNH	Scottish Natural Heritage	The Government funded body that looks after all of Scotland's nature and landscapes across all of Scotland
SNS	Scottish Neighbourhood Statistics	The Scottish Governments on-going programme to improve the availability, consistency and accessibility of small area statistics in Scotland
SOA	Single Outcome Agreement	Agreements between the Scottish Government and each council which sets out how each will work in the future towards improving national outcomes for the local people in a way that reflects local circumstances and priorities
WDCPP	West Dunbartonshire Community Planning Partnership	Local partners working together to plan and provide for the wellbeing of their communities

