

Serving the east

Performance of public services
in east Glasgow



Performance in your local area

This report is produced by Glasgow Community Planning Partnership to provide you as a resident of east Glasgow with information on:

- > the role and responsibilities of the Community Planning Partnership;
- > a performance summary or overview of organisations who are contributing to the partnership;
- > some of the services we provide and the effect they have on your community, and
- > how you can comment on local services

Who is it from?

Glasgow Community Planning Partnership is the umbrella body for a range of public, private and voluntary bodies in Glasgow. It aims to provide better, more joined up services for residents who live in east Glasgow.

Partners include Glasgow City Council, NHS Greater Glasgow & Clyde, Strathclyde Police, Strathclyde Fire and Rescue, the Chamber of Commerce, and Glasgow Housing Association (GHA).

What is it for?

We want to tell you about the progress we have made to create a working, healthy, learning, safe and vibrant Glasgow. These priorities are set out in detail in a document called our Single Outcome Agreement (SOA).

Where did we gather the information from?

All our partners gather information to measure the effect of their services and progress is reported regularly to you as a resident, to stakeholders and to the Scottish Government. This report provides a snapshot of the overall work carried out by partners in the east of the city.

Much of the information in this document relates to our performance in the past year. Where possible, it compares local performance for your area against the city, and where appropriate, against Scotland as a whole.



About community planning in Glasgow

What is community planning?

Quite simply, it is about better partnership working. Community Planning brings together key public, private, community and voluntary representatives to deliver better, more efficient public services. All local authorities in Scotland are obliged to set up Community Planning partnerships. In Glasgow, our Partnership was established in 2004.

Who are involved?

Many of the organisations are required by law to participate in community planning. At a city-wide level, these include:



We have also established ten local Boards across the City, providing membership opportunities to a broader range of partners, including: the Scottish Government, Glasgow Council for the Voluntary Sector, Strathclyde Partnership for Transport, Glasgow Life (formerly Culture and Sport Glasgow), Glasgow Community and Safety Services, Local Regeneration Agencies, Community Health Partnership, representatives from the Further Education Sector, and local residents.

What do we do?

City partners already work together to address the needs of Glasgow's citizens. However, Community Planning brings the added dimension of jointly planning services to ensure the most effective, co-ordinated delivery. This includes engaging with local residents about the services they receive. Communities play a key role in shaping the Community Planning agenda.

What are our priorities?

Our shared partnership themes can be grouped around five headings.

- > to create a working Glasgow
- > to create a learning Glasgow
- > to create a healthy Glasgow
- > to create a safe Glasgow
- > to create a vibrant Glasgow

Under each of these themes, we have set a number of priorities and outcomes, or results we would like to achieve.



For example, to create a healthy Glasgow, we have identified obesity, alcohol, smoking, drug addiction and inequalities as key priorities. Some of the outcomes or results we would like to achieve around health include:

- > reducing the number of people who smoke;
- > reducing the number of people who are over-weight;
- > reducing the harm caused to people by taking drugs; and
- > reducing inequality in life-expectancy.

The Partnership also has two over-arching priorities which are youth unemployment and early intervention. These have been chosen because they tackle the causes of poverty and disadvantage rather than the end results.

By focusing on these particular priorities, the partners are committed to dealing with problems at an early stage before they become complicated, and often expensive, to deal with.



Community Planning Partners often look at additional local priorities affecting particular neighbourhoods, for example crime or anti-social behaviour, and decide to focus additional efforts in order to tackle these issues.

About the east

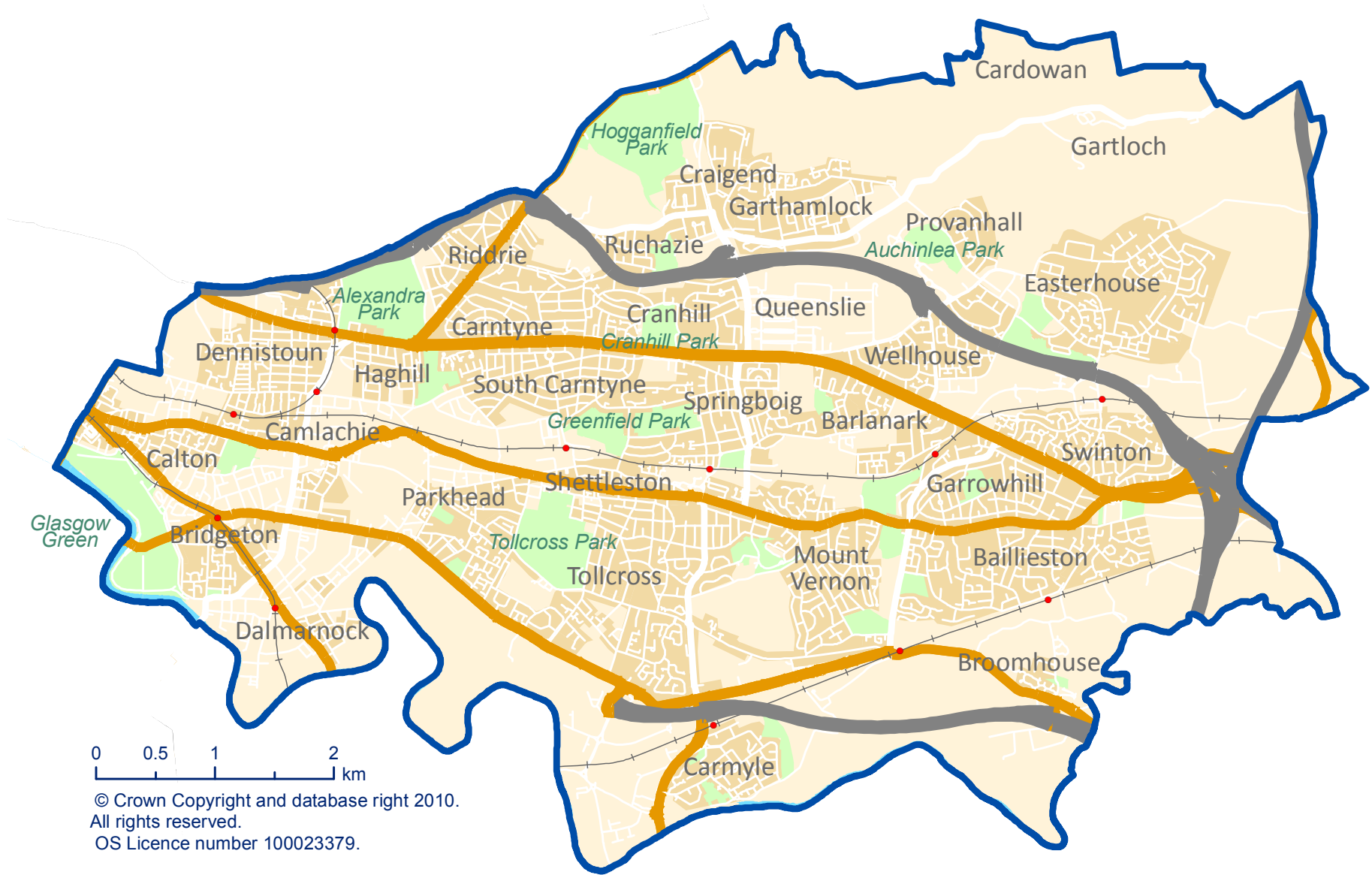
The east of Glasgow is home to 124,000 people, or 21% of the city population. It covers an area of 49 square kilometres, from High Street in the City Centre, out to the Eastern boundary of the city, past both Easterhouse and Baillieston.

It contains many distinct neighbourhoods including Calton, Bridgeton, Parkhead, Tollcross, Shettleston, Dennistoun, Riddrie, Garthamlock, Easterhouse, Baillieston, Mount Vernon and Carmyle. The map below illustrates the area.

The east is diverse in terms of its residential, commercial and industrial infrastructure, and also its people, with over half of residents living in deprived neighbourhoods. The east is also distinct from many other parts of the city in its housing mix, with a large share of homes being social rented, and proportionately fewer being bought or private rented.

Table one	East	Glasgow	Scotland
Total Population (2008)	124,392	584,240	5,168,500
> that are under 16	21,136 (17%)	96,330 (16%)	913,534 (17%)
> that are working age	80,669 (65%)	392,028 (67%)	3,238,035 (63%)
> that are pensioner age	22,587 (18%)	95,882 (16%)	1,016,931 (20%)
Population Change (1998 to 2008)	-7,287 (-6%)	-2,810 (-0.5%)	91,430 (1.8%)
Black or Minority Ethnic (2001)	2,583 (2%)	31,510 (5%)	101,677 (2%)
Number of households (2008)	63,839	295,484	2,331,000*
Percentage social rented	44%	38%	23%
Percentage private owner	46%	50%	66%
Percentage private rented	10%	12%	9%

*other = 2%



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Priority towards a working community

What are our priorities?

We want to make Glasgow competitive and attract more businesses and jobs from elsewhere. This includes improving infrastructure such as our transport links, business space, retail, tourism and cultural facilities. We want to increase the competitiveness of our workforce by improving the skills of existing residents, and by attracting people with experience and skills to Glasgow to help grow the local economy.

We also want to grow the number of local jobs and businesses, and create better paid, more productive employment. Finally, we want local residents to share in any opportunities that arise by increasing the proportion of Glaswegians in work or ready for work.

Recent performance

We collect information to assess the local economy and jobs market. Recent performance shows the following:

- > 48,000 people work in the east area, 12% of the Glasgow total.
- > the number of jobs in the area has grown by 13%, or 5,600, in the past few years, almost twice the Glasgow average.
- > the biggest employing industries in the area are public services (education, health, and council services), employing 13,300 people, and retail, distribution and catering, employing 12,300.
- > 5,753 local people are unemployed (June 2010) and looking for work, a rate of 7.1%. This is above the Glasgow rate of 6.4%.
- > unemployment in the area has risen by 8% (or 418 persons) in the last year – the rise across Glasgow has been 10%.
- > the number of job vacancies notified to local job centres has decreased by 51 over the past year (down 11%), compared to a 2% decline across Glasgow.
- > average earnings of Glasgow residents are £452 per week, 4% lower than the Scottish average of £472.

Table two	East	Glasgow	Scotland
Total Employment (2008)	48,000	413,500	2,420,400
Change in employment (2003 to 2008)	+5,600 (+13%)	+28,300 (+7%)	113,400 (+5%)
Employment Rate (Summer 2009)	not available	63.3%	73.9%
Largest Industry (2008)	Public Services	Public Services	Public Services
Average Weekly Wage (2009)	not available	£452	£472
Claimant Count Unemployment Rate (June 2010)	7.1%	6.4%	4.1%
Change in Claimant Count Unemployment (June 2009 to June 2010)	+418 (+8%)	+2,357 (+10%)	+4,888 (+4%)
Claimant Count Unemployment Rate, under 25s (June 2010)	9.8%	8.1%	6.4%
Vacancies notified to Job Centres (June 2010)	431	3,023	21,058



What are we doing locally?

Community Planning partners invest in services across east Glasgow to improve the local economy and help to get more people into work. These include:

- > Glasgow Works delivers a joined-up approach to employment, skills development and engagement with local employers. They work on all aspects of a client's needs, and focus on the aspirations, issues and barriers facing those without work. To date, over 3,000

long term unemployed Glaswegians have been supported back into work using this scheme, including almost 700 residents in the east.

- > an approved training centre, operated by City Building in Queenslie, trains more than 500 apprentices per year in a range of construction trades.
- > the Glasgow East Regeneration Agency provides a range of services to assist local people into work, and support the growth of local businesses. In 2009 to 2010, the local agency assisted almost 10,000 residents and businesses alike
- > the Clyde Gateway Urban Regeneration company co-ordinates the delivery of £140 million of new investment in jobs, housing and commerce to neighbourhoods along the Clyde, including Bridgeton and Dalmarnock.
- > the M74 completion will improve transport links to and from the east of the city. Due to open in 2011, it is not only providing jobs for people in Glasgow, but will improve the future attractiveness of the east of the city as a business location.





Case study craft apprenticeships

The City Building Construction Skills Academy Apprenticeship programme provides a four year apprenticeship training programme for 167 young people from across Glasgow, including the East. It provides trainees with construction skills which meet industry needs.

The programme is part of a partnership response to provide training to young people from disadvantaged parts of Glasgow. It aims to improve their job prospects, and help them to benefit from and contribute to the physical regeneration of local neighbourhoods.

“ I am enjoying the programme so far and looking forward to learning the rest of my trade and becoming a tradesperson.

I have learned a lot both on site and at college.

I have worked with many different tradespersons and seen the different approaches to the job, I feel this has helped me gain a better perspective of plumbing.”

Adam Reilly (20) from Bridgeton is in the second year of a plumbing apprenticeship.

Priority towards a learning community

What are our priorities?

Our goal is to raise educational achievement for everyone. Learning is central to improving opportunities for our young people as they become adults. We want to improve our children's reading, writing and number skills so they can achieve more at school, including exam results.



We also want to work together to improve the lives of children, young people and their families, by delivering a range of support services to guarantee the best start in life, from birth onwards.

We will promote adult learning by improving reading, writing and number skills attainment, to create a competitive and productive workforce. A skilled, well qualified workforce will help to secure existing employment in the city and attract new high value businesses and jobs. Most importantly, adult learning will improve the confidence, well-being and ambitions of all Glaswegians.

Recent performance

Information is collected to measure how well we are performing locally and across the city. These include the following:

Table three	East	Glasgow	Scotland
Proportion of children in primary schools achieving appropriate national levels of attainment in reading, writing and mathematics (2009)*	Reading – 83% Writing – 76% Maths – 86%	Reading – 84% Writing – 77% Maths – 87%	Reading – 85% Writing – 78% Maths – 86%
Percentage of young people in S2 achieving appropriate national levels in reading, writing and mathematics (2009)*	Reading – 68% Writing – 57% Maths – 61%	Reading – 68% Writing – 58% Maths – 64%	Reading – 68% Writing – 55% Maths – 64%
Percentage of young people by the end of S4 achieving English and Mathematics at SCQF level three or better (2009)	87%	88%	92%
School attendance (%) (2009)	Primary - 93% Secondary - 89%	Primary - 93% Secondary - 89%	Primary - 95% Secondary - 91%
Percentage of young people going into higher education, further education, training or employment (2008 to 2009)	86%	84%	86%
Percentage of local population with no formal qualifications (2009)	not available	20%	13%
Percentage of local population with degree level qualifications (2009)	not available	22%	21%

* Scotland figures refer to a consortium of schools



- there are 15,500 children attending state schools in the east, 8,400 (54%) in primary schools, and 7,100 (46%) in secondary schools in 2009 to 2010.
- school attendance is similar to the city average at around 93% for local primary and 89% for secondaries (2008 to 2009), with attendance and exclusion rates having improved significantly in recent years.
- in local primaries, attainment in reading, writing and mathematics continues to improve, with levels now comparable to the Scottish average.
- there have also been real improvements in reading, writing and mathematics in local secondary schools, with attainment levels for S2 pupils similar to national averages.
- by the end of fourth year in secondary schools, attainment also continues to improve with 87% of pupils achieving awards in English and Maths at SCQF level three or better in 2009. The gap between Glasgow and the national performance is closing.
- most young people leaving school go into positive destinations, with 86% in the east and 84% city-wide going into work, further education or training in 2008 to 2009. The local east figure has been rising steadily and is now on a par with the Scottish average.

What are we doing locally?

Millions of pounds are invested in east Glasgow each year to improve learning for children and adults. Recent activities include the following.

- the Glasgow East Learning Network offers learning opportunities to young people and adults. More than 3,300 residents have signed up the network, which delivers a range of learning and skills programmes in the community,

including IT and language skills. Lead by tutors from John Wheatley College, the network takes learning to residents by delivering in local community venues across the east end.

- sixteen east area schools had HMIE inspections in 2008 to 2009, with 90% rated as 'good or better' by inspectors.
- 77 local schools from a city wide total of 159 were registered with Eco schools, an international initiative designed to encourage action for the environment.
- the Commonwealth Apprenticeship Initiative is delivering opportunities for Glasgow's young people. In 2009, 1,072 young Glaswegians, including 325 in the east, have been placed in trainee places with Glasgow employers. This is part of the council's commitment to make sure the 2014 Commonwealth Games leave a legacy for all Glaswegians. Under this scheme, apprenticeships are available in the council and its arms-length companies. The council is also encouraging private companies and other public sector organisations to get involved.
- over 800 young people (including 300 in the east) participated on the Vocational Training programme in the past year, which the council funds to keep young people in education through partnerships with further education colleges.
- The Glasgow parenting framework was established in 2009 as a multi-agency group to improve children's lives by supporting parents. The Triple P parenting programme is available for up to 10,000 parents in Glasgow and to begin with will target parents with primary one pupils. This will be followed by sessions for primary two to primary seven parents and for parents of pupils in our secondary school. The programme supports adults to become better parents and support and nurture their children.



Case study kilbirnie house

Kilbirnie House in the Calton is a purpose built Community Safety Centre resourced by Strathclyde Fire and Rescue, providing experiential learning to the local community in a wide range of issues. The centre includes many facilities including an IT suite, conference and training rooms, and specialist fire safety areas.

Within the centre, a team of Community Firefighters deliver a variety of programmes and workshops to schools and community organisations, including:

- > fire safety in the home
- > hoax calls, deliberate fire setting, abuse of fire detection systems
- > acts of violence towards fire crews and vandalism against equipment
- > training and development opportunities for young people through the award winning FireReach Project – a pioneering education and training programme to teach young people about all aspects of fire safety.

“ the purpose built facilities at Kilbirnie House are an excellent resource for all community groups in the East End.

In addition to the well-used Fire Reach activity rooms, Kilbirnie House is also kitted out with PCs and a conference room, ideal for training, meeting and events.

Strathclyde Fire & Rescue encourage local groups to make use of the space in order to raise their awareness of fire and the dangers associated with fire related incidents.”

Garry Milne, Area Commander for Strathclyde Fire & Rescue

Priority towards a healthy community

What are our priorities?

Our aim is to improve the health of all Glaswegians by encouraging them to adopt healthier lifestyles.

We want to reduce health inequality amongst Glaswegians, whereby residents can have very different experiences, depending on where they live, the lifestyles they choose, or even how much income they have.

In particular, we want to address the causes and symptoms of health inequality in children, especially those influenced by poverty, to help prevent long term health issues in adult life.

Issues identified for additional attention include obesity in adults and children, alcohol consumption and its impact on both health and public safety, and smoking and drug misuse.

Recent performance

Information is collected to measure performance against our key priorities for the city. This shows:

- > people in Glasgow are living longer than 20 years ago, at around 71 for men and 77 for women, but this still lags behind the Scottish average. Life expectancy also differs within Glasgow itself.
- > our most recent Health and Well-Being Survey shows that 41% of adults in the east smoke, above Glasgow as a whole (35%).
- > breastfeeding rates, at 14% are just half the national average.
- > almost half (46%) of locals who drink alcohol exceeded the recommended alcohol limit in the previous week, slightly above the city average of 43%.

Table four	East	Glasgow	Scotland
Life Expectancy males (2006 to 2008)	69.6 years	70.7 years	75 years
Life Expectancy females (2006 to 2008)	76.8 years	77.2 years	79.9 years
Smoking rates of adults (age 16 and over) (2008)	41%	35%	26%
Teenage pregnancy rates for every 1,000 15 to 17 year olds (2008)	64	54	40
Breastfeeding rates at six to eight weeks (2009 to 2010)	14%	24%	27%
Percentage of people meeting physical activity targets (2008)	34%	39%	46%
Percentage of people that drank alcohol in the previous week and who exceeded the recommended limit (2008)	46%	43%	30% men 20% women
Percentage of people eating five portions of fruit and vegetables a day (2008)	30%	36%	20% men 24% women
Number of problem drug users (2006)	3,935	13,256	not available
Percentage of residents prescribed drugs for anxiety and or depression (2004)	12% (2006)	10%	8%

- > teenage pregnancy rates in the east are higher locally compared to both Glasgow as a whole and the national average.
- > local people appear to be less active, with only one third (34%) meeting weekly recommended physical activity targets against 39% at city level.
- > fewer people are adopting healthier diets – 30% of east end residents eat the recommended five portions or fruit or vegetables per day, below the Glasgow figure of 36%.

What are we doing locally?

Millions of pounds are spent to improve the health of our residents and promote better health and well-being. While primary health care is mainly provided in our hospitals and GP surgeries, many health services are also delivered in local clinics, health centres, schools and other community facilities. A summary of recent local activity includes:

- > Greater Easterhouse Alcohol Awareness Project (GEAAP) is a community alcohol service. It provides a range of services aimed at clients affected by alcohol issues. In addition to confidential alcohol counselling the project provides alcohol related group work for males and females looking at all aspects of health and relapse prevention. The project also runs a schools based alcohol awareness programme offered to all primary schools in the East of Glasgow, delivering sessions to the 10 to 12 age groups, reaching around 3,500 young people annually.
- > support for vulnerable families affected by drug and alcohol addiction is provided through Barnardos' Youth Involvement Project and Quarriers Family Support Project in Barlanark. The Youth Involvement Project works with children and young people aged 8 to 15 years who have emerging emotional and behavioural needs. The project also works with the parents/carers and families to increase confidence and skills in parenting. Over the past year the project has worked with around 128 families.
- > Quarriers Family Support Services also provides support to children and families who are affected by problematic substance misuse. The group encourages families to participate in activities with their children, and to mix with and get support from other parents.



- > the Keep Well Community Shop was opened up at Parkhead Forge shopping centre in late 2009 as a community resource providing information and advice on health and well-being for local residents. Keep Well aims to reduce the risk of heart disease and improve the health of 45 to 64 year olds in the east end, and the shop is an important step in improving local access to health and social care services in the area.
- > an Employability Bridging Service provides health and care services clients with advice, support and signposting to appropriate training, education and employment opportunities. In 2009 to 2010, over 300 referrals were received from across all care groups in the east.
- > the East End Healthy Living Centre at Crownpoint Road is a multi-million pound project led by Glasgow East Regeneration Agency and partners which aims to improve the health and well-being of people living in the east end of Glasgow. Designed as a hub from which a programme of health promotional, educational, physical and social activities are provided, it offers a full range of low cost sports, leisure, creative and training opportunities for all ages and abilities and facilities for community hire.
- > a new service, the long-term conditions financial inclusion partnership, has been introduced by bodies including Macmillan Cancer Care and Glasgow City Council to serve patients diagnosed with serious conditions including cancer, stroke, heart failure. The service aims to reduce financial worries for people with serious illness by offering advice to maximise patients income. The service builds on an existing successful service for cancer patients, and is delivered via several sites including the Bridge in Easterhouse.

Case study making a difference

The 'Making A Difference' programme equips young women from the east end with a range of life skills that improve their health, well-being and prospects. Funded in part by GHA and Scottish Government, and delivered by Rosemount Lifelong Learning and other partners, the programme targets young mothers aged 16 to 25 who may be isolated and struggling to cope.

The programme covers a wide range of topics such as confidence building,

healthy eating, child development, money management, home safety, literacy and numeracy. It also provides support and guidance during and after the project with achievable life goals and personal targets. It also provides all participants with vital child care, a support network and classes two to three days a week. The women's confidence grows and gradually their sense of hopelessness is replaced with a can-do attitude.

“ We also have so much fun on the course. Before I came here I was really down and had no confidence.

Now I've grown in confidence and won't let anything bother me. My boys are also doing really well and are so bright.

I wake up now with a smile on my face.”

Laura McHugh (23), who is mum to Marcus (2) and Colin (4).



Priority towards a safe community

What are our priorities?

We have five key priorities for tackling crime and creating a safe city. The first of these is alcohol and drugs, which not only cause harm to the individuals, but also to society through violence and crime.

The second is anti social behaviour, which is higher in Glasgow than elsewhere in Scotland, and which can have a serious effect on the quality of life in local communities. Home safety is also a high priority with accidents involving fires, falls, or children causing significant concern.

Violent crime, including knife related, gang activity and the city centre night economy remain major issues. Violence against women including domestic abuse, rape and sexual assault, is also a very high priority for our partners.

Related issues of road safety, counter-terrorism, hate crime, and the safety of young people are also amongst those priorities being addressed.

Partner agencies also invest time and resources to address the public perception of crime which often has as significant an influence on attitudes and behaviours in communities as actual incidents of crime.

Following extensive feedback from local communities across the east, specific local priorities around community safety being tackled include assaults and violent crime, drink and drugs, housebreaking, and speeding motorists.

Local hotspots for crime and anti-social behaviour have been identified in neighbourhoods across the east end. Community policing plans will address specific local issues and deploy additional resources where required.

Recent performance

A range of information is collected to measure performance against our key safe priorities. These include:

- overall crime rates have increased slightly in the east area over the past five years, compared to a 2% drop recorded city-wide.

Table five	East	Glasgow	Scotland
Total crime rates per 10,000 population (2009 to 2010)	2,615	2,907	1,736
Violent crime rates per 10,000 population (2009 to 2010)	47	53	22
Reported incidence of anti-social behaviour or disorder per 10,000 population (2009 to 2010)	1,469	1,528	not available
Number of fire casualties in domestic dwellings per 10,000 population (2009)	7.3	3.9	*1.9
Number of offences for drinking in public per 10,000 population (2009 to 2010)	296	270	not available
Number of offences in relation to possession of illegal drugs per 10,000 of population (2009 to 2010)	147	121	56
Number of domestic abuse incidents per 10,000 population (2009 to 2010)	164	152	**103

* 2009 to 2010 figure ** 2008 to 2009 figure

- however, violent crime rates have been falling significantly across the east, with a 31% decrease over the past five years. Across Glasgow, the rate has fallen by 23%.
- anti-social behaviour has also dropped significantly (by 13%) in recent years across Glasgow, but there are still 200 to 300 incidents reported every day, resulting in half of city residents experiencing some form of anti-social behaviour in the previous 12 months. Across the east, the rate is lower at 34%.
- perceptions of neighbourhood safety are slightly less positive in the east, with 59% of residents saying that they feel safe walking alone in the local area after dark – 2% below the Glasgow average of 61%.
- rates of illegal drug possession in Glasgow are double the Scottish average, with the east figure higher still.
- incidents of domestic abuse have fallen by 8% in the east over the past five years, compared to a 1% rise across Glasgow.

What are we doing locally?

Police, fire and rescue, council and housing providers are joining forces to tackle community safety in the city. Services to address crime and anti-social behaviour are often also delivered in partnership with voluntary and community-based groups. We have established Glasgow Community and Safety Services (GCSS) with a city-wide remit to prevent crime, tackle anti-social behaviour, and promote community safety, with staff drawn from across our safety partnership.

- since 2008, Strathclyde Police has put in place an additional 445 community police officers across Glasgow as part of a new model of community policing to address community safety issues at the local neighbourhood level. The model is designed to provide dedicated local community policing teams which are easy to reach, visible, skilled, knowledgeable and known to the community.
- investment in community policing has also been made by other partners. The Community Planning Partnership itself has invested over £600,000 in the east area. This is part of an annual £3.2 million city-wide award to Strathclyde Police to fund the recruitment of 100 dedicated community police officers with a specific

job to work in local communities across the area – twenty of these are deployed across the east. The immediate effect of more community police officers has been a reduction in anti-social behaviour, increased confidence in the police, and a decline in the fear of crime.

- the Public Reassurance Strategy led by Strathclyde Police, is a key element of local joint working to tackle anti-social behaviour and perceptions of crime. 'Key Individual Networks' and 'Neighbourhood Reassurance Groups' have been set up to allow local people and partner agencies to communicate with those affected by crime and anti-social behaviour.
- a dispersal zone was created in December 2009 around the Parkhead area, to tackle unacceptable levels of antisocial behaviour and violent disorder. Strathclyde Police co-ordinated the enforcement of the zone, and worked with other partners such as John Wheatley College and Glasgow East Regeneration Agency to offer persons targeted in the area with a range of alternative activities. By the end of January 2010, a significant reduction in anti-social behaviour and violent disorder had been achieved in the area.
- Operation Cleansweep was conducted in March 2010 in and around the Greater Easterhouse area to improve the public's confidence in community safety. The operation focussed on a range of different actions, from the targeting of those carrying weapons, or domestic violence offenders, to local graffiti clean-ups. The initiative was delivered in partnership between Strathclyde Police and Glasgow Community and Safety Services, in conjunction with local Housing Associations, who helped to identify specific issues affecting local residents in the neighbourhoods.
- the offender management strategy has been launched by Glasgow Community and Safety Services and the Police to work with around 300 offenders a week. This has significantly reduced re-offending and anti-social behaviour involving those in the programme.



Case study community initiative to reduce violence



Community Initiative to Reduce Violence (CIRV) is a multi-agency initiative designed to reduce gang violence across Glasgow. It was set up in 2008, and initially worked with street gang members from the east end, to influence behaviours and to reduce violent re-offending rates. In the first year, 386 gang members were worked with, with offending rates for those taking part almost halved.

A range of partner organisations have worked together to assist over 100 young clients into full-time employment, work placements or education as part of the programme. This includes 60 brand new jobs created exclusively for the CIRV programme via the UK Government's Future Jobs Fund. Following the initial success of the programme, CIRV has now been extended to the North of the city.

“ I didn't really think about being in a gang or getting into trouble. To me, I was just hanging around with my mates, doing what they did. I did it because everyone else was doing it.

Some guys from CIRV came to visit me at home and suggested I get involved – they said it would help me get away from just hanging around, getting into trouble and might help my chances of getting work.

I decided there was nothing to lose, so I took them up on it. These days, I don't hang around the streets looking for bother. I've got too much to lose.”

Kevin* (17) signed up for CIRV in 2009, and has managed to secure an apprenticeship.

*names have been changed

Priority towards a vibrant community

What are our priorities?

Vibrancy describes factors which make cities good places to be, including the housing, transport, environment, and natural attractions.

It is also about its people, and how we encourage them to be more active, more engaged, and to feel more connected within local communities or neighbourhoods. This is often supported through the arts, culture, sport and leisure, and community learning and development.

Our priorities around vibrancy can be broken down into three areas:

- > we want to improve Glasgow's image, profile and identity, by nurturing and encouraging the talents of its people, its place, energy and culture.
- > secondly, we will improve the environment to make Glasgow a good place to live with good housing, safe, sustainable neighbourhoods, reliable transport, and a green future.
- > thirdly, we want to improve involvement among people through the arts, culture, sport, volunteering, learning and civic pride.

Table six	East	Glasgow	Scotland
Provision of new housing (2009 to 2010)	720	2,370	17,474
Percentage of adults who view their area as a good place to live (2008)	86%	81%	92%
Percentage of adults who believe that they can influence decisions that affect their neighbourhood (2008)	57%	61%	not available
Percentage of residents volunteering in past 12 months (2008 to 2009)	25%	25%	31%
Proportion of residents citing litter as a problem (2009)	29%	34%	not available
Proportion of residents participating in sporting activity in last week (2008)	34%	43%	not available
Attendance at Glasgow City Council owned indoor and outdoor sport, recreation and leisure facilities (2009 to 2010)	1,163,620	5,131,934	not available
Number of visits to libraries (2009 to 2010)	857,918	4,486,530	31,060,381
Number of attendances at community facilities (2009 to 2010)	214,136	1,512,292	not available

Much of the physical element of the vibrancy theme in the city is delivered by large statutory agencies, working with national and local delivery partners in the public, private and voluntary sectors to achieve the aims.

However, a great deal of the responsibility for delivering the people-centred elements of the vibrant theme is shared and developed at the community level, through partnership between public agencies, the voluntary sector, and neighbourhood groups themselves.

Recent performance

We collect a range of information to measure vibrancy issues across the city. A summary of this is included below:

- > new and regenerated communities are being created locally and across Glasgow. In 2009, over 700 new homes were built in the east of Glasgow, 418 in the private sector, and 302 in the social rented sector. Across Glasgow, 2,370 new homes were built.
- > the majority of Glaswegians have a positive view of their local neighbourhood as a good place to live, with east residents more positive still – almost nine in ten (86%) rate their neighbourhood positively.

- > over half of local people (57%) feel that they can influence decisions affecting their community – just below the Glasgow average of 61%.
- > local residents are at least as likely to give up their time to help others in the community, with one-in-four (25%) having volunteered at some point in the previous 12 months.
- > one-in-three local residents (34%) had participated in a sporting activity in the previous week, below the city average of (43%).
- > east residents are active users of recreation facilities, with almost 1.2 million visits, 23% of the Glasgow total, to the sport, recreation and leisure facilities run by public bodies in the east, such as the Bridge in Easterhouse, Tollcross Pool, and the Glasgow Green Football Centre.
- > local residents are active users of local community facilities within Glasgow. Over 214,000 recorded visits were made to publicly owned community facilities in 2009, such as Shettleston Community Centre, Barlanark Community Centre, Bluevale Neighbourhood Centre, and Tollcross Youth Centre.





What are we doing locally?

A wealth of activity is going on across the south east to deliver our main priorities for our vibrant theme. These relate to investment in both the physical infrastructure (such as our housing, transport and neighbourhood amenities) and investing in our people (through arts, culture, sport and so on). A snapshot of local activity is as follows:

- Glasgow Life (formerly Culture and Sport Glasgow) and its key partners have made a significant impact on the vibrancy of Glasgow, and on the health and well-being of the city, through investment in and promotion of a network of sport, leisure, learning and community facilities. In 2009 to 2010, over 11.1 million attendances were made to facilities Glasgow wide, with east end residents active in making over 2.2 million visits to 23 key local facilities.
- progress is being made across the city's eight Transformational Regeneration Areas, including one in the east end at Gallowgate. The partnership of City Council, Glasgow Housing Association (GHA) and the Scottish Government are committed to working with the local communities to create sustainable high quality mixed tenure neighbourhoods in these areas.
- in the Gallowgate area, progress is being made towards a site start for the first phase of new housing. Comprising 62 properties in total, GHA will provide 46 houses and 16 cottage flats, all of which are for social rent. GHA have also taken the decision to demolish the Whitevale and Bluevale multi-storey blocks with residents expected to be re-housed within the next two years.
- for existing tenants, in 2009 to 2010 GHA delivered new kitchens, bathrooms and rewiring to 1,287 homes as part of its investment programme in the east. It also installed 481 heating systems, clad 328 blocks of flats and carried out 353 improvements to common areas and the external environment as part of the £19.8 million investment programme for local tenants.
- GHA, Glasgow City Council Land and Environmental Services department and the local community planning partnership board have been working together to

improve local neighbourhoods such as the £90,000 new multi-purpose games court in Carmyle Park established in 2009 to 2010.

- Strathclyde Partnership for Transport and its partners will invest up to £9 million to re-build Dalmarnock railway station and upgrade the surrounding area in the lead up to the 2014 Commonwealth Games, when the station will provide a vital transport hub for the local area.



- the east end of Glasgow will be at the heart of the 2014 Commonwealth Games, and is currently undergoing significant investment which will transform the Dalmarnock area. The Athlete's games village will house 6,500 athletes in 2014, and will then be transformed into 1,400 permanent homes of which 300 will be available for the social rented sector. Next to the village will be the National Indoor Sports Arena (NISA) and Velodrome which will provide a lasting sporting and community facility.
- the Glasgow East Arts Programme is managed by Glasgow East Arts Company with support from a range of organisations in East of Glasgow, and aims to maximise the involvement of local residents in a series of cultural, leisure and sporting events. The programme includes an annual 5k and gala event centred around Tollcross Park, the Discover festival which celebrates the history and heritage of local buildings, a festive arts programme including a local production of Cinderella, and a series of local gala days each summer across more than 20 east end community venues.

Case study

silver deal community programme

has been significant. Of those surveyed, the proportion reporting that they were in good or excellent health rose from 37% pre-programme, to 85% after participating.



The Silver Deal activity programme is a partnership between the GHA, Glasgow Life, and the East Community Health Partnership, that aims to improve access to events and services that encourage greater levels of activity amongst older residents. Simply, the goal of the programme is to get more older people, more active, more often. The programme is currently targeted at

aged 60 plus residents, delivering activities in local east end venues including sheltered housing complexes and community centres. Activities include swimming, chair aerobics and bowls, an education and awareness raising programme, active arts sessions, and a series of social events including day trips. The impact of the programme for participants



Tell us what you think

Part of our commitment to partnership is to work with you as a resident and groups so you can help shape services. There are many ways in which you can engage with our partners, some of which are contained here.

Feeding back on services

You can provide feedback on the services you receive in your local area by phone, letter, email, online or in person.

Most public bodies provide contact details should you wish to comment about a specific local service or issue.

For example, Glasgow City Council operates a Customer Care Centre, the GHA a Tenant Hotline, and Strathclyde Police a dedicated Contact Centre.

Partners also hold public consultations - this is often your best way of feeding back on local issues that matter to you.

You can find contact and further details on the Community Planning website at:

<http://www.glasgowcpp.org.uk/getinvolved/>, or by emailing cpp@glasgow.gov.uk.

Getting involved

There are practical ways for you to get involved in Community Planning and to influence local services, for example:

- become a community representative on one of the partner structures such as Community Health Partnerships, Local Housing Forums, or Community Safety Partnerships.
- become a member of your local Community Reference Group (CRG).
- become a community representative on a local Community Planning Partnership Board.
- join your local Community Council.
- participate in one of the community events organised by our local teams.

- take part in our Neighbourhood Management consultations or Household Survey.

If you would like advice on how to get more involved in your community, contact your local Community Engagement Advisors for the east, who are based with Glasgow East Regeneration Agency. Phone Jack Simpson on 0141 781 4194, or Leah Webb on 0141 781 4193, or go to the website: <http://www.gera.org.uk/articles/article.php?articleID=77>.

Want to know more?

Contacting the Community Planning Partnership

You can feed back on services by contacting the Glasgow Community Planning Partnership, and we will forward them to the appropriate organisation or service. To contact us:

email eastcpp@glasgow.gov.uk
phone 0141 276 9860
http://www.glasgowcpp.org.uk/localteams/East_Area/

What do you think about this booklet?

We want to provide the best information to you about our priorities and activities, as well as how we are performing. We are constantly looking for feedback on how to provide this information. If you want to comment on this booklet, please fill in the feedback form at:

http://www.glasgowcpp.org.uk/localteams/East_Area/ContactUs/Contact_Form/

Or, you can contact us in writing at:

Glasgow Community Planning Partnership
Corporate Services
Glasgow City Council
Room 84, 40 Cochrane Street
Glasgow G1 1JT.