

# Serving the south west

Performance of public services  
in south west Glasgow



# Performance in your local area

This report is produced by Glasgow Community Planning Partnership to provide you as a resident of south west 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 south west 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 south west 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 south west

The south west of Glasgow is home to more than 117,000 people, or 20% of the City population. It covers an area of 40 square kilometres, running all the way along the south bank of the Clyde from Tradeston to Shieldhall, extending south and west out to Nitshill and Darnley, and as far south east as Cathcart. It also incorporates Pollok Park.

It contains many distinct neighbourhoods including Ibrox, Govan, Craigton, Cardonald, Pollok, Priesthill, Darnley, Pollokshaws, Newlands, and Mossbank. The map opposite illustrates the area.

The south west is diverse in terms of its residential, commercial and industrial infrastructure, and also its people, with over two-fifths of residents living in deprived neighbourhoods. In the Census in 2001, 4% of persons in the area were black or other minority ethnic, similar to the city average. The south west also has a mixed housing stock, with just over half being privately owned and two-fifths being rented, mostly from social landlords.

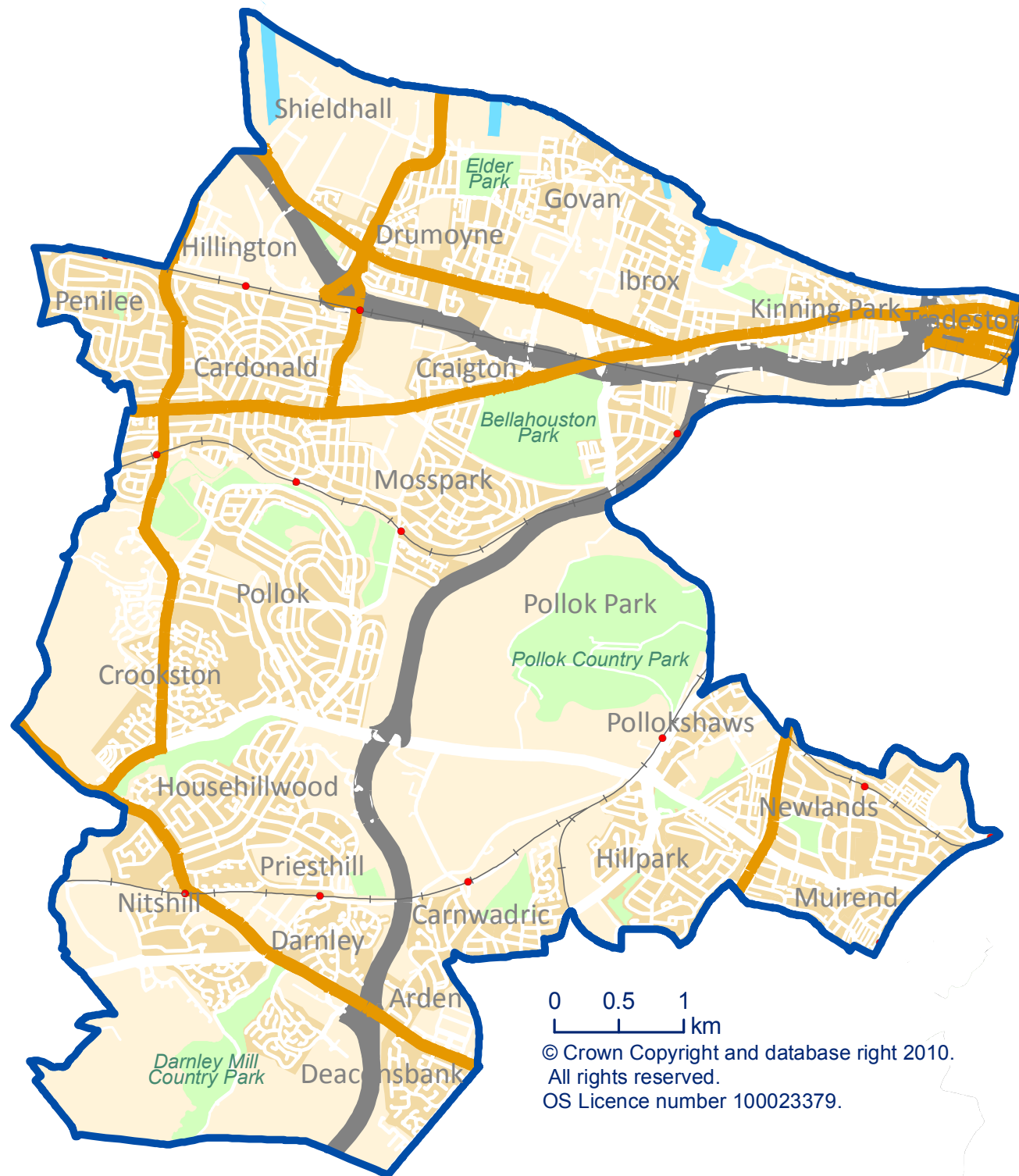


Table one	South West	Glasgow	Scotland
Total Population (2008)	117,480	584,240	5,168,500
> that are under 16	21,484 (18%)	96,330 (16%)	913,534 (17%)
> that are working age	75,690 (64%)	392,028 (67%)	3,238,035 (63%)
> that are pensioner age	20,306 (17%)	95,882 (16%)	1,016,931 (20%)
Population Change (1998 to 2008)	-368 (-0.3%)	-2,810 (-0.5%)	91,430 (1.8%)
Black or Minority Ethnic (2001)	5,055 (4%)	31,510 (5%)	101,677 (2%)
Number of households (2008)	56,116	295,484	2,331,000*
Percentage social rented	39%	38%	23%
Percentage private owner	53%	50%	66%
Percentage private rented	8%	12%	9%

\*other = 2%

# 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 increase the number of local jobs and businesses, and create better paid and 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:

- > 56,200 people work in the south west area, 14% of the Glasgow total.
- > the number of jobs in the area has grown by 12%, or 5,800, in the past few years, well above the Glasgow average.
- > the biggest employing industries in the area are public services (education, health, council services), employing 18,500 persons, and retail, distribution and catering, employing 16,100.
- > 4,950 local people are unemployed (June 2010) and looking for work, a rate of 6.5%. This is similar to the Glasgow rate of 6.4%.
- > unemployment locally has risen by 12% (or 531 persons) in the last year – the rise across Glasgow has been 10%.
- > the number of vacancies notified to local job centres has decreased by 29% (143) over the past year, much greater than the 2% decline experienced across Glasgow overall.
- > average earnings of Glasgow residents are £452 per week, 4% lower than the Scottish average of £472.

Table two	South west	Glasgow	Scotland
Total Employment (2008)	56,200	413,500	2,420,400
Change in employment (2003 to 2008)	+5,800 (+12%)	+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)	6.5%	6.4%	4.1%
Change in Claimant Count Unemployment (June 2009 to June 2010)	+531 (+12%)	+2,357 (+10%)	+4,888 (+4%)
Claimant Count Unemployment Rate, under 25s (June 2010)	9.4%	8.1%	6.4%
Vacancies notified to Job Centres (June 2010)	355	3,023	21,058



## What are we doing locally?

Community Planning partners invest in services across south west 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 via this scheme, including over 550 residents in the south west.
- > the Glasgow South West Regeneration Agency (GSWRA) provides a range of services to assist local people into work, and support the growth of local businesses. Since Spring 2009, the agency has worked with over 5,000 residents and businesses alike.
- > a key focus for Glasgow South West Regeneration Agency in recent years has been to act as the lead for partners on the delivery of the Silverburn development. GSWRA has negotiated community benefits clauses with the developers at all stages of build, completion and operation of Silverburn to maximise the economic benefit to local people and businesses. Almost 2,000 clients have been placed into employment, 443 of

them during the construction phase and 1,511 during the retail phase.

- > Central Govan Action Plan (CGAP) is an £80 million pound, ten year (2006 to 2016) development framework guiding the regeneration of Govan town centre. This involves investment in new housing, and improvements to existing buildings and the environment. The plan will create jobs in the local area as well as supporting existing local businesses and attracting in new employers.
- > the M74 completion will improve transport links to and from the south side 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 south side of the city as a business location.
- > an Employability Bridging Service, based in Pollok provides health and social care services clients with advice, support and signposting to appropriate training, education and job preparation. From May to October 2010 alone, over 300 clients have been supported through the service. This includes 174 referrals to the service by local health and social care services' providers. The Bridging Service is a vital first step in supporting clients with additional or complex needs along the pathway to future employment.

# 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 South West. 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.

“In the first two years of my apprenticeship I have learned many new things such as decorative skills, which before I had started my apprenticeship I never thought I was capable of doing. Thanks to the great learning environment and lecturers within city building I have surpassed my own expectations.

So far I have been nominated for three competitions, two of which I have went on to win.”

**John Lockhart (20)** from Pollok is in the second year of a painter and decorator 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:

Table three	South west	Glasgow	Scotland
Proportion of children in primary schools achieving appropriate national levels of attainment in reading, writing and mathematics (2009)*	Reading – 85% Writing – 78% Maths – 87%	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 – 70% Writing – 58% Maths – 62%	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)	88%	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)	84%	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 15,300 children attending state schools in the south west. 8,500 (56%) in primary schools, and 6,800 (44%) in secondary schools in 2009.
- > 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 notable improvements in reading, writing and mathematics in local secondary schools, with attainment levels for S2 pupils at least on a par with national averages.
- > by the end of fourth year in secondary schools, attainment also continues to improve with 88% 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 84% in the south west and 84% city-wide going into work, further education or training in 2008 to 2009 – the local south west figure has been rising steadily and is now just below the Scottish average.

## What we are doing locally?

Millions of pounds are invested in south west Glasgow each year to improve learning for children and adults. Recent activities include:

- > Cardonald College has invested £23 million in improving its facilities over the past five years, including £8 million in a new skills centre at the Mossbank Drive campus facility, which also incorporates a children's centre, salon and refurbished classrooms.

- > over the past two years, eleven new primary schools have been built across Glasgow, all with co-located early years provision and some with units for children with additional support needs, including six in the south west area.
- > a further three primary schools and early years establishments have been refurbished in the south west.
- > eight south west learning establishments had HMIE inspections in 2008 to 2009, with 78% rated as 'good or better' by inspectors.
- > 62 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 183 in the south west) entered positive destinations, including secured trainee places, with Glasgow employers. This is part of the council's commitment to ensure 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 over 200 in the south west) 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 outcomes for children by supporting parents. The Triple P parenting programme is available for up to 10,000 parents in Glasgow and will initially target parents of 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

## PATHS project (promoting alternative thinking strategies)

The PATHS project is being rolled out across the south west of the city to support the development of young children. The project is internationally recognised as improving children's emotional and learning development from a young age, which in turn impacts on many aspects of their lives including their behaviour, relationships, education, health and well-being.

Part of the city's new focus on early intervention strategies, PATHS also promotes the involvement of parents in

understanding children's development and in enhancing parenting skills. PATHS has recently been introduced to three nurseries, with Festival Park day nursery being used as a pilot area. Over the school year 2010 to 2011, the project will be extended to include a further five early years establishments and selected primary schools across the south west

**Parents of the children** who have taken part in the programme so far have said...

“They've enjoyed it, it's been really good fun.

It's made them more aware of emotions.

They're listening more. I think they'll stay on task longer.

They're more aware of emotions in other children, children's feelings.”

# 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.

Locally in the south west, addictions issues, health improvement and financial inclusion have been targeted as additional priorities for the local area.

## 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 show that 36% of adults in the south west smoke, similar to Glasgow as a whole (35%).

Table four	South west	Glasgow	Scotland
Life Expectancy males (2006 to 2008)	71.1 years	70.7 years	75 years
Life Expectancy females (2006 to 2008)	77.2 years	77.2 years	79.9 years
Smoking rates of adults (age 16 and over) (2008)	36%	35%	26%
Teenage pregnancy rates for every 1,000 15 to 17 year olds (2008)	52	54	40
Breastfeeding rates at six to eight weeks (2009 to 2010)	18%	24%	27%
Percentage of people meeting physical activity targets (2008)	44%	39%	46%
Percentage of people that drank alcohol in the previous week and who exceeded the recommended limit (2008)	30%	43%	30% men 20% women
Percentage of people eating five portions of fruit and vegetables a day (2008)	38%	36%	20% men 24% women
Number of problem drug users (2006)	1,891	13,256	not available
Percentage of residents prescribed drugs for anxiety and or depression (2004)	10% (2006)	10%	8%

- teenage pregnancy rates in the south west are also similar to Glasgow as a whole, but higher than the national average.
- breastfeeding rates are lower in the south west than both the Glasgow and Scottish averages.
- however, proportionately fewer locals (30%) exceeded the recommended alcohol limit in the previous week, compared with the city average of 43%.
- local people also appear to be more active, with 44% meeting weekly recommended physical activity targets against 39% at city level.
- more people are adopting healthier diets - over one third (38%) of south west residents eat the recommended five portions of fruit or vegetables per day, slightly above the Glasgow figure.

## 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 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:

- preparation for the largest ever capital investment in primary health care in Glasgow continues, with planning for the new £842 million Southern General hospital at an advanced stage. Due for completion in 2015, the new hospital will provide first class integrated medical care for residents of the south-side and Glasgow as a whole.
- the modernised £10 million Pollok Civic Realm provides a modern base for a host of local partners. This includes a refurbished and expanded local health centre and the south west stress centre, which provide a greater range of primary



and community health care services for local residents.

- a range of activities have taken place across the south west to tackle addictions issues in the past year, ranging from the delivery of alcohol prevention and education programmes to over 450 local young children, the targeting of local off sales to prevent access to alcohol, and support to local groups who work with children and families affected by drink and drugs misuse by a parent or other family member.
- investment of over £300,000 in a local health improvement programme for the south west, to offer a range of services that address a number of key issues. These include encouraging more physical activity, improving people's diets and weight management, introducing successful parenting classes, and offering youth counselling services to local young people.
- stress, anxiety and other mental health issues are often linked to a person's financial situation. To help address this, Govan Money Matters and other local providers have been funded to tackle financial inclusion issues. In the past year, one hundred clients in the south west have been provided with advice on debt, money management, benefits entitlements, and other information to help them maximise their incomes.
- 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



# Case study

## the impact of the new southern general hospital

The new Southern General hospital will have a major impact on health services across Glasgow, with a single campus housing adult, children's and maternity services together. The development will have a significant economic and social impact for residents of the south west. It is anticipated that the development will provide a direct economic benefit to the economy of between £30 to 40 million, with new jobs generated and increased spending within local businesses.

The first phase of economic development will be in the construction phase. Brookfield Construction Ltd, the main contractor is working with a range of local partners to maximise the benefits to the local area. Activities will include targeting training and recruitment of local people during the construction phase and support for local businesses and social enterprises to tender for contracts.

“ We recognise the importance of the new South Glasgow hospital to communities in south west Glasgow. The partnership we have established is committed to working with the local community to deliver this exciting project and maximise opportunities for local people and businesses. ”

**Mark McAllister**, Community Engagement Manager with NHS Greater Glasgow and Clyde



# 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 causes 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 south west, specific local priorities around community safety being tackled include assaults and violent crime, drink and drugs, road safety, housebreaking and theft.

Local hotspots for crime and anti-social behaviour have been identified in neighbourhoods across the south west of the city. Community policing plans will address specific local issues and hotspots in the year ahead.

Table five	South west	Glasgow	Scotland
Total crime rates per 10,000 population (2009 to 2010)	2,749	2,907	1,736
Violent crime rates per 10,000 population (2009 to 2010)	50	53	22
Reported incidence of anti-social behaviour or disorder per 10,000 population (2009 to 2010)	1,334	1,528	not available
Number of fire casualties in domestic dwellings per 10,000 population (2009)	2.3	3.9	*1.9
Number of offences for drinking in public per 10,000 population (2009 to 2010)	234	270	not available
Number of offences in relation to possession of illegal drugs per 10,000 of population (2009 to 2010)	99	121	56
Number of domestic abuse incidents per 10,000 population (2009 to 2010)	148	152	**103

\* 2009 to 2010 figure \*\* 2008 to 2009 figure



## Recent performance

We collect a range of information to measure performance against our key safe priorities across the city. A local overview of this is included below:

- overall crime rates have been falling both locally and across Glasgow over the past five years, with a 2% drop recorded city-wide.
- violent crime rates have been falling significantly across Glasgow, with a 23% decrease over the past five years. Locally, the rate has fallen by 9%.
- 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 south west, the rate is lower at 42%.
- perceptions of neighbourhood safety are slightly more positive in the south west, with 62% of residents saying that they feel safe walking alone in the local area after dark – 1% higher than the Glasgow average of 61%.
- rates of illegal drug possession in the south west are below the rate for Glasgow as a whole, but are still 77% above the Scottish average
- incidents of domestic abuse have increased by 16% locally over the past five years, compared to a 1% rise recorded 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 have deployed 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 accessible, 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 south west area as 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 remit to work in local communities across the area – 20 of these are deployed across the south west. The immediate effect of more community police officers has been a reduction in anti-social behaviour, increased

# Priority towards a safe community

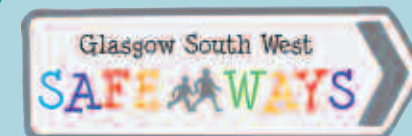
confidence in the police, and a decline in the fear of crime.

- the Public Reassurance Strategy, headed 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 Forums' have been established to provide a platform between local people and partner agencies to communicate with those affected by crime and anti-social behaviour. The forums in Tarfside and Govan have been highly successful thus far.
- anti-social behaviour has been tackled by identifying local 'hot spots' for increased patrols by police and wardens. A stop and search approach has been adopted and the issuing fixed penalty tickets in relation to offensive weapons, drugs and alcohol has also been applied.
- Glasgow Community and Safety Services and Strathclyde Police are working together to deploy mobile CCTV into communities identified by local residents as being areas of concern.
- the sale of alcohol to young people has been targeted by Strathclyde Police in partnership with local licensees, with the use of test purchasing schemes in off-licences and spot checks in licensed premises.
- concerns over road safety have been tackled through a number of local road traffic enforcement operations, in areas of the south west identified by local residents. Operations have targeted speeding motorists and careless drivers, as well as those using mobile phones behind the wheel.



- Youthpoint Glasgow delivers a range of diversionary opportunities for 12 to 18 year olds in drop-in centres across the Greater Pollok area. Users of the service can also access information, advice and support on a range of issues including alcohol and conflict resolution.
- the offender management strategy has been launched by Glasgow Community and Safety Services and 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 safe ways



Safe Ways is an education programme for younger school children, delivered in partnership with Glasgow South West Regeneration agency (Cspace), Strathclyde Police, Strathclyde Fire and Rescue and Glasgow Community Safety and Services. The programme is designed to complement the existing curriculum in all primary schools in the south west.

The Safe Ways programme delivers five one-hour sessions where children learn and explore different issues of personal safety.

These include bullying, mobile phones, internet safety, dealing with strangers, vandalism, graffiti and other types of anti social behaviour. Children are also made aware of the impacts that low level crime has on them and the area in which they live. The sessions are split between the classroom and getting the children out and about in the local community.

Recent feedback from the teachers and children taking part has been positive. One teacher said...

“it is very beneficial and appropriate to the needs of children, providing a wide range of practical information in a variety of ways. The children learn how to stay safe.”



# 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	South west	Glasgow	Scotland
Provision of new housing (2009 to 2010)	182	2,370	17,474
Percentage of adults who view their area as a good place to live (2008)	77%	81%	92%
Percentage of adults who believe that they can influence decisions that affect their neighbourhood (2008)	63%	61%	not available
Percentage of residents volunteering in past 12 months (2008 to 2009)	24%	25%	31%
Proportion of residents citing litter as a problem (2009)	53%	34%	not available
Proportion of residents participating in sporting activity in last week (2008)	49%	43%	not available
Attendance at Glasgow City Council owned indoor and outdoor sport, recreation and leisure facilities (2009 to 2010)	1,045,325	5,131,934	not available
Number of visits to libraries (2009 to 2010)	857,574	4,486,530	31,060,381
Number of attendances at community facilities (2009 to 2010)	122,166	1,512,292	not available

Much of the physical element of the vibrancy theme in the city is delivered by large statutory agencies, who work 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, 182 new homes were built in the south west of Glasgow, 93 in the private sector, and 89 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, although south west residents are slightly less positive than the city average – three quarters (77%) of locals rate their neighbourhood positively.

- > over three-fifths of local people (63%) feel that they can influence decisions affecting their community – slightly higher than the Glasgow average of 61%.
- > the local environment is identified as a concern, with over half (53%) citing litter as a problem across the south west, much higher than the city average.
- > almost half of local residents (49%) had participated in a sporting activity in the previous week, above the city average of (43%).
- > south west residents are active users of recreation facilities, with over one million visits, 20% of the Glasgow total, to the sport, recreation and leisure facilities run by public bodies in the south west, such as Bellahouston Leisure Centre, Pollok Pool and the Palace of Arts.
- > local residents are active users of local libraries within Glasgow. Almost 876,000 recorded visits (20% of the city total) were made to library facilities in 2009, including those in Cardonald, Govan and Pollok.





## 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 & 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 south west residents active in making over 2 million visits to 17 key local facilities.
- progress is being made across the City's eight Transformational Regeneration Areas, including two in the south west – Shawbridge and East Govan Ibrox. Identified by a partnership of Glasgow City Council, Glasgow Housing Association (GHA) and the Scottish Government, these areas are being re-developed to become sustainable high quality mixed tenure neighbourhoods.
- in Shawbridge, housing clearance and demolition to the north of the river has paved the way for GHA's first 93 houses on the site. The second phase of clearance to the south of the river involving two multi-storey flats and some

low rise properties is progressing.

In tandem with these developments, play facilities and lighting in Ashtree Park have been improved, there has been upgrading works to the local cemetery, and lighting projects at St. Mary's Church and the clock tower.

- In East Govan Ibrox the demolition of the Broomloan Court multi-storey flats was completed in late 2010, and the clearance and re-housing of residents from Ibroxholm multi-storey flats will conclude in 2011. In addition, GHA is building 80 units of social housing in Govan with a further site for 47 new homes being prepared in the area.
- for existing tenants, in 2009 to 2010 GHA delivered new kitchens, bathrooms and rewiring to 1,931 homes as part of its investment programme in the south west. It also installed over 400 heating systems, clad 472 blocks of flats and carried out 500 improvements to common areas and the external environment as part of the £37.7 million investment programme for local tenants.
- over a third of a million pounds has been invested in the past year in creating new games and play areas at Elder Park and Auldhouse Park. The new facilities are intended to encourage physical activity in young people as well as improving the local environment for residents.
- Zest is the activity programme for under 18s in Glasgow, offering a wide range of activities on a daily basis including arts and crafts, football, outdoor adventure, singing, swimming and lots more. Most activities are free, and are delivered by Glasgow Life and other voluntary organisations in Glasgow. Activities are offered across a range of local south west venues including the Burrell collection and Scotland Street Museum, as well as across the range of local libraries and community centres.





# Case study open doors

The annual Doors Open day is a way for Glasgow to celebrate its buildings, its streets, its parks and its people. It has now become an annual festival to celebrate life across Glasgow. For 2010, the festival has provided an even greater opportunity for south west residents to get involved and discover more about their local environment and the wider city.

Free bus tours of the area were provided in September 2010, with more than 1,800 passengers travelling to and around the area to see inside buildings like the Pearce

Institute, the Glasgow Central Mosque, The Burrell Museum, Fairfield Shipyard offices, Glasgow Museums Resource Centre, Pollok House, and Pollokshaws Burgh Hall.

Passengers from across the UK and abroad joined locals to descend on the starting point in Govan in their droves and thoroughly enjoyed the opportunity to see for free parts of the city that they may otherwise not have been able to visit. Feedback from those participating in the event said the following:

“ You would be amazed at the number of people who grew up in this area and don't know what the city looks like – very enjoyable tour. ”

**Mossspark resident**

“ We are proud to be Glaswegians born and brought up in the city... brought my kids along too. Marvellous experience and would definitely do it again. ”

**Southside resident**



# 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](mailto: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 Surveys.

If you would like advice on how to get more involved in your community, email your local Community Engagement Advisors for the south west, Julie MacLeod [julie.macleod@glasgowlife.org.uk](mailto:julie.macleod@glasgowlife.org.uk), phone 0141 276 8411 or Clare Robertson [clare.robertson@glasgowlife.org.uk](mailto:clare.robertson@glasgowlife.org.uk), phone 0141 276 8772.

## 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 [southwestcpp@glasgow.gov.uk](mailto:southwestcpp@glasgow.gov.uk)  
phone 0141 276 9890  
[http://www.glasgowcpp.org.uk/localteams/South\\_West\\_Area/](http://www.glasgowcpp.org.uk/localteams/South_West_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/South\\_West\\_Area/ContactUs/Contact\\_Form/](http://www.glasgowcpp.org.uk/localteams/South_West_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.