

East Renfrewshire Community Planning Partnership Board

Thursday 22 June 2017

Item 6: Development of the Fairer East
Ren Plan and Locality Plans

Background and Context

In March the Board were reminded of the statutory plan requirements in the Community Empowerment Act:

Local Outcomes Improvement Plan (LOIP)

- To be in place by 1 October 2017.
- Is a plan for the whole of East Renfrewshire.
- The LOIP is similar to and replaces the current SOA. However the LOIP must have a narrower focus, addressing issues around **inequality and disadvantage**, and setting out how the CPP will '**Close the Gap**'.

Locality Plans

- Must focus on a **specific geographic area**
- Have similar criteria to the LOIP including 1 October deadline and focus on inequality.
- Are not required for every locality but must include those areas that experience poorer outcomes compared to the rest of the authority or the rest of Scotland.
- Must be based upon socio-economic data and understanding of local need.

There is a statutory requirement to consult with relevant stakeholders and communities on draft plans

Background and Context

In March the Board :

- Agreed that **Fairer East Ren** would be our local version of the LOIP
- Was presented with the overview of the engagement process (involving over 1500 local people) and socioeconomic data that would inform the four priority themes of Fairer East Ren
- Agreed the two initial locality planning areas of Auchenback and Arthurlie, Dunterlie & Dovecothall (ADD2Barrhead)

Identifying Priority Themes for Fairer East Ren

Four proposed priority themes have been identified based on the data analysis and community engagement to date and have been considered in detail by elected members at the Information and Consultation Session in March, the Locality Planning Working Group in April and approved by the Performance and Accountability Review in May:

1. Tackling Poverty
2. Promoting Positive Mental Health and Wellbeing
3. Reducing Social Isolation & Loneliness
4. Promoting employability

Moving Around and Influence and sense of control have been identified as cross cutting themes that will run through the Plan

We held two workshops attended by 45 officers from a wide range of community planning partners and local organisations, to further develop the strategic approach to each priority theme. This formed the basis of the Fairer East Ren Feedback Draft.

Fairer East Ren: Feedback Draft June 2017

The CPP Board are being asked to approve the feedback draft as the basis for consultation – this brings together the socio-economic analysis, results from the initial phase of community involvement and the development of strategy diagrams for each of the priority themes.

A plan for the further involvement of communities is set out on the next slide.

Fairer East Ren: Feedback and Community Involvement

Ways to respond

Citizen Space Online Hub – respond at home or in your local library

Information and feedback displayed in key local facilities

Pop-up events to encourage people to respond and promote Citizen Space

Workshop events with communities and partner organisations to discuss and develop the plan

Tell us:

Are the priority themes right for East Renfrewshire?

Are you involved in a community project that can help deliver one of the priorities?

Are there any other actions that you would expect to see under each priority?

Do you have an idea for a community based piece of work? Do you need support to implement it?

What evidence would you use to show we are making a difference?

**Final Plan – 1
October**



Locality Plan Approach

- Two locality plan areas identified that are within the 20% most deprived areas of the Scottish Index of Multiple of Deprivation – Auchinback and Arthurlie, Dunterlie and Dovecothall
- Our Locality Plan areas each have populations of under 4,000 and this allows us to adopt a much **more focused approach**
- We have adopted a **community-led model**, with Steering Groups formed in each area, which builds the capacity of our volunteers and promotes community leadership
- Our Locality Plans will be **co-produced** with our communities, who will not only have ‘ownership’ but will be a key partner in their implementation.

Arthurlie, Dunterlie and Dovecothall Update

- **Steering Group** – a core Steering Group of 9 residents and the ‘sports hub’ are in regular contact, and who developed the locality plan name of ADD2Barrhead as it is important for their communities to be seen as part of the wider town of Barrhead.
- **Community involvement** – 65 people attended a public event held with Barrhead Community Council in February (for both localities). Hand delivered 2,500 household questionnaires with a 4% response rate (approx. 100)
- **Priority setting events** – June 24 event to vote on priorities
- **Timeline** – planning to meet partners and stakeholder from early July, with a consultation on a final draft in August
- **Emerging issues** – community safety, roads, transport & parking and the local economy.

Auchenback Locality Plan Update

- **Steering Group** – a core group of 8 residents have formed the Steering Group
- **Community involvement** – 65 people attended a public event held with Barrhead Community Council in February (for both localities) there has been targeted engagement with young people and older people
- **Priority setting events** – Three events planned: morning & afternoon tea at St Marks Primary, a Community Cinema for families & a lunch event aimed at older people
- **Timeline** – There will be a partners and stakeholder session in early August with consultation period during August/September
- **Emerging priorities**- financial inclusion, community safety and health and wellbeing

Recommendations

It is recommended that the Board:

- Approve the Fairer East Ren Feedback Draft as the basis for the next phase of community involvement
- Approve the plans for the next phase of community involvement
- Note that the finalised Fairer East Ren Plan will be approved by email by the CPP Board, following community feedback and prior to the 1 October deadline
- Note the progress to date in locality plan areas
- Note that the locality plans will be agreed with communities prior to 1 October the CPP Board will approve by email

Fairer East Ren

Working with Communities for a Fairer East Renfrewshire

Feedback Draft
June 2017

DRAFT

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1. Introduction

East Renfrewshire Community Planning Partnership (CPP) works for and with communities to ensure everyone has an excellent quality of life. East Renfrewshire (CPP) is comprised of a range of organisations, including:

- East Renfrewshire Council
- NHS Greater Glasgow and Clyde
- Police Scotland
- Scottish Fire and Rescue Service
- Scottish Enterprise
- Strathclyde Partnership for Transport
- Skills Development Scotland
- Voluntary Action East Renfrewshire
- Department for Work and Pensions
- West College Scotland
- East Renfrewshire Culture and Leisure Trust

The Community Planning Partnership works together in lots of different ways, to improve quality of life across East Renfrewshire and these are reflected in many different plans and strategies. The Children's Services Plan, Employability Strategy, Community Justice Outcomes Improvement Plan and Mental Health Strategy are just a few examples.

From 1 October 2017, East Renfrewshire CPP, and all CPPs across Scotland, must have in place two key types of plan to tackle inequalities that exist between different groups and communities. This is so that across Scotland inequalities are reduced and quality of life improved.

A **Local Outcomes Improvement Plan** will set out how outcomes will be improved and inequalities will be reduced in their area. These are inequalities that can be experienced by anyone in East Renfrewshire, regardless of which geographical community they live in.

Locality Plans are focused on tackling those inequalities that are concentrated within a specific geographical community, for example, high concentrations of unemployment, low income or poor health. At the moment, two locality plans are in development in the Barrhead area

The diagram on page 4 shows how the Fairer East Ren and locality plans will work alongside other plans and strategies to deliver outcomes in East Renfrewshire

Fairer East Ren

The Fairer East Ren Plan is our local name for the Local Outcomes Improvement Plan. It aims to make our area fairer, with fewer inequalities, and is initially based around four key themes, identified through engagement with our communities:

- Tackling Poverty
- Promoting positive mental health and wellbeing
- Reducing social isolation and loneliness
- Promoting employability

Each of the themes are issues that can have a greater effect on vulnerable people, and have a significant impact on their quality of life, regardless of which the geographical communities in East Renfrewshire that they live in.

To identify these themes, the CPP reviewed statistical evidence to identify the challenges and inequalities local people face and gathered the views of over 1,500 residents of East Renfrewshire – through surveys, conversations, local events and small discussion groups – to find out what is important to them.

A wide range of community planning partners, including public service providers and voluntary sector organisations have contributed to this plan to show how the priority themes can be addressed. We have also included the many community led groups and projects that we are aware of and recognise that communities themselves often have the solutions – there may be more and we want to hear from local people on this.

Feedback and Further Community Involvement

This plan needs to reflect what communities want and need, and what communities can do for themselves. So this version of the plan is the feedback from this first phase of community involvement and sets out more information about how the priority themes have been identified, what actions are proposed and how local people can influence the plan. From now until early September, local people are encouraged to read the plan, visit the displays that will be created in key locations across East Renfrewshire and take part in a range of ways to give their views on how the priority themes can be delivered.

East Renfrewshire Community Plan



Partnership Strategies e.g.

- Community Learning and Development Strategy
- Employability Strategy
- Integrated Children's Services Plan

Fairer East Ren – Focus on Closing the Gap

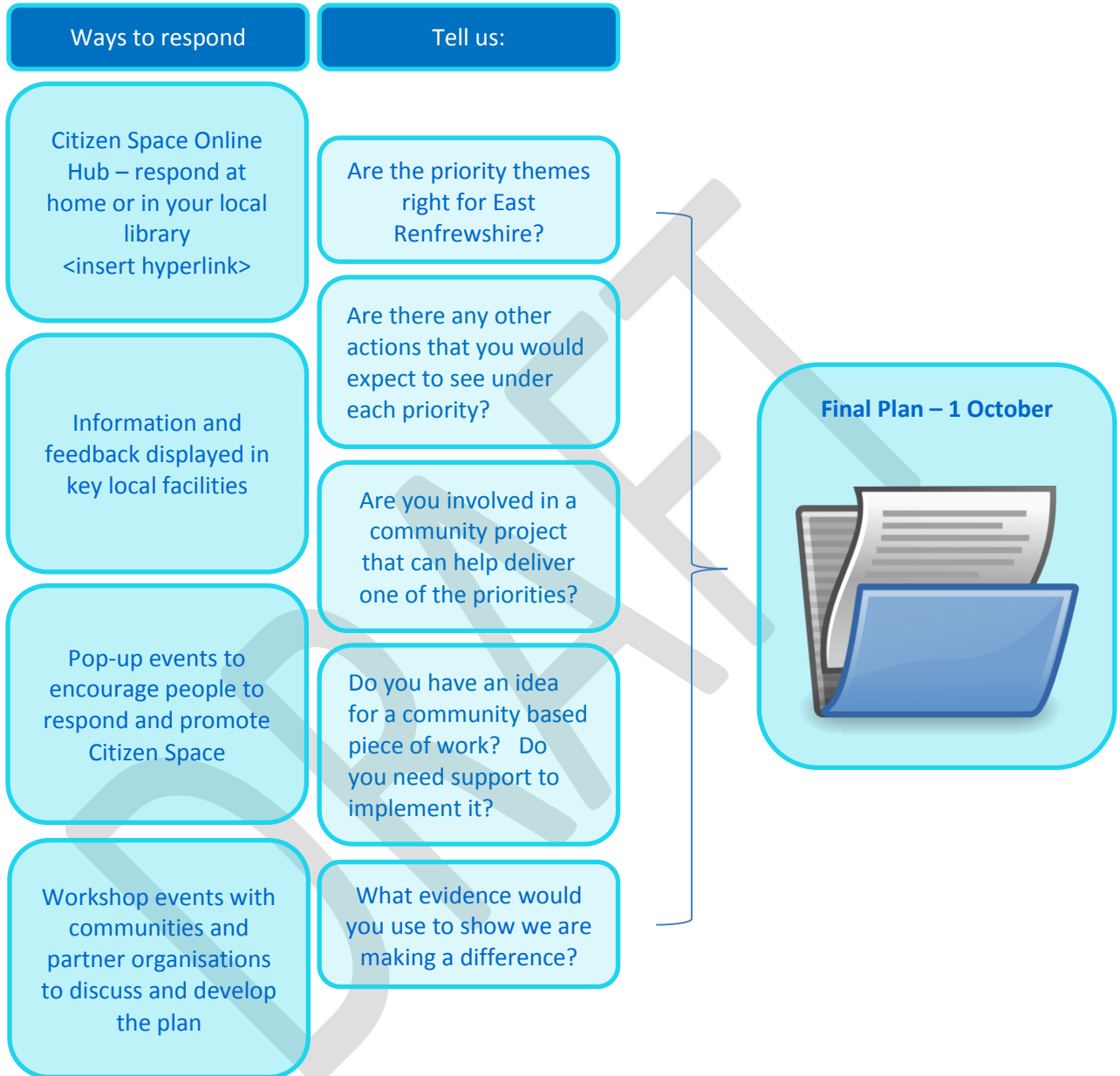
Locality Planning Approach – outcome based and community led

Individual Partner's Plans e.g.

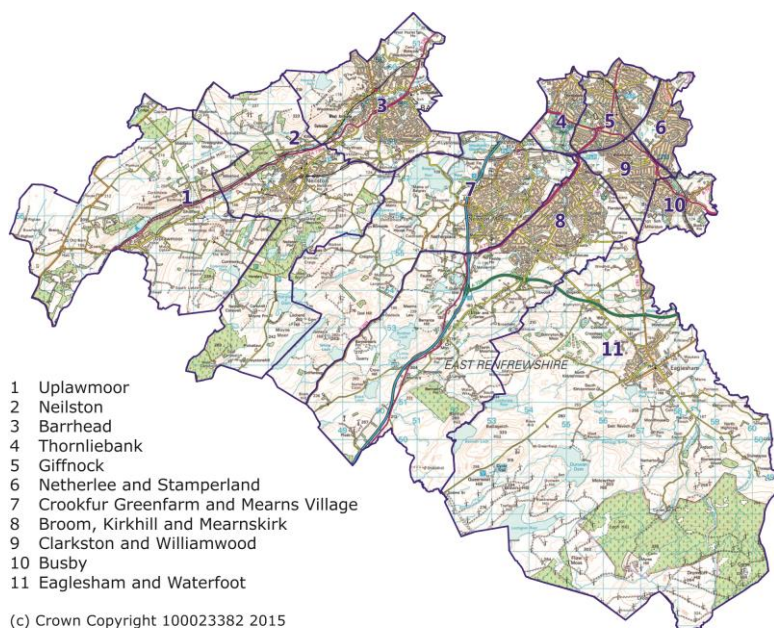
East Renfrewshire Council Outcome Delivery Plan; Local Police Plan for East Renfrewshire; Local Fire and Rescue Plan for East Renfrewshire; East Renfrewshire HSCP Strategic Plan; Scottish Enterprise Business Plan; Skills Development Scotland Operating Plan; SPT Local Transport Outcomes Report

2. Phase 2: Feedback and Community Involvement

We need to have a finalised Fairer East Ren plan in place by 1 October that meets the needs of our communities. Views are welcomed on the draft plan throughout the summer months, from 26 June to early September and there are a number of ways to get involved.



East Renfrewshire Area



East Renfrewshire is situated to the south of the city of Glasgow. It covers an area of 17,400 hectares; 85% of which is rural land. The area is defined by 11 community council boundaries with the Barrhead, Neilston and Uplawmoor communities in the Levern Valley area of the authority and Broom; Crookfur; Clarkston; Netherlee; Giffnock; Thornliebank; Busby; and Eaglesham forming the Eastwood area.

Population: A growing and aging population

Table 1 shows that the total population of East Renfrewshire is 93,810; an increase of 0.9 per cent from 92,940 in 2015¹. The population of East Renfrewshire accounts for 1.7 per cent of the total population of Scotland.

Table 1: Estimated Population of East Renfrewshire, by Age group, 2016

Age group	Male pop. East Renfrewshire	Female pop. East Renfrewshire	Total pop. of East Renfrewshire	% of total pop. of East Renfrewshire
0-15	9,481	9,181	18,662	19.9%
16-29	7,525	7,008	14,533	15.5%
30-44	7,144	8,280	15,424	16.4%
45-59	9,914	11,134	21,048	22.4%
60-74	7,113	8,205	15,318	16.3%
75+	3,443	5,382	8,825	9.4%
All ages	44,620	49,190	93,810	100.0%

In East Renfrewshire, 15.5 per cent of the population are aged 16 to 29 years. This is smaller than Scotland where 18.2 per cent are aged 16 to 29 years. Persons aged 60 and over make up 25.7 per cent of East Renfrewshire. This is larger than Scotland where 24.4 per cent are aged 60 and over.

¹ <http://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates>

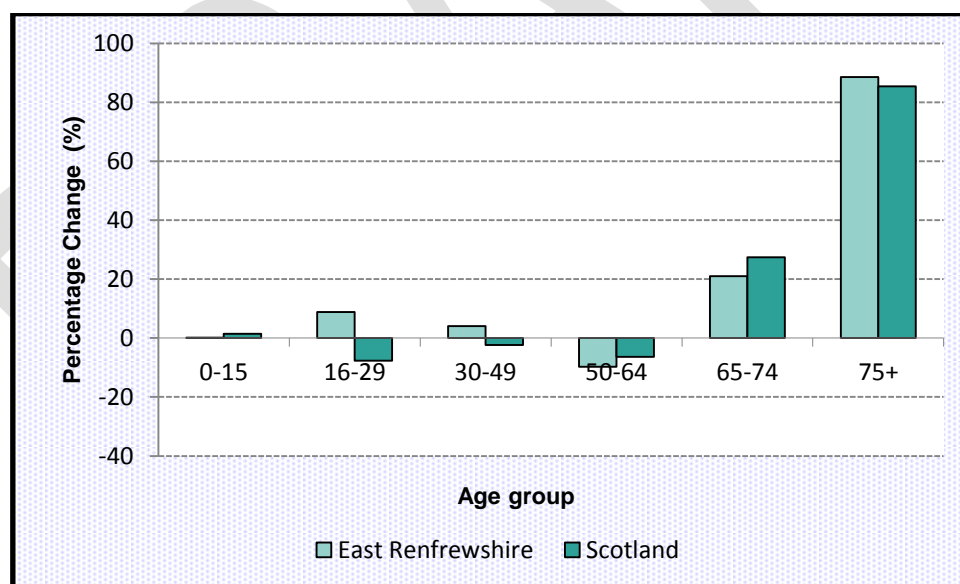
By 2039 the population of East Renfrewshire is projected to be 104,727, an increase of 13.3 per cent compared to the population in 2014² (See Table 2). The population of Scotland is projected to increase by 8.8 per cent between 2012 and 2037 (See Chart 2).

Table 2: Projected population, by age group, in East Renfrewshire, 2014-2039

Age Group	Base year	Projected years				
	2014	2019	2024	2029	2034	2039
0-15	18,206	18,871	19,655	20,063	20,588	20,823
16-29	14,331	14,357	14,091	14,572	15,111	15,595
30-49	22,713	21,850	22,556	23,733	23,951	23,628
50-64	19,471	20,453	19,657	17,959	17,050	17,568
65-74	9,243	9,888	10,689	11,958	12,158	11,185
75+	8,446	9,261	10,745	12,016	13,925	15,928
All ages	92,410	94,680	97,393	100,301	102,783	104,727

Over the 25 year period, the age group that is projected to increase the most in size in East Renfrewshire is the 75+ age group (89% increase). This is the same as for Scotland as a whole. This projected ageing demographic would have a significant impact upon a range of economic and social issues, both locally and nationally, such as the provision of health and social care services and appropriate housing stock. The population under the age of 16 in East Renfrewshire is projected to increase by 14 per cent over the 25 year period.

Chart 2: Percentage change in population in East Renfrewshire and Scotland, 2014-2039 (2014-based projections)



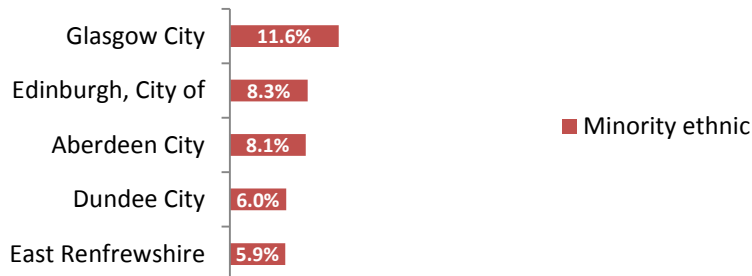
Ethnicity and Religion: One of the most culturally diverse areas in Scotland

The 2011 Census highlighted East Renfrewshire as one of the most ethnically and culturally diverse areas in Scotland, with significant Jewish and Muslim communities.

² <http://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-projections/sub-national-population-projections>

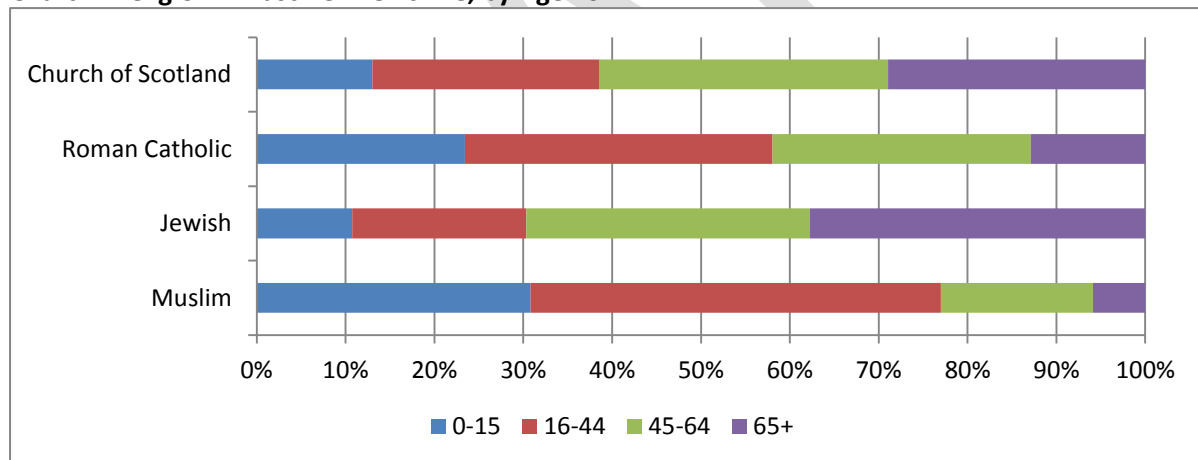
The number of residents from a minority ethnic background in East Renfrewshire increased from 3,436 in 2001 to 5,363 in 2011, an increase of 56%. In 2011, minority ethnic residents accounted for 5.9% of East Renfrewshire’s population compared to 4% in Scotland. The most prominent among minority ethnic groups in East Renfrewshire are Pakistani Scottish / British – 3.1% (2,779) and Indian Scottish/British – 1.2% (1,061).

Chart 3: most ethnically diverse local authorities, Scotland 2011³



The proportion of East Renfrewshire’s population stating they follow a religion is 73.5%, the 4th highest in Scotland. 40.8% of the Jewish population of Scotland live in East Renfrewshire; locally 2.6% (2,399) of the population are Jewish. The Muslim population has grown, accounting for 3.3% (3,002) of local population – compared to 2.1% (1,918) in 2001.

Chart 4: Religion in East Renfrewshire, by Age 2011



Each of East Renfrewshire’s different religious communities have unique makeups. 77% and 58% of Muslim and Roman Catholic populations are aged 0 – 44 respectively whilst around 30% of the Jewish population are aged 0-44. 38% of the Jewish population are aged 65 or over.

Tackling Inequality: An affluent area with pockets of deprivation, closing the gap is a priority.

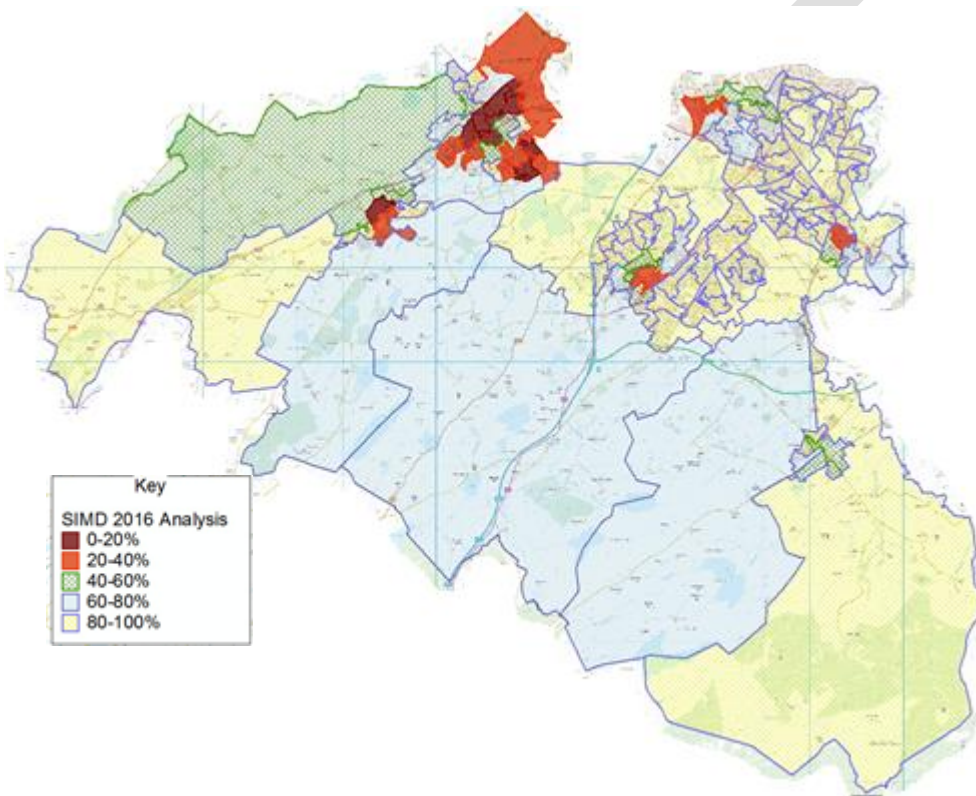
East Renfrewshire is an area that generally performs well in a national context with:

- Lower rates of teenage pregnancies
- Higher breastfeeding rates
- Lower rates of children living in poverty
- Higher positive school leavers destinations

³ Scotland’s Census 2011, release 2a

- Lower proportions of residents claiming out of work benefits
- Lower crime rates
- Lower levels of early mortality and higher life expectancy rates

Our research for Fairer East Ren has been to try and pinpoint and identify the areas where there are inequalities, where the Community Planning Partnership can make a real difference. The CPP views that some of the biggest inequalities are experienced by whole populations in geographic communities suffering from deprivation, and this will be tackled in locality plans. The Fairer East Ren plan focuses on tackling those issues which affect people regardless of where they live. Although there is a geographic element to the tackling poverty and support into employment themes of this plan. However, mental health and social isolation are less so dependent on ones geographic community and may be as a result of a number of personal factors.



The Community Empowerment (Scotland) Act 2015 states that Locality Plans are required for those communities that experience significantly poorer outcomes than either the rest of the Community Planning Partnership area or Scotland as a whole. Despite East Renfrewshire generally performing well against other CPP areas based on a range of statistics there is evidence of inequality experienced by some

communities. The Scottish Index of Multiple Deprivation 2016 highlights areas of Auchenback as well as Arthurlie, Dunterlie and Dovecothall within the Barrhead area as well as parts of Neilston which are within the 20% most deprived areas of Scotland. This evidence coupled with data from the Community Planning Outcomes Profile which shows these areas are performing relatively worse than similar communities within comparator CPP areas. This has prompted the CPP Board to identify and agree that these areas will be a priority in the first round of the locality planning process. Locality Plans should look to close the gap between these communities and the rest of East Renfrewshire.

4. Fairer East Ren: community involvement and influence to date

Our approach

Fairer East Ren is a plan which is based on the priorities of the residents and communities in East Renfrewshire. To support the creation of the plan we have undertaken a first phase of engagement activities, during February to May 2017, including the Citizens' Panel Survey, pop-up events in local areas, an online questionnaire and focus groups.

Involving communities in the development of the Fairer East Ren plan will continue over the summer until early September and the opportunities to comment and get involved are set on page 13.

From the start of this process we aimed to build upon existing engagement activities by partners to avoid duplication of work and engagement fatigue among the community. We drew on data collected through East Renfrewshire Council's Citizen's Panel and Voluntary Action East Renfrewshire's Fairer Scotland Consultations.

Using the Place Standards Tool as a basis, we held a series of pop-up events across East Renfrewshire, in shopping, health and leisure centres to capture views to inform Fairer East Ren. This method allowed us to capture the views of people who are not already involved in community groups.

We also undertook work to hold conversations with community bodies representing equalities groups as well as the Bridges to Change annual Equalities Conference and targeted focus group with representatives from particular groups of the community that may not otherwise have a voice.

We ran an online survey through Citizen Space, East Renfrewshire Council's online consultation hub, which was promoted through social media and sent directly to members of Community Councils and relevant community groups.

Engagement reach	
Citizen's Panel	690
Bridges to Changes Event	65
Focus Groups	59
Citizen Space	150
VAER - Fairer Scotland	375
Pop-up events	201
Community Council Event	16
Total	1556

We reached 1500 local people

We have engaged over 1500 people during this process, whether that was at a pop-up event, completing our online survey or taking part in one of our focus groups.

What we found

East Renfrewshire Citizen's Panel

East Renfrewshire's Citizens' Panel is a group of 1,200 local people that broadly represent the socio-economic profile of our local population. Since 1998 the group have completed our wide ranging annual Citizens' Panel survey. East Renfrewshire has a strong reputation as a great place to live. The findings of the most recent survey show very high levels of satisfaction with East Renfrewshire as a

place to live; 93% of respondents indicated that they were satisfied with the area as a place to live, when asked to rate their current quality of life on a ten-point scale, from 1 being “very poor” to 10 being “very good”, 69% scored at 8 or more out of ten, with an average across East Renfrewshire of 7.88.

There can be differences. This survey showed that quality of life ratings were higher for the Newton Mearns South, Netherlee, Busby, and Giffnock & Thornliebank areas. Ratings are also higher for those without disabilities, and home owners. Ratings were lower in the Barrhead and Neilston areas, for those with disabilities, and those in social rented accommodation (including Council tenants).

In terms of the most important issues facing respondents and their families, there is some consistency in the issues raised over recent surveys. Health/healthcare, finances and education have been amongst the most common issues for a number of years. In this survey, further key priorities identified through the Citizen’s Panel included:

- Tackling Poverty and the cost of living for residents across East Renfrewshire (including tackling Fuel poverty).
- Ensuring residents can influence decisions affecting their local area.

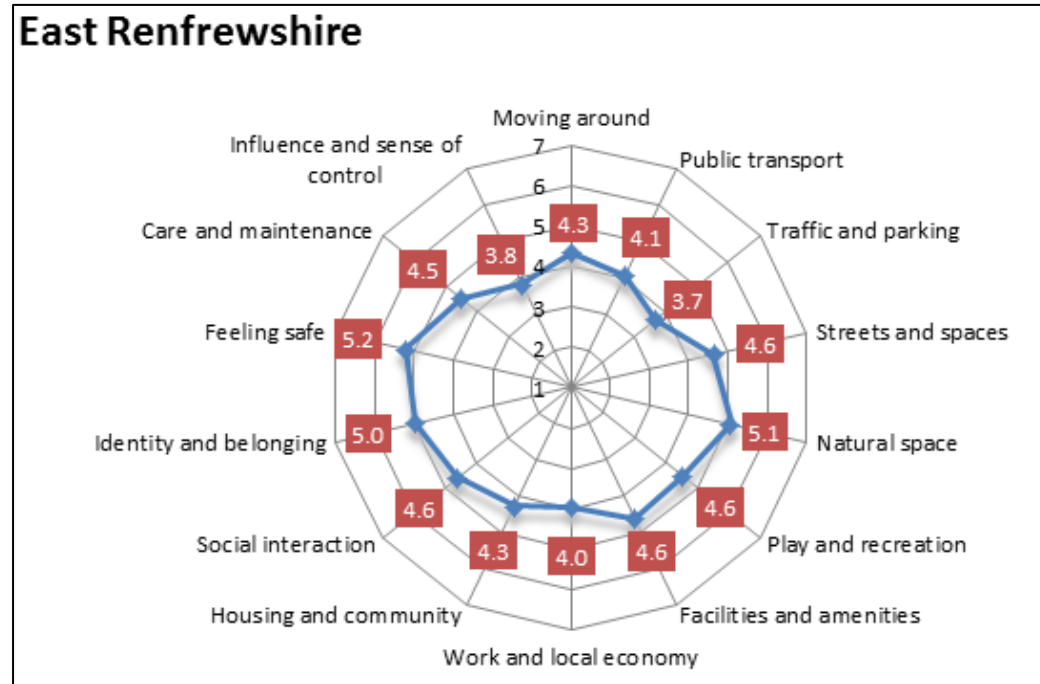
When asked about how they managed financially nearly two thirds of survey respondents (64%) indicated that they are managing “very well” or “quite well”, and a further 33% indicated that they are “getting by all right”. However, there remained a small proportion of respondents who indicated that they are not managing well financially at the moment (4%). When asked about heating their home, both in terms of difficulty keeping their home warm, and/or difficulty paying energy bills, most respondents indicated that they are always able to keep their home warm (82%). However, there remained nearly 1 in 5 (18%) who experienced occasional difficulties keeping their home warm, including 2% who stated that they are “never” able to keep their home warm.

When asked about accessing services, around half (51%) of respondents rated jobs and employment opportunities in East Renfrewshire as easy to access.

While 89% of respondents generally find it easy to get where they need to go by car, 60% find it easy to get where they need to on foot (60%), and a little less than half find it easy to do this by public transport (45%).

Almost two thirds (62%) of respondents felt a strong sense of belonging to their community, with 72% agreeing that they can rely on someone in an emergency. Only around a third (32%) of survey respondents felt they could influence decisions affecting their local area, with a 9% reduction over the last two years.

Place Standard Tool



The Place Standards Tool asks participants to rate across a range of themes on a scale of 1 (where there is a lot of room for improvement) to 7 (no improvements needed). The chart above show the average scores for those who took part in the place standard tool over the course of phase one of the engagement period.

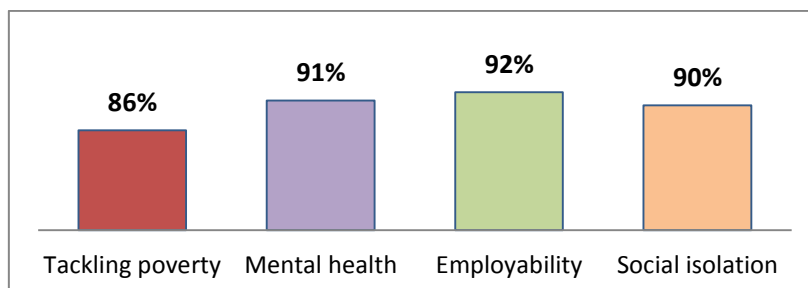
Traffic and Parking were highlighted as the areas which need the most improvement. Whilst Fairer East Ren is focused on tackling inequality of outcomes through partnership approaches, these findings have contributed to additional resources for roads repairs being made available for 2016/17, which is being allocated through a participatory budgeting process.

Similar to the findings of the Citizen’s Panel, those taking part in the Place Standard tool highlighted that they felt that their voice was not heard in decisions that matter to them. Another area which is highlighted as requiring improvement was ‘work and the local economy’, with residents feeling that there could be more support to find and enter the workplace. Public transport (and moving around more generally) did not meet resident’s needs.

Key messages from focus groups included:

- Influence and sense of control
- Employability
- Transport and moving around

We reached over 150 residents through our online survey. From our survey we found strong support for our initial priority themes when we asked if they should be included in Fairer East Ren.



% respondents who agreed the following themes should be included in Fairer East Ren

In addition to the catch-all engagement of the Place Standard Tool, targeted engagement was undertaken with groups representing carers; looked after young people; people with addictions; and people being supported to improve their mental health. Through these more in-depth sessions, participants highlighted the need to support people to maintain their mental health and wellbeing, particularly in light welfare reform and to support older and vulnerable residents to stay active in their communities and reduce loneliness. There are some issues we would like to explore further with communities, such as education and health & social care.

Fairer East Ren Priorities

Based on these findings East Renfrewshire Community Planning Partnership agreed that our four key priorities would be:

- Tackling poverty
- Promoting positive mental health and wellbeing
- Reducing social isolation and loneliness
- Employability

These will be addressed alongside two cross cutting themes, which will feature across our activities:

- Moving around (including community and public transport)
- Community influence and sense of control.

5. Our Strategic Approach

Fairer East Ren sets out the priority areas for action for East Renfrewshire Community Planning Partnership. As set out in section 4 these priorities have been identified through a wide ranging engagement with communities across East Renfrewshire and based on a solid understanding of the socio-economic data for East Renfrewshire. The initial four key priorities are:

- Tackling poverty
- Promoting positive mental health and wellbeing
- Reducing social isolation and loneliness
- Promoting employability

Fairer East Ren is based around a series of strategy diagrams, which set out what steps East Renfrewshire CPP will take to help deliver each priority. Strategy diagrams have been developed with partners to demonstrate a logical approach to planning. The diagrams help to show what we must do to achieve our outcomes and tackle the inequality of outcomes across East Renfrewshire. Activities will be owned and delivered by the statutory community planning partners, other key public sector agencies and the voluntary and business sectors. These approaches are based on prevention and early intervention, meaning we empower our communities to thrive.

Our ambitious approach to addressing the four priorities are aimed at tackling inequalities and close the gap across East Renfrewshire. We will ensure that we make effective use of resources and work collaboratively to deliver on commitments while managing the significant challenge of increasingly complex local service demands against a backdrop of decreasing public sector funding.

The completed plan will have performance indicators with ten, three and one year targets. Progress against these indicators will be monitored by the CPP's Performance and Accountability Review, to ensure we are continuously improving our performance. Information on performance will be available for our resident and communities.

Each of our four priorities will be linked to the strategic outcomes in East Renfrewshire's Community Plan. Our priorities themes also match against Scotland's national outcomes, as demonstrated in the table below:

Fairer East Ren Priority	National Outcome(s)
Tackling poverty	We have tackled the significant inequalities in Scottish society.
Promoting positive mental health and wellbeing	We live longer, healthier lives.
Reducing social isolation and loneliness	Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it.
Promoting employability	We realise our full economic potential with more and better employment opportunities for our people.
The following national outcomes are present across all our priorities	
We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	
We have improved the life chances for children, young people and families at risk.	
Our public services are high quality, continually improving, efficient and responsive to local people's needs.	

Tackling Poverty

Tackling poverty will be at the core of Fairer East Ren's focus to minimise inequalities of outcomes across East Renfrewshire. During our engagement we found residents had concerns about the use of foodbank and the levels of child poverty across East Renfrewshire and the impact of welfare reform, suggested solutions included affordable childcare, supporting individuals to switch tariffs to address fuel poverty and tackling poverty-related stigma.

Whilst East Renfrewshire Council has some of the lowest levels of Child Poverty in Scotland, we have seen an increase of 200 children (+12%) in poverty since 2012. Approximately 2000 children in East Renfrewshire living in poverty, roughly a quarter (500) of these children live in the 20% most deprived areas, meaning that whilst there is a geographical element to Child Poverty in East Renfrewshire it exists across the authority. The impact of welfare reform has been a key driver and we will take a preventative approach in advance of change particularly to in-work families. Our work to tackle poverty is in line with the Scottish Government's Fairer Scotland Action Plan. The Scottish Parliament is currently considering a Child Poverty Bill, setting out a range of targets and duties for local authorities, Fairer East Ren will form the basis of East Renfrewshire's response.

Whilst it does not feature directly in the strategy diagram Employability is another of our key themes and will be key in our approach to Tackling Poverty.

Key facts and figures



9.8% of children aged 0-19 are living in poverty. That's almost 1 in 10 children



Scottish rate = 18.4%
Aberdeenshire (lowest in Scotland) rate = 8.2%

Source: Children in low income families, 2014 (HMRC)

Around 7% of East Renfrewshire's population is classed as income deprived according to SIMD 2016. This is based on a range of data such as the number of people claiming Income Based Employment and Support Allowance; Jobseekers Allowance Claimants; Universal Credit claimants and Tax Credits data.

6,000 people or roughly 10% of East Renfrewshire's working age population earn less than the Living Wage of £8.25 per hour. Although the Living Wage was set at £8.25 per hour at the time of this Scottish Government analysis, the Living Wage has since increased to £8.45 per hour, potentially pushing more people below the threshold.

1,890 children and young people under the age of 20 live in low income families whereby the family is in receipt of Working Tax Credits, Child Tax Credits or Income-Based Jobseekers Allowance and their household income is also less than £228 per week before housing costs (60% of the median UK income).

The outcome we want is....

Intermediate Outcome
We will know we are making good steps along the way WHEN....

Our contribution
So what we need to achieve is...

Critical Activities
By.....



The effect of poverty on people, particularly children, across East Renfrewshire is reduced.

Critical Indicator
Percentage of Children in Poverty
Percentage of Children in Poverty in 20% most deprived datazones
Percentage of household who don't manage very well or have difficult finances
Percentage of Household in Fuel Poverty

Families supported to effectively manage the costs of childcare and attending school

Fewer people experiencing in work poverty

Raising attainment and achievement

A preventative approach to maximising incomes

Communities supported to reduce impact on their health and wellbeing

Impact on poverty is a key consideration in the planning and delivery of services

Exploring opportunities for the provision of free school meals over holiday periods (existing programmes and new)

Exploring the 'Costs of the School Day' e.g. uniforms and expensive school trips

Implement blueprint for expansion of early learning

Engaging with local employers to provide stable work e.g. the living wage

East Renfrewshire Council (& Partners?) becoming accredited living wage employer

Ensuring effective implementation and allocation of Pupil Equity fund

Coordinating local communications (particularly online) across partners about upcoming reforms, targeting working aged families

Co-locating of money advice services (e.g. in health centres) through tests of change

Targeting Digital Inclusion support for residents

Tackling fuel poverty through a range of approaches that support residents to heat their homes affordably and efficiently

Building the capacity of communities to take action in relation to tackling poverty – e.g. access to affordable, nutritious food, community meals

Work with ERC, Transport Scotland, SPT and transport providers to identify sustainable transport options which are cost effective and provide improved access to employment, training and education for priority groups.

Considering poverty information and evidence in advance of new policies/ policy changes e.g. Poverty impact assessments

Contributing to the delivery of the National Child Poverty Strategy

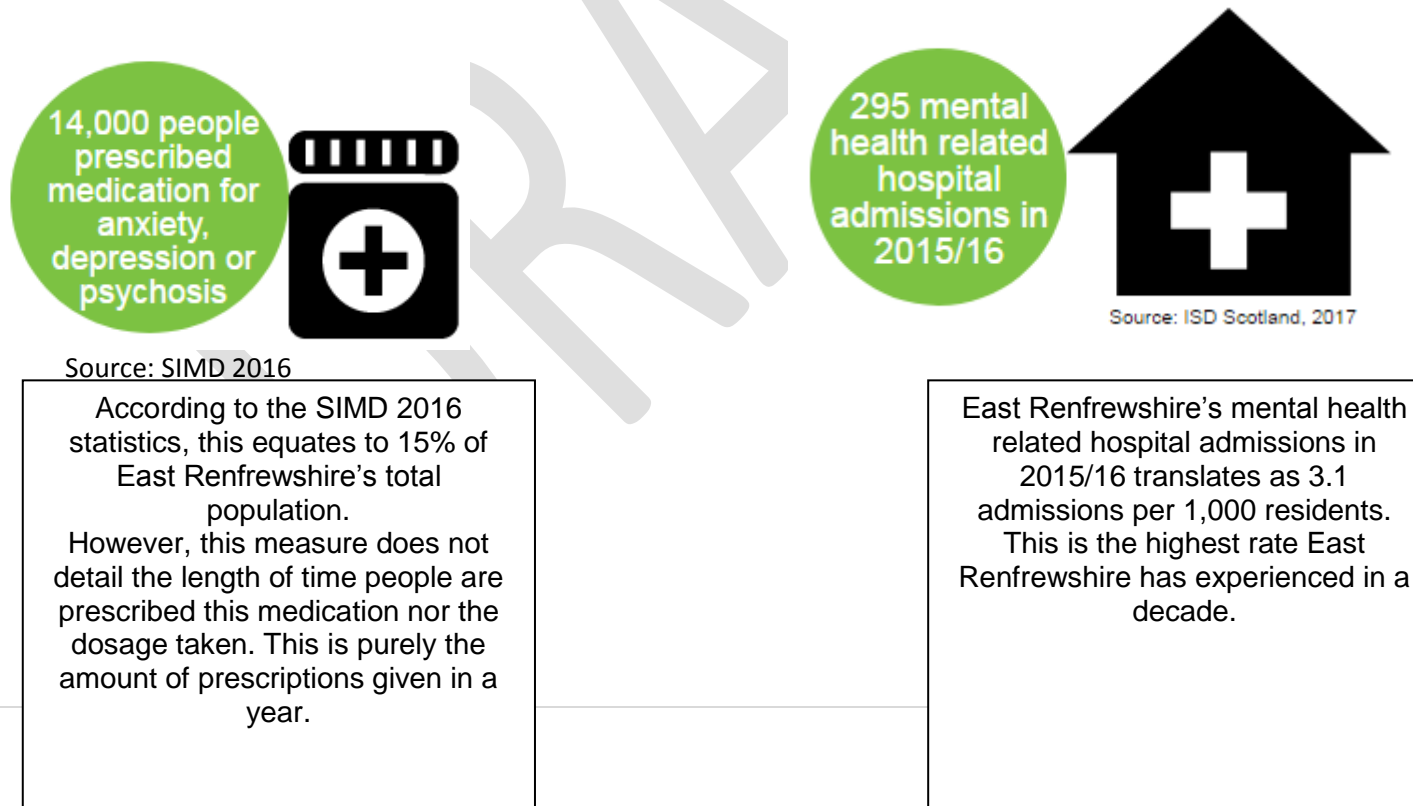
Promoting positive mental health and wellbeing

Throughout our engagement residents and communities highlighted concerns about young people's mental health and wellbeing, and how to access key support services. Focusing services on prevention/early intervention, creating specialist employability support and increasing mental health awareness in schools were some of the solutions suggested by communities.

Our strategy diagram follows the principles set out in the Scottish Government's Mental Health Strategy 2017-2027: prevention and early intervention; access to treatment, and joined up accessible services; the physical wellbeing of people with mental health problems; and rights, information use, and planning.

There are strong links between our approach to promoting positive mental health and reducing social isolation and isolation, and there will be some areas of crossover between the two strategy diagrams.

Key facts and figures



The outcome we want is....

Intermediate Outcome
We will know we are making good steps along the way WHEN....

Our contribution
So what we need to achieve is...

Critical Activities
By.....

The outcome we want is....

Residents are supported in their mental health and wellbeing

Critical Indicators
Mental Health Hospital admissions
Psychological therapies - % starting treatment within 18 weeks of referral

Enhanced wellbeing and resilience in people and communities

Improved mental health through early intervention

Improved service pathways and support in times of crisis.

A range of services to support mental health recovery

Increasing physical activity and physical health for adults and young people

Improving access to Green Space e.g. Health Walks,

Developing 'I am Me' Keep Safe premises located throughout East Ren

Ensuring all schools can implement emotional literacy and resilience- building programmes with the curriculum e.g. mindfulness

Promoting access to mental health self-help resources through libraries

Providing early mental health support in primary care through GP practice based link workers

Developing early support peer mentoring schemes for young people and their families

Working with Police Scotland to ensure clear pathways for people experiencing mental distress

Developing and implementing Autism Strategy to ensure post diagnostic services for ASD and provide support for carers

Providing housing support services e.g. RAMH recovery planning and budgeting support at pre-tenancy stage

Targeting money advice towards people with mental ill-health, improving referral process from HSCP to MART, look at operating hours

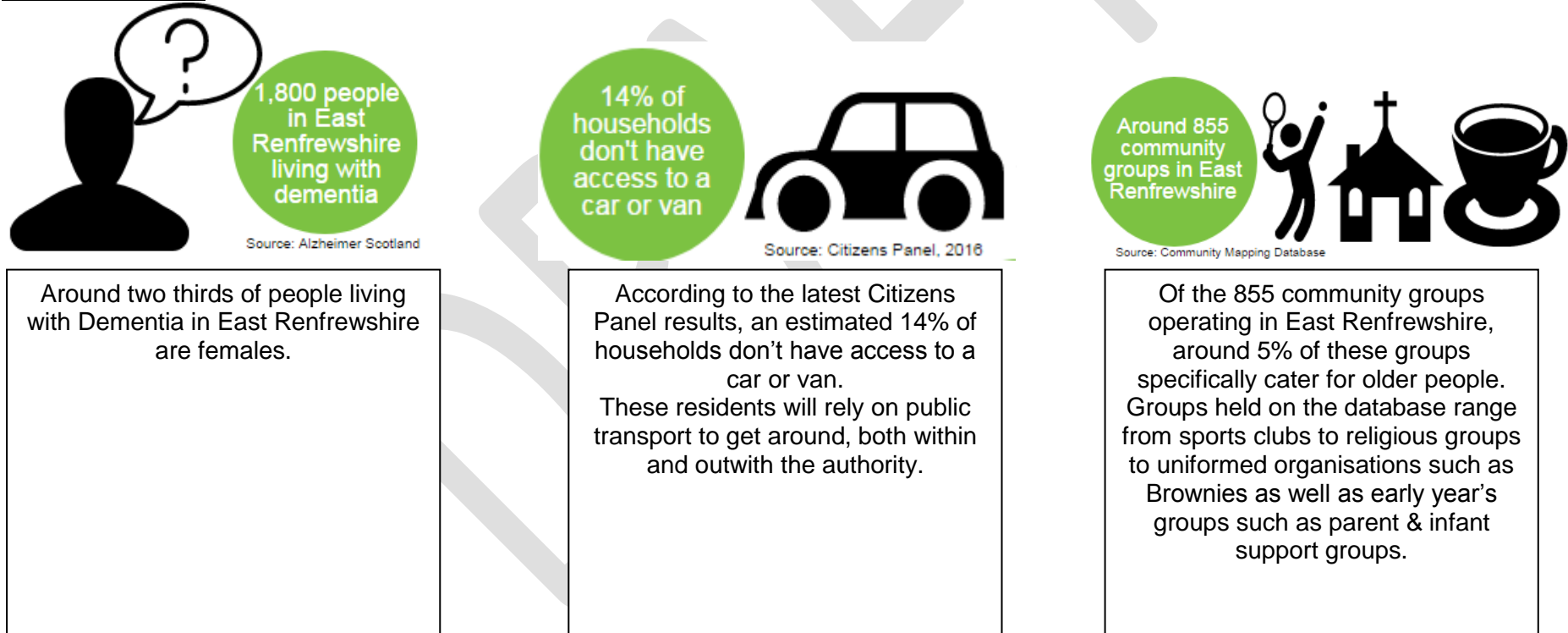
Explore options for employability services for people recovering from mental ill-health

Reducing social isolation and loneliness

We understand the damaging impact of loneliness and social isolation, not only on the individual affected, but the wider impact on our communities. The effect of social isolation and loneliness on older people, carers and those from minority ethnic communities were key messages from our community engagement, with many highlighting a lack of community spirit as an important factor. Suggested solutions included tackling the prohibitive costs of travel, increasing social opportunities for older people and improved information on what groups are already running.

A recent analysis found that under 2,000 East Renfrewshire residents were responsible for 50% of the HSCP service demand. Therefore we will set out how we will support communities, remove barriers and encourage social participation.

Key fact and figures



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People live active and socially connected lives

People live active and socially connected lives

Suggested Critical Indicators
% of residents who agree they have 'a strong sense of belonging to their community'
% who agree 'I live in a community that support older people'
% of resident who agree 'I have people in my community that I can rely on for help'

Communities use the information, skills and resources they have to reduce isolation.

Opportunities for people to engage in meaningful activities

Barriers to getting involved are removed

Isolated people are supported to re-connect with their communities

Launching the community mapping database online and develop this as an information hub for all community and service activity

Communities independently delivering a range of lunch clubs, volunteer-led groups for older people, Men's Shed project & Parent led-groups for families and children with ASN

Bringing together people with common interests to create and develop further community led activity

Delivering a range of service led and community led walking groups for a range of abilities and interests

Promote wider access for older people to the Stay Active Programme

Developing and supporting the Volunteering Framework to focus on tackling social isolation

Reviewing provisions of community facilities to ensure adequate space for community activity

Developing a range of activities and support to promote digital inclusion

Work with ERC, Transport Scotland, SPT, the community transport sector and local communities to make best use of available transport solutions to improve access to local services, amenities and community hubs.

Basing Link workers in communities to support those at risk of isolation including Home from Hospital programme, people with learning disabilities and people with mental health issues

Widening opportunities for community participation in local projects and service development e.g. Barrhead Waterworks

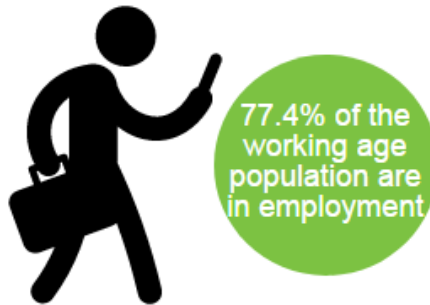
Supporting staff and services to meet the needs of vulnerable people e.g. "I am me" Keep Safe project, mental health first aid training

Promoting employability

During our engagement residents and communities highlighted they felt there were few opportunities for work locally, particularly in the Levern Valley. Communities highlighted increasing support for those people from ethnic minority backgrounds or with a disability or with poor mental health as possible solutions.

Through the Glasgow Region City Deal over £1.13 billion is being invested in East Renfrewshire, Glasgow & the Clyde Valley, which will deliver of a range of improved transport links and support for local business. However we recognise those furthest from the labour market may require additional support. Our approach to employability is based on the East Renfrewshire Employability strategy, and is linked closely with approach to tackling poverty and supporting positive mental health and wellbeing.

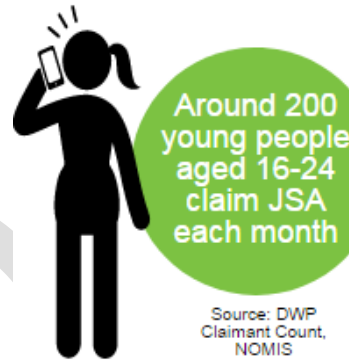
Key fact and figures



Source: Annual Population Survey, 2016

According to the SIMD 2016, around 3,700 people in East Renfrewshire are employment deprived.

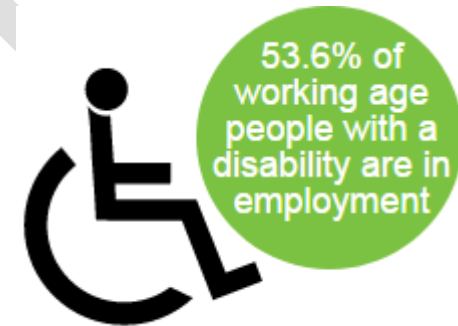
This is based on long term unemployment claimant count numbers, Employment Support Allowance claimants and Working Age Severe Disablement Allowance recipients.



Source: DWP Claimant Count, NOMIS

96.6% of East Renfrewshire's school leavers were in positive destinations in 2015/16 – a higher rate than the Scottish average.

However, around 2% of East Renfrewshire's young people (16-24 year olds) claim Jobseekers Allowance each month.



Source: Annual Population Survey, 2016

There is a 23.8 percentage point gap between working age disabled and non-disabled residents living in East Renfrewshire who are in employment.

There are a range of barriers that may prevent people from entering employment such as physical disabilities, additional support needs and mental health issues.

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All residents of East Renfrewshire who are supported to secure and sustain a job (or education/training to get there)

Critical Indicators

Targeted and personalised support for people facing barriers, e.g. mental health, additional support needs, physical disabilities etc.

Increased variety and type of jobs with a greater awareness of the range of opportunities available

A partnership approach to address gaps in employability provision

A range of early employability interventions in schools (3-18 year olds)

Local businesses are supported to grow and increase employment opportunities

Identifying additional funding for learning disabilities/ ASN to move through pipeline.

Supporting employers to realise the opportunities and benefits of hiring people with ASN/other barriers. & Providing mental health and anti-stigma training for local employers

Supporting to minimise cost of moving into employment e.g. affordable childcare, clothing, assistance with travel costs

Developing pathways and employability support for offenders

Providing modern and foundation apprentice opportunities within ERC (And partners?)

Developing a more flexible approach to delivering employability services and using a range of techniques to engage with clients.

Maximising the use of community benefits clauses to increase local employment opportunities

Engaging employers to provide stable and healthy work opportunities (e.g. Living Wage and Healthy Working Lives)

Sharing and making effective use of skills forecasting data
Map services across pipeline to identify gaps and avoid duplication

Providing opportunities for parents of young children, to learn and grow in confidence for the future.

Providing ASDAN training to prepare young people for work

Implementing Developing Young Workforce Plan

Providing land for businesses use through ER LDP

Providing support to local businesses e.g. broadband, grants, loans, property etc

Update our Economic Development Strategy

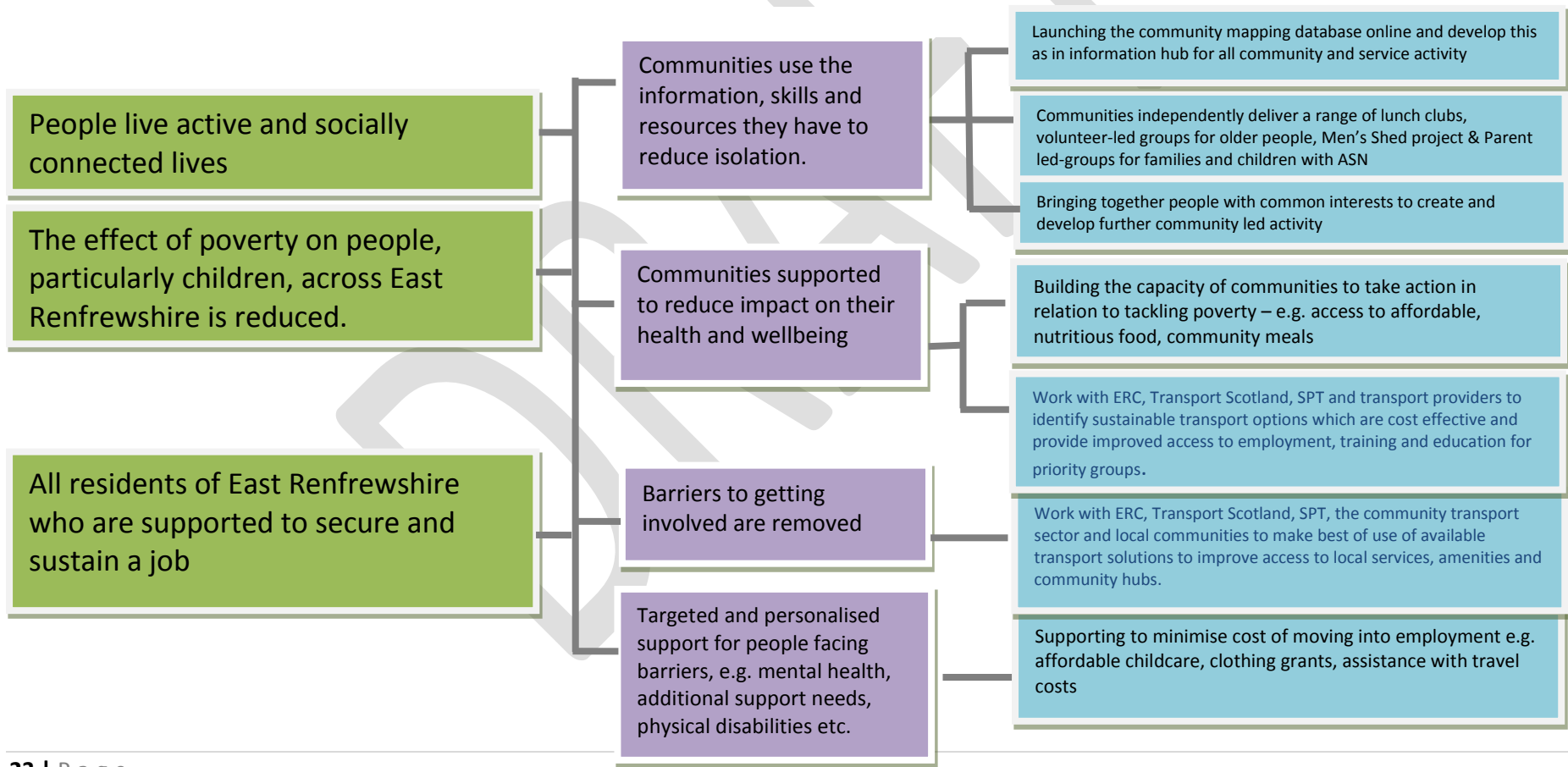
Moving Around and Influence and Sense of Control

Intermediate Outcome
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By.....

Our cross-cutting themes, moving around and Influence & sense of control, have actions across the strategy diagrams, they are compiled below.



Influence and sense of control

Moving Around

Contact for further information

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