What we're hearing in our Communities

Community Link Lead Report Clydebank
June 2023

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Introduction

About the report

This report presents the early findings of the Community Link Lead working on the [Shaping Places for Wellbeing Programme](#) in Clydebank and builds on the initial quantitative data work carried out by the Clydebank Project Lead and Public Health Scotland's Local Information System Team to produce the Clydebank data profile.

The report reviews existing qualitative data and formal community engagement and gathers insights from conversations with local stakeholders to identify key priorities around place within the town. It adds local community perspectives to the programme's understanding of inequality, place and wellbeing in Clydebank and provides a sense check of the quantitative data findings for Clydebank.

Whilst outlining key findings in relation to the key inequalities identified, this report also details the processes the Community Link Lead undertook and provides further information on the key topics captured in this summary infographic available [here](#).

Shaping Places for Wellbeing Programme

The Shaping Places for Wellbeing Programme is a 3-year programme, running until March 2024, which is being delivered by Public Health Scotland and the Improvement Service jointly with local authorities and NHS local boards. The programme has funding from The Health Foundation and Scottish Government.

The programme is supporting seven Project Towns: Alloa, Ayr, Dunoon, Clydebank, Rutherglen, Fraserburgh and Dalkeith. Each Project Town has a Steering Group, made up of local authority and local health board representatives, to provide oversight and direction. In each Project Town there is a Project Lead and Community Link Lead.

The role of the Clydebank Community Link Lead is to facilitate connection between the community/third sector and the programme, acting as a crucial bridge between being informed by data on health and wellbeing and a citizen focus on understanding the community's needs and aspirations.

The ambition of the Shaping Places for Wellbeing Programme is to improve Scotland's wellbeing and reduce inequalities through changing our collective approaches to the places where we live, work and play, enabling partnership-based, wide-ranging action at a local level, while addressing the health of our planet. The objective of the programme is to deliver on these ambitions with a lens on [20 minute neighbourhoods](#) evidencing and addressing the health inequalities within Place, promoting the long-term strategies of prevention available and enabling people to make choices that improve their wellbeing. The work of the Shaping Places for Wellbeing Programme is anchored in using the [Place and Wellbeing Outcomes](#) to improve Scotland's wellbeing and reduce inequality. The
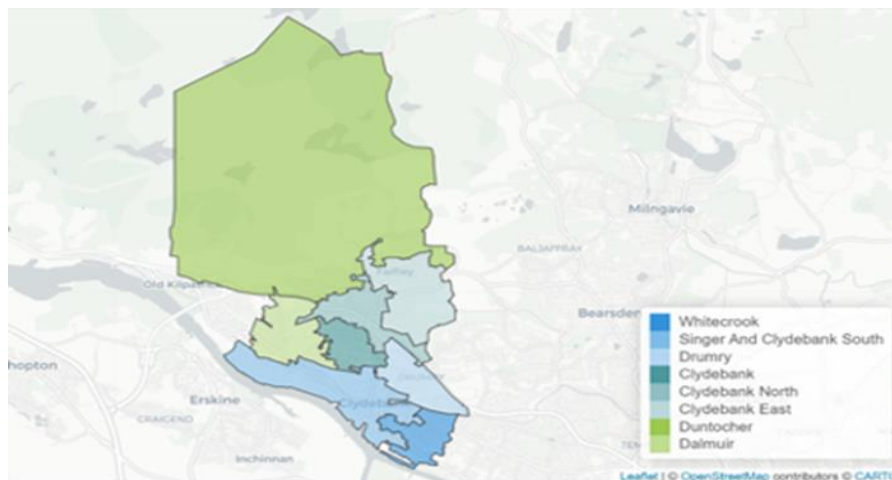
programme aims to raise awareness of the outcomes and their use in achieving systems change.

Clydebank

Clydebank is the largest settlement area within West Dunbartonshire with 48% of the local authority's population. The Clydebank Locality defined by West Dunbartonshire Health & Social Care Partnership is the area that quantitative data has been examined for and this has subsequently informed the focus for this report.

The eight Intermediate Zones included within the Clydebank Locality are shown in the map below.

Inequalities identified from the quantitative data

Four key inequality areas were identified for the Clydebank data profile with our partners at Public Health Scotland's Local Intelligence System team from a range of data sources. These include:

- High levels of poverty and deprivation
- High levels of mental health issues (prescribed drugs for mental health and psychiatric hospital admissions)
- High levels of substance abuse (primarily alcohol)
- Early death

More information on this can be found in the [Clydebank Profile Infographic](#)

Community Link Lead Approach

Purpose

This report and accompanying [Qualitative infographic](#) aim to bring to life the above data.

The Community Link Leads were tasked with:

- Connecting with community organisations to understand the needs of the demographics most impacted by key inequalities to experience the Place and Wellbeing Outcomes.
- Undertaking a review of existing qualitative data to identify key priorities around place, for the demographic most impacted.
- Supporting ongoing qualitative and quantitative data gathering related to key inequalities to identify demographics most impacted.
- Connecting with community organisations to sense check this data.
- Promoting understanding of the Place and Wellbeing Outcomes amongst local organisations.

The narrative and experiential data gathered through this exercise has been valuable. It must be understood though that the Community Link Lead took an informal approach that prioritised building relationships with community stakeholders. This exercise does not constitute qualitative research, nor is it a piece of community consultation. It is hoped that this report may act as a starting point for teams taking a place-based approach to working in Clydebank to think about their communities' needs and assets. Further, more focussed, research, consultation or engagement would be necessary.

Methods

A variety of methods have been used to carry out this review including desk-based research,

- Desk-based research to identify previous local reports, formal engagement processes and consultations. (See Appendix 1)
- Following up and review on data and report recommendations from members of the Clydebank Steering Group, including West Dunbartonshire Communities Team and West Dunbartonshire Council Performance and Strategy Officer.
- Conversations with local groups and stakeholders to gather views, experiences and thoughts relating to the Place and Wellbeing Outcomes and the key inequalities identified for Clydebank.

- Smart Survey questionnaire with West Dunbartonshire Libraries to engage with their staff working in Clydebank and West Dunbartonshire Carer's Forum.
- Attendance and participation at key local networks and forums to develop an understanding on some of the recurring themes in local discussions.

Community Link Lead Feedback Process

Since January 2023, visits and meetings with a range of third sector organisations and statutory partners have taken place within Clydebank. Informal meetings with organisational management opened the opportunity to talk directly to their service users. Conversations with service users were less formal, relaxed and while question led, resulted in good qualitative information. These conversations were then typed up and sent back to the organisation to sense check. Identifying emerging themes began to appear and were discussed with the other project town teams. Initial engagement and follow up meetings are still underway.

Data Gaps

There was difficulty in gaining a response from some local anchor organisations, particularly those in recovery support and disability. Service re-design within West Dunbartonshire Council has seen a change in role profiles and areas of focus resulting in loss of data. Consultations have been focussed on the wider local authority area with a historically low response from Clydebank residents, resulting in negligible, qualitative information. HSCP (Health and Social Care Partnership) organisations within West Dunbartonshire have provided qualitative data on alcohol addiction and recovery (DACA)*, mental health support and impact (Stepping Stones). The Citizens' Panel online survey was revised this year by West Dunbartonshire Councils Equalities team to include a wider demographic of respondents within the local authority area. These results will be published in July 2023.

Emerging Themes

This section summarises recurring themes which have emerged through conversations undertaken with organisations and from local qualitative reports and surveys that had been actioned by both statutory and third sector organisations.

General

There were some general emerging themes that arose through conversations with key stakeholders and local community and third sector groups. These have been categorised into the following groups next to the relevant Shaping Places for Wellbeing Place and Wellbeing Outcome:

Decision Making and Collaboration (Stewardship: Influence and Control)

- There is need for joined up decision making.
- More collaboration between sectors is required.
- Improved communication is needed.
- There is a need for better use of evidence and research.
- Impact of service re-design at West Dunbartonshire Council needs to be addressed.

Community Empowerment (Stewardship: Influence and Control)
- Understanding and commitment to Community Empowerment in West Dunbartonshire amongst statutory partners is low.
- There is a need for more localised community engagement.
- More community involvement and participation is required in decision making.

Third Sector (Stewardship: Influence and Control)
- Third sector organisations overall do not feel valued or regarded as an equal partner by statutory partners.
- There are rising levels of apathy and disengagement amongst third sector and wider community.
- Tensions amongst sectors exist and appear to be growing.
- Communication and collaboration between the local Third Sector Interface and local third sector groups could be improved.

Needs & services (Resources: Services and Support, and Housing and Community Movement: Active Travel and Public Transport)
- In many of the services being provided locally, poverty, poor health, substance use (especially alcohol) are recurring themes.
- There is a need and demand for more localised service delivery.
- There is a need for improved connections across Clydebank.
- Concern exists over West Dunbartonshire Council budget cuts and reduced capacity.

General Themes Across All Project Towns

Community Link Leads discussed emerging themes from conversations with third sector and community organisations and across all seven project towns (Appendix 2) the following themes were identified from our conversations:

- Communities value joint working and partnership approaches
- Communities want strong communications between all stakeholders
- Collective decision making by all stakeholders will strengthen partnerships

Thematic Priority Exercise

Feedback from stakeholder discussions and survey often touched on more than one inequality group. The Clydebank team carried out a thematic priority exercise on all information captured so far. Key partners were identified who were engaged with in Clydebank and where they sat under the identified inequalities emerging for the quantitative data: Poverty and Deprivation, Mental Health, Alcohol Use and Early Death.

We identified which partners would be able to provide the most appropriate information through their support and identified where there was a lack of qualitative data on some of the identified key inequalities.

People

People are at the heart of the Place and Wellbeing Outcomes. This section captures the qualitative data that we collected through what we were hearing locally and the impacts of the health and wellbeing inequalities facing communities within Clydebank. Qualitative data was sense checked with those organisations providing the data.

Poverty: Emerging Themes and Issues

All service providers and groups contributing, all recognised that the causation of poverty is primarily out with local control and many suggested that it is a contributory factor to many issues within Clydebank, including food and fuel poverty, anomie, childhood poverty, long-term unemployment, alcohol use. Deprivation within Clydebank was also highlighted in discussions with some emphasising that this has been prevalent through generations.

The emerging themes relating to poverty have been categorised into the following:

Health and inequalities
- There is a recognised link between poverty and poor mental health
- This includes a link with despair and hopelessness and subsequently depression
- It impacts on access to healthy food and physical wellbeing
- It affects access to a wide range of activities
- Post Covid there is increased isolation linked with low income
- The importance of income maximisation is recognised as a way to address poverty
- The importance of employment is also recognised

Poverty and the symptoms have been exacerbated, as a result of:
- Impact of Covid
- Cost of living
- WDC (West Dunbartonshire Council) budget cuts
- Access to digital devices and Wi-Fi

Population groups
At this stage, the main population groups noted as being primarily affected include:
- Carers
- Children and young families
- People with disabilities
- Single men (18+)

Mental Health: Emerging Themes and Issues

- Strong connection with poverty (despair and hopelessness)
- Increase in need / demand for mental health support
- Covid related (bereavement, restricted services, continuing anxiety and risk)
- Wide ranging life pressures (family, caring, work, job insecurity, low pay)
- Importance of feeling safe (domestic violence, New Scots women)
- Reliance on prescribed medication and lack of knowledge on alternative treatments
- Connection between physical and mental wellbeing
- Frontline worker burnout
- Lack of understanding on mental wellbeing (stigma)
- Need for strong and connected communities

Substance/Alcohol Abuse: Emerging Themes and Issues

- Connection between poverty and alcohol
- Alcohol as a key factor in domestic violence
- Accessibility of alcohol in areas of deprivation is excessive

- Lack of positive pathways for ex-offenders
- Increased use of vapes in under 18s

Early Death: Emerging Themes and Issues

- Alcohol related early deaths
- Impact of early death on families due to substance use
- Suicide completion impact on families

Limitations of Emerging Themes

It is important to reiterate that the emerging themes reported on at this early stage have been identified through an informal approach that has prioritised building relationships with community stakeholders. This exercise does not constitute qualitative research, nor is it a piece of community consultation.

The full list of organisations and stakeholders spoken with at this stage (up until June 2023) is provided in Appendix 2. Importantly, there are other community groups and third sector organisations that have not yet had the time or the capacity to engage with the Clydebank Community Link Lead. Therefore, there will be additional themes to emerge and potentially differing views on a wide range of issues, in terms of both general themes and those specific to particular inequalities. These will be presented in future reports that will take a variety of formats as informed by the Clydebank Steering Group, local stakeholders and activity informed by Place and Wellbeing Assessment Recommendations.

Road Map for Moving Forward

Going forward, our future plans include reaching out to additional groups and re-engaging with groups who are interested in discussing the role of place in improving health and wellbeing within Clydebank.

In addition to gathering further input on both the general and identified inequalities, we will be looking in particular at a number of issues that follow on from Place and Wellbeing Assessments carried out to date in Clydebank and additional Assessments scheduled for the coming months. This will include a focus on:

- Open spaces
- Active travel
- Community health and wellbeing
- Clydebank Town Centre Development Framework Pipeline of Projects
- Safe Delivery & Improvement Group Strategy

The Clydebank Team are looking to prioritise taking forward recommendations from the Place and Wellbeing Assessments and how the Steering Group progress in actioning these.

At this stage it is anticipated that developing a series of additional Infographics, reflective of the Shaping Places for Wellbeing Outcomes, will further engage stakeholders in the shared learning and emerging themes from third sector participants within Clydebank. The Community Link Lead will deliver these infographics with a directed focus on key themes agreed by the steering group.

Appendix 1

West Dunbartonshire Council Resources

- *West Dunbartonshire Community Learning and Development Plan 2021 – 2024*
- *https://www.west-dunbarton.gov.uk/council/key-council-documents/cld-plan/*
- *West Dunbartonshire Council Strategic Plan 2017-22*
  https://www.west-dunbarton.gov.uk/media/4314005/strat-plan-2017-22.pdf
- *Local Outcome Improvement Plan 2017-27 Strategic Assessment*
  https://www.west-dunbarton.gov.uk/media/4313499/loip-strategic-assessment-draft-for-cpp-28-9-17.pdf
- *West Dunbartonshire Council- Benefit and Debt Information and Advice Service Three-Year Plan April 2022 – March 2025* *https://www.west-dunbarton.gov.uk/media/4322261/wdc-debt-and-benefit-service-3year-22-25-plan.pdf*
- *West Dunbartonshire Local Employability Partnership: Three Year Operating Plan 2022-2025* *https://www.west-dunbarton.gov.uk/media/4322262/west-dunbartonshire-council-local-employability-plan-22-25.pdf*
- *West Dunbartonshire: Local Child Poverty Action Annual Report 2022-2023.*
  https://www.west-dunbarton.gov.uk/media/miimtl5a/wdc-local-child-poverty-report-2022-2023.pdf
- *Research and Equalities -Reputation Tracker Annual Report 2022-23*
  https://www.west-dunbarton.gov.uk/media/q1jniv0o/wdc-reputation-tracker-annual-report-22-23.pdf
- *Citizen's Panel Spring 2022*
  https://www.west-dunbarton.gov.uk/community/have-your-say/citizens-panel/
- *West Dunbartonshire Communities Team-*
  Community Empowerment Communications Plan Aug 2022 Results
  https://www.west-dunbarton.gov.uk/media/q5xl3p4c/communications-plan-survey-rersults-ce-final.pdf
- *Clydebank Waterfront Plan for Place*
- *https://www.west-dunbarton.gov.uk/media/4313793/clydebank-waterfront-locality-plan.pdf*
- *Planet Youth lands in West Dunbartonshire*
- *https://www.west-dunbarton.gov.uk/council/newsroom/news/2021/sep/planet-youth-lands-in-west-dunbartonshire/*
- *West Dunbartonshire Learn and Grow*
- *https://www.mylearnandgrow.com/growing-west-dunbartonshire.html*
  My Learn and Grow Community Map for West Dunbartonshire
  https://www.mylearnandgrow.com/food-growing-gardening.html
  Open Space Strategy Shaping our Future 2011 *https://www.west-dunbarton.gov.uk/media/1999212/os_strategy_august_2011_-_amendments_december_2011.pdf*

West Dunbartonshire Health & Social Care Partnership Resources
- *Survey of Mental Health Service Users & Carers 2022 (WDCVS)*
- *West Dunbartonshire Alcohol and Drug Partnership (WDADP)Strategy 2020-2025* http://www.wdhscp.org.uk/media/2556/wdadp-strategy-final-for-scotgov-21-sept-2020.pdf
- **Scottish Health** *Survey* https://scotland.shinyapps.io/sg-scottish-health-survey/
- *Overprovision Evidence to the West Dunbartonshire Licensing Board from NHS Greater Glasgow and Clyde and West Dunbartonshire Health and Social Care Partnership March 2023*
- *MacMillan Cancer Care Improving the Cancer Journey* https://www.west-dunbarton.gov.uk/jobs-and-training/working4u/money/cancer-support-services/improving-the-cancer-journey/

Third Sector Organisation Resources
- *Stepping Stones Impact Report 2021-22* https://www.stepstones.org.uk/wp-content/uploads/2023/06/Impact-Report-2022web.pdf
- *Dumbarton Area Council on Alcohol- West Dunbartonshire's Community Alcohol Service Annual Report 2020-21* https://daca526319077.files.wordpress.com/2021/10/daca-annual-report-2021-compressed.pdf
- *Carers of West Dunbartonshire Annual Report 2022*
- https://carerswd.org/carers-of-west-dunbartonshire-annual-report-2022/
- *West Dunbartonshire Citizens' Advice Annual Report 2022-23*
- https://www.wdcab.co.uk/files/6116/9536/6542/ANNUAL_REPORT_2022-23_FINAL.pdf

Other Organisations

- **Development Trust Association Scotland** *DTA Annual Review 2021-22* https://dtascot.org.uk/resources/publications
- *Stretched to the Limit: ALLIANCE report highlights cost of living pressures on the third sector* https://www.alliance-scotland.org.uk/blog/news/stretched-to-the-limit/ September 2023
- **Scottish Canals** *Scottish Canals Annual Report 2020-21* Scottish Canals Annual Report 2020 2021
- *Strathclyde Passenger Transport (SPT) A Call to Action: The Regional Transport Strategy for the west of Scotland 2023-2038* https://www.spt.co.uk/media/nr2c0jjt/spt_regional-transport-strategy-2023-2038.pdf

Appendix 2

Stakeholders listing for Community Link Lead

Contact	Designation	Organisation	Service Area
Margaret-Jane Cardno	Transformation and Strategy	WDHSCP	Statutory
Lauren McLaughlin	Health Improvement Lead	WDHSCP	Statutory
Rose Stewart	Health Improvement Lead	WDHSCP	Statutory
Bob Purdon	Health Improvement Lead	WDHSCP	Statutory
Chris Kelly	Health Improvement Lead	WDHSCP	Statutory
Joshua Doyle	Place-making Coordinator	WDC	Statutory
Clare English	Working 4 U Lead	WDC	Statutory
Elaine Troupe	Communities Team Lead	WDC	Statutory
Amy Sweeney	Corporate Services Officer	Knowes Housing Association	RSL
Angela McCann	Officer	SAMH	Statutory
Angela Ward	Housing Officer	Trafalgar Housing Assoc.	RSL
Anne Dyer	General manager	Alternatives	TS-Recovery
Anna Matthews	Housing Officer	Link Housing Association	RSL
Audrey Duff	Community Link Worker	Neighbourhood Networks	TS- Adult Learning/ASN
Carol Bell	Volunteer Coordinator	Scottish Canals	Statutory

Charlie Sherry	Officer	Inclusive Images	TS-Anchor Organisation
David Wilkie	Working 4U Officer	Housing and Employability	Statutory
Diana Collins	Community Link Worker	NHS Clydebank GP	TS- Scottish Alliance
Donnie McGilveray	Asst. General manager	Alternatives	TS-Recovery
Eleanor White	Sustainability Co-ordinator	WDC Libraries	ALEOS
Emma Kelman	Energy Advice Service	Collective with RSL	RSL
Emma Murray	Network Manager-West Duns	Neighbourhood Networks	TS-Adult Learning/ASN
Harry Mccormack	Secretary	West Duns Tenants & Residents (WDTRO)	TS
Issy Plunkett	Chair	West Duns Community Councils	TS
Jenni McNab	Marketing & Engagement Officer	Carers of West Duns	TS
Jenny Watson	Community Engagement Worker	Clydesider Media	TS-Anchor
Joanne McGinley	Operational Manager	Carers of West Duns	TS
John Donnelly	Support Worker	Improving Lives	TS-Disabilities
John White	Manager	Stepping Stones	TS-Mental Health
Katie O'Donnell	Community Engagement Officer	Keep Scotland Beautiful	Statutory
Katie Robertson	Community Officer	Moments of Freedom	TS-Syrian Womens' Group
Freya Young	Community Officer	Moments of Freedom	TS-Syrian Womens' Group
Khara Keogh	Support Worker	Blue Triangle Alexander St.	RSL
Kimberley Tennant	Tenant Panel Administrator	Dalmuir Park Housing Assoc	RSL

Lisa Marie Lees	Project Worker	Healthy Pathways	TS-Wellbeing support
Lisa-Jane Dock	National Development Officer	Breathing Space	Statutory
Lorna Jackson-Jamieson	Partnership Manager	SportScotland	Statutory
Louise Bacon	Project Officer	Community Links Scotland	TS-Regeneration
Maeve Dixon	Arts Development Officer	West Dunbartonshire Leisure	WDC ALEOS
Mandy Fearncombe	Health Improvement Senior	WDHSCP	Statutory
Margaret Maceira	Secretary Clyde Mobility	Clyde Mobility	TS-mobility support
Mary McCaig	Client Support Leader	Social Security Scotland	Statutory
Maryanne Richford	Officer	DACA	TS-Recovery
Sandra Buckley	Social Programmes Manager	National Autistic Society	TS-Autism
Selina Fitzpatrick	Volunteer	Improving Lives	TS-Disability
Sinead Farrell	Chief Executive	Clydebank HA	RSL
Ally Mailey	Manager Centre 81	Clydebank HA	RSL Community Centre
Suzanne Bunniss	CEO	Firecloud	TS-Faith based organisation
Toni Clark	Officer	Social Security Scotland	Statutory
Tony Ercoli	Project Manager	Flourishing Faifley	TS-Community Garden