

Shaping Places for Wellbeing Programme

Services and Support: Impact on Clydebank's Community



Services and support can have a positive impact on people when everyone can access:

- Health enhancing, accessible, affordable and well-maintained services, facilities and amenities. These are informed by community engagement, responsive to the needs and priorities of all local people.
- A range of spaces and opportunities for communities to meet indoors and outdoors.
- Information and resources necessary for an included life in a range of digital and non-digital formats.

This is why it is one of Scotland's Place and Wellbeing Outcomes.

The evidence tells us ¹ :



People need local facilities and services to live and enjoy healthy independent lives.



Access to facilities and services increases social interactions and inaccessibility can affect some groups disproportionately.



Services and support provide people with a sense of belonging to the community.



Facilities and services need to be affordable.



There can be poor availability of facilities in some deprived areas.



Accessibility to services is exacerbated by poor transport links and safety of the wider environment.



Intergenerational connection and sharing of resources to support health, including the sharing of community assets, strengthens communities.



A feasibility study on the Icelandic Model highlights the benefit of higher prioritisation of universal primary prevention activities in Scotland.

1. Source: [Evidence Behind Place Standard Tool & Place and Wellbeing Outcomes; Carver et al. BMC Public Health \(2021\) 21:1742](#)

Indicators for Services and Support in West Dunbartonshire

Satisfaction with local health services (very / fairly satisfied) 2019

- West Dunbartonshire 74.8%
- Scotland 78.2%

Satisfaction with local schools (very / fairly satisfied) 2019

- West Dunbartonshire 48.8%
- Scotland 43.3%

Satisfaction with local libraries (very / fairly satisfied) 2019

- West Dunbartonshire 35.6%
- Scotland 44.5%

Satisfaction with local museums and galleries (very / fairly satisfied) 2019

- West Dunbartonshire 22.3%
- Scotland 40.4%

What we heard from a range of communities, organisations and practitioners in Clydebank in 2023

Increased service demand

A recurring theme in local conversations was an observed increase in demand for services, particularly those relating to poverty and mental health issues. Examples of service demand relating to poverty included:

- Emergency food, fuel vouchers, clothing, toiletries and baby equipment.
- Support during school holidays for food and activities.
- Welfare and benefits advice.

Support providers highlighted seeing an increase in demand from working families and single men of all ages.

They also noted experiencing a decrease in donations levels, which they attributed to the impact of cost of living on the local population.

Support providers also highlighted that an increasing number of the people accessing their services are needing support with their mental health, with much of this relating to anxiety arising as a result of not being able to afford food and fuel.

They also expressed concerns about the potential of growing despair and hopelessness resulting in more depression.

Mental health support providers noted seeing an increase in the demand for one to one counselling, bereavement and loss support services.

There is concern amongst local organisations that these increases in demand are playing a key part in frontline worker burnout, as they are unable to meet the need and demands for services and support from the community.



I am more frequently assisting older people with evidence for pensions or DLA and PIP evidencing. Also, people are regularly needing assistance with Council Tax and Housing Benefit. (Library Assistant)





Service location and delivery approach

The location of services within the town centre was frequently referred to as a barrier to access, with the following points highlighted:

- Cost of transport to town centre to access primary health care, employability support and welfare rights / benefit support.
- Poor public and active travel routes to town centre from many parts of Clydebank.
- Accessibility issues.

Whilst the rationale for locating services within the town centre to reduce the cost of service provision was generally understood, it was widely recognised that this is a barrier which adds further pressure to people experiencing poverty and those with mobility issues.

The provision of activities and services within

local neighbourhoods was welcomed, however it was recognised that this is not consistent across all areas and is largely dependent on community and third sector activity and whether local authority run community facilities are fit for purpose. It was noted that this contributes to gaps in the provision of free access to leisure opportunities.

Local conversations also highlighted concerns regarding the shift in delivering services over the phone or online rather than in-person. The reduction in face-to-face appointment provision was understood to be part of cutting costs, however concerns were expressed about this for particular population groups:

- People with limited digital skills and confidence, including older people.
- Device and broadband affordability amongst people experiencing poverty.
- People experiencing mental health issues.

“ (We) need a better understanding of cultural needs and mental health, which will impact on access to services. (World Health Café participant) ”



Communication and collaboration

The need to use a range of communication methods across all sectors and groups was referred to in local conversations. The need to share and signpost resources in order to provide more robust services also emerged as a theme. Organisations expressed frustration at the lack of communication on new or existing services and resources, as this results in missed opportunities to signpost people in need. Reference was made to the value of regular networking forums that provide space for discussion, collaboration and information sharing opportunities facilitated by West Dunbartonshire CVS.

The benefits of organisations working together to offer a range of support was acknowledged, particularly where this related to supporting families, including those experiencing issues relating to substance use and recovery. It was also highlighted that community engagement and the involvement of people with lived experience is essential in developing services that will meet the needs and priorities of local people.

“ Participants want to see targeted campaigns using appropriate, clear language, offering translated materials, promoting assets already out there and providing education at school. Essentially, we should be providing clear service information, so people don't need to search for it. (World Café Report 2023, West Dunbartonshire Health Social Care Partnership) ”

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