Project town Clydebank – what we're hearing in our communities

As part of the Shaping Places for Wellbeing Programme data exercise, the Community Link Leads in each town have been connecting with local communities, community organisations and practitioners.

A comprehensive quantitative data exercise had already indicated that some groups in Clydebank face particularly significant inequalities. These inequalities include:

| Poverty | Deprivation | Mental Health | Alcohol Use | Early Death |

This exercise aims to bring the above data to life and understand Clydebank's residents' experience of the place they live, work and relax. The information gathered will be fed into the Steering Group meetings and Place and Wellbeing Assessments and be continually reviewed for the duration of the Programme.

This infographic summarises some of the key things we're hearing as they relate to the Place and Wellbeing Outcomes.

The principles of equality, net-zero emissions and sustainability underpin all of these themes.

August 2023

PEOPLE

Key theme: Poverty is frequently mentioned as one of the main issues that people in Clydebank experience, with recognition that this has an impact on many aspects of their lives, including both physical and mental wellbeing. Service providers make reference to their work alleviating the symptoms of poverty rather than addressing the actual causes.

Movement
Public transport
Active travel
Traffic and parking

- Dependence on public transport, mainly buses.
- Cost of public transport is a barrier to usage.
- Low levels of active travel.
- Lack of knowledge on safe routes & a need for increased confidence to walk, wheel and cycle.
- Cost of bikes and lack of segregated cycling lanes a barrier to cycling.
- Concerns expressed about engine idling and dangerous parking, especially at schools.

Spaces
Streets and spaces
Natural spaces
Play and recreation

- Disconnect between town centre and much of Clydebank - town centre streets and spaces aren't well connected.
- Lack of well-maintained streets & spaces discourages use.
- Greenspace & parks valued by community but safety concerns in some locations.
- Recent increase in facilitated riverside & canal walks.
- Cost of play and recreation facilities is a barrier to access for both children & adults.

> **"people are unaware of local place based support for welfare and benefits."**
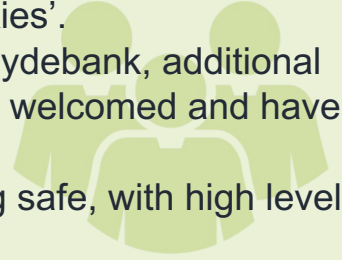
Resources
Services and support
Work and economy
Housing and community

- Increase in demand for services relating to alleviation of poverty (e.g. food provision) and for mental health services. (e.g. counselling).
- Concerns over reduction in services, especially removal of face-to-face support.
- Lack of digital skills, devices & connectivity remain a barrier to accessing digital support services.
- Lack of local well-paid jobs & cost of transport is a barrier to accessing or improving employment opportunities.

Civic

identity and belonging

Feeling safe

- Many feel that the people are what 'makes' Clydebank and have a strong sense of identity as 'Bankies'.
- Recognition that for people settling in Clydebank, additional effort is required for these people to feel welcomed and have a sense of belonging.
- Issues particularly for women not feeling safe, with high levels of domestic violence.
- New Scots feeling unsafe within some local areas.

Budget cuts have seen a reduction in greenspace maintenance...there is local apathy in volunteering to help with this.

Stewardship

Care and maintenance

Influence and control

- Lack of maintenance is associated with council service budget cuts.
- Some activity amongst community groups organising litter pickups.
- People feel they have very little ability or opportunity to influence what happens in their local area and there has been an increase in apathy.
- Community groups and wider third sector generally don't feel valued or listened to by statutory agencies.

Learning

Across the seven Shaping Places for Wellbeing project towns, we've identified some key learning from our conversations:

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

You can find out more about the quantitative data profile here.