



Greenock East and Central

Locality Action Plan 2024

INVERCLYDE
HSCP
Health and Social
Care Partnership



Greenock East and Central

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Locality profile

Greenock East and Central is located on the West Coast of Scotland, 25 miles west of Glasgow and has a population of around 20,119¹. The locality area covers the town centre and east end of Greenock, the largest town in Inverclyde local authority area and the 12th most populous in Scotland.

Greenock's history began as a small fishing village in the 17th century. In the 18th and 19th centuries, the town flourished into a major port and industrial centre, thanks to its strategic location on the Firth of Clyde and the development of shipbuilding, sugar refining, and textile manufacturing.

The 20th century saw a decline in traditional industries like shipbuilding, but Greenock has adapted and emerged as a centre for commerce, with a thriving container port and cruise ship terminal.

The town boasts a scenic landscape with a unique blend of urban and natural elements. The Greenock waterfront features a diverse mix of historic and modern buildings, reflecting the town's rich past and ongoing development. Notable buildings include the Victoria Tower, the Custom House, James Watt Dock, Waterfront Leisure Centre, and The Beacon Arts Centre

Greenock East and Central has strong, vibrant, active communities who work together to ensure that local people are involved, included and cared for.

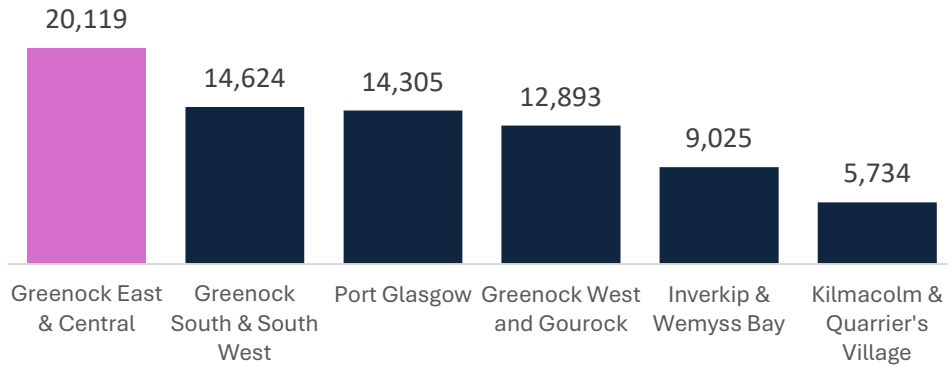


¹ National Records of Scotland (NRS), 2022

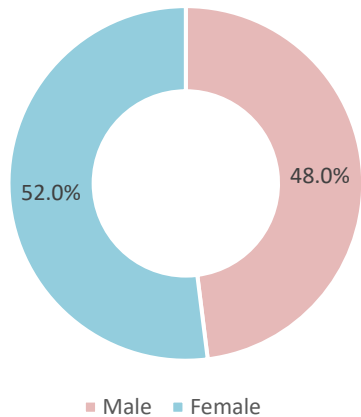
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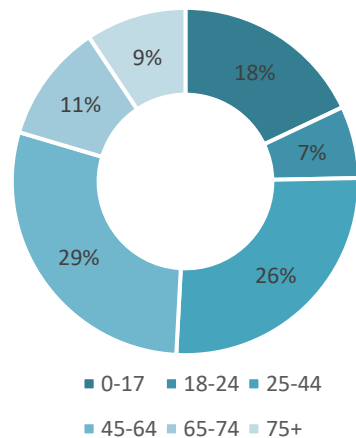
Inverclyde locality populations¹



Greenock East & Central population gender split¹



Greenock East & Central age breakdown¹



20,119

Estimated population of Greenock East and Central. This is approximately 26% of the total population of Inverclyde.¹

22 of the 31 datazones are in the 20% most deprived in Scotland².

15 of 31 datazones are in the 5% most deprived in Scotland.

20.4%

of population are over the age of 65, which is 1.4% lower than the Inverclyde average of 21.8%.¹

24.7%

of the population are under the age of 25, which is 0.7% lower than the Inverclyde average of 25.4%.¹

25.8%

of children aged 0-15 living in households in relative poverty (2022/23), 2.7% higher than Inverclyde 23.1% and 4.5% higher than Scotland 21.3%.³

70.7

male life expectancy in Greenock East and Central (2019), which is 3.6 years lower than Inverclyde 74.3 and 6.1 years lower than the Scottish average 76.8.⁴

77.5

is the female life expectancy (2019), which is 1.1 years lower than the Inverclyde average 78.6 and 3.5 years lower than Scotland 81.⁴

61.8%

of children at a healthy weight in primary 1 (20/21), which is 3.6% lower than Inverclyde 65.3% and 8% lower than Scotland 69.8%.⁴

146.7

crime rate per 1,000 population in 2022, which was 74.3 higher than the Inverclyde average 72.5 and 63.2 higher than Scotland 83.6.⁵

21.5%

Working age population employment deprived (SIMD 2020), which is 7.2% higher than Inverclyde and 12.2% higher than Scotland⁴

² <https://www.gov.scot/collections/scottish-index-of-multiple-deprivation-2020/>

³ <https://commonslibrary.parliament.uk/constituency-data-child-poverty/>

⁴ https://scotland.shinyapps.io/ScotPHO_profiles_tool/

⁵ [23-1198 - Crime Stats - by Data Zone - Earliest To Apr 23 - Police Scotland](https://www.scotland.gov.uk/information/23-1198-crime-stats-by-data-zone-earliest-to-apr-23-police-scotland)

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What is a Locality Action Plan?

The Community Empowerment (Scotland) Act 2015 placed a legal duty on Inverclyde Alliance to demonstrate that it is making a significant difference to the lives of residents through the planning and delivery of local outcomes and the involvement of community bodies at all stages of community planning. In addition, the Public Bodies (Joint Working) (Scotland) Act 2014 (the Act) puts in place the legislative framework to integrate health and social care services in Scotland. Section 29(3)(a) of the Act requires each Integration Authority to establish at least two localities within the area.

Both these pieces of legislation have provided the opportunity for Inverclyde Alliance to develop six locality plans for the localities listed below.

- Kilmacolm and Quarriers Village
- Port Glasgow
- Greenock East and Central
- Greenock West and Gourock
- Greenock South and Southwest
- Inverkip and Wemyss Bay

The purpose of this locality plan is to outline the key issues in Greenock East and Central that have been identified through the statistical information we hold for this locality, as well as extensive engagement with the community.

The locality plan also identifies a range of actions that will be taken to address these issues by both Inverclyde Alliance and the local community in Greenock East and Central working together.

Locality plans should be informed by communities themselves and work is ongoing to create an Inverclyde-wide engagement model, known as Inverclyde Peoples Network, based on a mixture of online and face-to-face engagements, that will drive the priorities in 6 locality plans. This will be promoted as a community planning partnership approach and will also link with the work of Health and Social Care Partnership locality planning groups. The Inverclyde

Peoples Network will help to inform and take forward participatory budgeting in Inverclyde. Participatory budgeting is a way for people to have a direct say in how local money is spent.

This is an exciting opportunity for anyone who would like to get actively involved in the way services are delivered and shape how their local community might look in the future.

Public bodies cannot do this alone, we need to listen to what local people say is important to them and include your views as we plan ahead together.



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Who are the key partners on this Locality Action Plan?

- Elected members
- Community Councils
- HSCP Locality Planning Groups
- Community Planning Partnership:
 - Inverclyde Council
 - Skills Development Scotland (SDS)
 - West College Scotland
 - Inverclyde Health and Social Care Partnership (HSCP)
 - Police Scotland
 - Scottish Fire & Rescue
 - NHS Scotland
 - Third Sector organisations
 - Department of Work and Pensions (DWP)
 - Housing Associations
 - Nature Scotland
 - Scottish Enterprise

Community Assets

Greenock East and Central has a range of community groups, assets, and services across the locality. It is important that these assets are fully utilised for the benefit of residents in Greenock East and Central and that consideration is given as to how these assets could be better used to improve the quality of life and deliver better outcomes for local people.

For further information on what activities and services are available within this locality area please visit [Inverclyde Life - find activities and services in Inverclyde](#)

Community Voice Groups

The following is a list of some of the existing groups that operate within the locality area and provide a platform for communities to have their say:

- Greenock East Community Council
- Tenants and Residents Associations
 - Broomhill TARA
 - Greenock Central Association
- Parent & Youth Councils
- Auchmountain Committee
- Craigend Committee
- Greenock Town Board
- Youth Connections (Gibshill)
- Belville Gardens
- Auchmountain Glen Project
- Scout Group
- Inverclyde SHED

Physical Assets

Schools / Nurseries

- Notre Dame High School
- Inverclyde Academy (catchment area)
- St Patrick's Primary School
- St Mary's Primary School
- Whinhill Primary School
- Lomond View Academy
- Whinhill Nursery situated within the school,
- Wellpark Children's Centre on Lynedoch Street
- Kings Oak Primary School
- All Saints Primary School

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- Blairmore Children's Nursery
- Hillend Children's Centre
- Glenbrae Children's Centre
- Gibshill Family Centre
- Happitots Nursery
- Kidology

Places of Worship

- Prospecthill Christian Fellowship
- St Patrick's RC Church
- St Laurence's RC Church
- St Mary's RC Church
- Mount Kirk Church
- Struthers Memorial Church
- Westburn Church
- Greenock West Church
- Wellpark Mid Kirk
- Greenock Baptist Church
- Greenock East URC Church

Health

- Greenock Health Centre
- Regent Medical Practice
- Ardgowan Medical Practice
- Roxburgh Medical Practice

Public transport

- Greenock West Station
- Greenock Central Station
- Cartysdyke Train Station
- Bogston Train Station
- Whinhill Train Station

- Drumfrochar Station (approximately a 5-minute walk from Drumfrochar Rd itself)
- There is a frequent bus service in operation from Broomhill to the Town Centre (approximately 10 minute journey). However after 6:30pm there is a limited bus service

Other assets

- Scout Hall, Mearns Street
- Crawfordsburn Community Centre
- Auchmountain Community Centre
- Gibshill Community Centre
- Inverclyde SHED
- Craignend Resource Centre
- Broomhill Gardens
- Greenock Town Hall



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Engaging with the community

Extensive engagement has been carried out with residents in Greenock East and Central to find out what they think about living in this area and identify what improvements they would like to see take place.

Each Locality Plan set original priorities in 2019 based on data analysis and local engagement, which included:

- **Greenock Charrette (2016)** - A Charrette for Greenock town centre was undertaken in March 2016. A charrette is an intensive multi-disciplinary planning process that encourages active engagement of stakeholders in developing design ideas collaboratively in response to specific planning and urban design issues.
- **Our place our future (2017)** - In 2017 Inverclyde Alliance carried out a survey across Inverclyde called 'Our Place Our Future' which delved into a wide range of themes from traffic and parking, streets, and spaces, to work, care, housing, and local amenities.
- **Engagement with Young People (2017)** - children from across Inverclyde provided the HSCP their views and identified eight priorities and actions that are important to them as part of the Inverclyde People Plan 2017-2020.
- **Aspiring Communities Fund (2017/18)** - Representatives from across the 10 geographical communities that make up Greenock East and Central highlighted issues at a variety of engagement events that took place between December 2017 and March 2018.
- **'Celebrate the Present, Shape the Future' Event (2019)** - In 2019 Inverclyde Alliance held a series of engagement events across all 6 localities in Inverclyde called 'Celebrate the past, shape the future'.
- **'Our Place Our Future' Engagement (2019)** - In September 2019 CVS Inverclyde was awarded funding by the Scottish Government through the Aspiring Communities Fund to deliver the 'Our place our future' project in Greenock East and Central.

During the development of the [Inverclyde Alliance Community Partnership Plan 2023-33](#) a thorough Strategic Needs Assessment and public consultation was undertaken between 2021 and 2022. The consultation involved six different research methods over eight weeks of consultation. There were a total of 2801 participants.

Our partnership vision is "Success For All – Getting It Right for Every Child, Citizen and Community" and the plan focuses on the themes of Empowered People, Working People, Healthy People and Places, A Supportive Place, and a Thriving Place.

Following the publication of this Partnership Plan 23-33, a review of the previous priorities for Locality Plans was carried out to ensure that they were still relevant to local needs and aligned with the new community planning partnership vision and priority outcomes.

A community survey ran during April and May 2024. The survey provided an opportunity for community members to state if they agreed or disagreed with the suggested priorities for their locality area, followed with an opportunity to suggest alternative areas of concern. The survey also asked for feedback on two Inverclyde wide priorities, transport and roads.

Community Learning & Development Officers created an engagement plan to maximise engagement, actions within this plan included:

- Visiting groups across the six localities with paper copies of the survey.
- Support from Corporate Communications with wider publicity
- Hosting 6 Community drop-in sessions in partnership with Inverclyde Libraries
- Promotion of the survey via Schools and Third sector such as CVS and Your Voice.

Community drop-in sessions were also held within each locality. The aim of the community drop-in was to provide a safe space for community members to access support to complete the survey, the support accessed was primary

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around supporting digital skills and further information in relation to the locality plans.

During the consultation communities were presented with the option of agree or disagree in relation to the suggested priorities specific to each locality and two Inverclyde wide priorities. The suggested priorities reflect feedback from previous community engagement. The digital survey received 410 completed responses:

- Theme 1 Empowering people: 78% agreed with the suggested priority.
- Theme 2 Working People: 74% agreed with the suggested priority.
- Theme 3 Healthy People and Places: 76% agreed with the suggested priority
- Theme 4 A Supportive Place: 75% agreed with the suggested priority
- Theme 5 A Thriving Place: 67% agreed with the suggested priority
- Inverclyde wide priority 1 Improved roads: 75% agreed with the suggested priority
- Inverclyde wide priority 2 Improved transport: 71% agreed
- 129 of the respondents would like to be part of the Inverclyde People's Network

Engagement with people for the HSCP strategic plan 2024-2027 - The engagement process for the Strategic Plan in Inverclyde Health and Social Care Partnership involved a collaborative effort between the HSCP, CVS Inverclyde, and Your Voice. They co-produced a survey distributed digitally to the workforce, third sector, and communities. In-person engagement sessions and focus groups were also conducted to gather expectations and priorities for the plan.

The feedback from the engagement process highlighted several strengths of the Strategic Plan, including:

- Alignment with national outcomes
- Extensive community consultation in developing priorities

- Opportunities to strengthen partnership working with the third sector
- Potential for reviewing and improving processes, waiting times, and response times
- Opportunities to deliver services differently in response to financial pressures and service demands
- Potential to reconnect services and strengthen integration post-COVID

The priorities, over the life of the HSCP plan, will be to:

- Provide Early Help and Intervention
- Improve Support for Mental Health, Wellbeing and Recovery
- Support Inclusive, Safe and Resilient Communities
- Strengthen Support to Families and Carers

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Greenock East and Central priorities

Each Locality has their own local priorities that relate to inequalities and highlight where the Community Planning Partnership can add value. The priorities also link to our [Inverclyde Alliance Community Partnership Plan 2023-33](#)

As a result of the extensive engagement that has taken place the following priorities will be taken forward through the locality action plan for Greenock East and Central.



Empowered People: Ensure accessible platforms for residents to voice their opinions.



Working People: Provide targeted employability support based on identified community needs.



Healthy People and Places: Families and all members of the community have access to safe spaces to engage, learn and play (such as playparks)



A Supportive Place: Enhance feelings of safety and reduce dog fouling in the local area and fly tipping.



A Thriving Place: Focus on regenerating the town centre to improve its overall look and feel, and increase employment opportunities.



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Next Steps

- Locality Plans will be embedded within the work of the Thriving Communities Partnership who are a delivery group for Inverclyde Alliances Partnership Plan 2023-33.
- Community Conversation Weeks will be planned annually for each locality to ensure there is continual face-to-face engagement on the plans that is linked to decision-makers both within the local authority and the Community Planning Partnership.
- The Inverclyde People's Network will be developed as an Inverclyde-wide engagement network, based on a mixture of online and face-to-face engagements, that will drive the priorities in 6 revised locality plans.

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Action Plan

Greenock East and Central Community Action Plan					
Partnership Plan Theme	What do we want to achieve and why?	How are we going to get there?	Lead	Timescale	Progress
Empowering Communities	Residents have accessible platforms to have their say and influence change within the locality.	<ul style="list-style-type: none"> Promote the role of Greenock East Community Council and community associations such as Broomhill TARA and Greenock Central association. Continue to explore opportunities to establish a Community Council for Greenock East Encourage Community Members to be part of the People's Network 	Community Learning and Development Partnership		
Working People	Communities will have access to employability support that supports highlighted need.	<ul style="list-style-type: none"> Ensure that there is access to inclusive employability support both in person and digital. Encourage community members to engage with exiting employability support available at venues such as Auchmountain halls, Greenock Central Library, and support via Inverclyde Community Development Trust. 	Inverclyde Local Employability Partnership (LEP)		
Healthy People and Places	Families and all members of the community have access to safe spaces to engage, learn and play (such as playparks)	<ul style="list-style-type: none"> Promote the use of Community facilities such as Inverclyde Shed Belville Community Gardens, Craig end resource centre, Gibshill Community Centre, Broomhill Community hub and the Scouts Hall at Bank Street, Work in partnership with statutory services and community groups to help ensure community spaces are safe and inclusive. 	Community Learning and Development Partnership		

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		<ul style="list-style-type: none"> • Co-ordinated approach to community provision across the various centres within the East end of Greenock • Promote the use of outdoor spaces such the Wellpark and the various growing spaces across Greenock East and Central 			
Supportive Place	Communities will feel safer, and the local area will have less dog fouling and fly tipping	<ul style="list-style-type: none"> • Statutory services will work in partnership with communities to ensure that community members know how to report anti-social behaviour. • Services and Communities will work together to reduce anti-social behaviour. • Increased access to dog bins to tackle dog fouling, supported by community engagement across Greenock East and Central. • Greater focus on youth engagement to help reduce anti-social behaviour, for example around Craighend Resource Centre. 	Safe and Supported Communities Partnership		
Thriving Place	Focus on regenerating the town centre to improve its overall look and feel and increase employment opportunities.	<ul style="list-style-type: none"> • Inverclyde residents will access to suitable shops and services. • Increase in the number of local jobs. • Community engagement in relation to town centre regeneration and housing developments across Greenock East and central 	Inverclyde Council Environment and Regeneration / Greenock Town Board / Place Partnership		
Inverclyde-wide Priority	Inverclyde residents have increased access to public transport to reflect need	<ul style="list-style-type: none"> • Undertake an Inverclyde Wide transport survey • Encourage transport providers to engage with the community prior to service changes proposals. 	SPT		

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	Improvement to Roads and footpaths within Inverclyde	<ul style="list-style-type: none">• Ensure Communities know how to report issues with Roads and footpaths.• Reduce the number of Potholes across Inverclyde.	Inverclyde Council Environment and Regeneration		
	Improved guidance and support for families and children with ASN.	<ul style="list-style-type: none">• Capture learning needs of parent's and carers• Explore opportunities to improve inclusiveness of services.	All partners		