



## Greenock West and Gourock

Locality Action Plan 2024

INVERCLYDE  
**HSCP**  
Health and Social  
Care Partnership



# Greenock West and Gourock

Locality Action Plan 2024

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# Greenock West and Gourock

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## Locality profile

Greenock West and Gourock is located on the West Coast of Scotland, 25 miles west of Glasgow and has a population of around 12,900<sup>1</sup>. The locality area covers the town of Gourock and the west end of the town of Greenock.

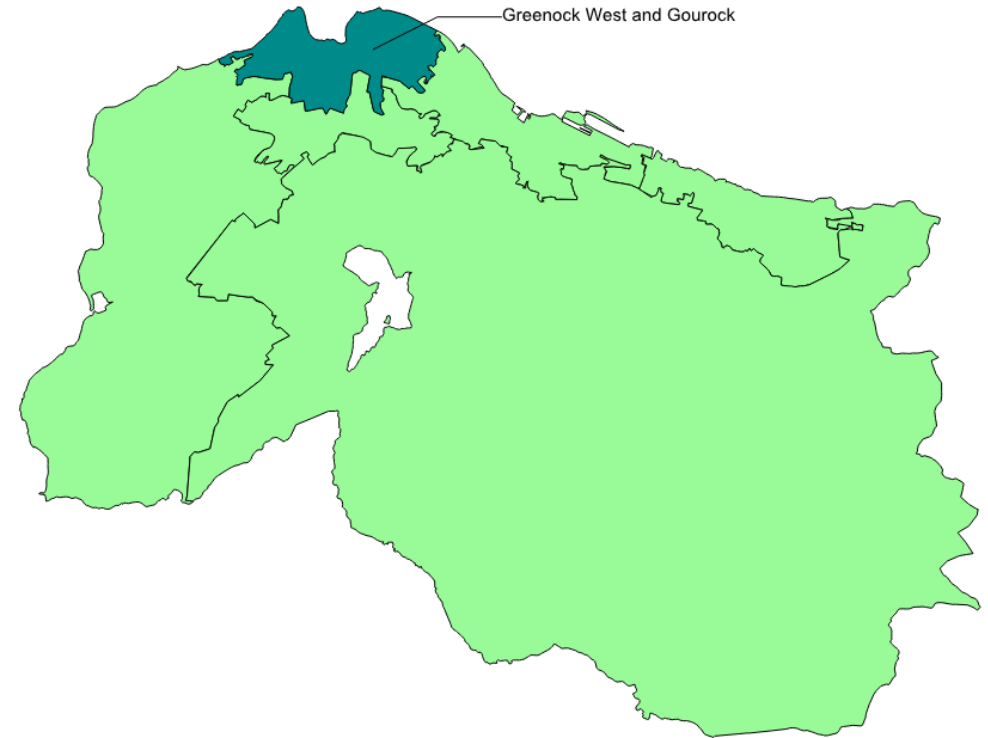
Gourock's history stretches back centuries. Originally a small fishing village, records show King James IV set sail from here in 1494. The 17th and 18th centuries saw Gourock become a Burgh of Barony, with fishing playing a major role in the local economy. A significant turning point came in the early 1800s with the arrival of steamships. Gourock transformed into a key port for travel to western Scotland and the Highlands.

The late 19th century brought another major development: the railway. This made Gourock a more accessible destination, attracting day-trippers and even residents who could now commute to Glasgow thanks to the newly built tunnel. Today, Gourock remains a town with a rich history, evident in remnants like Gourock Park.

The waterfront promenade is a popular spot for walks, offering beautiful views of the Firth of Clyde. There is also a large beach at Lunderston Bay. Gourock even has a Victorian open-air outdoor pool, a popular spot for locals and visitors alike, especially in the summer.

The locality also encompasses the adjacent West End of Greenock which is an area that developed as Greenock prospered from shipbuilding and trade. Grand houses and villas were built for wealthy merchants, reflecting their success. Today, the West End is a designated Outstanding Conservation Area, preserving its architectural heritage. It's a residential area with a mix of historic buildings and modern amenities.

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



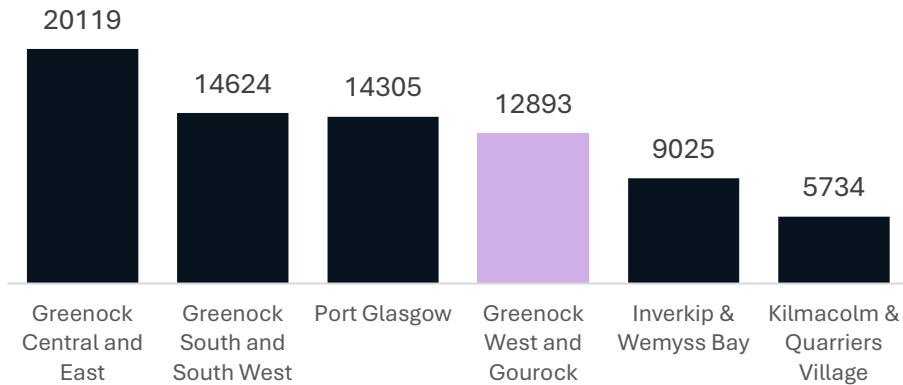
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<sup>1</sup> National Records of Scotland (NRS), 2022

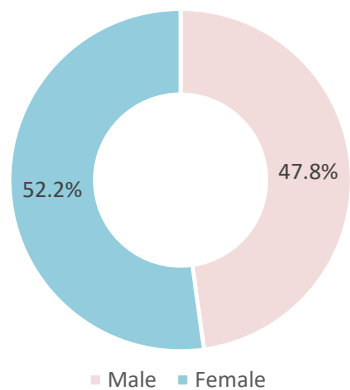
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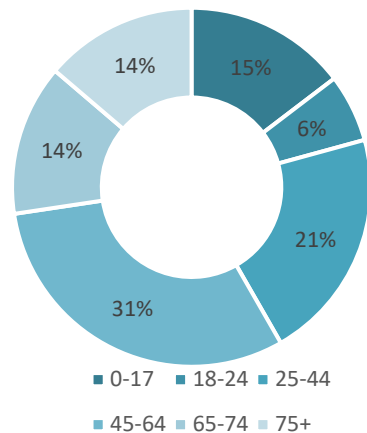
*Inverclyde locality populations<sup>1</sup>*



*Greenock W & G population gender split<sup>1</sup>*



*Greenock W & G age breakdown<sup>1</sup>*



**12,893**

Estimated population of Greenock West and Gourock. This is approximately 17% of the total population of Inverclyde.<sup>1</sup>

**2** of the 19 datazones are in the 20% most deprived in Scotland<sup>2</sup>.

**0** of 19 datazones are in the 5% most deprived in Scotland.

**27.4%**

of population are over the age of 65, which is 5.6% higher than the Inverclyde average of 21.8%.<sup>1</sup>

**20.8%**

of the population are under the age of 25, which is 4.6% lower than the Inverclyde average of 25.4%.<sup>1</sup>

**12.5%**

of children aged 0-15 living in households in relative poverty (22/23), 10.6% lower than Inverclyde 23.1% and 8.8% lower than Scotland 21.3%.<sup>3</sup>

**76.7**

male life expectancy in Greenock West and Gourock (2019), which is 2.4 years higher than the Inverclyde 74.3 and 0.1 years lower than the Scottish average 76.8.<sup>4</sup>

**82**

is the female life expectancy (2019), which is 3.4 years higher than the Inverclyde average 78.6 and 1 year higher than Scotland 81.<sup>4</sup>

**69.6%**

of children at a healthy weight in primary 1 (20/21), which is 4.3% higher than Inverclyde 65.3% and 0.1% lower than Scotland 69.8%.<sup>4</sup>

**34.7**

crime rate per 1,000 population in 2022, which was 37.7 lower than the Inverclyde average 72.5 and 48.8 lower than Scotland 83.6.<sup>5</sup>

**8.3%**

Working age population employment deprived (SIMD 2020), which is 6% lower than Inverclyde and 1% lower than Scotland

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

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

<sup>4</sup> [https://scotland.shinyapps.io/ScotPHO\\_profiles\\_tool/](https://scotland.shinyapps.io/ScotPHO_profiles_tool/)

<sup>5</sup> [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)

## Greenock West and Gourock

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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 Port Glasgow 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 Port Glasgow 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.



# Greenock West and Gourock

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## Who are the key partners on this Locality Action Plan?

- Elected members
- Community Councils
- Tenants and Residents Associations
- Parent Councils and Pupil Councils
- Youth Council
- HSCP Locality Planning Groups
- Community representatives
- 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 West and Gourock 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 West and Gourock 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:

- Gourock Community Council
- Greenock West and Cardwell Bay Community Council
- Eastern View Tenants and Residents Association
- Parent & Youth Councils

## Physical Assets

### **Schools / Nurseries**

- Ardgowan Primary School
- Gourock Primary School
- Moorfoot Primary School
- St Ninian's Primary School
- Clydeview Academy
- St Columba's High School

### **Places of Worship**

- Elim Pentecostal Church
- Gourock Baptist Church
- Greenock Methodist Church
- St Bartholomew's Scottish Episcopal Church
- St John's Church
- St John's Church of Scotland
- St John's Episcopal Church
- St Mary's Church
- St Ninian's R.C. Church

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## **Health**

### GP Practices:

- Ardgowan Medical Practice
- Gourock Medical Practice

### Pharmacies:

- Lloyds Pharmacy
- Pettigrew's Pharmacy
- TLC Gourock Pharmacy

### Dental Practices:

- Ardgowan Dental Practice
- Frederick Dental Practice
- George Square Dental Practice
- The Gourock Dental Practice
- Weir Dental Surgery

### Opticians:

- William Aitchison

### Care Homes:

- Alt-Na-Craig
- Bagatelle
- Barchester Balclutha Court Care Home
- Belleaire House
- Blackwood Care – Maclehose Court
- Glenfield
- Holy Rosary Residence
- Quarriers
- Sir Gabriels Wood's Mariner's Home
- Westview

### **Other**

- Gamble Halls
- Gourock Library
- McLean Museum

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## Engaging with the community

Extensive engagement has been carried out with residents in Greenock West and Gourock 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:

- **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.
- **'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'.

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-on 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 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



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- 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 this HSCP plan, we will:

- 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 West and Gourock 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 West and Gourock.



**Empowered People:** People living in Greenock West and Gourock are involved in local democracy, decision making and have access to different ways to have their say.



**Working People:** Communities will have access to employability support that supports highlighted need and improved opportunities for all members of the community.



**Healthy People and Places:** Communities have access to safe spaces to learn, play and engage. Young people can access services to support their need.



**A Supportive Place:** Communities will feel safer, and the local area will have less anti-social behaviour, dog fouling and improved street lighting.



**A Thriving Place:** Focus on regenerating Greenock and Gourock town centre to improve their 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 West and Gourock Community Action Plan					
Partnership Plan Theme	What do we want to achieve and why?	How are we going to get there?	Lead	Timescale	Progress
<b>Empowered People</b>	People living in Greenock West and Gourock are involved in local democracy, decision making and have access to different ways to have their say.	<ul style="list-style-type: none"> <li>Promote the role of Gourock Community Council and Greenock West and Cardwell Bay Community Council</li> <li>Support the two community councils with regards to community engagement.</li> <li>Encourage Community Members to be part of the People's Network</li> </ul>	Community Learning and Development Partnership		
<b>Working People</b>	Communities will have access to employability support that supports highlighted need and improved opportunities for all members of the community.	<ul style="list-style-type: none"> <li>Ensure that there is access to inclusive employability support both in person and digital.</li> <li>Promote the various opportunities for adults to access learning in the area, such as ESOL.</li> <li>Explore opportunities to provide, digital skills, employability support and adult learning in venues within the locality such as, the Watt Museum, Gamble halls and the Gourock Library.</li> </ul>	Inverclyde Local Employability Partnership (LEP)		
<b>Healthy People and Places</b>	Communities have access to safe spaces to learn, play and engage. Young people can access services to support their need.	<ul style="list-style-type: none"> <li>Promote Community resources.</li> <li>Work in partnership with statutory services and Community groups to help ensure community spaces are safe</li> <li>Promote activities available via the various sports hubs and social clubs in the locality, such as the Greenock Wanderers, Gourock Cricket, Bowling</li> </ul>	Community Learning and Development Partnership		

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		<p>club, Torpedo factory and the Coppermine.</p> <ul style="list-style-type: none"> <li>• Explore opportunities to maximise community spaces such as the esplanade, Gamble halls, Gourock park and the Walled Garden</li> </ul>			
<b>Supportive Place</b>	<p>Communities will feel safer, and the local area will have less anti-social behaviour, dog fouling and improved street lighting.</p>	<ul style="list-style-type: none"> <li>• Statuary services will work in partnership with communities to ensure that community members know how to report anti-social behaviour.</li> <li>• Services and Communities will work together to reduce anti-social behaviour.</li> <li>• Increase the number of dog bins across the area including Gourock Town centre.</li> <li>• Newly installed lighting within the Battery Park will help community members feel safer when accessing the park in the evening.</li> </ul>	<p>Safe and Supported Communities Partnership</p>		
<b>Thriving Place</b>	<p>Greenock Town centre Regeneration and Gourock Town Centre Regeneration</p>	<ul style="list-style-type: none"> <li>• Inverclyde residents will access to suitable shops and services.</li> <li>• Increase in the number of local jobs and start up business in Gourock</li> <li>• The appearance of shopping areas such as Shore Street will improve and encourage more local trade.</li> </ul>	<p>Inverclyde Council Environment and Regeneration / Place Partnership</p>		
<b>Inverclyde-wide Priority</b>	<p>Inverclyde residents have increased access to public transport to reflect need.</p>	<ul style="list-style-type: none"> <li>• Undertake an Inverclyde Wide transport survey</li> <li>• Encourage transport providers to engage with the community prior to service changes proposals.</li> </ul>	<p>SPT</p>		

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