

AGENDA ITEM NO: 10

01475 712042

Report To: Inverclyde Council Date: 21 February 2013

Report By: Albert Henderson, Corporate Director Report No: EDUCOM/23/13

Education, Communities and Organisational Development

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Education, Culture and Corporate

Policy

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Subject: Inverclyde Council Corporate Statement 2013 - 17

1.0 PURPOSE

1.1 The purpose of this report is to present to Council the new Inverciyde Council Corporate Statement 2013 – 17.

2.0 SUMMARY

- 2.1 As part of the review of the Council's Strategic Planning and Performance Management Framework, a new Corporate Statement has been drafted, to set out the new vision and approach for the Council going forward, and is attached at Appendix One.
- 2.2 The Corporate Statement is a public facing document, setting out the key priorities for a Nurturing Inverclyde, and the vision of 'Getting it Right for Every Child, Citizen and Community'.
- 2.3 The Council has adopted and adapted the wellbeing outcomes as set out in 'Getting it Right for Every Child', and expanded these to cover all our citizens and communities. This aims to ensure that everyone is safe, healthy, achieving, nurtured, active, respected, responsible and included.
- 2.4 The Council will deliver this impact for communities through the driver of the place based outcomes as set out in the Single Outcome Agreement for Inverclyde, working in partnership to:
 - Stabilise the population and promote repopulation
 - Build successful communities
 - Boost economic development and employability
 - Build health equality
 - Tackle alcohol misuse and problematic drinking
 - Nurture all our children and young people to give them the best start in life
 - Protect and enhance our environment
 - Deliver high quality, continuously improving public services.
- 2.5 Elected Members and Communities have been engaged in the process of writing this Corporate Statement and this input is reflected throughout the document, and particularly in the chapter outlining 'What does this mean for me?'.

3.0 RECOMMENDATIONS

It is recommended that Council:

a. Discuss and agree the Inverclyde Council Corporate Statement 2013 - 17

Albert Henderson Corporate Director Education, Communities and Organisational Development

4.0 BACKGROUND

- 4.1 The Corporate Management Team instigated a review of the Council's Strategic Planning and Performance Management Framework in order to streamline the number of plans and outcomes detailed in a variety of documents which had been developed over a period of several years.
- 4.2 The result of this review was the adoption of a new vision for Inverclyde where we aim to be:

'Getting it Right for Every Child, Citizen and Community'

which has been expanded from Getting it Right for Every Child, to fit the whole Community. A Nurturing Inverciyde will aim to do the best it can to support all our children, citizens and every community to achieve the best outcomes possible, and to tackle growing gaps in equality of outcome.

4.3 This delivery of this vision will be reflected in the achievement of the wellbeing outcomes, which aim to ensure all our children, citizens and communities are:

Safe Protected from abuse, neglect or harm and supported when at risk. Enabled to understand and take responsibility for actions and choices. Having access to a safe environment to live and learn in.

Healthy Achieve high standards of physical and mental health and equality of access to suitable health care and protection, while being

supported and encouraged to make healthy and safe choices.

Achieving Being supported and guided in lifelong learning. Having

opportunities for the development of skills and knowledge to gain the highest standards of achievement in educational

establishments, work, leisure or the community.

Nurtured Having a nurturing place to live and learn, and the opportunity to

build positive relationships within a supporting and supported

community.

Active Having opportunities to take part in activities and experiences in

educational establishments and the community, which contribute to

a healthy life, growth and development.

Respected Respected and share responsibilities. Citizens are involved in decision making and play an active role in improving the **Responsible** community.

Included Overcoming social, educational, health and economic inequalities

and being valued as part of the community.

- 4.4 This wellbeing for our children, citizens and communities will be driven through the achievement of the outcomes agreed in the Single Outcome Agreement for Inverclyde, which are more place based (although a number of them mirror the wellbeing indicators). These are:
 - 1. Inverclyde's population is stable with a good balance of socio-economic

groups.

2. Communities are stronger, responsible and more able to identify, articulate and take action on their needs and aspirations to bring about an improvement in the quality of community life.

- 3. The area's economic regeneration is secured and economic activity in Inverciyde is increased, and skills development enables both those in work and those furthest from the labour market to realise their full potential.
- 4. The health of local people is improved, combating health inequality and promoting healthy lifestyles.
- 5. A positive culture change will have taken place in Invercityde in attitudes to alcohol, resulting in fewer associated health problems, social problems and reduced crime rates.
- 6. A nurturing Inverciyde gives all our children and young people the best possible start in life.
- 7. Inverclyde is a place where people want to live now whilst at the same time safeguarding the environment for future generations.
- 8. Our public services are of high quality, continually improving, efficient and responsive to local people's needs
- 4.5 The Corporate Directorate Improvement Plans, which are currently being developed by each Directorate for the new financial year 2013/14, will contain the detail of how the Council will improve its services and methods of service delivery to achieve these outcomes.
- 4.6 The Single Outcome Agreement and accompanying Outcome Delivery Plans set out how the Council, in partnership with its Community Planning partners, will work to achieve these outcomes for the children, citizens and communities of Inverclyde.

5.0 PROPOSALS

5.1 It is proposed that the Council agree the Inverclyde Corporate Statement 2013 – 17.

6.0 IMPLICATIONS

6.1 Legal: none

Finance: none

Personnel: none

Equality and Diversity: The Corporate Statement is a high level, strategic document, so it is difficult to anticipate any negative impact it might have on protected characteristics. The work that will be undertaken to achieve the outcomes will be monitored to identify any negative and/or positive impacts.

Repopulation: The Corporate Statement includes the outcome to tackle depopulation, and therefore sets the direction of travel in developing approaches to stabilise Inverclyde's population.

7.0 Consultations

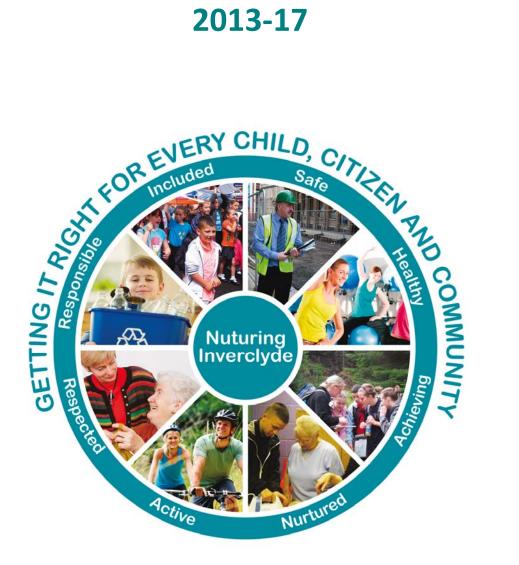
7.1 Elected members were engaged in the development of this document on 17th of October. The Statement was then sent out via the Community Engagement and Capacity Building Network for engagement with communities and Your Voice provided feedback which has been taken into account in the final document.

8.0 List of Background Papers

8.1 Corporate Directorate Improvement Planning Update, Policy and Resources Committee, 18/9/12



Corporate Statement 2013-17



FOREWORD

Welcome to Inverclyde Council's Corporate Statement.

This Statement sets out our Nurturing Inverclyde vision for the Council as a whole and sets out the ways in which we hope to improve the lives of, and deliver better outcomes for, the people of Inverclyde. In striving to deliver this Corporate Statement and by working with our Inverclyde Alliance partners we aim to ensure that we are:

'Getting it right for every Child, Citizen and Community'

In order to achieve this, we aim to build on the excellent progress we made in delivering the key outcomes contained within our Corporate Plan 2007-11. We have proven that the Council can deliver a challenging and often complex improvement programme at a time of financial pressure on a scale which we have not experienced before, whilst at the same time, continuing to deliver a range of high quality services, many of which have been recognised as excellent, or deemed to be a model of good practice, at a national level.

We have engaged at length with our communities and can be confident that the outcomes that we have identified as being of the greatest importance to the citizens' of Inverclyde are the ones that we seek to deliver in this Corporate Statement.

In going forward as a Council, we wish to reinforce our commitment to embedding a culture of improvement at all levels of the organisation in order to deliver Best Value and ensure that our services strive to achieve excellence.

We remain highly ambitious in our plans for the future but we also recognise that many challenges lie ahead in order to realise these ambitions. We are committed to working with our partners and local communities to deliver a stronger, more capable organisation which in turn will help to assist the successful delivery of the Council's desired outcomes for Inverclyde's communities.



John W Mundell Chief Executive



Councillor Stephen McCabe Leader of the Council

CONTEXT

Inverclyde is located in West Central Scotland and is one of the most attractive places in Scotland to live and work. The population of Inverclyde is 81,000 people. With 61 square miles stretching along the south bank of the River Clyde, the area offers spectacular views and scenery, a wide range of sporting and leisure opportunities, a vibrant housing market and well developed transport links to Glasgow and the rest of Scotland.

The main towns of Greenock, Port Glasgow and Gourock sit on the Firth of the Clyde. The towns provide a contrast to the coastal settlements of Inverkip and Wemyss Bay which lie to the South West of the area and the picturesque villages of Kilmacolm and Quarriers Village which are located further inland, and offer a further dimension to the area's diversity, particularly in social, economic and physical terms.

Gourock

Alte

Port Glasgow

Inverkip

Wennyss Bay

Inverciyde

Kilmacolm

Genenck

Area Greenock

Area Greenoc

Inverclyde has an ambitious schools estates programme,

which has delivered, and will continue to deliver, new and refurbished schools which are amongst the best built schools in the country. These schools are not only helping to develop a strong sense of community but have been built with innovation and sustainability at the forefront of design.

Along the waterfront, old industrial sites are being cleared, to attract new businesses and industry, new residential developments are being built, new leisure and retail facilities are being created and new housing is being constructed within existing communities. Our aims for developing the economy of Inverclyde are based on the principles of sustainable growth, innovation and enterprise, resilience and economic opportunity. We will work actively with partners to make a difference, to promote our achievements and to market our area's current and future potential as a vibrant and prosperous place in which to work, live, visit and invest.

Getting it Right for Every Child, Citizen and Community: A Nurturing Inverclyde

Inverclyde Council, in partnership with the Inverclyde Alliance, has taken The Scottish Government's *Getting it right for Every Child*¹ framework a step further and has made a commitment to get it right for every citizen and community. Our focus is on making Inverclyde a place which nurtures all its citizens, ensuring that everyone has the opportunity to have a good quality of life and good mental and physical wellbeing. Nurture is about growth and development both emotionally and economically.

Getting it Right for Every Child, Citizen and Community

¹ Getting it Right for Every Child is a national approach relevant to every child in Scotland and affects every practitioner working in children and family services in the public and voluntary sectors.

There are a number of challenges facing Inverclyde, both currently and for the foreseeable future. Some significant issues include:

- A reducing population
- Economic downturn in local, national and global economies
- Areas with significant levels of deprivation
- Limited economic opportunities
- A growing elderly population
- Reduction in public funding

Addressing the challenges we face in Inverciyde not only requires a dedicated effort from the Council, but from all partner agencies working within the area. We will nurture all our citizens and communities so that there is no poverty of expectation and no poverty of opportunity.

We are using both universal (services for all) and targeted (services for those most in need) approaches to address the needs of all our communities. We aspire to ensure that no matter where someone lives in Inverciyed, they will achieve the best possible outcomes in their lives.

There is a growing focus on early intervention and prevention. If children get the right support from their parents from birth, if the right kind of services are provided to our citizens at the right time in their lives, they are less likely to reach a crisis point where they might require a more intensive intervention to deal with that crisis.

The reduction in funding across the public sector, has impacted on plans to redevelop the area. Limited resources within the public sector means that one agency or organisation alone cannot achieve the necessary impact. Therefore the pooling of resources such as skills, expertise and finances is the most important area for us to focus on if we are to deliver on the changes and improvements needed.

In order to address the many challenges ahead the Council's key projects and programmes will be delivered in partnership and we will seek to both build on existing partnerships and develop new ways of working to deliver an improved quality of life for all our citizens.

This Corporate Statement focuses on providing an overview of the important outcomes that we hope to achieve and what this will mean for you.

GETTING IT RIGHT FOR EVERY CHILD, CITIZEN AND COMMUNITY

The Council has identified a number of key wellbeing indicators that it wishes to 'get right' for you, the citizens of Inverclyde. It is recognised that for you to have a good quality of life you need to be:



Getting it right for every Child, Citizen and Community Wellbeing Indicators

Safe

You are protected from abuse, neglect or harm and supported when at risk. You are enabled to understand and take responsibility for your actions and choices and have access to a safe environment in which to live and learn.

Healthy

You are assisted in achieving high standards of physical and mental health and have equality of access to suitable health care and protection, while being supported and encouraged to make healthy and safe choices.

Achieving

You are supported and guided in lifelong learning and have opportunities for the development of skills and knowledge to gain the highest standards of achievement in educational establishments, work, leisure or the community.

Nurtured

You have a nurturing place to live and learn, and the opportunity to build positive relationships within a supporting and supported community.

Active

You have opportunities to take part in activities and experiences in educational establishments and the community, which contribute to a healthy life, growth and development.

Respected & Responsible

You feel respected and share responsibilities, with the opportunity to be involved in decision making and play an active role in improving your community.

Included

You are supported in overcoming any social, educational, health, employment and economic inequalities and feel valued as part of the community. You will have opportunities to participate and be included within a competitive and thriving local economy, which is a vibrant part of a strong city region, with sustainable communities.

HOW WILL WE GET IT RIGHT?

We hope to influence the delivery of the Wellbeing Outcomes through the delivery of a set of agreed place based and community outcomes as set out in the Single Outcome Agreement (SOA) which all services will contribute towards. *Getting it Right* means that the Council will make every effort to help you maximise your wellbeing as set out above. We will do this mainly through the delivery of the outcomes contained within our Single Outcome Agreement and adopted by the Council.

These outcomes focus on improving Inverclyde as a place as well as strengthening communities. The eight outcomes are:

Promoting Repopulation

Inverclyde's population is stable with a good balance of socio-economic groups.

Successful Communities

Communities are stronger, responsible and more able to identify, articulate and take action on their needs and aspirations to bring about an improvement in the quality of community life.

* Economic Regeneration and Employability

The area's economic regeneration is secured, economic activity in Inverciyde is increased, and skills development enables both those in work and those furthest from the labour market to realise their full potential.

Health Equality and Promotion

The health of local people is improved, combating health inequality and promoting healthy lifestyles.

Tackling Alcohol Misuse

A positive culture change will have taken place in Inverclyde in attitudes to alcohol, resulting in fewer associated health problems, social problems and reduced crime rates.

Best Start in Life

A nurturing Inverclyde gives all our children and young people the best possible start in life.

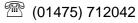
Protecting our Environment

Inverclyde is a place where people want to live now whilst at the same time safeguarding the environment for future generations.

Delivering Excellent Services

Our public services are of high quality, continually improving, efficient and responsive to local people's needs

You can click on each outcome for some examples of what the Council and its partners are doing to deliver that outcome. The detail of how the Council will strive to deliver these outcomes for you is contained within our Corporate Directorate Improvement Plans. These are available on the Council's website or by contacting the Corporate Policy Team:



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corporate.policy@inverclyde.gov.uk

WHAT DOES THIS MEAN FOR ME?

We have asked our communities what they would see as the benefits of the Nurturing Inverclyde approach. We hope that *Getting it Right* will deliver different benefits to the various parts of our communities.

You have said 'to be **Safe** we need':

The environment to be clean, safe and sustainable

Safe

Families to be financially secure

Ongoing economic regeneration to make communities feel safer, stronger and more sustainable

Examples of how our communities will be safer include:

- The Council is making a significant investment in its roads network of £29 million from 2013 to 2018.
- Lighting improvements and the removal of graffiti are simple ways in which Council services make people feel safer in their communities. The Community Wardens are based in communities and have helped in the reduction of anti-social behaviour
- The Mentors in Violence Prevention Programme, which is being piloted by St Stephen's and Port Glasgow High School, encourages young people to take a stand against harassment, abuse and violence. The project also provides our young people with skills that will promote their wellbeing as a citizen in society. The impact of the programme has been so positive that we intend to roll it out to all secondary schools in Inverclyde
- Inverclyde Council is introducing a Parking Strategy in 2014 in order to provide both a safer road network and parking provision that is responsive to public needs
- Inverclyde Council was one of the first local authorities in Scotland to develop a Flood Action Plan
- Trading Standards protects consumers and legitimate traders from unfair trading and unsafe goods. This is done through the enforcement of laws relating to Trading Standards and Consumer Protection and also by offering advice and assistance to consumers and

You have said 'to be **Healthy** we need':

Access to appropriate health care when needed and good support and advice to help make healthy choices

Local employment opportunities to help reduce inequality and deprivation and recognition the positive health benefits being in work brings

Good mental health and wellbeing supported through the delivery of all the wellbeing outcomes

Support for individuals to manage health conditions and opportunities for supported employment

HEALTHY

Healthy, active lifestyles supported by the provision of access to excellent sporting facilities

Communities to work together to promote a healthy attitude to alcohol, tobacco and drugs

Inverclyde Council to be an employer that promotes health and wellbeing through Fair Trade, healthy food and information on healthy lifestyles

Examples of how our communities will be healthier include:

- The adoption of Inverclyde's Nutrition Policy will mean that Council Services and partner organisations are able to support citizens to make healthy food choices
- The Hungry for Success initiative means that schools provide healthy nutrition to all school children, helping them to learn what healthy food is and to get well balanced meals at school
- The School Health and Alcohol Harm Reduction Project is being implemented by Inverclyde Council to tackle the significant problem of alcohol misuse that is prevalent in the area
- The Healthier Inverclyde Project provides alcohol prevention, education and direct intervention both to individuals and communities in Inverclyde
- The introduction of Books on Prescription, available in Inverclyde's Libraries, provides support to those suffering from mild to moderate mental health problems
- The Council was the first Council in Scotland to be awarded the Healthy Working Lives
 Award (Gold) and the Mental Health Award. To maintain these awards we continue to hold
 training sessions and run events.

You have said 'to be Achieving we need':

Young children to have access to high quality preschool education Excellent education opportunities to be available for all, from early years through to further and higher education

Appropriate advice on how to get a job, access training and start and promote a new business

Educational opportunities which are appropriately focussed on employment and employability

Access to community
learning and development
to promote inclusiveness,
continuous lifelong
learning, community
participation,
empowerment, and family
support

ACHIEVING

Opportunities for work experience to support career development

Access to appropriate opportunities for vulnerable citizens in employment, training and education

Opportunities
for young
people who are
seeking work
and have been
unemployed for
a long period of
time

Job and training opportunities that will develop our skills and experience which meet the requirements of the job market

Targeted apprenticeships and training opportunities for local residents

Example of how our communities will be achieving include:

- Opportunities and participation rates in education and learning will be maximised to increase the level of skills and qualifications
- We will work with partners to deliver a range of services which contribute to the Inverclyde Employability Pipeline
- Once completed, our Schools Estate Programme means that every pupil in Inverclyde will be educated in either a new or refurbished state of the art school
- Our educational attainment levels continue to improve and continue to outperform our comparator authorities
- The further development of learning and personal development programmes for young people which helps our school leavers to develop the essential skills and self confidence required to enter the workplace
- Young people aged 14 24 in Inverciyde have the opportunity to take part in the Duke
 of Edinburgh Award scheme which can mean them helping people in their community,
 developing skills, going on an expedition and taking part in a residential activity. A
 number of young people have achieved gold award level
- The weekly 'drop-in' literacy service which gives the local community the opportunity to receive short term and immediate support to enhance reading, writing or numeracy skills
- All Inverclyde libraries offer free Wi-Fi, providing the local community with internet access via a laptop, smartphone, tablet computer or other Wi-Fi enabled device. Adult learning classes are also on offer to provide advice on how to use a laptop or tablet
- We will continue to support our young people into positive destinations after school, building on the 94.8% of young people in 2011/12 progressing into further and higher education, employment and training.

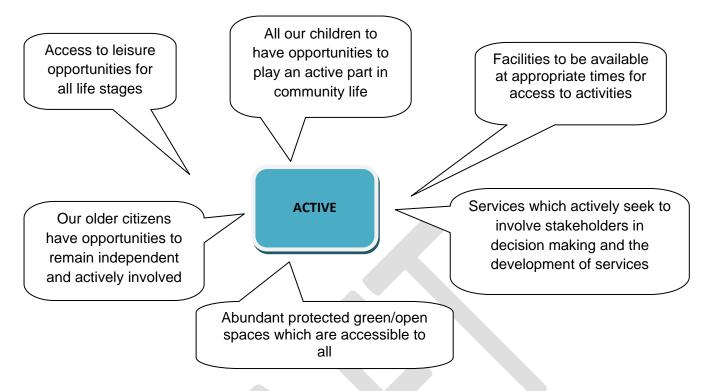
You have said 'to be Nurtured we need':

Access to appropriate Parents who have Support available for training and skills the right skills and those most vulnerable development knowledge to provide e.g. children with opportunities for those their children with the additional support who have difficulty best start in life needs, adults with entering the labour learning difficulties market Local businesses to be Access to nurtured with support affordable available for employers to childcare to develop their businesses support people to including developing access and management skills and sustain **NURTURED** how to be a good employment employer Our environment to Young people to be nurtured to be nurtured through pursue training and employment promotion of opportunities and learn the skills recycling, low energy necessary for the transition to use and low carbon the world of work output

Examples of how our communities will be **nurtured** include:

- The Council is increasing the pace of the comprehensive refurbishment of our primary schools
- The refurbished and extended Children's Centre in Gourock provides nursery provision and out of school care for children from 3 to 12 years, as well as offering a range of activities including a number of groups and classes, parenting support, community events and children's learning experiences
- The refurbished Mearns Centre is a joint education and social work facility providing education for young people with Additional Support Needs from P5 to S6, which works in close partnership with mainstream schools to support young people. The number of places available to young people has been doubled from 12 to 24 to provide flexibility to meet the broad range of learning needs within Inverclyde, and it now also offers an outreach service
- The Kylemore Children's Unit is a new £1.4million Children's Unit that provides more homely accommodation for smaller groups of young people to provide a more nurturing environment
- Our Re-ablement Service has been created to provide older people, or people with disabilities, the confidence to manage as many daily living tasks as possible on their own and ensure that they remain as independent as possible for as long as possible
- The Employer Engagement Programme and Business Gateway both seek to nurture local businesses
- Inverclyde Council is working to reduce its carbon footprint and has developed a Carbon Management Plan to help deliver its commitments to reducing energy use
- The Council is investing in new community facilities in Woodhall, Broomhill, Inverkip and Gibshill.

You have said 'to be Active we need':



Examples of how our communities will be more active include:

- Encourage Invercied residents to be mentally active by participating in education and learning to increase their level of skills and qualifications
- An Active Living Strategy is being finalised to encourage more people within Inverclyde to become physically active and improve their long term health and wellbeing
- Summer Holiday activity programmes take place throughout the school holidays and include a wide range of activities on offer for children and young people from athletics, dance, football, ice skating, rugby, swimming, tennis and much more. These activities ensure that children and young people keep active over the holidays
- New play parks and multi use games areas have been created across the authority as well as the development of all weather pitches, boosting the facilities which citizens can make use of to increase their activity levels
- The promotion of physical activity within our schools so that all our children receive at least two hours of physical education per week.
- The promotion of outdoor access for the whole community through the implementation of our Core Paths Plan
- Major capital investment has been made in developing leisure facilities and to continue to offer subsidised use of pitches to under 16s
- The Council subsidises swimming for people under 16 and over 60 years of age.

You have said 'to be **Respected** we need':

Children to be supported to develop their talents and abilities

Citizens to be able to influence decisions that affect them

Inverclyde Council employees to have the opportunity to make a worthwhile contribution to service development and delivery

Communities to be able to influence the development of, and ultimately deliver or manage, services

Social and economic regeneration, which gives residents a sense of belonging and respect for their community

RESPECTED

Vulnerable citizens to have the option to remain independent and live in their own homes for as long as reasonably possible

Older people to be consulted on decision making processes relating to how their needs are met

Inverclyde to be respected and recognised as an area where people want to live, work and enjoy the leisure opportunities available

Older people's life skills and experiences to be valued, used and shared in building better communities Older people to have positive engagement with young people, where mutual respect is achieved Examples of how our communities will be respected include:

- A £1million investment programme to retain and attract residents and to promote Inverclyde
- A number of our schools have achieved UNICEFs Rights Respecting Schools Award. We aim to build our children's self esteem by instilling in them the values that all children matter and that they are entitled to the same rights from birth. Children and young people also learn that their rights and responsibilities apply everywhere, at all times, not just in school. This promotes acceptance of diversity and rights respecting behaviour and the achievement of a rights respecting community. Inverclyde have achieved a number of firsts in Scotland in implementing the RRSA. St Columba's High School was the first secondary in Scotland to have achieved Level 1 status and Glenburn School, an additional support needs (ASN) school for primary and secondary aged pupils, was the first to have achieved Advanced Level 2 status.
- Inverclyde Community Health and Care Partnership has agreed an Older People's Strategy to address the expected sharp rise in the population of older people in the area. The intention of the strategy is to ensure that older people feel valued and respected as part of their community and be able to live a full and active life in safe and secure surroundings. Increasingly we find older people want to remain independent, to have freedom of choice and to retain control over how they live their lives. This strategy sets out how this can be achieved and spells out our commitment to older people and how we can support them
- The Wider Opportunities for Older People in Inverclyde (WOOPI) provides a range of
 opportunities for older people to take part in a variety of activities, and also strengthen
 intergenerational connections and mutual understanding between younger and older
 people. Older people share their experiences and traditional skills such as fishing and
 knitting, while younger people help the older generation to learn about new technology
 such as computers and mobile phones
- The Invercive Alliance, with the Council leading the outcome to promote the repopulation of Invercive, has an action plan to showcase the positive attributes of Invercive, developing the reputation of the area as a place of choice to live.

You have said 'to be **Responsible** we need':

Young people who respect each other and other citizens within their communities

Empowered citizens who take an active role in their communities, taking action to look after their community

Citizens to be responsible for their environment, keeping it clean and litter free

Citizens to make healthy lifestyle choices

A Council which seeks to continuously improve to ensure optimum use of resources to ensure Best Value **RESPONSIBLE**

Local employers to be encouraged to develop their corporate social responsibilities

Jobseekers to be encouraged to take responsibility for seeking out employment and training opportunities.

Examples of how our communities will be responsible include:

- The Inverciyde Third Sector Interface represents a wide variety of voluntary sector organisations who involve people from local communities in delivering services locally. The Forum feeds into the Community Planning Partnership, and helps to make links between organisations like the Council to identify where voluntary and community groups can be more involved in service development and delivery.
- Initiatives like Community Clean Ups involve local people in caring for their environment, using equipment provided by the Council and Keep Scotland Beautiful.
- The continued expansion of our recycling service to further improve the amount of
 waste that is recycled and reduce the amount of waste that we send to landfill,
 reducing the costs of using landfill. An increase in the levels of waste recycled
 demonstrates that citizens are more aware of their role in helping to protect the
 environment, and are taking responsibility to do so.

You have said 'to be **Included** we need':

Effective employer engagement and the All our citizens to have opportunities to be involved maximisation of in activities which interest employment A focus on keeping opportunities for local them young people included residents to promote within education whilst social inclusion in the trying to reduce local labour market exclusions Inverclyde Council to be family Businesses to be friendly employer encouraged to become **INCLUDED** more competitive Vulnerable citizens to remain engaged and not isolated The Council to work with local businesses and the voluntary sector to deliver Inverclyde to be a dementia services, giving access to friendly area procurement opportunities The Council to Affordable and support Affordable housing accessible transport to Financial to be available be available Inclusion, which meets our particularly in needs anticipation of the projected impacts of Welfare Reform

Examples of how our communities will be included are:

- Inverclyde Council will work with partners to deliver services across Inverclyde that will reduce benefits dependency and individual barriers to participation in the labour market
- Education services have reviewed and reconfigured the Additional Support Needs service to provide better, more effective support for those young people who are at risk of exclusion
- Inverclyde Council is working to ensure that where possible, all young people will
 be able to live and learn in Inverclyde and we have reduced the number of
 children and young people who are educated or looked after outwith the area
- Inverclyde Council has made a committment for Inverclyde to be a dementia friendly area, recognising that with a growing older population there will be more people affected by dementia and support needs to be in place to meet future demand for services
- Inverclyde's Carers Strategy provides a commitment to recognise, value and support the work of carers in the area
- The Council will work with the business community and partners to develop effective employment and employability mechanisims and programmes to maximise opportunities for individuals and businesses.

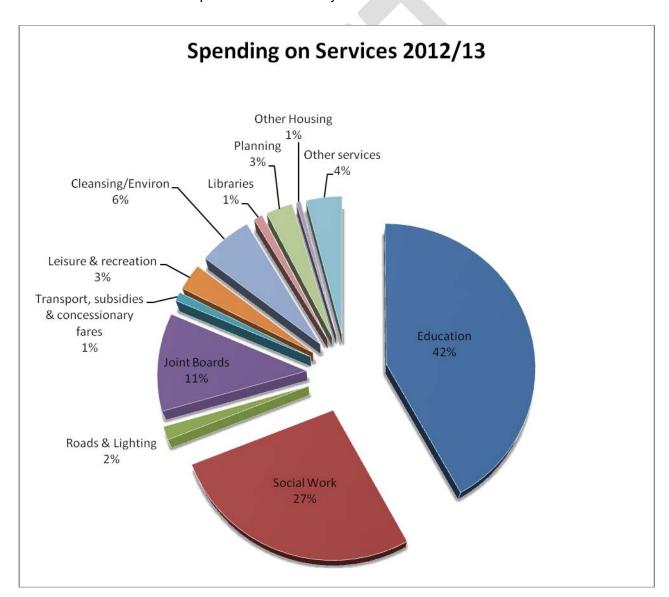
Inverclyde Council will work to continuously improve its service delivery through ongoing, robust self evaluation, which includes listening to the views of communities, to ensure that we are getting it right for those who engage with services. We will assess ourselves against each of the wellbeing outcomes to ensure we remain focussed on getting the best outcomes for all our children, citizens and communities.

HOW OUR MONEY IS SPENT

Getting it Right requires directing our resources to the right services. The Council faces unprecedented financial challenges in the coming years due to the significant cuts in public sector expenditure which have been implemented as part of an overall strategy to reduce the UK budget deficit.

The impact of this locally is that the Council faces a reduction in its budget of £15 million over the period 2013/16, effectively an 8% cut, whilst demand for services, such as social care, will continue to rise.

The Council is well aware of the scale of the financial challenges that it faces and has, through the Financial Strategy, established a policy framework for resource allocation over the medium term and also up to 2016/17 and beyond.



This document can be made available in other languages, large print, and audio format upon request.

Arabic

هذه الوثيقة متاحة أيضا بلغات أخرى والأحرف الطباعية الكبيرة وبطريقة سمعية عند الطلب. Cantonese

本文件也可應要求,製作成其他語文或特大字體版本,也可製作成錄音帶。

Gaelic

Tha an sgrìobhainn seo cuideachd ri fhaotainn ann an cànanan eile, clò nas motha agus air teip ma tha sibh ga iarraidh.

Hindi

अनुरोध पर यह दस्तावेज़ अन्य भाषाओं में, बड़े अक्षरों की छपाई और सुनने वाले माध्यम पर भी उपलब्ध है

Mandarin

本文件也可应要求、制作成其它语文或特大字体版本、也可制作成录音带。

Polish

Dokument ten jest na życzenie udostępniany także w innych wersjach językowych, w dużym druku lub w formacie audio.

Punjabi,

ਇਹ ਦਸਤਾਵੇਜ਼ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ, ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ ਅਤੇ ਆਡੀਓ ਟੇਪ 'ਤੇ ਰਿਕਰਾਡ ਹੋਇਆ ਵੀ ਮੰਗ ਕੇ ਲਿਆ ਜਾ ਸਕਦਾ ਹੈ।

Urdu

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