



East Dunbartonshire Community Planning Partnership

Single Outcome Agreement 2013-2016

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Foreword

As Leader of East Dunbartonshire Council and Chair of the Community Planning Partnership Board, I am delighted to present our new Single Outcome Agreement for 2013-16. It sets out the outcomes, which will be delivered for our people and communities by the Council and partners working together to achieve a better East Dunbartonshire.

We have a strong tradition of effective partnership working in East Dunbartonshire which has delivered successful outcomes for the area. Our people are healthier and safer; our older people are supported through high standards of care whilst our rate of educational achievement continues to be one of the highest in Scotland.

However, there are still many challenges to address. The economic downturn has impacted considerably both on our local communities and on the services we and our partners deliver. In an era of continuous financial constraint across the public sector it is important that we target our resources more effectively to address the inequalities between our most and least deprived communities.

Since our last Single Outcome Agreement, we have undertaken a rigorous analysis of local needs and engaged widely across all our communities. We can now more clearly identify the specific issues which impact on people and communities across East Dunbartonshire. This helps us plan what we want to achieve over the next decade and detail how we will know we are getting there.

This activity has enabled us to strengthen the focus on prevention and support those less advantaged. These principles have underpinned the development of our work in Hillhead, Kirkintilloch where community planning partners are working together with local people to target interventions and design services aimed at regenerating the area.

As referenced in the Single Outcome Agreement, it is our intention to implement this good practice in other disadvantaged areas so that we have stronger communities across East Dunbartonshire.

Whilst initial Census data indicates that we are gradually arresting our decline in population, projections suggest that it will be increasingly ageing with the number of children and young people continuing to fall. This Single Outcome Agreement sets out how we will respond to the needs of our older population. It also provides an enhanced focus on supporting our young people in accessing training and jobs and identifies how we will build on the regeneration work already undertaken to support economic recovery and help sustain attractive town centres and communities.

This Single Outcome Agreement has been agreed for implementation with the Scottish Government. It sets out what the Council and partners want to achieve for the next three years and in the longer term. We will undertake regular reviews of progress and report this through our Public Performance Report which will be published later this year.

Councillor Rhondda Geekie
Chair, East Dunbartonshire Community Planning Partnership
Leader, East Dunbartonshire Council

Understanding Our Place

What strategic conclusions can we draw from the evidence (Appendix 1)?

East Dunbartonshire has been recognised as one of the best areas to live in Scotland based on people's health, life expectancy, employment and school performance¹. Economic activity and employment rates are high and the level of crime is significantly below the Scottish average. Despite this, inequalities exist across the authority and there are pockets of deprivation where the quality of life falls well below the national average.

The analysis of local data and the outcomes from workshops held with our Community Planning Partners confirmed this continuing gap in equalities between our most and least deprived communities. Over the coming years there needs to be a strong focus on reducing inequality and disadvantage across East Dunbartonshire.

East Dunbartonshire has eight datazones which fall into the top 25% most deprived in Scotland; these datazones are located in Hillhead, Lennoxton, Auchinairn and Milngavie (Keystone / Dougalston).

The most deprived area in East Dunbartonshire remains Hillhead, certain parts of which are among the 5% most deprived areas in Scotland according to the Scottish Index of Multiple Deprivation 2012 (SIMD). Twenty-eight percent of the population of Hillhead are classed as income deprived compared to 7% of the population across East Dunbartonshire as a whole and in certain areas of Hillhead close to 40% of the population are classed as income deprived.

Inequalities are also apparent when comparing dependence on out of work benefits or child tax credit. In Hillhead 72.1% of the population are dependent on these benefits, 51.1% in Auchinairn and 50% in Lennoxton compared to 15.5% in Lenzie South and 30.8% of East Dunbartonshire as a whole.

There is recognition among Community Planning Partners that these challenges are complex. A continued commitment to partnership working, making effective use of our resources and engaging our communities in the design and delivery of services will be essential to address these challenges and deliver services for our communities.

Economic Growth and Recovery

One of the main challenges in East Dunbartonshire is economic growth and recovery. Although employment and economic activity rates are high the East Dunbartonshire workforce is heavily reliant on the wider economy of surrounding areas. There is consensus that more needs to be done to encourage economic development within East Dunbartonshire in order to decrease the reliance on the surrounding economy for employment opportunities. Attracting inward investment by making accessible and attractive business locations and premises available in the area would go some way to address this situation and ensure more local jobs are available for residents.

¹ 2012 Bank of Scotland Annual Quality of Life Survey

There is also potential to promote industry/sector specialisms in East Dunbartonshire that suits the skills of the workforce. There needs to be focus on promoting further specific emerging sectors, such as tourism, as well as the potential to build capacity, allowing small and medium enterprise to expand.

As with many areas, our local town centres require investment and need to develop alternative functions, away from traditional retail patterns. There is potential to encourage small independent business to look at e-commerce and other non traditional retail opportunities in town centre locations.

There is consensus that further work needs to be done to encourage economic growth ensuring East Dunbartonshire has an expanding economy with a competitive and diverse business and retail base.

Employment

East Dunbartonshire has higher levels of employment than the Scottish average with 79.1% of the working age population classed as economically active, higher than the Scottish average of 77.1%.

There are however specific areas within East Dunbartonshire where unemployment is higher than the national average. In the Hillhead area of Kirkintilloch 21% of people are classed as employment deprived compared to the East Dunbartonshire average of 8% and the Scottish average of 12%. There needs to be a continued focus on equipping people with the knowledge, skills and training to progress to employment

Despite having a higher than average number of school leavers entering positive destinations, there remains barriers for some younger people entering the job market. There is a need to work with local employers to encourage opportunities for work experience.

The reduction in the working age population of East Dunbartonshire is also a long term issue for consideration, as are increasing budgetary pressures on the public sector who remain the largest employer in the area.

Early Years

Although the child population is predicted to fall over the coming years the last five years has seen a steady rise in the number of vulnerable children due to abuse, neglect, family breakdown, as well as risk taking and offending behaviour by the child / young person. Therefore it is vital that vulnerable children can access the services and support they need.

Recent child poverty estimates at Ward level identifies 23% children are estimated to live in poverty in Ward 8. This is over twice as many as the East Dunbartonshire average of 10% and almost 5 times that of the Bearsden North and South Ward averages of 5%.

The Early Years Collaborative identifies the need to build the capacity of core services that children and families come into contact with on a regular basis. Universal services for early years need to be equipped to identify needs and risks and be able to then deliver a service that meets the different needs identified within mainstream services as far as possible. There will undoubtedly still be a role for more specialised services. This does not mean solely public sector solutions and new and

innovative models of collaboration will be required to ensure our children and young people are safe, healthy and ready to learn.

Safer and Stronger Communities

Crime rates in East Dunbartonshire are generally low; however there are some areas where the crime rate remains much higher than the national average. According to the SIMD 2012, one area within Lennoxton Main Street is in the 5% most deprived in Scotland for incidences of crime per 10,000 of the population. However, current Police data reflects a substantial reduction in crime in this particular area to the extent that it is now below the Strathclyde average. This highlights that there is a clear need to target resources in these areas to ensure East Dunbartonshire remains a safe and sustainable environment in which to live, work and visit.

There are also a wide range of issues such as road traffic and home accidents, fire safety, dog fouling, underage drinking and antisocial behavior which remain visible areas for concern amongst residents of East Dunbartonshire. The Community Safety Partnership will place a strong focus on preventative measures in these areas.

Health Inequalities

Compared with the rest of Scotland, people living in East Dunbartonshire are relatively healthy. Life expectancy rates are high, people take part in sports, fewer smoke and breast feeding rates are higher than the Scottish average. However, good health is not distributed evenly across the area with health inequalities apparent in the most deprived areas.

East Dunbartonshire has the highest life expectancy in Scotland for men (79.4 years). However there is a 10 year gap of life expectancy with men living in the Westerton area living an average of 82.9 years compared to men in Hillhead living 72.7 years.

Therefore it will be essential to target resources in these areas of poor health as well as maintaining and improving the relatively high levels of good health that exist in the area, ensuring health inequalities are reduced and people and communities enjoy increased physical and mental wellbeing.

Outcomes for Older People

East Dunbartonshire's population is projected to decrease over the next 25 years; however the number of older people is predicted to rise significantly. The average age on admission to a care home in East Dunbartonshire is the highest in Scotland at 83 years of age, suggesting that older people in East Dunbartonshire are only going into care homes when they can no longer be supported at home. There is a requirement to identify housing and support options that enable older people to maintain independence (in line with national policy objectives) and are supported to enjoy a high quality of life.

Given the high levels of outright home ownership in East Dunbartonshire it is likely that the current and emerging older population may have property equity that could facilitate a move to more appropriate or sustainable house types if the right products were available or developed in the private housing market. The projected and substantial growth in the 85+ population could suggest the requirement for and potentially justify the development of more intense forms of supported or progressive care housing in the area.

Our Vision and Local Outcomes

Through the implementation of the Single Outcome Agreement (SOA), we are determined to achieve our vision for East Dunbartonshire, which is

- Working together to achieve the best with the people of East Dunbartonshire

We will work to achieve this vision through our local outcomes which we have agreed through the analysis of our community profile and feedback from local people and communities. Our strategic direction and long term priority is to reduce inequality between our most and least deprived communities.

Our long-term (5 to 10 year) outcomes are:

- We have reduced inequality and disadvantage across East Dunbartonshire
- Our communities are more engaged in the design and delivery of services

We will work towards the achievement of these long term outcomes seeking to implement the following 3-year outcomes:

- East Dunbartonshire has an expanding economy with a competitive and diverse business and retail base
- Our people are equipped with knowledge, skills and training to enable them to progress to employment
- Our children and young people are safe, healthy and ready to learn
- East Dunbartonshire is a safe and sustainable environment in which to live, work and visit
- Our people and communities enjoy increased physical and mental wellbeing and health inequalities are reduced
- Our older population are supported to enjoy a high quality of life and our more vulnerable citizens, their families and carers benefit from effective care and support services

Progress towards achieving these outcomes will be measured through a range of high level performance indicators. Further detailed performance measures across all outcomes will be incorporated within the Business and Improvement Plans for each Council Directorate.

The evidence provided in the previous section of this SOA identifies a clear line of sight between our outcomes and the Scottish Governments national outcomes and policy priorities.

How We Get There - Strategic Improvement Principles

In a period of continuous resource constraint, the Council and partners need to make the most effective use of available resources to deliver these long-term improvements and reduce the disadvantage which exists in several of our communities. In order to support the implementation of change, the Community Planning Partnership has agreed the following strategic improvement principles to underpin the strategic direction being undertaken and set the tone for the step-change in partnership working that needs to take place to support outcome delivery.

For each of these principles, we have identified the work which has already been carried out and set out the strategic improvement actions which will be undertaken by the Partnership to support the achievement of the long-term outcomes.

The Community Planning Partnership is currently undertaking a self evaluation of its performance in relation to the recommendations made by Audit Scotland in its report, *Improving Community Planning in Scotland*. The improvement activity identified through self evaluation together with work relevant to the underpinning principles is being consolidated through a Partnership Development Programme which will support the implementation of the Single Outcome Agreement and be submitted for approval by the Community Planning Partnership and Council in September 2013.

Prevention

Through our Strategic Planning and Resource Framework, the Council and community planning partners recognise that prevention is a core driver for the achievement of change and improvement in East Dunbartonshire. We have a clear understanding of the needs of our local communities and resources are being targeted where inequalities are most acute in order that the life circumstances of local people will be improved and future demand for services will be reduced.

The new Council organisational planning arrangements approved in February 2013 are geared to supporting a more integrated approach to delivery as well as maximising the level of resources deployed to early intervention and prevention. However, we need to build on the good practice being implemented through the 'place' work in Hillhead to ensure partners' resources are targeted more effectively to address disadvantage.

What we have done so far
1. Asset rationalisation programme releases savings for spend to save investment
2. Capital Investment Programme supports the consolidation of local public service delivery through the development of five Community Hubs
3. Capital Investment Programme supports the enhanced focus on prevention and the implementation of integrated local public service delivery through the provision of a new community resource for local integrated public service delivery in Hillhead
4. New organisational planning arrangements underpinned by principles geared to support the coherent deployment of resources to prevention
5. Implementation of integrated local public service delivery in local 'place' pilot aimed at reducing inequalities

What we still need to do
1. Target partnership resources more effectively to address the factors which underpin deprivation in our disadvantaged communities through widespread stakeholder engagement and detailed analysis of the Scottish Index of Multiple Deprivation data
2. Roll out good practice principles from local 'place' pilot for implementation in other areas where disadvantage currently exists

Community Engagement

The Council and community planning partners engage extensively with local people to identify strategic priorities and options for future public service delivery in order to inform the development of the Single Outcome Agreement and budgetary strategy. However, there is a need to undertake more integrated engagement across the partnership to identify local needs and service priorities and ensure a coherent schedule for implementation.

Through the development of the 'place' activity in Hillhead, substantial work has been undertaken to strengthen the capacity and resilience of the local community and involve them closely in the design of local public services. There is a need to identify ways in which the good practice developed through this activity can be used to engage with community groups and local people in other disadvantaged areas to reduce inequalities.

What we have done so far
1. Stakeholder Engagement Programme undertaken during 2010-12 comprised widespread engagement with local people and communities over local priorities and options for future public service delivery
2. Widespread engagement undertaken with community groups and voluntary sector organisations through the Hillhead 'place' work which commenced in March 2011 to involve local people in the design of integrated public service delivery

What we still need to do
1. Review the engagement activity undertaken through the Hillhead 'place' work to identify the elements of good practice which can underpin engagement activity in other disadvantaged areas
2. Develop and implement a Partnership Engagement Strategy which sets out core criteria for engagement with local communities across East Dunbartonshire and provides a three year schedule of activity

Workforce Development/Leadership

The Council and community planning partners provide effective leadership for our people and communities with national scrutiny reports identifying that Elected Member and managerial leadership is strong. Through the Leadership Development Forum, there is an opportunity to build on these strengths and expand the Forum to include community planning partners, further enhancing the skills and capabilities of managers and employees.

The new Council organisational arrangements recognises that approaches to prevention and reducing inequalities can be more coherently implemented through

the consolidation of strategy and front line engagement within a unified service. Such an approach will ensure that key employees will have the knowledge as well as the skills to engage effectively with local communities and partners.

What we have done so far
1. Revised organisational arrangements to consolidate the capacity to undertake targeted community engagement and reduce disadvantage
2. Undertaken joint training with partner organisations to support a more integrated approach to local public service delivery

What we still need to do
1. Integrate workforce planning arrangements with partners to align available resource capacity
2. Expand the Leadership Forum to include managers from partner organisations to strengthen the capacity for outcome delivery

Managing Performance

In an era of continuous resource constraint across the public sector, it is critical that that the Partnership is able to identify the impact of targeted resources across our communities. Given the strategic prioritisation of reducing disadvantage coupled with a comprehensive understanding of demographic and needs data, future performance arrangements need to evidence change and improvement across these targeted communities.

In areas such as Hillhead the performance focus will be on health inequalities, crime and income issues which local and national data identify as the primary local contributors to disadvantage. However, the performance focus would be different in the Keystone area of Milngavie where employability and income issues have the main impact.

The revised performance management framework will build on the substantial work already undertaken to consolidate performance management and reporting arrangements across the partnership to enhance transparency and strengthen scrutiny.

What we have done so far
1. Arrangements for performance management and reporting for partnership working consolidated through the Council's Business planning framework
2. Quarterly review of progress on SOA implementation submitted to the Community Planning Executive Group with six monthly reports scrutinised by Partnership Board

What we still need to do
1. Revised performance management arrangements incorporate focus on the impact of targeting resources across disadvantaged communities
2. Enhanced scrutiny of partnership performance through the work of the Community Planning Partnership Board and Scrutiny Panels

Reducing Disadvantage and Inequality – Targeting Resources

The East Dunbartonshire Community Planning Partnership Approach to Place and Prevention (through ‘local’ Public Service Reform)

The Scottish Government, in its response to the Christie Commission (Renewing Scotland’s Public Services: Priorities for Reform in Response to the Christie Commission), identified prevention and greater integration of public services as two core elements of its public service reform agenda.

The development of the ‘place’ approach, led by East Dunbartonshire Council and the Community Planning Partnership (CPP), mirrors the approach being adopted by the Scottish Government.

The Partnership approach is to identify proposals for greater integration of public services at a local level. It is informed by local people to provide solutions as to how we reduce inequalities and disadvantage across, whilst also improving outcomes for **all** people and communities in East Dunbartonshire.

This methodology represents a particular way of working with communities. The intention is to move away from traditional service provision and tackle local issues with tailored local solutions. Making local people central to the process ensures solutions are tailored from a ‘community’ perspective. What works in one area may not be a solution elsewhere but the lessons learnt during our initial work will assist when we begin expanding this method elsewhere in East Dunbartonshire.

Ways to engage the community, support existing services and build on local assets have been assessed and refined in the past six months and we anticipate that other East Dunbartonshire areas will reap the benefit of this experience in the future.

We understand that our local communities are not the same; as a result we are working differently to make local people and their individual concerns central to our strategy. It is about closing the gaps in our community, assisting where we are needed most and creating resilient environments in which everyone can thrive.

In 2011, the Partnership approved the development of a pilot in the Hillhead area of Kirkintilloch. According to the 2012 Scottish Index of Multiple Deprivation, Hillhead is the most deprived locality in East Dunbartonshire, with two datazones in the 5% most deprived in Scotland. Five of the eight most deprived datazones in East Dunbartonshire form one cluster around the Hillhead area.

A considerable volume of information was generated to inform the work of the Council and its partners in relation to the level of partner service activity within Hillhead, along with consultation findings and key demographic information to provide a baseline in relation to employment, health and other factors. In addition, a full-day workshop was held with all Partners in March 2011.

All partners recognised that too often in the past, community planning partners have engaged in short-term ‘project-itis’, without giving due consideration to how we can work better together and provide sustainable solutions that the community can trust and participate in.

Examples of the proposals developed by the groups are summarised below:

- Family centre - We are working directly with the local school, nursery and families to better understand local need and priorities. By engaging people in this proactive way through a variety of services we believe we can prevent greater need and crisis events in the future. This type of work increases self-sufficiency and independence while building trustworthy relationships for those who would benefit from additional support
- Community safety - Shared agency information assists in focusing our community safety strategy. Intelligence led targeting helps build positive relationships and prevents the escalation of anti-social behaviour into potentially criminal activity. Early, informed interactions result in a community which feels safer and trusts in its police force and community safety partners to maintain a safe community
- Employability - Through closer partner agency working we are reducing the potential 'gaps' in education and employment services. This work provides a clear pathway for those who require it preventing people becoming disengaged in the future. In turn increased skills build personal confidence and ultimately community resilience.

Central to the development of the work in Hillhead has been the involvement of the local Community Forum. At the outset the CPP acknowledged that success will only be achieved if we engage residents in the dialogue about services and issues in their area. This has led to involving communities in the design and delivery of services being at the heart of this SOA (as articulated through one of our ten-year outcomes). The local Forum now has 'community champions' on both the Family Centre and Employability work streams. They have also been heavily involved in the development of the new Community Centre and will continue to be in the emerging community safety work.

The Partnership now needs to ensure that communities across the area have the capacity at a local level to participate in the process. This reform of local services will be replicated across the authority with a specific focus on areas of deprivation to achieve our local outcomes. This includes learning lessons from this pilot as we develop the approach, including:

- Good initiatives build on existing successful relationships. 'Familiar faces' are key to building relationships and trust over time. A continuous presence increases the likelihood of people returning and participating in activity or asking for support.
- Those who most 'need' a service are not always the people we, as professionals, may identify. Having universal as well as targeted offerings enables people to self-refer and attend services early avoiding potential future crises.
- Staff buy-in and understanding of initiatives should not be limited to those directly involved in the programme. Activity should not be overly dependent on an individual and if staffing changes are likely appropriate transition periods should be in place.
- Roll-out is only possible if success can be evidenced using relevant and robust performance indicators at a local level to inform wider SOA outcomes

- Understand causal relationships between the activity, spending, performance measure and outcome.

Moreover this way of working demonstrates a decisive shift by the Partnership towards prevention. It highlights the benefits of collaborative working at a local level and the importance of involving the community in the design and delivery of services. Within East Dunbartonshire, the main community planning partner organisations have a combined 'local' budget of around £392 million (**see Appendix 2**).

The approach described above also places great importance on ensuring that we understand local need, and that our preventative measures cannot be universal across the area. A simple way to illustrate this point is to look at the areas within East Dunbartonshire that are in the 25% most deprived in the area (see below).

This simple table tells us that the order of the 3 lowest ranking domains are different, i.e. health is the lowest ranking domain for Hillhead, whilst crime is the lowest ranking domain in Lennoxton. **However, to be clear, we are referring to particular datazones within these areas and not referring to these areas as a whole.** This is a very crude analysis of the SIMD data, but it does make the point that we need to focus on local solutions and not assume that a 'one size fits all' approach will be sufficient.

Three Lowest Ranking Domains in the 25% most deprived SIMD areas

Domain	Hillhead ²	Lennoxton (Main Street Datazone only) ³	Auchinairn	Keystone & Dougalston
Crime	2	1	2	
Income	3	3	1	2
Employment			3	1
Education				
Access				
Housing				
Health	1	2		3

² An average has been taken from the cluster of 5 most deprived datazones in the Hillhead area for the calculation of these priority areas. All other areas only have 1 datazone in 25% Most Deprived

³ However, current Police data reflects a substantial reduction in crime in this particular area to the extent that it is now below the Strathclyde average

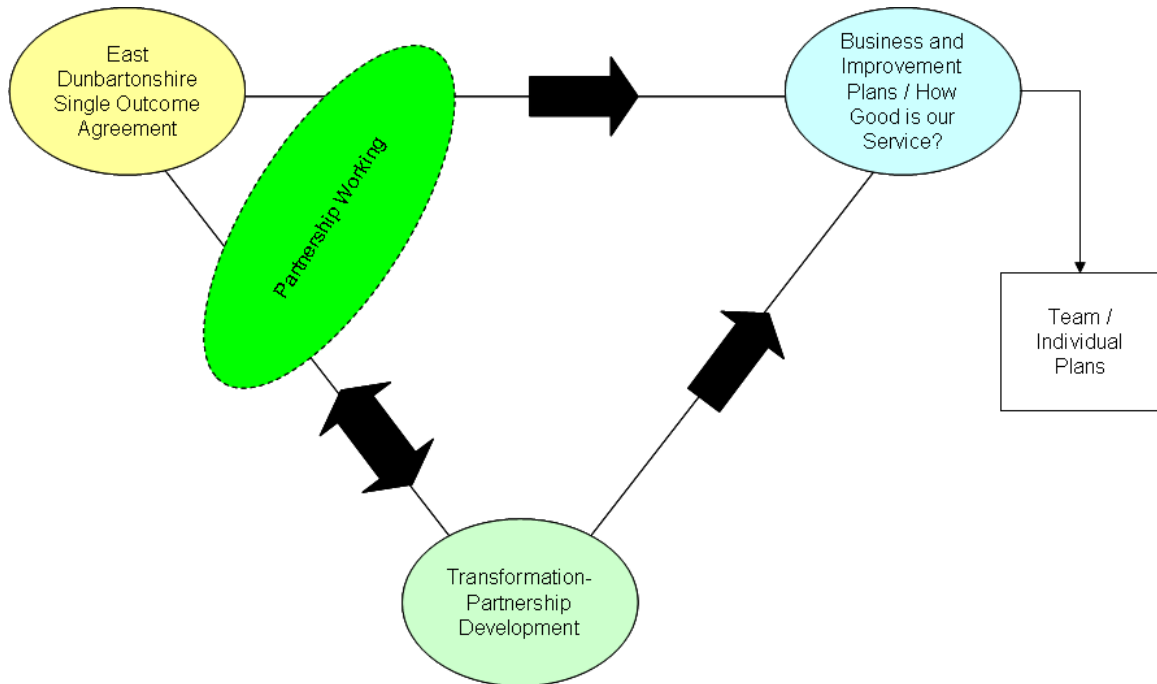
Governance

Based on feedback from Elected Members and the Community Planning Partnership Board at the stakeholder workshops held in January and February 2013, there was a widespread view that governance arrangements need to be updated to reflect the guidance from COSLA and the Scottish Government. The subsequent Audit Scotland report published in March 2013, also stressed the need for enhanced governance arrangements for Community Planning Partnerships.

As agreed by the Community Planning Partnership Board in March 2013, revised governance arrangements clarifying the remit of the Community Planning Partnership Board and the Executive Group together with the roles and responsibilities for Elected Members and other Board members will be submitted to the meeting of the Partnership Board in September 2013.

Furthermore, effective performance management and reporting is central to ensuring that we know we are making progress. With this in mind, we have nominated lead officers for each of the local outcomes. The outcomes in the SOA are underpinned by a series of indicators which require to be tracked with performance reported by the lead officer to the Community Planning Partnership Board on a six monthly basis and quarterly to the relevant Strategic Committee (and associated Scrutiny Panel). To support this process, the diagram below sets out how the SOA will be delivered through the Council's Business and Improvement Plans.

Diagram 1: East Dunbartonshire Council Strategic Planning and Improvement Framework



Equalities

East Dunbartonshire has a diverse community, with 3.1% (3,350) of the population regarding themselves as being from a Black / Minority Ethnic Community (BME) according to figures from the 2001 Census (2011 Census figures not currently available). The Indian community is the highest within this group accounting for 43% (1,534) of the total BME community. It is estimated that one in five of the population has a disability, similar to other local authority areas. Most recently there has been evidence of small numbers of EU accession state migrants living and working in the area, but numbers are small compared to other areas in Scotland. Age and ageing is an important issue in East Dunbartonshire, with higher than average numbers of older people residing in the community. In terms of gender, 51.8%⁴ of the population are female. Figures are unknown at present in relation to gender reassignment and sexual orientation. However, this is the case in local authority areas across Scotland.

The East Dunbartonshire Council Community Planning Partnership is committed to eliminating discrimination and advancing equality of opportunity. Our Equality Engagement Group was established during 2008 to assist in mainstreaming equality activities across the Council and Community Planning Partnership. The Community Planning Partnership is also committed to ensuring the wellbeing of all our communities, including our children, young people, vulnerable and older population.

The Equality Engagement Group involves community planning partner agencies and representatives from local groups which represent the protected characteristics. As such the group is uniquely placed to provide advice and guidance on issues such as equality impact assessment, and also on local equality issues to the Council and the Community Planning Partnership Board. The Equality Engagement Group is represented on the Community Planning Partnership Board and provides a sounding board for any issues relating to equality and diversity. The level of involvement also helps to ensure that a demonstrable commitment to equality and diversity is maintained across the Community Planning Partnership.

The core elements of the Council's Policy Development Framework have been approved for implementation across the Partnership. The framework sets out key requirements in relation to equality impact assessment, ensuring that such assessments are effective. The framework will continue to assist in the impact assessment of all new or adapted policies, strategies and functions, thus ensuring that any adverse impacts on any equality groups are eliminated, reduced or mitigated. This process also helps to ensure that policies actively advance equality of opportunity.

Sustainability

The East Dunbartonshire Council Community Planning Partnership is committed to ensuring that our actions today do not limit our quality of life in the future. This includes a commitment to 'green' issues and also to ensure that the outcomes of our actions and activities are considered in terms of social, economic and environmental sustainability.

⁴ 2011 Census

The Policy Development Framework will continue to assist in ensuring that all new policies, strategies and functions demonstrate a contribution to the achievement of sustainable development, enabling a consideration of the social, economic and environmental impacts of activities and decisions both in the shorter and longer term.

Strategic Environmental Assessment (SEA) is a legal requirement for most Council policies, plans, programmes and strategies (including alterations and updates). This is provided for in the Environmental Assessment (Scotland) Act 2005 (SEA Act) which came into force in February 2006.

The SEA Act requires action to be taken on all policies, plans, programmes and strategies produced by all levels of the Council hierarchy, except those specifically excluded from the Act or to which the Act does not apply. Where it is likely that there will be significant environmental effects, a full SEA will be required and should be carried out and produced in parallel with the strategic actions.

It is very important that consideration is given to SEA prior to commencing preparation of all strategic actions. The SEA process is a systematic method for considering the likely environmental effects of strategic actions. The process aims to:

- integrate environmental factors into the strategy actions preparation and decision-making
- improve and enhance environmental protection
- increase public participation in the decision-making processes of public bodies
- facilitate the openness and transparency of decision-making processes

If an SEA is not undertaken for the relevant strategic actions and is not implemented as part of the planning and decision-making process, it will open the content to legal challenge and can be prevented from being adopted.

Our Local Outcomes

Long-Term Outcomes

We have reduced inequality and disadvantage across East Dunbartonshire

Our communities are more engaged in the design and delivery of services

The East Dunbartonshire Community Planning Partnership is committed to reducing disadvantage and inequality across the area. Our evidence base tells us that major inequalities still exist across East Dunbartonshire. The CPP's approach to reducing this disadvantage is two-fold. Firstly, there is the activity that underpins the six three-year outcomes and secondly the targeted interventions we are undertaking in our more deprived communities. As a Partnership we are clear that **prevention** is at the heart of both of these strands. The locally integrated services that we are starting to deliver in the Hillhead area of East Dunbartonshire are clear evidence of this approach. For example:

- Family centre - We are working directly with the local school, nursery and families to better understand local need and priorities. By engaging people in this pro-active way through a variety of services we believe we can prevent greater need and crisis events in the future. This type of work increases self-sufficiency and independence while building trustworthy relationships for those who would benefit from additional support
- Community safety - Shared agency information assists in focusing our community safety strategy. Intelligence led targeting helps build positive relationships and prevents the escalation of anti-social behaviour into potentially criminal activity. Early, informed interactions result in a community which feels safer and trusts in its police force and community safety partners to maintain a safe community
- Employability - Through closer partner agency working we are reducing the potential 'gaps' in education and employment services. This work provides a clear pathway for those who require it preventing people becoming disengaged in the future. In turn increased skills build personal confidence and ultimately community resilience.

What is clear from this early work is that local communities are engaged in the design and delivery of services. This ensures that these preventative solutions are tailored to the area within which they are being delivered. This approach ensures that the Partnership is clear about

what we mean by reducing disadvantage and engaging our communities and what will be different for our communities in over the next ten years.

Furthermore, from the clear evidence based understanding of place, we acknowledge that there will be different solutions for different communities. However, across the East Dunbartonshire, the Partnership wants to achieve the following over the next ten years as tangible measures for reducing disadvantage:

- Increasing the capacity of individuals to gain employment
- Increasing people's satisfaction with the services provided by community planning partners
- Increasing the life chances of our young people and improving the health of all our communities
- Decreasing the percentage of population that are income deprived
- Decreasing the number of datazones in the most deprived 25% of the Scottish Index of Multiple Deprivation.

Indicator Name	Baseline 2012/13	3 Year Interim Target 2015/16	10 Year Target 2023	Data Source
Employment rate (measured by percentage of economically active people (aged 16-64) in employment)	73.4% (Oct 2011 to Sep 2012)	74.4%	76%	Scottish Government and NOMIS
Percentage of people who rate public services as good or very good	56% (2008/09)	65%	75%	Bi-annual local household survey
Life expectancy at birth for 15% most deprived (SIMD)	72.4 (male), 77.6 (female) for 2006-2010	73.2 (male), 78.5 (female)	75.2 (male), 80 (female)	Scottish Index of Multiple Deprivation
Percentage of the population who are income deprived (SIMD)	7.9%	7.5%	7%	Scottish Index of Multiple Deprivation
Number of datazones in the Scottish Index of Multiple Deprivation (SIMD) most deprived 25%	8	7	4	Scottish Index of Multiple Deprivation

Associated National Outcome

We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others

We take pride in a strong, fair and inclusive national identity

We have tackled the significant inequalities in Scottish society

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

Outcome 1 – East Dunbartonshire has an expanding economy with a competitive and diverse business and retail base

National Priority - Economic Growth and Recovery

Local Issues

- The area is perceived as principally a commuter location however we have over 3,000 businesses, most of them small and medium enterprises (SMEs) and micro businesses. There are a small number of large scale businesses with the public sector being the largest local employer but under severe budgetary pressures. Our manufacturing base is slightly higher than national average and there is a strong reliance on service sector but no identified industry/sector specialisms and critical mass, though there is potential to consider tourism and other sectors for promotion.
- Migration for daily work by a large number of the population to neighbouring area, particularly Glasgow city centre, need to attract inward business investment and reverse trend by making available and attractive business locations and premises.
- Commuting patterns place stress on key route corridors, also poor cross Council area (East to West public transport linkages), strong growth in rail travel in recent years but limited capacity at stations.
- Town centres in transition and in need of investment to allow them to develop new functions, not based on traditional retail patterns, required both public and private support and investment. Retail sector impacted by out of centre development and need to encourage small independent retailers and businesses to look at e-commerce and retail opportunities.
- Need to look at sustainable place making to develop employment and business opportunities in local communities particularly targeted regeneration communities which are evidenced in SIMD figures.

Current Activity

- Council's Local Plan identifies key economic development land and officers work with developers re bringing forward development as well as looking at Council and partners' property and asset to support business and employment opportunities. Council also working through COSLA to support Next Generation Broadband roll out as part of communications infrastructure.
- CPP partners work to best co-ordinate direct support and investment to local businesses. This includes Scottish Enterprise working with growth and pipeline companies, Council managing business support programmes including Business Gateway, East Dunbartonshire Tourism partnership and other support programmes, Chamber of Commerce and EDVA providing direct advice and support to their members and Cumbernauld College delivering training programmes to respond to employment needs of local business community.
- Partners have used regeneration vehicles to support development of business and other regeneration in local areas including Lennoxtown and Kirkintilloch Initiatives, East Dunbartonshire Development Company and more recently the development of the Hillhead Community

Centre. These models have supported targeted regeneration projects in Hillhead, Lennoxton and Twechar.

- Council working with private developers to bring forward major redevelopment at Westerhill including improvements to roads infrastructure.
- In relation to town centre regeneration partners have supported the development of the Hub model for public service delivery with work on-going in Lennoxton and Bishopbriggs and Kirkintilloch already operating. In Kirkintilloch a masterplan has been developed and is in the initial implementation stages whilst in Milngavie the Council and its partners are supporting traders with a second Business Improvement District (BID) process.

What we plan to do over the next three years

- Continue to develop a culture across all partner organisations where they recognise the importance of economic growth in supporting and contributing to all service areas and being reflected in decision making at policy and strategy levels.
- Need for all partners involved in direct business support to maintain and build strong face to face relationships with local business base
- Continue to improve the direct support available to businesses through co-ordinated partners support including integration of Business Gateway and other partner support offerings.
- Better marketing of business opportunities and locations across the area along with work with agents and the development sector to identify development opportunities and manage these through planning and other regulatory processes as quickly as possible. As part of this work to bring forward consents for development to take to market and encourage early development and business growth.
- Consideration of incentives for key economic locations to facilitate business opportunities.
- Continue to work with businesses locally to identify training needs and opportunities to increase local employment.
- Development of stronger tourism offer and branding around Antonine Wall, Canal, heritage trails and the West Highland Way. Linked to this stronger branding of town centres and support to diversify activity in town centres to reflect changes in retail patterns.
- Need to focus on inward investment into town centres by public, third sector and private organisations/businesses. Look at ways of attracting this through engagement with land and property owners and use of incentives and rebates where possible.
- Support to town centre traders re development of specialist and bespoke retail offerings as well as development of on-line trading
- Improve accessibility of business and employment opportunities in regeneration areas through inward investment in these areas and improved transport links to business and employment locations (example given of challenge of locating businesses in Twechar and people in that areas using public transport to get to work).
- Council and Strathclyde Partnership for Transport working together to implement the findings of the A81 Corridor Study to improve access to public transport to reduce congestion and improve journey times for bus travel.
- Continue to support a culture of enterprise amongst partners, with local organisations, community groups and young people; this to extend beyond those involved in direct business support roles.
- Continued review of public procurement practice to improve the design and specification of tender documents to take account of social

responsibility, local employment, carbon and other considerations all of which can assist local businesses be more competitive when bidding for local contracts.

- The high level measures in the SOA will also be supported by the new East Dunbartonshire Economic Development Strategy (2013 – 2017). The Strategy incorporates a monitoring framework to ensure that we are able to track progress and stay on track to achieving what we set out to do. This will be based on monitoring a series of outputs, based on the Scottish Local Authorities Economic Development Group (SLAED) indicators, from the activity proposed in the Strategy, including:
 - Population total and age breakdown;
 - Economic activity and particularly employment levels;
 - Gross weekly wages;
 - Numbers in receipt of out of work benefits;
 - Youth unemployment;
 - Skills levels;
 - Size and diversity of the business base;
 - Gross Value added;
 - Business start up and survival rates
 - Town Centre footfall;
 - Visitor numbers and spend.

Outcome Indicators

Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Number of new start businesses supported by local authority funded business support activities (including Business Gateway) and other local authority partners	201	230	230	Business Gateway and East Dunbartonshire Voluntary Action
Total number of higher value (VAT+ and PAYE registered) new start businesses per year	36	40	40	Business Gateway
Business survival rates percentage for new start businesses 12 months after initial intervention	92.4%	87.5%	87.5%	Monitored through Local Authority, Scottish Enterprise,

				East Dunbartonshire Voluntary Action and other partners' business support reporting
The number of jobs created per annum to which local authority funded business support (including Business Gateway) and other community planning partner programmes have made a significant contribution	339	250	260	Monitored through Local Authority, Scottish Enterprise, East Dunbartonshire Voluntary Action and other partners' business support reporting
Associated National Outcome				
We live in a Scotland that is the most attractive place for doing business in Europe				

Outcome 2 – Our people are equipped with knowledge, skills and training to enable them to progress to employment

National Priority - Employment

Local Issues

- Although unemployment is below the national average, the East Dunbartonshire unemployment rate has doubled over the last 5 years. Specific areas within East Dunbartonshire have unemployment which is higher than the national average. For example, the Hillhead area of Kirkintilloch has an unemployment rate double the Scottish average (SIMD 2012 Q2).
- Youth unemployment (18-24 year olds) accounts for around one third of those who are unemployed. Evidence also suggests that graduate unemployment has increased.
- The nature of the local economy means that many commute to jobs in Glasgow and that there is a lack of local employment opportunities and a low ratio of local jobs per jobseeker.
- Differences in national funding across the West of Scotland means that our offer to employers may in some cases be less than neighbouring local authorities.
- Welfare Reform will have an impact on local communities both in terms of financial inclusion and numbers of individuals looking to get into employment.
- Given the complex nature of different funding streams and employability services a continuing challenge is ensuring a joined up approach to service delivery.
- The geography of the area means that some residents access services out with East Dunbartonshire e.g. Glasgow based Jobcentre Plus and Skills Development Scotland, and this can lead to challenges in joining up services.
- Although school leaver positive destinations trends are improving there remains a significant number of young people who face additional barriers to accessing sustainable training and employment including LAAC young people and young people with additional support needs.
- College restructuring will present challenges and opportunities to ensure that college based provision meet the needs of local communities.
- East Dunbartonshire Schools is high with the average S4 tariff score consistently higher than the Scottish average with a rank score of 218 in 2010/11 against a Scottish average of 184.

Current Activity

- Much progress has been made to developing more joined up approaches to service delivery through our local Employability Partnership.
- This partnership has focussed on delivering a Youth Employment Action Plan for 2012/13. This has included mapping all youth training and employment activity and identifying gaps in provision.

- A key element of this has been co-ordinating the implementation of Opportunities for All to ensure that all young people are engaged in positive activity which will lead to formal employment or training opportunities.
- Progress continues to be made in promoting joint working in the East Dunbartonshire Campus of Further and Higher Education between Community Learning & Development (CLD), Skills Development Scotland (SDS), Cumbernauld College, Jobcentre Plus and other providers. Progress has also been made in delivering employability support in other locations such as Auchinairn and Milngavie.
- Links have been strengthened with the voluntary/social enterprise sector both in terms of providing volunteering opportunities and through developing the capacity of the sector to deliver employability support to individuals e.g. Community Jobs Scotland.
- Local services have continued to deliver good job outcome performance in a challenging environment.
- An increasing focus of adult learning and employability has been on the Hillhead area as part of our “Place” approach.
- Integrated approaches between CLD adult learning and employability have been developed and self evaluated using How Good is Our Community Learning and Development.

What Do We Still Need To Do?

- Develop the next phase of our Youth Employment Action Plan and continue to address gaps in provision identified through our on going mapping exercise. Key areas of this will be;
 - More systematic use of community benefit clauses through procurement
 - Developing new apprenticeship opportunities
 - Maximise employment and training opportunities from local economic development
 - Implementing new Employability fund provision
 - Providing “Opportunities for All”
 - Develop more joined up pathways
- As financial pressures increase within local communities a key task will be to develop improved linkages between our all age employability and financial inclusion strategies.
- Support the creation of new job opportunities including in the social enterprise sector.
- Develop an “All council approach” to employability which will include apprenticeships and work placements.
- Continue to maximise external funding opportunities and increase our offer to local employers through the Youth Employment Scotland programme.
- Develop improved performance management information and tracking systems across partners.
- Improve progression routeways and access to accredited learning opportunities.
- Targeted resources in areas of deprivation and above average unemployment rates.

Outcome Indicators				
Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Youth claimant count (18-24 year olds claiming JSA)	5.6%	5.3%	4%	Claimant count, Office for National Statistics (ONS)
Percentage of the population (aged 16 to 64 years) in receipt of Job Seekers Allowance benefits	2.5%	2.4%	2.1%	Claimant count, Office for National Statistics (ONS)
Percentage of pupils gaining 5+ Awards at SCQF Level 5	57.5% (2011/12)	58%	59.8%	East Dunbartonshire Council
Attainment of children at SCQF Level 5 (5 or more awards) from deprived backgrounds (SIMD)	33.6% (2011/12)	34.3%	34.9%	Scottish Government
Percentage of pupils gaining 5+ Awards at SCQF Level 6	44% (2011/12)	45%	46%	East Dunbartonshire Council
Percentage of school leavers moving into positive destinations	94.7%	96%	98%	Census conducted by Skills Development Scotland
Associated National Outcome				
We realise our full economic potential with more and better employment opportunities for our people				

Outcome 3 – Our children and young people are safe, healthy and ready to learn

National Priority – Early years

Local Issues

- The local community planning partnership has good understanding of local need.
- Key pockets of deprivation exist within the authority.
- In contrast to Scotland as a whole, the number of children in East Dunbartonshire is projected to fall by 22.8% by 2035. Despite the falling child population, the last 5 years has seen a steady rise in the number of vulnerable children who come to the attention of Social Work and other Planning Partners. The following information gives an indication of the level of need in EDC:
 - Over the last 5 years there has been a 44% increase in the number of Looked after Children
 - 55% of children being accommodated over the last five years were as a result of being at risk of abuse or neglect
 - 17% of children being accommodated over the last 5 years were as a result of a family breakdown
 - 7% of children being accommodated over the last 5 years was a result of the child engaging in risk behaviour
 - 6% of children being accommodated over the last 5 years was as a result of the child's offending behaviour.
- Across the partnership there is a commitment to change and improvement.
- In line with a decrease in the population of children primary school rolls are also falling. Since 1998, the number of pupils in East Dunbartonshire's primary schools has fallen from over 10,600 to under 8,200.
- In Hillhead, only 9.7% of babies are exclusively breastfed at 6-8 weeks and 17.7% in Lennoxton. This is well below the Scottish average of 26.4%.

Current Activity

- The East Dunbartonshire Community Health Partnership (CHP) has worked closely with primary care practitioners and parents to implement the Seven Point Plan for sustaining breastfeeding in the community as part of the UNICEF Baby Friendly Initiative. As a consequence, East Dunbartonshire has now achieved UNICEF Level 3 accreditation.
- The local Community Health Partnership and Council have facilitated the delivery of the Smile Too Toothbrushing and Oral Health programmes. Currently, 96% of pre-five establishments and 100% of Primary 1 and Primary 2 classes are participating in these programmes.
- The Primary School Improvement Programme.
- The development and evaluation of our work in the Hillhead area of Kirkintilloch, with specific reference to the establishment of a Family

- Centre where we are working directly with the local school, nursery and families to better understand local need and priorities.
- Good examples: early intervention (through our Delivering for Children and Young People Partnership), Domestic Abuse, Special Needs In Pregnancy Service (SNIPS), Whole Systems & Youth Justice and developing alternatives to care.
- Our Corporate Parenting Policy is in the process of being advanced.
- Joint workforce development is being taken forward.

What We Plan To Do Over The Next Three Years?

- Deliver customised physical activity and healthy lifestyle programmes through an increase in the number of families completing the Active Children Eating Smartly Programme.
- Deliver locally the national dental health programme through increasing the number of Pre-5 establishments and Primary Schools in the toothbrushing initiative and increasing the percentage of children registered with a dentist.
- Deliver the Oral Health campaign in Hillhead and at targeted under 5 playgroups.
- Participation and implementation of the Early Years Collaborative.
- Review & redesign services to ensure we deliver improved services able to better respond to the needs of the community.
- Changes to practice to reflect evidenced informed approaches. This will ensure interventions support children and secure the change needed to close the gap.
- Implement named person/lead professional. This will help with the implementation of change and provide the momentum needed to effect change.
- Identify joint strategic priorities. Setting our strategic priorities will promote good partnership working and buy in from all.
- Asset mapping will help identify what assets are in the community and how they could best be utilised.

Outcome Indicators

Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Percentage of children in primary 1 with no obvious dental decay experience	78.9% (School year 2011/12)	80%	81%	National Dental Inspection Programme 2012 (Information Services Division Scotland)
Proportion of eligible children receiving their 27/30 month child health review	60%	65%	80%	NHS Greater Glasgow & Clyde

Attendance levels of all looked after children attending primary schools in EDC	96.4%	96.6%	96.8%	Education
Proportion of children being exclusively breastfed at 6-8 weeks	31.6% (2011/12)	32.6%	33.6%	NHS Greater Glasgow & Clyde
Number of parents being supported by a parenting programme	566	630	750	Multi-source
Associated National Outcome				
<p>We are better educated, more skilled and more successful, renowned for our research and innovation</p> <p>Our young people are successful learners, confident individuals, effective contributors and responsible citizens</p> <p>Our children have the best start in life and are ready to succeed</p> <p>We have improved the life chances for children, young people and families at risk</p>				

Outcome 4 – East Dunbartonshire is a safe and sustainable environment in which to live, work and visit

National Priority – Safer and stronger communities, and reducing reoffending

Local Issues

- East Dunbartonshire is recognised as a desirable place in which to live, work, invest and to visit. Incidents of crime, particularly violent crime and antisocial behaviour, remain relatively low compared to other local authority areas. Where incidents of crime do occur however, it can have a dramatic effect on local communities, where the actual fear of crime often greatly exceeds the recorded level. Levels of antisocial behaviour are also generally low in East Dunbartonshire, however there are a number of areas which present particular community concern. These areas include Hillhead, Kirkintilloch West, Kirkintilloch South, Auchinairn, Keystone & Dougalston and Lennoxton.
- It has shown that the provision of diversionary activities has a positive impact on those engaged in this type of offending behaviour and subsequently on local communities. Public expectation of service provision with East Dunbartonshire is high. Delivery of partnership solutions to such concerns is increasingly being developed in East Dunbartonshire. This same partnership ethos applies to addressing wider issues of 'safety' and low level antisocial behaviour addressing factors such as home safety, accident prevention, fire safety, bogus callers, dog fouling, litter, underage and agent purchasing.
- East Dunbartonshire is regarded as a safe place to live with the level of crime being significantly lower than the Scottish average with 1,022 crimes and offences per 10,000 of the population in 2011-12 compared to the Scottish average of 1,633. Public perceptions of safety are reflective of this with 81.5% of people feeling safe or fairly safe in their local area after dark.

Current Activity

- The Community Safety Partnership Workplan 2012/13 highlights a range of activities, e.g.
 - Introduction of a range of joint approaches to reduce crime, disorder and antisocial behaviour (Bottle Watch Initiative, Operation Neptune, Bogus Callers).
 - Dog Fouling Campaigns, Underage Drinking Initiatives, Smoking Initiatives (Public Service Vehicles), Junior Warden Scheme.
 - Diversionary/Educational Activities for our Young People etc including joint work with fire and rescue and with leisure.
 - Effective use of public space cctv and mobile cctv across East Dunbartonshire.
 - The Council's Out of Hours Antisocial Behaviour Night Noise Service tackling noisy parties.

What Do We Still Need To Do?

- Prepare the Joint Community Safety/Antisocial Behaviour Strategy 2013-16 for East Dunbartonshire.
- Prepare a Joint Community Safety Strategic Assessment 2014 – 16, (building on the recent Joint Strategic Assessment 2012/13)
- Prepare a CCTV Strategy (this will allow us to target hot spots more effectively).
- Continue support for preventative/diversionary/education activities for young people particularly targeted in deprived areas (e.g. KLC629 Project, the Multi Use Games Arena).
- As Community Safety Partners, develop Information Sharing Protocol & Communication Protocol to share intelligence in tackling crime and antisocial behaviour.
- Establish more clearly through the communication process what peoples concerns are for each area through community engagement
- Data sharing of information between partners (for example identifying vulnerable adults and elderly on issues such as bogus callers and fire safety).
- Support the Community Safety Partnership and ensure its role is tested against the prevention, integration and improvement themes/principles.
- Ensuring the priorities and outcomes in this SOA are referenced in the Local Policing Plan and ancillary Community Policing Plans.
- Support the Council in carrying out the monitoring and scrutiny role as required in terms of the Police and Fire Reform Agenda.
- Review Community Safety Partnership membership and action plans taking into consideration the outcome to reduce reoffending
- Develop the Community Safety Workstream of the Hillhead Place pilot.

Outcome Indicators

Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Percentage of people feeling safe or fairly safe in their local area after dark	81.5%	82.5%	84.5%	Strathclyde Police Public Consultation Survey
Levels of crime, disorder and antisocial behaviour	8,023	7,943	7,783	Strathclyde Police & Council collated figures – recorded Crime Statistics & Antisocial Behaviour/Community Safety statistics

Associated National Outcome

We live our lives safe from crime, disorder and danger

We live in well-designed, sustainable places where we are able to access the amenities and services we need

We value and enjoy our built and natural environment and protect it and enhance it for future generations

We reduce the local and global environmental impact of our consumption and production

Outcome 5 – Our people and communities enjoy increased physical activity and mental wellbeing and health inequalities are reduced

National Priority – Health inequalities and physical activity

Local Issues

- East Dunbartonshire has the highest life expectancy in Scotland for men (79.4 years), 3.3 years above the Scottish average. Female life expectancy is also high at 82.7 years, 2 years higher than the Scottish average. However, there is a 10 year gap of life expectancy for men across East Dunbartonshire, with men living in the Westerton area living an average of 82.9 years compared to men in Hillhead living 72.7 years.
- Overall, smoking rates in East Dunbartonshire are low at 17%, less than the Scottish average of 25%. However, smoking rates in Hillhead and Twechar are higher than the national average at 45%.
- The recent Scottish Household Survey reports significant increase in the proportion of households where at least one member has a long term illness.
- According to the 2012 SIMD, East Dunbartonshire has 12 datazones in the 25% most deprived in Scotland in the Health domain. This is up from 11 in 2009.

Current Activity

- Community Planning Partners have worked together to implement the East Dunbartonshire Tobacco Action Plan. Examples include programmes aimed at: reducing smoking prevalence in children and young people; reducing the supply of and demand for illicit tobacco; providing smoking cessation support to individuals and groups; and addressing smoking within Public Service vehicles.
- Partners have focussed efforts on delivering the Active Children Eating Smartly (ACES) and Active Choices healthy lifestyles programmes and successfully exceeded national targets set for these initiatives.
- Partners are working on improving walking and cycling networks.
- Partners have worked with the East Dunbartonshire Citizens Advice Bureau (CAB) to successfully deliver two income maximisation programmes, i.e. Healthier Wealthier Children and the Older People Income Maximisation Programme.
- Partners have agreed to implement 3 key policies in relation to sexual health, including the Sexual Health & Relationship Education Policy; Sexual Health Policy for Children & Young People Looked After & Accommodated; and Sexual Health Protocol for Sexually Active Young People Under 16 Years.
- The East Dunbartonshire Food Co-op is delivered by local volunteers and many have been supported to achieve national food handling, food preparation and food hygiene qualifications.

- The East Dunbartonshire Leisure and Culture Trust is delivering a range of physical activity and health lifestyle programmes aimed at improving people's health from across authority. These programmes include:
 - Live Active – a scheme to encourage more people to undertake physical activity, where participants are offered an exercise consultation at a local leisure centre. People then enrol onto a 12 month scheme where they will receive advice, support and encouragement from a Live Active advisor and engage with others on the scheme. People can also be referred onto the scheme through local GPs, Practice Nurses or Physiotherapists.
 - Vitality – This is a programme of exercise classes that supports participants to exercise at a level suitable to their abilities. Classes are designed in conjunction with NHS Greater Glasgow and Clyde. The classes are suitable for people with different physical abilities and medical conditions. The exercises performed within Vitality classes are designed to help participants carry out daily activities more easily and hopefully make daily life more manageable.
 - Active Schools - The team is part of a national network of people working within the schools and the wider community. The goal of the team is to offer all children and young people the motivation and opportunities to 'get active' ensuring there are more and higher quality opportunities for all children to participate in sport within schools and to increase capacity through the recruitment of a network of volunteers, who in turn deliver activity sessions in schools.
 - Passport to Leisure - This is our concessionary membership, designed for ages 60 years and over, full time students and those in receipt of allowances or benefits.

What Do We Still Need To Do?

- Recognise that major improvements in health can only be achieved by improving people's social, economic and environmental circumstances and continue to target the communities of greatest need.
- Continue to deliver leisure, cultural and recreational activities to maximise both physical and mental health needs of older people through increasing the number of older people accessing Live Active and the Walking and Social Arts Programmes.
- Promote healthy lifestyles awareness through increasing the number of children participating in the Active Choices programme and increasing the number of 'Detect Cancer' awareness activities.
- Promote and support community led food initiatives through the number of food co-ops supported, increasing delivery of our community nutrition programmes and the number of food handling and hygiene training programmes.
- Develop and implement mental health improvement approaches within education settings through increasing the number of schools participating mentally flourishing schools.

Outcome Indicators				
Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Percentage of the adult population who smoke	17% (2011)	16.9%	16.7%	Health & Wellbeing Survey
Proportion of residents aged 16 years plus meeting the physical activity national recommendation	42% (2011)	44%	46%	Health & Wellbeing Survey
Rate of alcohol related hospital admissions per 100,000 population	360 (2010/2011)	350	340	Information Services Division Scotland
Percentage of respondents receiving intervention from the Alcohol and Drugs Service who indicated an increase in their well-being over the last 3 months as a result of their treatment, care and recovery	82.5%	84%	87%	Social Work
Emergency hospital admissions per 100,000 population for data zones in the bottom 25% SIMD	14,363 (2011)	14,300	14,100	Inpatient and Day Case Activity (Information Services Division Scotland)
Associated National Outcome				
We live longer, healthier lives				

Outcome 6 – Our older population are supported to enjoy a high quality of life and our more vulnerable citizens, their families and carers benefit from effective care and support services

National Priority – Outcomes for Older People

Local Issues

- Services are consumed primarily by 75+ and 85+.
- Larger numbers of older people are living on their own, at a distance from family.
- There is a need for more flexible housing options, particularly options that would allow older individuals and couples to down size.
- There is a qualitative difference in aspirations and expectations from the last generation. Fewer people are attracted to collective solutions to frailty, e.g. care homes. More older people are interested (and willing to pay for) bespoke arrangements.
- Developing community networks to assist with supporting older people.
- Transport an issue in old age, and not simply for those living in rural settings or on lower incomes.

Current Activity

- A broad range of information is being developed for people likely to be at risk of admission.
- An Ageing Well Strategy has been adopted which does not simply focus on the current older population but also promotes strategies designed to help the rising generation plan for a healthy and contributing older age.
- Access to appropriate aids, adaptations and equipment has been improved.
- An effective local multi-agency Dementia Network has been established, taking forward the National Dementia Strategy in a local context.
- The Older People's Access Line (OPAL) has been established. This dedicated phone line provides access to a one-stop shop of local voluntary provision targeted at the needs of older people.
- The Older Change Fund programme is developing a range of service innovations to reshape older peoples care. These include: Anticipatory Care Planning; Re-ablement; Telecare; OPAL and Self-Directed Support.
- An asset mapping approach has been developed across all of East Dunbartonshire's communities. This identifies the range of options and potential sources of support available to individuals. This will increasingly be available via technology and social media.

What Do We Still Need To Do?

- Develop and promote self-management approaches that place responsibility but also empower individuals, families and communities.

- A better, more systematic and consistent engagement with older people.
- Accurately target the balance between universal and targeted approaches to need and service provision. Do not neglect prevention and early intervention, where appropriate.
- Maximise the clearly evidenced benefits of integration, including unity of priority, removal of duplication, joint budgeting and resourcing, single accountability.
- Develop and train a workable model of joint care management which will ensure a range of professions, including Community Nursing and Allied Health Professionals (AHPs) can proactively monitor the needs and risks within an anticipatory care planning framework.
- Promote greater access to new technology for older people and families, including telecare but also online solutions to shopping, information and access.
- Prioritise and resource a focus on effective prevention across all services.
- Prioritise support for carers across all services. This will include effective identification of carers and promoting the uptake of carer assessment.
- Develop a better conversation with older people, their families and the wider community about the long-term funding of care, perhaps along the lines of the Dilnot⁵ agenda in England and Wales.
- Maximise accessible transport options, including MyBus and Community Transport, to enable older people to continue to live independent and full lives.

Outcome Indicators

Indicator Name	Baseline 2012/13	Target 2013/14	3 Year Target 2015/16	Data Source
Percentage of adults needing care receiving personal care at home or direct payments for personal care	66.5% (2011/12)	68.5%	70%	Scottish Government
Number of acute bed days lost to delayed discharges	5,506	4,415	4,000	NHS Greater Glasgow & Clyde

⁵ Commission on Funding of Care and Support (launched in July 2010, the Commission was an independent body tasked by Government with reviewing the funding system for care and support in England).

Number of people waiting more than target time to be discharged from hospital into a more appropriate care setting once treatment is complete (exception codes)	0	0	0	NHS Greater Glasgow & Clyde
Number of emergency admissions to hospital (75+ per 1,000 population)	382	350	300	NHS Greater Glasgow & Clyde
Percentage of service-users satisfied with the quality of care provided	98%	99%	100%	Social Work
Percentage of carers who feel supported and able to continue their caring role	100%	100%	100%	Social Work
Associated National Outcome				
Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it				

Appendix 1 – Area Profile

Did you know?

According to the latest Scottish Index of Multiple Deprivation 2012 (SIMD), there is only one mile separating a datazone in Hillhead that is in the top 3% most deprived in Scotland to a datazone in Lenzie North which is in the 1% least SIMD deprived. Therefore, if you were to walk from Redbrae Road in Hillhead to Laurel Avenue in Lenzie you're almost averaging an extra SIMD rank for every 0.01 mile you travel!

Summary

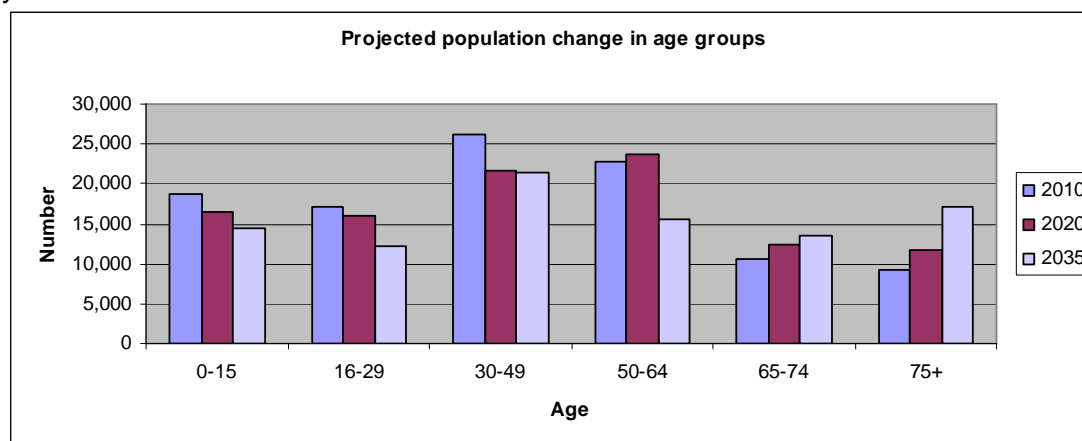
With a population of around 105,000 East Dunbartonshire is in the mid-range of Scottish local authorities in terms of population and covers 77 square miles. It comprises a mixture of urban and rural areas that includes the settlements of Bearsden, Bishopbriggs, Kirkintilloch, Lennoxton, Lenzie, Milngavie, Milton of Campsie, Torrance and Twechar.

East Dunbartonshire has been recognised as one of the best areas to live in Scotland based on residents' health, life expectancy, employment, school performance and climate. The area recently took second place in last years Bank of Scotland annual quality of life survey. Despite this, major inequalities do exist across the authority and there are pockets of deprivation where the quality of life falls below the national average.

Demographics

During the decade, 1991-2001, the population of East Dunbartonshire remained stable, with only a slight decrease of 1,150, just over 1%. However, during 2001–2011, there was a further decline of 3,200, a decrease of 3%. The most recent population estimates show East Dunbartonshire with 60% of the population of working age, 18% under 16 years of age and 22% of pensionable age.

Recent population projections by the Registrar General for Scotland suggest that the population of East Dunbartonshire will decline by nearly 10% over the next 25 years. Significantly the number of children will decrease by nearly 23% during this period, whilst the population of pensionable age is expected to rise by 22%. The highest population increase will be seen in those aged 75 and over with a predicted increase of 86%. The graph below shows the projected change in population over the next 20 years.



Based on these projections, by 2035, 15% of the population will be under 16 years of age, 52% will be aged 16-64, 32% aged 65 and over and 18% of the population will be 75 and over.

East Dunbartonshire has a diverse community, with 3.1% of the population regarding themselves as being from a Black/Minority Ethnic Community (BME) according to figures from the 2001 Census (2011 Census figures are not currently available). The Indian community is the highest within this group accounting for 43% of the total BME community.

According to the Registrar General's 2011 Annual Review of Demographic Trends the main cause of population change in East Dunbartonshire was migration. The majority of migrants coming into and out of East Dunbartonshire came from other council areas within Scotland. On average in 2009-11 there was a net outflow of 43 people from East Dunbartonshire per year, meaning that less people entered East Dunbartonshire (3,155 per year) than left (3,198 per year). The 30-44 year olds age group accounted for the largest group of in-migrants into East Dunbartonshire. The largest group of 'out-migrants' was the 16-29 year olds.

Households

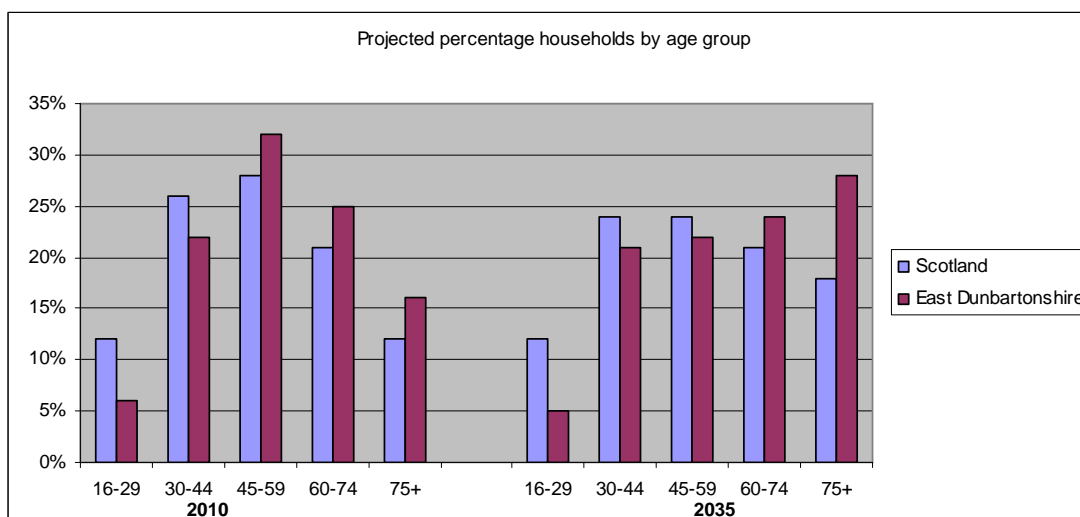
The 2011 household estimates identifies that the number of households in East Dunbartonshire as 43,171. This is a 0.4% increase from the 2010 figure of 43,010, compared to a 0.5% increase in Scotland as a whole. The breakdown of dwelling types in East Dunbartonshire is shown in the table below.⁶

Flats	Terraced	Semi-detached	Detached	Unknown
20%	16%	34%	30%	0%

Over the next 25 years the total number of households is projected to change from 43,010 to 44,910, an increase of 4%. In Scotland as a whole, the projected number of households is set to increase by 23% over the same period.

In East Dunbartonshire the number of lone parent households is projected to increase by 35% by 2035, compared to an increase of 49% nationally. The number of larger households is projected to fall, with the number of households of 2 or more adults with children decreasing by 34% over the next 25 years. The average household size is projected to decrease from 2.42 to 2.08 by 2035. Households occupied by the 60-74 year old age group are projected to increase by 3% and those occupied by the 75+ age group are projected to increase by 88% between 2010 and 2035, higher than Scotland as a whole (80%). The graph below shows the projected percentage of households by age group between 2010 and 2035.

⁶ NRS Demographic Factsheet December 2012



The Glasgow and Clyde Valley Housing Need & Demand Assessment (2011) suggest that by 2020, East Dunbartonshire will have a requirement for 8,277 homes including (Check this with our most recent Strategic Housing Investment Plan):

- A requirement for 5,377 affordable homes; and
- A requirement for 2,900 private homes⁷

There are substantial variations in tenure profile at an area level in East Dunbartonshire. The most significant variation is evident in Twechar with 46% of dwellings in the social housing sector, 53% owner-occupied and just 1% in the private rented sector. Lennoxton and Kirkintilloch also vary from the overall tenure profile of East Dunbartonshire, with an average of 22% of dwellings in social housing, 72% owner-occupied and 6% in the private rented sector. The remaining areas are reasonably in line with the profile for East Dunbartonshire as a whole.⁸

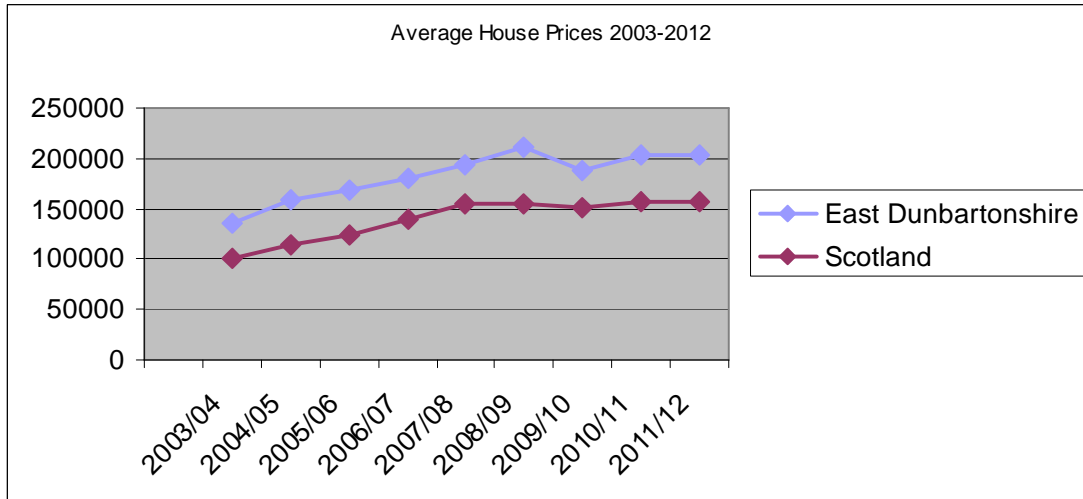
Area	Social Housing Sector	Private Rented Sector	Owner- Occupied Sector
Bearsden/Milngavie	6.0%	4.2%	89.8%
Bishopbriggs	6.4%	4.9%	88.7%
Torrance	7.2%	5.3%	87.5%
Milton of Campsie	10.4%	3.2%	86.4%
Lennoxton	23.4%	4.7%	71.9%
Kirkintilloch/Lenzie	20.6%	6.8%	72.6%
Twechar	45.7%	0.9%	53.4%
Total	11.8%	5.1%	83.2%

House Prices

Since 2003/04 the average house price in East Dunbartonshire has increased steadily and remained above the Scottish average as shown in the graph below. Recent figures show that East Dunbartonshire now has the most expensive house prices in Scotland. Between October and December 2012, the average property in the area cost £215,300, up 7% compared to the same period in 2011.

⁷ East Dunbartonshire Local Housing Strategy 2011-2016

⁸ East Dunbartonshire Local Housing Strategy 2011-2016

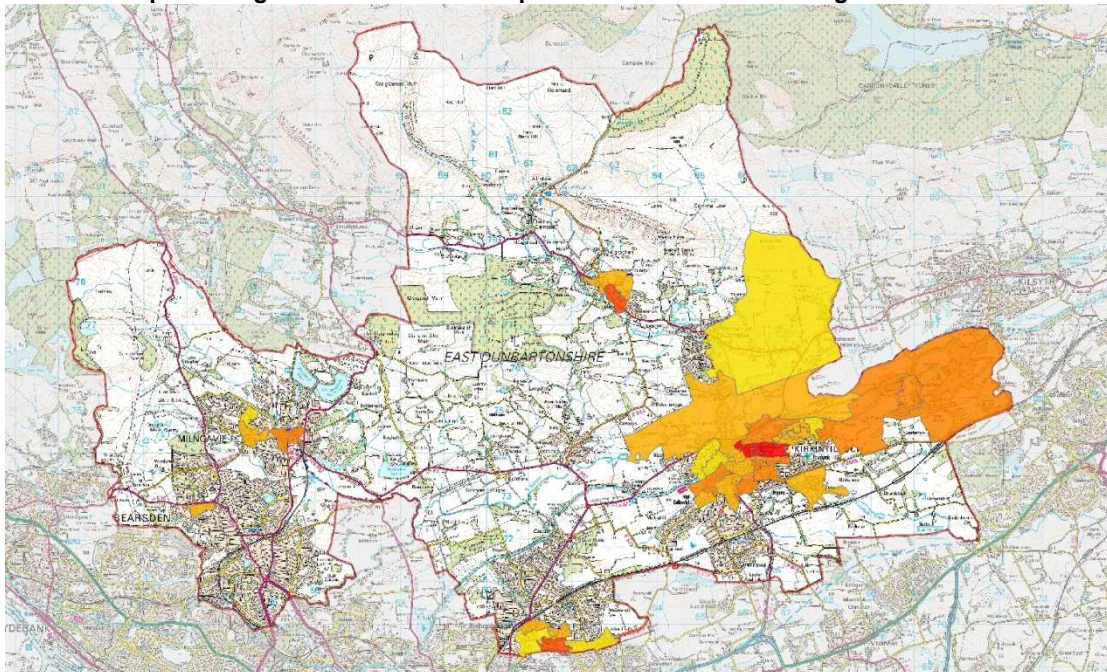


Reducing Inequality

While East Dunbartonshire wide statistics tend to show the area in a favourable light, large gaps exist between certain areas within the local authority and there are a few localities which fall well below the Scottish average in standards of living.

It has been acknowledged, that Community Planning Partners will place an emphasis in targeting resources in these areas, with a specific focus on Early Interventions and Prevention in order to improve outcomes for communities in most need.

Map showing areas in 50% most deprived in Scotland according to SIMD 2012



The most notable pocket of deprivation in East Dunbartonshire is the Hillhead area of Kirkintilloch where certain parts are among the 5% most deprived areas in Scotland according to the Scottish Index of Multiple Deprivation 2012 (SIMD) which is regarded as the official measure of deprivation in Scotland.

The Scottish Index of Multiple Deprivation (SIMD) identifies small area concentrations of multiple deprivation. The Index provides a *relative* measure of deprivation, and is used to compare small areas known as datazones across Scotland by providing each zone with a unique ranking from most deprived (rank 1) to least deprived (rank 6,505).

Datazones are a commonly used geography across Scotland and are determined by population rather than size, therefore urban datazones have a smaller geographical area than rural datazones. As of June 2011 the average Scottish datazone had a population of 808 people. There are currently 127 datazones within East Dunbartonshire.

The overall SIMD Rankings are determined using 38 individual indicators across 7 domains, namely; **Income, Employment, Health, Education, Housing, Geographic access** and **Crime**.

East Dunbartonshire remains relatively less deprived in contrast to other Scottish local authorities with the majority of East Dunbartonshire datazones falling into the least deprived 25% of the SIMD. However, there are specific datazones within East Dunbartonshire that fall well below the Scottish average.

East Dunbartonshire has 8 datazones which fall into the top 25% most deprived in Scotland; these datazones are located in Hillhead, Lennoxton, Auchinairn and Milngavie town centre.

There is a 10 year gap of life expectancy for men across East Dunbartonshire, with men living in the Westerton area living an average of 82.9 years compared to men in Hillhead living 72.7 years on average.

Twenty-eight per cent of the population of Hillhead are classed as income deprived compared to 7% of the population across East Dunbartonshire as a whole and in certain areas of Hillhead close to 40% of the population are classed as income deprived.

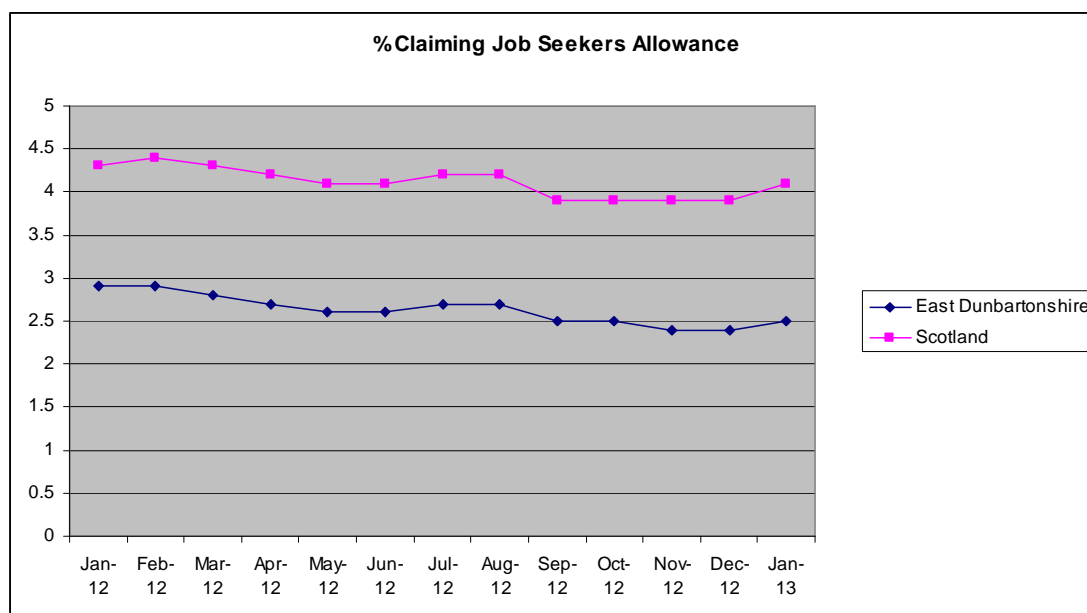
There are also other prominent pockets of deprivation across East Dunbartonshire including Lennoxton and the Auchinairn area of Bishopbriggs and there are also areas such as the Keystone / Dougalston area in Milngavie and the village of Twechar which are statistically more deprived than most areas within the local authority.

Ward 8, Kirkintilloch East and Twechar, stands out as the most deprived of the multi member Wards with the highest proportion of areas in the most deprived rankings of the SIMD in East Dunbartonshire. Recent child poverty estimates at Ward level have also reflected this with 23% children estimated to live in poverty in Ward 8. This is over twice as many as the East Dunbartonshire average of 10% and almost 5 times that of the Bearsden North and South Ward averages of 5% (Campaign to end child poverty, 2012)

Employment

East Dunbartonshire has higher levels of employment than the Scottish average with 79.1% of the working age population classed as economically active, higher than the Scottish average of 77.1%. Unemployment is also lower than average with 2.5% of the working age population claiming Job Seekers Allowance, 1.6% below the

national average of 4.1%⁹. (DWP JAN 2013) and only 8% of the population are classed as employment deprived against a national average of 12%



East Dunbartonshire has a highly skilled workforce with 55.7% of workers in Managerial, Professional and Technical occupations, which is significantly higher than the Scottish average of 40.3% and residents of East Dunbartonshire have higher earnings on average than those living in other Council areas in Scotland, earning on average £581 per week against the national average of £498. There are, however specific areas within East Dunbartonshire in which unemployment is higher than the national average. For example, the Hillhead area of Kirkintilloch where 21% of people are classed as employment deprived compared to the East Dunbartonshire average of 8% and the Scottish average of 12% (Scottish Neighbourhood Statistics 2008).

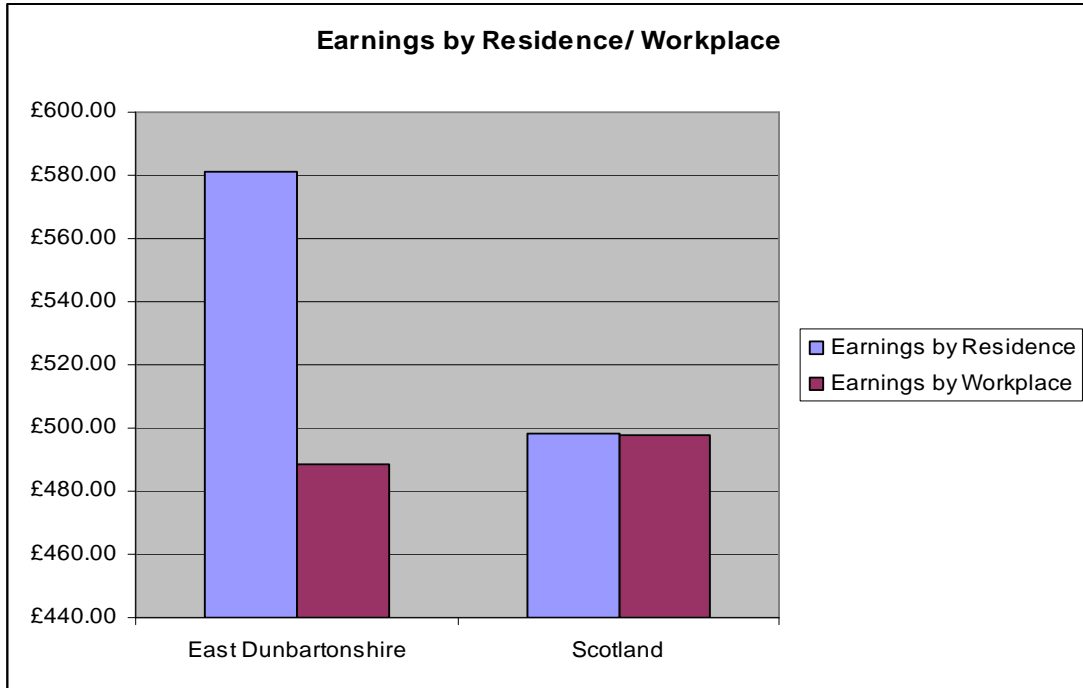
There is a higher than average number of school leavers entering positive destinations (Employment, training or further education) than most other local authorities in Scotland with 93.1% entering positive destinations in 2010/11 against a Scottish average of 88.9%¹⁰.

Economic Recovery

The East Dunbartonshire workforce is heavily reliant on the wider economy of surrounding areas. This is demonstrated by earnings by workplace in East Dunbartonshire being lower than the Scottish average at £489 per week against the average of at £498 despite that fact that earnings by residence are well above the Scottish average as demonstrated in the chart below.

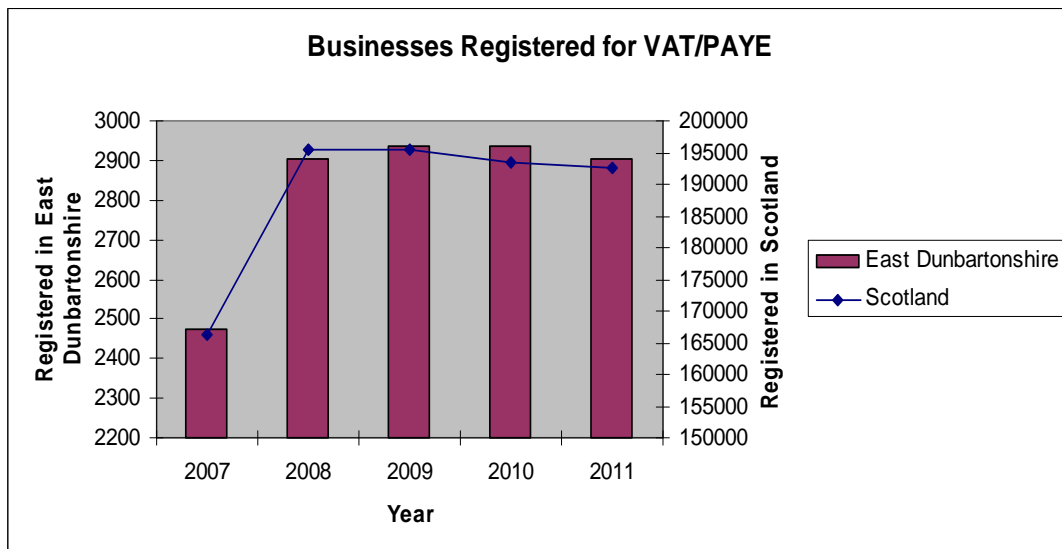
⁹ January 2013

¹⁰ Skills Development Scotland School Leaver Returns

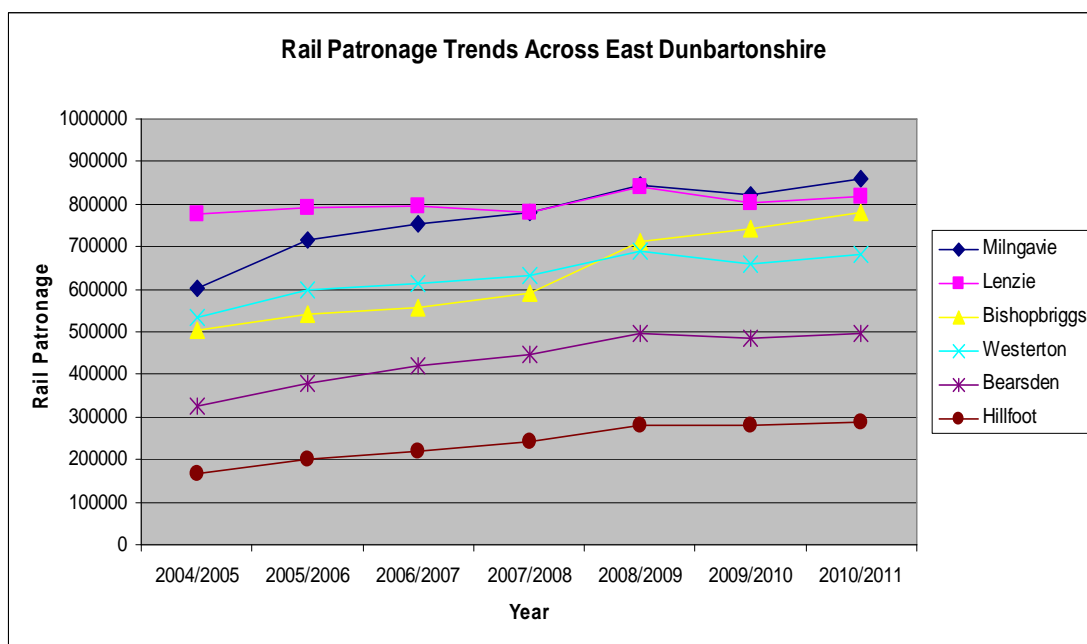
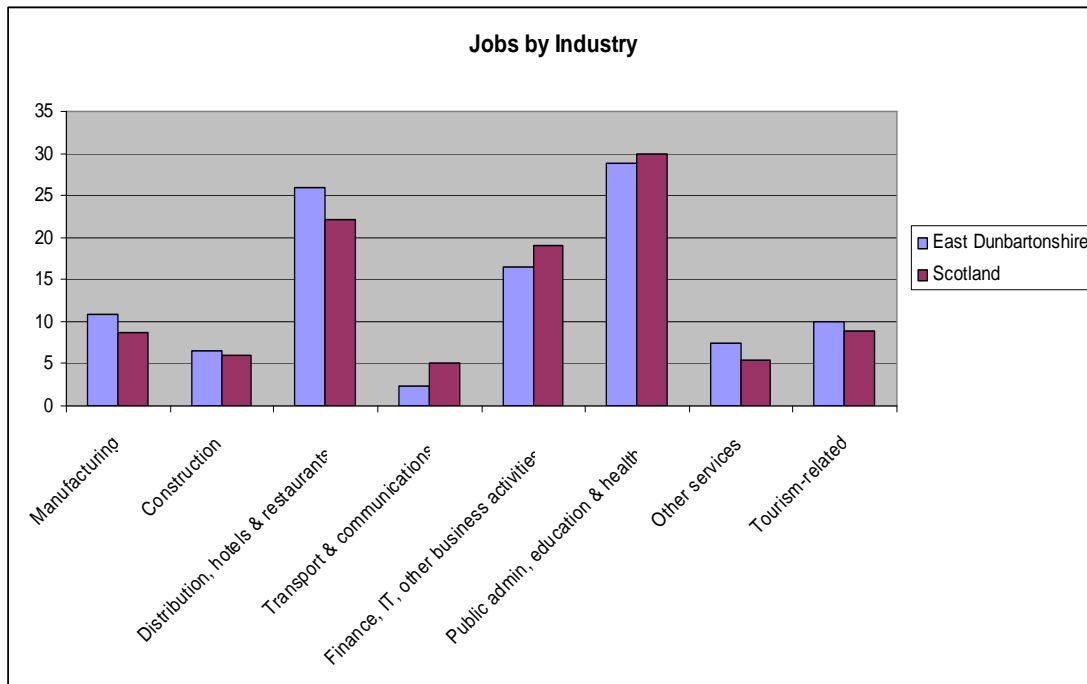


The number of jobs per head of population is also significantly lower than the Scottish average at 0.4 jobs per working age person against 0.76 in Scotland.

While, East Dunbartonshire is perceived principally as a commuter location, there are around 3,000 businesses (see below chart), mostly small and medium sized enterprises. The public sector is the largest employer. The manufacturing base is slightly higher than the national average and there is a heavy reliance on the service sector.



The largest proportion of jobs by industry in the area is in the Services domain with public administration, education and health comprising 28% of jobs in the area. This is closely followed by distribution, hotels, restaurants (26%) and Finance, IT, other business activities (16.5%). As illustrated in the chart below.



Early Years

For Scotland as a whole the number of children aged 0-15yrs is projected to increase by 3%. Population projections suggest that half of the 32 council areas will also see a rise in the number of children over the next 25 years. In contrast, the number of children in East Dunbartonshire is projected to fall by 22.8% by 2035.

Despite the falling child population, the last 5 years has seen a steady rise in the number of vulnerable children who come to the attention of Social Work and other Planning Partners. The needs of these children are complex with the vast majority requiring some form of multi-agency support to keep them safe. The local picture in

this regard mirrors the situation across Scotland and is demonstrated in an increase in the number of children who require substitute care and a rise of the number of children on the Child Protection Register.

The following information gives an indication of the level of need in EDC:

- Over the last 5 years there has been a 44% increase in the number of Looked after Children
- 55% of children being accommodated over the last five years were as a result of being at risk of abuse or neglect
- 17% of children being accommodated over the last 5 years were as a result of a family breakdown
- 7% of children being accommodated over the last 5 years was a result of the child engaging in risk behaviour
- 6% of children being accommodated over the last 5 years was as a result of the child's offending behaviour

In the 2011/12 period (April to March) 40 children were admitted to care in East Dunbartonshire. Of those 40 children, 23 were admitted due to suffering and/or being at risk of abuse or neglect¹¹.

The Early Years Collaborative identifies the need to build the capacity of core services that children and families come into contact with on a regular basis. Universal services for early years need to be equipped to identify needs and risks and be able to then deliver a service that meets the different needs identified within mainstream services as far as possible. There will undoubtedly still be a role for more specialised services. This does not mean solely public sector solutions and new and innovative models of collaboration will be required.

In line with a decrease in the population of children primary school rolls are also falling. Since 1998, the number of pupils in East Dunbartonshire's primary schools has fallen from over 10,600 (10.1% of the population) to under 8,200 (8% of the population). Our schools are significantly under-occupied (37%)¹², and will be for the foreseeable future. The Primary School Improvement Programme is engaging with the community regarding the improvement and modernisation of the primary school estate.

As shown in the table below educational attainment in East Dunbartonshire Schools is high with the average S4 tariff score consistently higher than the Scottish average with a rank score of 218 in 2010/11 against a Scottish average of 184¹³.

¹¹ East Dunbartonshire Council Social Work

¹² East Dunbartonshire Council

¹³ Scottish Neighbourhood Statistics

Awards	2009	2010	2011	Scottish Average 2009	Scottish Average 2010	Scottish Average 2011
% pupils gaining 5 or more awards at SCQF level 3 (Foundation – Access 3) or better by the end of S4	99%	97%	98%	91%	92%	93%
% pupils gaining 5 or more awards at SCQF level 4 (General – Intermediate 1) or better by the end of S4	91%	91%	92%	78%	78%	78%
% pupils gaining 5 or more awards at SCQF level 5 (Credit – Intermediate 2) or better by the end of S4	51%	55%	56%	35%	35%	35%
% pupils gaining 1 or more awards at SCQF level 6 (Higher) or better by the end of S5	59%	61%	62%	41%	43%	44%
% pupils gaining 3 or more awards at SCQF level 6 (Higher) or better by the end of S6	49%	52%	54%	31%	33%	35%
% pupils gaining 5 or more awards at SCQF level 6 (Higher) or better by the end of S6	37%	39%	40%	21%	22%	23%

Safer and Stronger Communities

East Dunbartonshire is regarded as a safe place to live with the level of crime being significantly lower than the Scottish average with 1,022 crimes and offences per 10,000 of the population in 2011-12 compared to the Scottish average of 1,633. Public perceptions of safety are reflective of this with 81.5% of people feeling safe or fairly safe in their local area after dark.

There are, however, areas within East Dunbartonshire where Crime rates remain much higher than the national average. One area within Lennoxton Main Street for example, is in the 5% most deprived in Scotland for incidences in crime per 10,000 of the population. However, current data reflects a substantial reduction in crime in this particular area.

There is also a wide range of issues such as road traffic and home accidents, Fire safety, dog fouling, underage drinking and antisocial behaviour which remain visible areas for concern amongst residents of East Dunbartonshire. The Community Safety Partnership will place a strong focus on preventative measures in these areas, raising awareness of issues, providing information and providing diversionary activities for young people in the area.

The rise of individuals of a pensionable age presents a particular issue in regards to community safety and there is a need for specific targeted services focusing on issues that frequently affect our older population such as home accidents, issues surrounding dementia and bogus callers.

Health Inequalities and Physical Activity

Compared with the rest of Scotland, people living in East Dunbartonshire are relatively healthy. Life expectancy rates are high, people take part in sports, fewer smoke and breast feeding rates are higher than the Scottish average. However, good health is not distributed evenly across the area with health inequalities apparent in the most deprived areas.

East Dunbartonshire has the highest life expectancy in Scotland for men (79.4 years)¹⁴, 3.3 years above the Scottish average. Female life expectancy is also high at 82.7 years, 2 years higher than the Scottish average. However, there is a 10 year gap of life expectancy for men across East Dunbartonshire, with men living in the Westerton area living an average of 82.9 years compared to men in Hillhead living 72.7 years.

Compared to 22.6% nationally, 13.7% of women in East Dunbartonshire smoked during pregnancy, and 32.8% of mothers exclusively breast fed at six to eight weeks following birth (26.4% nationally). Immunisation rates are close to or slightly above the Scottish average. The rate of low birth weight babies is 1.6%, which is below the Scottish average, while the teenage pregnancy rate is 17.3% well below the national average of 41.4%¹⁵.

However differences are clear when figures are compared for Hillhead and Lennoxton. In Hillhead only 9.7% of babies are exclusively breastfed at 6-8 weeks and 17.7% in Lennoxton. Teenage pregnancies are significantly higher in Hillhead than for East Dunbartonshire at 46.4%.

Over the period 2009-2011 the overall death rate was lower for males than for females, the main cause of death was cancer followed by circulatory disease. Compared to Scotland over the same period, East Dunbartonshire had a lower death rate¹⁶.

According to the 2010 Scottish Schools Adolescent Lifestyle and Substance Misuse Survey (SALUS) 2% of 13 year olds and 9% of 15 year olds were regular smokers (smoking one or more cigarettes per week), while 85% of 13 year olds and 63% of 15 year olds reported that they had never smoked.

The percentage of 13 year olds in East Dunbartonshire who are regular smokers is similar to the national average. However, the proportion of 15 year olds who are regular smokers is lower than the national average (9% in East Dunbartonshire, compared with 13% nationally).

Overall smoking rates in East Dunbartonshire are low at 17%, less than the Scottish average of 25%. However smoking rates in Hillhead and Twechar are higher than the national average at 45%.¹⁷

With regards to activity, East Dunbartonshire's population is relatively active with 79% of people participating in sporting activity, 7% higher than Scotland as whole. The most popular activity was walking (60%), followed by swimming (23%). The breakdown of this activity is show in the graph below.¹⁸

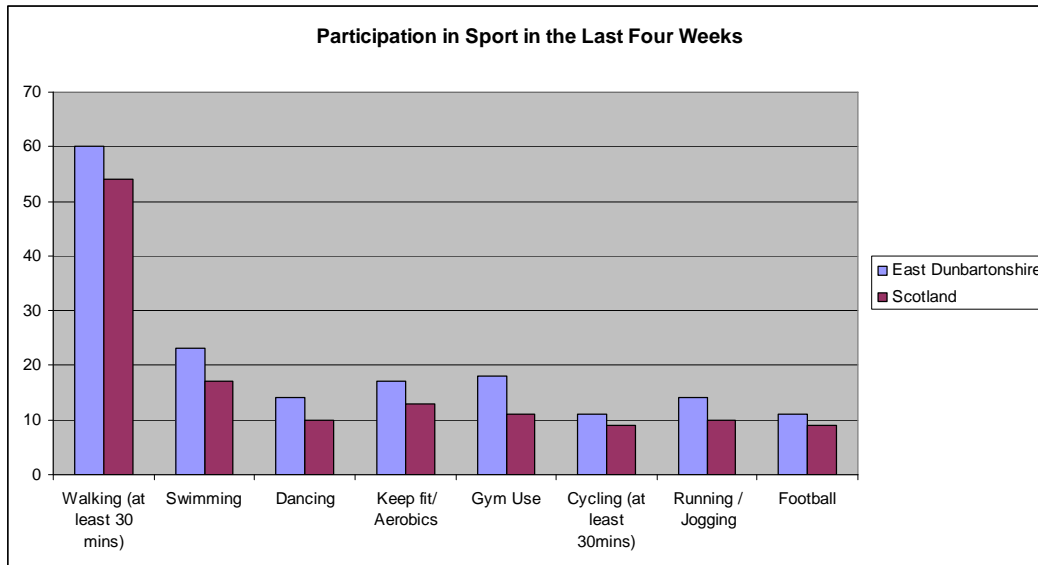
¹⁴ National Records of Scotland Life Expectancy for areas in Scotland 2008-2010

¹⁵ Health and Wellbeing Profiles 2010

¹⁶ National Records of Scotland Vital Events table 2011

¹⁷ Draft NHS GGC 2011 Health and Wellbeing Survey East Dunbartonshire Report

¹⁸ Scottish Household Survey 2009/10



However, over the last 3 years attendance at pools has fallen, although there has been an increase in the total attendance figures for other indoor sports and leisure facilities in the last year. According to the 2011 Scottish Health and Wellbeing Survey 75% of the population participate in sporting activities, 2% higher than the national average.

Recent data suggests that those aged 25-44 in East Dunbartonshire are most likely to meet the target for physical activity (30 minutes or more of moderate activity five or more days per week), those aged 75+ and those living in the most deprived areas are least likely to meet the physical activity target.¹⁹ This suggests a need to encourage further participation in physical activity.

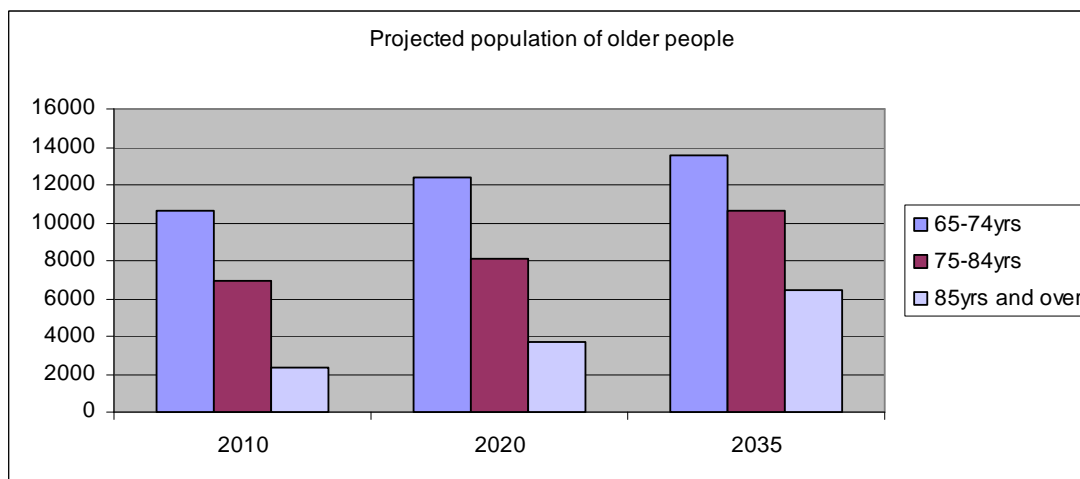
Older People

The number of older people in Scotland is projected to rise. This is true for all council areas to a greater or lesser extent, ranging from a projected increase in those aged 75+ of 36% in Glasgow City and 146% in West Lothian. Currently in East Dunbartonshire 19% of the population is 65 and over, 9% are 75 and over and 2% are over the age of 85.²⁰ However, recent population projections for East Dunbartonshire suggests that by 2035 people over the age of 65 will account for 32% of the population, 18% will be over 75 and 7% over the age of 85. The greatest growth will be the number of people aged over 75, which is projected to increase by 86%.²¹

¹⁹ Draft NHSGGC 2011 Health & Wellbeing Survey

²⁰ NRS 2011 Mid Year Estimate

²¹ National Records of Scotland 2010 based population projections



It is recognised that this trend in ageing population requires approaches that will maximise older people's ability to maintain their health and wellbeing, by developing sustainable and affordable services for older people to assist independent living in the community into later life.

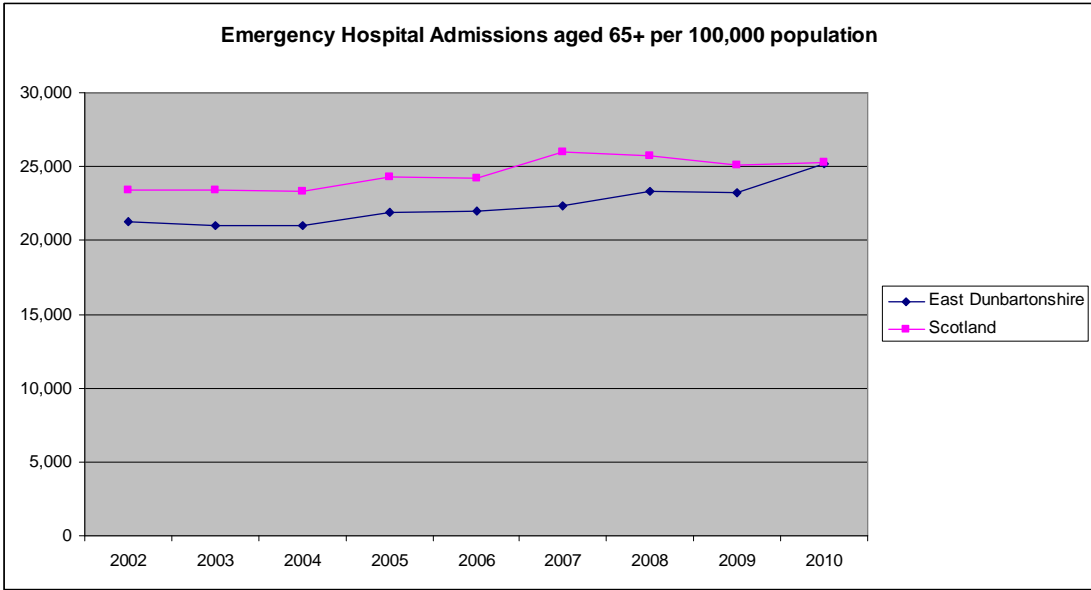
The average age on admission to a care home in East Dunbartonshire is 83 (the highest in Scotland). Of long stay residents in care homes, those aged 75-84 have been steadily falling (down 7%), whilst those residents aged 85 plus have been rising at a similar rate (up 8%). In addition, the average length of stay is around 2 years.²²

According to Alzheimer Scotland, approximately 86,000 people have dementia in Scotland (2013) (1.6% of the population), around 3,200 under the age of 65. Then number of people in East Dunbartonshire with dementia is estimated to be 1,957 (1.9% of the population) of which 96.5% are over 65 years of age.²³ There is a clear need to continue to target resources in this area as it is likely that dementia will continue to increase inline with life expectancy.

The rate of emergency admissions to hospital in East Dunbartonshire has increased from 20,900 per 100,000 population in 2005 to 25,080 in 2010, before reducing to 23,950 in 2011. Older people admitted regularly to hospital as an emergency are more likely to be delayed there once their treatment is complete. This, in turn, is particularly bad for their health and independence. There is a continued requirement to focus on improving health and wellbeing through a wide range of approaches including joined up community and health care services designed to address the challenges of an increasingly ageing population with long term conditions and complex needs.

²² East Dunbartonshire Ageing Well Strategy

²³ Alzheimer Scotland



Appendix 2 – Financial Information

This section is not complete, as highlighted in the covering report. Work is ongoing to ensure completion in the coming weeks.

Organisation	Amount	Year		Budget	Actual
		2012/13	2013/14		
East Dunbartonshire Council	£227.190m		X	X	
East Dunbartonshire Community Health Partnership	£49.614m ²⁴	X		X	
Scottish Police Service	£110.687m ²⁵		X	X	
Scottish Fire and Rescue Service	£4.011m	X		X	
East Dunbartonshire Voluntary Action	£0.503m		X	X	
Total	£351.54m				

²⁴ includes Family Health Service and Prescribing Budgets

²⁵ Full Budget for Greater Glasgow Division