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# Local Outcomes Improvement Plan 2017-2027



This plan has been produced with the assistance of all our partners.





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# Foreword

Welcome to our **Local Outcomes Improvement Plan (LOIP) 2017/2027** for Clackmannanshire.

This plan sets out the vision of the Clackmannanshire Alliance for the next 10 years and builds upon the successes of our previous plan the **Single Outcome Agreement for Clackmannanshire 2013/23**. A central theme of this Plan is a joint commitment to tackling the inequalities that exists in Clackmannanshire as a result of poverty and socio-economic disadvantage.

We have listened to partners and our communities and have intentionally focussed on a few key matters that we can make the greatest impact to our communities in Clackmannanshire. We recognise the importance of aligning partner's resources on key priorities that will drive long term sustainable improvement over the next decade for the benefit of all our communities. Through this plan we will create a legacy for future generations in Clackmannanshire; a society which more equal and which provides a better quality of life for all.

Prevention and early intervention is a strong theme set throughout this plan. While this plan seeks to improve outcomes that will benefit everyone in Clackmannanshire partners recognise the importance

of getting it right for our children and young people – our adults and our working age population in years to come. Securing better outcomes for our children and young people will secure better futures for all ages and all communities in Clackmannanshire by 2027.

This plan is focussed on improving outcomes, but we want also to recognise the positives that Clackmannanshire has to offer and to build on, with our communities, these positives and opportunities. We also want to build on our culture of continuous improvement as a partnership and ensure that we are working together in the best way that we can, making the best use of our resources with and for the benefit of communities in Clackmannanshire.



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# Introduction

**This Local Outcome Improvement Plan for 2017-2020 replaces the Clackmannanshire Single Outcome Agreement for 2013-2023. This plan has been developed in partnership and in response to our statutory obligations set out under the Community Empowerment (Scotland) Act 2015.**

Community Planning is about how public services work together with the community to deliver better services which improve long term outcomes for local communities. In 2015 community planning became a statutory requirement with the introduction of the Community Empowerment (Scotland) Act 2015 and a legal duty on core community planning partners to demonstrate that they are bringing about significant impact on improving outcomes and reducing inequality and disadvantage.

Our communities lie at the heart of this plan and our vision for Clackmannanshire. We recognise that the best solutions and the best ideas come from local communities, local businesses and the third sector and we are committed to working alongside our communities to secure improved outcomes for Clackmannanshire over the next 10 years.

Our Local Outcome Improvement Plan has been developed by the Clackmannanshire Alliance and sets out our ambitions for change for Clackmannanshire over the next decade. This plan sets out our commitment to reducing inequality and our renewed focus to work together to secure better outcomes for Clackmannanshire. We have chosen to focus our collective efforts on a core set of priorities based on our discussions with partners and communities over the past 12 months and based on a sound understanding of local need and circumstances.

Our Local Outcome Improvement Plan is supported by three Locality Priority Plans for Clackmannanshire. For clarity and consistency we have selected to develop locality plans based on the priorities that we have identified for Clackmannanshire. We believe that investing our collective resources and efforts on these three areas will enable our partnership to secure the best outcomes for Clackmannanshire over the next 10 years.

Each community planning partner in Clackmannanshire is committed to these priorities and will reflect these in their own strategic plans to ensure all efforts drive improved outcomes for Clackmannanshire, particularly in light of the challenges that partners face over the next decade.



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# Clackmannanshire

# Our Community Planning Framework

Community Planning Partnerships have a responsibility to work with communities to plan, resource and deliver integrated public services, reduce inequalities and significant disadvantage and bring about sustainable improvements to local outcomes. The Clackmannanshire Alliance, our Community Planning Partnership, brings together the key organisations that can make a difference to people's lives in Clackmannanshire.

We understand that, due to the size and nature of our place, we have opportunities unique to Clackmannanshire. With that said however, community planning is complex, with a number of existing and new duties and responsibilities which are no different to the largest community planning partnerships and authority areas in Scotland.

Understanding the breadth of responsibility on the partnership and responding to the significant areas of inequality that we have identified, through this plan, in Clackmannanshire is a challenge for partners in Clackmannanshire. We

will ensure that our partnership has the resources and capacity to deliver the pace of change and decisiveness in impact and that we apply strong governance, accountability and collaboration in all that we do for Clackmannanshire.

Our partnership arrangements need to reflect our new Local Outcome Improvement Plan and our Locality Priorities. It is crucial that our partnerships planning, performance and delivery framework is simple, clear and aligned. An early priority for the partnership will be to review our partnership operating arrangements to ensure they reflect the priorities that we have identified through this Local Outcome Improvement Plan. Our mechanisms for engaging with communities, local businesses and the third sector will be a key part of that review. Our current partnership structure includes both regional and local partnerships which broadly reflect our main areas of responsibility.

## Developing our Local Outcome Improvement Plan 2017/2027

Our LOIP sets out our strategy and vision for Clackmannanshire. It has been developed using a robust evidence base through extensive research and analysis through our Poverty Assessment for Clackmannanshire 2017 and our Economic Baseline for Clackmannanshire 2017. In May 2017 we held a stakeholders workshop to identify our priorities and to agree where we would focus our efforts and resources. We carried out an Equality Impact Assessment on our priorities and then consulted widely with a range of partners, key stakeholder and equality groups over June and July 2017.



# Our Place The Clackmannanshire Context



Clackmannanshire is unique in its relatively small geographic size yet abundance of historical importance and exceptional places to visit. Clackmannanshire is centrally located yet boasts stunning scenery and feels rural. Clackmannanshire benefits from good transport and digital infrastructure and opportunities yet has small villages and communities perfect for raising families and feeling part of the community.

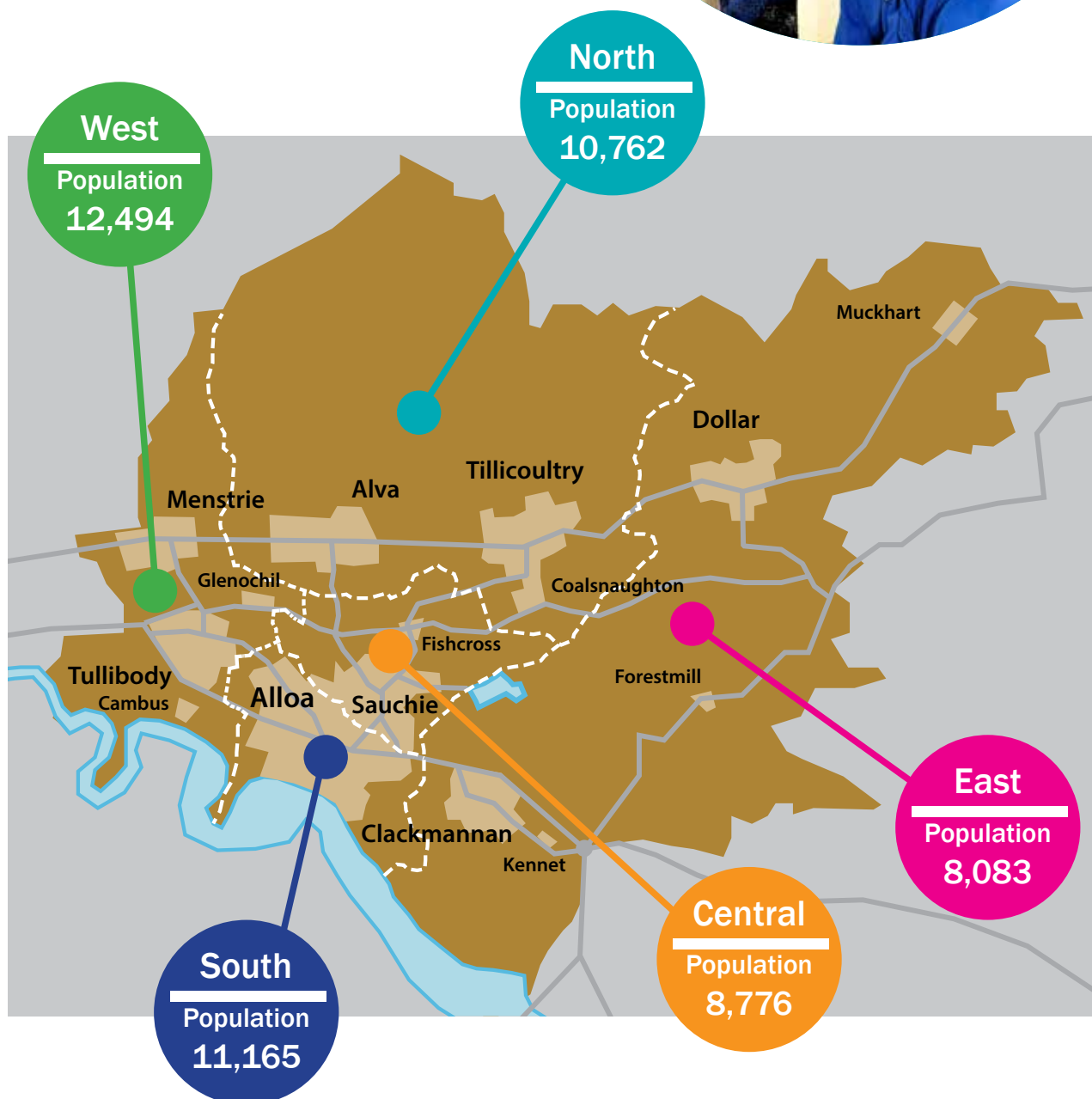
Clackmannanshire is also part of some major changes and opportunities. It has benefited from investment through the Scottish Attainment Fund and stands to benefit from investment through a joint City Deal with Stirling Council over the next few years. Clackmannanshire has some big plans and has some big ambitions for its communities and this plan seeks to ensure that we achieve long-term sustainable improved outcomes for the people and future generations of Clackmannanshire.

With that said, Clackmannanshire also has some catching up to do with the rest of Scotland. The post-industrial impacts have been deep and widespread in Clackmannanshire and our communities still bear many of the scars and symptoms associated with intergenerational and deep-rooted poverty. New industry and transport links have created opportunities for some of our communities, however, have also polarised the divide between our most and least disadvantaged communities. That, along with anticipated population and demographic changes which buck national trends, creates a uniquely different set of challenges for partners in Clackmannanshire, but at the same time a uniquely different set of opportunities for change.

## Our Place and our People

Clackmannanshire has 9 main localities or neighbourhood settlements. The largest of these areas is Alloa with a population of 13,000 followed by Tullibody with a population of around 9,500.

These are split into 5 administrative wards – North, South, East, West and Central.



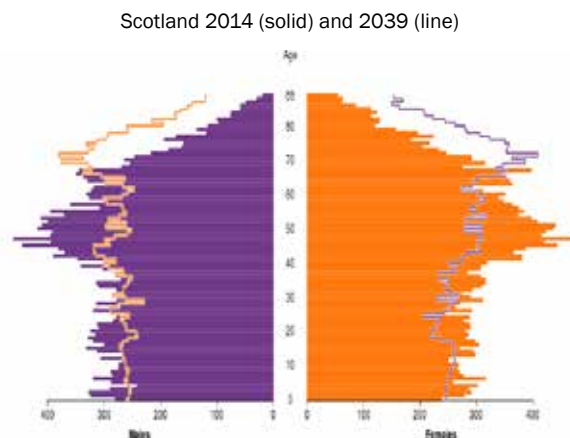


The Scottish Governments Index of Multiple Deprivation (SIMD) splits Clackmannanshire into 71 small areas known as 'data zones'. These data zones are used to identify places with concentrations of deprivation across Scotland. Clackmannanshire has proportionately more data zones than the Scottish average and its share of deprived data zones is the 8th highest of the 32 local authorities in Scotland. The places with the most significant areas of concentrations of deprivation in Clackmannanshire are:

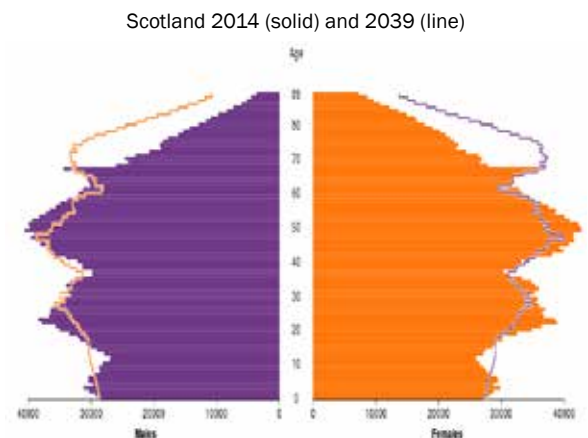
- Alloa South and East
- Tullibody North and Glenochil
- Tullibody South
- Fishcross, Devon Village and Coalsnaughton

The population of Clackmannanshire has grown fairly steadily over the past decade and in 2015 was estimated at around 51, 000 people. Our population projections however buck national trends. Whilst the population of Scotland is set to increase by almost 6.5% by 2039 from 2014 levels, the population in Clackmannanshire is projected to fall by around 3% over the same period to around 49, 6433. The population of all age groups except those aged 65+ is set to fall between now and 2037 which will create particular challenges for Clackmannanshire. The number of people of pensionable age is expected to rise by 32% by 2039 from 2014 levels. The comparable rise for Scotland is 28.3%. The number of people of working age in Clackmannanshire is set to drop by 12.5% from 2014 to 2039, compared to a 1.2% rise for Scotland as a whole.

**Figure 1.1e\* Scotland age profiles**



**Figure 1.1f Clackmannanshire age profiles**



\* <https://scotland.shinyapps.io/population-projection-pyramids/>

## The impact of Poverty and Inequality

Clackmannanshire currently has a working age population of around 33,000. Children make up around 9,000 of the current population of Clackmannanshire with around 3,900 on the primary school roll and 2,800 on the secondary school roll in 2016/17. In 2017 there were 220 looked after children in Clackmannanshire, higher than the national rate per head of population. In 2015 there were around 2,700 workless households in Clackmannanshire with approximately 2,000 children were living in these households. In Clackmannanshire around 27% of all children are living in poverty which is around 2,400 of our children – a figure well in excess of the national rate in Scotland.

We know that inequality and the impact of poverty and disadvantage in our communities is widespread. We know that poverty and inequality limits choices, quality of life and life long opportunities for some families and some communities in Clackmannanshire. We know that poverty blights childhoods and that growing up in poverty can mean being cold, going hungry and not being able to do activities that families should be able to do. We know that poverty has long lasting effects on attainment, aspirations, learning and employment. We also know that poverty and inequality impacts on health, wellbeing and ultimately quality of life and life expectancy. Tackling health inequalities lies at the heart of this plan.

In Clackmannanshire we have identified a number of areas where we think there is significant inequality and disadvantage and

where we think poverty is a very real problem for some of our families and communities. We know that attainment and positive destinations for our young people can be lower for pupils who live in the most deprived places in Clackmannanshire. When we compare a range of health and wellbeing measures Clackmannanshire varies significantly from the national average in 26 out of 56 measures including those relating to alcohol and substance use, mental health measures and childhood, women, ante and post natal health measures.

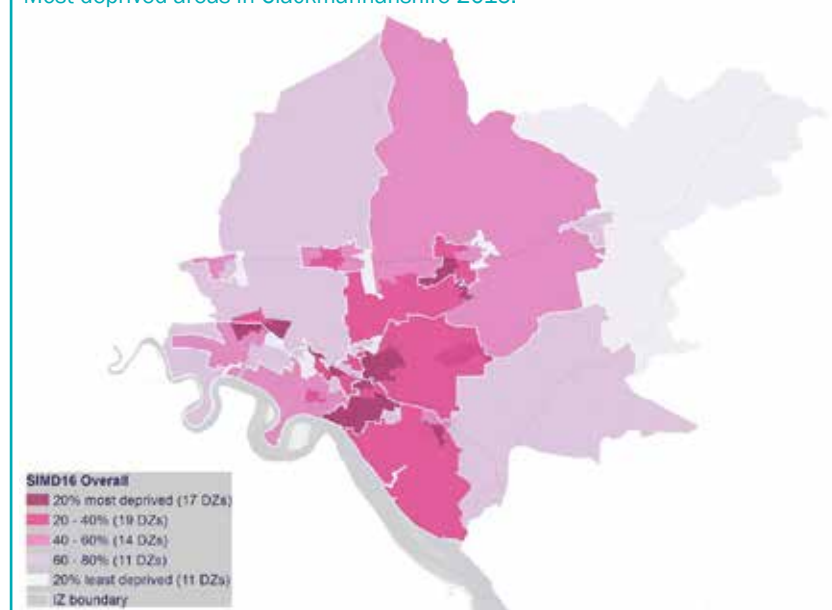
Through our research and analysis we have identified a number of areas where Clackmannanshire significantly differs from Scotland in its performance relating to employment and income and gender equality. We have found stark differences in the employment rate and pay rates between males and females; life expectancy

rates between males and females and a high proportion of women who face additional inequalities through disability and/or caring responsibilities in Clackmannanshire. The teenage pregnancy rate in Clackmannanshire is the highest in Scotland and Clackmannanshire has around 1,600 women who are lone parents.

In terms of place we know from the SIMD index that Clackmannanshire, but particularly the Alloa South and East community features in some of the most deprived areas in Scotland and has done so since 2004 when the measurement tool was first used. Clackmannanshire has the 8th highest national share of data zones in the 15% most deprived with 11 data zones in this category.

Although other communities in Clackmannanshire also feature in the index we consider Alloa South and East to demonstrate particular challenges and significant poverty, inequality and disadvantage.

Most deprived areas in Clackmannanshire 2016.





## Our Economy

Although our economic indicators have improved in Clackmannanshire, they still lag significantly behind Scotland overall. Across the range of economic measures – Gross Value Added (GVA), median earnings, employment rate, claimant count and job density – Clackmannanshire is significantly behind. Both the employment rate and median earnings for women in Clackmannanshire is significantly different to both the national average and the rate for males in Clackmannanshire. Almost 80% of males in Clackmannanshire are in employment compared with 65% of women – a figure lower than would be expected given the national average. Median weekly earnings for males (in full time employment) are slightly higher than the national average but earnings for women (in full time employment) are 27% lower than the national average. In real terms the difference is around £129 per week.

On the face of it, Clackmannanshire's GVA lags considerably behind Scotland and neighbouring areas including Stirling. The county has a GVA per capita of £15,000, compared to Scotland's £22,300 and Stirling's £23,600. When GVA per employee is considered, however, Clackmannanshire can be seen to outperform both Scotland and Stirling, with levels of GVA per worker reaching over £45,000 in 2014. This latter trend demonstrates that when jobs are located and business is conducted in Clackmannanshire, it is more productive than comparators. The gap between GVA per capita and GVA per job is exacerbated by a jobs density of just 0.5 jobs per individual of working age, compared to rates of around 0.8 for both Scotland and Stirling. With women travelling shorter distances to access employment, possibly as a result of childcare or their higher propensity to provide unpaid care than men, this shortage of jobs in Clackmannanshire is a problem for all residents with barriers to travelling for work, but for women in particular.

Headline employment rates indicate that Clackmannanshire is making progress in recovering to its pre-crisis peak of 76%. The 2015 employment rate was over 72%. Of those who are employed, public administration, education and health are the largest sources of employment for Clackmannanshire, in line with Scotland as a whole. However, underlying this headline statistic is a significant divergence between genders, with almost 80% employment amongst men, and 65% for women in Clackmannanshire.

There is some good news too for Clackmannanshire. As well as being a demonstrably productive place to do business, as outlined above, businesses are as likely to survive in Clackmannanshire as in Scotland as a whole, suggesting Clackmannanshire is not an inherently poor environment to do business in. The county also enjoys reasonable proximity to three cities, Stirling, Edinburgh and Glasgow, and boasts natural assets in the river and the Ochil Hills, which offer the potential to develop innovative and sustainable sources of economic growth through tourism and energy production.



## Older People and Health and Social Care Integration

From our review of data and research we have not identified older people in Clackmannanshire as being in particular risk from income poverty. That said, we do know there are pockets where older people are living in circumstances which we would consider not good enough, affected by poverty factors such as transport, access to service, isolation within communities, poor health and disability. We also know that Clackmannanshire faces a changing demographic profile and that our proportion of older people is projected to increase by 32%.

Given our long-term demographic projections and the strength of feedback from partners and communities we have agreed to keep a watching brief on inequality and our older people in Clackmannanshire. We will do this through our Health and Social Care Partnership and where it is considered appropriate we will develop specific multi-agency partnership strategies to tackle particular disadvantage to this age group. Our older people in Clackmannanshire will also of course benefit from work that will be undertaken to implement this plan through for example strategies on food and fuel poverty and community resilience and empowerment.

Partners are already doing a lot of work through the Health and Social Care Partnership in Clackmannanshire and the community planning partnership aims to complement that work where it is appropriate. The partnership Strategic Plan [2016-2019] has established eight local priorities. These bring together the health and social care services along with the commissioned services and partners, to redesign and focus activity onto integrated service delivery models, which will significantly strengthen community and place based services.

The high level priorities, expressed as a series of 'we will' statements, in the Strategic Plan are –

- Further develop systems to enable front line staff to access and share information
- Support more co location of staff from across professions and organisations
- Develop single care pathways
- Further develop anticipatory and planned care services
- Provide more single points of entry to services
- Deliver the Stirling Care Village
- Develop seven day access to appropriate services
- Take further steps to reduce the number of unplanned admissions to hospital and acute services

Further information on Our Health and Social Care Partnership for Clackmannanshire and Stirling can be found here:

<https://nhsforthvalley.com/about-us/health-and-social-care-integration/clackmannanshire-and-stirling/>





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# How We Will Work In Partnership

In Clackmannanshire we have a solid foundation of working together to improve outcomes for Clackmannanshire. Since our first plans, the Clackmannanshire Alliance has achieved much as a partnership. We have seen significant improvements in the way that our communities reflect on Clackmannanshire as a place to live. We have also seen significant improvements in the way that our communities reflect on the way that public services are delivered in Clackmannanshire.

However the next 10 years are going to be challenging. The context of public sector spending reductions; major policy reform and a challenging demographic profile will all influence and impact on achieving our strategic outcomes and how we go about our business.

How the partnership engages individuals and communities in the solutions that will achieve real and lasting change in their own lives and in their communities is going to be crucial and that is why we have identified a strategic priority around this agenda. How we address the poverty and inequality that we have identified in a way that makes a significant impact on future generations in Clackmannanshire is also critical.

On that basis the partnership has agreed a set of principles which set out how we will do our business in Clackmannanshire to implement this plan and achieve our outcomes. These are:

- A focus on fewer key priorities to tackle inequality where we can genuinely make a difference.
- Prevention and early intervention aimed at reducing causes of poverty and inequality and not just its symptoms.
- Inclusive economic growth that benefits everyone.
- Participation, engagement and co-production in identifying and delivering solutions.
- Strong partnership leadership, governance and accountability
- Integrated and multi-agency approaches focussed on our targeted priorities; and
- Promoting and championing what we do well in Clackmannanshire and building and continuing areas of good practice

Each partner individually and collectively has a commitment to deliver on the outcomes, priorities and the manner with which we will achieve these. This commitment means making sure that what we do individually and collectively has regard to the priorities identified through this plan. This commitment also extends to how we will individually and collectively go about our business for the benefit of Clackmannanshire.





## Governance, Performance, Accountability and Improvement

Managing performance across the partnership is key in ensuring informed decision making, mobilising resources appropriately, assessing progress and performance and ensuring accountability. Good performance management is also about continually improving the way that we work - leadership, governance, engagement and shared goals and priorities.

Throughout the life of the Single Outcome Agreement in Clackmannanshire our partnership has demonstrated robust arrangements for governance, performance and accountability. Performance management arrangements have been in place across all of our partner organisations and information and performance information on community planning analysed and presented through the preparation of regular performance reports and annual reviews for purposes of scrutiny and accountability. Our partnership has developed our approaches to performance management over the past 4 years and now core partners share performance information on a uniform performance management system Pentana. We will continue to build on our embedded practice in Clackmannanshire with our new Local Outcome Improvement Plan 2017-2027 and will make necessary adjustments and improvements to ensure compliance with duties set out through the Community Empowerment (Scotland) Act 2015. This will include extending our approaches to the broader set of partners now included in the Community Planning duty.


We will report annually on progress against this plan and will publish this report for information. We will also ensure that our plan remains up to date and delivers improvement on priorities which reflect local needs, circumstances and aspirations. We will refresh our Local Outcome Improvement Plan every 3 years.

## Our Policy Framework

This plan recognises the significant policy framework within which Community Planning Partners operate. There are a number of significant plans in Clackmannanshire which will shape how we will work in partnership and what we will do to improve outcomes locally. Partners will continue to provide leadership and resources to ensure that these plans are delivered in Clackmannanshire and to ensure that the strategic outcomes presented in this Local Outcome Improvement Plan 2017-2027 are achieved. These plans include:

- Clackmannanshire Council Corporate Plan 2017-2022
- Health and Social Care Partnership Strategic Plan 2016-2019
- Local Police Plan for Clackmannanshire 2017-2020
- Local Fire Plan for Clackmannanshire 2017-2020
- National Improvement Framework for Education 2017
- Community Justice Improvement Plan 2017/18
- Community Learning and Development Plan 2015-2018
- Children's Services Plan for Clackmannanshire 2017-2020
- Local Development Plan 2015
- Clackmannanshire Economic Development Framework 2008-2018
- Clackmannanshire Mainstreaming Equalities Outcomes 2017-2021





*'Working together  
for a better quality  
of life and equal  
opportunity for all'*

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# Our Vision For Clackmannanshire 2017-2027

**Our Local Outcome Improvement Plan vision for Clackmannanshire, partly taken from our Community Plan (2010-20) 'Working Together for Clackmannanshire' and our Single Outcome Agreement 2013/2023 is:**

*'Working together for a better quality of life and equal opportunity for all'*

As partners we want our communities and our people to have the same opportunities and life chances. We want our children and young people to be able to make the most of the opportunities that are available to them and to have the best possible outcomes as adults. We want our communities to be resilient and empowered and be supported to be able to improve outcomes that reflect their local aspirations. We want to improve the outcomes for our women and girls living in Clackmannanshire, recognising that this will need a whole-community approach, but will benefit each and every community. Lastly we want Clackmannanshire to be an attractive place to live and work with healthy and sustainable businesses and opportunities for learning and employment.

Central to achieving our vision is tackling the poverty, inequality and disadvantage that we have identified in Clackmannanshire. Evidence tells us that there are clear groups and areas experiencing particular disadvantage when compared with others in Clackmannanshire and national averages. We want to work together to tackle the root causes of poverty, deprivation and inequality which has existed in some families for generations and to start to really improve our outcomes for our young people and future adults.



In order to achieve our vision for Clackmannanshire we have developed four long term strategic outcomes which will drive the direction of our strategic partnership working in Clackmannanshire over the next 10 years:

### Strategic Outcomes for Clackmannanshire

- 1** Clackmannanshire will be attractive to businesses and people and ensure fair opportunities for all.
- 2** Our families; children and young people will have the best possible start in life
- 3** Women and girls will be confident and aspirational, and achieve their full potential.
- 4** Our communities will be resilient and empowered so that they can thrive and flourish.




Clackmannanshire will be attractive to businesses and people and ensure fair opportunities for all.

Our communities will be resilient and empowered so that they can thrive and flourish.

Our families; children and young people will have the best possible start in life.

Women and girls will be confident and aspirational, and achieve their full potential.



From our extensive work to understand the issues and challenges facing Clackmannanshire we have identified a number of groups and communities where we intend to focus our resources and improve outcomes. In doing so we believe that we will be addressing the most significant areas of poverty and inequality in our communities that will reap improved benefits for the whole of Clackmannanshire and bring us to a position where we are performing the same or better than nationally. These groups have been identified through our research but also through feedback from our recent consultation with stakeholders.

We accept of course, that families and communities will be experiencing poverty and disadvantage that do not sit under any of these groups and that there may be new emerging groups which we are not yet fully aware of in Clackmannanshire. We will continue to keep a watching brief on these groups and any emerging new groups and will work as partners to determine appropriate interventions and strategies to address inequality and poverty experienced by groups.

The groups that we have identified as being at particular risk of inequality and poverty are:

- Low income households and workless households particularly where there are children;
- Women; lone parent families and young mothers/teenage pregnancies;
- Those living with poor physical and mental health and those affected by alcohol and substance use;
- Young people in and leaving the care system
- Community of Alloa South and East which has experienced deep rooted poverty for decades
- People living with disability
- People with caring responsibilities
- Refugee and Asylum Families





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# Our Performance Framework

## How Will We Know

## What Is Different?

Linked to each of our long term strategic outcomes and 1-5 year outcomes are a set of outcome measures that we will use to drive our performance, delivery and decision making in Clackmannanshire. We have linked our long term Strategic Outcomes to Scotland's National Outcomes and we will keep this plan under review as the National Outcomes are reviewed. This performance framework will form the basis of our annual reporting going forward.





## Outcome 1: Clackmannanshire will be attractive to businesses and people and ensure fair opportunities for all.

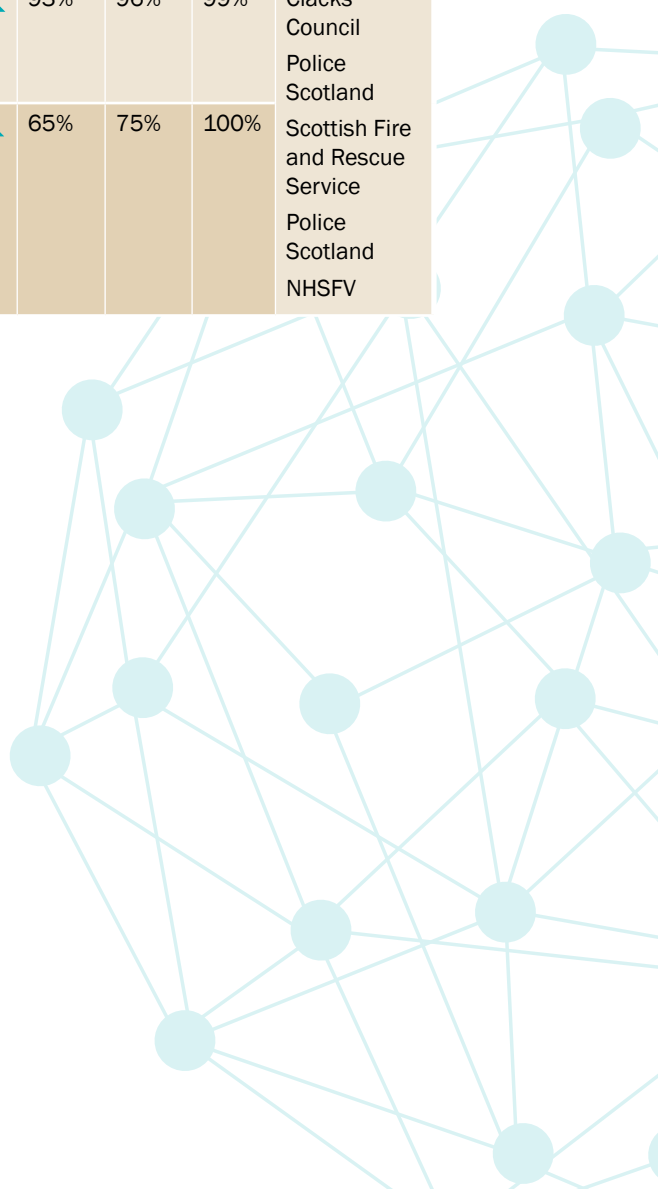
1-5 Year Outcomes	National Outcomes	Outcome Measures						Lead Partners	
Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners	
We will have increased the proportion of young people in employment	We realise our full economic potential with more and better employment opportunities for our people.	Employment Rate (Working Age Residents)	70.6%	↑	71%	73%	75%	Clacks Council Clacks Business	
		The working age population in Clackmannanshire aged 16-64 years	32400	—	To monitor			Scottish Enterprise Forth Valley College	
		18-24 Year Olds claiming out of work benefits	6.4%	↑	6.4%	6.3%	6.0% ■		
We will have improved the proportion of young people positive destinations	Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	Modern Apprentice new starts (16-24 year olds)	256	↓	260	270	300	Clacks Council Clacks Business	
	Our children have the best start in life and are ready to succeed	% of employed 16-24 year olds that are modern apprentices.	23.8%	↑	24%	26%	30%	Scottish Enterprise Forth Valley College	
		Participation rate of 16-19 year olds in training, employment and learning.	88.2	—	88.5	89.0	90.4		
We will have improved the number and range of jobs locally	We realise our full economic potential with more and better employment opportunities for our people.	Total Number of businesses	1120	↑	1130	1140	1160	Clacks Council Clacks Business	
		We live in a Scotland that is the most attractive place for doing business in Europe.	Job density rate; jobs available as proportion of working age population	0.51	↓	0.53	0.55	0.57	Scottish Enterprise Forth Valley College
			Number of jobs in Clackmannanshire	15000	↑	15100	15300	15800	CTSI
	We realise our full economic potential with more and better employment opportunities for our people	% Working age population with no or low qualifications	10.3	↓	10.4	10.5	11.0		
		Business in Clackmannanshire with more than 50 employees	50	—	51	52	55		
	We are better educated, more skilled and more successful, renowned for our research and innovation	% Business survival rate over 3 years	55.6	↓	55.8	56	57		
		Residents who agree that there are a lot of job opportunities for people in Clackmannanshire	5%	↓	10%	20%	50%		
		Number of social enterprises in Clackmannanshire	32	↑	40	50	75		
		Residents who feel the area is benefitting from economic revival	40%	↓	45%	55%	75%		
		Number of local business supported through business gateway	204	↓	204	210	220		

■ Scottish average is 3.7 at 2017

## Outcome 2: Our families; children and young people will have the best possible start in life



Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners
Our Communities are more inclusive and cohesive	We have tackled the significant inequalities in Scottish society.  We live in well-designed, sustainable places where we are able to access the amenities and services we need.	Residents who feel that Clackmannanshire has a strong sense of community	60%	↑	65%	80%	100%	Clacks Council Police Scotland Scottish Enterprise
		Residents who rate their neighbourhood as a good place to live	92%	↑	94%	96%	100%	NHS Forth Valley Scottish Fire and Rescue Service CTSI
Our communities are and feel safer	We live our lives safe from crime, disorder and danger	Residents who feel safe or very safe at night in Clackmannanshire	90%	↑	93%	96%	99%	Clacks Council Police Scotland
		Resident who are satisfied with how partners are tackling crime in Clacks	59%	↑	65%	75%	100%	Scottish Fire and Rescue Service Police Scotland NHSFV



## Outcome 2: (continued)

Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners	
Our vulnerable people and families are supported	We have improved the life chances for children, young people and families at risk	Rate of children on the child protection register	2.0	↑	Lower than Scottish average ▀			Clacks Council Police Scotland Scottish Fire and Rescue Service Police Scotland NHSFV	
		Rate of children who are looked after	22.7	▬	21	19	14 ▀		
		School attendance levels of all pupils in Clackmannanshire	92.5	▬	93%	94%	96%		
		School attendance levels of pupils from SIMD deciles 1 & 2	91.4%	▬	92%	94%	96%		
		School attendance levels of children who are looked after	Baseline to be added						
		Proportion of children living in poverty after housing costs	27%	↑	25%	15%	0		
		% of all children who reach all expected developmental milestones at the time the child starts primary school.	New Measure – Baseline to be added						
		School Exclusions	212	▬	Reduce year on year				
		Positive destinations for Looked after Children	Baseline to be added						
		Substance misuse and its effects are reduced	We live longer, healthier lives.	Hospital related stays for:					
We have improved the life chances for children, young people and families at risk	Drugs		153	▬	152	149	142		
	Alcohol		509	▬	508	505	148		
	Prevalence rate of substance misuse in Clackmannanshire		1.8	↓	1.7	1.6	1.2		
	Mortality rates for:								
	Drugs		14.4	▬	14.2	14.0	13.5		
Alcohol	26.8	▬	26.0	24.0	21.5				

■ The rate in Clackmannanshire is currently lower than the Scottish average (3.0) (2015/16). We aim to maintain the rate in Clackmannanshire lower than the Scottish average.

■ Target in line with the Scottish average (14.0) (2015/16).

● Standardised rate per 100k population – Scottish rate is 142.8

● Standardised rate per 100k population – Scottish rate is 664.5







● Most up to date % (2012) number is 630 people

● Standardised rate per 100k population – Scottish rate is 13.5

● Standardised rate per 100k population – Scottish rate is 21.8



## Outcome 2: (continued)

Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners	
Health is improving and we have reduced health inequalities	We live longer, healthier lives	Proportion of health and wellbeing indicators significantly worse than national average	46%		40%	35%	20%	NHS Forth Valley  Clacks Council	
		Life expectancy rates compared with national average	80.2		82	83	84		
		Proportion of children living a household where there is parental mental health and receiving multi-agency support	New Measure – Baseline to be established						
		Suicide rate in Clackmannanshire	32		25	20	12		
		Residents who agree that Clackmannanshire is a place where health is improving	28%		32%	40%	75%		
		Number of mothers smoking during pregnancy (3 year average)	21.9		20	18	15		
		Smoking Prevalence Rates in adults 16+	30%		28%	25%	15%		



### Outcome 3: Women and girls will be confident and aspirational, and achieve their full potential



Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners
Women and Girls are safe, respected and equal in our communities	We have tackled he significant inequalities in Scottish society  We live our lives safe from crime, disorder and danger	Life expectancy rates for females and compared with national average	80.2  (Scot 81.1)	↑	80.5	80.9	81.1	Clacks Council  Scottish Enterprise
		Gross weekly full time earnings for females and compared with the national average.	£353.30	↑	380	430	485	NHS Forth Valley  Police Scotland
		Rate of domestic abuse incidents reported to Police Scotland	136	↑	130	120	100	VAWP
		% of women who feel safe in Clackmannanshire	New Measure – Baseline to be added					
		Number of referrals made through the Disclosure Domestic Abuse Scheme (DSDAS)	21	—	30	40	100	
		Number of women and girls referred to specialist services for support.	New Measure – Baseline to be added					
		Number of perpetrators of violence against women and girls who are referred to perpetrator interventions	16 ▲	—	18	25	30	

▲ Caledonian programme number for Clackmannanshire 2016





## Outcome 3: (continued)

Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners
Women and girls thrive as equal citizens, socially, economically, culturally and politically	<p>We have improved the life chances for children, young people and families at risk</p> <p>Our children have the best start in life and are ready to succeed.</p> <p>We realise our full economic potential with more and better employment opportunities for our people</p>	School leavers entering positive destinations - females	New measure – Baseline to be added					<p>Clacks Council</p> <p>NHS Forth Valley</p> <p>Scottish Enterprise</p> <p>Forth Valley College</p>
		Participation rate of 16-19 year olds in training, employment and learning.	88.2	—	88.5	89.0	90.4 ▲	
		Participation of 16-19 year olds in training, employment and learning - females	89.5	—	89.8	90.5	91 ▲	
		Number of modern apprenticeships who are female	Baseline Measure to be added.					
		Teenage Pregnancy Rate (under 20 years) and compared with national average.	57.1	↓	55.0	50.0	35 ▲	
		Teenage Pregnancy Rate (under 16 years) and compared with national average	11.1	↓	10.5	8.0	5.0 ▲	
Positive gender roles are promoted in Clacks	<p>We have tackled the significant inequalities in Scottish society</p> <p>We take pride in a strong, fair and inclusive national identity</p> <p>Our young people are successful learners, confident individuals, effective contributors and responsible citizens</p>	% of residents agreeing that equality and diversity are promoted in Clackmannanshire	34%	↓	40%	60%	80%	<p>Clacks Council</p> <p>NHS Forth Valley</p> <p>Scottish Enterprise</p> <p>Forth Valley College</p>

▲ Target is the current Scottish rate 2016.

▲ Target is the current Scottish rate 2016.

▲ Target is the current Scottish rate 2014

▲ Target is the current Scottish rate 2014



## Outcome 4: Our communities will be resilient and empowered so that they can thrive



Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners	
Local people participate in local democracy and community life	We take pride in a strong, fair and inclusive national identity	Number of active community groups in Clackmannanshire	250	↑	260	280	500	Clacks Council	
		Residents who feel that Clackmannanshire has a strong sense of community	60%	—	70%	85%	95%	CTSI	
	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	Residents who feel public agencies work well together in Clackmannanshire	50%	↑	60%	80%	95%	NHS FV	
								Police Scotland	
Local communities have opportunities to engage with partners in designing local services	We live in well designed, sustainable places where we are able to access the amenities and services we need	Residents who rate public services as very or fairly good	94%	↑	96%	98%	99%	Clacks Council	
		Residents satisfied with opportunities for participating in local decision-making	39%	↑	45%	60%	95%	CTSI	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs.	Residents who feel that they should be consulted more on how local services are delivered	40%	↓	35%	25%	10%	NHS FV	
		Residents who agree that the area has a good physical environment	73%	↑	75%	85%	95%	Police Scotland	
		Proportion of young people in Clackmannanshire who are satisfied with opportunities for participating in local decision making.	New Measure – Baseline to be established						Scottish Enterprise
								Scottish Fire and Rescue	
Clacks is a place where all people have equal opportunities regardless of their background or circumstances.	We have tackled the significant inequalities in Scottish society	Number of data zones in Clacks in SIMD 15% most deprived	11	↑	9	5	0	Clacks Council	
	We live long, healthy lives	Residents describing their quality of life as good or very good.	90%	↑	92%	95%	98%	CTSI	
	Our children have the best start in life and are ready to succeed.	Number of data zones in Clackmannanshire in the 5% most deprived areas in Scotland.	4	↓	3	2	0	NHS FV	
								Police Scotland	
								Scottish Enterprise	
								Scottish Fire and Rescue	

## Outcome 4: (continued)

Outcomes	National Outcomes	Improvement Measures	Baseline	Trend	18/19	21/22	26/27	Lead Partners
Clacks is a place where people are safe from harm	We live our lives safe from crime, disorder and danger	Residents who have been fearful of becoming a victim of crime in the last 12 months	12%	↑	10%	6%	1%	Clacks Council Police Scotland
		Residents satisfied with how local agencies are tackling crime and fear of crime	65%	↑	64%	64%	56%	
		Number of crimes and offences recorded by the police per 10k population	437	↑	420	400	350	
		Number of hate incidents reported in Clackmannanshire	43	↓	40	35	25	
		Residents satisfied with Clackmannanshire as a place to live	91%	↑	93%	95%	100%	





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# Clackmannanshire

## Our Locality

## Priorities

Underpinning our strategic outcomes and reflecting on the groups that we have identified as being in particular need in Clackmannanshire we have developed three Locality Priority areas for the partnership. Tackling our efforts and resources where they are needed most is a central theme throughout this plan and we will target our efforts and resources on identifying the most vulnerable from inequality and the impact of poverty but with specific focus on these priorities.

### Our Locality Priorities are:

- 1** Improving outcomes for children and young people living in poverty,
- 2** Improving outcomes for women and girls living in Clackmannanshire,
- 3** Improving outcomes for people living in Alloa South and East



Over the remaining sections of this plan we set out more fully our rationale for selecting these priorities, what we intend to do to address these priority areas and how we intend to go about our business implementing our Local Outcome Improvement Plan 2017-2027 over the next 10 years.

## Locality and Priority 1

# Improving outcomes for children and young people living in poverty

### Why is this a priority for Clackmannanshire?

Our vision for Clackmannanshire is that all people have equal chance and opportunity to live fulfilled lives. Achieving this vision starts with our children and young people. If we can get this priority right we will be investing in our future generations and making a real sustainable impact on reducing inequality and poverty in Clackmannanshire. We know that children who live in secure and stable families have more opportunity to flourish and face better future prospects than those who do not. We also know that children living in poverty generally experience poorer outcomes including physical and mental health; social and behavioural development and educational attainment.

We know that some children in Clackmannanshire live in environments where families do not flourish. Some children experience abuse, domestic violence, bereavement, substance misuse, neglect or parental imprisonment. Some children have caring responsibilities and have little time, energy or resources to play. We know that these children are much more likely to experience poorer outcomes than those who do not.

We know that certain circumstances affect quality of life and long term outcomes for children and young people. For example young people in and leaving the care system are disproportionately affected by poverty with higher risks of homelessness, offending and substance misuse than children not in the care system.

Lack of basic resources also affects long term outcomes for children and young people. Food, clothing, heating and social and learning activities are considered basic requirements for children and young people growing up in the western world, yet an increasing dependency on food banks in Clackmannanshire tells us that not all young people are being provided with their basic needs.





For some children, such adverse childhood experiences are normal and their educational development is stunted before they reach school. Their suffering links to behaviours which obstruct their inclusion within universal services and communities. They may be judged harshly by other children and adults. Their development through adolescence is likely to include increasingly low self esteem and increasingly more social exclusion. It affects their attendance and attainment from school, and their readiness to succeed. It furnishes them with a set of long-term expectations which may be realistic to their lifestyle but nonetheless, a set of expectations devoid of positive aspiration for themselves, for their future families or for their community.

The result is cyclical intergenerational poverty with connections to female disempowerment, gender inequality, domestic abuse, substance misuse and wider adverse experiences which inhibit the well-being of children. The additional more obvious poverty stressors and stigma are only part of the burden they carry.

### What difference do we want to make?

We want to reduce the impact of poverty and inequality on our children and young people in Clackmannanshire over the next 10 years. Clackmannanshire's population has around 9,000 people under the age of 15 years and around 2,000 of these we know are living in poverty. Clackmannanshire has around 220 children who are looked after and around 330 children who are living with disability. We know that these children and young people are likely to experience much poorer outcomes throughout their adult lives.

We have identified 3 key areas of action that we want to focus under this priority:

- 1** Early Years and Family Support and Intervention for young people and families who are vulnerable.
- 2** Attainment and transition from Education for young people facing disadvantage
- 3** Support and advice for workless and low income families.



## Key Action Area 1

### Early Years and Family Support and Intervention for young people and families who are vulnerable.

We want to invest in our families and communities to ensure that our young people are equal and have the skills and opportunities to succeed. We believe that by focussing efforts on children and young people as they move into adulthood we will secure a strong and sustainable work force in 10 years time which will improve employment, reduce financial dependency, increase future earnings and break the cycles of intergenerational poverty.

We want to ensure that we have the right mechanisms in place to identify and support our most vulnerable young people and to ensure that they are safe from harm and are healthy and confident. We want to make sure that we get our early years provision right and to make sure that we addressing factors of inequality at the earliest possible stage to minimise the impact through childhood and into adulthood. We want to address many of the symptoms of poverty including the impacts of substance misuse, domestic abuse and mental health. We want to get our approaches to parenting and nurturing right recognising the powerful benefits on families that positive emotional wellbeing and attachments bring.

We are of course already doing a lot of work in this space. Our new Children's Services Plan 2017/2020 sets out the partnerships strategic direction to protect, support and promote the wellbeing of children and young people in Clackmannanshire. This plan aims to build on the vision of our Children's Services Plan, while recognising and promoting the links with other partnership plans and strategies.

## Key Action Area 2

### Attainment and transition from Education for young people facing disadvantage

The basis of successful young adulthood involves positive transition from education, getting a good job, setting up a home and maintaining connections and relationships to friends and family. This basis can be more difficult for some young people to achieve. Young people who have particular barriers – disability, young people from minority ethnic backgrounds, young carers and young people with experience of the care system all face particular disadvantage moving into young adulthood.

Young people leaving school who are from more disadvantaged backgrounds are less likely to experience positive school transition into further learning or into employment. Evidence suggests that having clear and stretching ambitions is important in shaping young peoples transition into adulthood and yet information, advice, experience and role models are not always available at the right time to help shape young peoples choices and decisions. Early high quality advice and provision of experiences which support opportunities for young people

who are not university bound is considered to be key here. (The Life Chances for Young People in Scotland – A Report to the First Minister. July 2017).

Getting this transition right, however, is essential particularly in breaking cyclical patterns of poverty and inequality. Improving outcomes for young people transitioning from school particularly those who face additional disadvantage requires tailored approaches however should bring costs savings and equality in the long term. (The Life Chances for Young People in Scotland – A Report to the First Minister. July 2017).

We are already doing a lot of good work in this space and we believe that our outcomes are also starting to evidence improvement. The Scottish Attainment Challenge in Clackmannanshire aims to improve educational outcomes for all our children and young people and in particular those facing particular inequality and disadvantage. The challenge aims to raise attainment and to enable each young people to progress in their learning, skills development and life chances. Raising attainment lies at the heart of this work, but so too does closing the attainment gap between the children from the most and least deprived backgrounds.

Whilst the Scottish Government is no doubt looking at strategies to improve transition from education and the employability of the 16-24 year age group across Scotland, there are opportunities for us to do more in Clackmannanshire. We think that there is work that we should be doing with local businesses to expand the offer of transition provision and support for young people who are disadvantaged and that this work will compliment the work of the Scottish Attainment Challenge in Clackmannanshire.

## Key Action Area 3

### Support and advice for workless and low income families.

We know that 17% of children and young people living in Clackmannanshire are living in poverty before housing costs. This rises to 27% after housing costs which suggests to us that we have a number of families in poverty who live in workless households but also a number in low income working households. Joseph Rowntree Foundation define poverty as 'not being able to heat your home, pay your rent and buy essentials for your children...it means facing marginalisation and even discrimination because of financial circumstances. The stress is overwhelming, affecting people emotionally and depriving them of the chance to play a full part in society'.

In order to create opportunities for families and young people living in poverty and who face particular disadvantage we need to provide routes and options which will support them to help themselves. This requires us having clear strategies on developing inclusive growth policies in Clackmannanshire which serve to ensure that there is a sustainable economic environment that can support young people and families in Clackmannanshire. It requires us to have clear strategies to reduce food and fuel poverty and requires us to have clear strategies on advice and information services for people who are living in poverty.

## Our Priority Actions Years 1 to 3

### Key Action Area 1 Early Years and Family Support and Intervention for young people and families who are vulnerable.

Actions	Timescales	Responsibility
Implement our Children's Services Plan for 2017/2020.	By 2020	Children and Young People Partnership
Develop and Implement a new Corporate Parenting Strategy for 2018/2021.	March 2018	Corporate Parenting Partnership
Ensure that we have approaches to identify, understand and take early action to support children and families affected by alcohol and substance misuse.	December 2019	Alcohol and Drugs Partnership
Implement 2017/18 Strategic Plan for Child Protection in Clackmannanshire including multidisciplinary workforce development.	By March 2018	Children and Young People Partnership
Develop a new Parent and Family Support Strategy with a focus on parenting and emotional wellbeing for our most vulnerable families 2018/2021.	2018/2021	Children and Young People Partnership
We will develop and deliver targeted partnership approaches to support vulnerable families impacted by domestic abuse.	By March 2019	Children and Young People Partnership Violence Against Women Partnership
We will develop a suicide prevention strategy for Clackmannanshire in line with the Choose Life campaign and as part of that deliver targeted programmes to support vulnerable families impacted by poor mental health	By March 2019	Children and Young People Partnership Community Wellbeing Partnership
Put in place targeted and intensive early intervention support programmes which address the impact of poverty and invests in the long term outcomes for children and young people.	By July 2018	Children and Young People Partnership
We will develop a young carer's strategy to ensure provision of support for young people with caring responsibilities.	By July 2018	Children and Young People Partnership

### Key Action Area 2 Attainment and transition from Education for young people facing disadvantage

Actions	Timescales	Responsibility
Deliver actions linked to the Attainment Challenge in Clackmannanshire and ensure that barriers to learning are identified early and addressed.	July 2018	Scottish Attainment Challenge Governance Group
Implement the Developing the Young Workforce Strategy for Clackmannanshire.	By December 2018	Local Employability Partnership
Develop a new Inclusive Economic Growth Strategy for Clackmannanshire with a focus on developing a skilled workforce for the future.	By December 2019	Business, Jobs and Skills Partnership Local Employability Partnership Clackmannanshire Business
We will maximise opportunities for attainment and transition for young people through City Deal	By October 2022	Children and Young People Partnership Business, Jobs and Skills Partnership

### Key Action Area 3 Support and advice for workless and low income families.

Actions	Timescales	Responsibility
We will review our multi-agency advice and information services on money, benefits and debt	October 2018	Community Wellbeing Partnership
We will develop and implement a fuel poverty strategy in Clackmannanshire.	December 2018	Community Wellbeing Partnership
We will develop and implement a food poverty strategy in Clackmannanshire.	October 2019	Community Wellbeing Partnership
We will review our adult and life long learning and volunteering opportunities with the third sector in line with our Community Learning and Development Strategy for Clackmannanshire.	January 2019	Community Wellbeing Partnership
We will review our local provision of employment advice services with a focus on engaging our most vulnerable families.	March 2019	Community Wellbeing Partnership Local Employability Partnership







## Locality and Priority 2

# Improving outcomes for women and girls living in Clackmannanshire

### Why is this a priority for Clackmannanshire?

In reviewing our evidence for this Local Outcome Improvement Plan, we have been struck by the strength of message that we need to do much more in Clackmannanshire to address our gender imbalance. We feel that the weight of poverty and inequality is being disproportionately burdened on women living in Clackmannanshire and we feel that we need to take early action now to address this. Gender equality isn't just good for women it's good for the whole of Clackmannanshire and Scotland on the whole.

Clackmannanshire has approximately 26000 women and girls in 2015. We know a number of factors about these women and girls which impact on their long term outcomes to succeed and realise their opportunities. Women in Clackmannanshire live shorter lives than women elsewhere in Scotland. We know that Clackmannanshire has around 1600 lone parents and that only around half of those are in employment. We know that Clackmannanshire has a teenage pregnancy rate of 59.4 – a rate which is significantly higher than Scotland overall per head of population. We also know that the proportion of women in employment in Clackmannanshire is much lower than their male counterpart but also women elsewhere in Scotland. We

know that women who are working full time earn far less than their male counterpart in Clackmannanshire but significantly compared with women elsewhere is Scotland.

We also know that health & wellbeing of women in Clackmannanshire is disproportionately poor compared with elsewhere is Scotland. Health and wellbeing indicators from the Scotpho area profiles published show 15 indicators which are significantly worse than the Scottish average. These relate to ante and post natal behaviours, mental health, alcohol and substance, smoking prevalence and women and children's health and immunisation.

The prevalence of gender based violence is also significantly high in Clackmannanshire when compared with other areas in Scotland. We recognise that, whilst violence against women and girls occurs across all sections of society, not all women and girls are at equal risk. Some factors can increase vulnerability to abuse and keep women and girls trapped. These include age, looked after status (current and former), financial dependence, experience of child abuse and neglect, poverty, disability, homelessness, insecure immigration status and ethnicity.

Children and young people increasingly live their lives in digital communities, and the speed of technological change expose young people to an ever-increasing range of new threats. Many of these threats demand new approaches to understanding their nature and prevalence. Other forms of violence and abuse also affect children and young people – including FGM, forced marriage, rape and sexual assault. Violence and abuse, however experienced, impacts negatively on the life chances of children and young people, and this must be addressed through the provision of effective support for survivors and those at risk, aligned with a strong focus on prevention and early intervention.

We believe that in order to meet our strategic outcomes for Clackmannanshire over the next 10 years we need to focus efforts on reducing inequality for women. Without prompt and targeted focus which tackles intergenerational patterns for women in Clackmannanshire we feel that we will be unable to meet our long term outcomes. All that said we also feel that without intervention that involves males as early as possible as part of the solution our efforts might not have the impact that we want to achieve.





## What difference do we want to make?

We want women in Clackmannanshire to have the same opportunities as males and also women elsewhere in Scotland and to benefit from the same rewards. We want girls in Clackmannanshire to have the highest aspirations to succeed and to be competitive in the workplace. We want our children and young people to view males and females equally and to develop early skills which promote and encourage positive gender relationships. We want women to have health outcomes on par with women elsewhere in Scotland and to live longer lives. We want to make a real impact on the prevalence of domestic violence and to take early action to teach our young people about appropriate gender based behaviours. We want young women in Clackmannanshire to choose their own futures and to pursue their own dreams which shouldn't be held back by outdated ideas about what women should and shouldn't do.

We have identified 3 key areas of action that we want to focus under this priority:

- 1** Provide support for women and girls experiencing gender based violence and abuse;
- 2** Provide targeted support for women to help them access employment and support for life long learning;
- 3** Provide advice and support for women and girls to improve their health and wellbeing.

## Our Priority Actions Years 1 to 3

### Key Action Area 4 Provide support for women and girls experiencing gender based violence and abuse

Actions	Timescales	Responsibility
Develop and implement a new multi-agency strategy for Clackmannanshire that delivers the Equally Safe priorities and addresses all forms of gender based violence against women and girls in Clackmannanshire.	March 2018	Clackmannanshire Violence Against Women Partnership
Work with partners to ensure a multiagency approach is in place to address online gender based abuse and bullying and to raise awareness and promote the impact to young people in Clackmannanshire.	July 2018	Clackmannanshire Violence Against Women Partnership E Safety Partnership Children and Young people Partnership
Deliver a range of targeted support for women and girls who have been affected by domestic abuse and gender based violence (ie CEDAR)	July 2018	Clackmannanshire Violence Against Women Partnership Children and young people partnership
Develop and deliver programmes and support for perpetrators of domestic abuse and gender based violence.	March 2019	Clackmannanshire Violence Against Women Partnership
Develop and deliver approaches for children and young people aimed at preventing gender based violence and abuse in Clackmannanshire.	September 2018	Clackmannanshire Violence Against Women Partnership



## Key Action Area 5 Provide targeted support for women to help them access employment and support for life long learning.

Actions	Timescales	Responsibility
Develop approaches which empower and increase capacity for women to make positive life choices and decisions and which raise confidence and resilience.	July 2018	Community Wellbeing Partnership Violence Against Women Partnership Children and young people partnership.
Explore and deliver approaches to help women overcome barriers to taking up employment, education or learning ie childcare and/or caring responsibilities.	July 2019	Community Wellbeing Partnership Local Employability Partnership
Increase the uptake of young women taking up Modern Apprenticeships in Clackmannanshire.	October 2018	Business Jobs and Skills Local Employability Partnership
Continue to deliver the Young Parents Programme in Clackmannanshire which aims to help young mums access mainstream education, learning and employment.	March 2020	Community Wellbeing Partnership

## Key Action Area 6 Provide advice and support for women and girls to improve their health and wellbeing.

Actions	Timescales	Responsibility
Develop a Pregnancy and Parenthood Strategy in Young People for Clackmannanshire in line with the national guidance on pregnancy and parenthood in young people 2016/26 with a particular focus on prevention and early intervention	January 2019	Children and Young people partnership
Deliver a range of programmes, advice and support to young people to promote positive sexual health.	July 2018	Children and Young people partnership
Improve local approaches to ensure that young people access antenatal care as early as possible through pregnancy and engage with post natal maternity services after pregnancy	March 2020	Children and Young people partnership
Increase opportunities for young people to access activities and sports programmes in their local communities.	July 2019	Children and Young people partnership Community Wellbeing partnership
Continue to deliver programmes which provide support around mental health and wellbeing for women and girls in Clackmannanshire	October 2018	Community Wellbeing partnership
Explore options to deliver programmes which provide support around alcohol and substance for women and girls.	March 2019	Alcohol and Drugs Partnership

## Locality and Priority 3

# Improving outcomes for people living in Alloa South and East

### Why is this a priority for Clackmannanshire?

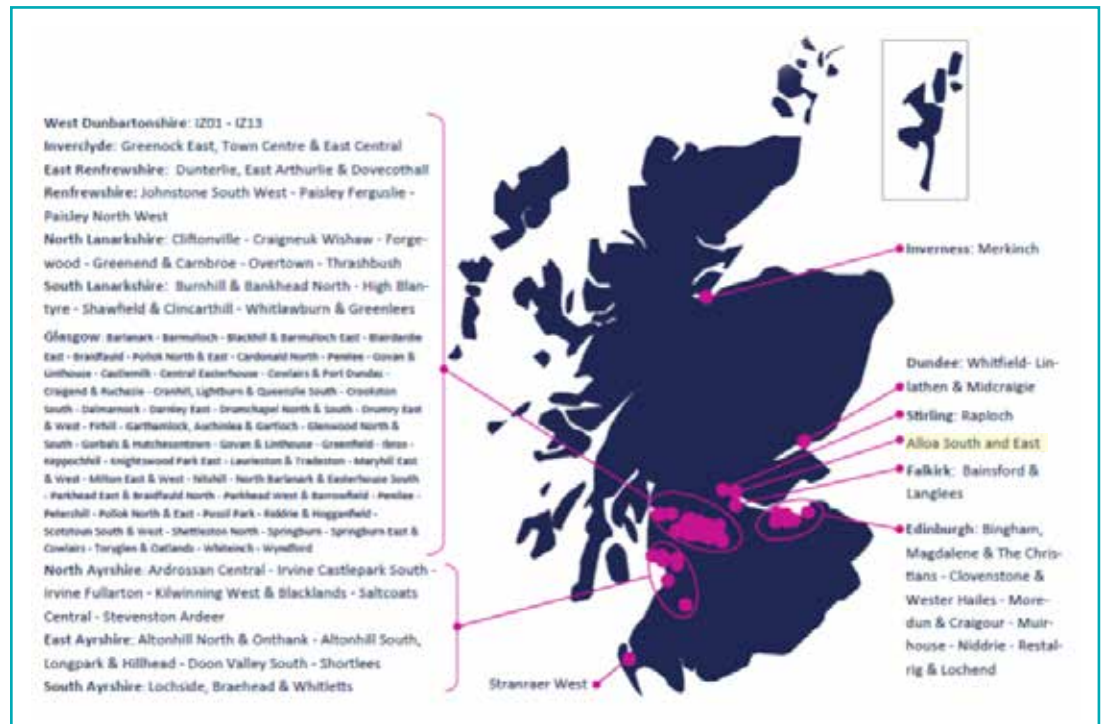
The Scottish Index of Multiple Deprivation (SIMD) measures relative poverty and has been published every few years since 2004. Each publication has identified Alloa South and East as having significantly higher measures of poverty compared with Scotland. The most recent SIMD publication identifies four areas which are in the 5% most deprived areas in Scotland with a further area in the 10% most deprived area in Scotland. The population of these five areas is approximately 3500 people. We know that there are other areas in Clackmannanshire which feature in the SIMD such as Tullibody and Sauchie and that there will be people there experiencing poverty and struggling to make ends meet. But whilst these areas have seen some improvement, the community of Alloa South and East has worsened despite previous efforts and investment in the area. We need to learn from these previous efforts about what has worked and what has not worked so we can target our resources where we can have the greatest impact.

We know that in the most deprived parts of Alloa South and East almost half of residents are living in income poverty. We know that more than a third are living in employment poverty. We know that outcomes for young people living in Alloa South and East are significantly worse than those living elsewhere in Clackmannanshire and Scotland overall. We know that health and wellbeing outcomes are significantly poorer, educational attainment and qualifications are significantly poorer and that young people growing up in households where there is poverty are far more likely to experience intergenerational poverty later in life themselves.



## Deep-rooted deprivation in Scotland

Intermediate zones containing one or more data zones that were consistently among the most deprived 5% in Scotland since SIMD 2004



## What difference do we want to make?

We understand that in order to improve outcomes that benefit the whole of Clackmannanshire we have to stem the impact of poverty and inequality for those who experience it the most. We need to target resources to fix the causes of poverty in Alloa South and East once and for all. We need to achieve this by working to improve the life chances and opportunities for young people growing up in Alloa South and East. We also need to work to create and encourage opportunities for people living in Alloa South and East.

Alloa has a number of strengths. It has good transport links and a good infrastructure and built environment. It also has strong and resilient communities who want to make a difference.

## Key Action Area 7 Reduce the level and impact of poverty in Alloa and South East.

Actions	Timescales	Responsibility
In support of this Local Outcome Improvement Plan we will develop a Community Learning and Development Plan for Clackmannanshire.	March 2018	Community wellbeing and Safety Partnership
We will work with the local community and partners to ensure that the local environment in Alloa South and East contributes to social, health and economic wellbeing.	October 2018	Community wellbeing and Safety Partnership
We will develop a targeted community safety plan for Alloa South and East which will focus on reducing anti-social behaviour; alcohol and substance misuse and impact, primary and secondary fires, hate crimes, domestic abuse and all crime types and the fear of crimes.	March 2019	Community wellbeing Partnership Community Justice Partnership Alcohol and Drugs Partnership
We will work with our local partners to ensure that mechanisms are in place to engage with the Alloa South and East Community.	December 2018	Community wellbeing and Safety Partnership
We will work with local partners and the local community in Alloa South and East to support them to deliver activities in line with Clackmannanshire's Community Learning and Development Plan.	December 2018	Community wellbeing and Safety Partnership
Work with communities to identify and develop community led solutions which support our key partnership priorities	March 2018	Community wellbeing and Safety Partnership
We will review the advice and information provision for the Alloa South and East community and better understand any barriers to accessing services for the local community.	March 2019	Community Wellbeing and Safety Partnership
Put in place a local model for Alloa South and East that integrates multi-agency services for vulnerable children and families.	December 2018	Children and Young People Partnership Community Justice Partnership Public Protection Partnership
Work with the local community to develop programmes to tackle food and fuel poverty.	December 2018	Community Wellbeing and Safety Partnership
Work with the local community to develop programmes to increase participation in health and fitness activities particularly for young people.	March 2019	Community Wellbeing and Safety Partnership







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## List of References and Data Sources

Joseph Rowntree Foundation; We can Solve Poverty in the UK

Joseph Rowntree Foundation; UK Poverty: Causes, Costs and Solutions

Naomi Eisenstadt; Shifting the Curve – A report for the First Minister 2016

Joseph Rowntree Foundations; The links between housing and poverty February 2013

NHS Scotland; Inequality briefing April 2017

Sottish Government Poverty and Income Inequality in Scotland in 2015/16

Naomi Eisenstadt; The Life Chances of Young People in Scotland – A report to the First Minister 2017

Clackmannanshire Economic Baseline for City Deal 2017

Clackmannanshire Community Planning Poverty Assessment 2017

Clackmannanshire Single Outcome Agreement 2013/2023

### **Scottish Index of Multiple Deprivation 2016**

<http://www.gov.scot/Topics/Statistics/SIMD>

### **Scottish Public Health Observatory SCOTPHO Profiles**

<https://scotpho.nhs.uk/scotpho/profileSelectAction.do>

### **NOMIS**

<https://www.nomisweb.co.uk/reports/lmp/la/1946157409/report.aspx>

### **Clacks 1000 Citizens Panel Surveys**

<http://www.clacks.gov.uk/community/clacks1000/>

### **Scottish Government Statistics;**

**Children and Young People; Crime and Justice and Attendance and Attainment & Teenage Pregnancies**

<http://statistics.gov.scot/>

### **Poverty Statistics**

<http://www.endchildpoverty.org.uk/>



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Council**

[www.clacks.gov.uk](http://www.clacks.gov.uk)

Comhairle Siorrachd  
Chlach Mhanann