

EAST RENFREWSHIRE COUNCIL11 SEPTEMBER 2024Report by Director of Business Operations & PartnershipsA PLACE TO GROW STRATEGIC VISION AND COMMUNITY PLAN**PURPOSE OF REPORT**

1. This paper is to present the long-term strategic vision and Community Plan for East Renfrewshire- 'A Place to Grow'.

RECOMMENDATIONS

2. Council is asked to:
 - a) review the Place to Grow strategic vision in Annex 1;
 - b) approve the strategic vision as East Renfrewshire's Community Plan, subject to adoption by the Community Planning Partnership (CPP) Board;
 - c) delegate to the Chief Executive, in consultation with Council elected members on the CPP Board, to implement any minor changes to the strategic vision to secure adoption by the Board;
 - d) note the key priorities laid out for each pillar and make a cross-party commitment to deliver these;
 - e) note the continued development of the Community Planning Partnership (CPP) leadership and governance structures to oversee the strategic vision;
 - f) agree that more detailed three-year delivery plans with measures will be brought to Council for the start of the 2025/2026 cycle; and
 - g) note the ongoing planning work involved in organising a community conference.

BACKGROUND

3. In [June 2023](#) and [December 2023](#), Council was provided with an update on progress to the then titled 'Vision for the future' long-term strategic plan. The December paper outlined that the new vision would provide a unifying framework to bring the Community Planning and Council plans together under the one over-arching strategic vision.
4. It was agreed by Council that the vision should deliver on the following objectives:
 - a) a long-term horizon;
 - b) a clear vision and level of ambition that enjoys cross-party, community and partner support that is stable and consistent; and
 - c) a flexible delivery model which can adjust to changing circumstances while remaining true to the vision and ambition set out in the plan.
5. The updated title for the vision strategy, 'A Place to Grow', has been adopted and informed by previous community engagement and consultation work. This title represents a holistic sense of growth at many levels- a place to grow up, a place to grow old, a place to grow investment and business along with a signal to more green related themes.

6. A 'Place to Grow' sets out East Renfrewshire's long-term strategic vision between now and 2040, and the priorities that have been set to achieve our hopes and aspirations. These priorities have been set by a series of partnership and stakeholder workshops held over the past 24 months. They have also been informed by numerous community engagement exercises including post pandemic research, consultation on Locality Action Plans, engagement on budget planning, insights from the Equality Forum, engagement with pupils and parents, the ongoing engagement around the development of a new masterplan for Barrhead, and our Citizens' panel, to identify what is most important to our residents and communities.

REPORT

7. The vision document is built on three pillars, a future where:

- Our Children and Young People Flourish
- Our Communities and Places Thrive
- We all live well

There is a strong synergy and interdependence between the three pillars. Some of the challenges, opportunities and aspirations outlined will cut across all three and will require a systems approach as no single individual, service or organisation can tackle some of the more complex challenges alone. These three pillars will replace the existing five strategic outcomes for East Renfrewshire and become the foundations on which we will shape our strategic planning framework going forward.

8. A Place to Grow is built around East Renfrewshire's key attributes, opportunities and challenges. Each pillar outlines our ambitions for the area and presents our partnership commitment to reducing inequalities and closing the gap, through a 'Lifting All' section. These sections will inform the statutory Local Outcome Improvement Plan required by the Community Empowerment Act, 2015. Data visuals dispersed throughout the document have been taken from a comprehensive data profile and needs analysis and the people and place images have been designed to reflect the strong identity and diversity of East Renfrewshire.

9. 'A Place to Grow' is a long-term strategic vision, it is not a target-based document nor detailed costed-plan. It will be a living document that is regularly reviewed and updated in response to local, national and global developments and events. Work is underway to develop a strategic planning and measures framework that will help ensure the Council and CPP can demonstrate meaningful progress against the three pillars and their ambitions, and evidence our success. From this we will develop shorter-term delivery plans including the Local Outcome Improvement Plan and Council delivery plan, and these will be presented to Council for approval in April 2025.

10. Unequivocal cross-party, partnership and community support will be crucial to deliver the ambitions and priorities of 'A Place to Grow'. The priorities set out have been shaped in genuine partnership, however they require continued commitment from all stakeholders and parties in order to realise them. It is crucial that this is not seen as a Council plan, and the next stage of development will involve continuing to strengthen the established strong leadership and governance structures within the CPP to deliver this vision.

ENGAGEMENT PLAN

11. 'A Place to Grow' will be shared with senior community planning partners ahead of being presented at the Community Planning Partnership Board Meeting on the 03 October 2024 for formal adoption as the new Community Plan.

12. Once approved and formally adopted by the CPP, East Renfrewshire Council (ERC) will review and outline what type of organisational culture, service objectives, employee skills and capabilities and activities we need to undertake to successfully deliver 'A Place to Grow'. This will link strongly to the new People Strategy, the Council's three values and capabilities, leadership and digital transformation plans and help to ensure the Council meets its best value requirements.

13. ERC Communications team are developing an internal and external engagement plan and timeline to promote 'A Place to Grow' to our workforce and wider communities. This will include a series of campaign assets including short videos and launch events that will take place throughout the winter months, including a leadership session for our senior staff in October 2024.

14. The December 2023 paper also presented a proposal to Council for a community conference and planning for this continues, with a view to a conference in spring 2025. While the aim of the conference will be to engage residents, businesses and community groups into discussions and action on delivering all three pillars, there will be a specific focus around the 'Thriving Communities and Places' theme and the policy levers at our disposal to deliver this, including Community Wealth Building. A number of approaches for engagement and participation are envisioned including online and in-person citizen forum/town hall type events. Across all our communications and engagement, consideration will need to be given to the scale and timing of events and how we promote the new Place to Grow vision.

15. A proposal for an expert panel was also presented in the paper with representatives from a range of backgrounds and sectors, both locally and further afield. Discussions have been held with colleagues from North Ayrshire Council where an expert panel on Community Wealth Building (CWB) was established a number of years ago. They advised that the CWB panel, although hosted within North Ayrshire, was very much driven by a national agenda. The forum was used as a method of shaping global and national best practice. There continues to be exploration on what this would look like at an East Renfrewshire level with an emphasis on a more organic process that works for East Renfrewshire, informed by the community conference outcomes and any new CPP governance structures.

FINANCE AND EFFICIENCY

16. 'A Place to Grow' strategic vision is not a detailed costed-plan therefore does not have any financial costs attached to it. It will however be integral to the Council's financial planning going forward, with budget and capital commitments clearly aligning to the three strategic pillars.

CONSULTATION

17. The strategic division has been developed through an extensive consultation process carried out over the past two year period. This has included:

- A number of initial vision planning workshops with Council and CPP leaders, and key partnership staff which included political, economic, social, technological, legal,

environmental (PESTLE) and strengths, weaknesses, opportunities, and threats (SWOT) assessments and analysis.

- A series of independently facilitated workshops with stakeholders and partnership colleagues to identify our ambitions and priorities.
- Various consultation and engagement exercises with residents including identifying Local Action Plan priorities, analysing key issues via the humanitarian research conducted after the pandemic, a robust budget consultation exercise, and engagement with the Equality Forum.
- Insights and priorities have also been taken from engagement exercises for the Local Housing Strategy, the Local Transport Strategy and the Council's "Get to Zero" Strategy, which have all been captured within the vision document.

PARTNERSHIP WORKING

18. As referenced throughout this paper, 'A Place to Grow' is a partnership commitment and will only be achieved through strong leadership and governance, and a commitment from all community planning partners to play their role in delivering the ambitions.

IMPLICATIONS OF THE PROPOSALS

19. Detailed Climate Impact assessments and Equality, Fairness and Rights Impact assessments will be completed for the operational plans underneath this vision.

CONCLUSIONS

20. This paper presents 'A Place to Grow', a strategic vision and Community Plan for East Renfrewshire. This will be the bedrock of all future planning and partnership work to come, and the interdependent pillars will inform our strategic intent and direction for the next 15 years. This vision will only be achieved through a shared commitment across the Community Planning Partnership and unequivocal cross-party support.

RECOMMENDATIONS

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REPORT AUTHORS

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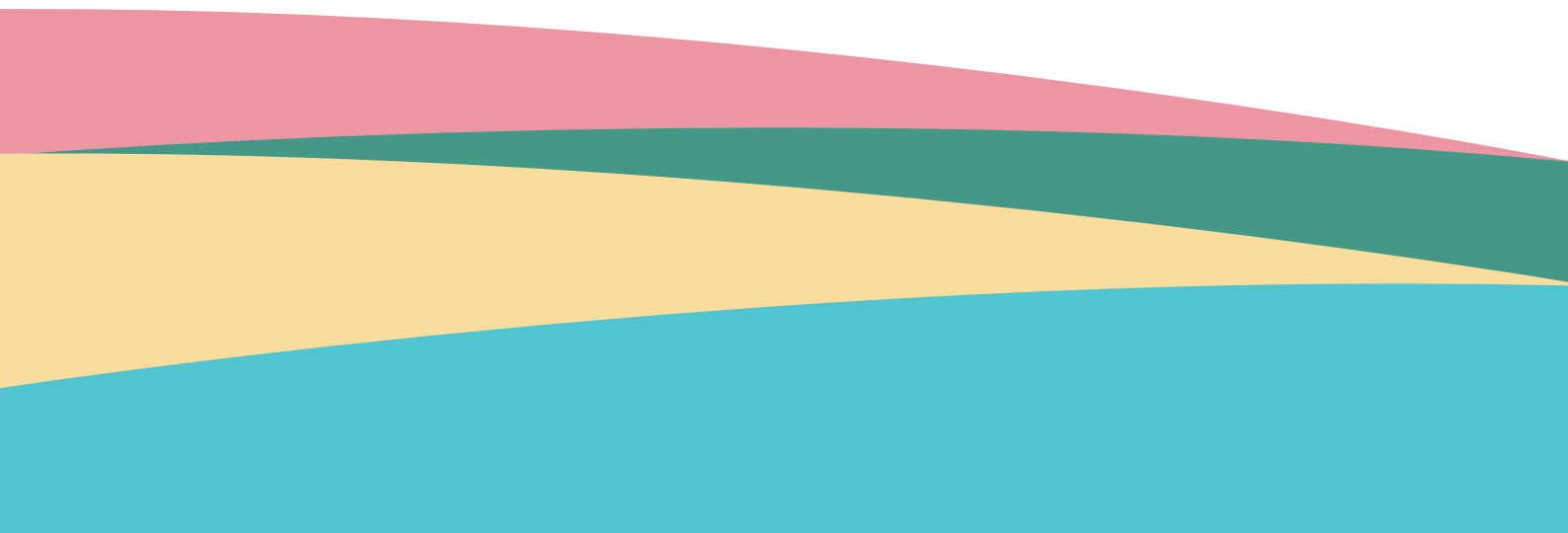
BACKGROUND PAPERS

- Council, Vision for the Future, 28 June 2023
- Council, Vision for the Future, 13 December 2023

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EAST RENFREWSHIRE A PLACE TO GROW

A Partnership Vision for 2040 where . . .



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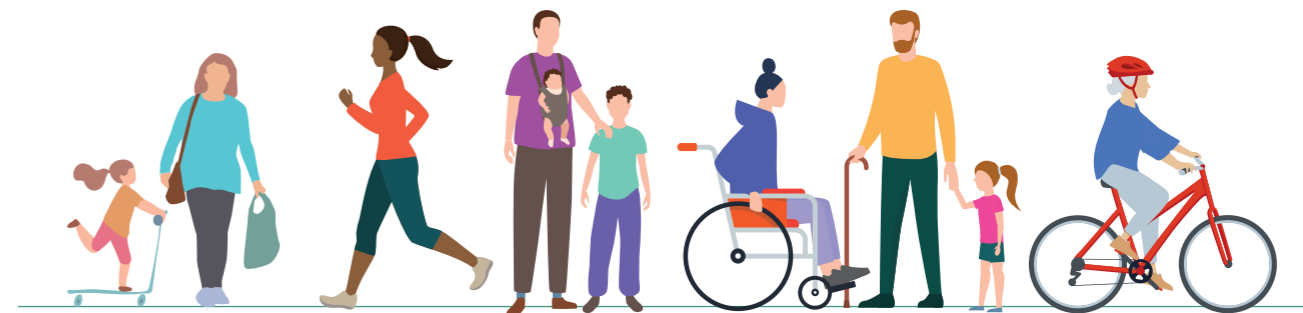
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About this vision

We are ambitious for the future of East Renfrewshire. This Community Planning Partnership vision sets out our shared hopes and aspirations between now and 2040 so that East Renfrewshire is a place where everyone can flourish, thrive and grow. It is rooted in our shared ambitions and will evolve and keep pace with a changing world and the people and communities we become.

Despite the huge financial challenges that we currently face, we want to achieve more and to work together in new ways to deliver a future we can all be proud of. We have thought about the wide range of challenges and opportunities the future might hold and considered how we can make the most of our strengths and assets and work together for the continued success of the local area.

A lot can happen over 15 years. Our youngest children will complete their journey from nursery to the end of high school. Technology will move forward and change some aspects of how we do things. Many adults will experience changes to their lives, work, health and wellbeing. Our places and spaces will mature and develop in new ways. We hope that many people who already call

East Renfrewshire home will remain here and play an active role in delivering this vision. We will have welcomed new people into our communities, making East Renfrewshire even stronger, more diverse and vibrant.

We are mindful of the lessons of the past few years and the unpredictable nature of our world. We will need to be adaptable and respond to the changing needs and priorities of communities over time. We will undoubtedly face challenges that we don't yet know about, but there will also be many unexpected opportunities along the way, with a great deal to look forward to.

We have talked with and listened to our colleagues, communities, local businesses and public and third sector partners and will continue these rich conversations as, together, we shape East Renfrewshire in the years to come.

This is a direction of travel rather than a detailed and costed plan. Our intention is that sharing this vision will set us on a course where East Renfrewshire is a great place to grow up and to grow old, to live full and happy lives, to pursue our ambitions and to nurture thriving and inclusive communities.

EAST RENFREWSHIRE
A PLACE TO
GROW



Our vision is built on three pillars:

a future where . . .



There is a strong synergy and interdependence between the three pillars as our communities and places will only thrive if our children and young people flourish and we all live well. Some of the challenges, opportunities and aspirations outlined will intersect all three pillars and no single individual, service or organisation can tackle some of our more complex issues alone.

We are committed to addressing inequalities and closing the gap for our most disadvantaged communities. We will ensure that in delivering our vision for 2040, everyone is lifted and no one left behind.

This vision lays out the three pillars under these headings:

- **Why the pillar is important** - in this section we look at the drivers for change, what we have learned from speaking to people and what the data tells us.
- **Our ambition** - in this section we explore our shared ambitions and the aspirations we have for East Renfrewshire across the partnership.
- **Lifting all** - here we explore how we can work in partnership to tackle the inequalities and barriers that some of our people experience so that everyone can flourish, thrive and live well.
- **Our shared priorities for 2040.**

EAST RENFREWSHIRE A PLACE TO GROW

a future where . . .



In East Renfrewshire by 2040 . . .

Our ambition is that every child and young person, regardless of background or circumstance, will fully flourish on their journey to adulthood.

Every child and young person will:

- Be loved, safe and happy
- Be as healthy as they can be
- Have friends and adults they trust
- Be successful learners and well prepared for the future
- Have their voices heard and their rights recognised, respected and nurtured

Our children, young people and families that face challenges and disadvantage will:

- Access the right support as early as possible
- Receive support that is compassionate and aspirational and builds on their strengths

Our learning establishments will:

- Deliver a curriculum that inspires and prepares children and young people well for the future
- Continue to improve achievement for all

Our ambition is an inclusive, connected and green place, with a fair, sustainable and healthy local economy, that our residents are proud to call home.

Our places will:

- Be attractive and safe
- Have sustainable and well-designed housing options
- Have an accessible and connected network of active travel and public transport routes
- Have good digital connectivity through a modern technological infrastructure
- Provide opportunities to live, work, play and participate in community life

Our residents will:

- Have access to more affordable housing
- Have opportunities to develop new skills and learning
- Have flexible and accessible fair work opportunities

Our local economy will:

- Have a strong and diverse mix of local businesses
- Attract new investment
- Provide a wide range of work opportunities

Our Environment will:

- Be reaching net zero carbon emissions
- Have protected natural spaces for biodiversity and wildlife
- Be well prepared for climate challenges

Our ambition is that everyone can live well at all stages of life and communities will be taking the lead in driving change for good health and wellbeing.

Our communities will:

- Be stronger, connected and leading the way in solutions to support each other to live well
- See health inequalities reduced
- Be actively involved in volunteering and community leadership
- Have varied and diverse groups and third sector organisations that are respected and valued partners

Our residents will:

- Be supported to age-well and live healthy, active lives
- Have routes out of poverty
- Be empowered to make healthy choices and have access to high quality sports and physical activity facilities
- Have access to creative and vibrant cultural experiences and opportunities to celebrate diverse heritages
- Have opportunities and support to participate in lifelong learning

Together, the community planning partnership will achieve this by:

- Prioritising prevention and early intervention
- Working in genuine collaboration and partnership
- Working with our communities, the third sector and business sectors
- Demonstrating collective accountability
- Learning, innovating and improving
- Delivering efficient, effective, targeted and responsive services

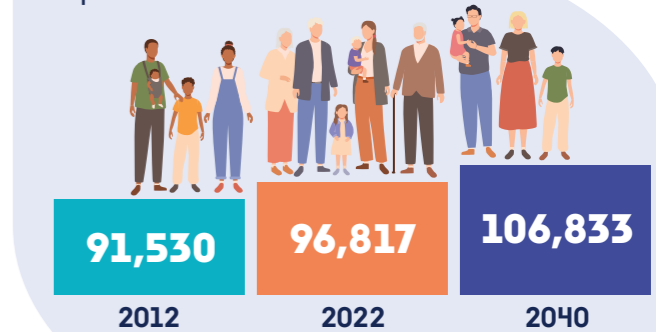
About East Renfrewshire

By 2040, the population of East Renfrewshire is expected to increase by 10%. We have a unique geography and diverse population with the highest proportion of children and young people in Scotland, along with a growing ageing population. Just over 16% of our people are from minority ethnic backgrounds.

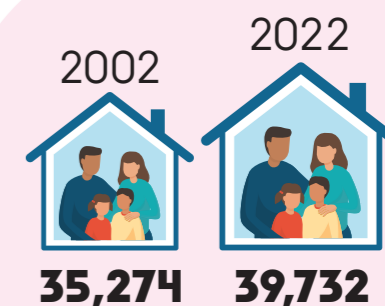
Many people move into the area due to our high-performing education provision, good health services, central location and overall good quality of life here. There are five main town centres and 23 neighbourhood centres, located mainly in the northern part of the authority with a wide expanse of rural areas in the more southern half. Over 60% of our residents live within a 5-minute walk of wooded areas, parks or rivers. We have one of the highest rates of home ownership in Scotland, however the average house prices are also very high. East Renfrewshire residents are among the highest earners in Scotland although people who work within the area have among the lowest average earnings with nearly 1 in 3 earning less than the Living Wage.

Although often considered an affluent area, there are pockets of deprivation with approximately 5% of the population living in more deprived areas. Life expectancy in East Renfrewshire is higher than the Scottish average but we have the fourth highest population of people living with one or more long-term health conditions.

Population



Number of households



Age



Almost a 1/4 of the population will be 65+ by 2040

Life expectancy at birth



Data source: National Records Scotland (2018-projections)

About the Community Planning Partnership

East Renfrewshire Community Planning Partnership is made up of a range of public bodies that work together and with communities. East Renfrewshire Council, NHS Greater Glasgow and Clyde, Police Scotland, Scottish Fire and Rescue Service, Strathclyde Partnership for Transport, West College Scotland, East Renfrewshire Health and Social Care Partnership (HSCP), Skills Development Scotland and Scottish Enterprise all have legal responsibilities to be part of the Community Planning Partnership through the Community Empowerment (Scotland) Act 2015. The other active partners are East Renfrewshire Culture and Leisure Trust, Voluntary Action East Renfrewshire, Barrhead Housing Association and the Department for Work and Pensions.

We are committed to making a difference for the people of East Renfrewshire. We are realistic about the immediate financial pressures facing public services, and the uncertainty this brings alongside the increasing demand for services. This makes working together more important than ever. We want to share and connect our resources, be ready to adapt to the needs of our communities and share responsibility for delivering the priorities and ambitions of our vision. The way we work together will be critical to driving this vision forward.



Engaging with communities

At the heart of this vision is understanding what is most important to the people that live and work in East Renfrewshire and we have used several approaches to engage with and hear from our different communities. This has included: understanding the impact of the pandemic on residents and communities through our humanitarian research; a broad public consultation exercise on budget planning; engaging with our community-led equalities forum and the annual Citizens' Panel survey.

We have consulted with residents to develop several Local Action Plans, shaped by priorities identified by the people living and working in these areas. The HSCP's Participation and Engagement Strategy ensures that those who use health and

social care services, and their families and carers, have an active voice in how services are shaped and delivered. Our third sector partner, Voluntary Action East Renfrewshire, empowers communities to talk about what is important to them through the Community Hub and networking events.

In East Renfrewshire our locality planning areas are: Auchenback; Arthurlie, Dunterlie, & Dovecothall in Barrhead; Neilston and Thornliebank. We continue to work in partnership with these communities to tackle inequalities and to identify future aspirations. Our communities are crucial to this vision as it is more important than ever that we work together to problem-solve some of our more challenging issues and seek collective solutions.



Pillar 1

A future where . . .

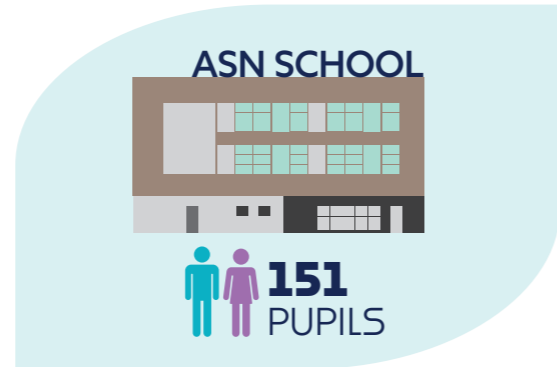
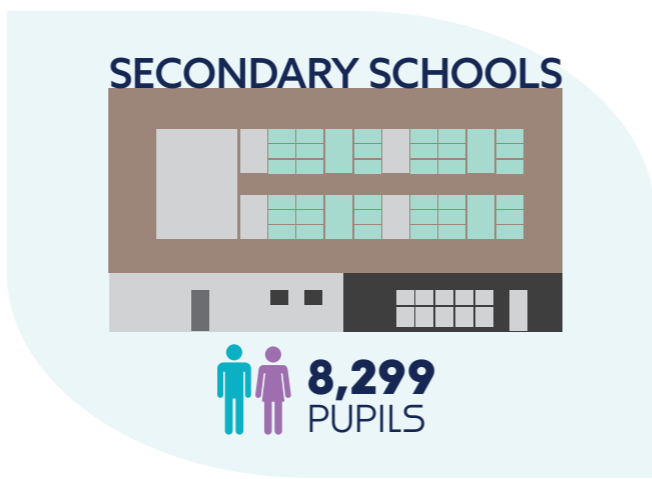
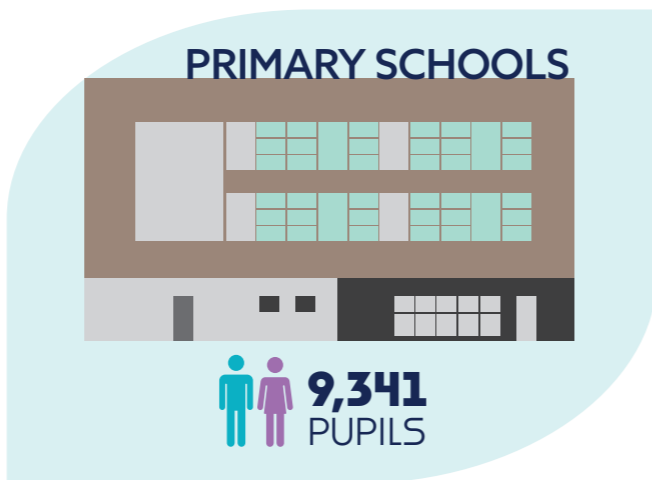
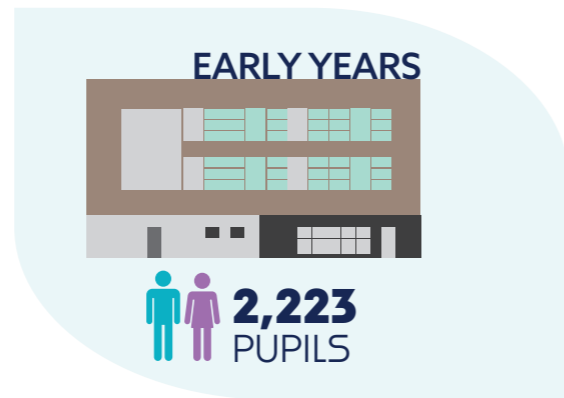


East Renfrewshire is a unique and special place to grow up. Children, young people and their families have always been at the heart of everything we do.

Many people have chosen to make their home here because of our highly regarded schools and children's services and the range of opportunities the area offers. Our area has excellent early learning and childcare establishments and schools, as well as access to further education and work-based learning opportunities. We have a good reputation for supporting children and young people, and the adults and communities that surround and support them.

Data source: Scottish Government School Information Dashboard 2024.

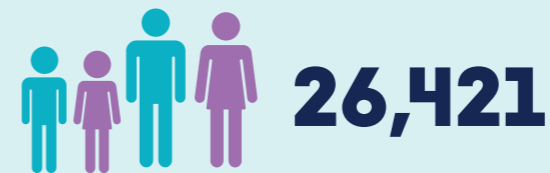
Number of pupils in schools and early years



Why this pillar is important to East Renfrewshire

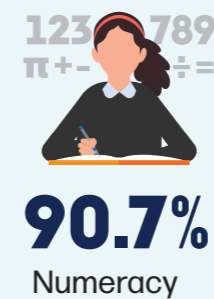
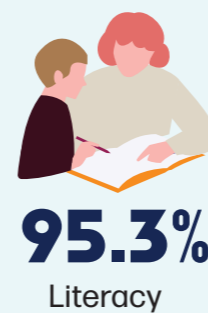
East Renfrewshire has the highest proportion of 0-15 year-olds of any local authority area in Scotland. Equipping our children and young people with life skills that enable them to be adaptable, resilient and able to thrive, even during the most challenging times, is one of the greatest gifts we can give them. The early experiences of our children and young people can impact their health, wellbeing, learning and economic prospects and even life expectancy. Giving children a stable start improves their life chances, making them less likely to need support from services as they grow up. Investing in our children and young people, and the adults and families that support them, is an investment in all our futures.

Total number of children and young people (aged 0-21) in East Renfrewshire



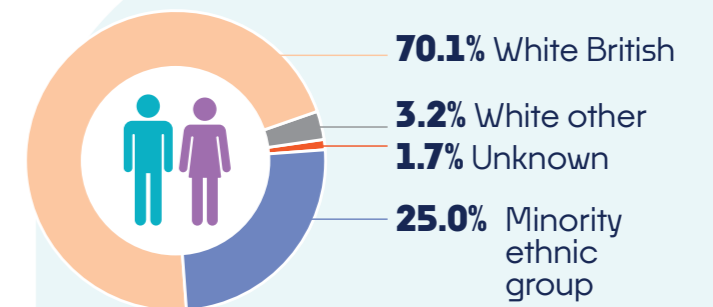
Over ¼ of our population are children and young people. This is the highest proportion in Scotland.

% Achieving SCQF (Level 5)



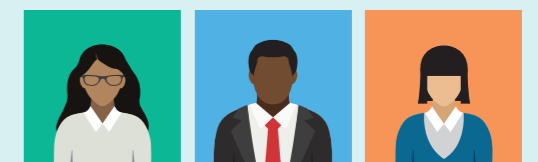
While East Renfrewshire is a great place to live and grow up, there remains significant difference in outcomes for some children, young people, and their families. We will work with children and young people, their families and carers, wider communities, and key partners to ensure a fair future in which all children and young people, including our care experienced young people, flourish.

Ethnicity



One quarter of pupils are from minority ethnic group. This has nearly doubled in the last decade.

Languages



Around **70** different languages spoken in schools.

Data sources: Scottish Government School census 2024, Scottish Census 2022.

Our Ambition ...

... is that every child and young person, regardless of background or circumstance, will fully flourish on their journey to adulthood.



What do we mean by flourish?

We want East Renfrewshire's children to grow up loved, respected and given every opportunity to be happy and fulfilled. We want them to feel safe, included, and have a sense of belonging. They will be healthy and active, have someone to trust, have friends, feel seen and heard, develop a love of learning, and most of all, have hope and a sense of control over their lives.

Mental health and wellbeing will be especially important, meaning our children and young people will be emotionally supported by their families and carers and their communities, and given additional support where they need it. Children and young people will have diverse

and meaningful opportunities to develop, grow and connect with others. They will experience learning, cultural, physical activity and social opportunities that are varied and go beyond our schools, further and higher education. This will include work experience, learning of new skills and being volunteers and leaders of change in their local communities, nationally and internationally.

Children and young people's rights will be recognised, respected and nurtured. They will be listened to and have a strong voice, in how they navigate their own lives and in shaping the future of East Renfrewshire.

Our schools will be true communities, with a strong sense of identity and belonging, connection and citizenship.

By 2040, we will build on our current strengths and achievements in learning and attainment as a springboard for further success. Children and young people will experience a tailored education that meets their needs and ambitions. We will be delivering a curriculum that inspires and we will push ourselves further to enable pupils to develop the skills to take full advantage of a rapidly changing job market, with a greater emphasis on digital and STEM subjects (Science, Technology, Engineering, Mathematics).



97.7%

of 16-19 year olds are participating in education, training or employment

Data source: Scottish Government Annual Participation Measure (APM) 2023.

We will ensure the quality of education in our early years centres and schools is of the highest standard, and our children and young people develop fundamental life skills and a deep love of lifelong learning to participate responsibly in social, cultural and political life.

There will be different routes to work, with more graduate and foundation apprenticeships and we will equip young people with the skills and attributes to enable them to change careers at different points in their lives, supporting them to be resilient and adaptable to a changing economic environment and contribute to a successful, sustainable and inclusive Scottish and global economy.

Lifting All

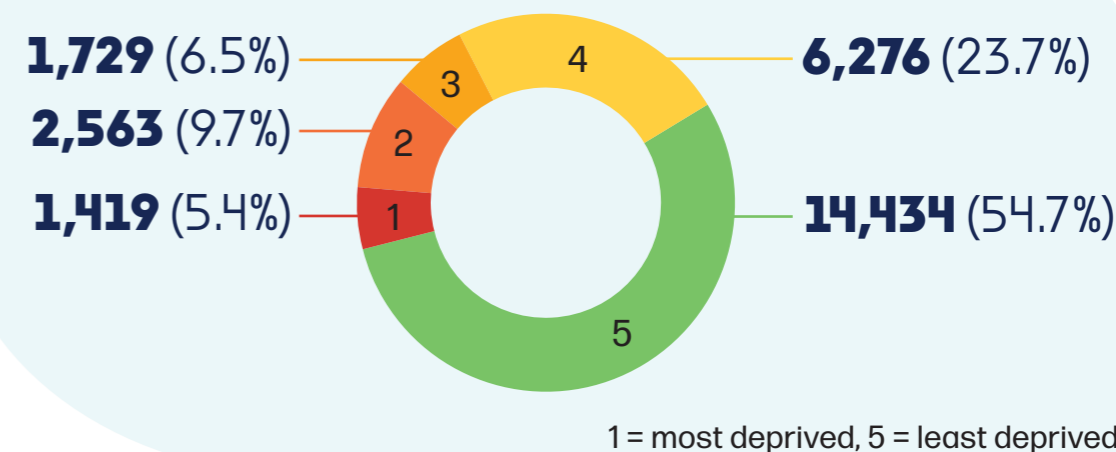
We will work across our partnership and with communities to deliver a better and brighter future for all children and young people. We want every young person to achieve success, regardless of circumstance.

We know that many children face unfairness in society due to specific characteristics or life circumstances. These might include a disability or additional support need, race or faith-based discrimination, sex or gender-based discrimination, poverty and deprivation, or family situations that may result in them being looked after or undertaking caring responsibilities themselves.

Over 3,200 children and young people in East Renfrewshire are living in poverty, that's around 14% of our local children and young people. Although this is among the lowest levels in Scotland, it is still far too many. There is a difference in educational outcomes for children living in the least and most deprived areas.

We will continue to address and reduce this gap for our most disadvantaged children not only through our early years centres and schools, but across our partnership and services in recognition that this is a poverty-related gap driven by wider socio-economic factors.

Children & Young People based on SIMD Quintiles in East Renfrewshire



Data sources: Scottish Index of Multiple Deprivation (SIMD) 2020, Scottish Government School census 2024.

Referrals to child and adolescent mental health services are continuing to rise since the pandemic, and there are just over 28% of school-aged children with an Additional Support Need. Some of our children in care will have very complex support needs, including Unaccompanied Asylum-Seeking Children, and will require intensive, committed and compassionate support from services, schools and communities in the years to come.

Supporting children and young people experiencing such challenges and inequalities will mean targeting resources where they are most needed to reduce gaps. We will work with families to ensure rights are at the centre of our approach, building on existing strengths and assets in our families and communities, supporting all our children and young people to grow and flourish. We will invest resources in the right places, and ensure families receive the right help and support at the right time with 'no wrong door' to access support. Support will be given without judgment and be tailored to the unique strengths and needs of each child, young person and family.

By 2040 fewer children and families will be in the care system and the life chances of those in care will be measurably improved through our commitment to The Promise.

We will create inclusive opportunities and environments for all our young people, with the right services provided at the right time, to support them on a positive and flourishing pathway to adulthood.

Our priorities

In East Renfrewshire by 2040

- Our children and young people will experience love, safety, happiness, good physical and emotional health, have friends and adults they trust, and hope for the future.
- Achievement will continue to improve in all our establishments, with every child and young person in East Renfrewshire learning successfully and being well prepared for their future.
- Children and young people facing challenges and disadvantage will be supported as early as possible in a compassionate and aspirational way that builds on their strengths.
- The voice of every child and young person will be heard and their rights recognised, respected and nurtured

Pillar 2

A future where . . .



East Renfrewshire has a reputation for being a great place to live with a growing population. We have very skilled residents, who make a significant contribution to the regional economy, with many working and running businesses across the wider Glasgow City Region.

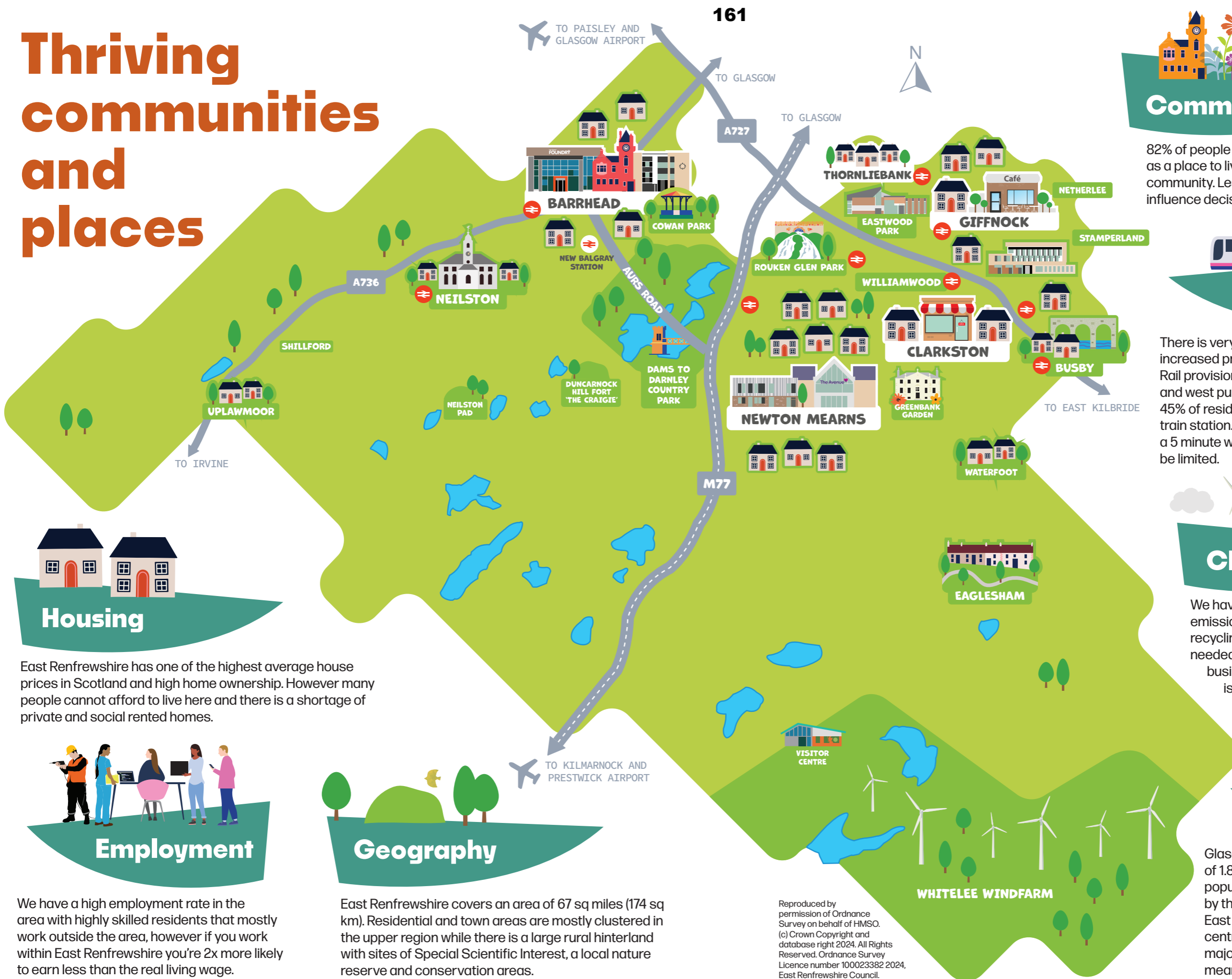
The people of East Renfrewshire create a vibrant place and we have many strengths. These strengths include diverse life and cultural experiences and professional skills, and a range of successful community-led groups and organisations. We have a strong foundation for more community ownership and leadership in the future.

Our communities have told us about the significant challenges being faced in terms of affordable housing, transport and local and accessible employment. In addition, we know the importance of delivering our commitments in terms of climate action, as we contribute to Scotland's ambitious goal to reach net zero by 2045.

East Renfrewshire is part of Glasgow City Region, a partnership of eight local authorities and one of the UK's largest city regions, central to Scotland's economy. The ability to travel, work and do business successfully across the City Region will strengthen our resilience as a local economy and as a place for communities to thrive. Our location could open economic and social opportunities over the coming years and good transport and active travel links will be critical to this.

East Renfrewshire lies in the southwestern part of the Glasgow City Region, neighbouring Glasgow, Ayrshire, Renfrewshire and South Lanarkshire. It has excellent north-south road and rail connections, facilitating public transport access to and from central Glasgow and beyond. Connections outside these transport corridors are weaker and we want to create stronger public transport connections between East Renfrewshire, East Kilbride and Paisley, where there is a combined population of nearly a quarter of a million people.

Thriving communities and places



Community

82% of people are satisfied with East Renfrewshire as a place to live and 60% feel a strong sense of community. Less than 1 in 5 feel they are able to influence decisions that affect the local area.

Transport

There is very high car ownership in the area with increased pressures on the road infrastructure. Rail provision to/from Glasgow is good but east and west public transport connection is poorer. 45% of residents are within a 10 minute walk to a train station. Nearly 90% of residents live within a 5 minute walk of a bus stop though routes can be limited.

Climate

We have low air pollution and carbon emissions per capita and one of the highest recycling rates in Scotland. The energy needed to heat and power homes and businesses across East Renfrewshire is estimated to account for 45% of emissions within the area.

Economy

Glasgow City Region has a population of 1.8m residents, one third of Scotland's population. The regions success is driven by the job skills and businesses within East Renfrewshire. We have 5 town centres and nearly 3000 businesses, the majority of these being micro businesses meaning they employ less than 9 people.

Housing

East Renfrewshire has one of the highest average house prices in Scotland and high home ownership. However many people cannot afford to live here and there is a shortage of private and social rented homes.

Employment

We have a high employment rate in the area with highly skilled residents that mostly work outside the area, however if you work within East Renfrewshire you're 2x more likely to earn less than the real living wage.

Geography

East Renfrewshire covers an area of 67 sq miles (174 sq km). Residential and town areas are mostly clustered in the upper region while there is a large rural hinterland with sites of Special Scientific Interest, a local nature reserve and conservation areas.

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Why this pillar is important to East Renfrewshire

East Renfrewshire has the fourth highest rate of population growth in Scotland and the highest rate in the West of Scotland.

Many of our schools are near or at capacity and there is limited land for development. Some of our facilities were built decades ago and designed for a smaller population. We recognise some places and communities are more excluded, face challenges, or experience barriers that can stop them reaching their true potential. If we are going to grow further, it is important that we do so in a sustainable way that maintains and strengthens opportunities and strong community links for all.

East Renfrewshire has high quality green spaces and natural assets, including stunning views over the Clyde Valley to the north and Ayrshire to the south.

The award-winning Rouken Glen Park is among the best parks in the UK and investment in Dams to Darnley will see the country park

60%

of our residents live within a 5 minute walk of their local green spaces or blue spaces.



become a regional destination in the years ahead. We will continue to invest in active travel routes to improve the health of our people and work with our communities to shape proposals for local play parks. We want to make the most of these valued green spaces and make them even easier to access and enjoy.

We have five main town centres (Barrhead, Clarkston, Giffnock, Newton Mearns and Thornliebank) as well as village and neighbourhood centres, each with their own distinctive identity. The towns of Barrhead and Thornliebank have faced the greatest challenges of de-industrialisation. Across the country, town centres are changing rapidly, and we need to make sure ours are fit for the future.



On average

People who live in East Ren earn

£858.70

per week

(Some of the highest in Scotland)



People who work in East Ren earn

£635.90

per week

(some of the lowest in Scotland)

Data source: ONS, 2024, Scottish Household Survey, 2022.

While East Renfrewshire is and will remain a predominantly residential area, there is scope for our economy to grow and develop further.

We have local assets such as our highly skilled population, changes arising through more remote and flexible working and new opportunities to encourage innovation and investment through our Local Development Plans.

This could benefit the East Renfrewshire economy in new and exciting ways. However, we also need to be resilient and adaptable to a changing world of work in terms of technology, the climate, population changes and economic instability, and want our residents and people who work in the area to be equipped with the skills and learning opportunities to adapt to these changes throughout their working lives.

East Renfrewshire is a place that people aspire to live in, in part, because the quality of housing is very high, however many local people find it difficult to afford to live in the area.



Data source: ONS, May 2024.

£296,000
Average house price

East Renfrewshire has the 3rd highest average house price in Scotland

Socially rented housing is limited, waiting lists have grown and numbers of people presenting as homeless have increased significantly in recent years. About 11% of households in East Renfrewshire require adapted housing to meet their needs. Communities have told us that local younger people struggle to find affordable housing options if they want to remain in or return to the area. There are also people in the middle-income bracket that can neither afford to buy in East Renfrewshire nor are they a priority for social housing. Private rented property makes up just over 6% of housing tenures. We know that the lack of affordable housing is impacting the local economy, as employers can struggle to recruit locally and may choose to relocate elsewhere.



83%

own a car, one of the highest levels in Scotland

Our Ambition ...

... is an inclusive, connected and green place with a fair, sustainable and healthy local economy, that our residents are proud to call home.



What do we mean by thriving?

We will have more affordable, accessible and sustainable housing, work, and transport options. Our places will have strong identities, with connected communities. There will be more opportunities to live locally within easy reach of shopping, recreation and leisure activities, green spaces, schools and local services. This will help us live as healthily as possible, support our local economy, and look after and enjoy our environment.

Local car ownership levels are amongst the highest in Scotland, which brings challenges in terms of encouraging a transition towards lower carbon emissions and more active means of travel. Whilst we have some excellent rail and bus commuter links in and out of Glasgow, rail services do not cover significant parts of Newton Mearns, our largest town with a quarter of our population, nor Eaglesham or Uplawmoor. East - West connectivity is limited. The frequency and reliability of public transport is poor for some services, especially in evening and at weekends. This reduces opportunities for local employment and the evening economy.

Data source: Scottish Household Survey, 2022.



We need homes that meet all the different needs of our changing population

Our growing population means that we will need more housing. We want to see a range of different house styles, tenures and densities to make it easier for people to live well here throughout their lifetimes and as their needs change. In the future, East Renfrewshire will have more affordable housing options enabling people to move into or stay in a place or neighbourhood they feel connected to.

We will target our efforts and resources to address regeneration priorities, tackling long-standing problems and creating opportunities to secure new investment in our areas, for example, through our Brighter Barrhead masterplan.

We want our town and village centres to evolve, with a greater mix of uses, including shops, homes and leisure opportunities and a growing evening economy. We will work in partnership across all our town and village

centres to support their development, to grow stronger and be even more vibrant and resilient. Town centres will be attractive, with high occupancy rates and more locally owned businesses. They will provide valuable quality services and experiences to local people.

We will further strengthen our position within the City Region of Glasgow and harness the economic opportunities that it will offer local people and businesses.

We will explore how East Renfrewshire can contribute to, and benefit from, the regional economy tapping into the expertise and passions of our skilled and entrepreneurial local residents. We will support existing businesses to grow, helping to create more local jobs. We will welcome investment into the low-carbon economy to create local employment opportunities.

Significant investment has been made over the past five years to improve digital connectivity and broadband speeds in East Renfrewshire however our technological needs are continuously changing. We will continue to work with providers and network suppliers to attract investment, drive improvement and ensure we have the most modern technological infrastructure possible, in particular to support local businesses to grow and residents to live independently through technology enabled care (TEC).

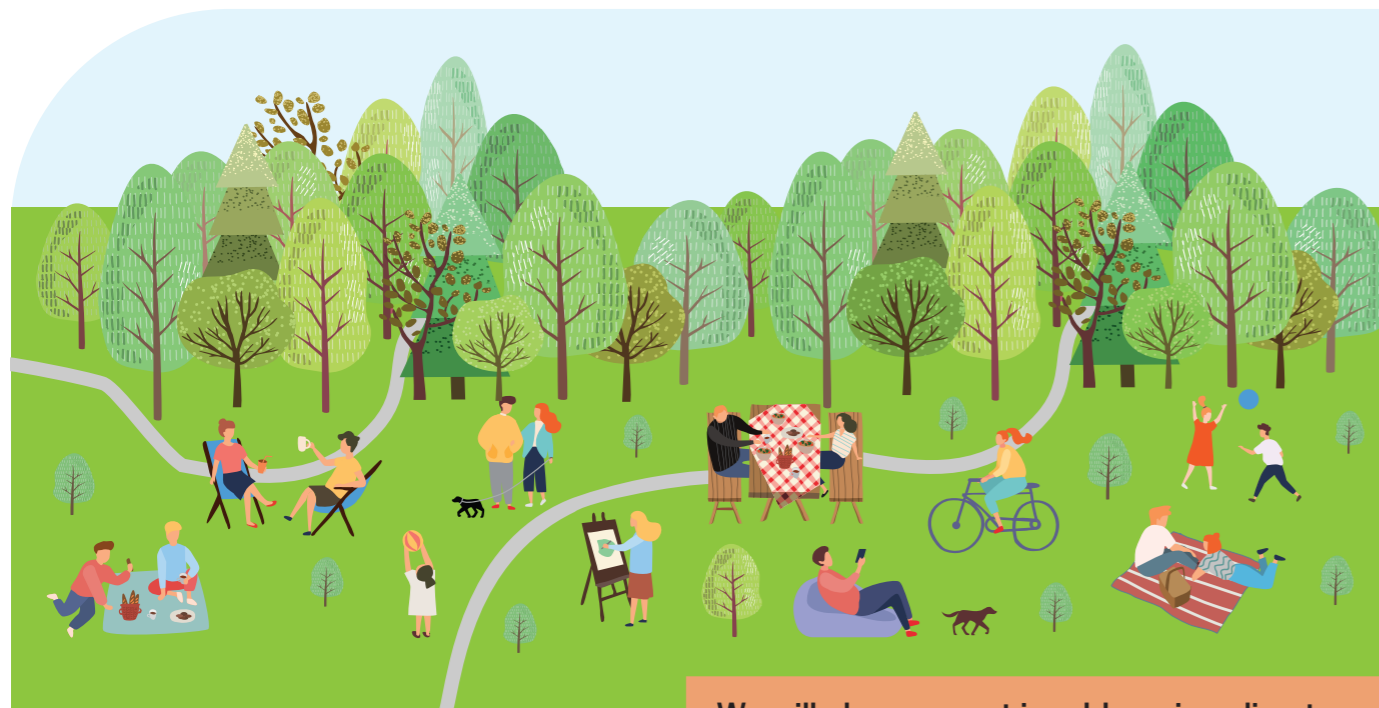
The success of our economy depends on an effective, sustainable and inclusive transport network to ensure people can get to the places they need to be whether for employment, education and training or accessing goods, services and social connections. Good public transport and active travel networks are critical to achieving a more inclusive economy and reducing inequalities by ensuring fairer access for people who do not have a car.

We will work to strengthen east-west connections with good public transport and active travel options to support people to move around and beyond the area.

Communities, businesses and partners will all play an active role, encouraging participation and investing in future opportunities.

We will continue to enhance our greenspaces and our ambition is that Rouken Glen and Dams to Darnley parks will be 'go-to' destinations, with good transport connections and multi-use accessible facilities that appeal to our residents and attract visitors from beyond East Renfrewshire, sharpening their focus as key local assets.

We will ensure people in East Renfrewshire continue to live in one of the safest places in Scotland by working across our partnership to identify and tackle potential challenges as early as possible.



We will play our part in addressing climate change, contributing towards national goals and protecting our local and natural environment.

Lifting All

We will champion social enterprises and support local businesses to grow, thrive and attract inward investment, helping to create more and better paid employment opportunities and fair work, for people living in East Renfrewshire. We will strengthen local supply chains redirecting and circulating wealth back into a sustainable local economy.

We will support all our people, and particularly those that face barriers to employment such as affordable childcare or accessibility, to be as successful as possible in terms of learning and work.

We will ensure all our residents have the right skills and learning opportunities and are equipped to adapt and cope with an evolving labour market.

We will work in partnership with local communities, the voluntary sector, investors and businesses to explore local challenges and identify opportunities for positive change.

Together, we will create good quality places to be proud of. We will ensure our new places are designed in a way that considers the existing services and infrastructure of the locality and promotes harmonious living with neighbouring areas. We will have a strategic approach to our assets and buildings, maximising their usage and efficiency, and exploring opportunities for co-location and community use.

We will design and reshape our places inclusively, by considering the social, health, economic and environmental needs of communities so that everyone who lives in East Renfrewshire can thrive.

Our priorities

In East Renfrewshire by 2040

- We will have well-designed and sustainable housing options, with more affordable homes.
- We will have strong, diverse local businesses, encouraging investment, developing skills and providing a wide range of fair work opportunities.
- We will have attractive places that encourage wellbeing and strong community bonds.
- We will have a modern digital infrastructure to keep our residents, communities and businesses connected, able to innovate and make the most of new technological advances.
- We will have a network of accessible and connected active travel routes and public transport, providing easy access to work, services, leisure and play.
- We will be working together to achieve net zero carbon emissions, protect our natural spaces, encourage biodiversity and be well prepared for climate challenges.

Pillar 3

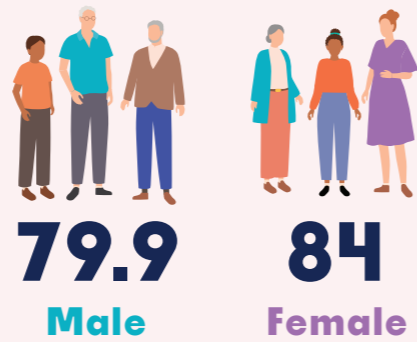
A future where . . .



Living well is about good mental and physical health, strong social connections, and the ability to participate in the things that make life worth living- family and friends, good healthy food, nature, arts and culture, sports and physical activities.

In East Renfrewshire many of our residents live well. They are healthy, economically secure, feel safe, and enjoy higher than average life expectancy. However some of our residents are living with long-term or limiting health conditions that limit their daily activities or the work they can do, including problems that are due to getting older. We want everyone to have positive opportunities and goals for their lives, but there are very real challenges too that we must work in partnership to address so that all our residents have a fair chance to live well.

Life expectancy in years



Long-term health condition



We have the fourth highest proportion of people in Scotland with one or more long-term health condition

Data sources: Public Health Scotland 2021, National Records for Scotland, 2022.

Why this pillar is important to East Renfrewshire

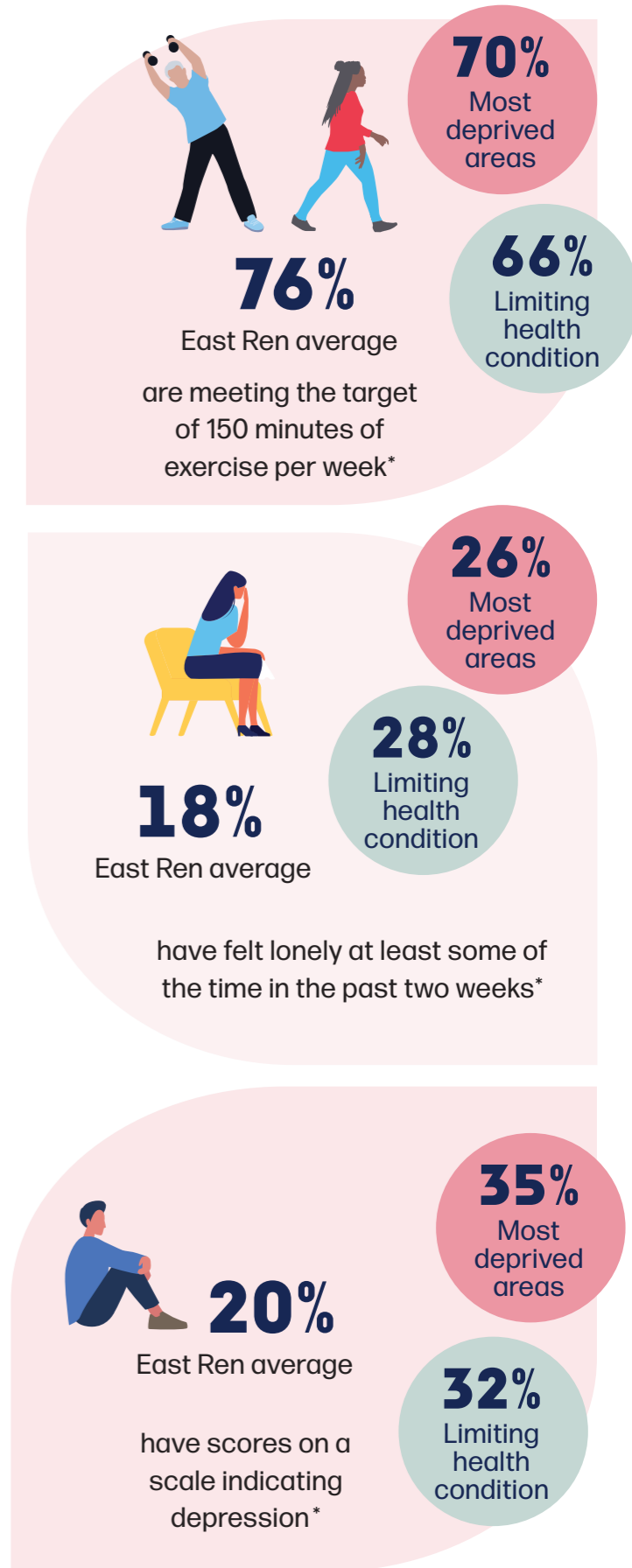
Our communities are enriched by East Renfrewshire residents who have diverse life experiences, cultures and heritages.

We want to celebrate our diversity and foster even stronger positive relationships and understanding between communities. We want people to feel seen, included and that they belong.

We want our residents to live full, active lives. Regular physical activity is vital for healthy development from an early age. Being active in later life can reduce the risk factors for heart and circulatory diseases, help prevent weight gain and promote positive mental health.

Providing excellent opportunities for sports and physical activities improves an individual's health and also supports the wider community as less interventions are needed at different life stages.

The pace and demands of modern life are impacting people at all stages of life, in different ways. For example, the influence and impact of social media on our young people, burn-out in our working age-adults and increased social isolation and loneliness for some individuals. These impacts can affect our mental health and happiness and over time erode our resilience and wellbeing.



* Data source: NHSGGC Health and Wellbeing Survey results 2024.



We know many people face real challenges to living well for a complex range of reasons. This may include Disabled people and those living with a long-term health condition or people who have experienced trauma. They often face barriers that create further inequity. Our communities have told us about problems relating to poverty, accessibility of opportunities, isolation and poor mental health that negatively impact their lives.

Our residents living in the most and least disadvantaged communities in East Renfrewshire have very different health outcomes and we need to address this gap.

We are experiencing significant pressures on budgets and some of our current models of service delivery will be unsustainable in the future. It is vital that we can target our resources to those that most need them and to our residents that experience the most disadvantage. This means finding new ways of working alongside our communities to put support in place as early as possible.

The people of East Renfrewshire are living longer, with the over 85's being one of our fastest growing population groups.

Our older residents make a hugely positive contribution to East Renfrewshire - they look after grandchildren, they are carers, they volunteer and share their skills and experience, and support the local economy. It is important that we all live well at every stage in our lives. However, living for longer can present increasing health and wellbeing challenges, including illness, frailty and, too often, isolation. We want to meet the needs of our aging population but with increased demand and fewer resources public services cannot do this alone. We know that action taken later in life is likely to be more costly and less effective than earlier interventions.

Our Ambition . . .

. . . is that everyone can live well at all stages of life and communities will be taking the lead in driving change for good health and wellbeing.



We want East Renfrewshire to be more than just a place where people live; we want people to live full, connected, active and happy lives. We want our residents not just to 'get by', but to thrive and flourish.

We want local people to have positive physical and mental health by having a sense of purpose, a sense of control over their lives, feeling included and supported, eating well, being physically and culturally active, and as financially stable and secure as they can be.

People will feel pride in their community and part of a shared identity across East Renfrewshire's geographic communities and communities of interest. Groups and networks will be well-connected and work together collaboratively. We will see more people taking action and actively supporting others in their communities, helping each other to live well throughout their lives.

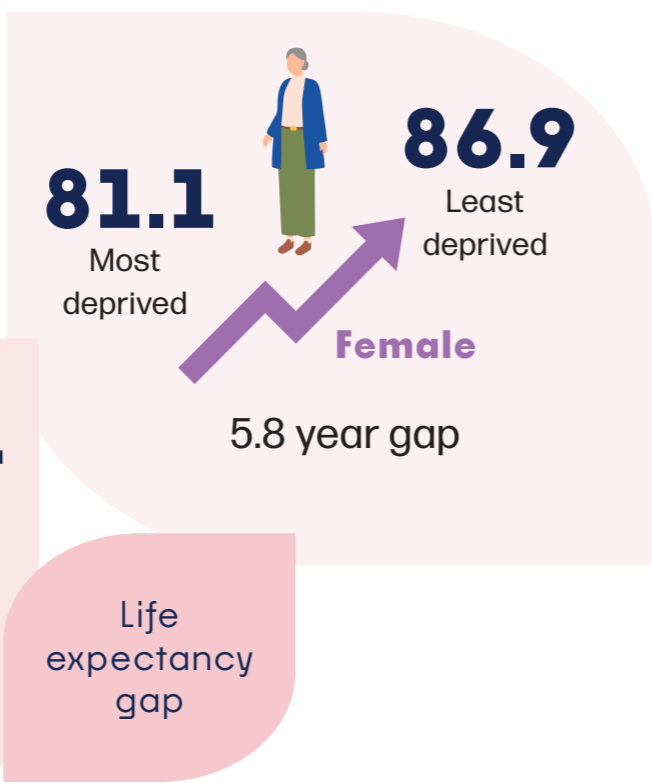
By 2040 we will see higher levels of volunteering and community leadership, with people contributing skills, time and ideas to deliver shared aspirations.

We will have broader, more diverse, and more sustainable groups and networks that meet local needs

Human rights are at the heart of our approach to the delivery of care and support, and participation is key to this. People who use services have unique insights into their successes and failures. We will use this knowledge and work together with people with lived experience, helping us to deliver services that meet the needs of the people using them.

We will harness the significant strengths and assets we have in our communities. We will invest resources wisely, shifting towards preventative spending and working in partnership with communities to enable better outcomes with the resources we have. Accessing support and services will feel different in the future: it will be easier to get help at an earlier stage, and support will be joined up with a 'no wrong door' approach.

In 2040, our families and communities will have access to excellent sport and physical activities and vibrant artistic and cultural experiences.

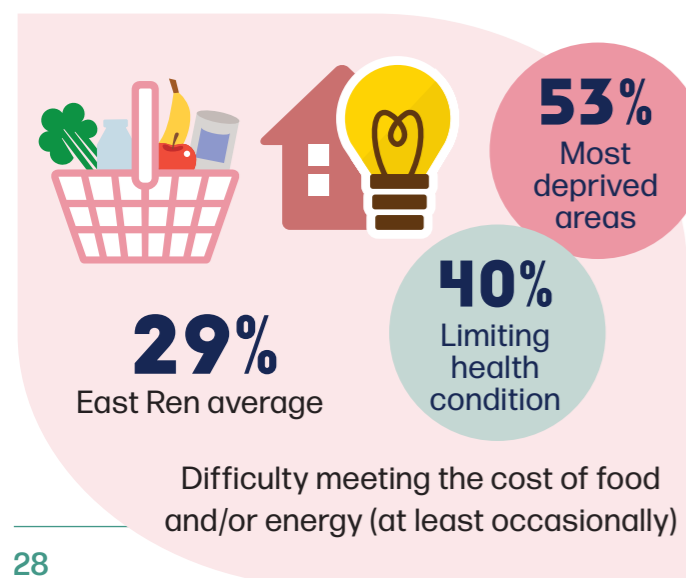


Our libraries, sports centres, cultural venues and community spaces will be valued places, supporting people and communities to reach their full potential. We will nurture opportunities for our communities to learn, develop, share and grow.

Just as our nurseries and schools demonstrate the ability to learn, grow and thrive, our communities will be learning communities. We will all be life-long learners, regardless of age or circumstance. Our communities will be leading and driving change in new ways.

Lifting All

Living well is about more than physical health. It is driven by many factors including education and employment opportunities; good housing; a stable income; social networks; where and how we live including access to exercise and nutritious food. It is also about access to services. All too often the people who most experience health inequalities are the isolated and vulnerable, and those experiencing disadvantage or discrimination.



Health inequalities will have been greatly reduced in the future.

Where people are at risk of poorer health and wellbeing, our partnership will help and support them at the earliest stage possible in new and innovative ways.

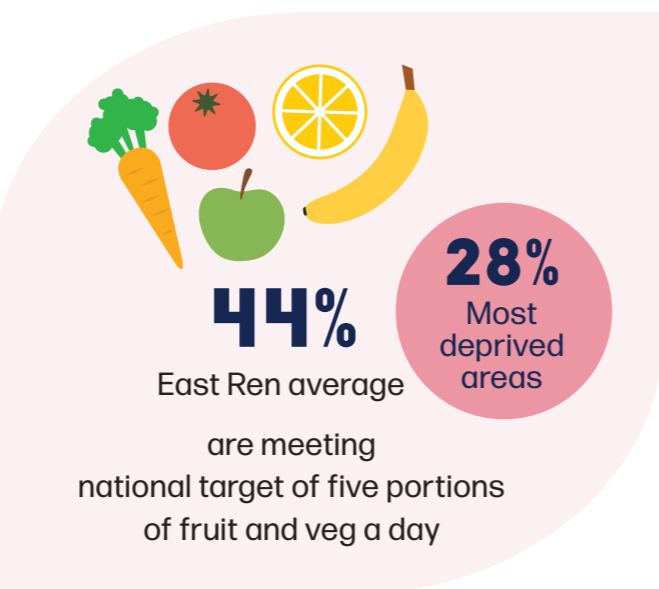
We will be led by our communities and third sector partners to develop, design and implement new approaches to close the gap.

In East Renfrewshire around 1 in 20 residents live in areas that are classed as more deprived.

We will have made real progress in breaking the cycle of poverty for all people, even where it has persisted through generations in some of our neighbourhoods.

Delivering the ambitions for 2040 will require strong leadership and partnership working to address inequity in new ways.

Living well is about being able to access good health and social care services when they are needed. Our services will work closely with, and complement, people's personal assets, and existing support networks by working together with carers, family members, the



Data source: NHSGGC Health and Wellbeing Survey results 2024.

third sector and community groups. We will harness technological advances to help people to remain independent for as long as possible. We want only those people who require urgent or planned medical or surgical care to go into hospital, and to spend as little time there as possible. We will support people to live well at home whenever we can, taking into account their personal choices, values and goals.

Unpaid carers, including young carers, provide invaluable ongoing support to local people with care needs and are the cornerstone of our social care system. Our unpaid carers will be recognised and valued as equal partners in care and involved in decision-making relating to their caring role. They will be able to easily access the advice, information and support they need at the time they need it, including appropriate breaks from caring responsibilities to help maintain their own health and wellbeing.

Effective and proactive support will be in place from communities and services, preventing deterioration and helping people avoid crisis situations. Our most vulnerable residents will live in safety and be protected from neglect, abuse and harm.

Working alongside people who use and have experience of our services will be crucial to help us maintain high quality health and social care services and support. Together we will shape and design care and support services in East Renfrewshire, building on people's skills and capabilities.

We want everyone in East Renfrewshire to feel included, valued and worthy, to have opportunities to experience the best life for them and be empowered and supported to make choices that improve their circumstances and outcomes.

Data Source: Public Health Scotland, 2022.

Our priorities

In East Renfrewshire by 2040

- Our communities will be stronger, more connected and collaborative and will be leading on solutions to support people to live well.
- Health inequalities will have significantly reduced, and residents will have routes out of poverty.
- Our older population will be supported to live healthy, active lives and have opportunities to participate, contribute and thrive.
- Our residents will be enabled and empowered to make healthier choices and have access to high-quality sport and physical activities and facilities.
- Our residents will have access to creative and vibrant cultural experience and have opportunities to celebrate their diversity of heritage.
- Life-long learning will be valued and available to all.



Working in partnership to deliver this vision

This vision covers a wide range of issues across the three pillars including low-income and poverty, housing, local employment, demands on our services, transport and the quality of our places and spaces. We cannot deliver this vision alone; we need to work in partnership in new and innovative ways to find solutions to deliver our ambitions.

To make this vision a reality, we will build on our current strengths within our partnership by becoming even more collaborative. We will work with other organisations and networks beyond the Community Planning Partnership. Together we are stronger and more effective to deliver the positive change set out in this vision.

Perhaps most importantly of all, to deliver this vision we need to work with our communities

- in new and more meaningful ways. We need to listen, learn, collaborate, improve and share. We will nurture and support our communities to grow and play a more active role in delivering this vision.

We will focus on strengthening our shared leadership approach and reshaping our services to be more inclusive and accessible in the future. We will make decisions about spending and resources in smarter ways than ever before. By focusing on early and preventative approaches we can target services towards those most in need. We will explore who is best-placed to deliver services, even if this is different to what has gone before.

This vision is not a static document. It will evolve alongside us as we continue to learn, listen and improve.



As a Community Planning Partnership, we will:

Work in genuine collaboration and partnership - we will be a successful family of organisations, with all members playing different roles, but working together to deliver this shared vision.

Demonstrate collective accountability - we will be directly accountable to our communities and each other for delivering this vision.

Deliver efficient, effective, and responsive services - we will work to ensure targeted groups get the support they need as early as possible.

Work alongside our communities, the voluntary and business sectors - we will strengthen these links further, harnessing lived experience and recognising the diverse strengths and opportunities that working more closely with others brings.

Learn, innovate, and improve - we will be a partnership which focuses on learning together, trying new approaches and being honest about what is and isn't working.

Key Strategic Plans linked to this Vision

Flourishing Children and Young People

Children and Young People's Plan- At Our Hearts
Local Improvement Plan

Thriving Communities and Places

Local Development Plan
Local Housing Strategy
Barrhead Housing Strategy
Strategic Housing Investment Plan
Get to Zero Action Plan
Local Heat and Energy Efficiency Strategy
Local Transport Strategy
SPT Regional Transport Strategy
Economic Development Strategy
Glasgow City Region Economic Strategy

Living Well

HSCP Strategic Plan
Equally Safe Improvement Plan
Community Justice Outcome Improvement Plan
Alcohol and Drug Partnership Strategy
Arts and Heritage Strategy
Public Libraries Strategy
Sports and Physical Activity Strategy

Cross cutting

Local Child Poverty Action Plan
Community Learning and Development Plan
Equality Outcomes
Local Police Plan
Local Fire and Rescue Plan
Skills Development Scotland Strategic Plan
Scotland's Social Enterprise Strategy
West College Scotland - Our College, Our Region
NHS GGC Public Health Strategy



COMMUNITY PLANNING PARTNERSHIP



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