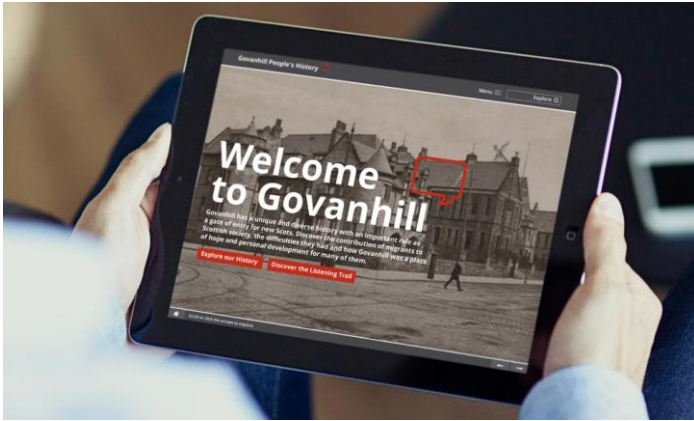


# A Better Govanhill



## A 10-year Vision and Community Plan for Govanhill

Published by the  
Govanhill  
Regeneration Group

# September 2017

## About this Plan

We are delighted to commend this Locality Plan for “A Better Govanhill” to all of those that live and work in the area or who have an interest in its successful development.

This plan is clear about the very significant challenges facing Govanhill across a range of issues such as: health; the local environment; social cohesion and understanding between the area’s diverse communities; housing; the local economy and community safety.

Equally, it recognises that Govanhill has significant assets on which to build, not least it’s extremely active community sector and the people that live and work here. In developing a Vision and Plan for Govanhill, we do not want to turn Govanhill into a clone of other areas through a process of gentrification. Rather, we want to build on the area’s existing strengths of character and diversity, whilst addressing all of the issues that prevent these things from coming to the fore. Put simply, we want to create a “Better Govanhill”. This plan sets out a long-term, 10-year vision for achieving this and key milestones that we will seek to achieve along the way.

A lot of work has already begun and is planned in pursuit of our overall vision and the plan seeks to outline such activity, whilst also identifying other actions that will be brought forward in the coming years. However, we recognise the importance of regularly reviewing and updating these actions to ensure that they are continuing to move us forward towards the achievement of this “Better Govanhill” Vision.

Most importantly, this Vision and Plan needs to be delivered with the people of Govanhill, present and future, and the plan not only sets out how individuals and communities can be involved in its delivery, but seeks to recognise the important role that local people are already playing in delivering the vision and to encourage others to become involved in doing so.

As local elected members, we are under no illusions about the scale and nature of the challenges facing Govanhill but are equally confident that by effective partnership working and the involvement of local people, that our ambitious vision can be delivered.

We also commit to publishing an Annual Review of this plan that will allow those with an interest in Govanhill’s future to gauge progress towards our Vision.

**Councillor Mhairi Hunter**

**Councillor Soryia Siddique**

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*The plan is published by the Govanhill Regeneration Group, which brings together public and third sector partners working in the area, alongside representatives of the local community. Its purpose is to coordinate the activities of the various partners to ensure that a coherent approach is taken to the improvement of the Govanhill neighbourhood.*



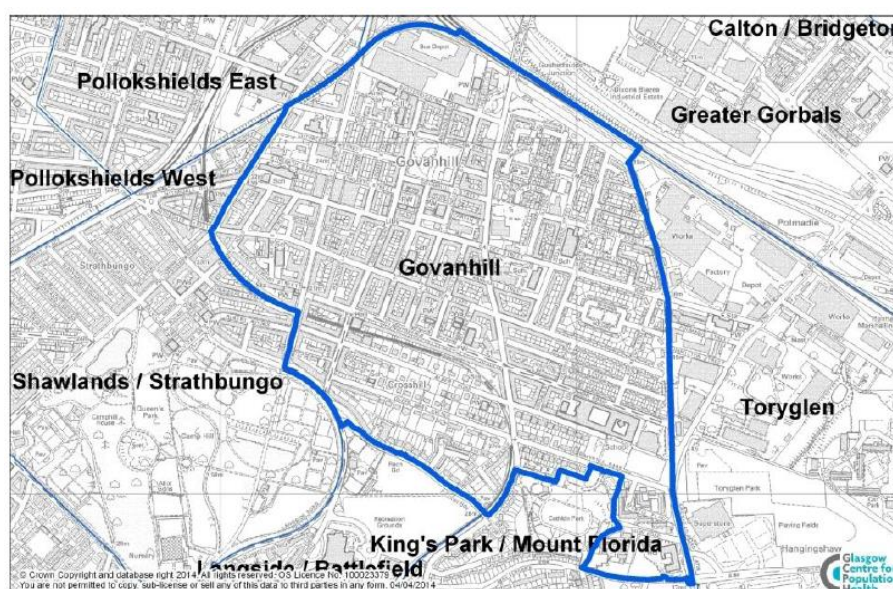
## About Govanhill

### THE GOVANHILL NEIGHBOURHOOD

Govanhill is one of 56 neighbourhoods within Glasgow that are defined in the city's Neighbourhood Plan. It is bordered by the neighbourhoods of Pollokshields to the North West and the Gorbals to the North East. It extends as far south as the Crosshill area and Queens Park and is separated from the Shawlands and Strathbungo areas to the west by Pollokshaws Road, and from Toryglen to the east by Aikenhead Road.

At the core of Govanhill is a collection of traditional tenement flats between Victoria Road and Cathcart Road, bisected by the thoroughfares of Calder Street and Allison Street running east to west.

An illustrative map of the Govanhill neighbourhood is shown below:



Govanhill's history is linked to the prominent 19<sup>th</sup> century industrialist, William Dixon, who opened blast furnaces just to the north of Govanhill, which became colloquially known as "Dixon's Blazes". The area was formed in the late 19<sup>th</sup> century, predominantly to provide housing for the workers at Dixon's Blazes, and most of its tenement housing (predominantly four storey sandstone tenements) were built between 1890 and 1912.

From its earliest days, Govanhill has been a popular settlement area for people coming to Glasgow and Scotland, with the population continually changing and diversifying as migrants have come to live here. This migration started with people from the Highlands and Lowlands of Scotland and continued with: immigration from Ireland (especially Donegal); Jewish people fleeing persecution in Eastern Europe; Italians; and, people from the Punjab and other parts of the Indian sub-continent. Most recently, Govanhill has been home to new communities of former asylum seekers, refugees and economic migrants from countries such as Poland, Slovakia, the Czech Republic and Romania. Govanhill is Scotland's most ethnically diverse neighbourhood with 40%+ of local residents being from ethnic minority communities.

Govanhill was one of the few inner city areas to survive the policy of demolition and replacement with new buildings during the 1960s, which led to the dispersal of these communities. Local people in Govanhill sought to take a different approach which included the establishment of a community-based Housing Association - Govanhill Housing Association - in 1974, run by residents living in the area. As an alternative to mass demolition, a steady programme of refurbishment of the traditional tenement properties was undertaken, complemented by new build developments, sensitive to the overall nature of the area.

Unfortunately, changes in policy and funding meant that the refurbishment of Govanhill's tenement housing was not fully completed. In particular, 13 tenement quadrants in the South West of Govanhill remain "unimproved". It is in this area that the most significant housing and associated problems in Govanhill appear.

#### **Did You Know?**

Govanhill was formed as an area in 1877; historically, it was actually part of Renfrewshire.

Dixon's Blazes was in operation till 1958 and, at its peak, employed more than 1,000 people.

A number of the area's streets (Allison Street, Daisy Street and Annette Street) were named after the daughters of William Dixon Jr, the son of the founder of Dixon's Blazes.

The recently demolished Larkfield Bus Garage was the first purpose-built bus garage in Glasgow when it was built in 1929.

Well-known former residents of Govanhill include one of Scotland's most famous folk singers Robin Hall (of Hall & Macgregor fame) and R D Laing, one of the 20<sup>th</sup> century's most influential psychiatrists.

The late Bashir Ahmad emigrated to Govanhill from Pakistan in the 1950s and became, in 2007, the first Asian MP elected to the



Due to the density of many of these blocks, increases in population through migration, overcrowding and high levels of occupancy, the South West part of Govanhill is one of the most densely populated in Scotland, placing considerable strain on local infrastructure and services and exacerbating community environmental problems, community tensions and other social issues.

Despite these challenges, Govanhill is home to a thriving creative arts community and a vibrant voluntary sector with dozens of organisations active in the area in areas such as: the environment; youth and inter-generational work; promoting integration; tackling addictions; and, other arts and education opportunities. Govanhill's range of faith communities are also very active in delivering community services as part of their core work.

Govanhill has a very distinctive range of shops that cannot be found elsewhere in Scotland. These range from clothing and fresh food stores of many types, traditional shops, an incredibly varied range of eating establishments and businesses supporting international connections (such as money transfer businesses, cargo services and travel agencies).

The most recent census, in 2011, found that Govanhill had a population of 14,412 people. There is, however, a debate as to how well the Census identified the real population in areas such as Govanhill; in particular, there is a common view that the figures for the ethnic minority population are under-estimates. Evidence from school rolls and GP registration data suggest that there is a substantial Roma community in Govanhill that is not reflected in these official statistics. Indeed, a mapping exercise in 2014, supported by the Scottish Government, identified approximately 3-3,500 Roma residents in the neighbourhood and local service providers estimate that this number has increased since that time.

The number of people living in Govanhill increased between 2011 and 2015, from 14,365 to 14,716 though again, this is almost certainly an under-estimate. The previous 10 years had also seen an increase in Govanhill's population by 210. Significantly more men (53%) than women (47%) live in the local area compared to Glasgow (male 48%; female 52%).

Area	Owned outright	Owned with a mortgage or loan or shared ownership	Social rented	Private rented or living rent free
Govanhill	12.8%	23.9%	34.0%	29.3%
Glasgow	17.0%	28.5%	36.7%	17.7%

The proportion of private renting is particularly significant within certain parts of the neighbourhood; a social survey in 2015 identified that 62% of homes in the 13 unimproved blocks in South West Govanhill were privately rented.<sup>1</sup>

The statistical information suggests that Govanhill is an area with a relatively high number of children and young people. More than a sixth of the people living in Govanhill are aged under 16 compared to less than a sixth across Glasgow. The number of 0-4 year olds increased significantly by 33% between 2011 and 2015. However, less than a fifth (19%) of households in the local area have dependent children, compared with just under a quarter (23%) across Glasgow. The number of older people in the area is relatively low with 11% of local people aged 65 years or older, compared with 13.8% city-wide.

Area	% of 16-64 Employed	% of 16-64 Unemployed	% of 16-64 Long term Sick/Disabled	% of 16-64 Student	% of 16-74 Retired
Govanhill	54.9%	8.2%	10.6%	13.8%	9.3%
Glasgow	58.1%	7.1%	9.3%	15.5%	11.3%

Area	Train, underground, metro or light rail %	Bus, minibus or coach %	Driving a car or van %	Passenger in a car or van %	Motorcycle, scooter or moped %	Bicycle %	On foot %
Govanhill	10.3%	24.5%	31.2%	4.5%	0.3%	2.5%	13.6%
Glasgow	9.9%	17.9%	42.0%	4.9%	0.2%	1.6%	12.1%

The local area is significantly more diverse than Glasgow. The available statistics show that more than a quarter (28%) of local people were born in a country other than the UK; this compares to 12% of people citywide. The Govanhill figure is almost certainly a significant under-estimate given the under-collection of data amongst the ethnic minority communities. 7% of local people have some difficulty with the English language, which is more than double the 3% recorded for the city as a whole and, based on service providers' experience of the local area, almost certainly an under-estimate.

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<sup>1</sup> South West Govanhill, Social Survey, Overall Report, September 2015; IBP Strategy & Research for Govanhill Community Development Trust



The population profile of the community illustrates a number of challenges, with people living in Govanhill having poorer life outcomes than the city average. The average number of years that local men are likely to spend in good health<sup>2</sup> is 54, compared to the Glasgow average of 56. For local women Healthy Life Expectancy is 55 years, compared to 58 across the city. The Healthy life expectancy for both males and females in Glasgow is approximately 7 years lower than Scotland's healthy life expectancy.

Local secondary school attendance has a similar pattern to Glasgow, at around nine out of ten pupils. However, local pupils on average do slightly less well at school compared with the city average. More than a third (34%) of pupils across Glasgow achieve 5 or more qualifications at this level, compared with 30% of local 4<sup>th</sup> year pupils.

The incidence of a range of aspects of crime and anti-social behaviour in Govanhill is significantly worse than the Glasgow average:

#### **Crime and Anti-social Behaviour in Govanhill, 2016 / 17<sup>3</sup>**

<b>Issue</b>	<b>Incidence in Govanhill compared to Glasgow as a whole</b>
Noise issues	+187%
Hate crime	+168%
Youth Anti-social Behaviour	+123%
Anti-social Behaviour	+117%
Neighbour issues	+95%
Violent crime	+52%

Income and poverty are undoubtedly drivers in these poorer health and educational outcomes and in the prevalence of crime and anti-social behaviour. Statistics show 3,525 of Govanhill's citizens living in poverty and that child poverty rates are 30%, 2% above the Glasgow figure. Housing conditions are also at play, with the rate of overcrowded households with children being 34%, a massive 88% above the Glasgow average.<sup>4</sup>

There is also evidence of significant levels of income deprivation and poverty being particularly apparent in certain parts of Govanhill. The aforementioned 2015 social survey identified that average weekly incomes amongst those households in the thirteen unimproved blocks in South West Govanhill had fallen from £334 in 2011 to £283 in 2015.

### **Community Engagement in Govanhill**

<sup>2</sup> Defined as "healthy life expectancy"

<sup>3</sup> Police Scotland Corporate Crime / STORM database

<sup>4</sup> Understanding Glasgow: Children's and Young People Profile for Govanhill.

The International Association of Public Participation defines five levels of community engagement, which are to:

- **Inform** to provide the public with balanced information;
- **Consult** to obtain public feedback on analysis and / or decisions;
- **Involve** to work directly with the public throughout the decision-making process;
- **Collaborate** to partner with the public in each aspect of decision-making; and
- **Empower** to place decisions in the hands of the public.

Community engagement in Govanhill in recent years has demonstrated each of these levels, with examples including:

<b>Inform</b>	Govanhill Housing Association's regular newsletters; The <a href="http://www.govanhill.info">www.govanhill.info</a> website; Govanhill Community Development Trust's community information shop on Allison Street.
<b>Consult</b>	Govanhill Housing Association's regular tenant satisfaction surveys; Govanhill Community Development Trust's social surveys amongst the unimproved housing stock in the area; Community Renewal's 2-year consultation with the Roma community in Govanhill; Govanhill Baths Community Trust's consultation on the future of the baths.
<b>Involve</b>	The involvement dimension of community engagement activity includes involvement of residents through structures such as community councils, tenants and residents organisations and areas of specific involvement such as parent councils; Individual projects and organisations work closely with user groups to ensure their aspirations and concern are understood; Community representatives are involved in key structures, including the Govanhill Regeneration Group.
<b>Collaborate</b>	Govanhill Community Association (GoCA) is an excellent example whereby partners in both the public and third sectors are guided by the advice and recommendations of local people.
<b>Empower</b>	Govanhill residents have taken part in a number of Participatory Budgeting activities, placing power in the hands of local people; Govanhill benefits from numerous community-led organisations (including Govanhill Housing Association, Govanhill Community Development Trust and a vibrant set of third sector organisations, all of whom take responsibility for delivery of various services, support and campaigning activities; In particular, the work of organisations such as Big Noise Govanhill and others is focused on building capacity within the local community.

There has been a significant amount of consultation activity with the communities of Govanhill, which has been instrumental in the development of the Vision and Community Plan set out herein. Key elements of this are described below.

Govanhill Housing Association and Govanhill Community Development Trust have both conducted very substantial surveys of the local population, most recently a survey of Govanhill Housing Association tenants (911 interviews) and a social survey in the thirteen unimproved blocks in South West Govanhill (866 interviews), with each of these surveys most recently having been conducted in 2015.

In some respects, these substantial surveys paint a common picture of Govanhillians' view of their area. They show that many local people value things like:

- Govanhill's unique, distinctive and convenient shops and services.
- A continued sense of community in the area.
- The convenience of the location and its access to Glasgow City Centre.

However, such surveys identify a relatively significant proportion of people with concerns over issues such as: rubbish and fly tipping; loitering, anti-social behaviour and street disorder. It is instructive to compare the extent to which such issues are considered to be serious problems amongst both Govanhill Housing Association tenants and the residents of the areas of unimproved stock.

#### Proportion describing selected issues as "serious problems", 2015

Issue	Govanhill Housing Association Tenants	Residents of the Unimproved Blocks
Rubbish	19%	62%
Loitering	-	49%
Antisocial behaviour	10%	24%
Street disorder / gangs	-	24%

These figures highlight that a significant proportion of the Govanhill community perceive these to be serious problems but also show (where comparable figures exist) the extent to which such concerns are particularly apparent in the mixed tenure, unimproved areas of Govanhill.

Another significant element of engagement has been the work undertaken by Community Renewal (funded by the People's Health Trust) to engage with the substantial Roma population in Govanhill. Between 2015 and 2016, approximately

Importantly, a number of people reported a better life in Govanhill than in their home country. There appeared to be less discrimination on the street than elsewhere and schools and social housing were greatly appreciated.

- Housing issues, especially in the private rented sector
- Rubbish in the streets and closes
- Pest infestations
- Lack of access to work and / or only poor quality work being available.

Funding has now been secured to further develop some of the ideas and initiatives identified in this initial consultation and to support ongoing engagement with the Roma community in Govanhill.

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<sup>6</sup> Taken from interviews conducted by IBP Strategy & Research at the Govanhill Festival in 2017.

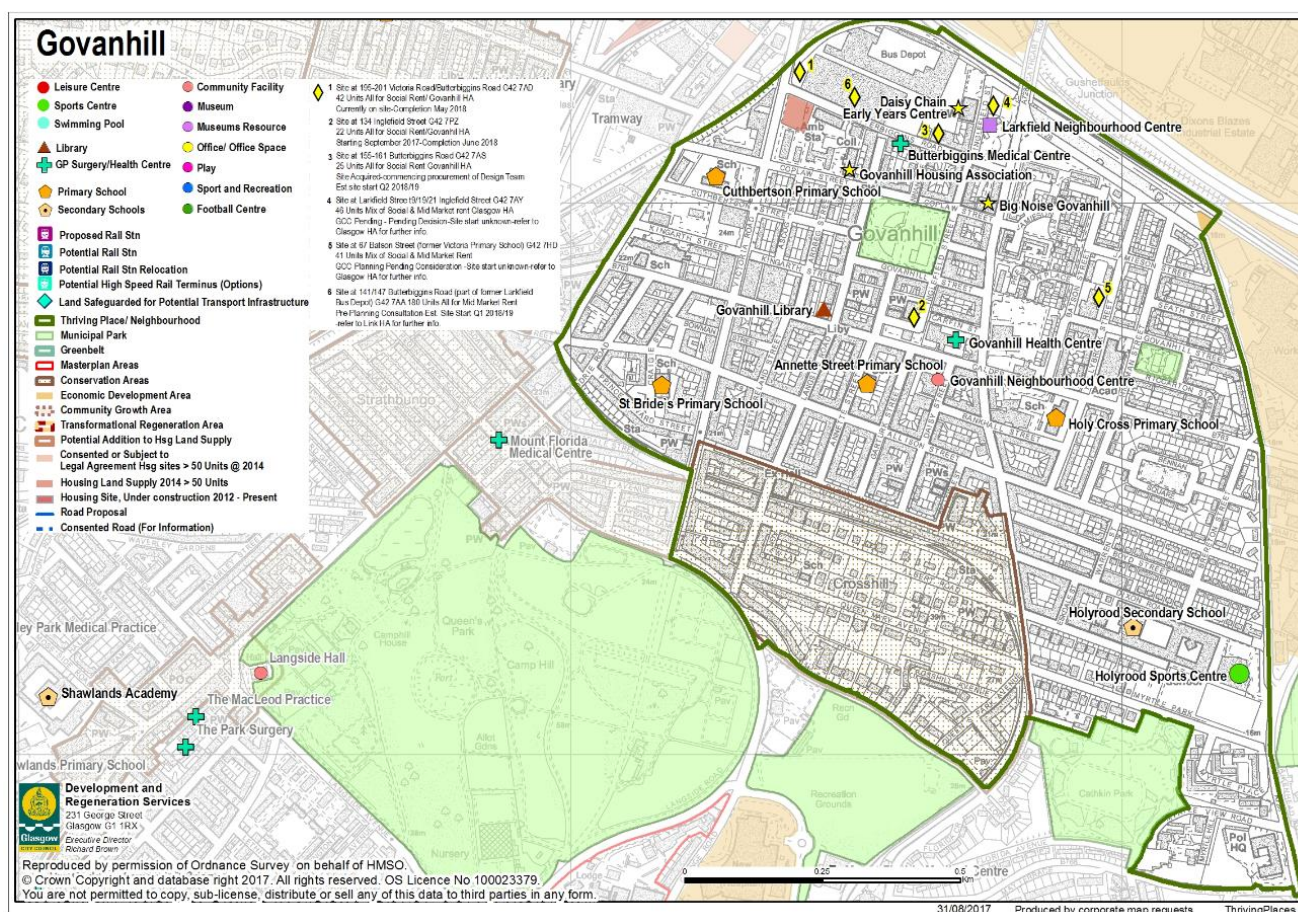
As described later, public participation across all of the levels of engagement described above and across the range of Govanhill's communities will be crucial to the successful achievement of the Vision that we set out. However, the engagement already undertaken (both on a formal and informal basis) has already been instrumental in identifying the key issues to be addressed by this Plan.



## Govanhill's Assets

Govanhill has an extensive range of organisational, physical and community assets that can be harnessed to the achievement of the Better Govanhill Vision (and, in reality, are already contributing to this).

An illustrative map of selected assets is shown below:



Significant organisational assets in the area include Govanhill Housing Association, which has approximately 2,400 homes for social rent in the area. The Association's role extends beyond that of the traditional landlord, however, with wider work being undertaken in the community directly and through its subsidiary, Govanhill Community Development Trust.



Govanhill Housing Association and Govanhill Development Trust are community-led organisations that have played a lead role in the physical, social, economic and environmental regeneration of Govanhill over the past 43 and 26 years respectively; they will continue to be key players in the process of engaging with Govanhill's communities and in delivering the Better Govanhill Vision.

Glasgow City Council is clearly a key agency operating in the area, offering services directly and through its Arms-Length Organisations (ALEOs) in areas such as education, land and environment, social work, property and a range of other services.

The major educational establishments in or serving the area include:

- Govanhill Nursery
- Annette Street Primary School
- Cuthbertson Primary School and Nursery Class
- Holy Cross Primary School
- Saint Bride's Primary School
- Holyrood Secondary School
- Hollybrook Academy
- Shawlands Academy.

### Holyrood Secondary School

Holyrood has a pupil roll of approximately 2000 pupils and 150 teachers making it one of the largest state comprehensive schools in Europe.

The school has an enviable list of distinguished alumni (both pupils and teachers) across a number of fields, including:

- Frankie Boyle, comedian
- Alan Brazil, Scottish international footballer
- Bob Crampsey, football commentator and former Brain of Britain
- Fran Healy, lead singer of the popular band, Travis
- Baroness Kennedy, lawyer and human rights activist
- Jim Kerr and Charlie Burchill of Simple Minds fame.

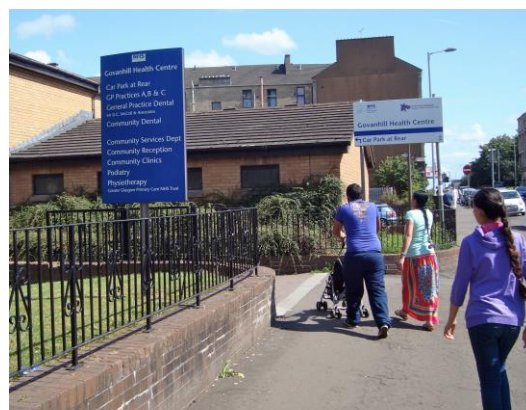
Holyrood featured in the 2012 BBC Documentary, *High School*. More recently, its pupils have distinguished themselves through their *Malawi Partnership*, supporting the construction and renovation of schools and raising over £200,000 to date.

Cuthbertson and Annette Street are non-denominational schools that are feeders for Shawlands Academy, which is outwith the area, approximately one mile away. Holy Cross and St. Brides are Catholic schools that act as feeders for Holyrood Secondary School. Hollybrook Academy is a local secondary school for those with special educational needs.

Significant organisations servicing Govanhill include:

- Glasgow Clyde College - the College's major Langside campus is just to the south of the Govanhill neighbourhood.
- Glasgow Life - who manage the local Library and Neighbourhood Centre and deliver a range of community learning programmes.
- Glasgow Volunteer Centre - supporting volunteering opportunities for local people.
- Jobs and Business Glasgow - JBG now delivers services on a local surgery basis in neighbourhoods across the city, as part of Glasgow City Council's wider support services. In Govanhill specifically, it provides an employability service through a co-production and co-location approach at both Govanhill Library and the Govanhill Community Development Trust shop.
- Big Noise Govanhill delivers a music-based programme to foster confidence, teamwork, aspiration and pride amongst local people; it projects that it will work with 1,200 people over 2017 / 18.

In the health field, Govanhill Health Centre is a major, centrally-located facility that plays a significant role in delivering local health services and in maintaining and improving the health of individuals and the community. As well as the Health Centre itself there is an adjacent community wing, which houses the Sandyford Clinic and provides a base for counselling services. The services offered by the Health Centre include a dedicated team that seeks to ensure the delivery of culturally appropriate and / or translated support to people in the Czech, Slovak and Romanian Communities.



The Govanhill Service Hub was established to facilitate improved operational working between Council departments and other partner agencies; it is located physically at Samaritan House on Coplaw Street, with the agencies involved including: Govanhill Housing Association; City Property; GCC Social Work; GCC Community Planning; GCC Cleansing; GCC Environmental Health; GCC Private Landlord Registration; GCC Development & Regeneration Services; Community Safety Glasgow; Govanhill Law Centre; Greater Glasgow Health board; Police

Scotland; and, the Scottish Fire and Rescue Service. GCC employ a dedicated Neighbourhood Manager, who is located locally.

Significant local networks and structures include: GoCA (Govanhill Community Action) and the South East Information Network as well as Crosshill and Govanhill Community Council. The Glasgow Roma Network serves to bring together statutory service providers and voluntary organisations working with the city's Roma community, many of whom reside in Govanhill.

The area has a number of Tenants' and Residents' organisations, established and supported by Govanhill Housing Association, including: Jamieson Court Residents Group and the BHAC Court group (covering Bankhall Street, Hollybrook Street, Allison Street and Cathcart Road).

There is also an active set of online communities that includes the Facebook pages of: Crosshill and Govanhill Community Council; Govanhill Residents Group; Govanhill Go; Let's Save Govanhill; Govanhillians; and, Southside Happenings.

The Govanhill Regeneration Group seeks to bring together key statutory and third sector partners with an interest in the future wellbeing of Govanhill, alongside local community representatives, to ensure effective and coordinated partnership working. The publication of this "Better Govanhill" Vision and Plan is an important element of this but the group works on an ongoing basis to seek to ensure best use and targeting of resources to benefit the people of Govanhill.

Govanhill has a number of significant community facilities that include:

- A number of hostels and supported accommodation units.
- Daisy Street Neighbourhood Centre.
- The former Daisy Street Trinity Church building, owned by Queens Park Govanhill Parish Church and used by a number of local community organisations.
- The old school at 311 Calder Street, now used by a number of Islamic organisations.
- Dixon Halls.
- Forsyth House (owned by Govanhill Community Development Trust and currently occupied by Big Noise Govanhill).
- Govanhill Baths.
- Govanhill Library.
- Govanhill Workspaces.
- The Larkfield Centre on Inglefield Street.

- Samaritan House on Coplaw Street, which is home to Govanhill Housing Association and Govanhill Community Development Trust and a variety of other organisations as well as providing excellent meeting facilities.
- Victoria Court, a small development of industrial units owned by Govanhill Community Development Trust.
- The Ark (formerly the Victoria Halls) is a small converted church that is now a base for a number of Islamic organisations and a Barnardo's project for disabled BME individuals.
- The neighbourhood has a number of artist studios, including Southside Studios, Chalet and the studio on Langside Road.
- The neighbourhood also has range of churches, mosques and other faith-based buildings.

Significant private sector community facilities include The Gym in Cathcart Road, the Dance Studio on Calder Street, Victoria House on Victoria Road (which is home to a number of local businesses) as well as the extensive and diverse range of shopping and eating out opportunities offered by the area.

Govanhill's most extensive green space is Govanhill Park, a pleasant local park comprising of 4 acres in the heart of Govanhill. The park consists of tree lined footpaths with seating areas, games courts children's' play areas and a central performance meeting area. Other green spaces include: Bennan Square; Riccarton Street Park; Westmoreland Gardens; Govanhill Community Training Garden, adjacent to Samaritan House on Coplaw Street; and a number of small community growing spaces around the neighbourhood, developed by South Seeds. Govanhill is, of course, immediately adjacent to Queens Park, arguably one of the finest urban green spaces in Glasgow and Scotland.



Buildings and land that provide opportunities for development include: the former Police station on Craigie Street; the Drill Hall on Butterbiggins Road; the former Larkfield Bus Depot; the site of the former Our Lady of Consolation church; the site of the former Victoria Primary School on Batson Street; vacant land at Victoria Road / Butterbiggins Road and the former women's hostel on Inglefield Street. The Egyptian cinema on Bankhall Street is currently being developed as a bazaar and venue for celebrations. Plans to bring the other spaces into use are at various stages of development.

## Govanhill's Vibrant Community Sector



### The Dixon Community...

...is a voluntary organisation providing care and support to older people and carers living in the South of Glasgow

**GOVANHILL  
BATHS**

### Govanhill Baths Community Trust...

...aims to progressively re-open the baths as a Wellbeing Centre whilst contributing more generally to the wider social, cultural and built regeneration of Govanhill



### Big Noise Govanhill...

...aims to use music to foster confidence, teamwork, pride and aspiration amongst children and in the wider community



### Food Train...

...provides a grocery purchase and delivery service for local residents along with vital befriending and practical support



### Glasgow SE Foodbank...

...helps people in crisis, on a referral basis from local partner organisations

**GOVANHILL  
LAW  
CENTRE**

### Govanhill Law Centre...

...provides free legal advice to residents of Govanhill and elsewhere on issues such as housing, employment, community care, employment and welfare



### Active Life Club...

...provides a range of recreational, physical and diversionary activities for young people from ethnic minority communities



### South Seeds...

...is a community-led charity that delivers a wide range of services to residents to help them tackle climate change

*The above represents only a selection of the dozens of community-led projects and organisations working in Govanhill, all of whose work is valued greatly.*



## The Challenges Facing Govanhill

It is clear from the above analysis and from the outcomes of the community engagement described earlier that Govanhill faces a number of significant challenges. Some of these are quite visible (such as some of its environmental and housing issues) whilst others are, at first glance, less visible (for example, in relation to issues of health and cohesion). It is important that these issues can be addressed in the round and so we have identified 7 important themes for this Plan to address:

- Cohesion
- Economy
- Environment
- Health
- Housing
- Learning
- Safety.

These are not presented in any order of priority and, in reality are deeply inter-linked. It is the view of the Govanhill Regeneration Group that sustained and concerted effort across each of these themes will be needed if we are to deliver the Better Govanhill Vision.





## Govanhill in Numbers

**62%**

private rented sector  
homes in South West  
Govanhill

**28%**

local people born in a  
country other than the  
UK (at least)

**3,525**

citizens living in  
poverty

**30%**

children living in  
poverty

**+117%**

Anti-social behaviour  
compared to Glasgow  
average

**+52%**

Violent crime  
compared to  
Glasgow average

**54 and 55**

Health Life Expectancy for men and  
women respectively (lower than the  
Glasgow average)

## The Better Govanhill Vision

Based on the review set out above, and including significant inputs from the range of communities in Govanhill, the Govanhill Regeneration Group proposes the following 10-year vision. It is very important to note that this is a description of how we want Govanhill to be **in 10 years' time** rather than a description of Govanhill **now**.

THE BETTER GOVANHILL VISION
In Govanhill, Glaswegians of all ages, who come from various parts of the world, come together to make the city's most colourful, diverse and interesting areas. People want to live here because of Govanhill's range of quality housing and facilities, its distinctive sense of community and its connections to other parts of the city. People want to visit here to experience its enthusiastic people, its distinctive shopping and eating experiences and its unique atmosphere.

On the following pages we set out a framework of desired outcomes in relation to the key elements of this Vision and proceed to outline the basis of an Action Plan for the delivery of these elements.

Towards the end of the Plan we then summarise how the people of Govanhill can be involved in the delivery of the Vision; one of the first elements of this will be commenting on the contents of this document.

## The Elements of a Better Govanhill

The commentary set out above highlights the need for continued and enhanced work on the part of all partners to achieve this Vision and illustrates the need for the Vision to be progressed in partnership with Govanhill's communities.

The work required, over time, to deliver a Better Govanhill may be described under the following inter-related headings:

- Cohesion
- Economy
- Environment
- Health
- Housing
- Learning
- Safety.

These key strategic themes are presented in no particular order of priority and it is important to recognise their inter-connectedness. Thus, for example, the improvements that we intend to make in areas such as Housing and the Environment will impact positively on other key issues such as Cohesion and Health.

Across each of these issues, the effective engagement of Govanhill's communities will be critical.



To break down the strategy for “A Better Govanhill” into its component parts we have set out specific 10-year Visions for each of these key themes (Cohesion, Economy, Environment, Health, Housing, Learning and Safety). In addition, we have set out a statement of where we want to be in each of 3 years and 1 years’ time, recognising the long-term nature of delivering this Vision for Govanhill.

What follows is an outline of what we want to achieve for and with the communities of Govanhill rather than simply being a list of the services that different partners deliver. This outcome focus will provide a framework for us to gauge progress and will be developed further into a specific set of measurable indicators on which we will report regularly.

Later in this Plan we return to the issue of the range of actions and initiatives that we propose to take forward over the short and medium term in pursuit of these elements of the overall Vision.

## THE ELEMENTS OF A BETTER GOVANHILL

ISSUE	COHESION	ECONOMY	ENVIRONMENT	HEALTH AND SOCIAL CARE	HOUSING	LEARNING	SAFETY
<b>10 year vision for each element of the strategy</b>	People will be proud to be part of a Govanhill community where people value the diversity of different groups whilst treating everyone with respect.	Govanhill will have a well-educated and trained community that contributes to Glasgow's wider economy and will have a strong local economy that is itself a significant economic asset for the city.	Govanhill will be a tidy and well-kept area with a good quality civic realm and attractive green spaces that are respected by people living in and visiting the area.	People in Govanhill will be able to live in good health for longer and the gap between Govanhill and other parts of the city, and between different communities within Govanhill, will be reduced significantly.	There will be a range of good quality housing accommodation in both the public and private sectors, whether someone wishes to live in Govanhill just for a while or to make their life here.	Govanhill's young people will have a level of attainment that will match or surpass their comparators and there will be a significant level of active participation in lifelong learning across Govanhill's communities.	<p>Govanhill residents and visitors to the area will perceive Govanhill to be a safe place to live and work.</p> <p>Fear of crime will have been reduced to the Glasgow average.</p> <p>Effective action will have been taken to reduce the exploitation of vulnerable people.</p>
<b>Where we will be after 3 years (2020)</b>	A strong sense will be emerging of the strengths and opportunities that exist in Govanhill and relations between different parts of the community will show a significant improvement.	Economic activity amongst local people will be growing Govanhill's commercial and social businesses will see increased business from local people and visitors.	People will be taking increasing pride in the area's public spaces and we will see a significant reduction in misuse of public space such as littering and fly tipping.	Health and social care support will increasingly be characterised by an emphasis on early intervention, prevention, harm reduction and public protection. Local people will exhibit healthier lifestyles.	Additional good quality homes for social and mid-market rent will be available and there will be significant enhancements to the management and maintenance of private rented properties.	There will be early evidence of a diminution in the attainment gap amongst school pupils from Govanhill and increasing participation in lifelong learning opportunities.	Significant crime will be reduced and people will feel safer in their homes and within Govanhill's public spaces.

ISSUE	COHESION	ECONOMY	ENVIRONMENT	HEALTH AND SOCIAL CARE	HOUSING	LEARNING	SAFETY
<b>Where we will be after 1 year (2018)</b>	There will be a growing sense of common identity amongst Govanhill's communities and people will be starting to feel more of a sense of pride in Govanhill's diversity.	People within Govanhill and beyond will have begun to understand the area's strengths as a place to live and work and new initiatives to support local young people and adults looking to get good jobs will be coming on stream.	People will start to see improvements to the range and quality of Govanhill's public spaces and there will be a measurable reduction in misuse of public space such as littering and fly tipping.	Govanhill residents will have a better understanding of, and be making more use of, services and facilities that exist to promote and support healthy lifestyles and outcomes.	Improvements will start to be seen in those areas (particularly in the private sector) with the most immediate and pressing housing problems.	A range of services to support learning within nurseries, schools and community settings will be in place and improvements in engagement across the range of services will start to become apparent.	Enforcement activities will begin to have an impact on significant targeted aspects of law-breaking in the area and the incidence of lower level crime and anti-social behaviour will be reduced. People will begin to feel safer and have less fear of crime.



### What do you like about Govanhill?



*“Central and close to town.”*

*“Vibrant area.  
Community  
spirit.”*

*“Multi-cultural  
area.”*

*“Lot of good local shops.”*

*“There is  
always a lot  
going on in the  
area”*

*“The creativity  
of the  
people....I love  
Govanhill”*

*“A good  
community  
vibe”*

*“Lot of community activities. Good energy in the area.”*

*“Lots of good people live here”*

*“The mix of people”*

*“Loads of community projects”*

<sup>7</sup> Quotes taken from interviews conducted by IBP Strategy & Research at the Govanhill Festival in 2017.

## Delivering the Elements

People working in public and third sector partners, as well as Govanhill's private sector employers and its communities, are working every day to try to achieve a better Govanhill. However, it is clear that significant and coordinated efforts will be required on an ongoing basis to move towards the achievement of this vision. In the sections that follow we provide an overview of the key actions that the Govanhill Regeneration Group seeks to deliver. Sometimes these reflect existing or planned activity; in other cases they reflect plans and initiatives that the Regeneration Group would like to bring forward. The focus is on those activities that can and will be delivered over the short to medium term, recognising that our efforts to achieve a Better Govanhill will continually evolve and develop.

### Cohesion

By social cohesion we are referring to the extent to which all of Govanhill's diverse communities recognise themselves as being united by common experiences and can value diversity whilst working towards the sort of common purposes that are defined in the different elements of the Better Govanhill Vision. Positive social cohesion within Govanhill would be characterised by:

- Group-based cross-cultural activities that involve shared interests or goals.
- Neighbour interactions that are characterised by helpfulness, cooperation, kindness and the constructive sharing of communal spaces.
- Friendly encounters between individuals in public space.

We believe that this is an area where, despite some progress, much more can be done in Govanhill.

Govanhill has been recognised as Scotland's most ethnically diverse area and we believe that the great majority of Govanhill's residents, whatever their ethnic background, support the benefits of cultural diversity whilst also recognising the need for shared civic norms.

Our approach to enhancing social cohesion will have two broad elements:

- Addressing the underlying conditions that cause a lack of social cohesion, whereby issues of deprivation and powerlessness lead to division and rising tensions; in this respect, many of the steps described elsewhere in this document should serve to support greater social cohesion over time.
- Building good relations between communities, which would include ensuring that there is respect and understanding between different ethnic groups.

With respect to the latter point, the efforts of the partners in the Regeneration Group will be focused on:

- Responding to divisive narratives by countering stigmatisation, calming tensions and promoting cohesion; this will include positive celebration of the things that are good about Govanhill.
- Increasing the range of opportunities for people to discuss cultural differences and similarities safely, without animosity.
- Ensuring the provision of specialist training and support for local activists, residents and frontline staff to facilitate difficult dialogues and initiate community conversations.

The Big Noise Govanhill project is an excellent example of what can be delivered in support of social cohesion in Govanhill, providing a music-based programme that seeks to achieve positive and successful social integration, an understanding of shared experiences and leadership skills amongst young people. It will engage with 1,200 participants during 2017 / 18 and plans to increase these numbers to 1,450 over a 10-year horizon (with the nature of its ongoing service provision being influenced by its current evaluation of activities across its three centres in Scotland).

This is, of course, only one of many projects, organisations and events that are already working to address issues of social cohesion within Govanhill and the Regeneration Group plans to work on an ongoing basis to promote within these projects the sorts of approaches described above.



New residents in Govanhill sometimes come from troubled parts of the world and from communities that have different norms of behaviour. We propose to consider further what support can be provided to such residents as and when they move

into Govanhill to help minimise any tensions between different neighbours and groups.

## Economy

Our approach to the “Economy” challenge recognises that poverty is a significant contributor to many of the other issues that Govanhill faces and that the ability to source good quality, well paid work is crucial. There are two related dimensions to the work that we will take forward here:

- Firstly, we want to ensure that residents of Govanhill have all the support that they need to compete in the labour market, whether this is locally in Govanhill or elsewhere in Glasgow (recognising in particular that one of Govanhill’s strengths is its proximity to the City Centre); the issue here is ensuring that people from Govanhill can share in the city’s growth.
- In addition, we want to see a thriving local economy, across a range of sectors and within both the private and social enterprise sectors.

Historically, the major provider of employability support across the city has been Jobs and Business Glasgow. However, this organisation has faced particularly significant funding challenges in recent years, resulting in a significant reduction in its frontline staff able to deliver such support.

Jobs and Business Glasgow will seek to develop its services across the following headings:

- Organisational engagement - developing a better understanding of services available from different partners.
- Client services - ensuring the effective delivery of an all-inclusive employability pathway.
- Employability Advisory Service - providing a direct service to residents to improve their competitiveness in the labour market, through interventions such as bespoke training, linking with specialist organisations and moving people into employment, learning and training opportunities.
- Employer engagement - seeking to better understand the opportunities that exist and to link local people into them.

The unique circumstances of Govanhill must be noted; for example, in relation to the particular language and cultural barriers that people face and other partners in the Regeneration Group will work alongside Jobs and Business Glasgow, as specialists in this area, to identify specific needs and solutions and to identify creative approaches to secure the funding to deliver such approaches. We also propose to engage with partners and contractors for the significant investments being made in housing and other areas in Govanhill to maximise opportunities for local people.

With respect to the development of a strong local economy, significant current support in relation to the development of local employment provision includes the workspace provision of Govanhill Community Development Trust and, on an ongoing



basis, partners will seek opportunities to



enhance the number and quality of jobs that can be provided locally through the provision of suitable business space. Other investment is already happening in Govanhill in the private sector (Lidl's proposed development at the former Larkfield being one example).

Other areas that we wish to consider in the future include:

- Further public realm improvements within Govanhill's retail areas
- Further development of a store front improvement programme, broadening the scope of this to encompass other parts of Govanhill.
- Enhanced marketing of Govanhill as a location for day visits from people living elsewhere in Glasgow and tourists visiting the city, with this building on the areas diversity, unique shopping experiences and artistic heritage.
- Seeking to support local small businesses and to encourage them to work together.
- Ensuring that there is appropriate support to existing and new social enterprises.
- Seek to support closer working relationships with the business community, including looking at the potential to establish a Business Association.

Plans in these areas are yet to be fully developed and funding for them has yet to be identified so these are initiatives that will progressively be brought forward over the next three years.

## Environment

Significant and ongoing work on aspects of Govanhill's environment is already happening and will be augmented further over the short to medium term. Key elements of service will include:

- The provision of a dedicated Neighbourhood Manager on the ground in Govanhill in order to coordinate service delivery,



- A dedicated Environmental Health Officer located at the Govanhill Service Hub with a remit to tackle environmental issues.
- Use of interpreters as required to support communication with residents.

Evidence has shown that some residents create a number of the problems generated in back courts and so it is intended to emphasise the serving of notices on those residents (using Council tax records) rather than on owners who are more removed from the issue. Commercial waste enforcement staff will also continue to visit businesses in Govanhill to provide advice and take enforcement actions where it is necessary.



Over the medium term, it is intended that Govanhill will benefit from a pilot project happening elsewhere in the city that involves the removal of commercial bins from streets in order to improve the appearance of the public realm.

It is recognised that there are known problems with back courts in particular, with barriers to correct refuse disposal by residents including: insufficient containment, lack of lighting in back courts and stairwells and poor access to bin areas. The partners will consider how such issues may be addressed and will consider innovative approaches to addressing the difficulties of back courts, such as social enterprise / Intermediate Labour market approaches.

Pest control has been an issue in Govanhill and Glasgow City Council's Land and Environmental Services team will continue to have a dedicated team of officers within Govanhill addressing issues such as infestations of bed bugs and cockroaches and rats / mice issues. In addition to a "reactive" approach to bed bug and cockroach infestations, a proactive approach is being rolled out currently whereby "block" treatments are delivered to all flats in the same close at the same time, where any such infestation is identified. Over the longer term, consideration will be given to new technological solutions to problems such as these.

In addition to these enhanced environmental services within Govanhill, a significant investment that is planned over the next three years is the South City way proposal. This will be a segregated cycle way, extending from Queens Park to the City Centre, which will provide safe facilities that integrate with modern public transport hubs. The overall programme includes innovations such as improved crossing areas and extended public spaces. Improvements for both pedestrians and cyclists will greatly increase the reach of Victoria road as a transport hub and as an end-point in its own right. Initiatives such as this will be in addition to planned resurfacing of key roads and pavements within the area.



Our aspirations for Govanhill's environment go beyond the task of addressing misuse of the environment. As well as addressing such issues, we want to do even more to further enhance the assets that we have including key buildings and aspects of the built environment, as well as community green spaces. We will be working in partnership on an ongoing basis to identify opportunities for this.

### **Health and Social Care**

With regard to the delivery of specific health and social care services within Govanhill, the thrust of partners' efforts over the short to medium term will reflect the key elements of the South Locality Plan (2017 / 18) for health and social care, with key overall priorities including:

- Early Intervention, prevention and harm reduction
- Shifting the balance of care
- Public protection.

With specific respect to the priority of early intervention specifically, key elements of work over this period will include:

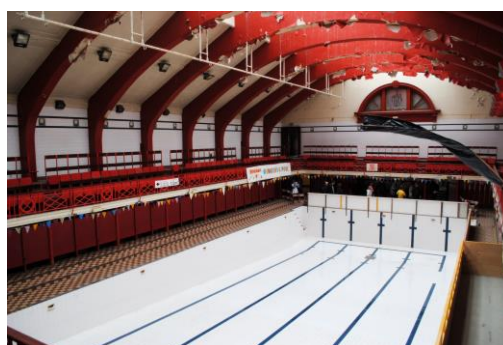
1. Sexual Health - Implementation of a Govanhill local plan will be agreed by the City Sexual Health Strategy Group.
2. Peer Mentoring - We will develop the Peer Education model and, as part of this, explore the potential of Roma mediators in Govanhill.
3. Community Oriented Primary Care (COPC) - This model will be developed and implemented in conjunction with Primary Care, Public Health and third Sector organisations.
4. Anti-poverty - The Asylum & Roma team will continue their successful rolling programme of anti-poverty campaigns across the four Primary Schools in Govanhill.
5. Immunisation - Immunisation programmes have already been adapted very successfully in Govanhill to meet the changing needs of the community; we will continue to adapt service provision in this area to meet changing needs.
6. Community Budgeting - We will increasingly use the Community Budgeting approach to help empower local people to take action on health and social care issues that are of relevance to them.
7. Oral Health - We will adapt oral health programmes to respond to emerging new needs of people in the community.

8. Alcohol - Development of a range of alcohol and drug prevention programmes will continue to be a focus of effort in Govanhill including the use of Alcohol Brief Interventions to assist people to recover within the community.
9. Mental Health - We will continue to place a focus on improving mental wellbeing and resilience.

With respect to shifting the balance of care, a key strategy that we will continue to pursue will be the provision of a dedicated Asylum and Roma team to provide a preventative service to support children and families in the Govanhill area.

The Asylum and Roma team will also provide an important contribution to public protection, working with the Police to reduce the underlying causes of crime, combat human trafficking and continue to work preventatively to reduce child protection risks for children and families in Govanhill.

It is, however, particularly important with regard to the achievement of our Vision for health and care in Govanhill that this is not simply about the delivery of health and social care services. Many of the actions identified under other headings in this Plan (for example, planned improvements in housing and enhancements to the quality of local environments) have the potential to impact positively on the health of the community.



Similarly, the more engaged community that we wish to foster, where people are better connected with each other and feel a stronger sense of control over their lives) can have a profound impact on people's mental health. Physical activity is another area where initiatives outlined elsewhere (for example, in the field of active travel) can impact positively on the achievement of our Better Govanhill vision.

## **Housing**

There has already been a very significant focus on, and investment in, housing within Govanhill in recent years and such efforts will be augmented further over the short to medium term, addressing a wide range of issues in terms of both availability and quality of housing in Govanhill. Significant planned investments and improvement actions are summarised below.

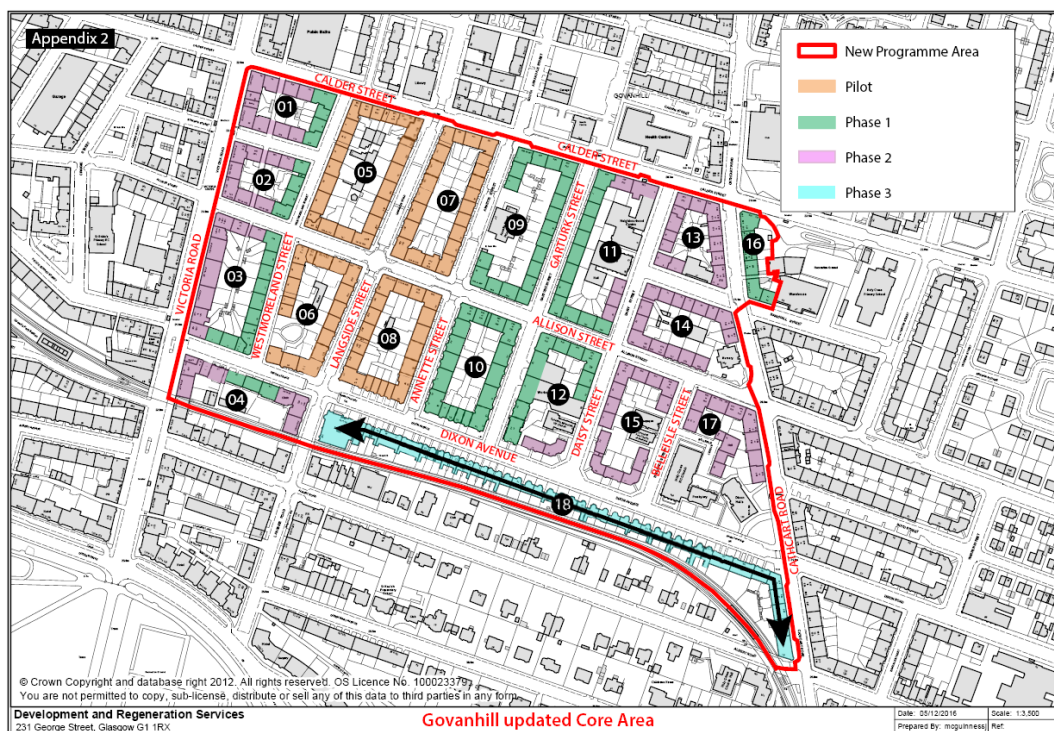
Significant planned new build developments for Govanhill are proposed by each of Govanhill Housing Association, Glasgow Housing Association, Link Housing Association and Southside Housing Association. These include over 350 proposed units for rent (including a mix of social rent and mid-market rent).

Some projects are already on site (such as Govanhill Housing Association's development at Butterbiggins Road / Victoria Road) whilst others are going through the planning process. This represents a very significant short and medium term investment in good quality homes for rent in Govanhill.

However, our plans in this area recognise that addressing issues around the quality of the existing housing stock is an even more significant priority and a number of initiatives will be further developed with respect to this. An initial acquisition programme has been delivered in recent years which has involved the acquisition of well over 150 flats in the unimproved parts of South West Govanhill, from private landlords and owners, with these homes being taken into social ownership and made available for rent. Following this pilot, the Scottish Government, Glasgow City Council and Govanhill Housing Association have committed funding that will allow an additional 350 homes to be acquired over the next four years, predominantly from private landlords, over the next four years.



Glasgow City Council has also now been granted powers to implement an extended Enhanced Enforcement Area under Section 28 of the Housing Scotland Act. This allows the Council to compel landlords to submit to a criminal records check, produce a Buildings Insurance policy and provide safety certificates. It also permits the right of entry to properties that are subject to complaints from residents about the way they are being managed, thus allowing the Council to more accurately identify problems such as poor environmental standards and overcrowding. The 14 tenement blocks that are now part of the extended Enhanced Enforcement Area are contained within the area bounded by: Victoria Road to the West; Cathcart Road to the East; Calder Street to the North; and, Dixon Avenue to the South.



Plans are also in place for Govanhill Housing Association to pilot a Private Lettings Service. This will involve the Association managing flats on behalf of landlords in relation to a fee and will help to ensure that such properties are managed in an effective and ethical way.

The partners in the Govanhill Regeneration Group wish to progressively move towards a situation where all properties with common areas in the neighbourhood have a factor or management agent in place. We plan to position Govanhill as a flagship for a new Factoring Standard.

Despite this significant programme of work to address housing quality issues in Govanhill, the possibility of poor practice amongst rogue landlords remain. To ensure that such instances can be identified and addressed effectively The Govanhill Enforcement Coordination Group has been established (with representation from Glasgow City Council's Housing and Trading Standards Teams, along with Police Scotland) for the purpose of sharing information and ensuring a coordinated response to any issues that arise.

This is an intensive programme of work and investment and will continue to be monitored to ensure that it is making the hoped-for contribution to that element of the Better Govanhill 10-year Vision that relates to Govanhill having an appropriate range of good quality homes for people.



## Learning

The fundamental purpose of the learning component of the Plan is to raise attainment and to close the gap for young people living in Govanhill.

In pursuit of this overall purpose, Education Services will pursue a number of distinct approaches in schools, including:

- Providing teaching staff with opportunities for training to enhance their capabilities in particular areas such as Literacy, Numeracy and Health and Well Being.
- A data-based approach that allows education staff to analyse attainment data and identify specific priorities for young people's learning.
- A coordinated, partnership-based approach to encouraging improved levels of attendance.
- Effective engagement with partners and third sector organisations to improve family involvement on learning.

Govanhill's schools will make a significant contribution towards active citizenship through, for example, assisting in the process of engaging young people, their families and staff in contributing to the key elements of the Better Govanhill Vision. They will also undertake specific activities around health and wellbeing themes such as good oral health.

Significant planned investments include the internal and external refurbishment of Cuthbertson and Annette Street primaries, following on from the ongoing refurbishment of St Bride's and Holy Cross primaries. The Regeneration Group considers it to be crucial that there is sufficient capacity over time to meet the needs of the neighbourhood's families, particularly given the likely under-estimation of current population and planned housing investment, and will work with partners on an ongoing basis to address this.

Over the medium term, Govanhill pupils will be amongst the first to benefit from the implementation of a new Information and Communications Technology contract in Glasgow schools. At present, it is envisaged that this will include innovations such as:

- All young people from Primary 6 to S6 receiving an iPad to enhance their learning (with younger children having a shared resource).
- Roll-out of high quality Wi-Fi in schools and nurseries.
- Use of Apple TV to support learning.

This approach will be rolled out initially in the Shawlands Learning Community (into which a number of local schools feed) and the Holyrood Learning Community is expected to be included in the second phase of the contract.

Over the medium term, the responsibility for quality assurance and school improvement and teaching is quite likely to sit within local collaborative partnerships and so the Regeneration Group will ensure that it is engaged with these partnerships to ensure that schools-based activity continues to make the most positive contribution to the delivery of the Better Govanhill Vision.

Nursery provision is a particular area of concern and the Regeneration Group will be keen to work with the Council, private and third sector providers to ensure that suitable and affordable local provision is in place that meets the diversity of local needs and to help ensure that a lack of affordable childcare does not become a barrier to economic activity.

We recognise that learning does not end at the school gate and will engage closely with partners such as Glasgow Life and the third sector to ensure a rich and varied set of lifelong learning opportunities is available within Govanhill.

Glasgow Life will contribute significantly to the provision of such opportunities by seeking to match their provision to identified local need and through the delivery of the Vision for Glasgow Libraries Action Plan, which seeks to address inequality in reading and literacy levels within the city. Of particular relevance to Govanhill will be a focus on English for Speakers of Other Languages (ESOL). Glasgow Life will also seek to ensure that Govanhill residents benefit from its work to improve digital participation.

The third sector in Govanhill is already very active in community learning activities. As an example, Govanhill Community Development Trust already provides English and Literacy training to approximately 250 people per month and delivers an extensive programme in areas such as integration, health and housing (peer education activity); other local organisations deliver support in areas such as parenting, upcycling, sport, music and cooking skills. It will be important to maintain and develop such activity.

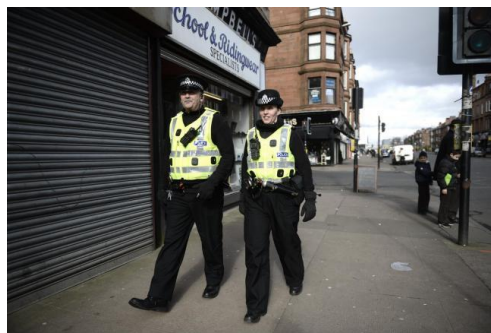
Other partners will continue to embed learning outcomes in what they do. One example operating locally is the Big Noise Govanhill project, who are already able to show evidence of the links between participation in their music-based programme and outcomes in relation to children's handwriting and language skills.

## Safety

Given the stark statistics described previously, the importance of the services delivered by Police Scotland and others in addressing aspects of crime and anti-social behaviour is recognised and sustained efforts to address both criminality and lower level anti-social behaviour will be needed.

However, our Plan also seeks to recognise that poverty and associated issues such as poor housing and environment and a lack of social cohesion can be a significant contributor to crime. By working together on these issues, we hope to make the difficult job faced by service providers such as Police Scotland and Jobs & Business Glasgow an easier one. The overarching objective is to contribute toward achieving that part of the Better Govanhill vision that Govanhill residents and visitors to the neighbourhood perceive their community to be a safe place to live and work.

Over the next 12 months, as Govanhill maintains its diverse population, Police Scotland will provide training to officers to enhance their skills and abilities to recognise and respond to cultural and language requirements within Govanhill so that they can best reduce the incidence of crime and anti-social behaviour and more effectively address it when it does happen. Listening and working with communities and partners will be key to understanding and responding to needs of the community.



The Police service also recognises that it will need to adapt to changing social circumstances, including more “virtual living” and will have to find new ways to engage with people.

Looking further ahead to the next three year period, as the nature of criminality changes generally, this will impact on the relevance of some types of forensic science. These changes will also challenge the Police service to get the best from science and technology in order to support the effectiveness of policing and the delivery of justice in Govanhill.

Online crime, exploitation and human trafficking are increasing problems generally and in Govanhill specifically and they present significant challenges for operational policing. Enquiries into these crimes often require international assistance to resolve them as the perpetrators are often based in other countries. To ensure that they can provide the best possible policing service to the communities of Govanhill, Police Scotland will work to ensure that officers have increased knowledge through internal training/partnership working to better equip them to deal with such issues.

Over the longer term and as we move towards the 10-year horizon of the Better Govanhill Vision, it is anticipated that Police Scotland will be in an enhanced position to build on its collective experience and use its information and insight to influence, inform and work with partners, government and the public to develop and improve the services required to meet changing public needs in Govanhill. By drawing on partner knowledge and insight, frontline officers will better understand demand and hot spots which will enable Police Scotland to deliver a service that satisfies community expectations.

In doing so, the Police service will be in a position to develop a workforce plan that clearly identifies what capabilities it requires and how it will attract, retain, develop and realise these capabilities.

The continued focus of policing in Govanhill will be on an operating and decision making model based on a clear assessment of threat, harm, risk and effect, with critical prioritisation and decision making being a key foundation of this strategy.

Alongside the Police service, Community Safety Glasgow will work to address the following specific priorities in Govanhill:

- Fly tipping, littering and dog fouling
- Antisocial behaviour and youth disorder.

It will seek to improve communication between public agencies and the local community, helping to increase public confidence in those agencies and fostering a common approach improving safety outcomes within the neighbourhood.

## A Summary

To summarise, the continued efforts of everyone involved will be necessary if we are to achieve the Better Govanhill that we seek. In addition to ongoing, business as usual, efforts, partners are delivering, or planning to deliver a range of interventions in support of the aspirations described above and these are summarised in the following sections.



## The Role of the Govanhill Community in Delivering this Plan

As with the outcome areas described previously, we have a clear picture of where we want to be in relation to community engagement over a 10-year horizon and at key points along the road. A Community Conversations project being facilitated through Govanhill Community Development Trust will assist the Regeneration Group to achieving that part of our Vision.

<b>10-year vision for the community engagement element of our strategy</b>	Govanhill has a highly active community sector, where individuals and groups have a constructive influence on public services and where the range of community-led activity adds to the richness of people's life experiences.
<b>Where we will be after 3 years (2020)</b>	More and more community-led activities will be seen and an increased and more diverse group of people will be taking part in existing and new activities. Individuals will be more engaged in the range of democratic and community engagement opportunities.
<b>Where we will be after 1 year (2018)</b>	More opportunities to influence decision making about Govanhill will be apparent and more people will be taking part in these opportunities. Existing community groups will feel increasingly empowered to develop their activities and new community groups will start to be formed.

Our specific plans to move towards this Vision for community engagement in Govanhill will be further developed in the coming months, alongside the communities of Govanhill, a planned programme of community conversations, facilitated through Govanhill Community Development Trust, will be a key element in the development of such plans.

At this stage, however, the Govanhill Regeneration Group and partners within it sets out the following statement of principles:

- We will work together as partners to use the range of communications channels open to us to provide the public with **balanced and objective information** about the opportunities and challenges facing Govanhill
- We will **consult regularly** on key policy, strategy and operational decisions, ensuring that the scope of such consultation activity is understood clearly; there will be appropriate **feedback** on any such consultation activity.



- We will **involve** existing and future community groups, and the public as a whole, in an ongoing dialogue about their aspirations and concerns and provide regular feedback on this.
- We will look to the communities of Govanhill for **advice and ideas** in formulating solutions and incorporate this advice as far as possible.
- We will seek to facilitate a situation where **community capacity** is built and where communities are able to make **as many decisions as possible for themselves**, including in relation to the management and allocation of resources.
- We will seek to regularly **inform** the community as to progress in the delivery of the Better Govanhill Vision and Plan, through a published Annual Review and frequent interim communications.

The examples of the approaches that we are likely to take in pursuit of the Community Engagement Vision and Statement of Principles can be considered in relation to the levels of participation described previously and include:

<b>Inform</b>	Regular community updates in partners written communications, websites and social media; Use of specific resources such as <a href="http://www.govanhill.info">www.govanhill.info</a> ; Wide publication of an Annual Report on progress towards the Better Govanhill Vision.
<b>Consult</b>	Specific partner consultations to incorporate wider community issues and to be collated and used as intelligence; Specific attitudinal surveys to be commissioned, feeding into an Assessment framework and Annual Reporting; Recruitment of a panel from across the neighbourhood (the “Govanhill 100”) as an ongoing consultation resource.
<b>Involve</b>	Ensuring that all relevant community groups have the opportunity to be involved in decision-making; Ensuring that there is appropriate community representation on key influencing and decision-making structures.
<b>Collaborate</b>	Facilitation of working groups and other forms of collaborative working to address opportunities and challenges; Proactively encouraging Participation Requests from the community identify community needs and areas for action.
<b>Empower</b>	Encouragement of Participatory Budgeting approaches; Facilitating appropriate support to third sector organisations operating in Govanhill.

The National Standards for Community Engagement will be used as a framework to guide our efforts.

## How We Will Measure Progress

An immediate next step in the development of this Vision and Community Plan for Govanhill will be the development of a measurement framework based on the Vision and Strategy detailed earlier.

This will include a mix of attitudinal and empirical measures and so will require a combination of:

- Gathering of data at a Govanhill level for appropriate, survey-based indicators.
- Extraction of empirical data at a Govanhill level on relevant issues (e.g. employment, crime, health statistics, use of Scottish Index of Multiple Deprivation).

Our belief is that much of the required information is available or can be made available but that this will need to be extracted and presented in a user-friendly fashion at a Govanhill level.

We plan to report on this plan on an annual basis with this report providing information on the relevant indicators of progress and identifying key changes in the Govanhill context and implications for the Strategy and specific actions.



## Concluding Remarks

In developing this Vision and Community Plan we have not shirked from recognising the many and significant challenges that Govanhill faces; nor do we underestimate the scale of these challenges in the particular context of increasing pressure on public sector finances and on the funding available to the valued third sector organisations that exist in the area.

However, we believe it is important that our Vision not only be realistic but ambitious and the partners genuinely believe that a “Better Govanhill” is possible, whilst accepting that achievement of our Vision will take sustained, coordinated effort and, of course, time.

Our aspiration is not to deliver the sort of regeneration that leaves existing communities behind but, rather, to work together with all of Govanhill’s communities to build on its distinctive strengths and to overcome its weaknesses - not to create a different Govanhill but a **Better** Govanhill.

The Plan articulates the strengths on which we will continue to build and highlights a significant range of existing and proposed actions across the themes of cohesion, economy, environment, health, housing, learning and safety. Taken together, these represent a significant investment in a better future for Govanhill and the partners in the Regeneration Group are committed to continuing to work with the communities of Govanhill to find practical and creative ways of moving towards the Vision set out.

We are further committed to reporting on the delivery of the Plan and progress towards achievement of the Vision and its component parts on an annual basis.

**For further information about the content of this Plan or to find out how you can play a part in achieving a Better Govanhill please contact:**

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