

# ++++++ IT ALL ADDS UP ++++++

A CELEBRATION OF 20 YEARS OF EUROPEAN FUNDS IN WESTERN SCOTLAND

**Project Title** South Clydebank Community Focus  
**Project Sponsor** West Dunbartonshire Healthy Living Initiative  
**Programme** Clydebank Waterfront URBAN II Programme 2000-06

## **PROJECT ORIGIN AND DEVELOPMENT**

The West Dunbartonshire Healthy Living Initiative (WDHLI) had its beginning in the West Dunbartonshire SIP. There were two primary reasons for its development. Firstly, recognition that West Dunbartonshire experience some of the poorest health in Scotland and the UK and, secondly, the establishment of the New Opportunities 'Healthy Living Centres' funding stream.

West Dunbartonshire Partnership, NHS Greater Glasgow and NHS Argyll and Clyde worked with the local community for over 2 years to co-ordinate a bid to the New Opportunities Fund for Health Living Centre funding. It had become clear that for West Dunbartonshire Healthy Living Initiative to be effective it:

- should take into account poverty & socio-economic factors
- should build on what already exists
- should deliver a mix of services, courses and activities
- must target those most excluded
- ensure community ownership, involvement and development must be at the heart of WDHLI.

A great deal of planning and working together with great time and effort resulted in a bid for ERDF funding in late 2002. The ERDF award will contribute to the appointment of seven posts, provision of childcare arrangements, child care and out of pocket expenses for members of the community attending training programmes, recruitment and training, running costs of a dedicated stress management centre and running costs of a service development programme.

## **PROJECT AIMS AND OBJECTIVES**

The project aimed to improve life circumstances of all residents, with specific emphasis on those most excluded, by offering access to services, training and facilities. ERDF will create seven new posts: two full time community lay health workers, one full time stress worker, one part time stress management co-ordinator, one part time admin worker and two part time specialist sessional staff.

## **PROJECT ACTIVITIES**

The project assisted in the development of:

- local support groups for single parents and families as well as those recovering from stress and substance abuse
- local volunteer network, appropriate training for volunteers
- events, seminars, training to raise awareness and information on health issues and how these impact and create barriers to capacity building
- linkages with other agencies

- dedicated stress management service offering a range of complimentary therapies, raising awareness about stress and stress busting courses.

### PROJECT STRUCTURE

The Healthy Living Initiative is managed by a Community Management Committee, which has 18 community volunteer members. The HLI is supported by an advisory group of staff from key agencies who attend management committee meetings to provide support, information and advice in a non-voting capacity. The advisory group also advises on emerging strategic issues and developments.

The HLI project manager provides staff support and supervision, ensures continued training administration support, programme development, monitoring and evaluation and overall strategic/operational management of the project.

### PROJECT FINANCE

Funding Partners	West Dunbartonshire Healthy Living Initiative Greater Glasgow NHS Board, West Dunbartonshire SIP
Eligible Costs (£)	£719,236
ERDF/ESF Support (£)	£359,618
Priority/Measure	Priority 1: Creating Capacity Measure 1.2: Addressing barriers to participation

### PROJECT PERFORMANCE

Despite a change of project co-ordinator the project is progressing very well by taking an innovative approach and stimulating interest within the community. Positive impacts on targets and indicators continue to be achieved with each claim and the project sponsors are confident of achieving each outcome. At the time of writing, June 2007, this project was on-going.

Indicator	Target	Achievement	% Target achieved
No of community employment/learning projects supported	30	11	36.67%
No of community health projects supported	30	42	140.00%
No of people using community health projects	180	509	282.78%
Total no of childcare places created	150	204	136.00%
Total n. of gross new jobs created	7	8	114.29%

### PROJECT FUTURE

A change in personnel resulted in a slight delay in delivery time scales and as such an extension to the project may be required. Nevertheless, those targeted by the project continue to receive a unique service which impacts positively on their day-to-day lives.