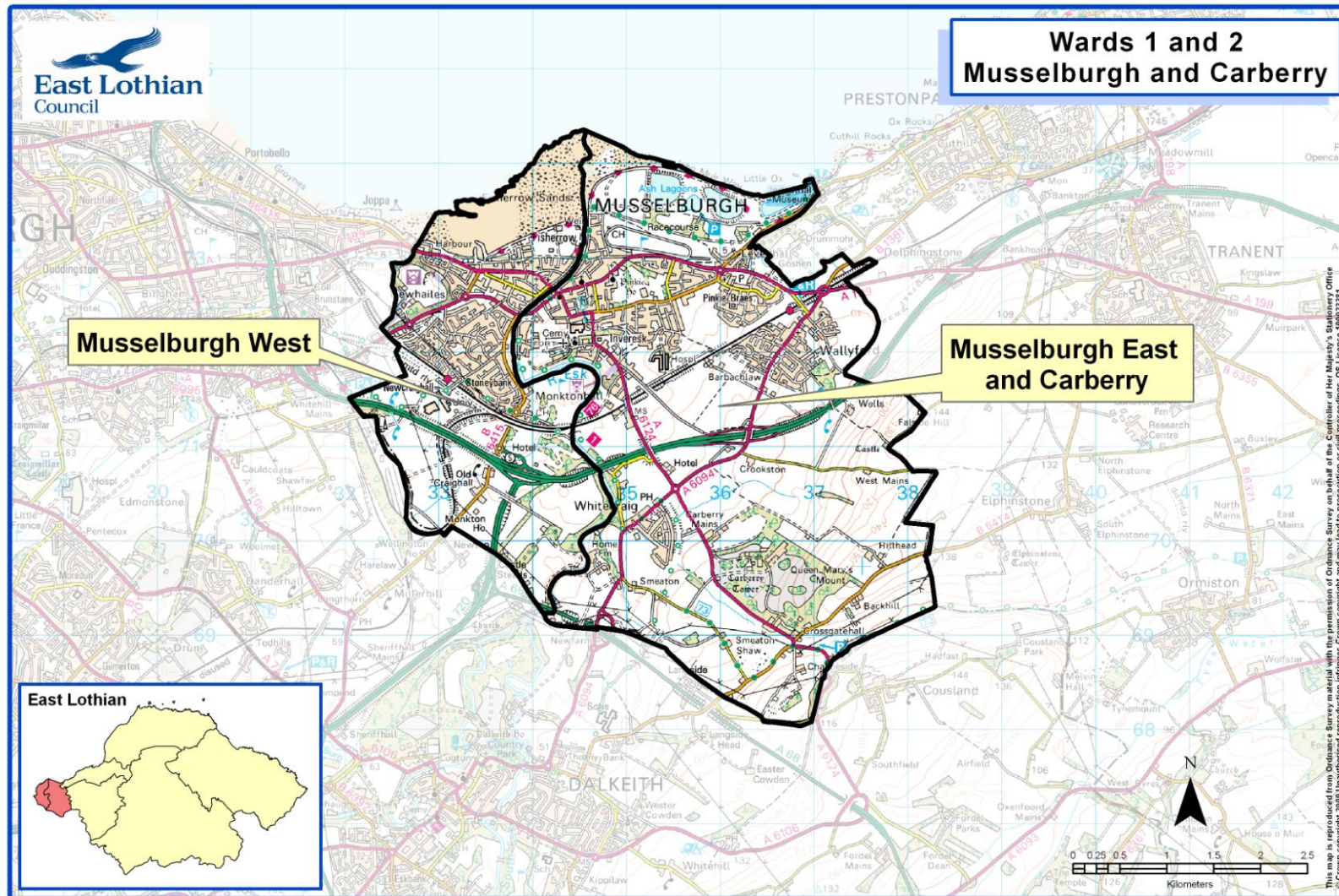


Musselburgh Area Local Community Plan 2010-2012



LOCAL COMMUNITY PLANNING
Making a Difference
across the Musselburgh wards

What is a Local Community Plan?

Community Planning is all about communities, organisations and service providers working together to ensure that services meet the needs of the people who use them or who are affected by them. It aims to bring real improvements to the quality of people's lives.

Creating a Local Community Plan is about developing a shared vision for the future of the ward areas and identifying what needs to be done locally to realise this vision. The Plan will help guide Local Community Planning activities by:-

- focusing attention on agreed priorities and outcomes
- bringing existing groups together and forming new networks to take work forward
- influencing the delivery of public services locally and informing policy developments and planning
- providing a structure through which progress and achievements can be measured, recorded and reported

Creating this plan

The Musselburgh Local Area Forum is at the centre of local community planning across the Musselburgh wards. Local community groups, businesses, voluntary sector organisations, public services and individuals can all become part of the Local Area Forum and have contributed to this process.

Starting with the key priorities identified as central to the future of East Lothian, we asked how relevant they were locally and also what was most important in making somewhere a good place to live. The priorities identified through this process shaped a vision for Musselburgh.

The consultation also identified a range of ideas and practical suggestions that the people taking part had about how their community could be improved and how to make an impact on local people's quality of life.

These ideas form the basis of the initiatives included within the plan. While not everything could be included this doesn't mean that the other suggestions have been lost or ignored:-

- some that have implications East Lothian wide have been passed on to the East Lothian Community Planning Partnership as they are best dealt with there
- some have been picked up by local groups and services and are already influencing the ways they operate
- and some simply need more time to develop before they can be acted upon

Likewise the things included here are not necessarily the only things that can or will be done.

Local Community Planning is an ongoing process and this plan is only a beginning. Consultation with the community will continue as we work through the actions in the plan - some things will be completed, new initiatives will be added and new priorities may emerge as more and more people have the chance to get involved and contribute to the process.

About The Musselburgh Area

The Musselburgh Area lies at the western end of East Lothian and incorporates the East Lothian Council multi-member wards of Musselburgh West and Musselburgh East and Carberry. The area includes the settlements of Wallyford, Whitecraig, Carberry, Old Craighall and Musselburgh - which, as the largest town in East Lothian, itself developed through the amalgamation of a number of distinct communities, including Newbigging, Fisherrow and Inveresk.

24289 people live within the Musselburgh area– that is 25% of the population of East Lothian. (General Register of Scotland 2009)

- 62% of the population is of working age –above average for East Lothian.
- 2 in every 3 people describe their own health as ‘good’
- 65% of householders across the Musselburgh area own or are buying their home
- 1 in 3 homes across the area are occupied by a single person

Looking to the future...

To develop a vision for the area and prepare this Local Community Plan we have engaged with individuals and local groups covering a wide range of ages, interests and experiences, as well as the organisations and businesses that provide services to these communities, to discover what they thought was important for the future of the area.

Throughout this process a number of key themes kept recurring which together summarise the communities’ priorities for their local area.

- Sustainable Communities – which are well connected, thriving places where people want to live now and in the future
- Attractive and well resourced neighbourhoods - which are well maintained and meet the needs of local communities at all ages and stages of life
- Safe communities – where people feel safe and confident living, working, visiting and moving around

The initiatives included in this plan are grouped together under 5 outcomes which sum up the differences we want to make by working in partnership. In developing this plan we have tried to be realistic about what can be done and focussed on actions which are –

- achievable locally by communities, organisations and service providers working together
- likely to have the most impact on realising the safe, sustainable, attractive and well resourced local area that the community aspires to.

A VISION FOR THE MUSSELBURGH AREA

The Musselburgh area will be somewhere people want to live, both now and in the future – a thriving town centre surrounded by sustainable local neighbourhoods with well managed facilities and services that meet the needs of the community at all ages and stages of life.

The initiatives in this plan are organised under 5 Local Outcomes that we believe will help achieve this vision:-

- 1. Revitalising Musselburgh Town Centre as the heart of the community, meeting the needs of people living, working and visiting the Musselburgh area**
- 2. All people living, working and visiting the area will be safer and feel safer**
- 3. Our local neighbourhoods are attractive, well connected places where people want to live**
- 4. Young people across the area have access to quality services and activities which are relevant to their social, recreational and educational needs**
- 5. Our communities are well informed and engaged with decisions that matter in their local area**

How will it happen?

Making local community planning work in the Musselburgh area will involve people working in partnership – communities with service providers, local groups with other voluntary and statutory bodies. Without community engagement in the process, and the active contribution of local groups, organisations and services, things will not happen.

In times of economic uncertainty, with growing talk of cuts and efficiency savings, one of the first questions people naturally ask is – ‘where is the money coming from?’ Recognising however that ‘new money’ is only one of the many resources available to communities wanting to achieve change is one of the first steps towards effective local community planning.

- Everyday public bodies are spending money in the local area, providing the services and facilities that we are all used to. Local Community Planning is about identifying local priorities and needs to influence the way these services are delivered and ensure that resources are deployed in the most effective way possible.
- By taking a cooperative approach local groups and organisations will be able to use both their existing resources (knowledge, equipment, networks, facilities and people) and the additional forms of support they are able to access (eg funds, information and professional support) to have a greater impact.
- Further, working in partnership should enable the community to use its collective weight to attract additional funding to the area to address agreed priorities.

The Action Plan

This Action Plan includes ideas and initiatives which are designed to make a difference in the local community and all involve people and organisation working together in a community planning way. It includes:-

- some activities that are already established across the area – highlighting the contribution they are making to achieving the local outcomes
- developing initiatives that have emerged from recent local consultations and engagement and are just beginning to get underway
- proposed new ideas that, if we are able to harness local energy and enthusiasm, could make a real difference

Although the outcomes that shape this plan have been determined locally all of the initiatives also contribute to the East Lothian Community Planning Partnerships vision for the county as a whole and the goals identified in the East Lothian SOA (appendix 1)

Role of Local Community Planning Officers

The role of Local Community Planning Officers is to support and resource this process. In each area Local Community Planning Officers are charged with:-

- producing a community profile for the Ward
- identifying local groups, services and individuals and bringing them together through the Local Area Forums (LAFs)
- facilitating wide ranging engagement and consultation within the community
- using these findings to prepare Local Community Plans to guide community planning activity across the area and influence public service policy and delivery
- developing effective methods of communication across and between communities and organisations to support this process

Local Community Planning Officers will be a focal point for co-ordinating activities within the plan and monitoring progress. In many cases they will kick-start the process of taking new actions forward by forming short life task groups made up of relevant service providers, local groups and individuals. Once established these task groups will take the lead on local actions and offer an opportunity for local people to become involved in areas that interested them. Local Community Planning Officers will support the task groups, existing local groups and networks to take actions forward by providing a professional resource, ensuring they have access to relevant training and information and helping with practical things like applying for funding, organising events and distributing information.

LOCAL OUTCOME 1

Revitalising Musselburgh Town Centre as the heart of the community, meeting the needs of people living, working and visiting the Musselburgh area

Why is this important

Maintaining vibrant and thriving town centres are important to the future of local communities, creating economic, social and environmental benefits. Musselburgh, as East Lothian's largest town, therefore has a key role to play as an employment, retail, cultural and service centre for the 24000+ people living within the Musselburgh wards and beyond.

Consultations across the community however have highlighted significant concern about the future of Musselburgh High Street and its ability to function as an effective town centre. For many the Town Centre was seen as a *centre* in name only - a default hub without a clear identity or obvious attraction.

Some of the key issues identified included:-

- concerns that the town appears tired, run-down and un-cared for
- questions regarding the sustainability of local retail outlets, particularly given the growth of edge of town supermarkets
- traffic congestion, transport and parking difficulties that make it unappealing to visit
- a sense that there is limited public space and few non-commercial venues/reasons for the community to gather in the Town
- the belief that the town's unique heritage and contemporary identity is not showcased to its best advantage

Further the town's proximity to Edinburgh, high levels of outward commuting, the rise of internet shopping and the attraction of edge of city retail developments (eg Fort Kinnaird) all combine to present additional challenges to the vitality and viability of the town centre.

The initiatives proposed in this plan aim to address some of these concerns by:-

- involving the local community in developing a contemporary, forward looking vision for Musselburgh Town Centre which will inform future policy, development and investment to revitalise the Town Centre
- taking forward a mixture of short and medium term improvements designed to:-
 - Increase footfall and local spend in the Town Centre
 - Improve the appearance and amenity of the Town Centre
 - Revitalise the civic culture by enhancing public spaces and opportunities to bring the community together

Putting this in Context

Musselburgh is East Lothian's main shopping centre and is identified as a significant regional Town Centre.¹

- Musselburgh Town Centre is based around a long, commercially focused High Street and, for the purposes of this Plan, is defined as stretching from Pinkie Pillars in the East along to Mall Avenue, across the River Esk at Bridge Street and along North High Street, including the immediately surrounding residential and public areas.
- Much of the Town Centre is a designated Conservation Area - including retail and commercial premises in Bridge Street and the eastern part of High Street, residential premises, ecclesiastic buildings and local landmarks like the Town Hall, Tolbooth and Mercat Cross.
- The area also includes key public, cultural and service facilities including Brunton Theatre, Brunton Hall ELC area office, Musselburgh Library, Musselburgh Police Station, schools and Fisherrow Centre
- The latest annual retail survey identified 180 commercial units within the Town Centre, with a vacancy rate of 11% (comparable to the Scottish average). 55% of occupied units had non-retail uses, 16 were food and/or drinks premises and the remainder represented a comprehensive range of shops including national chain stores and independent retailers.²
- around 30 – 40 % of traffic in Musselburgh is simply passing through, rather than accessing the Town Centre

¹ Edinburgh and Lothians Structure Plan 2015

² 2009 Retail Survey of Musselburgh, East Lothian Council

What will make a difference?

- Taking a co-ordinated approach to improving the Town Centre by establishing a Musselburgh Town Centre Task Group that brings together the wide range of local groups, organisations and businesses with a stake in the future of the Musselburgh Town Centre to work in partnership to make a difference
- Improving the appearance of the Town Centre
- Concentrated campaigns to address litter in the high street
- Taking a partnership approach to the development of a Town Centre Strategy for Musselburgh
- Addressing traffic congestion, parking issues and public transport links to make visiting the town centre more appealing
- Protecting and enhancing the heritage features of the town
- Creative marketing of what the town has to offer – to visitors and local residents
- Reaching out to engage with the local community to determine what they really want from the area

Ways to make this happen

	Local Initiative	Local Actions	Who is leading on it or already involved	Contributing to SOA outcome
1.1	Musselburgh Town Centre Task Group	Established to take a co-ordinated approach to revitalising the Town Centre and also provide a forum for local input into the Town Centre Strategy being developed for Musselburgh	Musselburgh and Inveresk Community Council, Windsor Park TRA, East Lothian Council, Lothian and Borders Police, Wallyford Community Council, Musselburgh Conservation Society, Musselburgh Museum Committee, Elected members, Musselburgh Business Association, QMU, local residents	24
1.2	Musselburgh Town Centre Planning for Real project	Community Engagement project to involve the wider community and evidence the vision – looking at how people use the town centre, what they value, what they aspire to	ELC CLD Services, Task group members	24
1.3	Improving the appearance of the Town Centre	<u>Stage 1</u> - streetcare audit and clutter blitz - identifying the unnecessary and/or redundant objects and signage cluttering pavements and frontages. Then removal. - Identifying and prioritising improvements required in the public realm, to make it a more attractive and unified place eg damage, graffiti, street furniture and pavement cleansing.	Task Group members from Windsor Park TRA, Conservation Society, ELC Amenity Services	19

		<u>Stage 2</u>		
		<ul style="list-style-type: none"> - Working with traders and owners to improve quality and consistency of shop frontages and displays - Explore window dressing options for empty shops eg artwork, photo images, advertising 		19
1.4	Litter blitz days / week	<p>Addressing the problem of litter in the High Street, predominantly attributed to school children during lunchtime through:-</p> <ul style="list-style-type: none"> - reinvigorating MICC and Musselburgh Grammar’s existing programme of rewards for positive behaviour - reviewing number and placement of litter bins - ‘blitz’ days with on the spot fines and warnings 	Task Group members from MICC, ELC Amenity Services	18
1.5	Conservation Area Character Appraisal	Preparing a Conservation Area Character Appraisal defines the special qualities and architectural and historic interest of a conservation area to assist with the ongoing management of the area and inform programmes of enhancement.	ELC Policy and Projects, Musselburgh Conservation Society	19
1.6	Improving planting and floral displays in neglected areas	<p>While the area along the river is colourful and well maintained other areas appear neglected.</p> <p>1st area for attention – Market square at east end of the High Street</p> <ul style="list-style-type: none"> - possibly developing a local In Bloom initiative 		20
1.7	Improving pedestrian access to the Town Centre	Audit of pedestrian routes to High Street looking at paths, wynds etc. – are they safe, clean, pleasant, well lit, accessible, visually appealing, well-signposted etc		23 19
1.8	Capitalising on the area’s heritage	Light up heritage assets eg. the Town Hall as part of a public lighting strategy to enhance key features		20
1.9	Increase footfall and local spend in the Town Centre	Shop Local Initiative – promotion packs being developed in the lead-up to Christmas	ELC Economic Development, Musselburgh Traders	
		XMAS market – combining Farmers Market and craft market type stall	ELC Economic Development, Musselburgh Traders, QMU, Elected Members	
1.10	Promotion of the Town Centre as a place to visit	<ul style="list-style-type: none"> - co-ordinated approach to market Musselburgh as a place to visit / shop / be <p>Ideas include:-</p> <ul style="list-style-type: none"> - combined heritage leaflet focusing on a heritage trail - Cross-promotion with the Racecourse including vouchers etc to bring visitors back to the Town - promotion focusing on the unique, independent shops in the area 	ELC Economic Development and task group members	
1.1	Research project - What would bring you to the Town Centre? What are the barriers	Focusing on residents in outlying areas of the wards – eg Wallyford, Whitecriag, Students resident at QMU		

LOCAL OUTCOME 2

All people living, working and visiting the area will be safer and feel safer

Why is this important

Musselburgh, and in fact all of East Lothian, is a relatively safe place to live, with levels of serious crime and disorder that are significantly below the Scottish average.

Our engagement across local communities however showed that:-

- Although some localities do suffer from higher levels of crime and anti-social behaviour than others perceptions of crime and disorder and the resulting 'fear of crime' often outweighed the reality
- In some areas people felt they just had to put up with crime and disorder in their communities, accepting it as just 'part of where they live', and were sometimes reluctant to come forward and report incidences in case of repercussions
- Members of the public were often uncertain about the best ways to report safety concerns that were not strictly 'crime related'
- There was significant concern relating to alcohol fuelled disorder in the area and underage drinking.
- While recognising issues of community safety are not solely the police's responsibility people were often unaware of other services and/or local initiatives that support community involvement and accountability

With these concerns in mind the focus in developing this plan has been on initiatives that:-

- improve public awareness of the work being done locally to improve community safety and how they can get their concerns addressed
- support people to feel and be safer in and outside their homes
- support communities to work with the Police and other public service providers to take ownership of problems and solutions

Putting this in Context

- 36% in Musselburgh East and 30% in Musselburgh West said that levels of crime were one of the most important factors in making somewhere a good place to live¹

Annual figures from Lothian and Borders Police show that the rate of reported crimes continues to drop within the Musselburgh area.²

- Some neighbourhoods however suffer from higher levels of crime than others. In Musselburgh West the rate of reported crimes of theft/dishonesty per 10,000 people was more than double that across East Lothian²
- The Scottish Index of Multiple Deprivation (SIMD 2009) identified 9 small areas in East Lothian with concentrated levels of specific crimes, including crimes of violence, drug offences, domestic house breaking, minor assault and vandalism. Of these 4 are in the Musselburgh area.³

People's fear of crime does not always reflect the rate of crime occurring in their local area, but it can limit an individual's quality of life just as much as the actual chance of becoming a victim of crime.

- 12% of residents in Musselburgh East felt threatened by crime 'a fair amount' (double the rate for East Lothian as a whole), despite the crime rate per person being lower than average.¹
- across Musselburgh 97% said they felt safe walking alone in their neighbourhoods during the day but after dark the situation was quite different with 23% in Musselburgh West reporting they felt 'unsafe' after dark – compared to 17% from Musselburgh East and only 14% across East Lothian.¹

¹ East Lothian Household Survey 2009

² Lothian and Borders Police, Measuring our Performance March 2010

³ www.scotland.gov.uk/Topics/Statistics/SIMD

What will make a difference?

- Community and Police Partnership
- SAFE week – a whole community response to Substance Awareness – focusing on young people, children and parents
- Pub Watch
- Personal safety sessions in local communities to counteract fear of crime
- Home safety checks
- Internet Safety Courses for Parents to help keep children safe on the internet
- Developing and promoting the network of Remote Reporting sites through the community to enable people to report non-urgent problems without directly contacting the Police
- Working with communities to identify and address local road safety hotspots
- Supporting the development of safer routes to school
- Local deployment of speed reactive signs

Ways to make this happen

	Local Initiative	Local Actions	Who is leading on it or already involved	Contributing to SOA outcome
2.1	Community and Police Partnership (CAPP)	<p>Monthly meetings of Community Police officers, Elected Members and representatives from key local groups where the community is able to identify up to 3 community safety priority issues for the police to focus on over the coming month.</p> <p>Actions required to strengthening the CAPP process by :-</p> <ul style="list-style-type: none"> - increasing local knowledge of the programme, promoting how issues reach CAPP and expanding representation - supporting local CAPPs to publicise the difference they have made - Taking actions from CAPP to incorporate in continuous improvement plans 	Police, Community Councils, TRAs, Community , Wardens,	10 11
2.2	Expand and/or promote the availability of remote reporting sites in the Musselburgh area	<p>There are a number of remote reporting sites within the area that enable people to report non-urgent problems without directly contacting the Police/police station.</p> <p>Actions to take forward-</p> <ul style="list-style-type: none"> - review location and usage - establish whether there is further need and identify sites - promote network and role within the community 	Lothian and Borders Police, LCP Officers	11

2.3	SAFE week – a whole community response to Substance	Bring together key stakeholders to develop and deliver a SAFE week (Substance Awareness for Everyone) in the Musselburgh cluster focusing on education, information and intervention for young people, children and parents.	Proposed new initiative Dialogue Youth	9 11
2.4	Musselburgh and District Pub Watch	A local association of pubs and licensed premises who are working together to encourage and promote a safe, secure and responsibly led social drinking environment which will help reduce alcohol-related crime	XX Local Licensed premises, Police, community	10 11
2.5	Home safety checks	Bring Home safety Roadshow to an appropriate site in the Musselburgh area - promote availability	Proposed new initiative Community Safety Forum	11
2.6	Personal Safety Awareness Sessions	Develop and co-ordinate delivery of a short programme of sessions in key local areas particularly targeting older people and women living on their own	Proposed new initiative	10 11 17
2.7	Keeping your child safe on the net - Internet safety courses for Parents	Develop and co-ordinate delivery of a short programme of sessions for parents in partnership with Parent Councils	Proposed new initiative	11 17
2.8	Working with local communities to identify and campaign for local traffic management improvements	Supporting local groups to effectively bid for changes to traffic management / traffic calming in their local areas 1 st area identified for action:- - Wallyford Traffic chicanes and need for crossing point at east end of village	LCPOs, Wallyford Community Council	11 12
		Effective use and rotation of locally owned speed reactive signs	Police, M & I Community Council	11 12
2.9	Safe routes to school initiatives	Bringing local school communities together to identify needs, support consultation and to develop and maintain initiatives like:- - Walking buses - reviewing locations of School Crossing Patrol Services - cycle routes	Proposed new initiative	9 11 12 23

LOCAL OUTCOME 3

Our local neighbourhoods are attractive, well connected places where people want to live

Why is this important

Creating communities that people want to live in is at the heart of local community planning.

The Musselburgh area is home to 25% of East Lothian's population, and is itself made up of a number of distinct local communities and neighbourhoods - each with their own identity, needs and issues. Recognising this diversity is essential to maintaining sustainable neighbourhoods that are able to offer an attractive way of life to both existing and new residents.

In this context effective local community planning requires finding a balance between improving general provisions that meet the needs of the population as a whole and local facilities that contribute to the vitality and resilience of local neighbourhoods. Making this work in practice will involve variation in services, encouraging local stewardship of facilities and public spaces and developing accessible, amenable routes across and between local neighbourhoods to ensure people can easily access what they need.

Engagement with people across the area shows that living in an attractive, well maintained local neighbourhood also has a significant impact on how people feel about their wider community. The consultations demonstrated that seemingly small or very localised issues like graffiti, vandalism, poorly maintained buildings and public areas, litter, dog fouling or traffic congestion, which can sometimes be overlooked when focusing on the 'big picture', significantly detract from people's quality of life.

While access to facilities and services and a well maintained environment clearly play key roles in making somewhere an appealing place to live consultations across the area showed that a 'sense of community' is often just as important to people. Having a sense of belonging gives people a stake in the future of their community, affecting not only the way they feel about their area but and also how they behave and contribute to its development and well-being. Fostering a sense of cohesion across the many different communities and neighbourhoods that make up the Musselburgh area will not be an easy task although initiatives that promote communication and connection within, across and between communities that bring people together for a common purpose and that enhance the use of local public spaces will all help to achieve this aim.

What will make a difference?

- A programme of local improvements and repairs which are responsive to community priorities
- Helping communities retain and develop facilities in their neighbourhoods that meet their needs
- Developing underused parks and greenspaces to:-
 - meet community needs
 - encourage active living
 - create focal points for local communities

Putting this in Context

- Across Musselburgh 58% of people rated their neighbourhood as a 'very good' place to live (compared to 66% East Lothian wide)
- In Musselburgh East however 8% rated their area as 'poor' or 'very poor', double the rate across East Lothian
- Across Musselburgh more people reported that dog fouling, litter, vandalism and graffiti were common in their neighbourhoods than across East Lothian as a whole
- Further the results showed that a sense of community was considered very important by the people of Musselburgh in defining somewhere as a good place to live

¹ East Lothian Household Survey 2009

- Develop local stewardship of public spaces
- Identifying new sites for allotments and community gardens
- Co-ordinated campaigns to address dog fouling in key local parks
- Linking communities through integrated walking and cycle paths
- Improving transport links across the ward to resolve gaps and support the use of public transport
- Improving access to information about what is happening within the community including welcome packs for new residents
- Clear, simple mechanisms for reporting problems/concerns in their local communities

Ways to make this happen

	Local Initiative	Local Actions	Who is leading on it or already involved	Contributing to SOA outcome
3.1	Develop Local Action Partnership to take a co-ordinated approach to prioritising and addressing issues / concerns in the public realm	Establish a database of issues being progressed/status and avenue for feedback	LCPO	26
		Promoting clear, simple mechanisms for reporting local problems/concerns		18
3.2	Supporting communities to retain and develop facilities in their neighbourhoods that meet the needs of local communities	a) Work with Whitecraig Bowling and Social Club to explore options for the future of their facility	Whitecraig Bowling and Social Club	24
		b) Developments at Fisherrow Centre	Fisherrow Trust	24
		c) Are there other facilities that should be included?		
3.3	Developing Community stewardship of local greenspaces to drive improvements that meet community needs and promote active living	a) Wallyford Bing Project - reclaim the bing walkways for the whole community through a partnership project to reinstate damaged paths, improve planting, restore damaged carved stones, introduce new information / interpretation boards and/or artworks	LCPOs to establish task group	9 20
		b) Fisherrow harbour, beach and promenade		20
		c) Musselburgh links		20
		d) other areas....		
3.4	Developing underused parks/greenspaces to create focus points for local communities	a) Identifying potential sites for allotments / community gardens	ELC L & C, Musselburgh Allotments Association	20
		b) Re-instating / re-invigorating the communal back gardens at Stoneybank	Proposed new initiative	19
		c) Whitecraig Amenity Park	Proposed new initiative	19
		d) a new Pétanque pitch – possibly at Lewisvale	Proposed new initiative	19

			Musselburgh Twinning Committee	
		e) other areas....		
3.5	Establishing a Transition Town Group in Musselburgh	to support environmental sustainability on the area	Proposed new initiative	19, 20, 21
3.6	Roll out of the Dog Watch campaign	– involving the establishment of a Dog Watch group and a concentrated launch campaign - 1 st area for campaign - Wallyford	LCPO to initiate campaign	18
3.7	Connecting people through improving access to information about what is happening within the community	A local on-line calendar	LCPOs, ELC Library	18
		Network of Local notice boards with a named contact person responsible for ensuring information is displayed.	LCPO	18
		Local Welcome Packs	Proposed new initiative	18
3.8	Linking communities and greenspaces through integrated walking and cycle paths	<u>Stage 1</u> Reviewing the core paths in the area: - appraising use and condition - identifying gaps and demand <u>Stage 2</u> Encouraging greater use of local paths and walkways through walking groups, 'Paths to Health' and other initiatives		9 23
3.9	Support communities to campaign for improved transport links across the wards to resolve gaps and support the use of public transport	Starting points include :- - Whitecraig to Edinburgh bus service - Gaps in bus provision eg Linkfield Road - bus service - Musselburgh to Leith - bus links to hospitals - the new Infirmary, Roodlands and Edenhall - daytime frequency of trains at Musselburgh station	ELC transport, bus companies, Elected Members, Community Councils, LCPOS	23

LOCAL OUTCOME 4

Young people across the area have access to quality services and activities which are relevant to their social, recreational and educational needs

Why is this important

A recurring theme in consultations across the area was that there were not enough activities for young people outwith school hours.

Investigations across the area however show that there are a large number of local facilities and organisations providing activities and services for young people and that at least some of the perceived problems related to :-

- young people and adults within the community not knowing what was around and assuming there was less than there was
- an assumption that young people 'hanging around' was *because* there was nothing else for them to do, rather than this being a recreational choice
- local groups not always being fully aware of what others were offering and therefore not always able to refer young people to services and activities which would best meet their needs and interests

While there are real barriers to participation for some young people (including finances, transport and location) more effective promotion and co-ordination of existing activities should begin to address some of these issues, allowing scarce additional resources to be directed towards filling identified gaps and targeting clearly defined needs.

One clearly identified group needing additional support at the moment are those young people not currently in employment, education or training. Given the current economic climate, and as competition for limited jobs and training places becomes more intense, the community will need to become more creative in how it supports young people through this time of transition into adulthood if the conventional routes of employment and/or further education are not always available to them.

What will make a difference?

- Increasing local knowledge of what is available for young people in the local area
- Working with young people to identify gaps in provision and develop creative responses to meet these needs
- Boosting the uptake of youth services and opportunities

Putting this in Context

- There are an estimated 3517 young people aged 10-19 living across the Musselburgh wards. 48% of these young people are aged 16 – 19.¹
- 65% of young people surveyed for the East Lothian Youth Vision participated in activities outside school which contribute to their informal learning – including youth clubs, sports, uniformed organisations, volunteering and non-vocational classes.²
- 55% of young people thought that improved leisure activities would improve their neighbourhoods.²
- Increasing numbers of Musselburgh Grammar school leavers are entering higher or further education and training - 64% in 2008/09 compared to 50% in 2007/08.³
- 18% of school leavers entered employment in 2008/09 however 17% were shown to be unemployed and seeking work.³

¹ www.sns.gov.uk

² East Lothian Youth Vision 2008 - <http://youthvisionel.net/>

³ www.ltscotland.org.uk/scottishschoolsonline

- Improving the co-ordination, quality and consistency of services for young people across the area
- Providing assistance for young people to take up opportunities and participate in activities that are relevant to their skills and interests
- Encouraging young people to play a more active and integrated part in community life
- Supporting young people to make a positive transition from school to the workforce/adult world

Ways to make this happen

	Local Initiative	Local Actions	Who is leading on it or already involved	Contributing to SOA outcome
4.1	Supporting young people to take up opportunities to participate in activities that are relevant to their skills and interests	Explore the development of a local Youth Bank – providing funds for young people to cover course costs/membership fees/ uniforms or equipment for participation in activities	Proposed new initiative	4
		Look to strengthen links between school based sports/recreational activities and community based clubs/classes – and promote tasters/free trials etc		9
4.2	Increasing community knowledge of youth services and opportunities, supporting the uptake of existing provision	mapping of local youth service provision – Council and voluntary sector – to identify gaps and opportunities for development and collaboration	Musselburgh CDOs, Local youth service sector	4
		Developing a simple, accessible signposting resource for non-youth work organisations and services who are in contact with young people to highlight the services and activities available		26
4.3	Improving the quality and consistency of services for young people across the area	opening up existing youth work training opportunities to voluntary youth services/ clubs	CLD Service	26
		Supporting local groups to achieve ‘Good to Go’ accreditation	CLD Service	26
		develop opportunities for networking and sharing good practice between groups and organisations providing activities for young people		26
4.4	Explore the potential of establishing a Dry Bar in Musselburgh on a Commercial / social enterprise basis	- Consult with young people re interest in establishment of a Dry Bar (possibly in unused pub site) - seek funding for a feasibility study	Proposed new initiative	24
4.5	Supporting young people to make a positive transition from school to the workforce / adult world	Taking forward initiatives identified in the recent consultations on provision in the area for young people 16+	16+ working group	4
		Developing further links between community based accredited training and volunteering opportunities for young people		17
4.6	Supporting and encouraging young people to play a more active and integrated part in community life	Support and develop mechanisms to ensure young people are involved in and able to contribute effectively to the initiatives included in this plan and beyond	Dialogue youth	3
				4
				17

LOCAL OUTCOME 5

Our communities are well informed and engaged with decisions that matter in their local area

Why is this important

Public Services across East Lothian – including the Council, the Police, Health Services, Emergency Services, educational institutions and more – are committed to continually improving the way their services are delivered in ways that respond to the needs and priorities of the communities they serve. All too often however when it comes to letting them know what is important locally it falls to the same small numbers of people who are already active within their communities to represent the views of everyone.

Discussions held in developing this plan have shown that, when asked, most people value the opportunity to have their ideas heard however:-

- local people often are unsure of where to go with their concerns and unsure about the best ways to try and make things happen in their communities
- it is sometimes difficult for residents to know where to find accurate information about developments, changes or initiatives proposed for their area
- active local groups are often overstretched just trying to do what they already do
- despite the best intentions some organisations and services do not have the time, skills or resources to engage effectively across the community

LCP initiatives can support the process of local engagement and consultation in ways that will be of benefit to all involved.

What will make a difference?

- Making it easier for local people to stay informed and influence decisions that affect them and their communities
- Using a range of different methods and approaches so people can take part in ways that suit them and their lifestyle
- Helping local groups to reach out into the community and better involve them in decisions about issues that matter to them

Putting this in Context

- across Musselburgh 39% of people felt that they could influence decisions affecting their local area (compared to 31% East Lothian wide)
- less than half of those surveyed in the Musselburgh area felt that the Council designed its services around the needs of the people that use them
- 22 % of people reported they would like to be more involved in decisions that affect their local area
- 1 in every 20 people in the area had volunteered within their communities over the past 12 months

¹ East Lothian Household Survey 2009

Ways to make this happen

	Local Initiative	Local Actions	Who is leading on it or already involved	Contributing to SOA outcome
5.1	<u>Information</u> – Developing a local communication strategy to get information out to the community about what is going on locally and how they can get involved	Quarterly newsletter – available in paper and e formats	LCPO	26
		An accessible, online local calendar of events, meetings and activities		
		Developing a mechanism for relevant LCP information to be incorporated in existing newsletters etc for greater distribution – eg ELTRP, ELREC, CC, Community Centres	LCPO	
		Effective use of re-launched ELCPP websites LCP pages to provide a focus for information exchange, consultation and engagement	LCPO, CPO,	
5.2	Engagement - Developing ways for local people to get involved in influencing decisions that affect them and their communities in ways that are appropriate to them	Expanding participation in the Musselburgh Local Area Forum and involving the general public		18
		Using on-line consultations		
		Musselburgh LCP Facebook page		
		Themed events on key local issues		
		Taking consultations out to where people are – eg Galas, the High Street, Tesco		
		Supporting access for those whose voices are less often heard		
5.3	<u>Capacity Building</u> - Improving the capacity of local groups and organisations to reach into the community and involve them in decisions about issues that matter to them	Providing access to equipment and expertise	LCPOs	18
		Facilitating the increased use of VOiCE – a tool to help groups and organisations plan more effective community engagement	LCPO's and CE Officer	
		Delivering training and skills development opportunities for local groups	CBPG ELVON	
		Supporting local groups to access funding from the Community Engagement Fund to assist them to undertake more creative and effective engagement with local communities	ELCP Community Engagement Group	

APPENDIX 1

The East Lothian Single Outcome Agreement (SOA) sets out the Community Planning Partnership's vision for the future of East Lothian and identifies 8 priority themes and 26 outcomes to work towards, as listed below. For more information on the SOA see - www.eastlothiancommunityplanning.org.uk/files/SOASnapshot.pdf

PRIORITY THEMES	OUTCOMES
Encouraging enterprise, with a focus on small businesses, tourism, and local food production	1. Enable business start up, development and growth through supported and sustainable economic development
	2. Increased visitor numbers, visitor spend and economic activity in East Lothian by positioning East Lothian as a place to visit within local, regional, national and global tourism markets
	3. Individuals are equipped with appropriate skills to secure and retain employment, to progress onto more rewarding jobs and to lead satisfying lives
Ensuring that our children and young people have the best start in life	4. All young people fulfil their potential
	5. All children in East Lothian will get a better start in life
	6. The needs of children and families will be met at the earliest identified point
	7. Children and Young people at risk are protected and have improved life chances through appropriate intervention and support
Promoting healthier, more active, and independent lives	8. The most vulnerable children's needs are met through receiving high quality support and where appropriate care
	9. In East Lothian we will live healthier, more active and independent lives
Building safer communities	10. Fewer people in East Lothian will be the victim or cause of crime or anti-social behaviour
	11. Everyone living in, working or visiting East Lothian will be safer
	12. East Lothian roads will be safer for all road users
Addressing inequality, with a focus on tackling poverty and health inequalities, especially in the west of the area	13. We have reduced the gap in health inequalities within East Lothian
	14. Fewer people will fall into unmanageable debt
	15. Fewer people will be affected by Hate Crime
	16. Fewer people will be affected by domestic abuse
	17. Adults in East Lothian will have the core and life skills, knowledge and confidence to makes decisions in their lives
Protecting and enhancing the environment	18. Residents of East Lothian are confident and responsible with a positive sense of wellbeing
	19. East Lothian has a well-maintained built and historic environment, where new development is well-designed and reflects and reinforces distinctive individual place identity
	20. East Lothian has an attractive and healthy environment with a rich diversity of wildlife, habitats and distinctive historic built environments, which enhances people's lives
	21. East Lothian will be a less resource intensive, oil dependent county, by reducing its carbon footprints by 80% by 2050.
Ensuring that everybody in East Lothian has access to affordable housing	22. People in housing need have access to an appropriate type, tenure and standard of housing and are prevented from becoming homeless
Encouraging stronger and more vibrant communities	23. East Lothian has well connected communities with increased use of sustainable transport modes
	24. East Lothian's towns and villages are sustainable, thriving places with good access to services and amenities
	25. East Lothian and Scotland's culture and diversity is recognised and celebrated
	26. Effective and efficient services are delivered, which are valued by the people of East Lothian

