

Tackling Societal / Social Issues in our Community

EFDN Conference - 10th May 2022

Greenock Morton



Greenock Morton Community Trust

- Registered Scottish Charity
- 9 years delivering
 - Over £2.5million invested in Inverclyde
- 28 recognised projects
 - Online and face to face
- Participants aged 18months to 108 years
- Over 1200 participants per week

Our Community



Unemployment / Poverty

The Challenge

- Current rate 5% (4%)
- Job density 0.61 (0.8)
- Workless households 22% (18%)
- 12% of children live in a workless household
- No Qualifications 9% (7%)
- 3,045 people in Inverclyde were in receipt of Universal Credit (March 2021).

Tackling the challenge (9 years)

- Worked with over 250 people in employability projects
- 65% progresses onto positive destination
- Delivered over 1500 qualifications
- Invested over £1 million into employment opportunities
- 500 free meals per year / 4500 total

<https://www.youtube.com/watch?v=JWSYMQVYf4A>

Obesity / Childhood Obesity

The Challenge

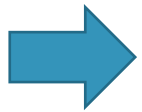
- 7.3% of primary ones are classed as obese (4/5yr old's) (5.8%)
- 64% of adults are obese/ have excessive weight
- 32% of adults don't meet daily PA guidelines
- Someone dies from a heart or circulatory disease in Inverclyde every 28 hours

Tackling the challenge

- Community Football
 - Over 1800 players per week aged 18months to 16 years
 - Free / cost effective
- Over 100 hockey players per week
- Healthy Eating Projects / education
 - SFH
 - GoFitba

Mental Health

The Challenge



Inverclyde facing a huge mental health crisis

26th November 2019



Inverclyde facing a huge mental health crisis

BY SUSAN LOCHRIE
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REPORTER

Share    

Tackling the challenge

- Open Cappielow (Stadium) every Monday for our award winning project Team Talk (Male 16+)
- The Changing Room project
- Walking football – tea/coffee
- Anti Stigma Training for Staff / volunteers – inclusive organisation

<https://www.youtube.com/watch?v=nUxPtHpZVD0>

Additional Challenges

Challenges

- Male life expectancy in Inverclyde is 74years (77)
- Female life expectancy in Inverclyde is 79yrs (81)
- There were 6,477 recorded crimes and offences in Inverclyde in 2020. (124 per week)

Tackling the Challenge

- Quality of life
 - care home projects, football memories and walking football
- Street football in identified areas – crime prevention



2013



2015



2014



2016





2019



2020 to now

2018



2020



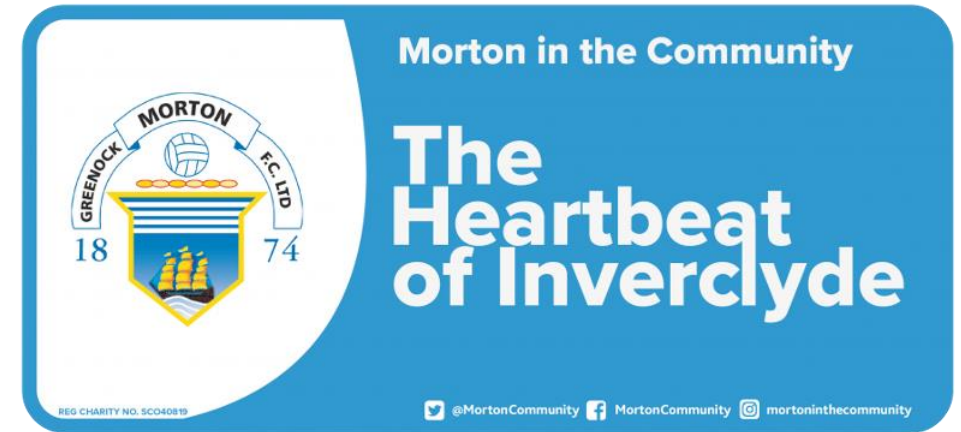
Future Challenges / Projects

- Fuel Poverty
- The digital world
- Climate Change
- Children and Young Peoples MH
- Cost / price point

Our Community



We need to understand our community in order to provide the best possible projects to support our residents.



Thank You

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