

**Glasgow City Council****City Administration Committee****Report by Head of Policy and Corporate Governance****Contact: Michelle Booth. Michelle.Booth@glasgow.gov.uk****Legacy funding for the former McVitie's factory in Tollcross (Ward 19 Shettleston)****Purpose of Report:**

To provide recommendation for allocating the £1m donated to the Council by Pladis, the owners of the former McVitie's factory on Tollcross Road, Ward 19.

Recommendations:

Committee is asked to:

- (a) Note the process undertaken to develop proposals that addressed community views, the strategic objectives of the council and the corporate social responsibilities of Pladis;
- (b) Approve the proposals detailed in Sections 5 and 6.

Ward No(s): 9, 19

Citywide:

Local member(s) advised: Yes

consulted: Yes

PLEASE NOTE THE FOLLOWING:

Any Ordnance Survey mapping included within this Report is provided by Glasgow City Council under licence from the Ordnance Survey in order to fulfil its public function to make available Council-held public domain information. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to licence Ordnance Survey mapping/map data for their own use. The OS web site can be found at <http://www.ordnancesurvey.co.uk> "

If accessing this Report via the Internet, please note that any mapping is for illustrative purposes only and is not true to any marked scale

1. Background

- 1.1 Following the closure of the McVitie's factory on Tollcross Road in 2022, the owners of the factory, Pladis, donated £1m to the Council to invest in the area to provide a legacy that would benefit the local community. The Council was keen to ensure that the funding was used in ways that reflected its strategic objectives and the views of local people as well as Pladis' social responsibilities, particularly concerning employability and health and wellbeing. The former factory was situated within Ward 19 Shettleston but very close to the boundary of Ward 9 Calton. Therefore, members of both Area Partnerships were invited to consider and input into, and consult their communities, on funding proposals.
- 1.2 Proposals were developed for funding based on community engagement that had taken place in the area in recent years as well as services that the community would support continuing in the area that support employability and health and wellbeing.
- 1.3 Meetings took place with the two Area Partnership members on 21st October 2025 and 6th March 2026.

2. The donation

- 2.1 When the decision was taken to close the factory, the Council worked closely with the key stakeholders, particularly the Scottish Government and Scottish Enterprise, to encourage Pladis to make a contribution to the communities most affected by the closure. A subsequent offer of £1million was made to support local communities, particularly around employability and health and wellbeing activities, in recognition of the challenges highlighted by the council in this geographical area.
- 2.2 Three meetings took place between Council officers and Pladis representatives in October and November 2024 and January 2025. Subsequently, the City Administration Committee considered the matter on 16th January 2025 and it was agreed to accept the donation. The donation was received on 17th February 2025.

3. Strategic priorities

- 3.1 The Council has been clear that further supporting the existing work to address the employability and health challenges in the geographical area as part of a long-term commitment to reducing child and family poverty was the best use of the donation. Learning from this work is also central to achieving improvement to the systems needed to support those in poverty.
- 3.2 This ensures a consistency of approach to the extensive partnership working already taking place in the area to deliver on the council and Community Planning Partnership's early intervention and prevention priorities, as described in Grand Challenge One of the 2022-27 Strategic Plan and the 2024-2034 Local

Outcome Improvement Plan. Central to this work is achieving good public health and community resilience and improving skills and employability support.

- 3.3 Shettleston has an overall poverty rate of approximately 16%. The ward does not have an SIMD classification in its own right as it covers several data zones, including Baillieston and Mount Vernon. However several of the data zones do fall within the SIMD1 category.
- 3.4 Calton ward faces the highest level of poverty in the city, with an overall poverty rate of 35% (SIMD1). Around 35% to 41% of children in parts of the area live below the national poverty line, affecting roughly 930 children in households with incomes far short of basic needs. Many families with young children aged 0 to 5 are classified as living in or on the cusp of deep poverty.
- 3.5 Residents in both wards face persistent structural hurdles in accessing and sustaining stable, well-paid employment and young people require training, qualifications, volunteering and supported routes into work.

4. Community engagement

- 4.1 There has been extensive community engagement in recent years across the east end and, specifically, in Shettleston and Calton. Some examples of this include the Shaping Shettleston Local Place Plan and the work of the Child Poverty Programme's Demonstration of Change in the Calton Ward.
- 4.2 The Shaping Shettleston Local Place Plan indicated that participants had negative views in relation to health and wellbeing and job opportunities in the area with the closure of McVitie's and other local factories highlighted as significant factors.
- 4.3 Of particular concern as part of the Demonstration of Change work was the mental health and wellbeing of young people which was reported as being the highest it had been in recent years. Furthermore, the link between poor mental health and financial wellbeing was highlighted – residents of the Calton ward experience a high rate of people on Universal Credit and out-of-work benefits.
- 4.4 In addition to the above, an online survey was conducted to gather views from local people and organisations regarding the allocation of the funding.
- 4.5 At the meeting of the Area Partnerships on 6th March 2026 four proposals were endorsed.

5. Proposals for funding

- 5.1 The four funding proposals endorsed by the Area Partnership members are summarised below:

- 1) Advice for East End Lives: offers a community embedded model of financial wellbeing support. By focusing on Parkhead Health Hub and leveraging the strengths of [Welfare Advice and Health Partnership](#) (WAHP), this project will deliver measurable outcomes in mental health, employment, and poverty reduction.
 - The proposal would build on the proven WAHP model, which has delivered strong uptake and impact across GP practices, including £12m in financial support secured for clients and £1.8m in debt managed.
 - It aims to embed financial wellbeing support in trusted community and healthcare settings to reduce stigma, improve access, and support long-term financial stability and health outcomes.
 - A three-tier model is proposed: community Money Guiders offering informal guidance and signposting; Family Finance Advisors providing early intervention and budgeting support; and specialist welfare rights advisors delivering intensive one-to-one support in GP practices.
 - The delivery model would recruit 1 WTE welfare rights advisor, 1 WTE Family Finance Advisor, and 12 Community Money Guiders, serving the three GP practices within Parkhead Health Hub.
 - Anticipated outcomes include improved financial literacy and confidence, stronger community capacity, reduced financial stress, better mental health, improved access to welfare entitlements, debt resolution, and greater employment readiness.
 - This proposal cannot be funded from existing resources as the WAHP programme and wider Financial Inclusion provision have historically relied on external funding. It would provide additional capacity and enhanced financial inclusion support to address unmet need in the vicinity of the former McVitie's factory.
- 2) The [Towards Better Futures](#) Employability & Destinations Team within Education Services aims to ensure that every Glasgow pupil receives support to secure a training course, an apprenticeship, a place at college or university or has an offer of employment before leaving school and up to a year after leaving school.
 - The proposal would target support to improve post-school outcomes for young people in Glasgow's East End, with a particular focus on Eastbank Academy (Ward 19 Shettleston).
 - Eastbank Academy has consistently underperformed against Glasgow, Scottish and neighbouring school averages, highlighting the need for additional intervention to improve young people's future prospects.
 - The project would recruit a dedicated Youth Development Officer to provide intensive, individualised support from S1 onwards, complementing the existing Developing the Young Workforce Co-ordinator role.
 - It would focus support on building confidence, resilience, employer engagement, bespoke development opportunities and readiness for education, training or employment.

- An additional 0.5 post is proposed to support young people leaving, or likely to leave, Eastbank Academy for a negative destination, helping them engage with external employability partners and transition from education.
- Over three years, the initiative would review progress annually, track outcomes through School Leaver Follow-Up data, strengthen partnerships, and aim for year-on-year improvement in positive post-school destinations. More information can be found by clicking [here](#).
- This proposal would enhance the current, externally funded, provision of one DYW Co-ordinator to secondary schools and isn't currently funded from core resources. It would provide enhanced, tailored, one-to-one support to young people from households characterised by generational unemployment and limited aspirations. It would also provide additional support to young people who have recently or are about to leave Eastbank Academy and likely to leave to a negative destination. This proposal is therefore additional to what is currently in place and responds to identified need.
- As part of the council's commitment to whole system change through testing and learning, the work at Eastbank Academy will also be used to evaluate the effectiveness of this support work in delivering outcomes for young people here and in other areas of the city.

3) The Scottish Pantry Network (TSPN): to deliver a year-long programme in Tollcross to tackle child poverty and improve employability.

- The proposal seeks to deliver a year-long Scottish Pantry Network / Prepmate programme supporting food security, employability and life skills.
- It would provide 500 healthy meal kits each week to families, distributed through Council-directed channels, building on Prepmate's proven NHS Thrive Under 5 model, which already delivers 400 kits weekly.
- Two 12-month Prepmate trainee posts would be created, paid at the Real Living Wage, offering practical experience in meal kit preparation, logistics, stock management, community engagement and administration.
- A structured volunteer programme would train at least 50 volunteers, providing food preparation, logistics and customer service experience, alongside support such as lunch, bus passes and a meal kit.
- Twice-weekly cookery classes would run throughout the year in 6-week blocks, helping families develop skills in healthy cooking, budgeting, nutrition, food safety and reducing food waste.
- Whilst programmes that address food insecurity and employability are currently being delivered by TSPN, existing funding is committed to specific contracts and projects. By expanding the service, it would provide 500 additional meal kits per week, two dedicated trainee posts, a structured volunteer programme and a year-long programme of cookery classes that would not be otherwise possible. It would be targeted at Tollcross families and residents affected by the McVitie's factory closure.

- 4) Many of the responses to the online survey also indicated a desire for an increase in activities in local parks and play areas. To address the views of respondents, a proposal to allocate a portion of the McVitie's funding to the Calton and Shettleston Area Partnerships for the purpose of play and open space activities in the vicinity of Parkhead and Tollcross was endorsed.

6. Proposed funding allocations

A summary of the costs is set out below:

	Year 1	Year 2	Year 3	Year 4	Year 5	Sub Total
Advice for East End Lives	£137,160	£137,160	£137,160	£0	£0	£411,480
Towards Better Futures	£63,658	£71,851	£74,007	£0	£0	£209,516
Scottish Pantry Network	£190,000	£0	£0	£0	£0	£190,000
Area Partnerships (play and open space)	£40,000	£40,000	£40,000	£34,502	£34,502	£189,004
Totals:	£430,818	£249,011	£251,167	£34,502	£34,502	£1,000,000

7. Policy and Resource Implications

Resource Implications:

Financial: Outcomes will be maximised through targeted use of resources and joint working and resourcing with partners

Legal: No new legal issue

Personnel: No direct personnel issues

Procurement: There are no procurement implications

Council Strategic Plan: It is anticipated that Area Partnerships will allocate funding for activities and projects that will help to deliver the Strategic Plan, with particular focus on Grand Challenge One (Mission 2, 3, and 4); Grand Challenge Two (Mission 1 and 3); Grand Challenge Four (Mission 2).

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes Yes, the proposal has the potential to impact on the council Equality Outcomes in relation to the following improvement aims:

<i>2025-29? Please specify.</i>	Improve economic outcomes for people with Protected Characteristics; and Improve access to council Family services by people with protected characteristics.
---------------------------------	---

<i>What are the potential equality impacts as a result of this report?</i>	No impacts identified at this stage.
--	--------------------------------------

<i>Please highlight if the policy/proposal will help address socio-economic disadvantage.</i>	It is anticipated that future funding recommendations will have a positive impact on third sector services, skills, local communities, social and community cohesion.
---	---

Climate Impacts:

<i>Does the proposal support any Climate Plan actions? Please specify:</i>	It is anticipated that future funding will contribute to the continuing regeneration of Glasgow with many of the supported projects also led by local communities and community organisations
--	---

<i>What are the potential climate impacts as a result of this proposal?</i>	It is anticipated that future funding recommendations will have a positive impact on local communities, social and community cohesion
---	---

<i>Will the proposal contribute to Glasgow's net zero carbon target?</i>	No contribution to Glasgow's net zero carbon target at this time
--	--

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report Y/N	No privacy or data protection impacts identified.
---	---

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out	Not applicable.
---	-----------------

Recommendations.

8. The Committee is asked to:

- (a) Note the process undertaken to develop proposals that addressed community views, the strategic objectives of the Council and the corporate social responsibilities of Pladis; and
- (b) Approve the proposals detailed in Sections 5 and 6.