

EAST AYRSHIRE COUNCIL

CABINET – 15 DECEMBER 2010

COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT: IMPROVEMENT PLAN

Report by the Chief Executive

1. PURPOSE OF REPORT

- 1.1 To present to Cabinet for consideration the Single Outcome Agreement Improvement Action Plan, which has been developed to address areas identified for improvement in the Single Outcome Agreement (SOA) Annual Performance Report.

2. BACKGROUND

- 2.1 East Ayrshire's first SOA Annual Performance Report on progress made in 2008/09 was submitted to the Scottish Government on 30 September 2009.
- 2.2 In response to the progress made in 2008/09, the Community Planning Partnership (CPP) Board at its meeting of 26 November 2009 considered and agreed the areas identified for improvement within the SOA Annual Performance Report 2008/09, which would require to be addressed and taken forward either solely by individual agencies or on a partnership basis. This consideration formed the basis of an SOA Improvement Plan for 2009/10.
- 2.3 Actions to be progressed in the SOA Improvement Plan were agreed by the CPP Board at its meeting on 18 March 2010, approved by Cabinet on 23 March 2010 and presented to the Governance and Scrutiny Committee on 23 April 2010.
- 2.4 At its meeting on 23 September 2010, Council agreed to receive a report from the Chief Executive regarding actions being progressed from a Council perspective to improve progress.

3. SOA ANNUAL PERFORMANCE REPORT 2008/09: IMPROVEMENT PLAN

- 3.1 At its meeting on 28 October 2009, the Corporate Management Team considered and agreed the areas identified for improvement within the SOA Annual Performance Report 2008/09, which would require to be addressed and taken forward by East Ayrshire Council either solely or on a partnership basis.
- 3.2 Subsequently and where considered appropriate, lead departments within Council identified actions with associated timescales, which would inform the development of the Council and wider Community Planning Partnership's SOA Improvement Plan, and facilitate progress in relation to identified indicators over 2009/10 and 2010/11.
- 3.3 Actions arising from the Elected Members seminar convened on 26 September 2009 were also included in the SOA Improvement Plan, as appropriate.

- 3.4 At its meeting on 26 November 2009, the Community Planning Partnership (CPP) Board agreed actions to be progressed from a partnership perspective in respect of the areas identified for improvement, as detailed below. An update on progress against these actions is provided in the appendix to the report.

National Outcomes 1 and 2:

- Small Business Forum – consideration to be given to utilising a range of small businesses as a ‘sounding board’ for future development.
- Tendering Co-operative for local companies – the process and benefits of establishing a tendering co-operative to maximise opportunities for small businesses to secure large scale contracts to be explored
- Tackling the effects of unemployment on health – the PACE (Partnership Action for Continuing Employment) team to consider building into its support package an awareness programme on the potential effects unemployment can have on health, with a view to increasing awareness and ensuring appropriate support is in place to mitigate any impact.

In addition, the Employability Forum was requested to review in detail National Outcome 2 and report back recommendations for action to the CPP Board.

National Outcomes 3, 4 and 5:

- School leaver destinations – the analysis of school leavers’ destinations to be circulated by Skills Development Scotland on an annual basis for consideration and analysis at a local level.

National Outcomes 6, 7 and 8:

- Tackling depression – consideration to be given to increased joint working in respect of tackling depression, ensuring that there is a more joined up approach to addressing the needs of people suffering from depression.

In addition, the Alcohol and Drugs Partnership was remitted to review the indicators contained within the SOA for appropriateness and ensure that the work being taken forward is relevant to local need.

Generic Issues

- Positive messages through media – consideration to be given to increasing the range of positive messages in the media with the overall aim of increasing awareness of and facilitating participation by staff, partners and the wider community in Community Planning.

- 3.5 Actions have also been included in the SOA Improvement Plan in response to the risk identified in the ‘Report to Members and the Controller of Audit on the 2008/09 Audit’, which notes areas for improvement required in respect of delivery of outcomes at National Outcomes 6 (We live longer, healthier lives) and National Outcome 7 (We have tackled the significant inequalities in Scottish society).

- 3.6 Actions to be progressed solely by the Council or on a partnership basis in respect of those agreed by the CPP Board have been consolidated within the attached SOA Improvement Plan and a progress/status update to 29 October 2010 has been provided for information.

3.7 It is anticipated that the implementation of the actions within the SOA Improvement Plan will facilitate the achievement of the local outcomes in our three year SOA by March 2011.

4. COMMUNITY PLANNING/SOA ANNUAL PERFORMANCE REPORT 2009/10

4.1 In an effort to streamline annual reporting in respect of the Community Plan Action Plans and the SOA, and avoid duplication of activity, at its meeting on 24 March 2010, Cabinet agreed that the timescales for reporting for the period 1 April 2009 to 31 March 2010 be aligned, with a consolidated Community Planning/SOA performance report to be submitted to Council in September 2010.

4.2 Members will recall that 2009/10 consolidated annual performance report in respect of the Community Plan thematic Action Plans and East Ayrshire Community Planning Partnership Single Outcome Agreement was approved by Council and the CPP Board at their respective meetings at on 23 September 2010 and submitted to the Scottish Government as planned on 30 September 2010.

4.3 In advance of the Council meeting, an Elected Members Seminar was convened on 8 September 2010, which provided Members with an opportunity to consider in detail the content of the 2009/10 Annual Performance Report. Progress from an identified baseline position for 2008/09 and 2009/10 is summarised as follows:

Progress/status	2008/09	2009/10
Improving progress	86 indicators (61.5%)	105 indicators (64.8%)
Maintaining progress	9 indicators (6.4%)	13 indicators (8.0%)
Improvement required	31 indicators (22.1%)	24 indicators (14.8%)
Data unavailable	14 indicators (10.0%)	20 indicators (12.4%).
Total	140 indicators (100%)	162 indicators (100%)

4.4 As a result of an initial review carried out on the SOA performance 2009/10 the following bullet points highlights the core areas of improvement where remedial action is ongoing.

4.5 Progress in respect of areas for improvement against relevant indicators as reflected in the 2009/10 SOA Annual Performance Report is as follows:

- **Increase business start up:** Most recent figures (2008) highlighted a slight increase in the business start up rate in East Ayrshire to 2.5 per 1,000 adults, compared to 2.4 per 1,000 adults the previous year, although this is lower than the national average and the gap with Scotland continues to widen. As a consequence of the economic downturn, it is anticipated that the business start up rate in East Ayrshire may fall into decline due to the risks associated with establishing a new business, however, the Council is making every effort to attract inward investment and support and grow the local economy.
- **Better employment opportunities for young people:** The percentage of school leavers in positive and sustained destinations has been maintained at

around 85% since the baseline position and is only slightly lower than the national average (approximately 86%). Work continues to be progressed to ensure positive and sustained destinations for all young people in East Ayrshire.

- **Reduce claimant count unemployment:** The economic downturn continues to present significant challenges for East Ayrshire, with an increase in claimant count unemployment from 5.5% at March 2009 to 6.1% at March 2010 which is higher than the Scottish average; although there has been a reduction to 5.2% claimant unemployment recorded for East Ayrshire at September 2010. The recent activity in respect of the Make It Kilmarnock programme will work to mitigate the effects of unemployment in East Ayrshire.
- **Increase the proportion of residents of working age with qualifications:** The Skills Development and Employability Service continues to maximise opportunities to increase the educational and vocational skills capacity of the local workforce.
- **Increase student retention rates:** Improvements have been identified in early retention rates across many areas of activity in the local colleges.
- **Tackling poverty and disadvantage:** There was a reduction in the number of datazones in the 0-15% most deprived areas in East Ayrshire identified in the Scottish Index of Multiple Deprivation (SIMD), from 28 in SIMD 2006 to 27 in SIMD 2009.
- **Increase benefits checks for carers:** The number of carers receiving benefits checks increased to 450 in 2009/10 compared to 376 recorded the previous year and exceeding the annual target of 390 benefits checks mainly due to improved recording within the Carers Centre.

4.5 Work will continue to be taken forward over the remainder of 2010/11 to support progress in relation to the significant challenges arising from the economic downturn as well as the following areas identified for improvement:

- Reduce the proportion of adults who feel threatened by crime in their neighbourhood; and
- Increase the proportion of residents satisfied with public transport.

4.6 In addition, specific work is being taken forward by the Community Health Partnership to facilitate progress in respect of improvement regarding breastfeeding, respiratory disease, drugs and alcohol, and mental health issues.

5. SOA DEVELOPMENT: PRIORITISATION

5.1 Members will be aware that the current three-year SOA (2008-2011) will require to be updated for implementation from 1 April 2011 onwards. Consequently, as part of Partners' commitment to ongoing review, members will recall the agreement that the SOA will be reviewed and developed in the context of the current Four-yearly Review of the Community Plan being progressed throughout 2010/11 to ensure alignment with the new strategic priorities and high level local outcomes.

5.3 In addition, given the significant challenges presented in respect of the economic downturn and the declining public sector finances, 2010/11 will provide an opportunity for partners to review and revise previously agreed targets which were set prior to the current economic decline.

6. FINANCIAL IMPLICATIONS

- 6.1 Success in taking forward the East Ayrshire Community Planning Partnership Single Outcome Agreement will assist in securing sustained Scottish Government funding required to provide and further improve services to our communities.

7. COMMUNITY PLANNING/POLICY/LEGAL IMPLICATIONS

- 7.1 East Ayrshire Community Planning Partnership's Single Outcome Agreement is founded upon Section 20 of the Local Government in Scotland Act 2003. This sets out the Council's general power to advance well-being for its area and persons within that area. The general power is also supported with Statutory Guidance issues under Section 21 of the Act and general guidance issues in support of the November 2007 Concordat.
- 7.2 The entire SOA is built upon an understanding of joint intent and accountability between Local Government and the Scottish Government. The November 2007 Concordat, and by implication the SOA, is not seen by COSLA (Convention of Scottish Local Authorities), or the Council, as forming a contract enforceable in law.

8. RECOMMENDATIONS

- 8.1 Cabinet is requested to:

- i) note the progress in respect of the actions identified in the SOA Improvement Plan approved Cabinet at its meeting of 23 March 2010, as detailed within the appendix to the report;
- ii) note that, where appropriate, remedial action will be taken to address areas for improvement arising from the consolidated Community Planning/SOA Annual Performance Report 2009/10;
- iii) note that work is being taken forward to update the SOA within the context of the Community Plan Four-yearly Review process;
- iv) agree to receive further reports on progress, as appropriate;
- v) agree to submit the report for consideration at Governance and Scrutiny Committee; and
- vi) otherwise, note the content of the report.

Fiona Lees
Chief Executive
1 December 2010

List of Background Papers

1. The Scottish Spending Review 2007 financial settlement Concordat document agreed between the Scottish Government and Local Government – 14 November 2007.
2. Single Outcome Agreement – Guidance for Community Planning Partnerships (October 2008); jointly supported by the Scottish Government, Audit Scotland, CoSLA, Solace, and the Improvement Service.
3. Single Outcome Agreements 2009 – Governance and Accountability for SOAs – advice note issued by the Scottish Government on 5 February 2009.
4. Equal Communities in a Fairer Scotland: A Joint Statement – issued by the Scottish Government and COSLA on 29 October 2009.
5. Community Planning/Single Outcome Agreement Annual Performance Report 2009/10, 30 September 2010.

Any person wishing to inspect the above background papers or to seek further information on this report should contact Gwen Barker, Community Planning and Partnership Manager, (Tel: 01563 554602).

Implementation Officer: Gwen Barker, Community Planning and Partnership Manager.

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP
SINGLE OUTCOME AGREEMENT:
IMPROVEMENT PLAN**



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT:

IMPROVEMENT PLAN

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 1: We live in a Scotland that is the most attractive place for doing business.			
<p>Business start up rate: Increase – close the gap with Scotland</p>	<ul style="list-style-type: none"> • Small Business Forum – ask a range of small businesses to act as a ‘sounding board’ for future development. (Summer 2010) • Tendering Co-operative for local companies – the process and benefits of establishing a tendering co-operative to be explored to maximise opportunities for small businesses in securing large scale contracts. (March 2010 onwards) • Business Gateway – conduct local and national marketing campaigns to promote new business formation (January 2010 onwards) 	<p>Community Planning Partnership led action (Delivering Community Regeneration Action Plan Working Group)</p> <p>Community Planning Partnership led action (Delivering Community Regeneration Action Plan Working Group)</p> <p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> • This work is being taken forward in the context of a review of business services – a business survey has been issued to local businesses, including questions on the support which they require to achieve future development needs. This activity will be followed up with focus groups, as required. • Ongoing. This work has been rescheduled to be taken forward from the end of 2010 onwards. Through discussion at the recent budget consultation meeting with businesses, it has been agreed that a procurement workshop will be convened in early 2011. <p>Work taken forward to date includes:</p> <ul style="list-style-type: none"> • regular advertising on Radio Westsound; • regular adverts promoted in the local press and on website for events being held by Business Gateway; • new services developed to provide additional support to ‘growth’ businesses through Business Gateway including in depth business reviews and development of action plans, with limited discretionary funding support to take forward identified developments; • ongoing series of networking events held on a quarterly basis; and • the Marketing Officer post established in the Business Gateway to promote the services provided by the Business Gateway and, at the request of Business Gateway Advisers, will provide marketing advice directly to identified businesses.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 1: We live in a Scotland that is the most attractive place for doing business.			
<p>Business start up rate: Increase – close the gap with Scotland (continued)</p>	<ul style="list-style-type: none"> Kilmarnock Local Task Force (post Diageo)-encourage the establishment of new business, particularly among young people – additional funding being sought. (January 2010 onwards) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> Kilmarnock Local Task Force provided a small dedicated team to develop a strategy and plan to realise the opportunities available for development and growth within the town. Meetings with Diageo were held in advance of these sessions. The ‘Make It Kilmarnock’ project is structured around four themes, each of which has the potential to boost the town’s economy, as follows: <ul style="list-style-type: none"> ➤ Kilmarnock’s vibrant heart: A town centre that is lively, appealing, attractive, and safe for residents and visitors. ➤ Business nurture: A business community that is engaged, encouraged, accommodated and respected. ➤ Visitor attraction: A rounded, high quality visitor experience shared with locals – heritage, culture, shopping and hospitality. ➤ Education innovation: A lifelong learning community with unique opportunities for study with best in class facilities. The ‘Make It Kilmarnock’ (MIK) Plan is being taken forward and is designed to develop and implement a co-ordinated range of projects with the overall objective of supporting sustainable economic growth in Kilmarnock. The first meeting of the Make It Kilmarnock Advisory Board, was held on 24 August 2010. The Advisory Board replaces the Local Task Force and will drive forward the MIK Plan. As well as the Council and local MP and MSP, there is representation from Diageo plc, local businesses and Kilmarnock College. With regard to providing support, particularly for young people, project proposals, including the potential for development of a Young Enterprise Centre, have been developed and funding is currently being sought. In this regard, a pilot project to provide a range of support for young people to start up in business will be taken forward in January 2011, which will build on the success of the schools enterprise ‘shop’ project operated from premises in Bank Street during Christmas 2009 as well as providing ‘drop in’ facilities providing guidance/support in the town centre.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 1: We live in a Scotland that is the most attractive place for doing business.			
<p>Business start up rate: Increase – close the gap with Scotland (continued)</p>	<ul style="list-style-type: none"> Kilmarnock Local Task Force (post Diageo)-encourage the establishment of new business, particularly among young people – additional funding being sought. (January 2010 onwards) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<p>Other activity being taken forward as part of the MIK Plan includes the following initiatives:</p> <ul style="list-style-type: none"> As part of the MIK programme it was announced that the new Kilmarnock College will be constructed at Hill Street on land to be gifted by Diageo. Consultants have been appointed to progress design options. A European Regional Development Fund (ERDF) application to support the development of phase 2 of the Moorfield Industrial Park has been submitted. If approved, it will allow the site to be doubled in size and offer additional opportunities for new business development. 100 new jobs are to be created through expansion of a call centre at Rowallan Business Park. In addition, significant efforts have been made to attract a new substantial employer to the town. The regeneration and revitalisation of Kilmarnock, Cumnock and Galston town centres will continue and, in a move to secure the area's future, £300,000 will be allocated to activities aimed at stimulating job creation, supporting existing businesses and bringing new investment to the area, in advance of the closure of the Johnnie Walker plant in Kilmarnock in 2012. Consultants have been appointed to prepare an Integrated Urban Development Plan for Kilmarnock in support of future funding bids to assist in the regeneration of the town. The Make It Kilmarnock project website is currently in development, with the launch date anticipated in the new year.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.			
<p>Better employment opportunities for local people</p>	<ul style="list-style-type: none"> Employability Forum – requested to review in detail National Outcome 2 and report back recommendations for action to the CPP Board. (January – March 2010) 	<p>Community Planning Partnership led action (Delivering Community Regeneration Action Plan Working Group)</p>	<p>The Employability Forum reviewed National Outcome 2 at its meeting on 16 February 2010 and agreed the following actions, which continue to be taken forward:</p> <ul style="list-style-type: none"> New provision and activity agreements for school leavers by Skills Development Scotland (SDS) being introduced in East Ayrshire. Integrated employment and skills provision by SDS and Jobcentre Plus to improve job seeker support. Aims to interview an average of 8 Jobseeker Allowance (JSA) claimants per week accessing career management support from SDS from March 2011. Adult recruitment and training credits through SDS, including a wage subsidy and training, delivered through the Lennox partnership. To date, a total of 54 local companies have been supported to provide training opportunities for 55 unemployed people who as a result of this activity secured employment. Modern Apprenticeships to the 20+ age group in employment to increase skills. SDS nationally has secured European Social Fund resources for an additional 5,000 Modern Apprentices (4,500 in Lowlands and Uplands and 500 in Highlands), with priority for SMEs (Small and Medium Enterprises) to upskill their workforce. SVQ Early Education and Childcare training delivered to voluntary organisations and social enterprises. Currently, 32 candidates are participating in training, with 12 courses completed over the last year (8 in Play Work and 4 in Children’s Care Learning and Development). Inward investment opportunities have/will continue to receive additional support/resources where possible from SDS, Jobcentre Plus and the Skills Development and Employability Service. A package of support for potential new businesses to the area, including recruitment, training, wage subsidy and work placement opportunities, is currently being developed.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.			
<p>Proportion of school leavers in positive and sustained destinations: Increase – close the gap with Scotland</p>	<ul style="list-style-type: none"> School leaver destinations – the analysis of school leavers' destinations to be circulated by Skills Development Scotland. (November 2010) 16+ Learning Choices - to be rolled out, which will ensure that young people are properly prepared to enter positive and sustained destinations. (Summer 2009 onwards – planning stage / full roll out from new school term in 2010) 	<p>Community Planning Partnership led action (Skills Development Scotland)</p> <p>East Ayrshire Council Educational and Social Services: Schools Support</p>	<ul style="list-style-type: none"> The School Leaver Destinations Report 2009/10 was published by Skills Development Scotland on 1 December 2010 and distributed for analysis as appropriate. 16+ Learning Choices Action Plan developed and a Learning Co-ordinator appointed in May 2009. The main objectives /expected outcomes are as follows: <ul style="list-style-type: none"> ➤ 16+ Learning Choices model available for (a) summer 2009 leavers in 5 of the 9 mainstream secondary and special schools; (b) those on a school roll but educated elsewhere; and (c) those on a school roll and educated in provision commissioned by the authority and (d) any others for whom the authority still has a responsibility. ➤ 16+ Learning Choices model available for (a) 2009 winter leavers in all mainstream secondary and special schools; (b) those on a school roll but educated elsewhere; (c) those on a school roll and educated in provision commissioned by the authority and (d) any others for whom the authority still has a responsibility. ➤ 16+ Learning Choices model available for (a) 2010 summer leavers in all mainstream secondary and special schools; (b) those on a school roll but educated elsewhere; (c) those on a school roll and educated in provision commissioned by the authority and (d) any others for whom the authority still has a responsibility. ➤ 16+ Learning Choices is a universal offer to all school leavers from December 2010. All targets set by the Scottish Government have been met to date. 16+ Learning Choices is now implemented across all secondary and special schools in East Ayrshire, and will be rolled out to include all school leavers in December 2010.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.			
<p>Claimant count unemployment: Reduce – close the gap with Scotland (continued)</p>	<ul style="list-style-type: none"> Tackling the effects of unemployment on health – the PACE (Partnership Action for Continuing Employment) team to consider and build into its support package an awareness programme on the potential effects unemployment can have on health. (April-June 2010) Participation in all national and Scottish Government employment and training initiatives, as appropriate, to secure maximum possible funding and job outcomes for East Ayrshire residents. (January 2010 and ongoing) 	<p>Community Planning Partnership led action (Skills Development Scotland)</p> <p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> Skills Development Scotland requested to ensure progress regarding this activity. National leaflet in respect of addressing/highlighting the health impact of redundancy and support available has been included in the PACE packs, which are issued to employees facing redundancy either directly through local PACE activity or through the national helpline. Since July 2010 to date, discussions by the PACE Team to promote its services have been progressed with six local employers and over 120 PACE packs issued to employees facing redundancy. In addition, presentation sessions delivered by Skills Development Scotland, Jobcentre Plus and HM Revenue and Customs, and one to one support sessions for employees are promoted and available as required. Skills Development and Employability Service delivering in all national programmes and additional funding secured for 2010/11 from Skills Development Scotland for ‘Training for Work’ (TfW) short courses (£14,000 for 24 participants, with 18 individuals participating to date and 6 individuals due to commence training in January 2011) and ‘Targeted Pathways to Apprenticeships’ for young people (£45,000 for 12 participants, with 12 individual participating to date). Future Jobs Fund established creating 596 temporary jobs in East Ayrshire between November 2009 and March 2011. A total of 25% of the approved Future Jobs Fund starts will be defined as ‘hotspot’ jobs and target people on working age benefits. East Ayrshire in its entirety is a defined unemployment ‘hotspot’ area (that is 1.5% unemployment above the GB rate). A total of 113 people were recruited in phase 1 of Future Jobs Fund to 31 March 2010; 270 people have been recruited in phase 2 up to October 2010; this leaves a total of 213 jobs to fill by 31 March 2011. The new Work Programme will subsume all previous employment initiatives, including the Future Jobs Fund. However, due to the success of the Future Jobs Fund in East Ayrshire to date, the Skills Development and Employability Service will provide a similar and local programme focusing on young unemployed people with a provisional budget of £46,000 allocated to fund 44 places supported through the ESF Priority 5 bid, commencing in July 2011.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.			
<p>Claimant count unemployment: Reduce – close the gap with Scotland (continued)</p>	<ul style="list-style-type: none"> Employability Forum - to investigate specific area needs and deliver focused employability services for unemployed people. (January 2010 onwards) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> Jobcentre Plus 'Work for You' Project established and operational in the North West areas of Kilmarnock from August 2010, providing dedicated staff working in the area with unemployed people. The project will target workless households to engage with 500 customers, place 160 individuals into employment with a target of 80% of people to remain in employment after 13 weeks. Progress to date includes 122 referrals received, 66 initial interviews completed and 10 progressions of individuals into full time work.
	<ul style="list-style-type: none"> Skills Development and Employability Service/ Kilmarnock College – to explore and progress opportunities, where appropriate, for further training/apprenticeship/employment of young people within the coal industry. The coal industry was identified as a current potential employment sector (in particular, for engineering/plant maintenance) in East Ayrshire, which was confirmed by the companies developing 'open cast' activities. (January - May 2010) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> Short term group established, including East Ayrshire Council elected member and officer representation, Kilmarnock College and senior officers from the coal mining companies operational in East Ayrshire. Kilmarnock College arranging specific courses to enhance employment opportunities for young people. The welding course at Kilmarnock College (funded by Scottish Coal) has been particularly successful. 13 young people participated on NQ Plant Maintenance (Open Cast) and participated in work experience at open cast sites across East Ayrshire. Engineering courses completed with a total of 14 young people gaining apprenticeships. Meeting to evaluate the programme and review employment outcomes to be arranged. The Skills Development and Employability Service will continue to liaise with Kilmarnock College and the coal industry employers to investigate and secure employment opportunities within this sector.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.			
<p>Claimant count unemployment: Reduce – close the gap with Scotland (continued)</p>	<ul style="list-style-type: none"> Skills Development and Employability Service/Kilmarnock College – to explore and progress opportunities, where appropriate, for further training/apprenticeship/employment of young people within the coal industry. (January - May 2010) Exploration of wider employment opportunities - to encourage local business to take on a wider range of young people. (January - May 2010 and ongoing) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> Potential opportunities for roll out to other sectors to be considered, as appropriate, by the Skills Development and Employability Service and the local colleges through the Employability Forum. Skills Development and Employability services marketed more widely in the business community and a promotional DVD produced and issued to local businesses as appropriate. The content of the DVD includes case studies and commentary from employees and clients who have benefited from the Skills Development and Employability Service, and explains the opportunities available through this service for unemployed people. Resources to be focused on securing employment opportunities for those people in need of supported employment. New website 'East Ayrshire Works' is currently being developed, which will benefit unemployed people, training organisations and local business.
National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.			
<p>Proportion of residents of working age with recognised qualifications: Increase</p>	<ul style="list-style-type: none"> European Priority 2 funding proposal – submitted to allow the Skills Development and Employability Service to work with employed people to assist them gain qualifications and additional skills to sustain their employment. (April 2010 onwards) 	<p>East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)</p>	<ul style="list-style-type: none"> European ESF Priority 2 application approved and programme commenced on 1 July 2010, providing opportunities for employed people living in East Ayrshire to realise their full learning and earnings potential. Training courses delivered/commenced to date include 21x First Aid; 11x Food and Hygiene, 5x Construction Skills Certification Scheme (CSCS) Card; 10x Manual Handling; 11x SVQs; and 14x other vocational courses. ESF Priority 5 - Strategic Skills Pipeline proposal submitted on 24 September 2010. Outcome of the proposal anticipated in late December 2010. This new priority will include activity previously included under Priority 2.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.			
Proportion of residents of working age with recognised qualifications: Increase (continued)	<ul style="list-style-type: none"> Continued development and delivery of training courses for adults - to include nationally recognised qualifications, including Scottish Vocational Qualifications (SVQs), European Computer Driving Licence (ECDL) and Construction Skills Certification Scheme (CSCS) qualification (January 2010 onwards) 	East Ayrshire Council Neighbourhood Services: (Planning and Economic Development)	<ul style="list-style-type: none"> Recent developments have been in response to identified employment priority sectors, including Care, Retail, and Call Centres. Funding has been approved by Skills Development Scotland to develop and provide short training courses linked to these sectors Short courses delivered in care, retail, and call centre sectors, involving 23 unemployed people, producing jobs for 3 individuals and 18 qualifications gained.
Increase student retention rates in further education establishments	<ul style="list-style-type: none"> Colleges requested to explore opportunities to increase student retention rates. (March 2010 and onwards) 	Kilmarnock College and Ayr College	<p>Kilmarnock College: There has been significant improvement in early student retention* across many areas of college activity. The actions taken to achieve and maintain high levels of early retention include:</p> <ul style="list-style-type: none"> ongoing review of curriculum design, providing clear access level programmes which include 'Skills for Work' courses as part of the school/college partnership; continued refinement of the induction process for students, ensuring flexible access to information through various sources, including thumb drives, Moodle (on line platform), staff involvement and customer services; improved procedures to ensure early identification and support of additional support needs; enhanced processes for learner engagement and learner feedback; and implementation of the CfE capacities resulting in learners who are more confident, recognise their success in the wider sense, engage in activities that enhance their experience and contribute to the work and life of the college and wider community. <p>*Early student retention is a measure of how many enrolments meet the required retention date compared to overall enrolments. The retention date is the date on which 25 per cent of a programme's duration, measured in days, has elapsed.</p>

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.			
<p>Increase student retention rates in further education establishments (continued)</p>	<ul style="list-style-type: none"> Colleges requested to explore opportunities to increase student retention rates. (March 2010 and onwards) 	<p>Kilmarnock College and Ayr College</p>	<p>Ayr College: There has been a consistent improvement in early retention across many areas of college activity. The actions taken to achieve and maintain high levels of early retention include:</p> <ul style="list-style-type: none"> changes made to entry criteria; pre programme assessment of core skills level; focused ownership of the interview and selection process to staff responsible for programme self evaluation; the introduction of a new group of staff delivering enhanced guidance and support; more pre-selection information and advice; more appropriate design of the curriculum and planning of assessment schedules; and increased internal audit and committee activity monitoring and responding to low key Performance Indicators. <p>More recent information provided by Cumnock Community College has identified that retention rates are now going down; therefore, additional measures are being put in place to address this issue, including commencement of the following courses to boost uptake:</p> <ul style="list-style-type: none"> Beauty and joinery courses to be implemented from January 2011; 13 week Business Administration course, previously targeted at the More Choices More Chances cohort, being opened up to Jobseeker Allowance claimants who have expressed an interest. <p>Cumnock Community College is dealing with a more complex constituent group of students and funding is not always available to provide bursaries/support required in the current financial climate. This matter has been raised by local colleges with the Scottish Funding Council.</p>

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
<p>Health and well being of the local population improved</p>	<ul style="list-style-type: none"> Community Health Partnership – to review in detail National Outcome 6 and report back recommendations for action to the CPP Board. (February – April 2010 and ongoing) 	<p>NHS Ayrshire and Arran (Community Health Partnership)</p>	<p>Community Health Partnership recommended actions to be taken forward are as follows:</p> <ul style="list-style-type: none"> Implementation of a range of actions set out in the Improving Health and Wellbeing Action Plan 2009-11, in particular in relation to respiratory disease; smoking; anti depressant prescribing and breastfeeding. Ongoing as part of the 2010/11 actions. Activity taken forward to facilitate the achievement of the local outcome includes: <ul style="list-style-type: none"> ➤ Active and healthy living: Over the last year, a range of interventions and activities were provided within communities and workplaces, including 4,446 attendances at CHIP Van community visits and events; 364 attendances recorded as part of the HealthWorks workplace based intervention; new health walks established in Dunlop, Darvel, Kilmaurs, Stewarton and at Ailsa and Crosshouse Hospitals; 5,244 attendances recorded at walking programmes and 38 individuals attended walk leader and pre-retirement training. ➤ Respiratory disease: Implementation of the Integrated Resource Framework, Co-creating Health for chronic obstructive pulmonary disease (COPD) is ongoing. This work includes training provision for home carers to support individuals to self manage their condition. ➤ Smoking cessation: Programmes have been targeted at the most deprived communities and key target groups, including pregnant women. Eight regular groups are delivered in community venues and workplace groups have operated for 12 week periods. The Fresh Airshire team, in partnership with the CHIP Van, carry out Keepwell checks and support smoking cessation enquiries on a twice weekly basis, and cessation support is delivered to prisoners and staff within HMP Kilmarnock one day per week. A Community Pharmacy scheme has been established in East Ayrshire with virtually all pharmacies involved and the Varenecline (a prescription drug used to treat smoking) addiction programme has been delivered within some pharmacies. ➤ Anti depressant prescribing: Please refer to work being progressed in respect of tackling depression.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
Health and well being of the local population improved (continued)	<ul style="list-style-type: none"> Community Health Partnership – to review in detail National Outcome 6 and report back recommendations for action to the CPP Board. (February – April 2010 and ongoing) 	NHS Ayrshire and Arran (Community Health Partnership)	<ul style="list-style-type: none"> ➤ Implementation of the Infant Feeding Strategy: A range of remedial actions in respect of meeting the breastfeeding targets progressed, including the development of a Breastfeeding Action Plan, the appointment of an Infant Feeding Coordinator; a critical partnership review of services; and the development of remedial action plans. Specific work also includes breastfeeding materials audited and rationalised; National Breastfeeding Week supported locally; Breastfeeding Happily Here developed and signed off by the Community Planning Partnership; and Stage 1 of Unicef UK Baby Friendly in the Community Initiative implemented in February 2010 involving the development of partnership policies and procedures. New work initiated this year includes piloting an information pack, which provided information on breastfeeding for 40 pregnant staff within East Ayrshire Council; during the campaign week, linking to information about breastfeeding on the Council’s intranet and internet sites; and providing and displaying campaign materials within the CHIP Van, 5 Family Centres and 22 libraries throughout East Ayrshire. • Implementation of actions within the wider themes of the Community Plan, in particular in respect of employment and the wider environment. Planned development of the cross cutting Equally Well Group approved by the CHP Committee in October 2010, informed by the ‘Collaborating for Outcomes’ event. • Consideration by the Officer Locality Groups and subgroups of the analysis of SIMD 2009 reported to the CHP Committee in February 2010 in respect of implications for service delivery and design. Work taken forward in this regard includes the following: <ul style="list-style-type: none"> ➤ A wide range of innovative health improvement work which specifically targets the most vulnerable individuals and communities will continue to be taken forward. A range of interventions for adults at risk of coronary heart disease and cancer are delivered on a partnership basis, including 1,109 referrals received from health professionals to the CHIP (Community Health Improvement Partnership) Lifestyle Referral Programme; 2,953 Keepwell Checks delivered which represents over 20% of the target population; and over 150 people attended Cookwell programmes.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
Health and well being of the local population improved (continued)	<ul style="list-style-type: none"> Community Health Partnership – to review in detail National Outcome 6 and report back recommendations for action to the CPP Board. (February – April 2010 and ongoing) 	NHS Ayrshire and Arran (Community Health Partnership)	<ul style="list-style-type: none"> ➤ In terms of income maximisation and money advice, 1,075 people have benefited from special adviser support; 77 people have received intensive support to help manage their finances; 662 over 60s in hospital benefited from benefits advice; and 25 promotional events have been delivered to support and improve the systems that are in place to maximise income from benefit and debt counselling and money advice. <p>Further intelligence will inform the development of the Community Planning Action Plans for 2011-2015.</p> <ul style="list-style-type: none"> • Implementation of actions arising from the Ayrshire wide Long Term Conditions collaborative ongoing and integrated with Aim 5 of the Improving Health and Wellbeing Action Plan. Work progressed includes 747 physical activity classes, many with a health education element, delivered by Leisure Development Services, recording 11,321 attendances, which exceeds the annual target. In addition, telehealth/telecare programmes have been made available to people with long term conditions, including asthma, diabetes and respiratory disease; anticipatory care approaches are being implemented; and Scottish Patients at Risk of Admission and Re-admission (SPARRA) data is being used as a predictor tool on a partnership basis to reduce emergency hospital admissions and readmissions.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
Health and well being of the local population improved (continued)	<ul style="list-style-type: none"> Community Health Partnership – to review in detail National Outcome 6 and report back recommendations for action to the CPP Board. (February – April 2010 and ongoing) 	NHS Ayrshire and Arran (Community Health Partnership)	<ul style="list-style-type: none"> As a test site for the Integrated Resource Framework, East Ayrshire is leading on complex adult care packages which are managed within the CHP Mental Health and Learning Disability Partnership. Three frontline staff from NHS Ayrshire and Arran and East Ayrshire Council have been seconded to audit existing service provision, funding commitments, service models and carry out benchmarking with other areas. In addition, their engagement with frontline staff and carers is contributing to a remodelling of service provision to maintain personalised service delivery within a sustainable financial framework. A full report together with recommendations on service redesign and improvements will be considered by the CHP Committee in January 2011 and, subject to approval, will be implemented from April 2011. Through the work of the recently established Mental Health and Learning Disabilities Partnership, work has been progressed to raise public awareness of suicide and deliberate self-harm within local communities and encourage people to seek help earlier by providing training, information and support services. Eight Applied Suicide Intervention Skills Training courses, nine Skills Training on Risk Management courses, six Scottish Mental Health First Aid courses and a media campaign were delivered locally. Additional actions to be identified and implemented by the Mental Health and Learning Disabilities Partnership. Work is ongoing as part of the development of the 2010/11 Action Plan; four specific work streams, namely Mental Health, Learning Disabilities, Autistic Spectrum Disorder and Choose Life, being progressed. SOA health indicators were revised in July 2009 and will be further reviewed as part of the Four-yearly Review of the Community Plan.
Tackling depression	<ul style="list-style-type: none"> Tackling depression – increased joint working, including repackaging of existing activity, where appropriate, to ensure a more joined up approach with the new ‘Self Health Workers’. (February – June 2010 and ongoing) 	Community Health Partnership	<ul style="list-style-type: none"> Self help workers are fully operational. Primary Care Mental Health Team reviewing referral process with Community Mental Health Team/Primary Care to ensure improved pathways. A pilot project is planned with the Primary Care Mental Health Team and Health and Wellbeing Advisors in one identified GP practice to look at more effective screening within Primary Care. Work is ongoing as part of 2010/11 Improving Health and Wellbeing Action Plan.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
Alcohol and Drugs agenda	<ul style="list-style-type: none"> Alcohol and Drugs Partnership – to review the indicators contained within the SOA for appropriateness and ensure that the work being taken forward is relevant to local need. (March-May 2010 and ongoing) 	Community Planning Partnership led action (Alcohol and Drugs Partnership)	<p>The following remedial action has been planned by the East Ayrshire Alcohol and Drugs Partnership (ADP) and a summary of progress provided below:</p> <ul style="list-style-type: none"> Production of pan Ayrshire and East Ayrshire needs assessment. A localised needs assessment is being progressed by NHS Ayrshire and Arran Public Health Department on behalf of the ADP and this work is nearing completion. Review of local alcohol and drug treatment options. Activity includes the removal of the waiting list for substitute prescribing; and addiction services now promoting recovery programmes which are personalised, individualised and recovery focused. Development of localised drug and alcohol outcomes framework. In terms of moving the culture from treatment to recovery, work is being progressed by the ADP to take forward the Recovery Oriented System of Care in the 2011-15 Community Plan Action Plan. Development of local recovery action plan in line with Road to Recovery (Scottish Government 2008). To be taken forward by the SDP in 2011. Development of locality community addiction teams (CATS) and primary addiction teams (PCATS). Localised teams are operating in communities to promote and support recovery plans for people with addictions. <p>Other work taken forward in respect of addiction services includes:</p> <ul style="list-style-type: none"> Alcohol Awareness Week implemented and public campaigns and displays held at a range of venues across East Ayrshire, including Tesco stores in Auchinleck and Kilmarnock, council offices, Crosshouse hospital and Kilmarnock police office; over 30 staff, including home carers and sports diversion workers, trained in brief interventions; and the employment of specialist midwife for alcohol using pregnant women.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 6: We live longer, healthier lives.			
Alcohol and Drugs agenda (continued)	<ul style="list-style-type: none"> Alcohol and Drugs Partnership – to review the indicators contained within the SOA for appropriateness and ensure that the work being taken forward is relevant to local need. (March-May 2010 and ongoing) 	Community Planning Partnership led action (Alcohol and Drugs Partnership)	This work will inform the future development of appropriate SOA indicators as part of the Four-yearly Review of the Community Plan. Work is ongoing, with a Partnership Development session convened in September 2010 to inform the development of Community Plan Action Plans for 2011- 2015.
National Outcome 7: We have tackled the significant inequalities in Scottish society.			
Tackling poverty, disadvantage and health inequalities	<ul style="list-style-type: none"> Detailed analysis of SIMD 2009 – to be carried out to determine areas of declining disadvantage locally and ‘hot spots’ across the 7 domains (January – March 2010 and ongoing as required) Tackle further issues in relation to health, employment/employability, and poverty and deprivation linked to the SIMD 2009 (February 2010 and ongoing) 	East Ayrshire Council Finance and Corporate Support: (Community Planning and Partnership Unit) All Departments and Community Planning Partners	<ul style="list-style-type: none"> SIMD 2009 Seminar led by officers from the Office of the Chief Statistician at the Scottish Government was convened on 16 February 2010 for Community Planning Partnership representatives, Partner agency staff and Elected Members. SIMD 2009 Version 2 was published by the Office of the Chief Statistician on 24 August 2010 to reflect revisions to the Income Domain and the Overall Index. Further analysis is being progressed. Review and redesign of financial inclusion services/structures across the Council to be taken forward. Analysis of the health domain indicator in respect of hospital episodes related to alcohol use reflects that 12 of the 15 datazones with the highest rates are located in the Kilmarnock area, with seven datazones in Kilmarnock North. In addition, of the 15 datazones with the highest rates of hospital episodes related to drug use, 11 datazones are located in the Kilmarnock area, with six datazones in Kilmarnock North. The SIMD 2009 data also identifies a correlation between alcohol and drug use and multiple deprivation, particularly in Kilmarnock North. This analysis provides an evidence base for the targeted work being taken forward to tackle alcohol and drugs addiction in this area. Analysis of the employment domain highlights that six of the seven datazones in the most deprived 0-5% are located in Kilmarnock North, providing an evidence base for the targeted work being taken forward by a range of partners, including Jobcentre Plus and the Skills Development and Employability Service to tackle high levels of unemployment and worklessness in this area.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 7: We have tackled the significant inequalities in Scottish society.			
<p>Tackling poverty, disadvantage and health inequalities (continued)</p>	<ul style="list-style-type: none"> Improving Health and Wellbeing Action Plan Working Group and Community Health Partnership – to be requested to review in detail National Outcome 7 and report back recommendations for action to the CPP Board (February – May 2010 and ongoing) 	<p>NHS Ayrshire and Arran (Community Health Partnership)</p>	<ul style="list-style-type: none"> Please refer to National Outcome 6 above in respect of the review of health related indicators. Planned development of the cross cutting Equally Well Group approved by the CHP Committee in October 2010 informed by ‘Collaborating for Outcomes’ event. It is proposed that the Equally Well Group will comprise representatives from all four themes of the Community Plan who will be responsible for reviewing the draft 2011-2015 Action Plans to ensure that health and wellbeing inequalities are addressed in a crosscutting, systematic and joined up way across the partnership. It is anticipated that this group will convene for the first time in January/February 2011. <p>Financial Inclusion Sub Group, at its meeting on 16 June 2010, agreed the following actions to be taken forward:</p> <ul style="list-style-type: none"> Jobcentre Plus to progress action in October 2010, which will migrate Income Support claimants on the basis of incapacity for work through the claims process for the new Employment Support Allowance (ESA) – it is anticipated that at least 69% of claimants will fail to qualify for ESA. Implement community outreach project ‘Work for You’, which aims to tackle worklessness in North West Kilmarnock by addressing intergenerational worklessness through a partnership approach. Led by Jobcentre Plus, the overall objective is to engage with 500 people and place 160 into employment. Continue to maximise household income through a range of money advice and benefits checks.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 7: We have tackled the significant inequalities in Scottish society.			
<p>Number of carers receiving benefits checks: Maintain</p>	<ul style="list-style-type: none"> Benefits checks for carers - Social Work and the Carers Centre to progress work over the coming year to ensure appropriate data collection prior to the next round of reporting. (January – April 2010) 	<p>East Ayrshire Council Educational and Social Services (Social Work)</p>	<ul style="list-style-type: none"> Every new carer who registers with the East Ayrshire Carers Centre is offered a benefits check. Over the last year, work has been progressed by the Council's Department of Educational and Social Services, and the Carers Centre to ensure full accurate and accurate reporting of completed benefits checks. From 1 April 2009 to 31 March 2010, a total of 450 benefits checks were recorded, which includes benefits checks for the following initiatives: <ul style="list-style-type: none"> ➤ East Ayrshire Carers Centre was successful in a bid for funding to identify carers through work within the hospital setting in Ayrshire and Arran. In Ayrshire, the hospitals targeted were, Ayr, Crosshouse, Cumnock and Ailsa. Through this initiative, the Carers Centre identified and completed 135 benefits checks for carers in East Ayrshire. ➤ Further to funding being made available from Pfizer, an international biopharmaceutical company, specifically for work in the Dalmellington area, 111 carers were identified and received benefits checks in 2009/10. <p>The remaining 204 benefits checks were carried through the Carers Centre core activity.</p>
National Outcome 9: We live our lives safe from crime, disorder and danger.			
<p>Percentage of adults who feel threatened by crime in their neighbourhood a great deal or a fair amount: Reduce</p>	<ul style="list-style-type: none"> Strathclyde Police Community Policing Plan - to implement new community policing arrangements and the Public Reassurance Model which is being piloted with support from a range of Community Planning Partners. (October 2009 onwards) 	<p>Strathclyde Police and East Ayrshire Council Neighbourhood Services (Community Safety)</p>	<ul style="list-style-type: none"> Each Multi-Member Ward has a Community Policing Team, which is working towards tackling the priorities identified within its Policing Plan. A new shift pattern for community police officers and an increase in the number of these officers from 65 to 110 was introduced in East Ayrshire on 25 October 2010, as the emphasis moves further from Response Policing to Community Policing Teams (CPTs). This Integrated Service Delivery Model has resulted in approximately 40% of officers being attached to Response and 60% to CPT, with an average of around 10 CPT officers within each ward.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 9: We live our lives safe from crime, disorder and danger.			
<p>Percentage of adults who feel threatened by crime in their neighbourhood a great deal or a fair amount: Reduce</p>	<ul style="list-style-type: none"> Strathclyde Police Community Policing Plan - to implement new community policing arrangements and the Public Reassurance Model which is being piloted with support from a range of Community Planning Partners. (October 2009 onwards) 	<p>Strathclyde Police and East Ayrshire Council Neighbourhood Services (Community Safety)</p>	<ul style="list-style-type: none"> The Public Reassurance Model pilot in North-West Kilmarnock, part of Ward 2, commenced in October 2009. Since that time, additional patrols have been provided by Strathclyde Police to enhance public confidence through a visible presence in the area. Priorities to be tackled as part of the Public Reassurance Model have been included in the Community Policing Plan for the ward and are as follows: Drunk and Disorderly Behaviour (including vandalism and graffiti); Drug Dealing/Use; Assault/Violent Crime; and Housebreaking and other theft. The Police have continued to patrol the area and pay particular attention in relation to the above crimes. Due to recent and significant changes in the structure of senior management within Strathclyde Police and the Division, and in response to feedback from the other organisations involved in the Public Reassurance Model pilot, a review of procedures has been progressed, including consideration of widening the pilot area, increasing the specific crimes prioritised and working with other partners who could assist in tackling some of the underlying social problems associated with the area. It is anticipated that this will positively impact on the effectiveness of the pilot. As part of the review, a robust evaluation process is being developed to ensure that overall impact of the pilot in the community can be demonstrated.
<p>Percentage of adults who feel threatened by crime in their neighbourhood a great deal or a fair amount: Reduce (continued)</p>	<ul style="list-style-type: none"> Strathclyde Police Community Policing Plan - to implement new community policing arrangements and the Public Reassurance Model which is being piloted with support from a range of Community Planning Partners. (October 2009 onwards) 	<p>Strathclyde Police and East Ayrshire Council Neighbourhood Services (Community Safety)</p>	<ul style="list-style-type: none"> Ayrshire and Arran, East Ayrshire Council and the voluntary sector to provide joint services within the pilot area to tackle alcohol and drugs addiction. This service will be extended to include other key service providers to ensure appropriate provision. East Ayrshire Alcohol and Drug Partnership Advisory Group has been instrumental in leading on this work.

Area for improvement	Proposed Actions and Timescales	Lead Responsibility	Progress/Status
National Outcome 10: We live in well designed, sustainable places where we are able to access the amenities and services we need.			
<p>Proportion of residents satisfied with public transport: Increase</p>	<ul style="list-style-type: none"> • Strathclyde Partnership for Transport and East Ayrshire Council – to progress the following activity: <ul style="list-style-type: none"> – the introduction of half hourly train service between Kilmarnock and Glasgow from December 2009; – the upgrading of three train stations (Stewarton, plus two others); – the introduction of more regular daily train services between Kilmarnock and Dumfries – the installation of bus boarder kerbs across East Ayrshire – the upgrading of bus shelters across East Ayrshire 	<p>Strathclyde Partnership for Transport</p> <p>and</p> <p>East Ayrshire Council Neighbourhood Services (Roads and Transportation)</p>	<p>The activities currently being taken forward in relation to public transport include the following:</p> <ul style="list-style-type: none"> • A half hourly train service between Kilmarnock and Glasgow was introduced on 14 December 2009. • Upgrades to Stewarton, Kilmaurs and Dunlop train stations completed • More frequent train service (approximately two hourly intervals) between Kilmarnock and Dumfries introduced in December 2009. • The installation of bus boarder kerbs and upgrading of bus shelters continues to be progressed across East Ayrshire. Currently, there are more than 300 raised kerbs and 289 Council installed bus shelters across East Ayrshire.
<p>Proportion of residents satisfied with public transport: Increase (continued)</p>	<ul style="list-style-type: none"> – the introduction of new Park and Ride facilities at Stewarton Station; and – the introduction of a real-time bus information system on key bus corridors. (January 2010 – March 2011). 	<p>Strathclyde Partnership for Transport</p> <p>and</p> <p>East Ayrshire Council Neighbourhood Services (Roads and Transportation)</p>	<ul style="list-style-type: none"> • Tender documents prepared and contract subsequently awarded. Construction to commence on site in January 2011, following Council and Network Rail technical approval of structural designs. The construction period will be 16 weeks. • Design completed, contract awarded and implementation underway to provide electronic displays showing bus arrival times at bus stops– to be completed by March 2011. A total of 70 displays will be provided on the following routes Ardrossan to Kilmarnock; Stewarton to Darvel; Kilmarnock to Galston; and Prestwick – Kilmarnock – Fenwick. Real time displays will also be installed at Kilmarnock and Cumnock bus stations. Civil engineering works are ongoing to install power supplies and foundations for the new displays. The project is being delivered in partnership with North and South Ayrshire Councils.

Generic issues			
<p>Community Planning/SOA promotion and awareness raising</p>	<ul style="list-style-type: none"> Positive messages through media – increase the range of positive messages promoted in the media to raise awareness of and facilitate participation by staff, partners and the wider community in Community Planning. (January 2010 – March 2011) 	<p>Community Planning Partnership led action</p>	<ul style="list-style-type: none"> Ongoing activity to be progressed as appropriate. Awareness raising materials in a range of formats have been made available as part of the Four Yearly Review of Community Planning. The Community Planning Partnership Annual Performance Report 2010/11, which provides a summary of achievement through activity in the Community Plan Action Plans 2009-11 and the Single Outcome Agreement 2008-11, has been circulated to key stakeholders and is available for download on the Community Planning website. Promotional material in respect of the Community Planning Awards 2011 has been circulated widely in the community, including in local offices, libraries and through community groups/voluntary organisations, in the local press and on the Community Planning website.

1 December 2010