

EAST AYRSHIRE COUNCIL

CABINET – 22 OCTOBER 2008

EAST AYRSHIRE CHILDREN AND YOUNG PEOPLE'S SERVICES PLAN: (i) ANNUAL REVIEW OF PERFORMANCE 2007/8 AND (ii) PLAN FOR 2008/11

Report by Executive Director of Educational and Social Services

1. PURPOSE OF REPORT

- 1.1 To seek approval from Cabinet for (i) East Ayrshire's 2007/8 Annual Performance Review of the East Ayrshire Children and Young People's Services Plan 2005-2008 and (ii) seek approval for the 2008/11 Plan.

2. BACKGROUND

- 2.1 Section 19 of the Children (Scotland) Act 1995 requires each local authority to prepare, publish and review a plan for the provision of relevant services in respect of children in their area, in partnership with key service providers.
- 2.2 In addition, the Plan requires to evidence consultation with the involvement of children and young people and their parents/carers.
- 2.3 The 2007/8 review of performance sets out progress against key performance indicators.
- 2.4 The next 2008/11 Plan sets out key priorities over the next 3 years, set against a back drop of the Concordat. At Cabinet on 2 July 2008 approval was given for the 3 year Child Protection Business Plan to align with the Children and Young People's Services Plan.

3. THE NATIONAL CONTEXT

- 3.1 The Scottish Executive published guidance to local authorities on the development of Children and Young People's Services Plans for 2005-2008 in November 2004. The guidance set out the overall aim of Children's Services Planning taken from "*Partnership for Better Scotland: A Partnership Agreement*". This provided seven key outcomes for children and young people, namely:

- Safe
- Nurtured
- Healthy
- Achieving
- Active
- Respected and Responsible
- Included

- 3.2 Since this time, further guidance has been issued setting children's services planning within the context of the Single Outcome Agreement and the Scottish Government Strategic Objectives.

4. THE EAST AYRSHIRE PLAN AND ANNUAL REVIEW

4.1 Throughout the year young people's views are sought to influence the development of policy and planning. Routine consultation and engagement takes place through the undernoted:

- Annual Youth Conference
- What's Important to You Seminars
- Dialogue Youth
- Student Councils
- Local Youth Forums
- Members of the Scottish Youth Parliament
- Residential Care Forum

4.2 The key partners which develop the East Ayrshire Children and Young People's Services Plan are:

- East Ayrshire Council
- NHS Ayrshire & Arran
- Strathclyde Police
- East Ayrshire Childcare Partnership
- Strathclyde Fire and Rescue
- Council of Voluntary Organisations (East Ayrshire)
- Careers Scotland

4.3 For some time now the Plan has been aligned with the East Ayrshire Community Plan and adopts the vision and principles of the Community Plan. Action Plans outlined in the East Ayrshire Children and Young People's Services Plan are grouped into priority themes based on those of the Community Plan, namely:

- Improving Community Safety
- Improving Health
- Improving Opportunities
- Promoting Community Learning

4.4 The themes of eliminating poverty and improving the environment are integrated into all actions.

5. PERFORMANCE

5.1 Overall, performance against targets and indicators is very good. Appendix 1 to this report sets out key data against the seven key outcomes for children and young people. Across all of the themes good progress has been made in most indicators.

5.2 Areas of activity which still require a sharp focus include educational outcomes of children looked after and accommodated and the number of children breastfed at point of first health visitor contact.

6. THE PLAN 2008/11

6.1 The 2008/11 Plan focuses primarily on agencies key actions over the next three years. Based on consultation with children and young people and on an assessment of need in East Ayrshire, there are a number of aims set out to support the aspirations in the Plan.

The aims are to:

Improving Opportunities:

- Build the capacity of individuals, families and communities to secure the best outcomes for children and young people.
- Develop Corporate Parenting responsibilities towards all Looked After and Accommodated children and young people.
- Provide a range and choice of respite and supports for children and young people to meet their identified needs and those of their families and carers.

Promoting Community Learning:

- Encourage young people to access learning opportunities to improve the quality of their lives and their wellbeing. In particular to support young people to gain literacy, numeracy and ICT skills.
- Increase participation by young people in “active citizenship” activities.
- Raise educational achievement in schools and establishments for all and ensure education providers and businesses work together to give the best start to young people moving into work. In particular, increase participation amongst “hard to reach” groups by a targeted approach to activity learning.

Improving Community Safety:

- Work in partnership to ensure effective services are in place for children and young people in need of protection.
- Tackle crime and anti-social behaviour and the fear of crime and anti-social behaviour
- Work with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour.

Improving Health:

- Ensure that information is available in a suitable format and that services are provided when and where required for those who need them to enable children and young people to make healthy lifestyle choices.
- Strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups.

6.2 Some of the issues to be addressed include:

- The ongoing issues of substance misuse, both in terms of children affected by their own substance misuse, and affected by the substance misuse of parents /carers;
- The increasing number of referrals to children and families social work services and the challenge for the universal series of education and health to support children appropriately;
- The challenges facing all agencies to implement the Early Years Early Intervention Framework which focuses on intervening early with families with children under 8 years of age; and
- A focus on corporate parenting responsibilities.

6.3 The Plan is set out in Appendix 2 of this report.

7. FINANCIAL IMPLICATIONS

- 7.1 Financial implications relating to specific service developments will be subject to separate Cabinet approval and any future service specific developments which require Cabinet approval will be brought forward.

8. LEGAL AND POLICY IMPLICATIONS

- 8.1 The statutory requirement, to publish and review Children's Services Plans are contained within Section 19 of the Children (Scotland) Act 1995.

9. COMMUNITY PLANNING IMPLICATIONS

- 9.1 The proposals sit within the strategic context of East Ayrshire's Community Plan.

10. RISK MANAGEMENT

- 10.1 The success of the key objectives and actions set out in the Children and Young People's Services Plan relies on all partners working together and sharing a joint commitment to improve services for children and young people. There are robust planning arrangements in place to support integrated children's services planning.

11. RECOMMENDATIONS

- 11.1 It is recommended that members of Cabinet:

- (i) approve East Ayrshire's 2007/8 Annual Review of the East Ayrshire Children and Young Peoples Services Plan 2005-2008;
- (ii) approve the 2008/11 Children and Young People's Services Plan; and
- (ii) otherwise note the content of the report.

Graham Short
Executive Director of Educational and Social Services
2 October 2008

LIST OF BACKGROUND PAPERS

1. East Ayrshire Children and Young Peoples Services Plan 2005-2008
2. Integrated Children and Young Persons Service Planning 2005-2008: Guidance - Scottish Executive 11 November 2004

IMPLEMENTATION OFFICER: KAY GILMOUR, ACTING EXECUTIVE HEAD OF SOCIAL WORK

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**EAST AYRSHIRE CHILDREN AND YOUNG
PEOPLE'S SERVICES PLAN 2005-2008**

**PERFORMANCE DATA ON CHILDREN'S
SERVICES IN EAST AYRSHIRE**

**ANNUAL PERFORMANCE REVIEW
2007/2008**

INTRODUCTION

This appendix contains performance data relating to the 7 outcomes for children:

- Safe
- Active
- Included
- Achieving
- Respected and Responsible
- Nurtured
- Healthy

Overall good progress is being made across all indicators. Where performance has not improved in line with overall aims, partners will re-focus their input to ensure improved outcomes.

DATA SOURCES

1. Information Systems Directorate – NHS Scotland
2. Children Looked After in Scotland Statistics – Social Work Service Inspectorate
3. General Register Office for Scotland
4. Attendance, Exclusions and Violent Incidents – End of Year Report
5. National Priority Annual Report 2007
6. Standard and Quality Reports – Educational and Social Services
7. Child Protection Annual Report
8. Scottish Schools adolescent Lifestyle and Substance use Survey
9. Scottish Children’s Reporters Administration Annual Statistical Report
10. Questionnaire on Safety and Wellbeing in Primary Establishments
11. Research and Evaluation on Activity Motivation Initiative
12. Annual Report Children and Young People Affected by Domestic Abuse
13. Annual Audit of Additional Support Needs for Children Under 5
14. Additional Support Needs Log
15. Community Learning and Development Services Annual Statistical Return
16. Leisure Services Performance Data

SAFE

Indicator: Reduction in number of emergency hospital admissions as a result of unintentional injury (0-15 years) – all injuries and home injuries

Performance: 5.5% reduction in all injuries and a 21.2% reduction in home injuries (2004/05 to 2005/06) In 2006/07 there was a slight increase in all injuries from 272 to 292 (7.4%). In terms of home injuries the figure of 74 remained the same.

Data Source: 1

Indicator: Number of road fatalities in the 0-14 years age range

Performance: Zero fatalities (2006/07 and 2007/08)

Data Source: 3

Indicator: Percentage of children sampled giving proxy indicator of perceived safety

Performance: In 2006, primary schools survey in East Ayrshire showed:

- 91% knew what to do at school if they were upset (1.2% increase on 2005)
- 95% feel safe and well looked after at school (4.3% increase on 2005)
- 98% felt the school helped them to keep themselves safe and healthy (1.3% decrease on 2005)

Data Source: 7 and 10

Note: *Updated every two years therefore not available.*

Child Protection Data is contained in the Child Protection Committee Annual Report 2007-2008

ACTIVE

Indicator: Numbers of school aged children and young people who participate in cultural, learning and sporting activities

Performance: 100%

Data Source: 6

Indicator: Number of young people's attendance at diversionary activities.

Performance: In 2005/06 the figure was 10,838 which increased to 15,874 against a target of 15,000 attendances in 2007/08

Data Source: 16

Indicator: Levels of physical activity amongst children and young people

Performance: All who attended Activity Motivation Initiative received 14.7 hours per week of physical activity which is double the minimum recommended rate by the Chief Medical Officer (2006/07) This figure not available in 2007/08 as based on research.

Against a 2007/08 figure of 6000 attendances at community based sessions, attendances were 6165.

Data Source: 11 (for 2006/07)
16 (for 2007/08)

Indicator: Children and young people with additional support needs participating in a physical activity in school or community setting.

Performance: Against an annual target in 2007/08 of 1000 attendances, 1,453 attendances took place in schools.

The target in the community was 2000 which was exceeded with 2,413 attendances.

Data Source: 16

INCLUDED

Indicator: Levels of exclusion from school

Performance:

Exclusions 2004/2005 (per 1000 pupils)

- Primary 22
- Secondary 135

Exclusions 2005/2006 (per 1000 pupils)

- Primary 27
- Secondary 132

Exclusions 2006/2007 (per 1000 pupils)

- Primary 16
- Secondary 133

Exclusions 2007/2008 (per 1000 pupils)

- Primary 19
- Secondary 87

Data Source: 4

Indicator: Integration of pupils with additional supports into primary and secondary school during 2006/07 session

Performance:

	Total	Mainstream class
• Primary	569	309
• Secondary	550	292

Data Source: 5

Note: *Delay in producing annual government publication.*

Indicator: Numbers of young people not in employment education and training

Performance: There has been a 17% reduction between 2006 and 2007 from 820 down to 680. This compares to a 7% reduction in 2005/06.

Data Source: 3

Indicator:	Numbers of early education staff meeting registerable requirements
Performance:	100 members of the early education and childcare workforce across the local authority, private and voluntary sector have completed or are working towards a recognised qualification. 87% of workforce meet Scottish Services Council registration requirements. This has increased from 85% in the previous year and 76% in 2005/06.
Data Source:	6
Indicator:	Affordable, accessible, quality childcare is available to allow parents to enter education or employment
Performance:	57 children and young people access out of school care using a pooled budget which provides additional support or adaptation. This is an increase from 32 in the previous year and 22 in 2005/06. 39 breakfast services operated, of which 23 in the 0 – 15% most deprived data zones operate a whole year breakfast club.
Data Source:	6
Indicator:	Numbers of children under 5 with additional support needs who have integrated packages of support.
Performance:	60 children in early years establishments. Of whom 40 received additional staffing support because of their learning or physical needs
Data Source:	13 and 14

ACHIEVING

Indicator: Those achieving appropriate levels 5-14 in reading, writing and maths in primary and secondary settings

Performance:

5-14 attainment in primary

	2006	2007	2008
Reading	78%	79%	80%
Writing	71%	71%	73%
Maths	83%	83%	84%

5-14 attainment in secondary

	2006	2007	2008
Reading	65%	67%	63%
Writing	47%	50%	49%
Maths	61%	69%	68%

Data Source: 5

Indicator: Levels of achievement at standard and higher grade

Performance:

	<u>2004-06</u>	<u>2005-07</u>	<u>2006-08</u>
S Grade Eng/Math	92%	91%	91%
5+ Standard Grades (SCQF 3)	92%	91%	90%
5+ Standard Grades (SCQF 4)	80%	80%	78%
5+ Standard Grades (SCQF 5)	46%	44%	44%
1+ Higher Grades (SCQF 6)	41%	40%	39%
3+ Higher Grades (SCQF 6)	28%	28%	26%
5+ Higher Grades (SCQF 6)	18%	17%	16%

Data Source: 5

Indicator: Educational outcomes for children and young people who are looked after.

Performance: In 2004/5 23% of young people who were looked after, achieved Scottish Credit and Qualifications Framework level 3 or above. This reduced to 15% in 2005/6. In 2006/07 the figure improved to 28%.

Data Source: 5

Note: Data not available until Christmas for 07/08.

RESPECTED AND RESPONSIBLE

Indicator: Persistent young offenders

Performance: The number of persistent young offenders has increased from 45 to 48 in 2007/08. This is still a reduction from 52 in 2004/05.

Data Source: 9

Indicator: Levels of school attendance

Performance: Attendance at primary and secondary schools has remained static at 95% and 90% respectively in 2008.

Data Source: 6

NURTURED

Indicator: The number of accommodated children with three or more places is reduced

Performance: 2005/06, 27%, 2006/07, 27%, 2007/08, 25%

Data Source: 2

Indicator: Appropriate support services are in place for children affected by domestic abuse

Performance: In 2006/07 support was provided to 174 children. Direct support through groups, one to one and accommodation with non abusing carer and referral to counselling if appropriate. This increased to 258 in 2007/08.

Data Source: 12

Indicator: The number of young people under 25 presenting as homeless has reduced

Performance: In 2005-06 492 people under 25 made a homelessness application through the Council. In 2006-07 this reduced to 425 a reduction of 10%. The figure in 2007/08 has continued to decrease to 383.

Data Source: 3

Indicator: The percentage of children and young people who are accommodated leaving care who have a throughcare plan.

Performance: 100%

Data Source: 2

HEALTHY

Indicator: The level of alcohol consumption and substance misuse in young people under 25.

Performance: Alcohol consumption in the last week during survey – 13 years 2002, 23% reduced to 20% in 2006 and 15 years 2002, 65% reduced to 48% 2006. Same survey level of substance misuse amongst 13 year old remains static at 1% and reduced from 6% in 2002 to 3% in 2006 amongst 15 year olds

Data Source: 8

Note: *Performance data remains the same as SALSUS used as source*

Indicator: Breastfeeding at the first health visitor contact

Performance: 37.7% in 2005 down to 34.9% in 2006. There has been a further reduction in 2007.

Data Source: 1

Indicator: Levels of smoking amongst young people

Performance: In 2002 54% of 13 year olds had not tried smoking this increased to 68% in 2006. For 15 year olds the figures were 35% in 2002 which increased to 45% in 2006

Data Source: 8

Note: *Performance data remains the same as SALUS used as source.*

Indicator: Average number of missing, decayed or filled teeth amongst primary 1 to 7 children

Performance: 3.95 in 2004/05 reduced to 3.65 in 2005/06, 2.98 in 2006/07

Data Source: 1

Indicator: Children consuming 5 portions of fruit and vegetables per day

Performance: All children attending Pre School are given fruit 5 days per week. In 2001-02 13% of children ate 5 or more portions, this rose to 21% in 2005-06. Another 61% reported consuming between 3 and 5 portions per day

Data Source: 8

Note: *no new data available*



East Ayrshire Children and Young People's Service Plan 2008 – 2011

Vision, Values, Objectives

Children in East Ayrshire have a right to have their aspirations realised and in being able to do so they should feel safe in their communities and homes. They should be nurtured by those who educate and care for them, and be supported to achieve from an early age in preparation for adulthood.

What does this mean to the children and young people of East Ayrshire from pre birth to 21 years of age in terms of service planning?

- Listening to and taking account of their views - balancing rights and responsibilities;
- Designing services around children, young people and their carer's needs;
- Providing choice;
- Seeking the earliest, most effective, appropriate and least intrusive response to needs; and
- Ensuring the Council and it's partners fulfil their corporate parenting roles effectively.

In the 2005-2008 Children and Young People's Services Plan, it was recognised that all children and young people should have a voice in any decisions that affect them.

This remains fundamental to the planning and implementation of children and young people's services as we implement the 2008-2011 Plan.

Information gathered from listening to the views of children and young people individually and in groups, and more formally through established community planning structures, is used to inform service planning, along with national guidance and legislation. Services will be developed which are:

- Child centred, aiming to serve the best interests of the child and young person;
- Reviewed on a regular basis to ensure that they are modern and appropriate;
- Geared to reducing barriers to access through better multi service and multi agency work, including information sharing;
- Developing the child care workforce to ensure they are more able to meet service user needs;
- Able to improve co-ordination for those children and young people who have additional needs;
- Targeting resources more effectively to those in greatest need; and fundamentally;
- Improving outcomes for all children and young people.

The outcomes previously established nationally for children and young people remain equally valid for the next three years. However, they are now set within the context of the Scottish Government's five strategic objectives of: wealthier and fairer; smarter; healthier; safer; stronger and greener.

There are a number of aspirations contained within the 2008-2011 Plan, coupled with a series of aims linked to the themes of the East Ayrshire Community Plan. The overall aspirations are:

- Promoting Community Learning
 - Children and young people in East Ayrshire will be more knowledgeable, confident, skilled and active members of the community with more influence. They will be more successful learners and more confident and responsible citizens able to make informed and effective contributions to society.
 - The number of young people who can more actively participate in their daily life by being able to read, use numbers more effectively and utilise information and communication technology (ICT) will be increased.
 - More young people will become involved in their community.
- Improving Community Safety
 - To make the lives of children and young people as safe as possible.
 - To reduce crime and anti-social behaviour.
- Improving Opportunities
 - Ensure that services provide a supportive environment and improve life chances by providing early support to children, young people and families including those who may be at risk.
 - Demonstrate that all service providers are discharging their Corporate Parenting responsibilities appropriately;
 - Ensure all children and young people, their families and carers, have access to support services which meet their needs.
- Improving Health
 - Improving the overall health and well being of the children and young people of East Ayrshire
 - Narrow the health gap between the most and least disadvantaged population groups in East Ayrshire

Outcomes for all of East Ayrshire's children and young people are for them to be:

- Safe
- Healthy
- Active
- Nurtured
- Achieving
- Respected and Responsible

What do we know about Children and Young People in East Ayrshire?

In East Ayrshire:

- The projected decrease in the child population between 2006 and 2013 is expected to be faster in East Ayrshire (-17%) than it will be nationally (-7%). Between the three Ayrshire Authorities, East Ayrshire will experience the largest child population decline.
- 49.5% of children in primary schools and 41.5% of young people in secondary schools in East Ayrshire are entitled to free school meals. At the primary level, entitlement to free school meals is higher than the national average (46.9%) and the second highest in the comparator group of similar Authorities.
- Adopting the Scottish Index of Multiple Deprivation, East Ayrshire is the eighth most deprived local authority in Scotland with more than one in four children and young people residing in areas that are defined as the most deprived 20%. Similarly, the percentage of children and young people from the most deprived 10% in East Ayrshire is higher than the national average and fourth of the five comparator Authorities.
- 14,620 children in East Ayrshire live in a household that is dependent on out of work benefits or Child Tax Credits (more than the family element). This represents 52% of the 0-19 population, which is higher than the national average (34%) and the second highest in the comparator group of similar Authorities.
- 6,239 children and young people reside in lone parent families. This represents 24% of the total population aged between 0 and 18, against 25% nationally.
- 5,720 children and young people reside in a property that does not have access to a car or van. This represents 22% of the total population aged between 0 and 18, against 21% nationally.
- 7,997 children and young people reside in a property rented from the council. This represents 30% of the total population aged between 0 and 18, against 22% nationally.
- 5,402 children and young people reside in a property where no adult is in employment. This represents 20% of the total population aged between 0 and 18, against 18% nationally.
- 332 children and young people are from an ethnic minority background. This represents 2% of the total school roll.
- 2,271 children and young people have an identified additional support need. This represents 12% of the total school roll.

Challenges Facing Children and Young People and Service Providers in East Ayrshire

The following is a summary of the key challenges facing children and young people in East Ayrshire for which services require to plan:

- There remains a high incidence of unwanted teenage pregnancies per 1,000 of the 13-18 age group
- There continues to be a relatively low number of mothers breastfeeding and high numbers smoking during pregnancy
- There has been an increase in the number of pre birth alerts to the Child Protection Register. This has been linked mainly to issues of addiction. In 2006-07 the number was 22 and in 2007-08 it had risen to 42
- The demand for places for children under 3 years of age in nursery and family centres in East Ayrshire outstrips places available. 97% of places are taken up by children who are deemed by agencies to be vulnerable
- There are an increasing number of children with additional support needs being supported in nurseries and family centres, and in particular an increase in the number of children with complex physical and learning disabilities. This is greater than the numbers in the two other Ayrshire Authorities
- The number of children on the Child Protection Register and those who are Looked After and Accommodated is currently over 450, linked primarily to addiction and domestic abuse
- The educational attainment levels of young people who are Looked After remains a significant concern for service providers
- The number of children living in families with parental substance misuse remains a significant and growing concern. There is an estimated 6% of all children affected by problematic substance misuse. This could potentially mean 1,400 children in East Ayrshire.
- Alcohol and drugs misuse by children and young people remains a serious issue
- The number of persistent young offenders remains high at 45, although there has been a slight decrease from a particular high of over 50 in 2005.

The key national drivers which have shaped the next three years children and young people's services planning are set out in each of the action schedules.

The national document which is considered to have the most far reaching consequences beyond the lifespan of this plan is the Early Years Early Intervention Framework.

Consultation with Stakeholders

Consultation is ongoing with children and young people in relation to the issues which are important to them.

In addition, consultation takes place on an annual basis at the Children and Young People's Service Plan annual seminar, which brings together stakeholders from across the statutory and voluntary sector.

In 2007-08 arrangements for consulting with and listening to the views of children and young people were reviewed in the light of the changed political structure in East Ayrshire.

This brought with it the opportunity to more closely align the formal structure for engaging, consulting and listening to children and young people with Community Planning arrangements.

A Children and Young People's Forum has been established which, together with an Equalities Forum and four Community Planning Forums, comprises the main part of the community planning arrangements in East Ayrshire.

The Children and Young People's Forum has representatives from student councils, youth forums, the Looked After and Accommodated forum, colleges, East Ayrshire as an employer, children and young people from ethnic minority backgrounds, and children and young people attending special schools.

Specific consultation does not take place in respect of the Children and Young People's Service Plan as it is integrated in the Community Planning arrangements.

Issues which are regularly raised by children and young people include:

- Perceptions of their own safety
- Alcohol and drugs
- The negative images often portrayed of young people

One of the tools which will be developed in the lifetime of the 2008-2011 Plan is the development of COGS. This is a tool currently being finalised which will enable the collection of information gathered by practitioners on a daily basis to be aggregated, to further inform decision making.

In addition, the aspect least well developed within the area is the means for feeding back to children and young people the outcomes of their engagement. The Children and Young People's Forum will be taken forward in a way that enables the outcomes of their engagement to be reported back to them.

In determining the most suitable way of doing this, consultation has taken place with young people across the Council area to gauge their views on the most appropriate ways of providing feed back. There was no one method which was most favoured and therefore a variety of methods will continue to be used through Dialogue Youth.

These will include:

- The Children and Young People's Forum
- Youth Forums
- Plasma screens in schools
- Dialogue Youth Portal
- Texting

Risk Management Arrangements

There is a joint commitment across all partners to better integrate services to improve outcomes for children and young people. This means there are jointly agreed priorities to take forward the overall aspirations and aims contained within the Children and Young People's Services Plan.

There are recognised pressures however, particularly in relation to Children and Families Social Work Services to meet the demands of an increasingly vulnerable population of children and young people, linked to addiction and domestic abuse within families.

Over the next three years there will be a greater emphasis on the role of universal services and the need for them to be supporting children and young people for as long as is appropriate in what the Scottish Government calls front line service provision. This particular pressure will be within health services, early years services and schools.

There will be a need to have robust performance management arrangements in place across all agencies to ensure that there is sound information which will enable agencies to determine whether they are meeting their aims and aspirations, and ensuring that resources are targeted on the right areas.

The Early Years Early Intervention Framework poses many challenges for all agencies with a focus on children under eight years of age. This is being done in the absence of increased levels of financial resources which therefore requires to be considered carefully, given the balance of expenditure, while recognising that the impact of the framework may not be known for a significant number of years.

Finally, there continues to be a need to develop a suitably qualified workforce and the recruitment, retention, training and development needs of staff will require to be taken into account and planned, if the aspirations and desired outcomes for all children and young people in East Ayrshire are to be realised.

Identified and Potential Risks Arising from the Children and Young People’s Services Plan

Risk	Management of Risk
<ul style="list-style-type: none"> • Increasing demand for children and families social work services and early years pre 8 services 	<ul style="list-style-type: none"> i) Clear and transparent criteria for accessing services. ii) Development of sustainable early years and social work services. iii) Effective assessment and care planning arrangements.
<ul style="list-style-type: none"> • Lack of appropriately qualified staff across services 	<ul style="list-style-type: none"> • Recruitment and Retention Strategies across agencies
<ul style="list-style-type: none"> • Partners unable to implement jointly agreed priorities 	<ul style="list-style-type: none"> • Robust planning arrangements in place, agreed at the highest level

Financial Arrangements

There are finite resources across all partners. It is therefore incumbent on all services and agencies to ensure that resources are used effectively, are in the right place and are set at the correct level.

The pending Early Years Early Intervention Framework is set within the context of existing resources. This therefore means that changing balance of services to support younger children and at an appropriate time may require a reconfiguration of resources.

Specifically, within some services such as children and families social work and early years services work is currently underway in relation to developing sustainability plans. These will both impact on this plan and be shaped by this plan.

Performance Management

The establishment of the Concordat has meant that the main mechanism from Local Government and its planning partners to the Scottish Government will be within the context of the range of indicators contained within the Concordat.

The Concordat, however, will not contain all of the indicators appropriate for all statutory planning arrangements. There is therefore a need to have a robust performance management framework across services and agencies to ensure that in the monitoring of the associated action plans, progress is measured against the appropriate information.

The performance management arrangements also require to take into account the duty to secure best value and it is therefore appropriate that the outcomes of best value reviews are set within the context of the overall strategic needs of children and young people in East Ayrshire.

The arrangements for best value reviews and associated reports of these reviews will be contained within service plans and work plans. The outcome of these will, however, influence and shape of the three year Plan as services continue to modernise and reconfigure based on changing needs, and the changing political, social and economic external environment.

Workforce Planning

Workforce planning needs to reflect the process of identifying future workforce needs based on the projected and anticipated requirements of services in a fast changing world. This is supported by a recruitment and retention policy coupled with ongoing continuing professional development.

All agencies have varying arrangements in place regarding workforce planning, primarily geared to meeting the needs and requirements of individual organisations.

The challenge over the life cycle of this Plan will be to develop an overarching framework across agencies which places children and young people first, at the centre of integrated service planning and development.

Commissioning

The Council has developed a Commissioning Strategy for Social Work Services. This sets out key strategic priorities for commissioning over the next three years and should be seen, from a Local Authority perspective, as a sister document to this Plan.

However, joint commissioning activity is also extremely important and this will be further developed with partners, particularly NHS Ayrshire & Arran.

Action Schedules

The arrangements for children and young people service planning are set within the context of East Ayrshire Community Planning arrangements. The format of the action schedules are therefore the same as those of the thematic action plans as they relate to East Ayrshire's Community Plan.

Over a number of years community planning in East Ayrshire has secured a rationalisation of planning arrangements and in terms of Children's Service Planning, the improving health theme of the children and young people services plan is the same one as that of the Community Plan. In relation to community safety, the same group meets to consider the promoting community safety theme of the community plan and the children and young people services plan. Similarly, the promoting community learning theme of the community plan encompasses the community based learning aspects of the promoting community learning theme of the children and young people services plan.

In recognition of the needs of children and young people who are Looked After and Accommodated, each Action Schedule sets out priorities.

Promoting Community Learning

Aspirations

The overarching aspirations for the Promoting Community Learning theme of the Children & Young People's Services Plan 2008-2011 reflects those within the Community Plan:

- Children and young people in East Ayrshire will be more knowledgeable, confident, skilled and active members of the community with more influence
They will be more successful learners, and more confident and responsible citizens able to make informed and effective contributions to society
- The number of young people who can more actively participate in their daily life by being able to read, use numbers more effectively, and utilise information and communication technology (ICT) will be increased
- More young people will become involved in their community

Aims

There are 3 broad aims which reflect the universal and targeted approaches to Promoting Community Learning:

- Encourage young people to access learning opportunities to improve the quality of their lives and their wellbeing. In particular to support young people to gain literacy, numeracy and ICT skills
- Increase participation by young people in "active citizenship" activities
- Raise educational achievement in schools and establishments for all and ensure education providers and businesses work together to give the best start to young people moving into work. In particular, increase participation amongst 'hard to reach' groups by a targeted approach to activity learning

Thematic Issues and Key Challenges

"Our aspiration for all children and for every young person is that they should be successful learners, confident individuals, responsible citizens and effective contributors to society and at work".

(A Curriculum for Excellence - Curriculum Review Group, Scottish Executive 2004)

There are a number of national priorities and key strategic policy drivers that provide direction for the outcome indicators within the 2008 - 2011 Plan. These include:

- Scottish Executive Lifelong Learning Strategy (2003)
- Working and Learning Together to Build Stronger Communities – Scottish Executive (2004)
- National Standards for Community Engagement (2005)
- Getting it Right for Every Child – Scottish Executive (2006)
- More Choices, More Chances: A Strategy to Reduce the Proportion of Young People not in Education, Employment or Training in Scotland (2006)

- The Curriculum for Excellence (2006)
- Moving Forward. A Strategy for Improving Young People's Chances through Youth Work - Scottish Executive (2007)
- Same Difference a guide to working with equalities groups in CLD - Communities Scotland (2007)

Key challenges have been identified in the 'Promoting Community Learning' Thematic Action Plan 2008-2011 of East Ayrshire's Community Plan. These are the need to: encourage and support the development of community based organisations; encourage individuals to access learning opportunities; support individuals to gain literacy and numeracy and ICT skills; maximise the use of community facilities; and increase participation by young people in community based learning and active citizenship. The following issues and challenges also inform this Plan.

Partners will generally work together to improve the life chances and experiences of all children and young people in East Ayrshire. However, a range of issues have been recognised. Partners need to ensure that young people are successful learners, especially in literacy and numeracy. Young people need support to have a greater voice in influencing policy and practices which affect them. Opportunities should be offered which encourage young people to have greater participation in community life. The confidence and skills of young people require to be enhanced by recognising and celebrating their achievements. Young people need to make more informed choices on issues that affect their lives such as alcohol and sectarianism.

The challenge is therefore to make Community Learning & Development even more relevant and attractive to all children and young people, some of whom have been excluded from other forms of learning while others may have been marginalised from mainstream society by virtue of poverty and deprivation, culture, ethnicity, social stratification or age.

Youth work has always been a key priority within the Community Learning and Development Service. Youth work in the Service is mainly delivered to the 11 to 25 year age group with a particular emphasis on 11 to 18 year olds.

The main focus of the Service's work in relation to young people currently centres on youth information, peer education, active citizenship work, support to voluntary organisations, youth achievement programmes, youth work training, and detached and outreach work.

Looked After and Accommodated Children and Young People and those at risk of becoming part of the target groups identified within More Choices: More Chances have been recognised as two groups which require particular support.

There are several key challenges in the Promoting Community Learning theme. There is the requirement to provide universal services and at the same time target appropriate support to children and young people with Additional Support Needs, all Looked After Children & Young People and those who are at risk of not having a positive destination on leaving education. Support to these vulnerable and 'hard to reach' groups will require careful planning to ensure effective communication between all agencies involved in delivering the necessary coordinated support.

There is also a great benefit in involving and engaging children and young people to take responsibility for their own educational and social needs. Meaningful consultation and responsive planning to meet the recognised needs of children and young people will be important when the Theme is reviewed annually. We need to provide relevant opportunities for children and young people to develop pro-social values and positive attitudes to allow them to become responsible citizens.

The key issues identified in the 'Promoting Community Learning' Thematic Action Plan 2008-2011 of East Ayrshire's Community Plan have also been reflected in this Action Plan.

Achievements to Date

Significant progress in relation to Promoting Community Learning was achieved through the Children and Young People's Services Plan 2005-2008. Partners worked together to contribute to improving the achievements, quality of life and well being of children and young people in East Ayrshire.

Family learning was significantly developed through Learning Partnership initiatives. This resulted in parents and young people participating in a range of family learning opportunities including family literacy and numeracy learning. Some parents have also progressed to further learning opportunities as a result of their involvement.

A number of initiatives were delivered in the area of study support and out of school learning, including homework drop-in sessions and school holiday programmes. Learning Partnerships have actively developed learning and teaching strategies that addresses the needs of all learners. Most secondary schools offer the Princes Trust XL programme and all offer vocational programmes within Colleges.

Gaelic provision has been consolidated across all sectors. Gaelic language classes and taster sessions now take place in several communities. Very successful Gaelic Conversation Days and Gaelic Burns Suppers take place annually involving all ages.

While working in partnership, school holiday programmes covering the whole of the Authority have been developed for young people with learning disabilities.

Detached work and youth work initiatives have been developed in the targeted areas of Shortlees, Riccarton and Kilmarnock North. Peer Education approaches have also been used to address health, drugs and alcohol issues.

With the aim of giving young people a voice to help shape services, three local Youth Forums have been established across the authority. Young people from East Ayrshire have been very active in their roles as members of the Scottish Youth Parliament. Successful Annual Youth Conferences and "Have Your Say" days have taken place over the period of the Plan.

A wide range of approaches have been developed to support learning and teaching of literacy and numeracy. All schools have developed aspects of "Assessment is for Learning" (AifL). This has resulted in pupils having greater choice and ownership of their learning. Teaching approaches are now more focused on the needs of children and young people and their development. Teachers are now more confident in using alternative teaching and learning strategies.

Attainment for children at Primary level for 2006-07 in East Ayrshire reported performance in reading of 79%, writing 71% and mathematics 83%. Performance has increased in 2007-08 across all three measures to 80%, 73% and 84% respectively and is the highest reported in the last five years. At Secondary level for 2007-08 East Ayrshire reported performance in reading, writing and mathematics of 63%, 49% and 68% respectively which was a decrease in all three measures from 2006-07.

With regard to SQA Performance the following results were recorded:

- The percentage of pupils achieving English and Maths at Standard Grade level has decreased from 91% in 2007 to 89% in 2008
- The percentage of pupils attaining 5 or more awards at SCQF level 3 (Foundation) has remained steady at 89%
- The percentage of S4 pupils attaining 5 or more awards at SCQF Level 4 (General) has decreased from 73% in 2007 to 70% in 2008
- The percentage of pupils attaining 5 or more awards at SCQF Level 5 (Credit) has remained steady at 28%
- The percentage of pupils attaining at least 1 Higher Grade has decreased slightly from 36% in 2007 to 35% in 2008
- The percentage of pupils attaining 3 Higher Grades or more has decreased from 19% in 2007 to 17% in 2008
- The percentage of pupils attaining 5 or more Higher Grades has decreased by 1% to 7% in 2008

Looked After Children

“Looked After Children” refers to all children and young people who are accommodated, looked after at home and looked after away from home.

The percentage of Looked After and Looked After and Accommodated Children and Young People ceasing to be Looked After achieving at least 1 SCQF level 3 in English language and mathematics has improved from 16.7% in 2005 to 33.3% in 2007.

- In 2007-08, of the 20 young people (16-17 years old) ceasing to be Looked After at home 9 (45%) attained at least 1 qualification at SCQF level 3 or above compared to 12 (41%) in 2006-07
- The percentage attaining Maths and English at SCQF level 3 or above also increased from 21% in 2006-7 to 25% in 2007-08

Children and Young People who are ‘Looked After’ at home, under a Supervision Requirement made by a Children’s Hearing, or who are ‘Looked After’ by substitute carers outwith their home, require additional support to achieve their potential. Research has shown that they are less likely to achieve and attain qualifications at school. All children who are subject of a Supervision Requirement should have a Care Plan with identified educational targets.

Children and Young People with Additional Support Needs and their families may require more help for a variety of reasons. Examples include: being bullied; behavioural difficulties; learning difficulties; being a young parent; being a young carer; having a sensory or mobility impairment and bereavement. It is very important that these children have their needs identified at the earliest possible time with resources put in place to ensure these needs are met.

East Ayrshire supports this group of children and young people in respect of their educational needs through various planning structures including:

- **Co-ordinated Support Plans** 47

- **Individual Educational Plans:**

Primary	292
Secondary	95
Special Schools	215
Total	602

Individual Support Plans:

Total 1,690

The challenges for this group include providing mainstream opportunities with appropriate levels of support for children and young people with Additional Support Needs and the increasing numbers of children requiring specialist placements.

These two groups of children and young people are a priority in the delivery of targeted services. There is a need to ensure they are also included by all Community Learning and Development partners in order that their learning in their communities is promoted.

The Way Forward

This Plan will help to ensure that children and young people are encouraged to participate in learning opportunities and activities which enhance their knowledge and contribution to school and community life. The Plan aims to ensure that children and young people, with whom partners engage, will be “smarter” in terms of the Scottish Government’s five national strategic objectives. As a result of work contained in the Plan, our children and young people will be more successful learners, confident individuals, effective contributors and responsible citizens. They will have the best start in life and be ready to succeed. The life chances of children and young people and families at risk will have been improved.

Through the activities outlined in this Plan, programmes will be developed which will enhance the self-esteem and self-confidence of young people at risk of becoming part of the target group identified within More Choices: More Chances. Programmes will be accredited and be part of the move towards recognising wider achievement. Flexible curricular opportunities will be developed, appropriate to the needs of young people including enhanced provision and access to College courses.

Integrated Working

Partnership working will be crucial to the successful implementation of the Children and Young People's Service Plan 2008-2011. Successful partnership structures have been established which will be enhanced. Partners working together, through Learning Partnerships or in community settings, have previously ensured that the needs of young people have been addressed in innovative ways. This approach will continue to form the basis of the way forward.

Targeting of resources will remain crucial to ensuring that those most in need are recognised and have appropriate resources steered towards them. At the same time, partners will continue to deliver broadly based services that address the needs of all children and young people.

	<i>Promoting Community Learning</i>
Aim 1	Encourage young people to access learning opportunities to improve the quality of their lives and their well being. In particular to support young people to gain literacy, numeracy and ICT skills.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
1.0 The number of children and young people achieving appropriate levels of literacy and numeracy has increased.	07-08 = *Primary: reading 80%, writing 73%, mathematics 84%. Secondary: reading 63%, writing 49%, mathematics 68%	Overall increase of at least 2% on all literacy and numeracy attainment figures and 10% on Secondary writing. * EAC: 5-14 reading, writing and mathematics figures June 2008.
	07-08 = *Combined Primary & Secondary figure of 89%	Improved evaluations of school provision of literacy and numeracy by HMIe. Standard Grade and SQA attainment in English language and mathematics. * EAC: literacy & numeracy figures June 2008.
	07-08 = 25%	Attainment of LAAC pupils in English language and mathematics to be increased incrementally.
2.0 The number of learning opportunities for young people and the number of young people participating in learning opportunities has increased and the quality of the experience has been positive.	07-08 = 184	Number of learning opportunities for young people. Increase by 5% the number of young people participating in community based learning opportunities including literacy and numeracy. Successful internal & external evaluation. Positive evaluations by participants. Positive content in Individual Learning Plans and evaluations.
	07-08 = 3,843	Number of enrolments of young people accessing learning opportunities. Including 161 young literacy learners.
	07-08 = 27	Increase number of young people and parents involved in family literacy learning.
	07-08 = 141	Number of young people using Individual Learning Plans.
3.0 The achievements of children and young people have been increasingly recognised.	2007-08 = 347	Increase by 10%. the number of certificates and awards gained by young people: Duke of Edinburgh 10, Fire Reach 56, XL Programme 113, ASDAN 66, Millennium Volunteer Awards 30, East Ayrshire Youth Achievement Awards 6, National Young Quality Scot Awards 10.

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1	Develop approaches for innovative learning and teaching in literacy and numeracy.	<ul style="list-style-type: none"> Disseminate information and emerging good practice in literacy and numeracy across the curriculum. 	2008-2011	East Ayrshire Council Learning Teaching Scotland	ACHIEVING
		<ul style="list-style-type: none"> Develop and support cross sectoral approaches to literacy and numeracy. 	2008-2011	East Ayrshire Council Learning Teaching Scotland	ACHIEVING
		<ul style="list-style-type: none"> Facilitate the development and implementation of interdepartmental and cross curricular literacy and numeracy. 	2008-2011	East Ayrshire Council Learning Teaching Scotland	ACHIEVING
1.2	All Looked After and Accommodated Children and Young People will have a range of supports to improve their educational outcomes	<ul style="list-style-type: none"> Each Secondary School and Youth Strategy to identify appropriate mentors, who shall meet regularly, for all Looked After Children. 	2008	East Ayrshire Council	ACHIEVING
		<ul style="list-style-type: none"> Provide enhanced opportunities for children and young people to participate in art, cultural activities through schools, other learning establishments, Learning Partnerships and community facilities. 	2008-2011	East Ayrshire Council, Voluntary Sector, Colleges	ACHIEVING
		<ul style="list-style-type: none"> All schools and establishments will participate in, develop or enhance informal and formal arrangements to recognise and record the wider achievements of children and young people. 	2008-2011	East Ayrshire Council, Voluntary Sector, Colleges	ACHIEVING
		<ul style="list-style-type: none"> All schools and establishments will encourage the participation of children and young people in curricular, extra curricular activities and vocational activities. 	2008-2011	East Ayrshire Council, Voluntary Sector, Colleges	ACHIEVING
2.1	Develop and promote community based learning opportunities for young people in a variety of settings using a variety of relevant delivery methods.	<ul style="list-style-type: none"> Assist individual young learners to improve their literacy and numeracy skills. 	2008-2011	NHS Ayrshire & Arran, East Ayrshire Council, Colleges, Voluntary Sector	ACHIEVING
		<ul style="list-style-type: none"> Develop a flexible curriculum in community settings. 	2008-2011	NHS Ayrshire & Arran, East Ayrshire Council, Colleges, Voluntary Sector	ACHIEVING
		<ul style="list-style-type: none"> Facilitate individual progression routes for young people. 	2008-2011	NHS Ayrshire & Arran, East Ayrshire Council, Colleges, Voluntary Sector	ACHIEVING

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
2.2	Implement a range of activities to tackle underachievement in children and young people who are vulnerable	<ul style="list-style-type: none"> ▪ Improve information sharing across all agencies especially at times of transition. 	2008-2011	East Ayrshire Council, Voluntary Sector, Colleges	ACHIEVING
3.1	Recognise the achievements of children and young people	<ul style="list-style-type: none"> • Further support and develop appropriate programmes such as East Ayrshire Youth Award, Duke of Edinburgh Award and the Princes Trust XL programme. 	2008-2011	East Ayrshire Council, Voluntary Sector, Colleges	ACHIEVING

Aim 2	<i>Promoting Community Learning</i>
	Increase participation by young people in “active citizenship” activities.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
1.0 All schools and establishments will provide opportunities for children and young people to develop as active citizens.	07-08 = 316	Local Outcome Target - Number of teachers trained to use Critical Skills. Positive comments in school and establishment HMIE reports. School and establishment self evaluation of active citizenship activities. All Schools and establishments will have appropriate opportunities for children and young people to be involved in leadership, decision making and active citizenship activities.
2.0 The number of opportunities for and number of young people participating in Active Citizenship activities have increased and the quality of the experience has been positive.	2007-08 = 5	Increase the number of opportunities for the involvement of young people in active citizenship activities or groups: <ul style="list-style-type: none"> ▪ Youth Conference 1 ▪ Youth Forums 3 ▪ National Young Quality Scot Awards 1
	2007-08 = 145	Increase by 10% the number of young people involved in active citizenship activities or groups: <ul style="list-style-type: none"> ▪ Youth Conference ▪ Youth Forums ▪ MSYP's ▪ National Young Quality Scot Awards 10

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1 Involvement of the whole school community to encourage teamwork, leadership and enhance the local environment within the context of a Curriculum for Excellence.	<ul style="list-style-type: none"> • Provide opportunities to develop cross curricular aspects of leadership through areas such as citizenship, PSE, health education, financial education, environmental justice and other global issues. 	2008-2011	East Ayrshire Council Partners	ACHIEVING

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.2	All establishments will develop approaches to sustainable development and develop an action plan as part of their improvement plan by 2010.	<ul style="list-style-type: none"> Support and training to enable establishments to promote responsible citizenship through an understanding of the importance of sustainable development. 	2009-2010	East Ayrshire Council Partners	ACHIEVING
2.1	Extend opportunities for young people to become more active citizens	<ul style="list-style-type: none"> Increase opportunities for young people to be involved in community groups. 	2008-2011	East Ayrshire Council, Voluntary Sector	ACHIEVING
		<ul style="list-style-type: none"> Establish a new Children and Young People's Forum. 	2008	East Ayrshire Council, Voluntary Sector	ACHIEVING

	<i>Promoting Community Learning</i>
Aim 3	Raise educational achievement in schools and establishments for all and ensure education providers and businesses work together to give the best start to young people moving into work. In particular, increase participation amongst 'hard to reach' groups by a targeted approach to activity learning

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
1.0 Decrease the number of young people in negative destinations (unemployment and unknown)	06-07 = 820* 07-08 = 572 (estimate) 08-09 = 515 (estimate) 09-10 = 464 (estimate) 10-11 = 418 (estimate)	30% by 2011 Local Outcome Target – assumption: <ul style="list-style-type: none"> • Successful completion of More Choices More Chances Strategy and achievement of target (572 by Mar 08) • *Baseline data based on Scottish Government More Choices More Chances estimates. • New Target: 30% reduction over 3 years Source: More Choices More Chances Strategy

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1	Develop flexible curricular opportunities appropriate to the needs of young people including enhanced provision and access to college courses.	<ul style="list-style-type: none"> • Introduce a range of vocational learning opportunities linked to flexible curricular structure and supported by appropriate skills profiles. 	2008-2011	FE Colleges ACTIVATE, Careers Scotland, East Ayrshire Council	ACHIEVING
1.2	Develop programmes, which help to enhance the self-esteem and self-confidence of young people at risk of becoming part of the target groups identified within More Choices: More Chances. Programmes will be accredited and be part of the move towards recognising wider achievement.	<ul style="list-style-type: none"> • Introduce and support a wide range of other activities designed to increase engagement with education including the ongoing development of a Leadership Academy in partnership with Kilmarnock College, informed by young people, teachers and lecturers. 	2008-2011	Kilmarnock College Careers Scotland Yipworld.com Forge Ahead Columba 1400 East Ayrshire Council	ACHIEVING
1.3	Build on the success of current initiatives such as Determined to Succeed Enterprise in Education programmes.	<ul style="list-style-type: none"> • In partnership with local employers, work to enhance the opportunities for work and work related experiences for school aged young people including enhanced provision for "Winter Leavers" and better managed transition processes – particularly for high risk groups. 	2008-2011	Ayrshire Chamber of Commerce Careers Scotland East Ayrshire Council	ACHIEVING
1.4	Develop the work experience model in partnership with the Ayrshire Chamber of Commerce	<ul style="list-style-type: none"> • Broader understanding of the skills being sought in the labour market and identification of any problems with turnover of young people in the 16-19 age bracket. 	2008-2011	Ayrshire Chamber of Commerce Local Volunteer Centre NHS Ayrshire and Arran	ACHIEVING

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.5	All Throughcare service users will have access to education, training and employment opportunities through partnership arrangements	<ul style="list-style-type: none"> ▪ Review current Partnership Agreements with agencies to ensure that young people have the support required to access education, training or employment 	2010 Review existing arrangements and seek to achieve improved outcomes.	East Ayrshire Council	RESPECTED AND RESPONSIBLE, ACHIEVING

Improving Community Safety

Aspirations:

The overarching aspirations for the Improving Community Safety theme of the Children and Young People's Services Plan 2008–2011 reflects those within the Community Plan:

- To make the lives of children and young people as safe as possible
- To reduce crime and anti-social behaviour

Aims

There are 3 broad aims which reflect the universal and targeted approaches to Improving Community Safety:

- Work in partnership to ensure effective services are in place for children and young people in need of protection
- Tackle crime and anti-social behaviour and the fear of crime and anti-social behaviour
- Work with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour

Thematic Issues and Key Challenges

“All children in Scotland are entitled to proper care and protection. Children may need protection when their basic needs such as food and warmth are neglected or they may need protection from harm from other people, the environment or even from themselves.”

(It's Everyone's Job to make Sure I'm alright: Report of the Protection Audit and Review. Scottish Executive 2002)

There are a number of national priorities and key strategic policy drivers that provide direction for the outcome indicators contained within the 2008–2011 Plan. These include:

- For Scotland's Children: Better Integrated Children's Services (2001)
- It's Everyone's Job to make Sure I'm alright (2002)
- Getting our Priorities Right (2003)
- Choices for Life (2006)
- Plan for Action on Alcohol Problems (2007)
- Violence Reduction Unit: 10 year Strategy (2007)
- Early Years Early Intervention Framework (2008)
- National Domestic Abuse Delivery Plan for Children and Young people (2008)
- Scottish Road Safety Strategy (to be published November 2008)
- Strathclyde Fire and Rescue: East Ayrshire Strategic Assessment (2008)

Community Safety has different meanings to people at different stages of their lives. From protecting children, keeping teenagers out of crime, protecting property and addressing fears in older years – Community Safety is an extremely important matter in community life. Improving the quality of life for our young people in communities throughout East Ayrshire is vital. This covers a range of issues from child protection, domestic abuse, drug abuse, road safety, fire safety and injury prevention. Reducing crime and improving Community Safety has never been the sole responsibility of any one agency and this Plan highlights the benefits and added value of agencies working together with our young people to ensure that systems are in place which will provide them with choices and chances to allow them to live in confidence and without fear for their own or other people's safety.

The above national drivers have supported the identification of outcome indicators for inclusion in the 2008–2011 Plan, such as tackling alcohol misuse, reducing the number of young people killed or seriously injured on our roads and raising awareness of child protection and domestic abuse. However, cognisance of local priorities is also crucial to ensure that we are working to address relevant issues for children and young people within East Ayrshire.

Key challenges in the Plan revolve around the need to tackle crime and the fear of crime, improve safety in the home, reduce road accident casualties and continue to improve services to protect children.

Since priorities were agreed in 2005, there have been a number of issues influencing Community Safety. In particular, the increase in child protection referrals as a result of substance misuse in the family and issues relating to domestic abuse. Pro-activity by partners in targeting drug suppliers, under age alcohol misuse and associated anti-social behaviour has brought positive benefits to the community. However, there is also strong evidence that alcohol abuse amongst young people is still a growing problem in East Ayrshire, particularly in relation to binge drinking leading to an increasing need for extensive partnership working in an effort to combat this social issue.

There is strong evidence that diversionary schemes have been particularly successful in positively engaging our young people and steering them away from criminal activity. We must continue to build upon the good work that is being done to divert our young people from crime and anti-social behaviour.

The protection of children is a matter of public concern and accordingly Community Safety partners have been proactive in this area during 2005-2008. As a critical area of Community Safety, it is important that we continue our work to promote child protection. A youth survey was carried out in 2007 with 100 young people aged 9–20 years, to identify their knowledge of child protection issues. Results showed that over one third of respondents had seen information about East Ayrshire's Child Protection arrangements, with school being the most common location identified.

East Ayrshire domestic abuse rates are 17% below the Scottish 5 year average, however, it is recognised that there was an element of under reporting between 2002 and 2004. Additional confidence of victims and assistance from the public and voluntary sector has increased reported incidents both locally and nationally since then. In the year 2007-08 there were a total of 3,549 contacts made with East Ayrshire Women's Aid, an increase of 891 on the previous year, many of these were women and children. The total number of young people receiving support during the same period was 232 a reduction of 26 on the previous year.

In considering targets over the span of the Plan, the change in the Scottish Crime Recording Standard has been taken into account, where no corroborative evidence is required before recording a crime. This change has resulted in a Scotland wide increase in the numbers of minor crimes and offences recorded by the police, such as vandalism, theft, assault and breach of the peace.

Crimes of vandalism show an increasing trend in the last 5 years in East Ayrshire and in Scotland. This has been, in part, due to the new crime recording standards, however, good progress has still been made in the last 2 years with East Ayrshire vandalism rates 8% below the Scottish 5 year average and 7% below in 2007-08.

With regard to the number of young people in East Ayrshire referred to the Children's Reporter, in 2006-07 the figure was 528, 8.6% per 10,000 children. It should be noted this was the year of the highest ever recorded referral rates nationally to the Reporter. In 2007-08 the figure was 465 which is a significant decrease in the referral rate from the previous year. These are offence based referrals and a child may have been referred more than once¹.

Crime figures for all young people up to 25 years in East Ayrshire have risen significantly in 2007-08 to 5,764 compared to 3,726 in 2006-07. This could be down to the introduction of Anti-social Behaviour fixed penalty notices which are now recorded as crimes. There has also been an increase in the number of police patrolling the streets leading to more crimes being detected.

Fire casualties showed a decrease in 2007-08 and there were no fatalities that involved young people. Strathclyde Fire and Rescue will continue to work to drive down the number of incidents associated with fire related antisocial behaviour affecting the most vulnerable groups. This includes fire setting, inappropriate use of fireworks, malicious calls and attacks on fire crews.

In the last year, deaths and serious injuries in East Ayrshire as a result of road accidents were 25% and 21% respectively below the Scottish average. However, any deaths and serious injuries are a matter of concern and many of these deaths are young people under the age of 25.

Achievements to Date

A successful Child Protection Conference was held in January 2008 with an emphasis on partnership working. Over 100 delegates attended from relevant agencies and the conference saw the launch of the Domestic Abuse Charter of Rights. A "What's Important to You" Seminar took place in May 2007 involving 103 S1 and S2 pupils. Child Protection was a main theme of the seminar.

A Zero Tolerance, domestic abuse, education pack was distributed to all secondary schools in East Ayrshire with an ongoing awareness programme with 10 sessions carried out in 2 schools. Funding for an outreach worker in Cumnock and Doon Valley has been extended to 2011, to help tackle domestic abuse.

With regard to road safety, East Ayrshire is well on target in relation to reducing the numbers of those killed and seriously injured on the road and we are well below the national figures.

¹ (Scottish Children's Reporter Administration – SCRA)

Educational activities are ongoing in schools including Kerbcraft, cycle training schemes and Early Years road safety initiatives.

The Grass Fires campaign took place in Cumnock and the Doon Valley with 890 pupils attending to raise awareness of fire safety. The Fire Reach programme also proved to be successful with 87 young people enrolling on the course and 85 completing it.

Regarding alcohol and drugs, Test Purchasing initiatives proved successful with 19 test purchases carried out with 2 positive results. This is one of the initiatives that will be used to combat the sale of alcohol to under age persons.

78 restorative justice warnings have been issued to young offenders by Strathclyde police over the past year and SACRO have dealt with 113 young people through restorative justice practices.

Diversionary schemes are very important in working with young people to reduce crime and 6 Safe Discos took place with over 500 young people attending. Over 120 voluntary and community groups benefited from funding from the Local Action Fund to take part in initiatives that have helped young people avoid anti-social behaviour and helped steer them away from crime. There were 15,874 attendances by young people at a range of activities organised through Leisure Development Services including Night Leagues, StreetSport Express and StreetSport Cages.

Flexible Community Wardens have been introduced in East Ayrshire and are available to visit all communities to help combat anti-social behaviour.

Looked After Children

“Looked After Children” refers to all children and young people who are accommodated, looked after at home and looked after away from home.

The main work of Community Safety partners concerning Looked After Children is undertaken individually with regard to those who have specific care plans.

Partners would be involved in supporting the Plan by way of actions relevant to the roles and responsibilities of their particular agency. With the exception of Leisure Development Services (Educational & Social Services are covered in the other Children and Young People’s Services Plans), which delivers a specific programme to engage local Looked After and Accommodated Children in sports and leisure activities, Community Safety partners tend to take a more universal approach to the health and safety of all children and young people in the community.

However, this is an area which will be reviewed during the course of the Plan and significantly, a Corporate Parenting Seminar has been provisionally arranged for February 2009 to address some of the important issues raised for partners in carrying out their responsibilities for all Looked After Children in East Ayrshire.

The Way Forward

The Child Protection Committee remains the key strategic body to plan for and to implement strategies to raise awareness of the need for protection of children and to ensure when children and young people are in need of protection that services are in place timeously and appropriately.

In dealing with anti-social behaviour, all partners are committed to further developing the multi-agency problem solving approach, which was established in East Ayrshire in November 2005.

All partners will continue to work together to ensure a cohesive and joined up approach to combat under age drinking and drug abuse, ensuring that there are appropriate diversionary activities available to all our young people through a number of agencies and organisations. We will also ensure that robust partnership working is at the forefront of all our actions to reduce casualties on our roads, and injuries in the home and wider community.

Integrated Working

The Child Protection Business Plan will run concurrently with the 3 year Children and Young People's Services Plan. East Ayrshire Community Plan: Improving Community Safety theme will be the overarching plan and will also run in tandem with the Children and Young People's Services Plan.

The Violence Reduction Unit 10 year strategy establishing a crosscutting violence reduction plan with the Scottish Government will deliver across all policy areas including Health, Education, Transport and Criminal Justice. The strategy has not only influenced this part of the Plan but has provided a clear focus on the early years of a child's life and the need to build resilience. The Youth Justice Strategy will be implemented alongside the Plan with an emphasis on both diversion and tackling offending behaviour.

The National Domestic Abuse Delivery Plan for Children and Young People signals a commitment to get it right for children and young people affected by domestic abuse, their families and communities. It details thirteen Priorities for Action under the key themes of protection, provision, primary prevention through education, and participation. In taking this work forward, we are seeking to adopt a holistic approach to addressing domestic abuse, recognising that measures to improve outcomes for children and young people include achieving better outcomes for all involved.

**Aim
1**

Work in partnership to ensure effective services are in place for children and young people in need of protection

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
SAFE – National outcome 9 – We live our lives safe from crime, disorder and danger.		
Raise awareness in respect of child protection and domestic abuse and continue to improve services	Child Protection Awareness training – 894 employees trained in 07-08 600 posters in relation to child protection distributed 179 young people presented to victim support (17 years old and under) 131 young people affected by domestic abuse attended 1-2-1 support sessions 101 young people affected by domestic abuse attended group sessions 55 referrals were made for home security systems	Increase year on year Increase the distribution of information Increase by 3% the number of contacts with Victim Support and Women's Aid Increase by 2% the number of referrals
Number of children killed or seriously injured as a result of road traffic accidents reduced	1994-1998 = 28 07-08 = 4 (no fatalities)	50% reduction for the 1994–1998 baseline figure. National target exceeded and a new national target will be announced in 2010.

Actions (What needs to be done?)		Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1	Implement the action points arising from the HMle report "Joint Inspection of Services to Protect children and young people in the East Ayrshire Council Area".	The Child Protection Committee Business Plan 2008–2011 is a sister document of the Children and Young People's Services Plan and sets out key activities over the next 3 years.	2008-2011	East Ayrshire Council NHS Ayrshire & Arran Strathclyde Police Children's Reporter	SAFE
1.2	Address the needs of victims of crime in East Ayrshire	Continue to support young people who have been victims of crime	2008-2011	Victim Support East Ayrshire	SAFE
1.3	Raise Awareness of domestic abuse and support the overall reduction in abuse	Extend outreach service to children and young people affected by domestic abuse Develop programme in schools to raise awareness of domestic abuse Continue to extend home security system for victims of domestic abuse	2008-2011	Domestic Abuse Forum Women's Aid East Ayrshire Council	SAFE INCLUDED
1.4	Educate young people in all aspects of safety	Develop a programme on initiatives in primary schools to encourage pupils to look out for themselves and others – in conjunction with Community Safety award scheme and "Danger Detectives of the 21 st Century".	2008-2011	East Ayrshire Community Safety Partnership	SAFE ACHIEVING

1.5	Raise awareness of and improve road safety through education, engineering, enforcement and encouragement	<p>Develop preventative programme 'Cut it Out' to all S5 and S6 pupils in East Ayrshire. 07-08 Pilot scheme carried out in Doon Academy and St Joseph's Academy. Scheme will be rolled out in 08-09</p> <p>Develop 'Reckless Driving Wrecks Lives' initiative to all secondary schools. 07-08 = 6 schools took part</p> <p>Develop 'Kerbcraft' Initiative in vulnerable areas. 07-08 = 236 pupils</p> <p>Develop 'Safe Schools Travel Plans' - 07-08 = 12 Plans complete, 7 ongoing</p> <p>Conduct annual 'In Car' safety checks 07-08 = 40</p>	2008-2011	Strathclyde Fire and Rescue East Ayrshire Council	SAFE
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Aim 2	Tackle crime and anti-social behaviour and the fear of crime and anti-social behaviour.
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
SAFE – National outcome 9 – We live our lives safe from crime, disorder and danger.		
Incidents of anti-social behaviour maintained	Incidents on anti-social behaviour recorded by Police and East Ayrshire Council 07-08 Strathclyde Police = 3257 East Ayrshire Council = 64	Maintain Stability

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
2.1	Effectively tackle anti-social behaviour through partnership working	<p>Establish alternative informal educational activities for young people on the periphery of criminal activity:</p> <p>Duke of Edinburgh Award for young offenders through Community Youth Support Team</p> <p>‘T Off’ project</p> <p>Road to Nowhere Drama Project</p> <p>Big World Event</p>	<p>2008–2011</p> <p>May-June 2008 and ongoing</p> <p>June 2008 (one off)</p> <p>November 2008</p> <p>2008 (planning ongoing)</p>	Strathclyde Police East Ayrshire Council	SAFE ACHIEVING
2.2	Tackle drug and alcohol related crime through enforcement and partnership working	Continue to improve the use of Contact Cards as the earliest possible form of partnership intervention	2008–2011	Strathclyde Police	SAFE

2.3	Tackle alcohol misuse through implementation of actions contained in the 'Community Planning Pledge' Work Plan 2008-2010	Develop and implement a range of actions contained in the Community Planning Pledge Work Plan	2008-2010	East Ayrshire Community Planning Partners	SAFE HEALTHY
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Aim 3	Work with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
SAFE – National Outcome 9 – We live our lives safe from crime, disorder and danger		
Total number of young people involved in diversionary activities increased	15,874 attendances by young people	Increase by 3%
Number of persistent young offenders reduced	Number of persistent young offenders 07-08 = 45 (SCRA)	Reduce by 3%

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children	
3.1	Divert young people from crime and anti-social behaviour through involvement in education and leisure activities including: Night time activities at StreetSport Cages Premier Night Leagues StreetSport Express Fire Reach	Implement a range of sport-related activities including Night Leagues, StreetSport Express and StreetSport Cages delivered by Leisure Development Services Evaluate pilot project for Campus Officers at 3 schools in East Ayrshire Develop a programme to roll out 'Safe Discos' in East Ayrshire 07-08 = 6 Discos	2008–2011 2008–2009 April – June 2008	EAC Community Safety Partnership East Ayrshire Council Strathclyde Police EAC Community Safety Partnership Strathclyde Police ADAT	SAFE HEALTHY ACTIVE INCLUDED
3.2	Work with young offenders to divert them from the Criminal Justice System	<ul style="list-style-type: none"> Appoint worker to develop New Start project to engage young offenders in meaningful activities to reduce offending Support young offenders to address their offending behaviour by providing offence focussed approved programmes of work on a group work or individual basis 	2008-2009 2008-2011	East Ayrshire Council EAC Community Safety Partnership NCH	

Improving Opportunities

Aspirations

The overarching aspirations for the Improving Opportunities Children and Young People's Services Plan 2008–2011 reflects those within the Community Plan:

- Ensure that services provide a supportive environment and improve life chances by providing early support to children, young people and families including those who may be at risk
- Demonstrate that all service providers are discharging their Corporate Parenting responsibilities appropriately
- Ensure all children and young people, their families and carers, have access to support services which meet their needs

Aims

There are 3 broad aims which reflect the universal and targeted approaches to Improving Opportunities:

- Build the capacity of individuals, families and communities to secure the best outcomes for children and young people
- Develop Corporate Parenting responsibilities towards all Looked After and Accommodated children and young people
- Provide a range and choice of respite and supports for children and young people to meet their identified needs and those of their families and carers

Thematic Issues and Key Challenges

“Delivering high quality services to all children in need is key to combating child poverty in Scotland, and to ensuring all children have the necessary support to widen their opportunities for the future. Services must be driven by the needs of children and above all, we all need to listen to children and their families as we take forward this challenging agenda.”

(For Scotland's Children: Better Integrated Children's Services. Scottish Executive 2001)

There are a number of national priorities and key strategic policy drivers that provide direction for the outcome indicators contained within the 2008 – 2011 Plan. These include:

- For Scotland's Children: Better Integrated Children's Services (2001)
- Care 21 Report: The Future of Unpaid Care in Scotland (2006)
- More Choices, More Chances Strategy (2006)
- The Curriculum For Excellence (2006)
- Getting It Right for Every Child in Kinship and Foster Care (2007)
- Looked After Children and Young People - We Can and Must Do Better (2007)
- Respite Care Guidance – Consultation (2007)
- Changing Scotland's Relationship with Alcohol – A discussion paper on our strategic approach (2008)
- Sweet Sixteen – The Age of Leaving Care in Scotland (2008)
- The Early Years and Early Intervention Framework (2008)
- The National Domestic Abuse Delivery Plan for Children and Young People (2008)
- The Road to Recovery – A new approach to tackling Scotland's Drug Problem (2008)
- Towards 2012 - Homelessness (2008)

All children and young people can generally be viewed as a group which requires help to improve their opportunities in society. Within this there are specific sub groups which require particular attention including: *looked after and accommodated children; children living away from home (Kinship Care); care leavers; children with or affected by disabilities; and young carers.* This Plan seeks to address the needs of all children including those with particular needs.

Since the integrated children and young people's service Planning Actions were agreed in 2005 the issues and key challenges relating to the theme of Improving Opportunities have significantly changed due to the introduction of new national policy agendas. *The Getting it Right for Every Child (GIRFEC)* agenda places the child at the heart of integrated planning and the delivery of quality services so that children, young people, their families and carers receive services that are appropriate, proportionate and timely.

The Improving Opportunities theme will ensure there is a range of support services and choices available to all children, young people and their families in East Ayrshire.

Good respite services are highly valued and flexible. In accordance with East Ayrshire's Single Outcome Agreement there is a firm commitment to improve the national statutory performance rankings. This presents a key challenge for respite service providers. It is set against a national picture of increasing costs for residential respite services, one to one support for children and young people with high personal support needs, and an increasing population of children and young people with or affected by disabilities.

Respite provisions require to be continually reviewed through East Ayrshire's integrated planning mechanisms, by assessing the needs of children, young people, their families and carers, to accurately identify the level of resources required, to ensure choice and a range of respite provisions:

- In 2007-08 East Ayrshire's statutory performance respite care indicator² showed the total overnight homecare hours provided to young people, per thousand of the population aged 0-17 years, as 44 and the total day time respite hours as 88.³
- In 2006-07 the number of respite nights per thousand of the population for children aged 0–17 years was 56. East Ayrshire was nationally ranked 14th out of the 32 local authorities. The number of daytime respite hours per thousand of the population provided at home for children aged 0–17 years was 103 in 2006-07. East Ayrshire was nationally ranked 31 out of 32 Local Authorities.

The 2007-08 respite figures show that the number of respite, day and night, hours has decreased from the previous year. This was due to a range of other types of services becoming available, that more appropriately meet the needs of this group of children and young people, which are not counted as part of the national indicator.

Partnership working continues to grow from strength to strength to develop services that meet the needs of East Ayrshire's Young Carers. Young Carers' lives can be impacted upon by caring for someone who is ill, frail, disabled, or is affected by substance misuse or mental health. East Ayrshire Carer's Centre has enabled Young Carers to benefit greatly from a wide range of planned breaks and opportunities, and to participate in mainstream groups and activities. There is also a dedicated Young Carer's service which promotes the needs of Young Carers and organises residential trips and activity breaks. The size of this particular group is increasing as awareness of their needs is raised and services are developed. Support services can be vital in preventing Young Carers becoming excluded by allowing them time with friends or peers to participate in social and leisure activities, or to have time for themselves. These opportunities are essential in promoting the health and wellbeing of Young Carers.⁴

Improving life chances for all of East Ayrshire's children, young people and families, especially for those who may be at risk is a key challenge.

Achievements to Date

East Ayrshire's local planning arrangements continue to be founded on the principles of early intervention to ensure that every child gets the best start in life. Parenting capacity (pre and post birth) requires to be supported and developed in order to provide a supportive environment for all East Ayrshire's children and families.

² Audit Scotland Statutory Performance Respite Indicator P18

³ (National rankings for 2007/08 were not available at the time of writing this plan)

⁴ Scottish Government – Respite Care Guidance

This will include developing a local strategy that will enable consistent multi-agency practice which promotes recognised parenting approaches and programmes. A parenting research survey has been completed and the findings will contribute towards an East Ayrshire Parenting Strategy.

Two initiatives have been implemented in the North and South of the Authority based on the Solihull Approach to good parenting. This has helped form the foundation for building a common understanding between the partner agencies of what good parenting is. Forty five staff from Educational and Social Services (including Pre-fives staff) and Health personnel were trained in the approach. The evaluation currently being undertaken will inform the roll out of the multi-agency initiative across the Authority.

The development of early years services has made a significant contribution to improving opportunities for children and young people in East Ayrshire:

- During 2007-08, 100 members of the early education and childcare workforce completed or were working towards a recognized qualification
- 87% of this workforce now holds a qualification and can register with the Scottish Social Services Council
- 57 children and young people accessed a place in an 'out of school' care service with additional support or adaptations provided through a pooled budget
- 39 breakfast clubs operated in East Ayrshire of which 23 operated across the whole year in the 0-15% most deprived data zone areas
- 60 children under 5 years, who have additional support needs, attended an early years establishment of whom 40 received additional staff support because of their physical or learning needs

There were 600 registered Young Carers with the Carer's Centre as at 31st March 2008 with registrations increasing regularly. During 2007-08 East Ayrshire Carer's Centre activity levels have illustrated the extensive range of support services provided to Young Carers⁵. The following list is not exhaustive:

- 60 received in-depth family support from Social Services
- 7 received home care from Social Services
- Social Services Carers Assessments were accessed by 2 Young Carers to enable them to access additional services and support
- 6 were referred to "Turning Point" for additional family support
- 63 were supported by Carer's Centre staff to ensure regular attendance at school
- 25 Young Carers received a holiday to enable them to have a break and return home refreshed
- 12 groups were delivered per week for approximately 40 weeks, i.e. 480 groups this year. The activities included fitness sessions, ten-pin bowling, community walks, games nights, arts & crafts, cultural crafts, swimming, parties, discos, karaoke, origami, film nights, computer games nights and drama evenings

⁵ East Ayrshire Carer's Centre Annual Report 2007-08

- 71 enjoyed weekly support, fun and friendship to reduce social isolation
- 71 Young Carers took part in group discussions with: Community Police regarding community safety, drug and alcohol issues; Community Business Scotland about social enterprise; and the Army about future careers

Looked After Children

“Looked After Children” refers to all children and young people who are accommodated, looked after at home and looked after away from home.

Corporate Parenting describes the formal and local partnerships needed between all local authority departments and services, and partner agencies, who are responsible for working together to meet the needs of Looked After Children.

During the course of this Plan service provider partners have devised a range of actions to ensure that they meet their Corporate Parenting responsibilities. This includes the development of a rolling programme of training to effectively promote Corporate Parenting responsibilities and better coordination of service provision, strategically and operationally.

Service providers also have a responsibility to help care leavers feel safe, secure and valued by having their accommodation needs fully assessed with appropriate Pathways Plans to promote independence and personal development. Targets have been set to ensure this is fully implemented during the course of this Plan.

The Scottish Government has aspirations for support to Kinship Carers to be elevated to equate with the support services enjoyed by Foster Carers. This presents a key challenge as, while supports and Kinship Care Allowances are good in East Ayrshire, there are significant resource implications involved in fully achieving the expectations of this initiative. Partly in response to this an independent Kinship Care Survey has been commissioned to ascertain the views of Kinship Carers on what services and supports they need from the Local Authority and partner agencies, the findings of which will help determine the shape of future provision.

The recruitment of Foster Carers is both a national and local challenge, and East Ayrshire requires a range of carers to undertake Fostering, Respite, and Adoptive Care tasks in the face of nationally increasing numbers of children being accommodated and child protection referral rates. It remains a challenge to find families for older children or those young people who present challenging behaviour, and there is a need to ensure an effective balance between local and external provision. East Ayrshire Council has begun a Commissioning and Contract programme to conclude formal tendering arrangements to help ensure clear quality standards and best value requirements.

There are challenges in Residential Care to develop the quality of provision within the Local Authority and with external providers, through the development of contracts, reviewing mechanisms, staff development and best value, while always ensuring we are meeting the highest standards expected for our Looked After and Accommodated Children.

Significant improvement has been achieved in the environments of the Children's Units in the Local Authority which have created modern, fit for purpose, comfortable environments which meet the aspirations of children and young people, and comply with the requirements of the Care Commission.

A new Children's Unit has been opened replacing one of the existing older units and a new Intensive Support Unit has been added to our residential resources.

The Social Work Inspection Agency ⁶ in its Review of the development of life skills for Looked After and Accommodated Children further highlighted the importance of developing this group's social skills, ensuring they have an adult to turn to and that they have opportunities to experience: activities, adventure, culture, leisure and sports. Targeted support from Leisure Development Services staff to children and young people in Children's Units locally has helped encourage their participation in a variety of sporting and leisure activities.

A considerable amount of work has been undertaken by partner agencies to finalise the Integrated Assessment Framework and this will be completed within the first year of this Plan.

A multi-agency Referral Group has been established to help ensure we are "getting it right for every child" and this will be reviewed in 2009.

The following information highlights various aspects of referral and educational attainment rates:

- The number of child protection referrals increased from 263 in 2006-07 to 299 in this reporting year. The most significant increase was in the number of pre birth assessments which more than doubled from 20 in 2006-07 to 42 in 2007-08. The number of registrations also increased from 92 to 99 in the same period
- The number of children who were Looked After and Accommodated at 31st March 2008 increased by 8% from 440 to 475
- In 2007-08, of the 20 young people (16-17 years old) ceasing to be Looked After at home 9 (45%) attained at least one qualification at SCQF level 3 or above compared to 12 (41%) last year
- The percentage attaining Maths and English at SCQF level 3 or above also increased from 21% in 2006-7 to 25% in 2007-08
- Of the 4 young people who ceased to be Looked After away from home 3 (75%) attained at least one SCQF level 3 compared to 33% last year. 50% attained SCQF level 3 or above in English and Maths compared to 22% last year.
- In 2006-07 East Ayrshire ranked in the lowest quartile in all parts of this indicator. Regardless of the decline in the numbers leaving care there has been an overall improvement in percentage terms across sections of this indicator

⁶ Extraordinary Lives, 2006, Review Report

- In 2007-08 the percentage of Care Staff in Local Authority Children's Units who have appropriate qualifications was 73.8%. This is an increase from 2006-07 (72.2%)
- Currently all young people leaving residential care should have (a) their accommodation needs assessed and (b) Pathways Plans. As at 2007-08 70% of Throughcare and Aftercare service users had a documented Pathways Plan

The Way Forward

The Early Years Early Intervention Framework⁷, which was published by the Scottish Government in 2008, sets out a framework for the effective provision of universal and targeted services for children and their families, from pre-birth to age eight, with an expectation that the impact of the policy will eventually benefit all children and young people incrementally. The framework will draw together existing policies for health, education and social care services which are directed at the early years of a child's life and at the parents and families of those children. There are many challenges associated with the implementation of this framework and recognition of the tension involved in the shift in resources to children under 8 years of age in order for the aspirations contained in the framework to be realised. Partner agencies are aware of the challenge and are committed to working together to achieve the desired outcomes.

Implementation of the GIRFEC agenda will ensure all children, including those Looked After and Accommodated, have their needs assessed equally by means of an Integrated Assessment Framework. All Children or Young People requiring it, will have a Plan to ensure their needs are met and those children in greatest need will have a clearer focus of services targeted towards them. Again partner agencies are aware of this challenge and they are determined to work towards implementation of the programme.

Integrated Working

This Plan reflects the strong partnership working that is being continued across the East Ayrshire planning landscape to ensure that improved outcomes are achieved to enhance life chances, choice and opportunities which address the needs of all of East Ayrshire's children and young people. The publication of the Scottish Government's guide⁸ on Corporate Parenting responsibilities and the Integrated Assessment Framework will also provide a stronger focus towards better integrated operational and strategic planning for Looked After and Accommodated Children and Young People during the period of the Plan.

The following action plan schedules reflect how East Ayrshire integrated planning partners intend to address the challenges of national policy and local need. These actions will be regularly revised and refreshed in line with legislation, service need and demand, so that all of East Ayrshire's children, young people, their families and carers receive help and support when they need it.

⁷ Early Years and Early Intervention – A Joint Scottish Government and COSLA statement

⁸ These are our Bairns – A guide for Community Planning Partnerships on being a Good Corporate Parent: 2008

Improving Opportunities					
Aim 1 Build the capacity of individuals, families and communities to secure the best outcomes for children and young people					
Outcome Indicator (How will we measure whether the aim has been met?)			Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011	
1. Building parenting and family capacity pre and post birth			Baseline to be defined 2008-09	Local Outcome Target – Universal and targeted parenting and family support services are in place	
2. Creating communities that provide a supportive environment for children and families			Baseline to be defined 2008-09	Local Outcome Target – services are more appropriately targeted to meet needs when they arise	
Actions (What needs to be done?)		Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1	Develop a strategy that will enable a consistent multi- agency approach to recognised parenting approaches	• Evaluate the Research Findings of the Strathclyde University Parenting Survey	2008	NHS Ayrshire and Arran, , East Ayrshire Council	NURTURED
		• Evaluate the initial impact of the Solihull Approach within the 2 pilot implementation sites	2009	NHS Ayrshire and Arran, , East Ayrshire Council	NURTURED
1.2	Effective interventions in place to target high risk groups	• Train operational staff on a multi-agency basis on the Integrated Assessment Framework (IAF) to enable them to intervene early and appropriately.	2008-2009	NHS Ayrshire and Arran, East Ayrshire Council	NURTURED
		• Review and monitor the impact of the multi-agency Pre-referral Group	2009	NHS Ayrshire and Arran, , East Ayrshire Council & Strathclyde Police	NURTURED
2.1	Targeted Parenting programmes to families identified through the IAF assessment process	• Train staff on a multi-agency basis to deliver targeted parent programmes where required.	2009-2011	NHS Ayrshire and Arran, East Ayrshire Council	NURTURED

Improving Opportunities

Aim 2 Develop Corporate Parenting responsibilities towards all Looked After and Accommodated Children and Young People

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
1. Reduce the average number of placement moves for children and young people who are Looked After away from home	07-08 = 25%	National Outcome Target - % of the total children Looked After away from home who have had 3 or more placements in the reporting year - Scottish Executive LAAC Return
2. Encourage all Looked After and Accommodated Children in the local Children's Units to access leisure and play facilities	07-08 = 8 children and young people in the local Children's Units	Local Outcome Target – % of children in Local Authority Children's Units who have accessed community based leisure activities in the reporting year
3. Ensure Local Authority Residential Care staff have appropriate qualifications	07-08 = 73.8%	Statutory Performance Indicator - % of Care Staff in Local Authority Children's Units who have appropriate qualifications
4. Ensure that young people leaving care are equipped with the basic skills for their future.	06-07 = 39% 07-08 = 50%	Statutory Performance Indicator - % of 16 -17 year olds ceasing to be Looked After in the reporting year attaining at least one SCQF level 3 (any subject) – Accounts Commission Statutory Performance Indicator 6 <i>This indicator has changed therefore it does not facilitate the continued use of trend data form previous years</i>
	06-07 = 21% 07-08 = 29%	Statutory Performance Indicator - % of 16-17 year olds ceasing to be Looked After in the reporting year attaining at least SCFQ level 3 in English and Maths - Accounts Commission Statutory Performance Indicator 6 <i>This indicator has changed therefore it does not facilitate the continued use of trend data form previous years</i>
5. Continue to ensure that all Throughcare and Aftercare service users will have their accommodation needs fully assessed with Pathways Plans	06-07 = 65% 07-08 = 70% 08-09 = 80% 09-10 = 90% 10-11 = 100%	100% throughout life of the plan 2011 Local Improvement Target – Annual SE aggregate LAAC return (Pathways Plans)
6. Ensure that the number of young people leaving care have appropriate housing and support with transition to help reduce the incidence of homelessness	07-08 = 25 Care Leavers	Local Outcome Target – Number of Care Leavers (under 19 years of age) officially classed as homeless for a period in the past year
7. Decrease the number of young people leaving care to negative destinations (unemployment and unknown).	06-07 = 820* 07-08 = 572 (estimate) 08-09 = 515 (estimate) 09-10 = 464 (estimate) 10-11 = 418 (estimate)	30% by 2011 Local Outcome Target – assumption: <ul style="list-style-type: none"> • Successful completion of More Choices More Chances Strategy and achievement of target (572 by Mar 08). • *Baseline data based on Scottish Government More Choices More Chances Strategy estimates. New Target: 30% reduction over 3 years

Actions (What needs to be done?)		Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.1	Develop a Foster Care Training and Recruitment Strategy	<ul style="list-style-type: none"> Recruit and support a range of carers and placements to cover a wider range of needs, which will also increase placement availability 	2008-2009	East Ayrshire Council	NURTURED
1.2	Further develop permanency planning and practice	<ul style="list-style-type: none"> Enhanced training and development of staff 	2008	East Ayrshire Council	NURTURED
1.3	Strengthen care planning and review arrangements	<ul style="list-style-type: none"> Implement the revised LAAC procedures 	2008-2009	East Ayrshire Council	NURTURED
1.4	Improve assessment and care management arrangements	<ul style="list-style-type: none"> Roll out the use of IAF assessment tools-linked to one system of assessment and resource allocation 	2008-2011	NHS Ayrshire and Arran, East Ayrshire Council	NURTURED
1.5	Improve support for Kinship Carers	<ul style="list-style-type: none"> Undertake consultation with Kinship and Link Carers on their supports needs 	2008	East Ayrshire Council	NURTURED
		<ul style="list-style-type: none"> Deliver an Action Plan that will help inform East Ayrshire Council to take forward the support needs of Kinship Carers 	2009-2010	East Ayrshire Council	NURTURED
1.6	Recognise and respond to changes in the market place and commission best value Foster Care Services	<ul style="list-style-type: none"> Review and develop contractual arrangements for current and all new foster placement providers 	2008-2009	East Ayrshire Council	NURTURED
		<ul style="list-style-type: none"> Develop a Commissioning Strategy to secure effective commissioning, monitoring and purchasing of all Looked After and Accommodated provision 	2008-2011	East Ayrshire Council	NURTURED
2.1	Provide opportunities to access leisure and youth services	<ul style="list-style-type: none"> Deliver a weekly programme to the 3 Children's Units in East Ayrshire to encourage young people to participate in a wide range of community based leisure activities 	2008-2011	East Ayrshire Council	INCLUDED, HEALTHY
		<ul style="list-style-type: none"> Work with staff to develop processes to retain young people in leisure activities following transition from residential units to other accommodation 	2008-2011	East Ayrshire Council	INCLUDED, RESPECTED AND RESPONSIBLE
3.1	Ensure Local Authority Residential Care staff have relevant qualifications	<ul style="list-style-type: none"> All Residential Care staff will have access to appropriate levels of training to meet national performance standards 	2008-2011	East Ayrshire Council	NURTURED

Actions (What needs to be done?)		Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
4.1	Support Looked After and Looked After and Accommodated Children and Young People to improve their educational outcomes	▪ Each secondary school and Youth Strategy to identify appropriate mentors for all Looked After Children	2008	East Ayrshire Council	ACHIEVING
		▪ Secondary schools and Youth Services to continue to provide tutorial support for all Looked After Children	2011	East Ayrshire Council	ACHIEVING
		▪ New project funding initiative to bridge the transition from primary into secondary school. Convene a working group to devise project spec and implementation	2011	East Ayrshire Council	ACHIEVING
		▪ Improvement of 10% in school attendance rate for all Looked After pupils over the span of the Plan	2011	East Ayrshire Council	ACHIEVING
		▪ Reduction of 20% in the number of days school attendance lost for all Looked After Children and Young People	2011	East Ayrshire Council	ACHIEVING
5.1	All Throughcare and Aftercare service users will have their needs fully assessed with plans developed to assist in promoting independence and personal development	▪ 100% of young people who cease to be Looked After and Accommodated by 2009/10 will have been given appropriate information and advice regarding Housing options	2008 = 80% 2009 = 90% 2010 = 100%	East Ayrshire Council	RESPECTED AND RESPONSIBLE
		▪ All service users should have a Pathways Plan	2008-2011	East Ayrshire Council	RESPECTED AND RESPONSIBLE
6.1	All Throughcare and Aftercare service users will have their housing needs fully assessed	▪ A joint protocol and procedure developed to improve access to, and standard of, supported housing units for people leaving care	2009	East Ayrshire Council	RESPECTED AND RESPONSIBLE
		▪ Appropriate supported housing units available for people leaving care – on completion of the review of options for young people who are homeless	2008-2009	East Ayrshire Council	RESPECTED AND RESPONSIBLE
		▪ Reduction in young people leaving care becoming homeless	2010	East Ayrshire Council	RESPECTED AND RESPONSIBLE

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
7.1	All Throughcare service users will have access to education, training and employment opportunities through partnership arrangements	<ul style="list-style-type: none"> Review current Partnership Agreements with agencies to ensure that young people have the support required to access education, training or employment 	2010 Review existing arrangements and seek to achieve improved outcomes.	East Ayrshire Council	RESPECTED AND RESPONSIBLE
1-7	Promote the Local Authority's Corporate Parenting responsibilities towards Looked After and Accommodated Children and those leaving care.	<ul style="list-style-type: none"> A rolling programme will be developed to effectively promote Corporate Parenting responsibilities across all planning partners 	2009	Community Planning Partners	ALL OUTCOMES
		<ul style="list-style-type: none"> Deliver a Corporate Parenting seminar for EAC Chief Officers and Elected Members, and partner agencies 	2008	East Ayrshire Council	ALL OUTCOMES

	Improving Opportunities
Aim 3	Provide a range and choice of respite and supports for children and young people to meet their identified needs and those of their families and carers

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at March 2008	Target - Anticipated change in indicator by 2011
1. Enhance respite opportunities for all children and young people	07-08 = 87%	Statutory Performance Indicator - Total hours daytime respite provided per thousand population Accounts Commission Statutory Performance Indicator 8
	07-08 = 44%	Statutory Performance Indicator - Total overnight respite nights per thousand population Accounts Commission Statutory Performance Indicator 8
2. Enhance support for Young Carers	07-08 = 266	Local Outcome Target - Number of young carers who were actively supported by East Ayrshire Carer's Centre in the reporting year. <i>'Actively supported', includes some form of practical service e.g. counselling, one to one support, weekly activity groups, respite holiday.</i> East Ayrshire Carer's Centre
	07-08 = 743	Local Outcome Target - Total number of Young Carers registered. <i>Source: - Mailing List of young carers who receive bi-monthly newsletters, invites to special events such as Halloween and Christmas parties and information on weekly activity groups.</i> East Ayrshire Carer's Centre

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Related Scottish Government Outcomes for children
1.0	Enhance respite supports to provide choice and meet the individual needs of children, young people, their families and carers	<ul style="list-style-type: none"> Establish a joint planning and commissioning process for respite services to increase the levels of respite care support 	2008	East Ayrshire Council NHS Ayrshire and Arran Voluntary Sector	INCLUDED
2.0	Provide information, advice, support, training, leisure and social activities to Young Carers	<ul style="list-style-type: none"> Carer's Centre to identify baseline numbers of children and young people caring for a parent or sibling due to parental drug/alcohol use and develop a dedicated support service for them 	2008	East Ayrshire Council East Ayrshire Carer's Centre	INCLUDED
		<ul style="list-style-type: none"> Improve the Outreach Service and Young Carer's Service in Cumnock and Doon Valley by improving facilities and resources 	2007-2009	All funding partners East Ayrshire Carer's Centre	INCLUDED
		<ul style="list-style-type: none"> Regular promotional programmes to increase awareness of the Carer's Centre services for Young Carers who may require a range of supports and information. 	2008-2011	All funding partners East Ayrshire Carer's Centre	INCLUDED

Improving Health

Aspirations

The overarching aspirations for the Improving Health theme of the Children and Young People's Services Plan 2008–2011 reflect those within the Community Plan:

- Improving the overall health and wellbeing of the children and young people of East Ayrshire
- Narrow the health gap between the most and least disadvantaged population groups in East Ayrshire

Aims

There are 2 broad aims which reflect the universal and targeted approaches to addressing health and wellbeing:

- Ensure that information is available in a suitable format and that services are provided when and where required for those who need them to enable children and young people to make healthy lifestyle choices and
- Strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups

Thematic Issues and Key Challenges

All children and young people (within East Ayrshire) should enjoy the highest attainable standards of physical and mental health, with access to suitable healthcare and support for safe and healthy lifestyle choices.

(Getting it Right for Every Child, Scottish Executive, 2006)

There are a number of national priorities and key strategic policy drivers that provide direction for the outcome indicators contained within the 2008–2011 plan. These include:

- For Scotland's Children: Better Integrated Children's Services (2001)
- Lets Make Scotland More Active (2002)
- Children and Young People's Mental Health: A Framework for Promotion, Prevention and Care (2003)
- Getting our Priorities Right (2003)
- Health for all Children (Hall 4) (2003)
- Delivering a Healthy Future (2007)
- Changing Scotland's Relationship with Alcohol – A discussion paper on our strategic approach (2008)
- Early Years Early Intervention Framework (2008)
- Equally Well: Report of the Ministerial task force on health inequalities (2008)
- The Road to Recovery – A new approach to tackling Scotland's Drug Problem (2008)

These have supported the identification of outcome indicators for inclusion in the 2008–2011 Plan, such as increasing levels of breastfeeding, reducing deaths by intentional self-harm and increasing levels of physical activity. However cognisance of local priorities is also crucial to ensure that we are working to address relevant issues for children and young people within East Ayrshire.

There are emerging public health issues such as the prevalence of obesity which has increased significantly over the last two decades. In Scotland it is estimated that around 35% of boys and 30% of girls aged 2–15 years can be classified as overweight or obese. Although it is acknowledged that this needs to be a priority for health there is no systematic way of gathering local data to reflect the profile of obesity in East Ayrshire. This will be addressed in the next year and actions that target those at risk will be developed and implemented.

Tackling the problem of alcohol and drug addiction of children and young people is both a national and a local challenge. In response to this challenge, Community Planning Partners have come together and developed an alcohol and drugs pledge that focuses specifically on children and young people. This pledge is set against increasing numbers of children and young people entering the child protection system due to parental drug and alcohol use but also increasing numbers of children and young people experiencing difficulties due to their own use of alcohol and drugs. The impact of this on the health of children and young people is illustrated by a one off local study which showed that in November 2006, 67 young people (aged 10-19) presented at Crosshouse Hospital with a drug or alcohol problem. 85% of these presentations were alcohol related and over half required admission to hospital. If extrapolated over a year this would equate to over 800 presentations at hospital for alcohol and drug issues for this particularly vulnerable group (Pulford 2008)⁹

Health is determined by a number of factors that include both the way of life and life circumstances. Children and young people in East Ayrshire come from very different family backgrounds and their needs vary greatly from those who can be supported by the universal services, to those with additional and intensive support needs. This plan is designed to address the range of issues which affect children, young people and families recognising the importance of the other themes that will also contribute to health and wellbeing.

The 2005–2008 Plan was successful in tackling a range of health issues and demonstrated significant health outcomes for children, young people and their families within East Ayrshire. This success was a direct result of the concerted efforts of all partners and it is therefore essential that this Plan builds on the strong partnership approach that has been established in East Ayrshire.

Achievements to Date

East Ayrshire Council's Recreation Partnership Project, which was established in 1999, has provided a dynamic and innovative approach towards engaging children and young people, including those with additional support needs, in health-related activities. From April 2008, the Recreation Partnership Project will make the transition from 'externally funded project' to 'mainstream service' resourced jointly by East Ayrshire Council and NHS Ayrshire & Arran. The Recreation Partnership Project provides:

⁹ Children & Young Persons' Alcohol & Drug Services – Local Needs Assessment, NHS Ayrshire & Arran, Pulford, A, 2008.

- Opportunities for children and young people of primary school age to participate in physical activity and health awareness programmes both within the school setting and in the community with a target of 12,500 attendances per year
- Opportunities for children and young people aged 5-19 years with additional support needs to participate in a variety of play, sport and health-related activity programmes both within the school setting and in the community with a target of 2,500 attendances per year
- The SHOUT card to ensure that all children and young people have the opportunity to access a wide range of services which have a direct impact on their health and well-being and that cost is not a barrier to children accessing these services.

Active Schools have made a significant contribution to the physical health of children and young people:

- 68% increase in parent volunteers delivering activities within primary schools
- 28% increase in parent volunteers delivering activities within secondary schools
- 73 different primary school activities were provided in academic year 2006-07 representing a 4% increase from academic year 2005-06.
- 72 different secondary school activities were provided in academic year 2006-07 representing a 6% increase from academic year 2005-06 in partnership with Leisure Development
- 44% of primary school age female pupils are participating in sessions
- 38% of the female secondary school population participate in sessions Alcohol consumption in 12-15 year olds is decreasing slowly but significantly. In 2006 8% of 13 year olds reported they drank at least once a week compared with 19% in 2002.

The 2006–2007 Primary 1 National Dental Inspection Programme statistics highlight that:

- Of the 46 schools that participate, 32 showed an improvement in the number of children experiencing dental decay compared with the previous year.

(Figures for 2007–2008 are not yet available)

Smoking rates amongst 13 year olds have reduced from 8% in 2002 to 4% in 2006

(These figures are only collected every 2 years and the figures for 2007-2008 are not yet available)

However, levels of improvement are not consistently achieved across all communities and the rate of improvement is greater in more affluent areas than in the most deprived areas highlighting continued health inequalities. It is therefore essential that the opportunities for all children and young people with a particular focus on those most at risk are maximised.

Looked After Children

“Looked After Children” refers to all children and young people who are accommodated, looked after at home and looked after away from home.

The Looked After and Accommodated Children's Health Team has been in existence since November 2006 and offers children and young people a holistic health assessment. The broad aims of this assessment are to collate health information, identify health needs and develop a health care plan in partnership with the child or young person. Often these young people miss out on routine health care such as completed immunisation schedules. The identification of such issues allows referral on to primary care services and more specialist services if required. The opportunity to promote and discuss a healthy way of life is embraced and encouragement is given to the child or young person to develop an awareness of their own wellbeing. It is also crucial to develop links with the staff members working within the Residential Units and to identify any health supports they feel are required to allow them to help the children and young people in their care. Following a training needs assessment within the Residential Children's Units a programme of health awareness sessions were developed and delivered for staff members in their work settings. The topics discussed covered a range of issues from self-harm to eating disorders which contributed to their increased knowledge and awareness of these important health matters.

There is strong evidence highlighting poorer health outcomes for looked after and accommodated children and young people and a set of actions specifically targeting the health and wellbeing of this vulnerable group have been developed.

The Way Forward

The most important factor in tackling health and wellbeing and reducing health inequalities is the positive impact of partnership working. This Integrated Children's Services Plan provides a broad overview of the current issues facing children and young people in East Ayrshire and sets out the framework to work together to achieve change.

Integrated Working

NHS Ayrshire & Arran Child Health Strategy is currently being developed and it has been agreed that the Improving Health theme of the Children and Young People's Services Plan will constitute the East Ayrshire Improving Health component of the Strategy. This, of course, requires the continuation of the strong joint working approaches which have been developed with all East Ayrshire's planning partners to ensure better health outcomes for all children and young people in East Ayrshire.

Aim 1 To ensure that information is available in a suitable format and that services are provided when and where required for those who need them.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Increase and maintain the <i>Health Promoting</i> status of nurseries, primary schools, secondary schools and colleges	Secondary = 8 Primary = 42 Nursery = 15 SEN = 4 Partner Provider Nurseries = 0 Colleges = 0 Hospital Education = 0	All achieved <i>Health Promoting</i> status and monitoring systems in place

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
<p>1.1 Provide a range of information and support to increase the numbers of educational establishments achieving health promoting status</p> <p>Provide ongoing support to maintain and monitor educational establishments health promotion status</p>	<ul style="list-style-type: none"> Provide annual training opportunities and co-ordinate quarterly network meetings to establishments in need of greatest support and those commencing health promotion accreditation Support Private partnership nurseries, Hospital Education and Kilmarnock College to achieve Health Promoting School (HPS) Status Develop and implement innovation awards for establishments who have achieved HPS status 		NHS Ayrshire & Arran (NHS A&A) East Ayrshire Council (EAC)	SAFE NURTURED ACTIVE HEALTHY ACHIEVING INCLUDED RESPECTED & RESPONSIBLE

Aim 1 To ensure that information is available in a suitable format and that services are provided when and where required for those who need them.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Increase and maintenance in the proportion of physically active children and young people	67% of 13 yr olds taking moderate exercise on 5 days or more over a week 56% of 15 yr olds taking moderate exercise on 5 days or more over a week 66% of boys taking moderate exercise on 5 days or over a week 57% of girls taking moderate exercise on 5 days or more over a week (SALSUS, 2006 – local)	80% meeting target by 2022 (Lets Make Scotland More Active, 2003). (1% increase per annum)

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People	
1.2	Provide a range of information, services and activities to support the uptake of physical activity across all population groups Provide community based active play and physical activity programme for children aged 0-5 years and their parents/carers	<ul style="list-style-type: none"> • Pilot the “Fit for Girls” programme for 11-16 year old girls and young women to encourage them to adopt more active ways of life • Develop links with Crosshouse Hospital to support referrals to community-based leisure activities 	2011 2008 2011	EAC NHS A&A Youth Sport Trust Voluntary sector	HEALTHY ACHIEVING ACTIVE INCLUDED

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
1.3	<p>Provide tobacco information, prevention and cessation support services for children and young people and promote the benefits of a tobacco free way of life</p> <p>Provide smoking cessation support for pregnant women</p>	<ul style="list-style-type: none"> Produce tobacco awareness resource packs suitable for S1 pupils to all 9 secondary schools and Park School Design and deliver a Peer Education pilot study Train and support peer educators in S2 within one Secondary school to deliver five tobacco prevention sessions to the Primary 5/Primary 6 pupils from the associated primary schools. Pending evaluation roll out of peer education resource pack to 9 Learning Partnerships Develop a referral pathway for Looked After and Accommodated children and young people to receive smoking cessation support Implement a 1 year pilot project, delivered by a dedicated research midwife, targeting pregnant women who smoke. Pending evaluation, develop a mainstream service to target pregnant women who smoke 	<p>2008</p> <p>2009</p> <p>2009</p> <p>2009</p> <p>2008/09</p> <p>2010/11</p>	<p>NHS A&A EAC</p> <p>NHS A&A ADAT</p>	<p>HEALTHY RESPECTED AND RESPONSIBLE</p> <p>HEALTHY SAFE NURTURED</p>

Aim 1 To ensure that information is available in a suitable format and that services are provided when and where required for those who need them.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Achieve agreed completion rates for child healthy weight intervention programme	No baseline available	15% of obese children & young people will complete programmes

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
1.4 Provide a range of information and support services which encourage good eating habits	<ul style="list-style-type: none"> Evaluate nursery nutrition support Provide resource regarding healthy eating targeted to school-aged children Pilot 3 MEND Programmes (Mind, Exercise and Nutrition...Do it!) Deliver programmes to address childhood obesity Implement 3 yearly recording of BMI for all P7 pupils Pilot 2 Food Hygiene and Healthy Eating programmes with 20 primary schools, targeting Primary 4-5 pupils 	2008 2009 2009 2011 2009 2009	NHS A&A EAC Food Standards Agency EAC Kilmarnock Football Club	HEALTHY ACTIVE INCLUDED

Aim 1 To ensure that information is available in a suitable format and that services are provided when and where required for those who need them.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Increase in breastfeeding rate at 6-8 weeks	29.3% East Ayrshire (ISD, Scotland, 2006)	Increase the proportion of newborn children exclusively breastfed at 6-8 weeks from 26.6% in 2006-07 to 33.3% in 2010/11 (2008/09 HEAT targets)

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
1.5 Provide information on the benefits of breastfeeding across all population groups and provide support for breastfeeding women and families	<ul style="list-style-type: none"> Implement 2 Breastfeeding Friendly Nurseries with gradual roll out to all establishments Virtual baby programmes will adopt breastfeeding as standard Community Planning Partners will implement the 'Breastfeeding Happily Here' scheme 	2009 2009 2010	NHS A&A EAC Voluntary sector	NURTURED HEALTHY

Aim 1 To ensure that information is available in a suitable format and that services are provided when and where required for those who need them.

Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Reduction in deaths caused by intentional self-harm and undetermined intent in 10–19 year olds	5.7 per 100,000 population in 2006 (GROS 2006)	20% reduction in death rate per 100,000 (by 2013) (Delivering for Mental Health, 2006) supported by 50% of key frontline staff in mental health and substance misuse services, primary care, and accident & emergency being educated and trained in using suicide assessment tools/suicide prevention training programmes by 2010.

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
1.7 Raise awareness of emotional wellbeing and encourage children and young people to seek help earlier.	<ul style="list-style-type: none"> • Link Health Visitor identified for all Local Authority and partner provider centres • Provide circle time training for health visiting teams • Named mental health link person for all 9 secondary schools • Pilot 'Positive Mental Attitude' schools programme in 1 Learning partnership and roll out pending evaluation 	2008 2010 2011 2010	NHS A&A EAC	SAFE NURTURED HEALTHY ACHIEVING RESPECTED & RESPONSIBLE

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Increase in breastfeeding rates at 6-8 weeks in areas displaying the lowest rates	29.3% East Ayrshire (ISD, Scotland, 2006) (Range = 11%-65% across communities)	Increase the proportion of newborn children exclusively breastfed at 6-8 weeks from 26.6% in 2006/07 to 33.3% in 2010-11 (2008/09 HEAT targets)

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.1 Target breastfeeding support to the most deprived areas displaying the lowest rates	<ul style="list-style-type: none"> Conduct research into the attitudes of staff towards breastfeeding in teenage mothers in deprived areas Implement programmes based on research findings and recommendations from the Infant Feeding Strategy 	2010 2011	NHS A&A	NURTURED HEALTHY INCLUDED

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Reduction in teenage pregnancy rates in 15-19 year olds in the most deprived area	64.7% East Ayrshire CHP (ISD 2005) Range = 17.2–99.4 across communities	Reduce teenage pregnancies in most deprived areas by 33% (SE HEAT target, 2006)

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.2 Target programmes to prevent unintended teenage pregnancies in areas with the highest levels	<ul style="list-style-type: none"> Denominational schools will adopt and implement the 'Call to Love' education pack 	2009	EAC NHS A&A Community Pharmacies	SAFE HEALTHY ACHIEVING INCLUDED RESPECTED & RESPONSIBLE
	<ul style="list-style-type: none"> The Truth on Teenage Sex (TOTS) programme will be delivered in 5 Secondary schools and 1 Residential Unit. Pending evaluation roll out to 9 secondary schools and 3 units 	2009		
	<ul style="list-style-type: none"> Implement C card scheme within community pharmacies 	2009		
	<ul style="list-style-type: none"> Widen the provision of access to Emergency Hormonal Contraception to include girls over 14 years 	2008		
	<ul style="list-style-type: none"> Circulate young person's questionnaire within 1 Learning Partnership: pending positive response develop sexual health drop- in clinic in targeted area 	2009		
	<ul style="list-style-type: none"> Develop proposal for potential implementation of 'Talk 2' project 	2008		

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Reduction in frequency and level of alcohol consumption in 12-15 year olds	8% of 13 yr olds drink about once per week 9% of 13 yr olds drink about once a month 15% of 15 yr olds drink about once per week 12% of 15 yr olds drink about once per month Of those who drank in the last 7 days: 13 yr olds – 12 units 15 yr olds – 21 units (SALSUS 2006 - local)	Reduce frequency and level of drinking in 12-15 year olds to 16% by 2010 (Plan for Action on Alcohol Problems, SE 2001)

Actions (What needs to be done?)		Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.3	Target alcohol interventions to those young people most at risk within deprived communities	<ul style="list-style-type: none"> Source and distribute informal alcohol awareness raising literature 4 times per year to young people attending night time and diversionary activities Implement and respond to the recommendations from the JPIG Action Plan and Needs Assessment for young people Finalise proposals for targeted interventions for 12–15 year olds Distribute resource pack for 10-11 year olds to all primary schools 	<p>2009</p> <p>2011</p> <p>2008</p> <p>2008</p>	<p>EAC Strathclyde Police</p> <p>EAC Strathclyde Police ADAT</p>	<p>SAFE</p> <p>HEALTHY</p> <p>RESPECTED & RESPONSIBLE</p> <p>INCLUDED</p>

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Reduction in number of young people reporting use of illegal drugs	4% of 13 yr olds used drugs in last month 12% of 15 yr olds used drugs in last month 7% of 13 yr olds used drugs in last year 22% of 15 yr olds used drugs in last year (SALSUS, 2006 – local)	Reduce the proportion of young people reporting use of illegal drugs (National Priority)

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.4 Target drugs prevention and intervention programmes at critical stages for key groups such as the teenage transition	<ul style="list-style-type: none"> Source and distribute informal drug awareness raising literature 4 times per year to young people attending night time and diversionary activities Implement and respond to the recommendations of the JPIG Action Plan and Needs Assessment for young people 	2009 2011	EAC Strathclyde Police EAC Strathclyde Police ADAT	SAFE HEALTHY INCLUDED RESPECTED & RESPONSIBLE

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Increase in percentage of children aged 5 years (P1) with no sign of dental disease	45.8% P1 pupils (Detailed National Dental Inspection Programme (NDIP))	60% of 5 year olds (P1) will have no sign of dental disease (by 2010) (SE HEAT target, 2006)
Increase in percentage of children aged 11-12 (P7) with no sign of dental disease	56.4% P7 pupils (Detailed National Dental Inspection Programme (NDIP))	60% of 11-12 year olds (P7) will have no sign of dental disease in permanent teeth (by 2010) (NHS A&A Local Strategic Implementation Plan, 2005)
Increase in levels of dental registration	No local data available	80% of all 3 to 5 year old children to be registered with an NHS dentist by 2010-11 (2008-09 HEAT targets)

	Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.5	Target interventions and programmes for those children and young people in the most deprived communities who are experiencing the poorest oral health	<ul style="list-style-type: none"> • Evaluate the Oral Health Action Programme in NW Kilmarnock • Roll out Childsmile Programme to other deprived communities • Roll out of the Toothbrushing programme to P1-7 in Primary Schools with highest need. • Roll out and distribute oral health packs to P2 pupils in primary schools with highest need • Roll out the Childsmile Nursery & School programme – application of fluoride varnish twice a year for pupils attending Nursery & Schools with highest need • Provide oral health packs and oral health information (including how to access dental services) for homeless children and families • Provide oral health training and support for homeless service staff & LAAC staff in the 3 Residential Children’s Units 	2008 2009 2011 2009 2011 2009 2008	NHS A&A EAC	HEALTHY NURTURED INCLUDED

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Percentage of Looked After and Accommodated (LAAC) children and young people receiving a health assessment	No existing profile of health needs	All Looked After and Accommodated children and young people are offered a holistic health assessment

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.6 Target health assessments to all Looked After and Accommodated children and young people	<ul style="list-style-type: none"> Offer health assessment to all school age children and young people when they become Looked After and Accommodated Offer health assessment to all children and young people already Looked After and Accommodated Develop health needs profile 	2008 2009 2009	NHS A&A EAC	SAFE HEALTHY INCLUDED

Aim 2	To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups
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Outcome Indicator (How will we measure whether the aim has been met?)	Baseline (including source) at April 2008	Anticipated change in indicator by 2011
Reduction in deaths caused by intentional self-harm and undetermined intent in 10–19 year olds	5.7 per 100,000 population in 2006 (GROS 2006)	20% reduction in death rate per 100,000 (by 2013) (Delivering for Mental Health, 2006) supported by 50% of key frontline staff in mental health and substance misuse services, primary care, and accident & emergency being educated and trained in using suicide assessment tools/suicide prevention training programmes by 2010.

Actions (What needs to be done?)	Projected Outputs (What specific services or activities do we propose to do this year?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	7 Key Outcomes for Children & Young People
2.7 Target prevention and intervention programmes to children and young people who are most at risk of suicide and deliberate self-harm	<ul style="list-style-type: none"> Provide mental health awareness and self harm training for all staff working with Looked After and Accommodated children and young people. Develop self-harm materials in partnership with children and young people who are Accommodated Develop a care pathway for children and young people who self-harm 	2009 2010 2009	NHS A&A EAC Barnados/Penumbra	SAFE HEALTHY RESPECTED & RESPONSIBLE INCLUDED