

EAST AYRSHIRE COUNCIL

SPECIAL CABINET 25 FEBRUARY 2009

COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT

Report by the Chief Executive

1. PURPOSE OF REPORT

- 1.1 To update Cabinet on a range of matters relating to taking the updated Community Planning Partnership Single Outcome Agreement (SOA) 2009/10 to final agreement stage with the Scottish Government.

2. BACKGROUND

- 2.1 As reported to Cabinet on 20 February 2008, the Scottish Spending Review 2007 Concordat developed by CoSLA and the Scottish Government sets out a new relationship between the Scottish Government and Local Government, based on mutual respect and partnership. The Concordat underpins the funding to be provided to local government over the period 2008/09 to 2010/11.
- 2.2 As a consequence of the Concordat and to ensure a more streamlined approach to external scrutiny and effective performance management, a SOA was developed and agreed between the Scottish Government and each local authority area – effective from 1 April 2008.
- 2.3 In addition, it is the Scottish Government's intention that, by 2009/10, the Single Outcome Agreement will be developed between the Government and Community Planning Partnerships, rather than simply local councils. Within East Ayrshire, as a result of the status of the Community Plan – 'One Council, One Plan', and as agreed by the Community Planning Core Partners' Group on 11 December 2007 and at Cabinet on 20 February 2008, Community Planning Partners prepared a three-year SOA from the outset. The Community Planning Partnership SOA, which was developed one year ahead of schedule, was endorsed by Cabinet at its meeting on 18 June 2008 and by the Community Planning Partnership Board on 26 June 2008, and signed off by John Swinney, MSP and Cabinet Secretary for Finance and Sustainable Growth, on behalf of the Scottish Government, on 2 July 2008.
- 2.4 A glossary of the terms contained within this report is included at Appendix 1.

3. SINGLE OUTCOME AGREEMENT GUIDANCE (OCTOBER 2008)

- 3.1 The national High Level Steering Group on Single Outcome Agreements, comprising representatives of the Scottish Government, CoSLA, SOLACE, Audit Scotland and the Improvement Service, has agreed the following timescales for the development and sign off of next phase of SOAs for Community Planning Partnerships with the Scottish Government:

- all 32 CPPs to prepare and submit 2009/10 SOAs (by end February 2009);
 - interim report on 2008/09 SOAs (April 2009);
 - CPPs and the Scottish Government to agree the SOAs (by end May 2009), with sign off over the summer 2009;
 - the SOAs will run on a three-year rolling basis, with annual reviews to reflect progress and changing circumstances, including political and financial contexts; and
 - Final Performance Reports against targets for 2008/09 (by 30 September 2009).
- 3.2 The overall timeframe that we are working towards in taking forward the updated SOA to a final agreed document is set out at Appendix 2.
- 3.3 The key points of learning from the first round of SOAs, which are emphasised throughout the Guidance, are that SOAs must have a strategic focus; be about actual outcomes; be evidence-based; capable of delivery; and promote continuous improvement.
- 3.4 The key changes which have been made to update the Guidance and to promote the essential strategic focus are:
- revision of text to show how SOAs fit with the National Performance Framework while demonstrating their strategic focus;
 - identification of issues which are being jointly addressed by CoSLA, Scottish Government, SOLACE, Audit Scotland and the Improvement Service;
 - revision of the SOA format to highlight the integrated area profile with the development and presentation of the SOA; and
 - revision of the SOA template to encourage fewer outcomes and indicators and clear links to the area profile.
- 3.5 The Guidance states that the SOA is likely to be based on the Community Plan and key plans of the Community Planning Partners. In addition, it is part of an overall framework for outcome focused planning and delivery of public services, which is shared between, local government, public bodies and the Scottish Government.
- 3.6 The second phase of SOAs should be endorsed by CPP Boards and signed by the Scottish Government, by the Council, by the statutory Community Planning Partners and, as a minimum, other public bodies in the Community Planning Partnership.

Further Support

- 3.7 A range of work streams to address issues, in particular those in relation to governance, accountability and performance management are being taken forward by the High Level Steering Group with a view to identifying and promoting good practice, rather than prescribing procedures. These will be considered from an East Ayrshire perspective as they are received.

4. EAST AYRSHIRE POSITION

4.1 As previously reported, East Ayrshire's Community Planning Partnership SOA was submitted one year ahead of schedule and already adheres to much of the updated Guidance. In taking full cognisance of the updated SOA Guidance, the following revisions/additions have been included within the updated document:

- an integrated area profile;
- revisions to current indicators, where appropriate, in line with the new Menu of Indicators provided;
- the inclusion of 'end' targets;
- further refinement of the HEAT targets;
- the completion of outstanding baselines and targets;
- reference to the current economic climate; and
- links to other related strategic plans.

4.2 In addition, our updated SOA includes information in respect of the twelve commitments contained in the Concordat; progress against which will be reported on an annual basis.

4.3 The updated SOA is appended to this report as follows:

- Appendix 3 SOA 2008-2011: Introductory Text
- Annex 1 SOA 2008-2011: Area Profile
- Annex 2 SOA 2008-2011: Templates
- Annex 3 SOA 2008-2011: Scottish Government Required Actions.

4.4 The Improvement Service has again offered 'critical friend' support to CPPs across Scotland in respect of the development of the second phase SOAs. In this regard, colleagues at the Improvement Service provided verbal feedback, which has been utilised to refine the SOA as appropriate.

4.5 In addition, work is being progressed by the Community Planning Partnership Research, Information and Performance Group, and within Council to ensure that systems, including the Council's IT-based Performance Management System, are in place to support reporting requirements in respect of the SOA to the Council, its Community Planning Partners, the Scottish Government and, importantly, local communities. It is anticipated that when guidance on the annual performance reporting framework is issued by the Scottish Government, this matter will be further progressed.

4.6 The Council's new IT-based Performance Management System, the contract for which was awarded to CorVu Limited, will support accurate and timeous reporting in respect of Council SOA performance measures.

4.7 In addition, performance information in respect of the Fairer Scotland Fund within the context of the SOA will be included. Progress in respect of the Fairer Scotland Fund was met positively by colleagues in the Scottish Government at a meeting recently convened to review activity and consider future developments.

- 4.8 As part of the CPP Board's consideration of the updated SOA at its meeting on 11 December 2008, there was discussion in respect of the sign off process. As the Board will not meet during February 2009, alternative arrangements have been put in place to ensure overall sign off. In this context, the Chief Executive of NHS Ayrshire and Arran advised that the new Community Health Partnership (CHP) Committee, which has the local perspective and is therefore integral to the SOA development process, has been remitted to endorse East Ayrshire's SOA on behalf of NHS Ayrshire and Arran.
- 4.9 Following consideration at the CHP Committee meeting on 12 January 2009, it was agreed that an update would be provided to the new CHP Forum on 22 January 2009. Thereafter, Councillor Filson as the Chair of the CHP has been delegated authority to sign off the updated SOA on its behalf.
- 4.10 The community and voluntary sectors are fully briefed and engaged on the development of the SOA, in particular through their involvement in the current mid-term review of the Community Plan Action Plans.
- 4.11 Work is progressing effectively as planned to meet the required reporting framework as identified at Appendix 2. Subject to full Partnership approval, the document will be submitted to the Scottish Government by 27 February 2009.
- 4.12 As per the advice note, issued by the Scottish Government on 5 February 2009, in respect of 'Governance and Accountability for SOAs', it is important to set out clearly what Councils and their partners are signing up to when they sign the SOA with Scottish Ministers. "At a minimum, this includes:
- that partners are signing up to the whole SOA, not selected parts of it;
 - that signing up is equivalent to adopting the SOA as a formal corporate commitment of the Council or Board;
 - that such a commitment is to support the delivery of the SOA in all possible ways compatible with their duties and responsibilities;
 - that all partners are willing to review their pre-existing structures, processes and resource deployment to optimise delivery of outcomes."
- 4.13 This does not mean that "each partner is signed up to deliver all of the services and infrastructure necessary to achieve outcomes; none of them has unrestricted general empowerment. What it means is that they are corporately committed to the agreed outcomes for the area and its people, and within the constraints of their duties and responsibilities, will take every opportunity to promote and support the achievement of outcome".

5. 'ASKS' INCLUDED IN SINGLE OUTCOME AGREEMENTS

- 5.1 As Cabinet will recall, many of the Scottish Government required actions/commitments to support the delivery of local outcomes highlighted in East Ayrshire's SOA were already included in the Scottish Government Spending Review of November 2007.
- 5.2 The Scottish Government advised that its Lead Directors would advise Councils/CPPs of the response to, or the handling of, each of the 'asks' in the 2008 SOAs. The

number of liaison Directors has been recently increased to sixteen, which will provide an opportunity for each of them to work closely with two Councils and their Community Planning Partners in the development of the SOA process. Derek Feeley, Director of Healthcare Policy and Strategy, has recently replaced Graeme Dickson as the Scottish Government's Lead Director for East Ayrshire. An initial meeting with the new liaison Director was convened on 20 November 2008; the output from this meeting was as follows:

- The Scottish Government Director was comfortable with the fact that our SOA currently has a three-year lifespan from 2008-2011 and agreed that annual reporting would be appropriate.
- The Scottish Government would like to see some narrative within the SOA update on how the Partnership is working to address the issues faced by the current economic environment and, in addition, how work is being progressed in respect of early interventions and inequalities, particularly around health and income. This has been included.

5.3 The Lead Director reiterated the Scottish Government's satisfaction with the East Ayrshire SOA and advised that he would act as a conduit between the Government and the Partnership on any related issues.

5.4 As advised previously, the High Level Steering Group will promote a strategic focus for CPP SOAs for 2009/10 onwards and it is anticipated, therefore, that any new 'asks' will be expected to demonstrate evidence that they are critical to the overall delivery of the SOA. As a consequence of the economic downturn, East Ayrshire Community Planning Partnership wishes to highlight the specific need to encourage the Scottish Government to consider additional support, such as the allocation of targeted resources, to address the significant issues and challenges related to the recent contraction of the manufacturing industry across the local area.

6. FINANCIAL IMPLICATIONS

6.1 Success in taking forward the East Ayrshire Community Planning Partnership Single Outcome Agreement will assist in securing sustained Scottish Government funding required to provide and further improve services to our communities. It will also assist in maintaining the current reductions in ring-fenced funding and in the drive to further reduce ring-fenced funding of resources to the Council and its Partners.

7. COMMUNITY PLANNING /POLICY/LEGAL IMPLICATIONS

7.1 East Ayrshire Community Planning Partnership's Single Outcome Agreement is founded upon Section 20 of the Local Government in Scotland Act 2003. This sets out the Council's general power to advance well-being for its area and persons within that area. This general power is also supported with Statutory Guidance issued under Section 21 of the Act and general guidance issued in support of the November 2007 Concordat.

7.2 The entire SOA process is built upon an understanding of joint intent and accountability between Local Government and the Scottish Government. The November 2007

Concordat, and by implication the SOA, is not seen by CoSLA, or the Council, as forming a contract enforceable in law.

8. RECOMMENDATIONS

8.1 Cabinet is asked to:

- i) note progress in respect of the development of the updated East Ayrshire Community Planning Partnership Single Outcome Agreement 2009/10;
- ii) endorse the updated Community Planning Partnership Single Outcome Agreement, taking full account of paragraphs 4.12 and 4.13, for submission to the Scottish Government by the due date of 27 February 2009;
- iii) note the Scottish Government's intention to agree the updated SOA with the Community Planning Partnership by the end of May 2009, with sign off over the summer period;
- iv) remit officers to continue to work with the appointed Scottish Government Lead Director (Derek Feeley) and to make any final and necessary residual/ textual changes to the updated SOA;
- v) note that due to the timescales involved, this decision will require to be implemented prior to any consideration by the Governance and Scrutiny Committee under the call-in process, as to delay the decision would mean that the document would not be submitted to the Scottish Government by the due date of 27 February 2009; and
- vi) agree to receive further update reports as required.

Fiona Lees
Chief Executive
18 February 2009

List of Background Papers

1. The Scottish Spending Review 2007 financial settlement Concordat document agreed between the Scottish Government and Local Government – 14 November 2007.
2. Single Outcome Agreement – Guidance for Community Planning Partnerships (October 2008); jointly supported by the Scottish Government, Audit Scotland, CoSLA, Solace, and the Improvement Service.
3. Single Outcome Agreements 2009 – Governance and Accountability for SOAs – advice note issued by the Scottish Government 5 February 2009

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

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

**COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT –
GLOSSARY OF TERMS**

BMI	Body Mass Index
CHP	Community Health Partnership
CMT	Corporate Management Team
COPD	Chronic Obstructive Pulmonary Disease
CPP	Community Planning Partnership
CVO	Council of Voluntary Organisations
CoSLA	Convention of Scottish Local Authorities
CfE	Curriculum for Excellence
DTI	Department of Trade and Industry
ESOL	English for Speakers of other Languages
FSF	Fairer Scotland Fund
FTE	Full Time Equivalent
GROS	General Register Office for Scotland
HEAT targets	Health Efficiency Access and Treatment Targets
HMIE	Her Majesty's Inspectorate of Education
ISD	Information Services Division (NHS National Services Division)
LEAMS	Local Environmental Audit and Management System
NHS	National Health Service
Nomis	Official labour market statistics provided by the Office for National Statistics
MCMC	More Choices More Chances
MSP	Member of Scottish Parliament
QIO	Quality Improvement Officer
SALSUS	Scottish Schools Adolescent Lifestyle and Substance Use Survey
SCRA	Scottish Children's Reporter Administration
SEED	Scottish Executive Education Department
SIMD	Scottish Index of Multiple Deprivation
SLIMS	Consultancy services specialising in economic and labour market analysis and policy development
SOA	Single Outcome Agreement
SOLACE	Society of Local Authority Chief Executives
SPI	Statutory Performance Indicator
SPT	Strathclyde Partnership for Transport
SQA	Scottish Qualifications Authority
SSR 2007	Scottish Spending Review 2007
STEAM	Scottish Tourism, Evaluation and Monitoring Report

SINGLE OUTCOME AGREEMENT 2009/10 (As at 18 February 2009)

The overall timeframe that we are working towards is set out below:
(Shaded = action achieved)

No.	Action	Timescale	Progress
	SOA Agreement Process:	Jan/Feb 2009	
1.	Final SOA Workshop convened with the Research, Information and Performance Group-consider revisions/updates to the existing SOA	Tuesday 20 January 2009	Achieved – final comments from Partners returned by 2.2.09
2.	Meetings regarding the SOA sign off process convened with the Community Health Partnership Committee and CHP Forum (NHS Ayrshire and Arran has agreed that the CHP Committee will sign off the SOA on its behalf)	Monday 12 January 2009 Thursday 22 January 2009	CHP Committee remitted Cllr Filson as its chair to sign off the 2009/10 SOA on behalf of NHS Ayrshire and Arran
3.	Closing date for final comments from Council/Partners in respect of the current SOA for update in 2009/10	Monday 2 February 2009	Feedback received
4.	Updated draft SOA 2009/10 issued to the Corporate Management Team, Community Planning Joint Officers' Group (JOG) and Improvement Service (as critical friend) for consideration and comment	Friday 6 February 2009	Final comments to be returned by 12 noon on 12.2.09
5.	Issue finalised draft SOA 2009/10 to Partners/Cabinet for consideration and Community Planning Partnership Board for overall sign off	Week beginning 16 February 2009	Approvals/comments to be returned by 26.2.09
6.	Convene special Cabinet meeting	Wednesday 25 February 2009	Final SOA 2009/10 to be presented to Cabinet on 25.2.09 for consideration and endorsement
7.	Submit final SOA 2009/10 to the Scottish Government	Friday 27 February 2009	
8.	Community Planning Partnership and the Scottish Government to agree the 2009/10 SOA	March-May 2009	
9.	Sign off of 2009/10 SOAs by the Scottish Government	Summer 2009	

No.	Action	Timescale	Progress
	Next Stages:	March-September 2009	
10.	Best Value and Performance Unit to link with the Community Planning and Partnership Unit to ensure effective systems are put in place for annual reporting on Council activity	Ongoing	
11.	Community Planning and Partnership Unit to link to Community Planning Partners to ensure effective annual reporting on Partnership activity	Ongoing	
12.	Community Planning and Partnership Unit to coordinate the overall SOA Partnership Annual Performance Report for submission to the Scottish Government (Reporting guidance currently awaited) <ul style="list-style-type: none"> • Interim Report • Annual Report 2008/09 	February-September 2009 30 April 2009 30 Sept 2009	
13.	Review for development of SOA for 2010/11	Sept 2009 onwards	

18 February 2009



**EAST AYRSHIRE
COMMUNITY PLANNING PARTNERSHIP**

**SINGLE OUTCOME AGREEMENT
2008 – 2011**

Introductory Text

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Annex 1: Area Profile

Annex 2: Single Outcome Agreement Templates

**Annex 3: Scottish Government required actions/ commitments
to meet Local Outcomes**

1. INTRODUCTION

1. COMMUNITY PLANNING IN EAST AYRSHIRE: 'ONE COUNCIL, ONE PLAN'

- 1.1 The East Ayrshire Community Plan is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services in East Ayrshire. The Plan covers 12 years from 2003 to 2015 and sets out the overall vision for the local area. It articulates clearly that Partners are committed to achieving – *“high quality services which are sustainable, accessible and meet people’s needs”*. Recognising the principle of ‘One Council, One Plan’, the Council has adopted the Community Plan as its Corporate Plan.
- 1.2 Consequently, East Ayrshire Council and its Planning Partners took a collective view from the outset that a Community Planning Partnership Single Outcome Agreement (SOA) would be developed for the local area, covering the three-year period from 1 April 2008 to 31 March 2011.
- 1.3 This timescale links well with the first review of the Community Plan and related Action Plans. In 2003, Partners gave a commitment to carrying out a review on a four-yearly basis to ensure that the Community Plan continues to be ‘fit for purpose’; and a revised set of Action Plans (2007-2011) was effective from 1 April 2007. The timescale also links well with Scottish Spending Review 2007 (SSR 2007), which also runs from 1 April 2008 to 31 March 2011.
- 1.4 In East Ayrshire, the SOA is seen as a management tool that will allow the Community Planning Partnership to:
- further improve the quality of life across our communities;
 - deliver better outcomes for local people;
 - secure opportunities for reducing bureaucracy;
 - make more efficient use of our resources;
 - make a difference by removing barriers to improved service delivery; and
 - identify areas for improvement.
- 1.5 The opportunity to develop our SOA, with joint accountability for delivery shared with the Scottish Government, is welcomed by Community Planning Partners in East Ayrshire. Based on the 15 key national outcomes agreed in the November 2007 Concordat linked to SSR 2007, and under a common framework of local outcomes to take account of local priorities, the East Ayrshire Community Planning Partnership SOA has been in effect from 1 April 2008.
- 1.6 This updated Community Planning Partnership SOA reflects fully the National Guidance issued on 31 October 2008.

2. SINGLE OUTCOME AGREEMENT

2. PURPOSE OF THE SINGLE OUTCOME AGREEMENT

- 2.1 The Concordat developed and agreed jointly by COSLA and the Scottish Government is regarded as a statement of joint intent, built on joint accountability.

It sets out a new working relationship between the Scottish Government and local government, based on mutual respect and partnership. In addition, it underpins the funding due to be provided to local government over the three years, 2008/09 to 2010/11.

- 2.2 Central to the Concordat, and to ensure a more streamlined approach to external scrutiny and effective performance management, it is the Scottish Government's intention that a Single Outcome Agreement be developed between the Government and each local authority area, based on the agreed set of national outcomes, underpinned by a range of national indicators. Through the Concordat, Councils are committed to supporting progress at national level, through improvement in outcomes at a local level.
- 2.3 The new working relationship is supported by a package of measures, again endorsed by the Scottish Government and COSLA. Both parties believe that the process will lead, over time, to significant benefits for users of local services across Scotland. East Ayrshire Community Planning Partnership commits to the process.
- 2.4 East Ayrshire's SOA sets out the outcomes that Community Planning Partners, either individually or jointly, are seeking to achieve. Our intended outcomes reflect local needs, circumstances and priorities; and they are relevant to the national outcomes agreed in the Concordat.
- 2.5 The Scottish Government has taken account of the major contribution that local government and Community Planning Partners have made, and continue to make, to its 5 strategic objectives and associated 15 national outcomes. In addition, the Concordat provides Councils and Community Planning Partners with a range of benefits, including:
 - **reductions in ring-fencing of funding streams:** a considerable number of specific grants have been rolled up and included in the annual local government grant settlement;
 - **reductions in bureaucracy:** the extent of monitoring and reporting currently required of local government by the Scottish Government is to be rationalised and reduced;
 - **specified set of commitments:** local authorities agree to deliver on a specified set of commitments from within the grant settlement;
 - **retention of efficiency savings:** local authorities will be able to retain their efficiency savings to re-distribute to priority service areas; and
 - **greater opportunities for partnership working:** the Scottish Government and Local Government, through COSLA, will work together to develop policy in areas where local government has a key interest.

3. SCOPE OF THE SINGLE OUTCOME AGREEMENT

- 3.1 East Ayrshire's three-year SOA, which is subject to review on an annual basis, builds on the strategic priorities of the Community Plan, including those delivered by the public sector and the services delivered on behalf of the partnership by the voluntary and community sectors.

Legislative Basis

- 3.2 Community Planning is enshrined in legislation through the Local Government in Scotland Act 2003, which places a statutory duty on Councils to lead and facilitate Community Planning, with a corresponding duty on a range of public sector agencies to participate in local community planning processes, namely:
- East Ayrshire Council
 - Strathclyde Police
 - NHS Ayrshire and Arran
 - Strathclyde Fire and Rescue
 - Scottish Enterprise
 - Strathclyde Partnership for Transport.
- 3.3 The Act has three main elements:
- a Duty of Community Planning, ensuring long term commitment to effective partnership working with communities and between Partners;
 - a Duty of Best Value, ensuring continuous improvement in the delivery of services; and
 - a Power to Advance Well-being, enabling the local authority to work with its Partners in a more innovative and creative way in responding to the needs of communities.
- 3.4 The East Ayrshire Community Planning Partnership's SOA is founded upon Section 20 of the Local Government in Scotland Act 2003, which sets out the Council's general power to advance well-being for its area and persons within that area. This general power is also supported with Statutory Guidance issued under Section 21 of the Act and general guidance issued in support of the November 2007 Concordat.

Guiding Principles

- 3.5 To ensure that the Community Planning process is consistent and continues to meet the needs of everyone living in East Ayrshire, Partners are committed to working in a way which ensures that they:
- promote social justice and social inclusion;
 - ensure effective community engagement in the planning and development of local services;
 - succeed in joint working and engaging people;
 - ensure quality and accessibility;
 - build sustainability into what we do; and
 - deliver continuous improvement and best value.

Shared Commitments

- 3.6 To date, the East Ayrshire Community Planning Partnership has agreed six strategic commitments, as follows:
- shared services;
 - co-located shared premises / management;
 - rationalisation of plans, strategies and structures;

- joint consultation and engagement;
- joint training; and
- joint information sharing, including joint monitoring and evaluation.

Key Themes

3.7 The key themes of the Community Plan are:

- Promoting Community Learning
- Improving Opportunities
- Improving Community Safety
- Improving Health
- Eliminating Poverty
- Improving the Environment.

3.8 Each theme has an associated four-year Action Plan, setting out the joint activity aimed at tackling the issues affecting our communities. The key focus is on the delivery of tangible actions, which through partnership working, make a difference in the communities across East Ayrshire.

3.9 In the context of changing national priorities, such as the move to a Community Planning Partnership SOA, and the consequent requirement to facilitate reporting arrangements, the Community Planning Partnership Board considered it timely to radically review the thematic Action Plans, and consider how they could potentially be rationalised as part of the mid-term review.

3.10 The new Action Plans will be developed by Lead Officers and the Community Plan Action Plan Working Groups, comprising a range of stakeholders from the public, community and voluntary sectors. The new Plans which will be presented for endorsement to the CPP Board in March 2009 for implementation from 1 April 2009, are as follows:

- Promoting Lifelong Learning
- Delivering Community Regeneration
- Improving Community Safety
- Improving Health and Well-being.

3.11 The development of the SOA builds on the results of the wide ranging consultation and engagement with Communities, Partners and other key stakeholders, carried out as part of the four-yearly review of our Community Plan and more recently as part of the mid-term review of the Action Plans. The results have reconfirmed the relevance of priorities set for East Ayrshire. The SOA provides Community Planning Partners in East Ayrshire with opportunities to:

- further maximise benefits from partnership working;
- deliver continuous improvement based on clear and shared objectives;
- demonstrate better ways of measuring and reporting on our performance; and
- reflect progress and impact across communities.

SOA links to other strategic plans

3.12 The mainstream core activity of individual organisations is detailed within the range of Partner agency strategic documents and service plans, all linked to the overarching Community Plan. Within the framework of Community Planning, further opportunities to integrate services to ensure the maximum benefit for service users are afforded through a range of other local and national strategies and plans linked to the SOA, including:

- Integrated Children's Service Plan
- East Ayrshire Local Plan
- East Ayrshire Council Local Housing Plan
- East Ayrshire Transport Strategy
- Curriculum for Excellence
- Better Health, Better Care Action Plan
- Joint Futures arrangements for Health and Social Care.

In addition, in view of the recommendations arising from the independent review of Free Personal and Nursing Care in Scotland (a Report by Lord Sutherland, April 2008), work is being progressed by the East Ayrshire Joint Futures Partnership to move from the current well established arrangements under the Joint Performance Information and Assessment Framework to the new SOA approach.

We are fully committed to the implementation of the National Outcomes Framework for Community Care, in line with the Scottish Government Guidance, as demonstrated at National Outcome 11.

3.13 Community Planning Partners in East Ayrshire are committed to tackling poverty and the significant inequalities which cut across our local communities. 'Achieving our Potential', the Scottish Government's Framework to tackle poverty and income inequality in Scotland, together with the Early Years Framework and Equally Well, the report of the Ministerial Task Force on Health Inequality, provides the Government's approach on how to tackle the root causes of poverty and income inequality locally through collaborative working and early interventions. This approach is consistent with the priorities for action identified within the East Ayrshire Community Planning/SOA process.

3.14 The Early Years Framework sets out a significant challenge for all partners linked to transformational change. The transformational change anticipated by the Scottish Government and COSLA has ten elements. The Framework has no associated additional resources and it is recognised that there will require to be a radical look at reprioritising existing resources. The challenge of shifting resources to both working with and prioritising work with younger children and intervening earlier is significant, and will require both structural and transformational change across services and agencies.

3.15 Finally, while we are not a test site for 'Equally Well' in East Ayrshire, we recognise the importance of the Equally Well Implementation Plan and are considering how this will add further value to our work locally.

4. AREA PROFILE

- 4.1 An integrated profile of the social, economic and environmental conditions in East Ayrshire forms the basis of our SOA. The Area Profile provided at Annex 1 presents an evidence base for identifying past trends and future challenges and opportunities, and subsequently the strategic local priorities expressed as local outcomes.
- 4.2 The Area Profile takes into account the information contained in the Community Plan and the corporate and service plans of the local Partners; draws on a range of indicators which are relevant, robust and measurable, including locally relevant National Indicators; and evidences the views of communities via the Community Planning Residents' Survey.

5. OUTCOMES AND COMMITMENTS

5. IMPROVED LOCAL OUTCOMES REFLECTING SHARED PRIORITIES

- 5.1 Local outcome information, set alongside relevant plans and activities, and specific commitments and actions agreed by Community Planning Partners and the Scottish Government, is also set out at Annex 2 and 3 respectively.
- 5.2 Progress targets have initially been set for 2010/11 (recognising that circumstances will change from year to year and be accounted for in the SOA annual review process), with end targets provided, where appropriate, through which the achievement of the local outcome/s can be demonstrated. Reporting of progress is scheduled on an annual basis over the three-year period, all linked to our Public Performance reporting arrangements. In the main, quantified projections have been provided. In the cases where this has not been possible, 'direction of travel' ambition has been set out, in line with SOA guidance.
- 5.3 The annual performance report will also include progress in respect of the twelve specified Concordat Commitments, which the Scottish Government and local government have agreed to work towards, as follows:
 - Freezing council tax rates at 2007/08 levels.
 - Making an additional 1,000 police officers available in communities.
 - Introduction of the Small Business Bonus Scheme.
 - Improving the learning experience for children and young people by improving the fabric of schools and nurseries; developing and delivering 'A Curriculum for Excellence'; and, as quickly as possible, reducing class sizes in P1 to P3 to a maximum of 18 and improving early years provision with access to a teacher for every pre-school child.
 - Expanding pre-school provision and making substantial progress towards a 50% increase in pre-school entitlement for 3 and 4 year olds.
 - Free school meals - providing nutritious free school meals for all P1 to P3 pupils from August 2010.
 - Extending entitlement to free school meals to all primary and secondary pupils of families in receipt of maximum child tax credit and maximum working tax credit from August 2009.

- Vocational education/skills - working in partnership with colleges, local employers and others as appropriate to give more school pupils opportunities to experience vocational learning.
- Kinship care – providing allowances for kinship carers of ‘looked after children’ to treat them on an equivalent basis to foster carers.
- Improving care home quality through care home fees and the quality framework.
- Free personal care – increasing current standard payment levels in line with inflation from April 2008 and allowance for subsequent years.
- Carers’ support – progress towards delivering 10,000 extra respite weeks per annum at home or in care homes.

6. LOCAL CONTEXT FOR THE NATIONAL INDICATORS

6. LINKS BETWEEN LOCAL AND NATIONAL OUTCOMES

- 6.1 The SOA Guidance (October 2008) states that “all of the National Outcomes should be considered when preparing the SOA” by local authorities and their Community Planning Partners, and local outcomes should be linked to national outcomes.
- 6.2 Each of the six East Ayrshire Community Plan strategic themes has been linked to the Scottish Government’s 5 Strategic Objectives and its 15 National Outcomes as set out in Table 1. National Outcome 15: *‘Our public services are high quality, continually improving, efficient and responsive to people’s needs’* is seen as cross cutting across all our Community Planning themes and local core services.
- 6.3 In the context of high level priorities, the national and local outcomes which are most relevant to the investment of the Fairer Scotland Fund are identified in the SOA Templates at Annex 2.

Table 1: Links between Local Community Planning Themes and National Outcomes and Strategic Objectives

East Ayrshire Community Planning Theme / Local Core Service	National Outcome	Scottish Government Strategic Objective
Promoting Community Learning / Education Services	3. We are better educated, more skilled and more successful, renowned for our research and innovation. 4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens. 5. Our children have the best start in life and are ready to succeed. 8. We have improved the life chances for children, young people and families at risk.	Smarter
Improving Opportunities	1. We live in a Scotland that is the most attractive place for doing business in Europe. 2. We realise our full economic potential with more and better employment opportunities for our people. 3. We are better educated, more skilled and more successful, renowned for our research and innovation. 13. We take pride in a strong, fair and inclusive national identity.	Wealthier and Fairer
Improving Community Safety	5. Our children have the best start in life and are ready to succeed. 8. We have improved the life chances for children, young people and families at risk. 9. We live our lives safe from crime, disorder and danger. 11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	Safer and Stronger
Improving Health	5. Our children have the best start in life and are ready to succeed. 6. We live longer, healthier lives. 7. We have tackled the significant inequalities in Scottish society.	Healthier Wealthier and Fairer
Eliminating Poverty	5. Our children have the best start in life and are ready to succeed. 7. We have tackled the significant inequalities in Scottish society. 8. We have improved the life chances for children, young people and families at risk.	Wealthier and Fairer Smarter
Improving the Environment	10. We live in well-designed, sustainable places where we are able to access the amenities and services we need. 12. We value and enjoy our built and natural environment and protect it and enhance it for future generations. 14. We reduce the local and global environmental impact of our consumption and production.	Greener Wealthier and Fairer

Note: National Outcome 15: is seen as cross cutting across all our Community Planning themes and local core services.
Please note that Community Planning themes will change from 1 April 2009.

7. GOVERNANCE AND SCRUTINY ARRANGEMENTS

7. GOVERNANCE AND SCRUTINY ARRANGEMENTS

- 7.1 The Community Planning Partnership (CPP) Board comprises representation at chief executive level (or equivalent) from the Core Partner organisations and community representation from the Federations of Community Groups. Chaired by the Council Leader, the Board sets the strategic direction for Community Planning in East Ayrshire and ensures effective partnership working. In addition, planning and decision making are influenced both strategically and locally by the four new Local Community Planning Forums, the Children and Young People's Forum and the Equalities Forum.
- 7.2 Effective corporate governance and scrutiny is assured through the Council's Cabinet, and Governance and Scrutiny Committee, the Boards of individual partner agencies and the CPP Board. Decisions are reported to partner agencies through their representatives on the CPP Board and supporting CPP structures. Representatives of the Federations of Community Groups participate in the CPP Board and are fully involved in decision making, with responsibility for cascading information to their members, and affiliated community and voluntary groups.
- 7.3 As grant recipient for funds allocated under the auspices of Community Planning, the Council has established robust and proper monitoring arrangements to ensure and demonstrate that funds are spent appropriately. Elected members have a scrutiny role in respect of these funds. Funding allocated to initiatives led by Partners is subject to the relevant agency's monitoring and scrutiny arrangements, with overall review and scrutiny undertaken by the CPP Board.
- 7.4 The East Ayrshire SOA has been endorsed by all Community Planning Partner agencies individually, and signed off both by the Council's Cabinet and the CPP Board.
- 7.5 As per the advice note, issued by the Scottish Government on 5 February 2009, in respect of 'Governance and Accountability for SOAs', in signing up to the SOA, Community Planning Partners are:
- signing up to the whole SOA, not selected parts of it;
 - adopting the SOA as a formal corporate commitment of the Council or Board;
 - giving a commitment to supporting the delivery of the SOA in all possible ways compatible with their duties and responsibilities; and
 - willing to review their pre-existing structures, processes and resource deployments to optimise delivery of outcomes.
- 7.6 Management arrangements and systems will ensure that the East Ayrshire CPP will monitor, measure and review progress in taking forward the SOA. Through our accredited Public Performance Reporting arrangements, we will meet the timescales for reporting progress to communities, the CPP Board and the Scottish Government.

8. ONGOING DEVELOPMENT OF THE SOA

8. ONGOING DEVELOPMENT

- 8.1 As identified at the outset, the Council and its Community Planning Partners in East Ayrshire agreed to have a joint SOA in place from 1 April 2008.
- 8.2 Effective community engagement lies at the heart of the Community Planning process in East Ayrshire and building the capacity of community representatives on the CPP Board, Local Community Planning Forums and the Federations of Community Groups is fundamental to ensuring embedded and sustained community ownership of the SOA. In addition, the support provided to the newly established Children and Young People's Forum and Equalities Forum will be essential in ensuring effective community engagement in the overall process.
- 8.3 The Federations of Community Groups have been systematically involved in the ongoing development of the SOA through their participation in the CPP Board. In April 2008, information on the draft SOA was presented to project representatives and key stakeholders as part of the Fairer Scotland Fund briefings. In addition, a dedicated SOA briefing and engagement meeting was convened in May 2008 with a range of National and Local Voluntary Organisations, with agreement for an ongoing discussion in respect of continued robust engagement.
- 8.4 Our third mid-term review of the Community Plan Action Plans, due in March 2009, has provided an opportunity to review the SOA with a range of key stakeholders, including Partners and community and voluntary organisations. This will allow the CPP to consider any need to re-align local priorities, timed to coincide with the end of the first year of SOA implementation. In addition, the second four-yearly review of the Community Plan, due in March 2011, coincides with the end of SSR 2007. This timing will provide a further opportunity to review local and national priorities and statutory plans to ensure alignment against national strategic aims and objectives in place at that time.
- 8.5 In respect of the voluntary sector, work is being taken forward in East Ayrshire to further develop the relationships between the third sector, the Local Authority and the Community Planning Partnership, which will further strengthen the third sector's role in delivering our SOA.
- 8.6 We have recently reviewed and revised our Community Health Partnership (CHP) structure in East Ayrshire, which allows us to better plan and work collaboratively with our partners from NHS Ayrshire and Arran, and the voluntary and community sectors to address local health issues. In particular, the CHP will focus on Shifting the Balance of Care, tackling health inequalities and improving the health and well-being of our local residents, which will contribute to the delivery of our SOA.

Equalities Agenda

- 8.7 When taking its work forward, the CPP will continue to pursue an 'equalities' agenda which ensures that the needs of all residents are taken into account irrespective of disability, gender, ethnic origin, sexual orientation, age, religion or economic circumstances. Partners recognise that there are substantial differences between communities, groups and individuals and the opportunities they enjoy in

respect of health, employment, education, learning, safety and quality of their local environment. We are committed to promoting equality duties within our partnership working and improving the position of everyone who is currently disadvantaged or excluded from opportunities. Target groups include older people, carers, ethnic minorities, people with a disability and women, particularly with regard to domestic abuse.

9. LOCAL CHALLENGES

9. LOCAL CHALLENGES

9.1 Much has been achieved in East Ayrshire since 2003, when the Community Plan was first launched. The Community Planning Partnership has demonstrated success through partnership working. We have a firm foundation on which to build, whilst recognising that there is still much to address if we are to achieve the vision for East Ayrshire. The challenges for East Ayrshire, which are relevant to the Scottish Government's 15 National Outcomes include:

- **population in decline:** East Ayrshire's population has been shown in recent years to be both declining and ageing – this trend will continue;
- **protecting children:** the number of children in need of protection as a result of addiction and/or domestic abuse issues in the family has increased significantly over the last 5 years. The challenge is to further develop an integrated approach to preventing abuse of children in relation to this whilst at the same time address the issues of addiction and domestic abuse within the family;
- **health inequalities:** there is evidence to suggest that the biggest challenge for Scotland and East Ayrshire is the need to tackle health inequalities and close the gap between the most and least deprived communities;
- **the economy:** Partners are committed to developing the economy as a whole, with a particular focus on business and industry as well as maximising opportunities available to East Ayrshire in terms of its natural and built environment, its heritage and culture and its location in relation to regional assets, such as areas of business growth and new jobs. Regenerating our towns and villages is seen as an essential component if we are to strengthen and grow our local economy;
- **transport connections:** the challenge in respect of transport is to develop an integrated and sustainable transport system to further improve accessibility to town centres, and road and rail links between East Ayrshire communities and beyond; and
- **poverty and deprivation:** East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average, with sharp contrasts in the prosperity of communities across the local authority area. Again, we need to close the gap between the most and least deprived communities.

9.2 In particular, the impact of the recent economic downturn in East Ayrshire has been principally in businesses located within the Council area, but where the ownership and strategic management decisions are taken elsewhere, either on a national or an international basis. The manufacturing industry within East Ayrshire has been significantly affected with over 300 job losses announced in the first two months of 2009. Regrettably, it is anticipated that there will be a continuation of this trend as the recessionary period continues and deepens, which will also have an effect on

employment as well as an impact on local services. In this regard, we will ensure that we contribute fully to the delivery of the Scottish Government's 6-point Economic Recovery Plan. Specific work includes:

- providing assistance to support the continued trading position of existing business;
- working with the Scottish Government, Scottish Enterprise, the Business Gateway and other agencies to maximise support packages to support existing and start-up businesses; and
- working with Jobcentre Plus, the local colleges and a range of local providers to deliver assistance and support to individuals to enhance skills development and employability prospects, both with existing employment and in seeking future employment.

9.3 The challenges we face are accounted for in our SOA and we will work with the Scottish Government to address and meet these, as we contribute to the delivery of the 15 national outcomes. More detailed information in respect of local relevance and priority set alongside the national outcomes is set out in Annex 2, adopting the revised National Outcome Template as part of the SOA Guidance issued in October 2008.

10. RISK MANAGEMENT ARRANGEMENTS

10. RISK MANAGEMENT ARRANGEMENTS

- 10.1 In line with Scottish Government guidance and expectations, we have developed a Community Planning SOA, which encompasses the priorities of the area as set out in our Community Plan, whilst contributing to the achievement of expected national outcomes.
- 10.2 There is a potential risk for all Councils and Community Planning Partnerships, inherent in establishing a new framework, that the SOA being devised will not suitably balance the achievement of local and national priorities. Fundamental to the SOA process, therefore, is the shared commitment from the Scottish Government, East Ayrshire Council and its Community Planning Partners that the SOA will be developed over time.
- 10.3 The identification of local outcomes and associated activity to address local need in East Ayrshire, within the context of the 15 National Outcomes, is integral to the development process for the SOA.
- 10.4 Within East Ayrshire, our commitment to joint working and the effectiveness of our systems for developing jointly agreed priorities are evidenced in a range of independent audit and inspection reports. We are confident, therefore, that we have done everything possible at this stage in the process to mitigate risk.
- 10.5 Identified and potential risks (refer to Table 2) arising from our updated SOA have been taken forward into our Community Planning Risk Register. The Register highlights issues to be addressed by Planning Partners and is a standing agenda item at CPP Board and Joint Officers' Group meetings.

- 10.6 In partnership with the Scottish Government, we can combine our efforts to manage risks reasonably and responsibly, and provide overall added value by balancing risks, costs and benefits – all focused and limited to the real risks faced by all parties to the SOA.

Table 2: Identified and potential risks arising from our updated SOA

No.	Risk	Mitigation Comment
	<i>On the SOA Generally:</i>	
1.	That only the Council is accountable for delivering outcomes to service users.	The Scottish Government needs to help Council and Partners deliver the SOA's outcomes.
2.	'Creeping' levels of Council / Partner accountability around the SOA.	We will monitor and guard against this risk.
	<i>On SOA Financial Aspects:</i>	
3.	The Council's and Partner Agencies' funding packages are inadequate to deliver the Concordat's '12 specified set of commitments' (many are uncostered).	We need to cost and consider the full implementation of the Concordat specified set of commitments. There may require to be re-prioritisation and re-alignment.
4.	The Council's and Partners Agencies' ability to continue to provide sustainable services in relation to the economic downturn and reducing budgets.	There may require to be re-prioritisation and re-alignment.
	<i>On SOA Performance Reporting:</i>	
5.	The Council and CP Partners are expected to deliver continuous improvement on national outcomes.	Can only be achieved with rigorous prioritisation – the SOA process must acknowledge this.
6.	That reliable/useful data sets at local level are available within the required SOA reporting timescales.	Can only be achieved jointly through Councils/CP Partners/Professional Organisations/Office of the Chief Statistician/Analytical Services Division.

11. PERFORMANCE MANAGEMENT

11. NEW PERFORMANCE MANAGEMENT SYSTEM

- 11.1 The Concordat highlights that the Scottish Government will work with local government on a new performance reporting system, designed to provide regular, timely and transparent reporting to the Scottish Government on progress against the national outcomes, and to local communities on progress against related local outcomes.
- 11.2 The SOA Annex 3 accompanying this document sets out, against each National Outcome, the areas of Scottish Government support considered necessary to assist East Ayrshire to deliver our joint responsibilities set out in the Concordat.

- 11.3 A report setting out achievements, endorsed by Community Planning Partners, will require to be submitted to the Scottish Government, for the year just ended, commencing in September 2009. The report will set out progress achieved against the SOA, with updates as required, and provide details on our plans for the year ahead. An interim report (for 2008/09 only) is required by the end of April 2009.
- 11.4 In view of the importance of being able to report quickly and accurately on the performance achievement against the SOA, a new IT-based Performance Management System is being developed to gather and produce the Council's and Partner Agency performance data. Partner Agency data will be managed through a system of secure portals, integral to the new system.

12. PUBLIC PERFORMANCE REPORTING

12. REPORTING ON PROGRESS TO THE SCOTTISH GOVERNMENT, STAKEHOLDERS AND COMMUNITIES

- 12.1 Community Planning Partners will review and report on SOA performance on an annual basis, through which progress and changing circumstances can be considered. This will be linked to a formal review of the four-year thematic Action Plans at the mid-point of the current programme, scheduled for March 2009. In addition, the commitment to review the Community Plan on a four-yearly basis remains, with the next formal review scheduled for March 2011. This timescale is consistent with the completion of the three years period of the SOA, linked to SSR 2007.
- 12.2 The ongoing development of the SOA provides East Ayrshire's Community Planning Partners with an opportunity to report jointly on a focused range of service delivery performance measures, which will be welcomed by local people. It will complement and assist in compiling our annual record of achievements and outcomes, as we take forward and publish our periodic Public Performance Report on Community Planning attainment.

18 February 2009



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2008 – 2011

Area Profile and links between Local and National Outcomes

Introduction



Introduction

East Ayrshire covers an area of 490 square miles from Lugton in the north to Loch Doon in the south. It has a population of 119,570 who live in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population around 44,000 (37%). The remainder of the population lives in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock.

East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. This was confirmed by the Community Planning Residents' Survey 2008, which demonstrated that 72% of respondents said that the quality of life in their town or village is good and 72% said that they had lived in East Ayrshire for over 20 years.

These are valuable assets upon which we can continue to build and Community Planning Partners are committed to working together to make a real difference to the lives of local people.

Our Key Themes

During 2006, as part of the first four-year review of the Community Plan, we consulted with our communities, our partners and other key stakeholders on our strategic priorities for the period 2007-11. It was agreed that our efforts would continue to be directed at the key themes of:

- Promoting Community Learning
- Improving Opportunities
- Improving Community Safety
- Improving Health
- Eliminating Poverty
- Improving the Environment.

As part of our planned programme of change, these six themes will be reduced to four from 1 April 2009 as follows:

- Promoting Lifelong Learning
- Delivering Community Regeneration
- Improving Community Safety
- Promoting Health and Well-being.

Challenges

A number of key challenges have been identified, which will require to be addressed, if we are to achieve the vision for East Ayrshire, including:

- population decline;
- protecting our children;
- health and health inequalities;
- the economy;
- transport connections; and
- poverty and deprivation.

Area Profile

The following integrated profile of the social, economic and environmental conditions of East Ayrshire forms the basis for our Community Planning Partnership Single Outcome Agreement (SOA), which highlights past and projected trends and evidences the views of local communities through the Community Planning Residents' Survey. In addition, our identified local strategic priorities have been expressed as local outcomes.

Population Decline

Population Projections

The population of East Ayrshire has been shown to be both declining and ageing in recent years. The population decreased by 0.6% over the period 2001-2007, faster than the decline in the West of Scotland (-0.1%) and in contrast to a small increase across Scotland (1.6%). (Source: General Register Office for Scotland based on 2007 Mid Year estimates.)

Based on the latest available estimates, the population of East Ayrshire is expected to fall significantly between 2006 and 2021 (-1.6%). This compares with an expected 4.1% increase nationally over the same period.

The local working age population is also projected to fall by 3.8% between 2006 and 2021 compared with an increase over Scotland (+3.0%). These statistics are compounded by the fact that the direction of population change varies across age bands; there is expected to be a decline in ages 0-49, while the 50 to retirement age band is projected to rise, continuing the increase in the ageing population of East Ayrshire. (Source: General Register Office for Scotland based on 2006 data.)

Age Structure

Age	Male	Female	All	East Ayrshire	Scotland
0 - 4	3,315	3,121	6,436	5.4%	5.3%
5 - 9	3,221	3,113	6,334	5.3%	5.3%
10 - 14	3,790	3,500	7,290	6.1%	5.9%
15 - 19	4,141	3,949	8,090	6.8%	6.4%
20 - 24	3,581	3,446	7,027	5.9%	6.7%
25 - 29	3,044	3,210	6,254	5.2%	6.3%
30 - 34	3,219	3,373	6,592	5.5%	5.9%
35 - 39	4,271	4,696	8,967	7.5%	7.3%
40 - 44	4,700	5,045	9,745	8.2%	7.9%
45 - 49	4,230	4,637	8,867	7.4%	7.5%
50 - 54	3,919	4,091	8,010	6.7%	6.7%
55 - 59	4,034	4,147	8,181	6.8%	6.4%
60 - 64	3,684	3,900	7,584	6.3%	5.9%
65 - 69	2,869	3,231	6,100	5.1%	4.7%
70 - 74	2,359	2,918	5,277	4.4%	4.1%
75 - 79	1,684	2,316	4,000	3.3%	3.3%
80 - 84	1,026	1,612	2,638	2.2%	2.3%
85 - 89	471	1,032	1,503	1.3%	1.3%
90+	173	502	675	0.6%	0.6%
All Ages	57,731	61,839	119,570	100.0%	100.0%

(Source: General Register Office for Scotland 2007 Mid Year Estimates of Population)

East Ayrshire Area Profile

Population projections show a decline in total population to 116,004 by 2026 when 29% of the population will be 65 or over compared to 17% at this time.

Projected Population

Population in 1,000s (2006 based projections)

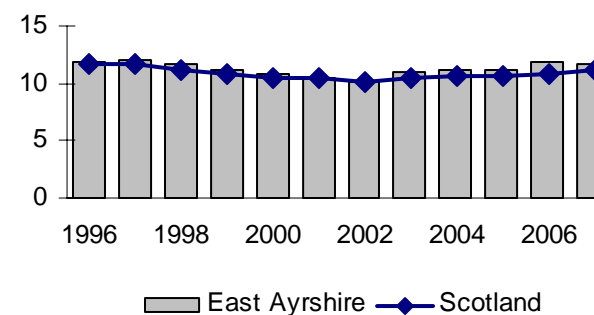
	East Ayrshire			Scotland		
	2006	2021	2026	2006	2021	2026
All Ages	119.3	117.4	116.0	5,116.9	5,326.4	5,362.8
0-15	22.0	20.3	19.4	921.8	905.3	887.0
16-29	19.1	17.1	16.2	912.3	864.3	842.2
30-49	34.7	27.2	26.7	1,485.0	1,326.8	1,341.8
50-64	23.4	26.5	24.8	959.8	1,118.1	1,057.5
65-74	11.3	14.1	14.2	455.7	585.8	612.4
75+	8.7	12.3	14.6	382.2	526.2	622.0

Source: General Register Office for Scotland

Births

Standardised Birth rate per 1,000 population

	East Ayrshire	Scotland
1996	11.9	11.6
1997	12.0	11.6
1998	11.7	11.2
1999	11.2	10.8
2000	10.8	10.4
2001	10.5	10.4
2002	10.1	10.1
2003	10.9	10.4
2004	11.2	10.6
2005	11.2	10.7
2006	11.8	10.9
2007	11.7	11.2



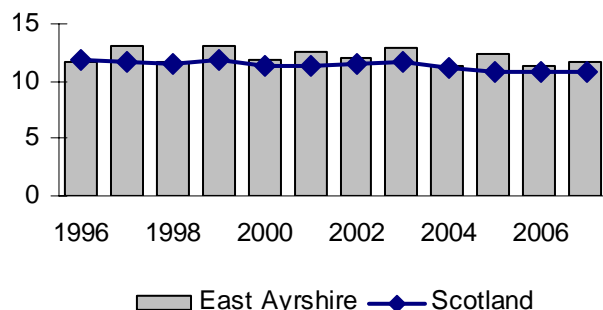
Source: General Register Office for Scotland

- **Analysis:** Birth rates in East Ayrshire are consistently just above the Scotland rate, with a gradual increase after 2002.

Deaths

Standardised Death rate per 1,000 population

	East Ayrshire	Scotland
1996	11.6	11.8
1997	13.1	11.6
1998	11.7	11.6
1999	13.2	11.8
2000	11.8	11.3
2001	12.5	11.3
2002	12.0	11.5
2003	12.9	11.6
2004	11.4	11.1
2005	12.4	10.9
2006	11.3	10.8
2007	11.7	10.9



Source: General Register Office for Scotland

- **Analysis:** Death rates in East Ayrshire are generally worse than the Scotland rate.

Ethnic Grouping

Percentage of population

	East Ayrshire	Scotland
White Scottish	94.22%	88.09%
Other White British	3.94%	7.38%
White Irish	0.57%	0.98%
Other White	0.59%	1.54%
Indian	0.07%	0.30%
Pakistani	0.14%	0.63%
Bangladeshi	0.00%	0.04%
Other South Asian	0.04%	0.12%
Chinese	0.18%	0.32%
Caribbean	0.01%	0.04%
African	0.02%	0.10%
Black Scottish or Other Black	0.01%	0.02%
Any Mixed Background	0.15%	0.25%
Other Ethnic Group	0.05%	0.19%

Source: General Register Office for Scotland (Census 2001)

- **Analysis:** In East Ayrshire, the ethnic minority population is significantly lower than Scotland for all ethnic minority groupings. In addition, in the 2008 Residents' Survey, 96% of respondents said they are 'White Scottish', 3% said they are 'White Other British', 0.5% 'Irish' and 0.5% 'Other Ethnic Background'.

Strategic Priorities and Challenges: Promoting Community Learning

Education and Learning

Many service providers give education and learning in East Ayrshire a high priority and are working to ensure that individuals have access to a range of opportunities to reach their full potential. Attainment in our local schools continues to improve, with reading, writing and maths skills reaching levels of 80%, 73% and 84% in 2007/08; and 90% of East Ayrshire pupils will have passed Standard Grade English and Maths by the time that they leave secondary school. In addition, 50% of looked after children left care with any Foundation level award or better (Comparator Authorities: 55%; and Scottish average: 58.8%).

We recognise that to compete in today's employment market and to take full advantage of the opportunities that information and communication technology provides, people need new skills. We need to encourage people of all ages to learn and to update their skills throughout their lives. There is much potential in our communities, and we are keen to develop the skills and talents of individuals for personal, community and economic benefit.

However, learning is not only about developing employment related skills. It is also about meeting the needs of individual people and ensuring that everybody has a good quality of life. This means that opportunities must be available to allow everyone to take part in leisure and cultural activities and access education and learning opportunities.

The following statistical information is significant in relation to education, skills and training:

- 41% of residents of East Ayrshire did not have qualifications, compared to 33% across Scotland.

Source: East Ayrshire Community Profiles (Census 2001, General Register Office for Scotland), May 2004

- 5% of residents of East Ayrshire have First Degree/Higher Degree qualifications, compared with 4% in 2005.
- 24% of residents of East Ayrshire have vocational qualifications in 2008, compared with 31% in 2005.
- 71% of residents of East Ayrshire have not taken part in any training or learning experience in the past 2 years.

Source: East Ayrshire Community Planning Residents' Survey, December 2008

- 1,870 adult learners in East Ayrshire were assisted with adult literacy and numeracy skills in 2006/07, compared with 2,135 in 2007/08.
- There were 880 young people in the More Choice More Chances (MCMC) category in East Ayrshire in 2006, a higher rate than reported in all other MCMC 'hotspots'. This number decreased to 680 in 2007.
- 53 young people in East Ayrshire were actively participating in Youth Forums in 2008.

Source: East Ayrshire Council, February 2009

- 89% of respondents stated that they had not undertaken work on a voluntary basis at any time in the past 12 months. Respondents aged 60-64 years are most likely to have undertaken any voluntary work, 13% doing so.

Source: East Ayrshire Community Planning Residents' Survey Dec 2008

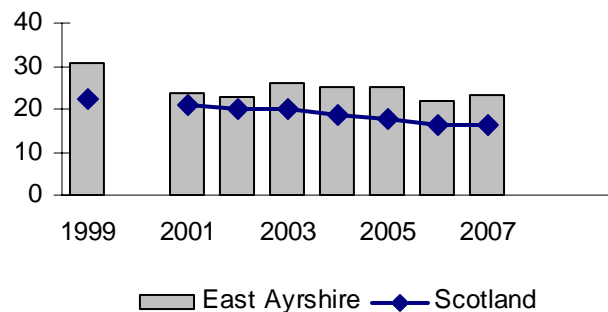
East Ayrshire Area Profile

Qualifications

Percentage of working age people with low or no qualifications

	East Ayrshire	Scotland
1999	30.5	22.2
2000	*	*
2001	23.9	20.9
2002	22.8	20.2
2003	26.0	20.2
2004	25.1	18.8
2005	25.1	17.5
2006	21.7	16.3
2007	23.3	16.1

*data not available



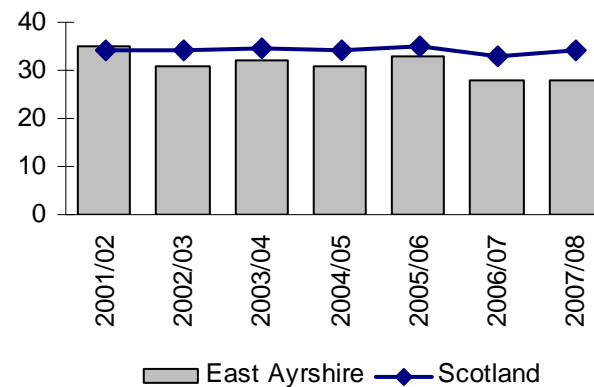
Source: Source: Labour Force Survey, Office for National Statistics

- **Analysis:** East Ayrshire rates for working age people with no/low qualifications are above the Scotland average but declining in line with the Scottish trend.

School Qualifications

Percentage of Pupils in 4th Year at Secondary School, Achieving 5+ Awards at SCQF Level 5 (Standard Grade Credit) or better

	East Ayrshire	Scotland
2001/02	35.0	34.0
2002/03	31.0	34.0
2003/04	32.3	34.6
2004/05	31.0	34.2
2005/06	33.0	34.8
2006/07	28.1	33.1
2007/08	29.0	34.0



Source: Scottish Government

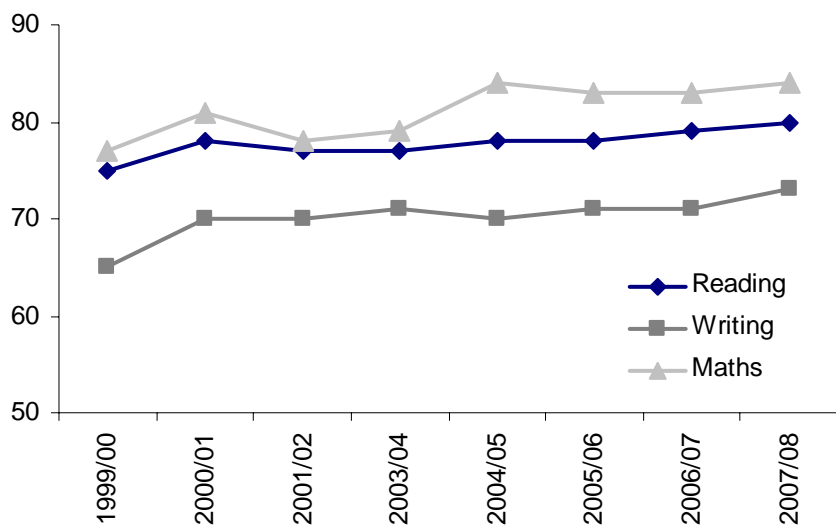
- **Analysis:** East Ayrshire rates are generally lower than Scotland. In addition, in the 2008 (2005) Community Planning Residents' Survey 24% (29%) of respondents said they have an Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent.

East Ayrshire Area Profile

5-14 Achievement – Primary Schools

Percentage of pupils attaining or exceeding level relevant to their stage in National 5-14 tests

	Reading	Writing	Maths
1999/00	75	65	77
2000/01	78	70	81
2001/02	77	70	78
2003/04	77	71	79
2004/05	78	70	84
2005/06	78	71	83
2006/07	79	71	83
2007/08	80	73	84



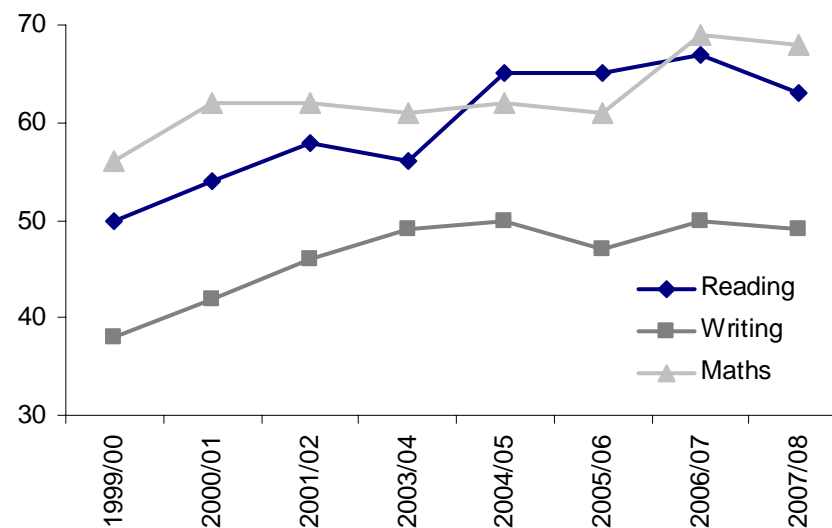
Source: East Ayrshire Council

- **Analysis:** East Ayrshire rates for primary school 5-14 achievement are improving over time.

5-14 Achievement – Secondary Schools

Percentage of pupils attaining or exceeding level relevant to their stage in National 5-14 tests

	Reading	Writing	Maths
1999/00	50	38	56
2000/01	54	42	62
2001/02	58	46	62
2003/04	56	49	61
2004/05	65	50	62
2005/06	65	47	61
2006/07	67	50	69
2007/08	63	49	68



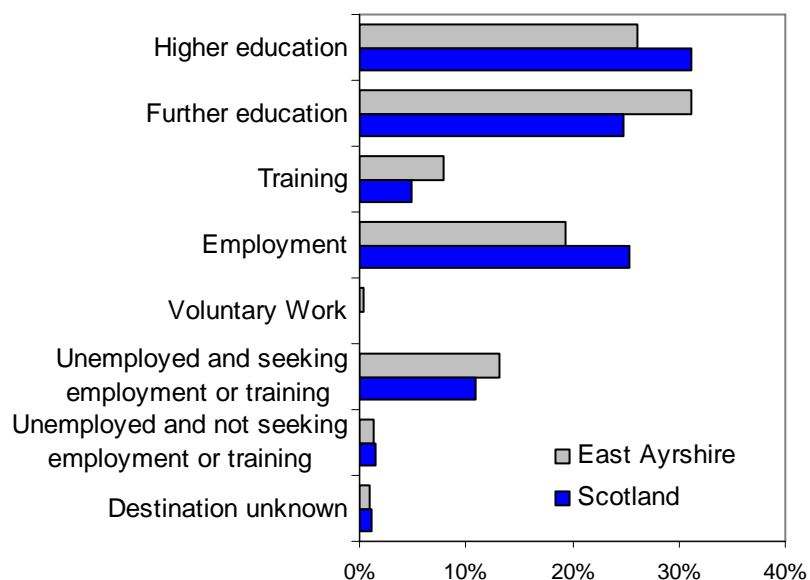
Source: East Ayrshire Council

- **Analysis:** East Ayrshire rates for secondary school 5-14 achievement are improving over time.

School Leaver Destinations

Percentage of school leavers from publicly funded secondary schools 2007/08

	East Ayrshire	Scotland
Higher education	26.1%	31.1%
Further education	31.2%	24.8%
Training	7.8%	4.9%
Employment	19.3%	25.3%
Voluntary Work	0.4%	0.2%
Unemployed and seeking employment or training	13.1%	10.9%
Unemployed and not seeking employment or training	1.3%	1.5%
Destination unknown	0.9%	1.1%



Source: Destinations of Leavers from Scottish Schools; 2007/08

- **Analysis:** Approximately 84% of school leavers in East Ayrshire entered positive destinations, compared to 86% in Scotland.

Local Outcomes identified are:

- Educational attainment for adults across all adult age groups increased (National Outcome 3)
- Student retention rates increased and drop out rates reduced (National Outcome 3)
- Access to learning opportunities to improve quality of life and well being increased (National Outcome 3)
- Educational and skills attainment in schools increased (National Outcome 4)
- Educational achievement of children and young people at risk increased (National Outcome 8)
- Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE) (National Outcome 4)
- Development of early education and childcare services to support children and families promoted (National Outcome 5)
- Participation by young people in community based learning and active citizenship increased (National Outcome 4)
- Participation by people of all ages in community activity increased (National Outcome 11)
- Citizenship ceremonies provided for those wishing to become British citizens (National Outcome 13)
- Number of children in Primary 1 entering Gaelic Medium Education increased (National Outcome 13).

Strategic Priorities and Challenges: Improving Opportunities

The Economy

East Ayrshire has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. Although there is now a smaller manufacturing industry in the local area, it is anticipated that this sector will further decline by 2017 (29%) in line with both UK and Scottish trends (27% and 28% respectively). As a result of the current economic downturn, this has been compounded by over 300 job losses in the local manufacturing industry announced in the first two months of 2009. It had been anticipated that there would be around 2,000 new jobs by 2017; however unemployment is expected to increase in the current economic crisis. (Source: Slims Labour Market Statement, December 2008).

In addition, the declining number of jobs available in East Ayrshire will worsen the job density for the local area (0.69 jobs per working aged person), which was already low in comparison to Scotland (0.91). At December 2008, the unemployment rate was the third highest in Scotland, at 4.6% compared with the national average of 3.0%. This average masks significantly higher levels of unemployment and deprivation in communities across the area. (Source: NOMIS – claimant count rates and proportions, February 2009).

The business and industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation.

Partners are committed to developing the economy as a whole, with a particular focus, in terms of business and

industry, on capitalising on economic opportunities within Kilmarnock and those arising from the extension of the M77, and on regenerating the economy in the coalfield communities.

Our aim is to maximise the opportunities presented by East Ayrshire itself in terms of its natural and built environment, its heritage and culture, and its location in relation to regional assets, such as areas of business growth and new jobs. Our assets such as a high quality natural environment, a strong cultural heritage and considerable scope for leisure and tourism activity are recognised and we require to build on this foundation.

While we have good transport connections, the challenge in respect of transport is to develop an integrated and sustainable transport system to improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. Approximately 84% of rail passengers and 75% of bus passengers are satisfied with the reliability of public transport. (Source: Strathclyde Partnership for Transport (Scottish Household Survey, 2006).

The following statistical information is also significant in respect of the economy:

- 84% of school leavers in East Ayrshire entered a positive destination (into education, employment or training) in 2007/08, compared to 86% in Scotland; over 19% of school leavers in East Ayrshire entered employment, compared to over 25% in Scotland.

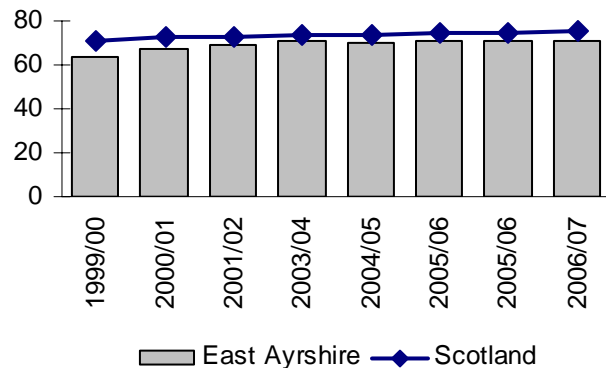
Source: Destinations of Leavers from Scottish Schools; 2007/08

East Ayrshire Area Profile

Employment

Percentage of working age population in employment

	East Ayrshire	Scotland
1999/00	63.8	71.2
2000/01	66.9	73.0
2001/02	68.7	73.0
2003/04	71.2	73.5
2004/05	70.3	73.4
2005/06	70.9	74.9
2005/06	70.6	74.9
2006/07	70.9	75.7



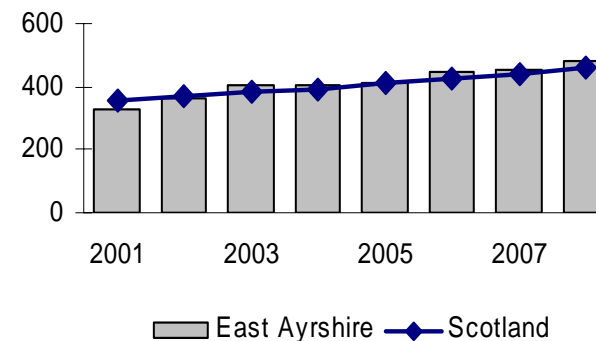
Source: Office for National Statistics

- **Analysis:** East Ayrshire rates for employment are below Scotland but have been increasing in line with the Scottish trend.

Income (residents)

Resident median full-time gross weekly earnings

	East Ayrshire	Scotland
2001	328.3	355.1
2002	366.0	371.7
2003	402.2	381.3
2004	401.5	390.6
2005	412.1	409.8
2006	444.2	427.9
2007	454.1	440.9
2008	482.3	461.8



Source: Office for National Statistics

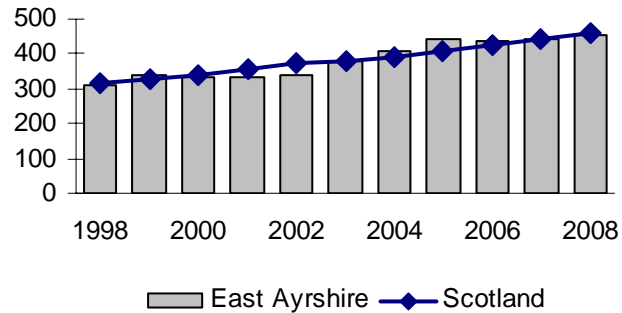
- **Analysis:** Full-time median earnings in East Ayrshire have increased since 2005 and increased at a faster rate than Scotland.

East Ayrshire Area Profile

Income (workplace)

Employee median full-time gross weekly earnings

	East Ayrshire	Scotland
1998	311.4	313.8
1999	337.4	329.0
2000	330.8	338.4
2001	331.4	355.1
2002	341.4	371.7
2003	380.0	381.3
2004	406.3	390.4
2005	440.9	408.6
2006	436.1	428.1
2007	444.1	441.7
2008	454.8	460.1



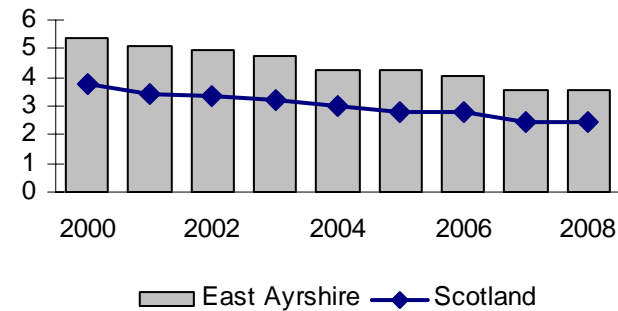
Source: NOMIS

- **Analysis:** In 2008, East Ayrshire workplace earnings are slightly less than the average for Scotland, but have increased following the Scotland trend.

Unemployment

Annual Average Claimant Count Unemployment Percentage

	East Ayrshire	Scotland
2000	5.4	3.8
2001	5.1	3.4
2002	4.9	3.3
2003	4.7	3.2
2004	4.3	3.0
2005	4.2	2.8
2006	4.1	2.8
2007	3.6	2.4
2008	3.6	2.5



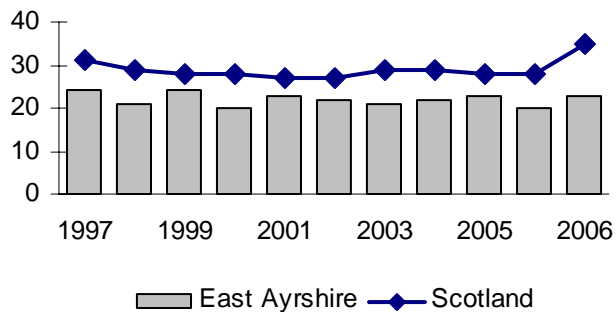
Source: Office for National Statistics

- **Analysis:** East Ayrshire unemployment rates are above the Scotland average but until recently declining faster than the Scottish trend. By January 2009, the unemployment rate in East Ayrshire had increased to 5% (from 4.6% in December 2008), compared to 3.4% in Scotland. This trend is expected to continue.

Business Start Up

New VAT registrations per 10,000 adults

	East Ayrshire	Scotland
1997	24	31
1998	21	29
1999	24	28
2000	20	28
2001	23	27
2002	22	27
2003	21	29
2004	22	29
2005	23	28
2006	20	28
2007	23	35



Source: Office for National Statistics Inter Departmental Business Register (IDBR).

- **Analysis:** East Ayrshire rates of business start up are significantly below the Scotland average.

Tourism

Arts and Museums attendance figures

Venue	2004/05	2005/06	2006/07	2007/08	
The Baird	2,466	2,674	7,203	4,950	Falling
Burns House Museum	4,724	4,828	5,134	4,931	Falling
Dean Castle	10,869	9,562	20,643	22,277	Improving
The Dick	136,221	99,952	165,218	163,474	Improving
Doon Valley	1,733	3,814	1,720	1,877	Improving
Future Museum	0	0	49,060	81,180	Improving
Palace and Grand Hall Complex	189,347	197,204	251,131	257,137	Improving
Total attendances	345,360	318,034	500,109	535,826	Improving

Source: East Ayrshire Council

Local Outcomes identified are:

- Growth in East Ayrshire's business base (National Outcome 1)
- Skills capacity of the local workforce increased (National Outcome 1)
- Our young people are properly prepared to enter the world of work (National Outcome 2)
- Good quality job opportunities are available which are accessible to local people in East Ayrshire (National Outcome 2)
- Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted (National Outcome 13)
- Access to opportunities outside the local area improved
- Attractiveness, reliability and integration of the transport network enhanced (National Outcome 13)
- Transport solutions improved, particularly in rural areas, ensuring that good quality affordable choices are available (National Outcome 1).

Strategic Priorities and Challenges: Improving Community Safety

Crime and Community Safety

Many people and organisations are progressing good work in East Ayrshire to lower crime rates and reduce the number of accidents but we still require to do much more. Crimes of violence, anti-social behaviour, acts of vandalism and drug crime continue to cause problems in communities. Despite falling crime rates, local people continue to have a fear of crime. In the 2008 Residents' Survey, 18% of respondents said they felt threatened by crime in their area. We recognise the damaging effect this can have on people's quality of life.

Domestic abuse rates have increased significantly over the last 5 years and protection of children and vulnerable adults is a matter of public concern.

The reconviction rate of offenders is 47% and one of the highest rates in Scotland, compared to the Scottish average of 44.5%.

There has been concern that there have been fire fatalities in East Ayrshire between 2003 and 2007.

In addition, road safety is a major concern in all communities, particularly in relation to children and older people. Deaths and serious injuries in East Ayrshire as a result of road accidents are also a matter of concern.

The following statistical information is significant in relation to crime and community safety:

Crime

Overall recorded crime rate per 10,000 population

	East Ayrshire	Scotland
1998/99	749	855
1999/00	744	859
2000/01	749	827
2001/02	842	842
2002/03	716	827
2003/04	660	819
2004/05	770	863
2005/06	688	820
2006/07	716	819
2007/08	725	749



Source: Scottish Government

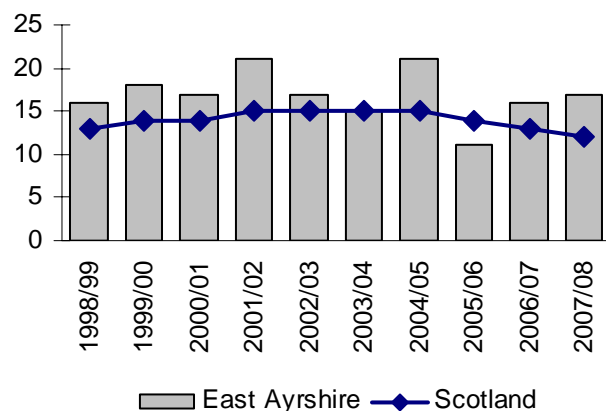
- **Analysis:** East Ayrshire crime levels are generally near or below Scotland rates; however, serious violent crime is elevated, illustrated by a serious assault rate which is well above the Scotland average.

East Ayrshire Area Profile

Crime – Serious Assault

Serious Assault rate per 10,000 population

	East Ayrshire	Scotland
1998/99	16	13
1999/00	18	14
2000/01	17	14
2001/02	21	15
2002/03	17	15
2003/04	15	15
2004/05	21	15
2005/06	11	14
2006/07	16	13
2007/08	17	12



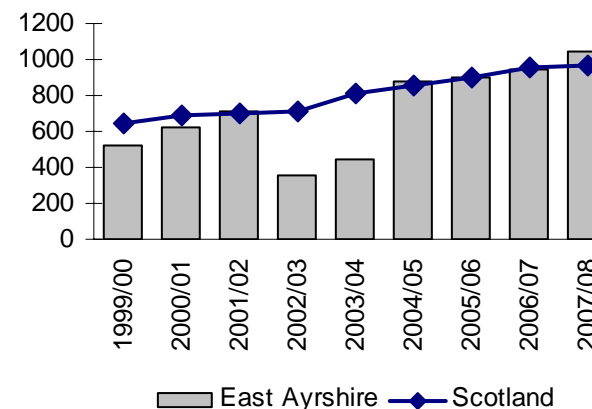
Source: Scottish Government

- Analysis:** East Ayrshire rates are typically above Scotland for serious assault. In the 2008 (2005) Residents' Survey, 27% (35%) of respondents said that they were very or slightly worried about being subjected to a physical attack.

Domestic Abuse

Recorded Domestic Abuse rate per 100,000 population

	East Ayrshire	Scotland
1999/00	524	648
2000/01	620	687
2001/02	708	696
2002/03	357	710
2003/04	447	815
2004/05	878	859
2005/06	900	899
2006/07	946	954
2007/08	1,045	965



Source: Scottish Government

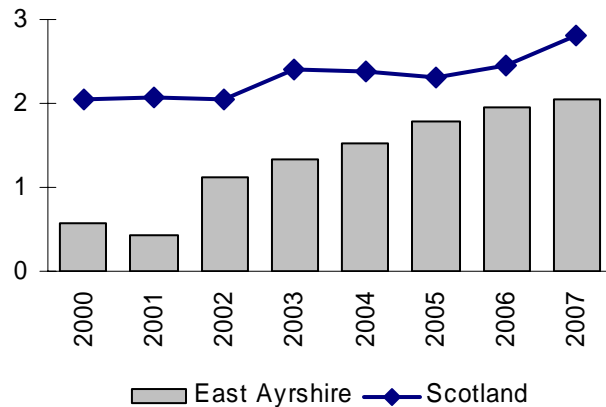
- Analysis:** East Ayrshire rates in recorded domestic abuse have increased significantly over the last 5 years. Rates have been generally close to the Scotland average over the last 4 years.

East Ayrshire Area Profile

Children on the Child Protection Registers

Rate per 1,000 population aged 0-15

	East Ayrshire	Scotland
2000	0.58	2.05
2001	0.42	2.06
2002	1.12	2.05
2003	1.32	2.40
2004	1.52	2.38
2005	1.79	2.31
2006	1.96	2.46
2007	2.05	2.81



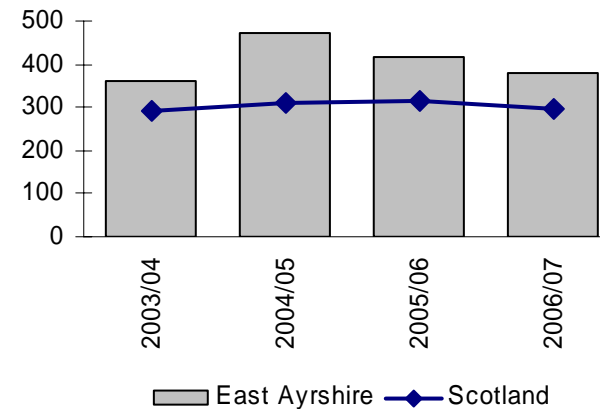
Source: Scottish Government

- **Analysis:** The rate of children on the child protection register in East Ayrshire is below the Scotland average, but increasing in line with the Scotland trend.

Children Referred to Children's Reporter

Rate per 10,000 children

	East Ayrshire	Scotland
2003/04	363	294
2004/05	471	312
2005/06	417	314
2006/07	378	294



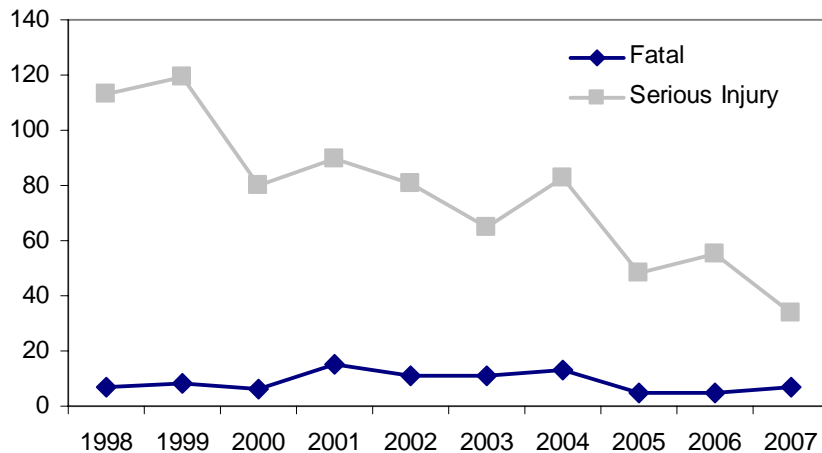
Source: Scottish Children's Reporter Administration (SCRA)

- **Analysis:** The rate of children referred to the Children's Reporter is consistently above Scotland. The number of persistent young offenders rose from 26 in 2003/04 to 45 in 2006/07.

Road Casualties

Number of casualties per year for East Ayrshire

	Fatal	Serious Injury
1998	7	113
1999	8	119
2000	6	80
2001	15	90
2002	11	81
2003	11	65
2004	13	83
2005	5	48
2006	5	55
2007	7	34



Source: Scottish Government

- **Analysis:** Fatal casualties in East Ayrshire as a result of road accidents are decreasing and serious injuries are declining.

Local Outcomes identified are:

- Crime and anti-social behaviour reduced (National Outcome 9)
- Community safety in neighbourhoods and homes improved (National Outcome 9)
- Child protection and the safety of vulnerable adults promoted (National Outcome 8).

Strategic Priorities and Challenges: Improving Health

Health and Health Inequalities

Although the overall health of the population in East Ayrshire is improving, where average life expectancy for males has increased from 72.8 years in 2000-02 to 73.7 years in 2003-05, this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 74.2 years in 2003-05. Female life expectancy has also increased over the same period and is 78 years in East Ayrshire; however, this is lower than the life expectancy of 79.2 years for females across Scotland. In 2005-07, male life expectancy was 74 years compared to 74.8 across Scotland and female life expectancy was 77.9 years compared with 79.7 across Scotland.

In terms of the three main causes of Premature Mortality Rates in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. In East Ayrshire, this downward trend is mirrored; however, deaths related to coronary heart disease are still significantly higher than the Scottish national rate. In addition, respiratory disease is a significant cause of premature mortality within East Ayrshire, with levels consistently above the Scottish average. In 2005, mortality levels in the under 75s were 54 per 100,000 compared with a national level of 41 per 100,000.

Although life expectancy as a whole in East Ayrshire is improving, there are emerging health issues, which are giving cause for concern, including the significant adverse 'Impact of Alcohol on Health'. Within East Ayrshire, there has been a sharp increase in the number of alcohol related hospital admissions, which have been consistently rising over the last 5 years and the proportion of population hospitalised for drug

related conditions is significantly worse than average, with 484 patients discharged from hospital over the last three years (Source: Health and Well-being Profiles 2008 – East Ayrshire Community Health Partnership).

Obesity is another emerging health issue. In Scotland, 65% of men and 60% of women are now overweight or obese (Body Mass Index greater than 30kg/m²). Levels of obesity in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05.

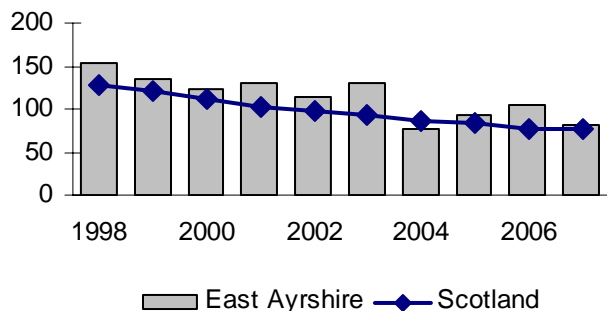
Health inequalities in East Ayrshire appear to be widening. Although the average male life expectancy has increased, the rate of increase has been more rapid in the more affluent areas, with the least affluent areas falling behind. The decline in death rates from common conditions, such as heart disease, has also been more rapid among the more affluent.

Deprivation is one of the main determinants of health and 31 of East Ayrshire's 154 data zones are ranked in the worst 0-15% data zones in respect of the Health Domain in Scotland. Examples of health inequalities between the most and least deprived in East Ayrshire can be demonstrated, for example, by comparing smoking rates: 47% are smokers in one of the most deprived communities compared with 25% in one of the least disadvantaged communities. A similar pattern emerges when comparing adults with long term limiting illness, which is 11.9% in one of the most deprived communities, compared to 5.7% in one of the least disadvantaged. This provides evidence for the need to target interventions at communities experiencing the greatest disadvantage.

Deaths due to Coronary Heart Disease – under 75s

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
1998	153	128
1999	134	122
2000	123	111
2001	129	102
2002	113	98
2003	130	94
2004	76	86
2005	92	83
2006	105	77
2007	82	77



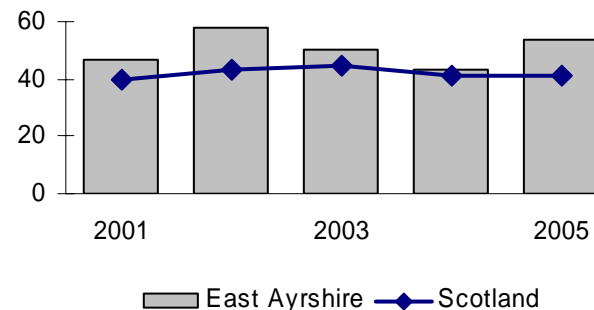
Source: www.isdscotland.org

- **Analysis:** Death rates due to coronary heart disease in East Ayrshire significantly above Scotland but declining in line with the Scottish trend.

Deaths from Respiratory Disease– under 75s

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
2001	47	40
2002	58	43
2003	50	45
2004	43	41
2005	54	41



Source: www.isdscotland.org

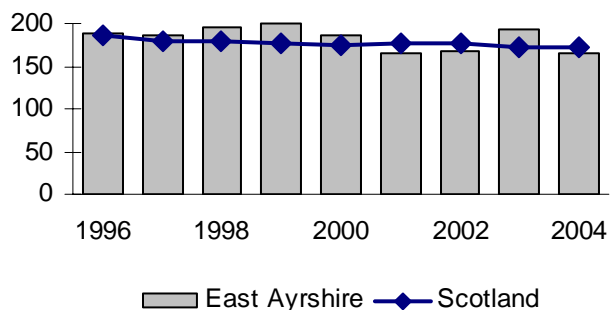
- **Analysis:** Death rates due to respiratory disease in East Ayrshire significantly above Scotland but in line with the Scottish trend.

East Ayrshire Area Profile

Deaths due to Cancer – under 75s

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
1996	188	186
1997	185	180
1998	195	179
1999	200	177
2000	187	175
2001	165	177
2002	168	177
2003	193	173
2004	166	172



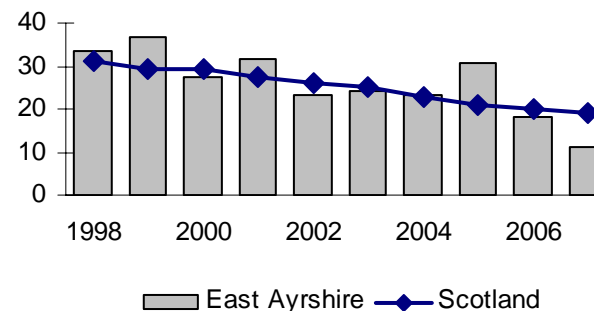
Source: www.isdscotland.org

- **Analysis:** Death rates due to cancer in East Ayrshire generally comparable with Scotland and declining slowly in line with the Scottish trend.

Deaths due to Stroke – under 75s

Death rate per 100,000 population under 75 years

	East Ayrshire	Scotland
1998	34	31
1999	37	29
2000	28	29
2001	31	28
2002	23	26
2003	24	25
2004	23	23
2005	31	21
2006	18	20
2007	11	19



Source: www.isdscotland.org

- **Analysis:** Death rates due to stroke in East Ayrshire comparable with Scotland and declining in line with the Scottish trend.

East Ayrshire Area Profile

Drug related hospital discharges

Age Standardised Rate per 100,000 population

	East Ayrshire	Scotland
1999/00	120	84
2000/01	123	96
2001/02	193	101
2002/03	200	93
2003/04	178	91
2004/05	185	91
2005/06	167	89
2006/07	205	97
2007/08	251	108



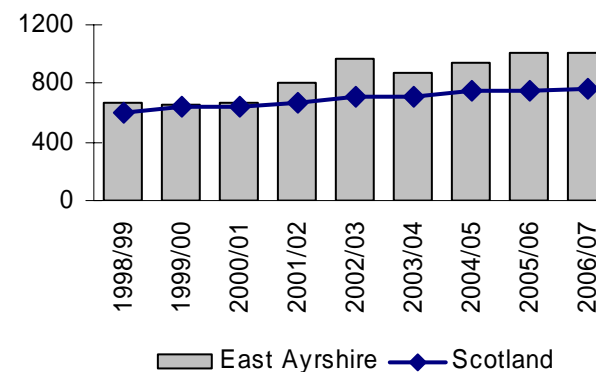
Source: www.isdscotland.org Drug Misuse Statistics 2008

- **Analysis:** East Ayrshire rates for drugs related hospital admissions are significantly above Scotland in recent years; and the trend is increasing above Scotland rates.

Alcohol related hospital discharges

Age Standardised Rate per 100,000 population

	East Ayrshire	Scotland
1998/99	664	603
1999/00	660	644
2000/01	664	639
2001/02	807	674
2002/03	972	710
2003/04	875	704
2004/05	936	754
2005/06	1,009	750
2006/07	1,005	762



Source: www.isdscotland.org Alcohol Statistics 2007

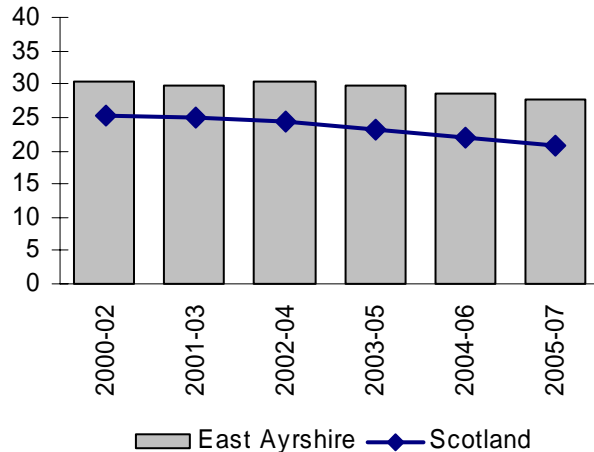
- **Analysis:** East Ayrshire rates for alcohol related hospital discharges are significantly above Scotland in recent years; and the trend is increasing in line with Scotland.

East Ayrshire Area Profile

Smoking

Percentage of pregnant women smoking at their ante-natal booking visit

	East Ayrshire	Scotland
2000-02	30.3	25.4
2001-03	29.9	25.0
2002-04	30.3	24.3
2003-05	29.9	23.2
2004-06	28.5	22.0
2005-07	27.8	20.8



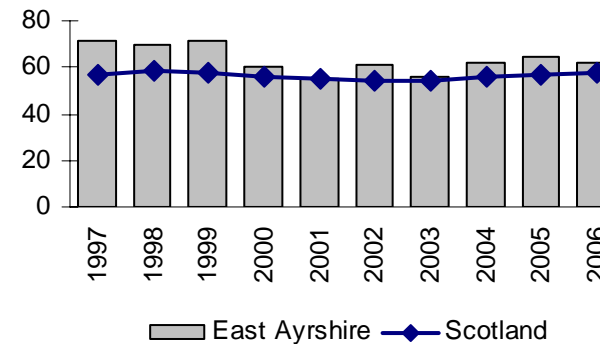
Source: www.isdscotland.org

- **Analysis:** In East Ayrshire, smoking during pregnancy is historically significantly above Scotland rates; recently declining slightly in line with Scottish trend.

Teenage Pregnancies

Pregnancies per 1,000 women aged 15-19

	East Ayrshire	Scotland
1997	71.4	56.9
1998	69.7	58.3
1999	71.2	57.4
2000	59.9	55.8
2001	55.2	54.9
2002	61.1	54.0
2003	55.9	54.4
2004	61.6	55.6
2005	64.7	56.9
2006	61.6	57.9



Source: www.isdscotland.org

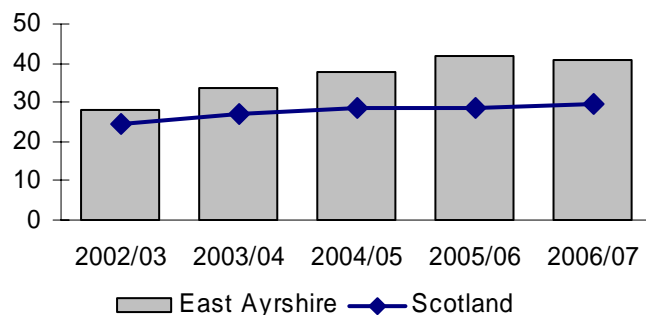
- **Analysis:** Teenage pregnancy rates in East Ayrshire are historically above the Scottish average.

East Ayrshire Area Profile

Cared for at home – over 65

Percentage of people aged 65+ with high levels of care needs who are cared for at home

	East Ayrshire	Scotland
2002/03	28.2	24.6
2003/04	33.6	26.9
2004/05	37.8	28.4
2005/06	42.0	28.6
2006/07	40.7	29.5



Source: Scottish Neighbourhood Statistics

- **Analysis:** Rates of people cared for at home are above Scotland and increasing in line with the Scottish trend.

In addition, the following statistical information is significant:

- Expected years in good health in East Ayrshire are 65.1 for males and 68.8 for females, compared to the Scottish average 66.3 and 70.2 respectively.
- The percentage of babies exclusively breastfed at 6-8 weeks in East Ayrshire is significantly worse at 22.1% compared to the Scottish average of 27.1%.
- 53% of Primary 1 children in East Ayrshire are free of dental disease, compared with 54.8% in Scotland.
- 7.8% of patients in East Ayrshire are prescribed drugs for anxiety/depression/psychosis, similar to the Scottish average (8.1%).
- There were 11.2 per 100,000 population deaths for suicide in East Ayrshire compared with 10.9 per 100,000 population in Scotland.
- 4,718.4 per 100,000 population multiple admission hospital patients 65+ in East Ayrshire compared to the Scottish average of 4,173.3 per 100,000 population.

Source: Health and Wellbeing Profiles 2008 East Ayrshire Community Health Partnership

Local Outcomes identified are:

- Healthy lifestyles for children and young people promoted (National Outcome 5)
- Health and well being of the local population improved (National Outcome 6)
- Health inequalities in the most disadvantaged neighbourhoods/groups reduced (National Outcome 7)
- Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working (National Outcome 11).

Strategic Priorities and Challenges: Eliminating Poverty

Poverty and Deprivation

East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average. Figures for May 2008 demonstrate that compared to other authorities in Scotland, as a proportion of the relevant population, East Ayrshire has the:

- second highest equal proportion of lone parents claiming benefit (February 2006);
- third highest proportion of unemployed people claiming benefit (December 2008);
- third highest proportion of carers claiming Carers Allowance (May 2008);
- sixth highest proportion of people claiming Pension Credits (May 2008);
- sixth highest equal proportion of people claiming Disability Living Allowance (May 2008);
- seventh highest proportion of population claiming Income Support (May 2008);
- eighth highest proportion of people claiming Incapacity Benefit (May 2008); and
- eleventh highest equal proportion of households claiming Housing Benefit (November 2007).

Source: Department for Work and Pensions

Note: 'Highest equal' denotes that East Ayrshire shares each of the placings identified with a range of other local authorities across Scotland.

The Scottish Index of Multiple Deprivation (SIMD) 2006 highlights that 18% (approximately 1 in 5) of East Ayrshire residents live within the top 15% most deprived areas in

Scotland and we have the eighth largest proportion of population categorised as most deprived. In addition, East Ayrshire has eight local areas assessed as among the 5% most deprived areas in Scotland and forty local areas in the 20% most deprived areas. (Source: Scottish Index of Multiple Deprivation 2006, Scottish Executive, October 2006).

There are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. In the north of the Authority, high levels of deprivation co-exist with the relatively wealthy commuting population, which continues to increase. The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in the most disadvantaged communities as defined by the Scottish Index of Multiple Deprivation with a view to closing the opportunity gap between them and the least disadvantaged communities. Although we have a discrete Eliminating Poverty Action Plan, actions across all themes of the Community Plan will impact on tackling poverty and exclusion.

The following statistical information is also significant in terms of poverty and deprivation:

- 4,500 carers in East Ayrshire receiving ongoing support in 2006/07, which has increased to over 5,000 carers in 2007/08.
- 14,763 East Ayrshire residents were in receipt of Council Tax Benefit in November 2006, compared to 14,699 claimants in November 2007.
- 1,186 homeless presentations in East Ayrshire in 2006/07.

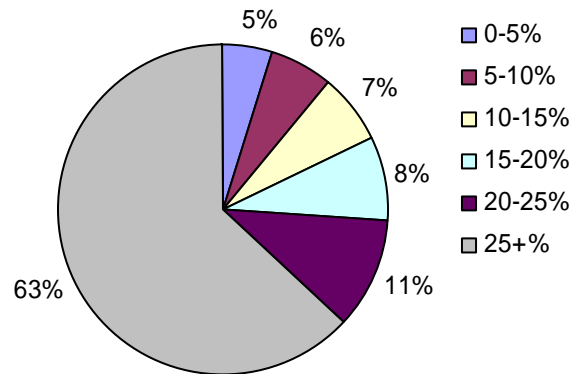
Source: East Ayrshire Council, February 2009

Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) measures income, housing, health, education, employment, crime and geography to establish an overall score for each data zone.

Approximately 18% (21,538) of East Ayrshire's population live in the 0-15% most deprived areas and more than a third (43,335) live in 0-25% areas.

Population living in deprived areas



Source: Scottish Index of Multiple Deprivation 2006

There are 154 data zones in East Ayrshire (2.4% of the Scottish total), with:

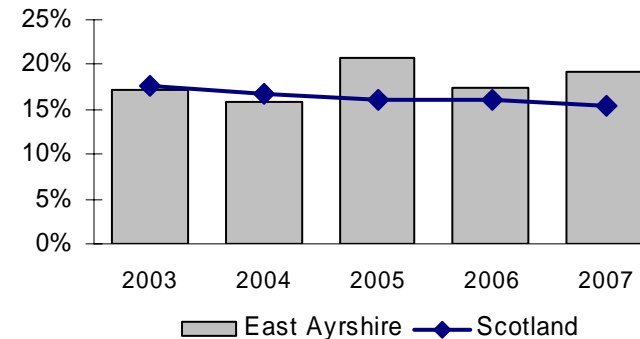
- 8 data zones in the worst 0-5%
- 13 data zones in the worst 0-10%
- 28 data zones in the worst 0-15%
- 40 data zones in the worst 0-20%
- 57 data zones in the worst 0-25%.

There is a wide range of deprivation, perhaps best illustrated by the fact that both the most and least deprived data zones in all of the three Ayrshire Authorities are located in East Ayrshire.

Children living in workless households

Percentage of children living in workless households

	East Ayrshire	Scotland
2003	17.1	17.7
2004	15.8	16.7
2005	20.8	16.1
2006	17.3	16.1
2007	19.1	15.3



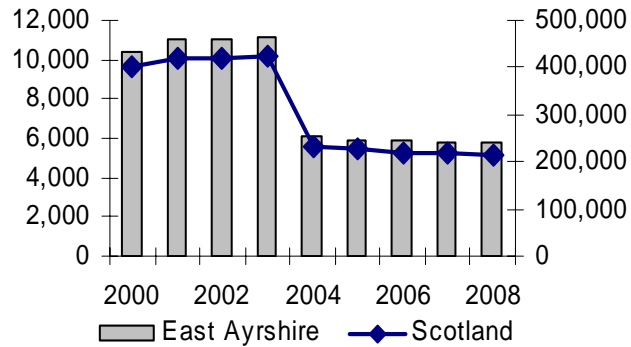
Source: Scottish Government

- **Analysis:** In recent years, East Ayrshire levels of children living in workless households are significantly higher than the Scotland average.

Income Support Claimants

Number of Claimants (May data)

	East Ayrshire	Scotland
2000	10,400	401,060
2001	11,050	418,430
2002	10,990	420,890
2003	11,160	426,250
2004	6,090	233,840
2005	5,890	226,410
2006	5,910	220,750
2007	5,820	218,580
2008	5,740	213,080



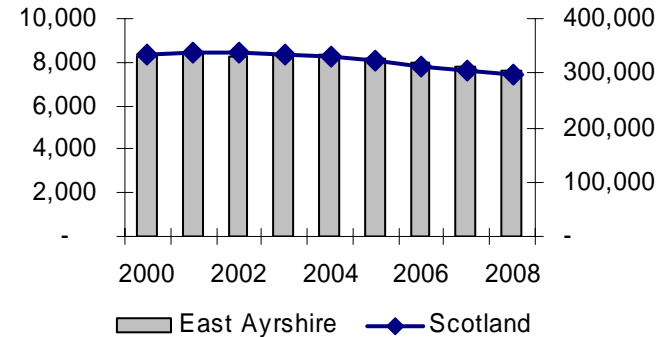
Source: Scottish Government

- **Analysis:** The number of Income Support Claimants in East Ayrshire is decreasing. East Ayrshire levels follow the Scottish trend.

Incapacity Benefit

Number of Claimants (Quarter 2 data)

	East Ayrshire	Scotland
2000	8,300	334,290
2001	8,470	339,110
2002	8,280	337,640
2003	8,320	334,680
2004	8,310	331,820
2005	8,150	324,220
2006	7,990	313,240
2007	7,810	306,230
2008	7,650	296,190



Source: Scottish Government

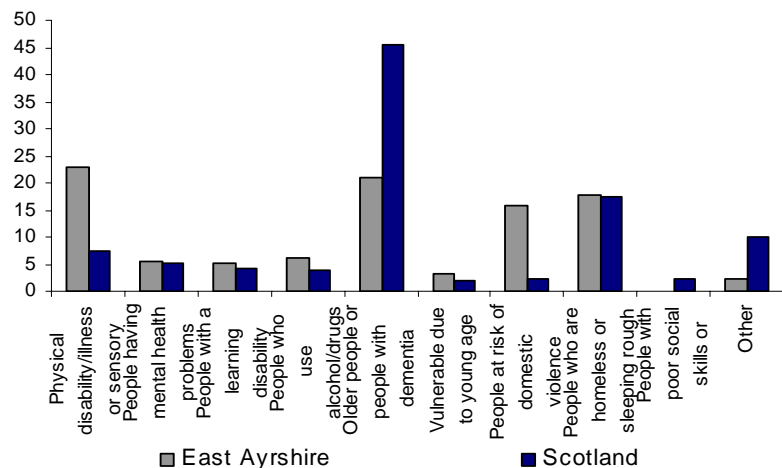
- **Analysis:** The number of Incapacity Benefit Claimants in East Ayrshire is decreasing. East Ayrshire levels follow the Scottish trend.

Receiving housing support

Percentage of clients receiving housing support during 2007/08 by client group

	East Ayrshire	Scotland
Physical disability/illness or sensory impairment	23	7
People having mental health problems	6	5
People with a learning disability	5	4
People who use alcohol/drugs with HIV	6	4
Older people or people with dementia	21	46
Vulnerable due to young age	3	2
People at risk of domestic violence	16	2
People who are homeless or sleeping rough	18	17
People with poor social skills or disruptive behaviour	*	2
Other	2	10

Table notes: Other includes people at risk of offending, people with an acquired brain injury, people experiencing psychological trauma, people with poor social skills and other vulnerable people.



Source: Scottish Government

Household Income

The following extract from the 2008 Residents' Survey highlights low-income households; 26% of households have income of less than £15,600.

What would you say your total household income is before tax and other deductions?	
Up to £5,199	3%
£5,200 and up to £10,399	17%
£10,400 and up to £15,599	6%
£15,600 and up to £20,799	4%
£20,800 and up to £25,999	3%
£26,000 and up to £31,199	1%
£31,200 and up to £36,399	0%
£36,400 and up to £51,999	0%
£52,000 and above	0%
Refused	44%
Don't Know	22%

In addition, 16.7% of East Ayrshire's population is considered income deprived, compared to 13.9% in Scotland.

Local Outcomes identified are:

- Everyone within our communities can access the full range of services which help to combat poverty (National Outcome 7)
- Financial inclusion within disadvantaged communities promoted (National Outcome 7)
- Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (National Outcome 7)
- Carers and young carers supported (National Outcome 11)
- Homelessness reduced (National Outcome 8).

Strategic Priorities and Challenges: Improving the Environment

Environment

East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. In addition, many areas benefit from good quality local services, such as sports facilities and libraries, and parks, open spaces and path networks make a positive contribution to the local environment in many areas.

The decline of mining, textiles and engineering has had a negative effect on our towns and villages. Despite the development which is taking place in many of our communities, East Ayrshire, like many other areas in Scotland as a whole, has many empty and run down properties on our main streets which make the area look unattractive. We also face challenges in relation to recycling waste, increasing energy efficiency, caring for our natural resources and tackling run-down industrial areas.

The following statistical information is significant in relation to the environment:

- East Ayrshire's total land area of 127,033 hectares comprises 3% urban land and 97% rural land.
- 210 vacant and derelict town centre buildings in East Ayrshire and 745 listed buildings.
- 24 conservation areas in East Ayrshire (7 of which are outstanding), 2 special areas of conservation, 1 special protection area, 20 sites of special scientific interest and 128 provisional wildlife sites.

- The Keep Scotland Beautiful Street Cleanliness Index, which compares street cleanliness throughout Scotland based on the amount of litter found during seven inspections carried out each year, demonstrates an improvement in street cleanliness from 70 in 2006/7 to 71 in 2007/08.
- In terms of energy performance, 70.6% of housing stock in East Ayrshire meets the Reduced Standard Assessment Procedure.
- 95% of East Ayrshire's educational establishments are progressing to eco-school status, which is above the Scottish average of 94%.
- 45.9% of Council buildings where the Council delivers services to the public are suitable for people with a disability.
- 43.5% of the road network in East Ayrshire was considered for maintenance treatments in 2007/08.

Source: East Ayrshire Council, February 2009

- 29% of journeys to work in East Ayrshire are made by public or active transport.

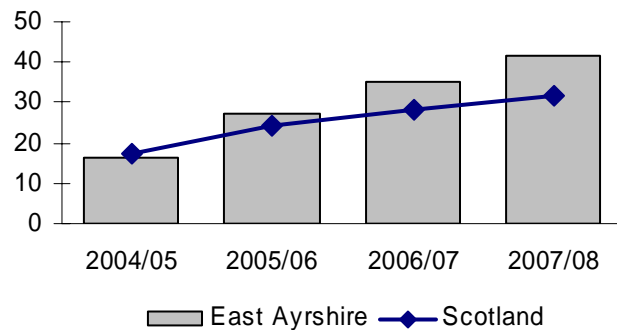
Source: Scottish Household Survey, 2005/06

East Ayrshire Area Profile

Recycling Rates

Percentage of Municipal Solid Waste recycled

	East Ayrshire	Scotland
2004/05	16.1	17.3
2005/06	27.1	24.4
2006/07	35.3	28.4
2007/08	41.8	31.7



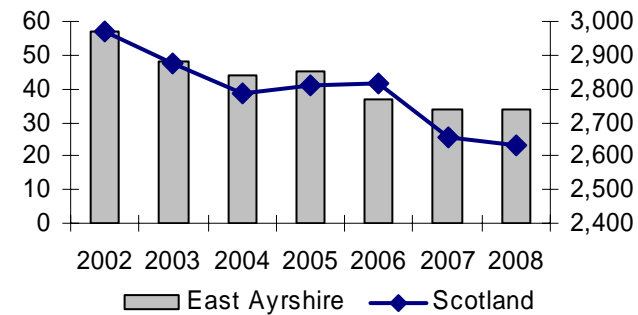
Source: Scottish Government

- **Analysis:** East Ayrshire rates for recycling are above the Scottish average and increasing at a faster rate than Scotland.

Urban Vacant Land

In hectares

	East Ayrshire	Scotland
2002	57	2,968
2003	48	2,875
2004	44	2,784
2005	45	2,808
2006	37	2,815
2007	34	2,654
2008	34	2,630



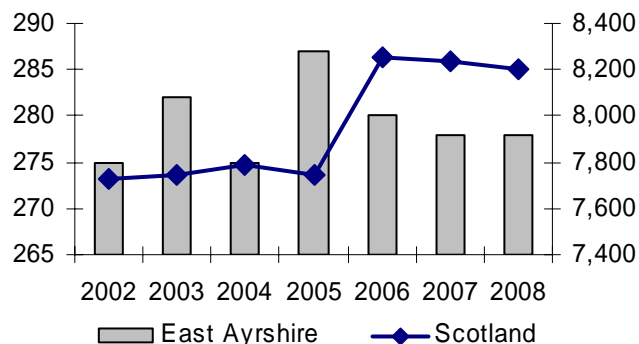
Source: Scottish Government

- **Analysis:** Areas of urban vacant land in East Ayrshire are declining in line with the Scottish trend.

Derelict Land

In hectares

	East Ayrshire	Scotland
2002	275	7,728
2003	282	7,741
2004	275	7,786
2005	287	7,742
2006	280	8,252
2007	278	8,236
2008	278	8,203



Source: Scottish Government

- **Analysis:** The total area of derelict land in East Ayrshire has declined over the last 4 years.

Local Outcomes identified are:

- Attractiveness of communities improved (National Outcome 10)
- Number of buildings which are suitable for people with a disability increased (National Outcome 10)
- The natural and built environment through sustainable development improved (National Outcome 12)
- Number of empty and run down properties, through regeneration of town centres and villages reduced (National Outcome 12)
- Littering, graffiti and vandalism reduced (National Outcome 12)
- Amount of waste recycled and re-used increased (National Outcome 14)
- Environmental effect of transport improved by developing a transport system that meets national, regional and local needs (National Outcome 14)
- Energy performance of housing stock increased (measured by the Reduced Standard Assessment Procedure) (National Outcome 14).

East Ayrshire Community Planning Partnership: Single Outcome Agreement

Links between Local and National Outcomes

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Population Decline		Purpose Target: To match average European (EU 15) population growth over the period from 2007 to 2017, supported by increased healthy life expectancy in Scotland over this period.
Improving Opportunities	<ul style="list-style-type: none"> • Growth in East Ayrshire's business base • Skills capacity of the local workforce increased (FSF) • Attractiveness, reliability and integration of the transport network enhanced. 	1. We live in a Scotland that is the most attractive place for doing business in Europe.
Improving Opportunities	<ul style="list-style-type: none"> • Our young people are properly prepared to enter the world of work (FSF) • Good quality job opportunities are available which are accessible to local people in East Ayrshire. 	2. We realise our full economic potential with more and better employment opportunities for our people.
Promoting Community Learning Improving Opportunities Education Services	<ul style="list-style-type: none"> • Educational attainment for adults across all adult age groups increased (FSF) • Student retention rates increased and drop out rates reduced • Access to learning opportunities to improve quality of life and well being increased (FSF). 	3. We are better educated, more skilled and more successful, renowned for our research and innovation.
Promoting Community Learning Education Services	<ul style="list-style-type: none"> • Educational and skills attainment in schools increased • Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE) • Participation by young people in community based learning and active citizenship increased (FSF). 	4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
Promoting Community Learning Improving Community Safety Improving Health Eliminating Poverty Education Services	<ul style="list-style-type: none"> • Development of early education and childcare services to support children and families promoted (FSF) • Healthy lifestyles for children and young people promoted (FSF). 	5. Our children have the best start in life and are ready to succeed.
Improving Health Eliminating Poverty	<ul style="list-style-type: none"> • Health and well being of the local population improved. 	6. We live longer, healthier lives.

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Eliminating Poverty Improving Health	<ul style="list-style-type: none"> • Everyone within our communities can access the full range of services which help to combat poverty (FSF) • Financial inclusion within disadvantaged communities promoted (FSF) • Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (FSF) • Health inequalities in the most disadvantaged neighbourhoods/groups reduced. 	7. We have tackled the significant inequalities in Scottish society.
Promoting Community Learning Improving Community Safety Eliminating Poverty Education Services	<ul style="list-style-type: none"> • Child protection and the safety of vulnerable adults promoted • Educational achievement of children and young people at risk increased (FSF) • Homelessness reduced. 	8. We have improved the life chances for children, young people and families at risk.
Improving Community Safety	<ul style="list-style-type: none"> • Crime and anti-social behaviour reduced (FSF) • Community safety in neighbourhoods and homes improved. 	9. We live our lives safe from crime, disorder and danger.
Improving the Environment Improving Opportunities	<ul style="list-style-type: none"> • Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available • Number of buildings which are suitable and accessible for people with a disability increased • Attractiveness of communities improved. 	10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
Promoting Community Learning Improving Health Eliminating Poverty	<ul style="list-style-type: none"> • Participation by people of all ages in community activity increased (FSF) • Carers and young carers supported • Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working. 	11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
Improving the Environment	<ul style="list-style-type: none"> • The natural and built environment through sustainable development improved • Number of empty and run down properties, through regeneration of town centres and villages reduced (FSF) • Littering, graffiti and vandalism reduced (FSF). 	12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.

Community Planning Themes/Local Core Services	Local Outcome(s)	Linked National Outcome
Improving Opportunities Promoting Community Learning Education Services	<ul style="list-style-type: none"> • Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted • Access to opportunities outside the local area improved. • Citizenship ceremonies provided for those wishing to become British citizens • Number of children in Primary 1 entering Gaelic Medium Education increased. 	13. We take pride in a strong, fair and inclusive national identity.
Improving the Environment	<ul style="list-style-type: none"> • Amount of waste recycled and re-used increased • Environmental effect of transport improved by developing a transport system that meets national, regional and local needs • Energy performance of housing stock increased (measured by the Reduced Standard Assessment Procedure). 	14. We reduce the local and global environmental impact of our consumption and production.
Cross cutting across all Community Planning themes and core services	<ul style="list-style-type: none"> • Resources and services delivered maximised through shared premises. 	15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

FSF denotes linked outcome to the Fairer Scotland Fund.

18 February 2009



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2008 – 2011

Outcome Templates

Annual Update 2009/10
Final Draft: 18 February 2009

East Ayrshire Community Planning Partnership: Single Outcome Agreement

National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.

Local Context:

The business industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation. In addition, while it is recognised that there are good transport connections, the challenge in respect of transport is to develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond.

1. There were 2,600 **'VAT Registered Businesses'** in East Ayrshire in 2006, a rate of 26 businesses per 1,000 adults, and 27 businesses per 1,000 adults in 2007 (Scottish average is 31/1,000 in 2006 and 33/1,000 in 2007).
2. To achieve the Scottish average in **'Businesses per 1,000 adults'**, an additional 500 businesses would be required in East Ayrshire, compared to an additional 400 businesses in the previous year.
3. Of East Ayrshire's **'Working Age Economically Active Persons'**, 13.2% had no qualifications in 2006 and 16.2% had no qualifications in 2007 (Scottish figures are 9.7% and 9.4% respectively).
4. The **'Business Birth Rate'** in 2005 was 2.5/1,000 adults (below the Scottish average of 2.8) but above the death rate of 1.9/1,000 adults; in 2006 the business birth rate was 1.9/1,000 adults, compared to the Scottish average which has remained unchanged at 2.8/1,000 adults.
5. In terms of **'Business Survival Rates'**, 63% of companies registering in East Ayrshire in 2002 survived for more than three years (Scottish rate is 70%).

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006-07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Growth in East Ayrshire's business base	Business start-up rate Annual / SLIMS /DTI Small Business Service	1.9 per 1,000 adults (2006)	Close the gap with Scotland by 2011	Increase-close the gap - in business start up
	Net number of VAT-registered companies Annual / Nomis	2,600 (2006)	Close the gap with Scotland by 2011	Increase-close the gap - net number of VAT registered businesses
Skills capacity of the local workforce increased (FSF)	Percentage of economically active working age persons with no qualifications Annual/Futureskills Scotland and SLIMS	16.2% (2007)	Close the gap with Scotland – reduce to under 10% by 2011	Reduction – close the gap -in the percentage of economically active working age persons with no qualifications

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006-07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Attractiveness, reliability and integration of the transport network enhanced	Proportion of passengers satisfied with public transport reliability Every 2 years/Scottish Household Survey/Strathclyde Partnership for Transport	84%: rail (2006)* 75%: bus (2006)* * Regional figures provided	Increase the proportion of passengers satisfied with the transport reliability by 2011	Increase proportion of passengers satisfied with public transport reliability
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of actions, including:</p> <ul style="list-style-type: none"> • developing strategic sites; • developing a proper response to address skills shortages and reduce the level of residents with no qualifications; • developing the Business Gateway to increase business start up rates; and • offering transport solutions for East Ayrshire, particularly in rural areas, ensuring quality affordable choices. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan-Improving Opportunities Action Plan 2007-11 - Improving Opportunities Action Plan 2007-11 • Scottish Enterprise Business Plan 2008-2011 – www.scottish-enterprise.com/se-operating-plans-current • Kilmarnock Town Centre Regeneration Strategy – Kilmarnock Town Centre Regeneration Strategy • More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) –More Choices, More Chances • Ayrshire Joint Structure Plan – http://www.ayrshire-jsu.gov.uk/ • East Ayrshire Local Plan – East Ayrshire Local Plan • Regional Transport Strategy – http://www.spt.co.uk/rts/index.aspx • Transport Outcome Report • Local Transport Strategy. 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.

Local Context:

East Ayrshire has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. While it is expected that there will be around a 2% growth in new jobs by 2010, the manufacturing industry is projected to decline by a further 19%. During the first two months of 2009 there were over 300 announced job losses in this sector within the East Ayrshire area. At January 2008, the unemployment rate was the sixth highest in Scotland, at 3.5%, compared with the national average of 2.3%. At January 2009, the unemployment rate was the third highest in Scotland, at 5%, compared with a national average of 3.4%. This average masks significantly higher levels of unemployment and deprivation in communities across the area.

1. East Ayrshire's **'Employment Rate'** stood at 71% in 2006 and 71% in 2007 (Scottish rate of 75% and 76% respectively).
2. **'Median Weekly Earnings'** for full time employees (workplace) in 2006 were £436, compared to £444 in 2007. (Scottish rate was £428 in 2006 and £441 in 2007).
3. 78% of East Ayrshire **'School Leavers'** entered a positive destination (education, training or employment) in 2005/06 (Scottish average of 84%); 85% entered a positive destination in 2006/07 (Scottish average of 86%); and 84% entered a positive destination in 2007/08 (Scottish average 86%).
4. The **'Claimant Count Unemployment Rate'** stood at 3.9% in April 2007 (5th highest in Scotland; Scottish average of 2.6%); and 3.3% in April 2008 (6th highest in Scotland; Scottish average of 2.6%).

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006-07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Our young people are properly prepared to enter the world of work (FSF)	Percentage of school leavers in positive and sustained destinations	85%	Increase - close the gap between East Ayrshire and the Scottish average by 2011	Increase - close the gap between East Ayrshire and the Scottish average
	Annual/Scottish Government			
Good quality job opportunities are available which are accessible to local people in East Ayrshire	Claimant count unemployment	3.9% (April 2007)	Reduction - close the gap between East Ayrshire and the national average by 2011	Reduction - close the gap between East Ayrshire and the national average
	Monthly/Nomis			
	Employment rate	71%	Increase - close the gap between East Ayrshire and the national average by 2011	Increase - close the gap between East Ayrshire and the national average
	Annual/SLIMS			
	Median weekly earnings for full time employees	£454 EA residents £444 EA workplace (2007)	Increase - East Ayrshire to maintain level with or above the national median weekly earnings by 2011	Increase - East Ayrshire to maintain level with or above the national median weekly earnings
	Annual/Annual Survey of Hours and Earnings/Scottish Neighbourhood Statistics			

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006-07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Good quality job opportunities are available which are accessible to local people in East Ayrshire (continued)	Number and percentage of adults of working age claiming Incapacity Benefit Quarterly/Department for Work and Pensions	7,920 (10.8%) working age adults (August 2006)	Reduction in number of adults claiming Incapacity Benefit by 2011	Reduction in number of adults claiming Incapacity Benefit
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of actions, including:</p> <ul style="list-style-type: none"> • addressing the needs of young people not in, or in danger of exclusion from, employment, education or training; • maximising the impact of 'Enterprise in Education' and 'Determined to Succeed' programmes; and • developing joined-up employability programmes for workless people, including innovative approaches to meet need. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - Improving Opportunities Action Plan 2007-11 • Scottish Enterprise Business Plan – www.scottish-enterprise.com/se-operating-plans-current • More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) – More Choices, More Chances • Youth Strategy • East Ayrshire Council Quality Improvement Team Service Plan – http://www.east-ayrshire.gov.uk/content.asp?URL=/ess/education/QIT%20Service%20Plan%202007-08.pdf 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.

Local Context:

Access to lifelong learning, including through training, further and higher education, and community learning and development, ensures that as well as gaining skills and qualifications, individuals and communities are offered opportunities to develop their potential and improve the quality of their lives.

1. In East Ayrshire, 41% of the population had '**No Qualifications**' in 2005, which has increased to 46% in 2008.
2. In addition, 13% of East Ayrshire's population has '**Highest Qualification Level Attained at Level 4**' (Scottish figure is 19%).
3. In East Ayrshire, 4% of the population had First Degree/Higher Degree qualifications, which increased to 5% in 2008.
4. The number of learners assisted with '**Adult Literacy and Numeracy Skills**' has increased from 640 in 2002/03, to 1,870 (including family learning) in 2006/07 and to 2,135 in 2007/08.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Educational attainment for adults across all adult age groups increased (FSF)	Proportion of residents of working age with recognised qualifications Every 3 years/East Ayrshire Community Planning Residents' Survey	41% of adults with no qualifications; 4% of adults with First Degree/Higher Degree (December 2005)	Increase the number of adults of working age with qualifications and First Degree/Higher Degree qualifications by 2011	Increase the number of adults of working age with qualifications
	Proportion of residents participating in training or learning experience in the last 2 years Every 3 years/East Ayrshire Community Planning Residents' Survey	23% of adults participated in training/learning (December 2005)	Increase the number of adults of working age participating in training/learning experience by 2011	Increase the number of adults of working age participating in training/learning experience
Student retention rates increased and drop out rates reduced	Percentage of students completing courses in further education establishments Annual/Scottish Funding Council	Ayr College: 82.5% Kilmarnock College: 85%	Increase course completion rates by 2011	Increase course completion rates

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End target/s Direction of travel'
Student retention rates increased and drop out rates reduced (continued)	Student retention rates in further education establishments Annual/Scottish Funding Council	Ayr College: 90% full-time; 95% part-time Kilmarnock College: 85% full-time; 97% part-time	Increase course retention rates by 2011	Increase course retention rates
Access to learning opportunities to improve quality of life and well being increased (FSF)	Total number of adult learners assisted with adult literacy (including English for speakers of other languages (ESOL) learners) and numeracy skills Annual/Community Learning and Development Management Reporting/East Ayrshire Council	1,870	Increase the number of adult learners assisted with adult literacy and numeracy skills by 2011	Increase the number of adult learners assisted with adult literacy and numeracy skills
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to providing educational opportunities for people of all ages. We do this by:</p> <ul style="list-style-type: none"> • increasing qualifications achieved and decreasing drop out rates in further education; • developing training provision to address skills shortages; • developing employability initiatives; • providing community-based learning opportunities; and • developing literacy and numeracy skills provision. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 – <u>East Ayrshire Community Plan: Promoting Community Learning Action Plan</u> • Scottish Enterprise Business Plan – <u>www.scottish-enterprise.com/se-operating-plans-current</u>. 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

Local Context:

Pupil Attainment (5-14):

1. At **Primary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 79%; '**Writing**' – 71%; and '**Mathematics**' – 83% and in 2007/08 reported 80%, 71% and 84% respectively.
2. At **Secondary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 67%; '**Writing**' - 50%; and '**Mathematics**' – 69% and in 2007/08 reported 63%, 49% and 68% respectively.

Examination Results:

1. The %age of pupils achieving '**English and Maths at Standard Grade Level**' has increased from 89% in 2006, to 90% in 2007 and decreased to 89% in 2008 (National Average is 92% and Comparator* Average is 91% in 2007; and 91% and 91% respectively in 2008).
2. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 3 (Foundation)**' has remained steady at 89% (National Average is 90%; and Comparator Average is 91%).
3. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 4 (General)**' has declined from 75% in 2006, to 72% in 2007 and to 70% in 2008. (National Average is 75%; and Comparator Average is 72% in 2007; and 76% and 74% respectively in 2008).
4. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 5 (Credit)**' has declined from 33% in 2006, to 28% in 2007 and remained at 28% in 2008. (National Average is 32%; and Comparator Average is 29% in 2007; and 34% and 30% respectively in 2008).
5. The %age of '**S5 Pupils Attaining 1 or More Awards at SCQF Level 6 (Higher)**' has increased from 33% in 2006, to 36% in 2007 and decreased to 35% in 2008. (National Average is 38%; and Comparator Average is 34% in 2007; and 38% and 33% respectively in 2008).
6. The %age of '**S5 Pupils Attaining 3 or More Awards at SCQF level 6**' has increased from 18% in 2006, to 19% in 2007 and decreased to 17% in 2008. (National Average is 22%; and Comparator Average is 18% in 2007; and 22% and 18% respectively in 2008).
7. The %age of '**S5 Pupils attaining five or more awards at SCQF level 6**' has remained steady at 8%, with a decrease to 7% in 2008. (National Average is 8%; and Comparator Average is 7% in 2007, and 10% and 7% respectively in 2008).

In 2006/07, there were 245 pupils from East Ayrshire undertaking a range of vocational courses at Ayr College and over 300 pupils undertaking vocational courses at Kilmarnock College. Students from all nine secondary schools have benefited from this extended curriculum.

Historically, East Ayrshire has had higher than expected levels of young people not in education, employment or training. From 2003 to 2006, an average of 22% of annual school leavers would not enter education, employment or training after school, compared to 17% nationally. Focusing on young people aged 16 to 19 years, the Scottish Executive as part of the 'More Choices, More Chances' strategy baselined the number of young people not in education, employment or training at 880 young people in East Ayrshire in 2006, a higher rate than reported in all seven of the other More Choices, More Chances 'hotspots'. This figure has decreased to 680 in 2007.

*Comparator local authorities are: Clackmannanshire; Falkirk; North Ayrshire; North Lanarkshire; and West Lothian.

Building the capacity of individuals, groups and young people, in particular, to participate in decision making and actively influence the Community Planning agenda has been identified as a priority. A total of 87% of respondents stated that they had not undertaken work or activities on a voluntary basis at any time in the past 12 months in 2005, compared to 89% in 2008 (Community Planning Residents' Survey, December 2008). A total of 66 young people were actively involved in Youth Forums in 2006, compared with 53 in 2008.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Educational and skills attainment in schools increased	Proportion of educational establishments receiving positive inspection reports Annual/HM Inspectorate of Education (HMIE)	QI 1.1: 100% QI 2.1: 92% Primary QI 2.1: 100% secondary QI 5.3: 86%	Increase/Maintain the proportion of educational establishments receiving positive inspection reports by 2011	Maintain the proportion of educational establishments receiving positive inspection reports
	Percentage of pupils attending publicly funded schools attaining appropriate levels in reading, writing and maths (as measured as part of 5-14 National Assessments and S4 exam results in English and maths) Annual/SEEMIS Vision Reporting System Annual/Standard Tables and Charts	Primary: Reading: 79% Writing: 71% Maths: 83% Secondary: Reading: 67% Writing: 50% Maths: 69% SCQF3: English: 92% Maths: 91%	Improve levels of reading, writing and maths by 3% by 2011	Improve levels of reading, writing and maths
	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S4 Annual/SQA dataset update	SCQF 3: (English & Maths) 89%; (5+ awards): 89% SCQF 4 (5+ awards): 75% SCQF 5 (5+ awards): 33%	Increase cumulative attainment of S4 pupils by 2% by 2011	Increase cumulative attainment of S4 pupils

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Educational and skills attainment in schools increased (FSF)	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S5 and S6 Annual/SQA dataset update	SCQF 6: (1+ awards): S5: 36%; S6: 37% (3+ awards): S5: 19%; S6: 25% (5+ awards): S5: 8%; S6: 15%	Increase cumulative attainment of S5 and S6 pupils by 1% by 2011	Increase cumulative attainment of S5 and S6 pupils
	Number of young people in the 'More Choices, More Chances' category Annual/Scottish Government	880 (22%) (2006)	Reduction in the number of young people in the MC/MC category to 14% by 2011	Reduction in the number of young people in the MC/MC category
Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE)	Full range of wider achievement recorded for all pupils aged 3-18 years Annual review by Quality Improvement Officers of number and quality of pupil 'Records of Achievements' in establishments	Schools currently record wider achievement on an ad-hoc basis	100% of establishments record pupil success in achievement by 2011	100% of establishments record pupil success in achievement
	Range of 'skills for work' and vocational programmes for all pupil ability levels aged 14-18 years Annual analysis with designated Quality Improvement Officers, school vocational coordinators and appropriate College representatives of pupil uptake in 'skills for work' and vocational programmes	Kilmarnock College: 477 pupils; Ayr College: 247 pupils In total: 724 pupils attending college representing 14% of the S3 to S6 cohort	Increase – minimum of 20% of the 14-18 years cohort take part in certificated skills for work and vocational programmes by 2011	Increase – minimum of 20% of the 14-18 years cohort take part in certificated skills for work and vocational programmes by 2011

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Educational wider achievements (non-academic achievements) and skills for work/vocational programmes increased as defined by the four capacities of the Curriculum for Excellence (CfE) (continued)	Opportunities for all learners aged 3-18 years to develop skills in 'enterprise' and 'creativity' formalised in inter-disciplinary curriculum programmes Annual review led by Quality Improvement Officers and Head of Schools' with Head Teachers of curricular programmes and curriculum modelling	Schools currently deliver skills and enterprise programmes on an ad hoc basis	100% of pupils aged 3-18 have an entitlement to curricular programmes which have a focus on creativity and enterprise for at least 5 days per session	100% of pupils aged 3-18 have an entitlement to curricular programmes which have a focus on creativity and enterprise for at least 5 days per session
	Pupil absence and exclusion rates Annual/SEEMIS returns	Absence Rates: 8.5%, second highest in comparator group Exclusion Rates: 69 exclusions per 1,000 pupils, second lowest in comparator group.	Pupils' absence rates to be in line with our comparator authorities averages by 2011 Pupils' exclusion rates to be in line with our comparator authorities averages by 2011	Pupils' absence rates to be in line with our comparator authorities averages by 2011 Pupils' exclusion rates to be in line with our comparator authorities averages by 2011
Participation by young people in community based learning and active citizenship increased (FSF)	Number of young people actively participating in active citizenship activities Annual/Community Learning and Development Management Reporting/East Ayrshire Council	66 young people actively participating in Youth Forums	Increase the number of young people participating in active citizenship activities by 2011	Increase the number of young people participating in active citizenship activities

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Participation by young people in community based learning and active citizenship increased (FSF) (continued)	Number of young people participating in flexible community based learning opportunities Annual/Community Learning and Development Management Reporting/East Ayrshire Council	265 (2006)	Increase the number of young people participating in community based learning opportunities	Increase the number of young people participating in community based learning opportunities

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

Community Planning Partners are committed to continuing to increase performance by young people in our schools and through community learning and development by:

- embedding the values, purposes and principles of the 'Curriculum for Excellence' in all our schools, which will improve the quality of learning and teaching experience;
- developing and delivering the 'Curriculum for Excellence' to improve literacy and numeracy and provide our children and young people with a relevant learning experience, which equips them for future life and work;
- improving pupil attainment at all stages of their education;
- further developing links between schools and local colleges;
- maximising the impact of enterprise programmes in schools and developing employment partnerships with businesses;
- addressing the needs of young people not in education, employment or training; and
- developing community based learning opportunities for young people and supporting active citizenship.

Relevant strategic plans include:

- East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 - [East Ayrshire Community Plan: Promoting Community Learning Action Plan](#)
- East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - [Improving Opportunities Action Plan 2007-11](#)
- Curriculum for Excellence – [Curriculum for Excellence](#)
- Integrated Children's Service Plan – [Integrated Children's Service Plan](#)
- More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) – [More Choices, More Chances](#)
- The Standards in Scotland's Schools Act 2000 - [Standards in Scotland's Schools Act 2000](#)
- The Education (Additional Support for Learning) (Scotland) Act 2004 - [Education \(Additional Support for Learning\) Scotland Act 2004](#)
- Improving Scottish Education HMIE 2009
- Improving Scottish Education HMIE 2009 (2)
- The Journey to Excellence HMIE 2006
- Skills for Scotland: A Lifelong Skills Strategy (SG) 2007 - <http://www.scotland.gov.uk/Publications/2007/09/06091114/0>

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 5: Our children have the best start in life and are ready to succeed.

Local Context:

East Ayrshire Council and its Community Planning Partners recognise that by investing in children's early development and emotional well-being, children will develop learning and other essential skills, which they will rely on in later life.

1. Requirement to **'Upskill the Childcare Workforce to Gain Qualifications'** to register with the Scottish Social Services Council (85% of the childcare workforce qualified -Early Education and Childcare Workforce Audit 2006). At March 2008, 87% of the childcare workforce was qualified; and 48% of managers were qualified (Early Education and Childcare Workforce Audit 2008).
2. Integrated package of health, early education and care for **'Vulnerable Children Aged 0-3 years'**.
3. **'Oral Health'** has been identified as a priority and 45.8% of P1 pupils were identified as 'caries free' at April 2007.
4. **'Levels of Obesity'** in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05. This is known to lead to physical and mental health problems later in life.

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Development of early education and childcare services to support children and families promoted (FSF)	Percentage early education and childcare services managers with qualifications at degree level Annual/Early Education and Childcare Workforce Audit	48% of early education and childcare services managers qualified to degree level (2008)	Increase - 52% of early education and childcare services managers will have degree level qualifications by 2011	Increase - 52% of early education and childcare services managers will have degree level qualifications by 2011
	Integrated package of health, early education and care for vulnerable children aged 0-3 years (children's assessed needs are met) 3 times per year/Early Education and Childcare Admissions census	102 FTE places for children aged 0-3 years (local authority nursery and family centre); 30 places with Day Carers	Sustain 30 places with 30 day carers during 2008/11; and 107 FTE full day care places for 0-3 years in local authority nursery and family centres across East Ayrshire by 2011	Sustain day care places in local authority nursery and family centres across East Ayrshire

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Healthy lifestyles for children and young people promoted (FSF)	Percentage of children aged 5 years (P1) with no sign of dental disease Every 2 years/Detailed National Dental Inspection Programme Survey	45.8% (2006)	Increase - 3.5% annual increase in percentage of children aged 5 with no sign of dental disease	Increase - 60% of 5 year olds (P1) will have no sign of dental disease by 2010 (NHS Ayrshire and Arran 2005 Local Strategic Implementation Plan)
	Levels of dental registration in the 3 – 5 age group Annual/ISD Scotland	68% (2007)	Increase - 6% annual increase in dental registrations	Increase in dental registrations in the 3-5 age group
	Completion rates for child healthy weight intervention programme Annual/NHS Ayrshire and Arran	0 children (new programme)	Year 1: 95 interventions (2009/10) Year 2: 240 interventions (2010/11)	Rates achieved by 2011
	Proportion of new-born children exclusively breastfed at 6-8 weeks Annual/ISD Scotland	18.6%	Sustained increase of 2% per year (with an increase of 4% per year in deprived areas)	Increase - 34.6% of newborn children exclusively breastfed at 6–8 weeks by 2015
	Number of young people aged 13 – 15 drinking alcohol at least once per week (SALSUS, 2006)	12% of 13 – 15 year olds currently consume alcohol at least once per week	Incremental decrease in 13 – 15 year olds consuming alcohol	Reduction in percentage of young people consuming alcohol at least once per week

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to investing in children's early development and emotional well-being by supporting the development of targeted, integrated services for vulnerable children by:

- within the context of the Early Years Framework, focusing on ante-natal and post-natal support for women and families incorporating a range of positive play opportunities for children;
- building parenting capacity and skills pre and post birth;
- supporting employers and the early education/childcare workforce to meet registration and post registration standards;
- providing a range of information to assist families to access services relevant to early education, recreation and family support needs;
- promoting and supporting access to high quality leisure, play, sports and cultural activities;
- providing a range of information, services and activities to support the uptake of physical activity and sport across all population groups;
- providing a range of information and support services to encourage good eating habits, targeting physical activity, play and nutritional intervention programmes including the Mind, Education, Nutrition and Do it (MEND) initiative for children and young people at risk of obesity;
- providing information on the benefits of breastfeeding across all population groups and providing support for breastfeeding women and families, targeting support to the most deprived areas displaying the lowest rates; and
- promoting good dietary habits, tooth-brushing, dental registration and access to dental services.

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - [Improving Opportunities Action Plan 2007-11](#)
- East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - [Improving Health Action Plan 2007-11](#)
- Early Years Framework - [Early Years Framework](#)
- Children and Young People's Services Plan- <http://www.east-ayrshire.gov.uk/ess/CSP2005.asp>
- Child Health Strategy , Infant Feeding Strategy, Culture and Leisure Strategy- <http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp>
- Open Space Strategy- <http://www.east-ayrshire.gov.uk/comser/openspace/index.asp>.

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 6: We live longer, healthier lives.

Local Context:

1. Although the overall health of the population in East Ayrshire is improving, where average **'Life Expectancy'** for males has increased from 72.8 years in 2000-02 to 73.7 years in 2003-05, this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 74.2 years in 2003-05. Female life expectancy has also increased over the same period and is 78 years in East Ayrshire; however, this is lower than the life expectancy of 79.2 years for females across Scotland.
2. In terms of the three main causes of **'Premature Mortality Rates'** in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. In East Ayrshire, this downward trend is mirrored for: **1996** - coronary heart disease – 140; cancer – 188; and stroke -140 per 100,000 population; to **2004** - 85, 166 and 28 per 100,000 – but still higher than the Scottish national rate. Respiratory disease is a significant cause of premature mortality within East Ayrshire, with levels consistently above the Scottish average. In 2005, mortality levels in the under 75s were 54 per 100,000 compared with a national level of 41 per 100,000.
3. Although life expectancy as a whole in East Ayrshire is improving, there are emerging health issues, which are giving cause for concern, including the significant adverse **'Impact of Alcohol on Health'**. Within East Ayrshire, there has been a sharp increase in the number of alcohol related hospital admissions, rising by 47% in the last 5 years.
4. **'Obesity'** is another emerging health issue. In Scotland, 65% of men and 60% of women are now overweight or obese (Body Mass Index greater than 30kg/m²). Levels of obesity in school children have increased over the last five years, with the greatest rise seen in primary 7 children, where 34% were overweight, 19% obese and 11% severely obese in 2004/05.
5. **'Health Inequalities'** in East Ayrshire appear to be widening. Although the average male life expectancy has increased, the rate of increase has been more rapid in the more affluent areas, with the least affluent areas falling behind. The decline in death rates from common conditions, such as heart disease, has also been more rapid among the more affluent.
6. **'Deprivation'** is one of the main determinants of health and 31 of East Ayrshire's 154 data zones are ranked in the worst 0-15% data zones in respect of the Health Domain in Scotland. Examples of health inequalities between the most and least deprived in East Ayrshire can be demonstrated, for example, by comparing smoking rates: 47% are smokers in one of the most deprived communities compared with 25% in one of the least disadvantaged communities. A similar pattern emerges when comparing adults with long term limiting illness, which is 11.9% in one of the most deprived communities, compared to 5.7% in one of the least disadvantaged. This provides evidence for the need to target interventions at communities experiencing the greatest disadvantage.

1 Local Outcome	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Health and well being of the local population improved	Expected years of life in good health - males/females Annual/ISD Scotland (calculation based on Sullivan method)	65.1 years – males 68.8 years – females (1999-2003)	Increase in healthy life expectancy by 2011	Increase in healthy life expectancy by 2011

1 Local Outcome	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s and timescale/s
Health and well being of the local population improved (FSF)	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years Annual/General Register Office for Scotland – Deaths and Population	89.9 per 100,000 population (2004 – 2006)	Reduction in mortality rate for coronary heart disease by 2011	Reduction in coronary heart disease by 2011
	Number of hospital admissions for respiratory disease Annual/NHS Ayrshire and Arran (ISD Scotland)	1,061 admissions with primary diagnosis of respiratory disease	Reduction in hospital admissions for respiratory disease by 2011	Reduction in numbers of people with respiratory disease and improved quality of life for those with respiratory disease by 2011
	Percentage of smoking population who quit through assistance services (at one month post quit) Every 3 years/East Ayrshire Community Planning Residents' Survey	35% of adult respondents smoke	Increase – Through smoking cessation services, support 8% of the smoking population in successfully quitting (at one month most quit) over the period 2008/09 – 2010/11	Reduction - 27% of adult respondents smoking by 2011
	Women recorded as a “current smoker” at antenatal booking appointment, expressed as number (3 year total) and percentage of all women attending booking appointments Annual/ISD Scotland	27.2%	Reduction in the proportion of women who smoke in pregnancy to 20%	Reduction in the proportion of pregnant women who smoke by 2011
	Number of alcohol related and attributable hospital patients Annual/ISD Scotland	1,106.3 (3 year average directly age-sex standardised rate 100,000 population per year)	Reduction in number of alcohol related and attributable hospital patients	Reduction in number of people misusing alcohol by 2015

1 Local Outcome	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Health and well being of the local population improved (FSF) (continued)	Number of screenings using the appropriate screening tool and alcohol brief interventions Annual/NHS Ayrshire and Arran	Zero (new programme)	Increase - 3,530 interventions by March 2011	Increase in screenings and interventions relating to alcohol misuse
	Number of drug related hospital patients Annual/ISD Scotland	153.3 (3 year average directly age-sex standardised rate per 100,000 population per year (2004-2006))	Reduction in number of drug related hospital patients	Reduction in number of people misusing drugs by 2015
	Rates of hospital admissions of patients with primary diagnosis of Chronic Obstructive Pulmonary Disease, Asthma, Diabetes or Coronary Heart Disease (from 2006/7 to 2010/11) Annual/ISD Scotland	594 admissions	Reduction to 548 admissions by 2011	Reduction in hospital admissions for those suffering from long term conditions
	Rates for suicides per 100,000 Annual/GROS	11.2 per 100,000 population (2002 – 2006)	Reduction in suicide rate between 2002 and 2013 by 20%, supported by 50% of key frontline staff in mental health and substance misuse services, primary care, and accident and emergency being educated and trained in using suicide assessment tools/ suicide prevention training programmes by 2010	Reduction of 20% in the death rate per 100,000 population by 2013

1 Local Outcome	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel'
Health and well being of the local population improved (continued)	Number of re- admissions (for mental health problems) for those who have had a hospital admission of over 7 days Annual/NHS Ayrshire and Arran (ISD Scotland)	105 re-admissions for mental health problems	Reduction in mental health re-admissions in target group to 95 by 2011	Reduction in readmissions in target group by 2011
	Rate increase of anti-depressant prescribing Annual/ISD Scotland Prescribing Information System	7.8% (2006)	Reduction in annual rate of increase to zero by 2011	Fewer people being treated with antidepressant medication and more people being offered alternative therapies
	Number of unintentional injuries in the home for those aged 65+ and those under 15 years Annual/General Register Office for Scotland	2,551.4 per 100,000 population: aged 65+ years 1,336.1 per 100,000 population: under 15 years (2004-06)	Incremental reduction in the number of injuries in the home for those aged 65+ and under 15 years	Improvement in levels of unintentional injuries in the home by 2015
	Number of emergency inpatient bed days for people aged 65 and over Annual/ISD Scotland	1,044 (2004)	Reduction of 10% by end of March 2011	Overall reduction in emergency admissions for the target group
	Number of patients diagnosed with dementia Annual/NHS Ayrshire and Arran	660 patients diagnosed at March 2007	Increase - 930 patients diagnosed by March 2011	Overall improvement of diagnosis and management of dementia

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to improving health by:

- shifting the balance of care, reducing health inequalities and promoting wellbeing (Better Health, Better Care, 2008);
- providing a range of information, services and activities to promote active living and support the uptake of physical activity and sport across all population groups; provide effective environmental interventions that positively impact on physical and mental health and well being in response to the national guidance in Good Places, Better Health and the East Ayrshire Culture and Leisure and Open Space strategies;
- providing tobacco information, prevention and cessation support services for young people and adults and promoting the benefits of a tobacco free lifestyle across all population;
- promoting awareness of safer alcohol levels and providing information and services across all population groups;
- targeting physical activity, sport and intervention programmes to key target groups which are at risk of obesity and adults most at risk of coronary heart disease, cancer and respiratory disease;
- targeting nutritional interventions to target groups at risk of obesity and adults at risk of coronary heart disease and cancer;
- raising awareness of the risks associated with drugs misuse and providing information and services to support those misusing illegal drugs;
- promoting good dietary habits, dental hygiene registration, providing information and access to dental services;
- targeting prevention, intervention programmes, training and capacity building with communities, staff and priority target groups such as young men, and the prison population, who are most at risk of suicide and deliberate self harm;
- targeting mental health improvement interventions and programmes to those communities and target groups at greatest risk such as homeless people and people in prison; and
- working in partnership to address the five high impact changes as defined in Co-ordinated, Integrate, Fit for Purpose, (Scottish Executive, 2007).

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - [Improving Health Action Plan 2007-11](#)
- Children and Young People's Services Plan- <http://www.east-ayrshire.gov.uk/ess/CSP2005.asp>
- Culture and Leisure Strategy- <http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp>
- Open Space Strategy- <http://www.east-ayrshire.gov.uk/comser/openspace/index.asp>.

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 7: We have tackled the significant inequalities in Scottish society.

Local Context:

1. Relative to the Scottish average, East Ayrshire has higher numbers of **'Benefit Claimants'** (60 (78) per 1,000 working age population claimed Income Support in August 2006 (May 2008), compared to 52 (66) per 1,000 across Scotland; and 95 (102) per 1,000 population claimed Incapacity Benefit, compared to 87 (90) per 1,000 population across Scotland in 2007).
2. There were 17.3% of children living in workless households in 2006, compared to 19.1% in 2007 (Scottish average is 16.1% and 15.3% respectively).
3. 14,763 residents were in receipt of **'Council Tax Benefit'** in November 2006 and 14,699 residents in November 2007.
4. **'Carers'** often experience disadvantage and financial hardship as a direct result of their caring role.
5. **'The Scottish Index of Multiple Deprivation 2006'** highlights that East Ayrshire has 28 data zones in the 0-15% most deprived in Scotland, with 18% (approximately 1 in 5) of East Ayrshire's population living in these areas.
6. 5% of the local population live in data zones ranked among the 5% most deprived in Scotland in 2006.
7. Lower **'Proportion of Mothers Breastfeeding'** at 6-8 weeks than in Ayrshire and Arran.
8. Higher rates of **Teenage Pregnancy'** compared to the Scottish average – in 2005, the rate was 64.7 per 1,000 population: range=17.2-99.4 per 1,000 population across communities.

4 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel'
Everyone within our communities can access the full range of services which help to combat poverty (FSF)	Number of people claiming Income Support Quarterly/Department for Work and Pensions/Nomis	60 per 1,000 population (August 2006)	Reduction in the number of people claiming Income Support by 2011	Reduction in the number of people claiming Income Support by 2011
	Percentage of children living in workless households Annual/Scottish Government	19.1%	Reduction in the percentage of children living in workless household by 2011	Reduction in the percentage of children living in workless household by 2011
	Number of carers receiving benefits checks Annual/East Ayrshire Carers Centre	390	Maintain the number of benefits checks for carers	Maintain the number of benefits checks for carers

4 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Financial inclusion within disadvantaged communities promoted (FSF)	Total number of Credit Union members Annual/East Ayrshire Credit Unions	909 members (October 2006)	Increase Credit Union membership by 15% on an annual basis	Increase Credit Union membership
	Proportion of households with savings and investments Every 2 years/Financial Inclusion Data/Scottish Household Survey	48% household with savings and investments (2005/06)	Increase in the number of households with savings and investments by 2% by 2011	Increase in the number of households with savings and investments by 2% by 2011
	Total household income with less than £15,500 before tax and deductions Every 3 years/East Ayrshire Community Planning Residents' Survey	16% under £7,500 22% between £7,500 and £15,499 (December 2005)	Increase total household income by 2011	Increase total household income by 2011
	Percentage of tenants in severe rent arrears Annual/SPI 1 Housing/Accounts Commission	0.7%	Reduction of tenants in severe arrears to 0.5% by 2008/09—aim to maintain top quartile performance level	Reduction in number of tenants in severe rent arrears
Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (FSF)	Number of data zones in the worst 0-15% (SIMD) deprived Update anticipated in 2009/Scottish Index of Multiple Deprivation (SIMD) 2006	28 data zones (SIMD 2006)	Reduction in the number of data zones in the worst 0-15% by 2011	Reduction in the number of data zones in the worst 0-15% by 2011
Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF)	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years in the most deprived communities Annual/ISD Scotland	108.2 per 100,000 population (2003-2005)	Incremental reduction in mortality rate for coronary heart disease in deprived areas by 2011	Reduction in incidence of coronary heart disease in most deprived areas by 2011

4 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF) (continued)	Percentage of adults aged 16+ in the most deprived areas smoking Every 3 years/East Ayrshire Community Planning Residents' Survey	43% (December 2005)	Incremental reduction in adults smoking in the most deprived areas by 2011	Reduction in the percentage of adults smoking in the most deprived areas by 2011
	Number of inequalities targeted Cardiovascular Health Checks during 2009/10 Annual/NHS Ayrshire and Arran	Zero (March 2007) 581 (December 2008)	Increase - 3,720 Keepwell health checks in 2009	Increase – 100% target population receiving Keepwell health checks
	Teenage pregnancy rates in 15-19 year olds in the most deprived areas Annual/ISD Scotland	64.7 per 1,000 (Range=17.2-99.4 across communities) (2005)	Incremental reduction in levels of teenage pregnancy rates in 15 – 19 year olds in the most deprived areas	Reduction in teenage pregnancies in 15-19 year olds by 33% in the most deprived areas by 2015 (SE HEAT Target, 2006)
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to tackling poverty and inequalities by:</p> <ul style="list-style-type: none"> • increasing take up of money advice and debt management; • maximising income for carers; • improving the health and well being of individuals living in deprived areas with a particular focus on the local implementation of 'Equally Well' (2008) and the national Keepwell Programme; • targeting smoking cessation programmes at the most deprived communities and key target groups; and • targeting programmes to prevent teenage pregnancies in areas with the highest levels. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Eliminating Poverty Action Plan 2007-11 - Eliminating Poverty Action Plan 2007-11 • East Ayrshire Community Plan: Improving Health Action Plan 2007-11 - Improving Health Action Plan 2007-11 • Children and Young People's Service Plan http://www.east-ayrshire.gov.uk/ess/CSP2005.asp • Culture and Leisure Strategy- http://www.east-ayrshire.gov.uk/nav/leisure/policy.asp • Open Space Strategy- http://www.east-ayrshire.gov.uk/comser/openspace/index.asp • East Ayrshire Local Housing Plan - East Ayrshire Local Housing Strategy 2004-09 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 8: We have improved the life chances for children, young people and families at risk.

Local Context:

1. East Ayrshire is above the Scottish average in terms of rate per thousand of the population aged 0-15 years whose names were placed on the '**Child Protection Register**' in 2008.
2. The rate per 1,000 of the population aged 0-15 years that are '**Looked After**' by the Local Authority in East Ayrshire is higher than the average rate for Scotland. The numbers have been increasing year on year since 2004, consistent with national trends and currently stand at 519. The proportion of looked after children who are looked after at home is higher in East Ayrshire than the Scottish average, but lower than the average for our comparator authorities.
3. '**School Attendance**' in East Ayrshire for 2006/07 was below the national average but in line with comparator authorities. At the same time, absence rates for East Ayrshire are above the national average (8.5% against 6.9%). In 2007/08, the absence rate has decreased to 6.9% in East Ayrshire compared to the Scottish average of 6.8%.
4. The '**Exclusion Rate**' for 2006/07 per 1,000 pupils in East Ayrshire remains above the national average at 69 per 1,000 against 64 per 1,000 nationally. The exclusion rate for 2007/08 per 1,000 pupils in East Ayrshire has decreased to 51 per 1,000 against 57 per 1,000 nationally.
5. The '**Educational Attainment**' of looked after children is below the Scottish average and that of our comparator authorities. In addition, looked after children demonstrate poorer attendance rates and a higher number of exclusions from school.
6. There is a higher rate of young people '**Not in Education, Employment or Training**' than in the other seven More Choices, More Chances 'hotspots'.
7. Rates of '**Domestic Abuse**' have increased from 815 per 100,000 population in 2003/04, to 965 in 2007/08. There is concern regarding under reporting in respect of domestic abuse cases – some work is planned to ascertain scale.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Child protection and the safety of vulnerable adults promoted	Number of child protection re-registrations in year Annual/SEED Child Protection Returns	17 child protection re-registrations	Reduction of child protection re-registrations by 2% per year	Reduction of child protection re-registrations by 2% per year
	Rates of domestic abuse incidents reported to the police per 10,000 population Annual/Strathclyde Police/Total number of domestic abuse incidents per 10,000 population	85 incidents per 10,000 population (5 year average 2003-2008)	Increase in reported incidents of domestic abuse over the 5-year average	Increase in reported incidents of domestic abuse over the 5-year average

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Educational achievement of children and young people at risk increased (FSF)	Percentage of looked after children who attain standard grades in English and Maths Annual/SPI EC 6 Academic Attainment/Accounts Commission	21.1% attainment	Increase the educational achievement of Looked After Children to the comparator group average by 2011	Educational attainment for looked after children to be comparable with wider school population
	Proportion of looked after children attaining at least one Foundation award in any subject	39.5%	Increase the educational achievement of Looked After Children to the comparator group average by 2011	Educational attainment for looked after children to be comparable with wider school population
	Attendance and levels of inclusion Annual/SEEMIS Vision Reporting System	Primary: Attendance: 95% Exclusions: 16 Secondary: Attendance: 91% Exclusions: 130	Improve levels of attendance and inclusion by 2011	Improve levels of attendance and inclusion by 2011
	Proportion of young people not in education/employment/training Annual/Destinations of School Leavers from Scottish Schools Report	13% not in education/employment training	Reduction in the number of young people not in education/employment/training to national levels by 2011	Positive destinations for all young people
	Homelessness reduced	Total number of homeless presentations Annual/East Ayrshire Council	1,186 homeless presentations	Reduction to 1,064 homeless presentations by 2011
Percentage of repeat homelessness within one year Annual/SPI 6 Housing/Accounts Commission		11.6% repeat homeless within 1 year	Reduction in the number of repeat homeless to 11% by 2008/09 - aim is to improve quartile performance from previous year	Top quartile by 2011

<p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p>	<p>In East Ayrshire, the Council and its Community Planning Partners are committed to supporting vulnerable groups and individuals at risk by:</p> <ul style="list-style-type: none"> • promoting child protection and the safety of vulnerable adults; • providing high quality accommodation and care and support for looked after and accommodated children; • addressing the needs of young people not in education, employment or training; • developing a range of employment initiatives for vulnerable young adults; and • providing appropriate support to prevent homelessness. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 – <u>Improving Opportunities Action Plan 2007-11</u> • More Choices, More Chances - <u>More Choices, More Chances</u> • East Ayrshire Local Housing Plan - <u>East Ayrshire Local Housing Strategy 2004-09</u>
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 9: We live our lives safe from crime, disorder and danger.

Local Context:

All sections of the community in East Ayrshire highlight that crime and safety issues should be one of the top priorities for action.

1. **'Crimes of Violence'** continue to be a focus for the Police within East Ayrshire during 2007/08. Included in crimes of violence there were 17 serious assaults per 10,000 population above the Scottish average of 12.
2. **'Anti-social Behaviour'** and **acts of vandalism** continue to cause problems within communities and during 2007/08 there were 219 crimes of vandalism per 10,000 population, again higher than the Scottish average of 214 crimes.
3. The Police remain committed to seizing **knives and offensive weapons** and during 2007/08 there were 18 detections for offensive weapons, slightly above the Scottish average of 17 detections.
4. In relation to **'Drug Crime'**, 27% of residents surveyed in 2007 stated that they felt drug use/drug dealing had increased the most in their area compared to housebreaking, assault, vandalism and drunk and disorderly behaviour.
5. The number of **'Persistent Young Offenders'** has nearly doubled from 26 in 2003/04 to 45 in 2006/07.
6. The number of residents admitted to hospital after **'Road Traffic Collisions'** is 30% above the Scottish rate.
7. Incidence of **'Fire Raising'** increased by 58% between 2002/03 and 2005/06.
8. In 2006/07, the **'Reconviction'** rate for Ayrshire was 47% (Scottish average 44.5%); this is one of the highest rates in Scotland.

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Crime and anti-social behaviour reduced (FSF)	Crimes of Violence Annual/Strathclyde Police/ Group 1	26 crimes of violence per 10,000 population (5 year average 2003-2008)	Reduction of crimes of violence below the 5-year average	Reduction of crimes of violence below the 5-year average
	Crimes of Vandalism Annual/Strathclyde Police/ Group 4	227 crimes of vandalism per 10,000 population (5 year average 2003-2008)	Reduction of crimes of vandalism below the 5-year average	Reduction of crimes of vandalism below the 5-year average
	Possession of Offensive Weapons Annual/Strathclyde Police/ Detections for Offensive Weapons	11 detections per 10,000 population (5 year average 2003-2008)	Increase detections for possession of offensive weapons above the 5-year average	Increase detections for possession of offensive weapons above the 5-year average

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Crime and anti-social behaviour reduced (FSF) (continued)	Carrying of knives Annual/Strathclyde Police/ Detections for Knives	6 detections per 10,000 population (5 year average 2003-2008)	Increase detections for knives per 10,000 population	Increase detections for knives per 10,000 population
	Drug Crime Annual/Strathclyde Police/ Detections for Drug-related Crime	20 detections for drug supply 59 detections for possession and other drug crimes, including importation and production (5 year average 2003-2008)	Increase detections for drug related crime above the 5-year average	Increase detections for drug related crime above the 5-year average
	Anti-social behaviour (including Breach of the Peace, Urinating and Consuming Alcohol in a public place) Annual/Strathclyde Police/ Detections for Anti-social behaviour	231 detections per 10,000 population (5 year average 2003-2008)	Increase detections for anti- social behaviour above the 5 year average	Increase detections for anti- social behaviour above the 5-year average
	Reconviction rates Annual/South West Scotland Community Justice Authority	47% (Ayrshire figure provided)	Reduction in reconviction rates by 2% by 2011	Reduction in reconviction rates by 2% by 2011
	Number of persistent young offenders Annual/Scottish Children's Reporter Administration (SCRA)	45 persistent young offenders	Reduction of 3% in the number of persistent young offenders by 2011	Reduction of 3% in the number of persistent young offenders by 2011

2 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Crime and anti-social behaviour reduced (FSF) (continued)	Percentage of adults who feel threatened by crime in their neighbourhood a great deal or a fair amount Every 3 years/East Ayrshire Community Planning Residents' Survey	18% (December 2005)	Reduction in the percentage of adults who feel threatened by crime by 2011	Reduction in the percentage of adults who feel threatened by crime by 2011
Community safety in neighbourhoods and homes improved	Number of fire related injuries and incidents Annual/Strathclyde Fire and Rescue	Injuries: 105 Incidents: 2,877	Reduction of 3% in fire related injuries and incidents by 2011	Reduction of 3% in fire related injuries and incidents by 2011
	Number of people killed and seriously injured in road accidents Annual/Strathclyde Police	140 (1994-98 average remains the Scottish Government baseline)	Reduction in casualties for 2010 by 40% from the 1994-98 baseline in line with national targets	Reduction in casualties for 2010 by 40% from the 1994-98 baseline in line with national targets
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, the Council and its Community Planning Partners are committed to improving community safety by:</p> <ul style="list-style-type: none"> • increasing high profile policing; • tackling drug and alcohol related crime through enforcement and partnership working; • diverting young people from crime and anti-social behaviour through involvement in education and leisure activities; • engaging young people in night time and diversionary sports programmes; • working with young offenders to divert them from the Criminal Justice System; • raising awareness of fire safety, including educating young people in the dangers of fire raising and malicious calls; and • raising awareness of and improving road safety through education, engineering and enforcement. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving Community Safety Action Plan 2007-11 – Improving Community Safety Action Plan 2007-11 • South West Scotland Community Justice Authority Area Plan 2008-2011 • South West Scotland Community Justice Authority Action Plan 2009-10 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.

Local Context:

Public accessibility issues are given high priority within the Council. Since 2004/05, the number of public service buildings that are suitable and accessible to people with a disability has improved by 73% (from 26.6 % to 45.9%). Regular reports on the investment programme and priorities are reported to the Council's Corporate Management Team. Much of East Ayrshire is rural, and transport difficulties can make it harder for people to access jobs and a full range of activities and services.

The Scottish Government has published guidance to Councils on Housing Need and Demand Assessment (March 2008) and Strategic Housing Investment Plans (May 2008). Both will influence the Council's new local Housing Strategy due to be published in 2009. However, since this work is still to be progressed, it is not possible at this stage to determine specific targets for the provision of affordable housing. We would, therefore, support a broadly defined outcome to increase the number of affordable houses in East Ayrshire; however, we do not currently have a viable baseline to support specific indicators of progress. This would become available via the data from the forthcoming Housing Needs and Demand Assessment.

1. In 2006/07, 1,745 (12%) council houses met the Scottish Housing Quality Standard, which increased to 59% at January 2009.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available	Proportion of residents satisfied with public transport Every 3 years/East Ayrshire Residents' Survey	74% (December 2005)	Increase by 2011	Increase by 2011
	Access to services (SIMD) Update anticipated in 2009/Scottish Index of Multiple Deprivation (SIMD) 2006	14.9% local share in 15% most deprived (2006)	Reduction in local share by 2009	Reduction in local share by 2009

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel											
Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available (continued)	Percentage of the road network considered for maintenance treatment Annual/Road Condition Survey	43.5% (2007/08) Road condition indicator replaced the SPI in 2007/08 and has been developed to characterise the overall condition of the road network over a two-year rolling average	Reduction of 2% in the proportion of the road network that should be considered for maintenance treatment by 2011	Reduction of 5% in the proportion of the road network that should be considered for maintenance treatment by 2014 and 10% reduction by 2019											
Number of buildings which are suitable and accessible for people with a disability increased	Number of council buildings where the Council delivers services to the public and % of these with full public area suitability for, and accessible to, people with a disability Annual/East Ayrshire Council	45.9%	Increase on an annual basis	Increase in the number of buildings accessible to people with a disability											
Attractiveness of communities improved	Total number of Council houses meeting the Scottish Housing Quality Standard Annual/SPI 2 Housing/Accounts Commission	This is a new indicator for 2008/09 Baseline to be set at April 2009	Increase in the total number of Council houses meeting the Scottish Housing Quality Standard Work to be developed with Registered Social Landlords	All Council houses to meet the Scottish Housing Quality Standard by 2015											
	Percentage of adults who rate their town or village as a good place to live Every 3 years/Community Planning Residents' Survey	Rating of town/village as a good place to live (2005) <table border="1" data-bbox="994 1225 1258 1353"> <tr> <td>VG</td> <td>G</td> <td>FP</td> <td>VP</td> </tr> <tr> <td>32%</td> <td>51%</td> <td>5%</td> <td>4%</td> </tr> <tr> <td colspan="4">NB – 8% Neither/Nor</td> </tr> </table>	VG	G	FP	VP	32%	51%	5%	4%	NB – 8% Neither/Nor				Reduction in percentage of fairly poor and very poor ratings by 2011
VG	G	FP	VP												
32%	51%	5%	4%												
NB – 8% Neither/Nor															

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to improving the environment by:

- supporting the development of public transport/undertaking the Carlisle to Kilmarnock Rail Study;
- improving the condition of the road network to improve access to amenities and services;
- implementing high priority projects within Kilmarnock and Cumnock Town Centre and wider Regeneration Strategy with particular emphasis on removing dereliction;
- developing a new athletics and sports facility in the centre of Kilmarnock;
- providing pedestrian footpaths along major routes into settlements;
- undertaking an open space/park improvement programme; and
- investing in new and better housing stock.

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - [Improving Opportunities Action Plan 2007-11](#)
- East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - [Improving the Environment Action Plan 2007-11](#)
- East Ayrshire Local Plan - [East Ayrshire Local Plan](#)
- East Ayrshire Transport Strategy
- Regional Transport Strategy - <http://www.spt.co.uk/rts/index.aspx>
- Transport Outcome Report.

National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

Local Context:

1. Low levels of '**Community Involvement**' at all ages on a voluntary basis.
2. Two '**Federations of Community Groups**', one representing the north and one representing the south of the authority, established and have progressed a range of activity to the benefit of local communities, for example, the North Federation (15 members) has a partnership agreement with East Ayrshire Council to manage Kilmarnock Shopmobility; and the Coalfield Communities Federation (21 members) manages the Coalfield Community Transport initiative).
3. There were 4,500 '**Carers**' (*including young carers*) registered with East Ayrshire Carers Centre at March 2007 and it anticipated that that approximately 400 new carers will register with the Centre on an annual basis. Approximately 5,000 carers received support in 2007/08.
4. The proportion of '**Home Care Clients Aged 65+**' requiring and receiving personal care services increased from 70% in 2003/04 to 92.4% in 2007/08; and service at weekends increased from 54.1% in 2003/04 to 63.9% in 2007/08.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Participation by people of all ages in community activity increased (FSF)	Proportion of residents involved in community activity in the last 12 months Every 3 years/East Ayrshire Community Planning Residents' Survey	13% residents involved in community activity over the last 12 months	Increase proportion of people involved in community activity	Increase proportion of people involved in community activity
Carers and young carers supported (FSF)	Number of carers receiving ongoing support Annual/East Ayrshire Carers Centre (2006/07)	4,500 carers receiving ongoing support	Increase the number of carers receiving ongoing support to 6,500 by 2011	6,500 carers receiving ongoing support
Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working	Number of patients waiting more than 6 weeks for discharge to appropriate setting Quarterly/NHS Ayrshire and Arran	5 patients waiting more than 6 weeks (March 2007)	Zero patients waiting more than 6 weeks for discharge to appropriate setting	Zero patients waiting more than 6 weeks for discharge to appropriate setting

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Proportion of people needing care or support who are able to sustain an independent quality of life as part of the community increased, through effective joint working (continued)	Percentage of people aged 65+ with intensive needs receiving care at home Annual/East Ayrshire Council	40.7% receiving care at home	Maintain levels at 35%+	Maintain levels at 35%+
	Percentage of people aged 65+ receiving free personal care at home Annual/Scottish Government Statistics	6.2% receiving free personal care at home	Maintain levels at 7%	Maintain levels at 7%
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to supporting communities by:</p> <ul style="list-style-type: none"> • providing support to local community and voluntary based organisations to meet their identified needs in order to build community capacity; • continuing to support the two Federations of Community Groups to ensure the systematic engagement of community representatives in the Community Planning process both at strategic level, through the Community Planning Partnership Board, and local level, through the four new Local Community Planning Forums; • supporting Federation activity, where appropriate, in their identification, implementation and development of projects linked to Community Planning priorities, which will benefit the local community; • developing innovative and flexible services that meet carers' needs; and • continuing to develop 'Care at Home Services' in response to assessed needs. <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Promoting Community Learning Action Plan 2007-11 – <u>East Ayrshire Community Plan: Promoting Community Learning Action Plan</u> • East Ayrshire Community Plan: Eliminating Poverty Action Plan 2007-11 - <u>Eliminating Poverty Action Plan 2007-11</u> • Joint Futures arrangement for Health and Social Care • National Standards for Community Engagement - <u>http://www.scdc.org.uk/national-standards-community-engagement/</u> 			

(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations.

Local Context:

The urban and rural environment of East Ayrshire faces a diverse range of challenges and opportunities. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character.

The decline of mining, textiles and engineering has had a negative effect on our towns and villages. Despite the development which is taking place in many of our communities, East Ayrshire has many empty and run-down properties on its main streets which make the area look unattractive.

1. The total area of vacant and derelict land urban land in East Ayrshire has declined since 2005.
2. The total number of listed buildings in East Ayrshire was 745 in 2008.
3. There are 24 conservation areas (7 of which are 'outstanding'), 2 special areas of conservation, 1 special protection area, 20 sites of special scientific interest and 128 provisional wildlife sites.
4. LEAMS Index (monitored by Keep Scotland Beautiful) score for cleanliness of local authority streets has increased from 69 in 2005/06 to 71 in 2007/08.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
The natural and built environment through sustainable development improved	Percent vacant and derelict urban land Annual/East Ayrshire Council	7.2% (2007)	Reduction to 6.5% by 2011	Reduction to 5% by 2015
	Total of new woodland created each year in hectares (ha) Annual/Forestry Commission	715 ha	Increase by 310 ha per year up to 2011	Increase woodland cover by 25% by 2050 (Scottish Government national target)
Number of empty and run down properties, through regeneration of town centres and villages reduced (FSF)	Number of vacant and derelict town centre buildings Annual/East Ayrshire Council	210 (November 2006)	Reduction to 160 vacant and derelict town centre buildings by 2011	Reduction to 160 vacant and derelict town centre buildings by 2011
Littering, graffiti and vandalism reduced (FSF)	Cleanliness of local authority streets and other relevant land – index recorded by the Local Environmental Audit and M'ment System (LEAMS) Annual/SPI Waste Management 4/Keep Scotland Beautiful and Accounts Commission	LEAMS index: 70	Improve the index recorded to 72 by 2011	Improve the index recorded to 72 by 2011

<p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p>	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> • implementing high priority projects within Kilmarnock and Cumnock Town Centre, particularly through the Kilmarnock Conservation Area Regeneration Scheme (CARS) and Townscape Heritage Initiative and Cumnock CARS; • implementing other priority regeneration projects throughout East Ayrshire; • engaging the community in the regeneration of the town centres and villages in East Ayrshire; • supporting the repair of listed and derelict buildings and bringing them into use; and • implementing systems to stop littering, graffiti and vandalism and dealing quickly with any problems as they arise – improving the index (incidents of littering, graffiti and vandalism) recorded by LEAMS (monitored by Keep Scotland Beautiful). <p>Relevant strategic plans include:</p> <ul style="list-style-type: none"> • East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - <u>Improving the Environment Action Plan 2007-11</u> • East Ayrshire Local Plan - <u>East Ayrshire Local Plan</u>
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(FSF) denotes linked local outcomes to the Fairer Scotland Fund.

National Outcome 13: We take pride in a strong, fair and inclusive national identity.

Local Context:

In East Ayrshire, Community Planning Partners aim to maximise the opportunities presented by East Ayrshire in terms of its natural and built environment and its heritage and culture. Our assets, such as increasing property markets, high quality natural environment, a strong cultural heritage and considerable scope for leisure and tourism activity, are recognised.

1. 32% of respondents considered their town or village as a **'Very Good Place to Live'** and 51% of respondents considered their town or village to be a **'Good Place to Live'**.
2. Four ceremonies are provided on an annual basis for individuals who wish to become British citizens.
3. Gaelic provision is available in schools to everyone who has an interest in the language.

4 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted	Growth in tourism revenue Annual/Ayrshire and Arran Scottish Tourism, Evaluation and Monitoring (STEAM) Report 2006	£55.75m (2006)	Increase by 5% by 2011	Increase by 10% by 2015
Access to opportunities outside the local area improved	Proportion of residents finding public transport as very or fairly convenient Every 2 years/Scottish Household Survey	91% (2005/06)	Improve by 2011	Improve by 2011
Citizenship Ceremonies provided for those wishing to become British citizens	Percentage of customers satisfied with the ceremony process Annual East Ayrshire Council	100% (2007/08)	Maintain standard	Maintain standard
Number of children in Primary 1 entering Gaelic Medium Education increased	Number of children accessing Gaelic Medium Education Annual/East Ayrshire Council	24	Increase by 2% by 2011	Increase by 3% by 2015

Required actions/commitment by local partners for these outcomes

In East Ayrshire, Community Planning Partners are committed to promoting the local area by:

- developing and marketing a range of tourism, leisure and cultural opportunities;
- working to increase the interaction of the community with culture and leisure programmes and collections;
- implementing the Leisure and Cultural Strategy into core activities;
- supporting the enhancement of rail services in East Ayrshire; and
- developing an integrated transport system to further improve accessibility to town centres, and the road and rail links between East Ayrshire communities and beyond.

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving Opportunities Action Plan 2007-11 - [Improving Opportunities Action Plan 2007-11](#)
- East Ayrshire Transport Strategy
- Regional Transport Strategy - <http://www.spt.co.uk/rts/index.aspx>
- Transport Outcome Report.

National Outcome 14: We reduce the local and global environmental impact of our consumption and production.

Local Context:

In East Ayrshire, '**Recycling Rates**' have been improving year on year, from 7.3% in 2003/04 to 36.6% in 2006/07 and 41.8% in 2007/08. This is largely due to the full implementation of the household Kerbside Recycling Scheme. With further development of the service, improvements to recycling centres/points and a localised material specific marketing campaign, the Council and its Community Planning Partners are taking proactive steps towards attaining future landfill diversion and recycling targets while providing a comprehensive service.

1. The number of schools registered for the Eco-School Programme increased from 62 in 2006 to 70 in 2008; and 95% progressing toward eco-schools status.

3 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Amount of waste recycled and re-used increased	Proportion of municipal waste recycled Annual/East Ayrshire Council	36.6%	Increase recycling rates to 43% by 2010; and 45% by 2011	Increase recycling rates to 50% by 2013; and 60% by 2020
	Tonnage of biodegradable municipal waste land filled Annual/East Ayrshire Council	29,920 tonnes (2006)	Reduction to 29,177 (2.5%) tonnes by March 2010; and 25,935 (13%) tonnes by March 2011	Reduction to 19,451 (35%) tonnes by 2013; and 13,704 (54%) tonnes by 2020.
	Percentage of educational establishments involved in waste minimisation through the Eco-School Scotland programme Annual East Ayrshire Council	36% of educational establishments registered for the Eco-School Scotland programme	Increase registration to 100% of educational establishments with 70% Bronze Award 40% Silver Award 15% Green Flag Status	Increase number of educational establishments actively involved in waste minimisation and sustainable development through the Eco-School Award Scheme
Environmental effect of transport improved by developing a transport system that meets national, regional and local needs	Percentage of journeys to work made by public or active transport Every 2 years/Scottish Household Survey	29% journeys made by public or active transport (2005/06)	Increase the number of journeys using public or active transport by 2011	Increase the number of journeys using public or active transport to 33% by 2015
Energy performance of housing stock increased (measured by the Reduced Standard Assessment Procedure)	Percentage of housing stock that meets the Reduced Standard Assessment Procedure Annual/East Ayrshire Council	70.6% (January 2009)	Increase to 72% by 2011	Increase to 73% by 2013

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to improving the environment by:

- ensuring that Council housing meets the Scottish Housing Quality Standard by 2015;
- promoting the eco-school programme in our educational establishments;
- developing green transport plans to minimise car use and maximise walking, cycling and use of public transport;
- providing pedestrian footpaths along major routes into settlements-developing core pathplan for each community;
- implementing a new integrated cycling strategy and increasing the length of cycleways in East Ayrshire;
- implementing mandatory and advisory 20 mph limits where required to protect environmentally sensitive areas; and
- extending kerbside recycling to remove remaining biodegradable recyclate identified in the household waste analysis.

Relevant strategic plans include:

- East Ayrshire Community Plan: Improving the Environment Action Plan 2007-11 - [Improving the Environment Action Plan 2007-11](#)
- East Ayrshire Local Plan - [East Ayrshire Local Plan](#)

National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. This ensures that in delivering these services, we take care to consider economy, efficiency, effectiveness, equity and the environment. The challenge of Public Service Reform is being addressed in East Ayrshire through the identification of changes that continues to transform service delivery and make a real difference to users and communities. The work to date is building for the future by focusing on outcomes which will improve efficiency and productivity, join up services across organisational boundaries and share best practice. These outcomes are supported by efficient and effective governance arrangements.

The work undertaken to date has been nationally acclaimed and is entirely consistent with the Scottish Government's drive for delivering transformational Shared Services across the public sector. There has been a strong will within East Ayrshire to push aside the barriers to effective service delivery while maintaining or improving standards, and to build on the already sound Community Planning structures in the area; in so doing, we have been successfully testing new ways of joining up service delivery to the benefit of East Ayrshire residents.

The most significant and high profile of our joint initiatives is where, as Community Planning Partners, we co-locate services. East Ayrshire has been at the forefront of delivering **joint services**, by **joint teams**, in **joint premises**, where staff from a range of public sector agencies are co-located and working effectively together in shared premises. These 'one stop shop' facilities provide seamless access to public services within local communities and offer staff a base from which to provide fully **integrated service delivery**. The following projects are already established, while a range of others are in the planning stages:

- Dalmellington Area Centre, which was the first of its kind in Scotland and has been recognised as the benchmark against which integrated public service provision is judged;
- Drongan Resource Centre;
- Rankinston Health Clinic;
- North West Kilmarnock Area Centre, the most ambitious co-location development in Ayrshire, to date; and, most recently,
- Stewarton Area Centre.

1 Local Outcomes	Indicator/s Frequency/Type/Source	Baseline at 2006/07	'Progress' target/s to 2010-11	'End' target/s Direction of travel
Resources and services delivered maximised through shared premises	Total number of co-location facilities established Annual/East Ayrshire Council	4 co-location facilities	Increase the number of co-location facilities established by 2011	Increase the number of co-location facilities established by 2011
	Total number of co-location facilities for the community Annual/East Ayrshire Council	Zero	Scoping study for a co-location facility for the community progressed by 2011	Scoping study for a co-location facility for the community progressed by 2011

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

Within East Ayrshire, Community Planning Partners have six strategic commitments which contribute to the ongoing improvement of quality services by improving all services through joint working, including:

- shared services;
- co-located shared premises / management;
- rationalisation of plans, strategies and structures;
- joint consultation and engagement;
- joint training; and
- joint information sharing, including joint monitoring and evaluation.

Relevant strategic plans include:

- East Ayrshire Community Plan 2003-2015 - [East Ayrshire Community Plan](#)

National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. This ensures that in delivering these services, we take care to consider economy, efficiency, effectiveness, equity and their effect on the local environment.

It is the intention of the Council and its partners to report annually on a suite of indicators that best demonstrate internal and external performance. National Outcome 15, therefore, becomes an additional barometer of how successful we have been in delivering National Outcomes 1 to 14.

The 2008 Direction from the Accounts Commission, covering the reporting year 2009/10, requires councils to report on 25 existing National Statutory Performance Indicators (indicated by 'NS' below), and on a 'basket' of performance information identified at a local level to complement those prescribed nationally, and to reflect local circumstances (indicated by 'LS' below). This local information is a mixture of specific indicators and links to existing suites of indicators that are currently submitted to national bodies by services.

Table 1 contains the Corporate Management National SPIs for the Council. It should be noted that in some instances it is not possible to compare the 2009/10 SPIs with data from previous years.

Table 2 contains the Service Performance National SPIs for the Council. As above, in some instances it is not possible to compare the 2009/10 SPIs with data from previous years.

Table 3 contains Statutory Performance Information for both Strathclyde Police and Strathclyde Fire and Rescue.

Table 4 shows the framework that will be used to report Local Corporate Management performance information with both high level indicators and links to suites of performance information. The Council is currently agreeing those indicators and information suites that will constitute our local performance information for 2009/10. Not all information will be available for previous years.

Table 5 will contain the Local Service Performance SPIs. As above, the Council is currently agreeing those indicators and information suites that will constitute our local performance information for 2009/10. Not all information will be available for previous years.

Table 1 – National Statutory Performance Indicators: SPI 1

Reporting Areas / Indicators	Quartile				Comments
	06/07	07/08	08/09	09/10	
SPI 1 CORPORATE MANAGEMENT - Each council will report a range of information, sufficient to demonstrate that it is securing Best Value in relation to:					
Responsiveness to communities					There are no National SPIs in this area
Revenues and service costs					
NS1 No. of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid.	2	2			
NS2 Cost per dwelling of collecting Council Tax.	1	4			
NS3 Income due from Council Tax for the year, net of reliefs and rebates, and the percentage of that which was received during the year.	4	4			
Employees					
NS4 The average number of working days per employee lost through sickness absence for:					
(a) Teachers.	1	2			
(b) All other local government employees.					Not available for previous years.
NS5 (a) The number of the highest paid 2% of earners among council employees that are women.					Changed indicator
(b) The percentage of the highest paid 2% of earners among council employees that are women.	3	4			
(c) The number of the highest paid 5% of earners among council employees that are women.					Changed indicator

Reporting Areas / Indicators	Quartile				Comments
	06/07	07/08	08/09	09/10	
(d) The percentage of the highest paid 5% of earners among council employees that are women.	2	3			
Assets					
NS6 Proportion of operational accommodation that is:					
(a) In a satisfactory condition.	1	1			
(b) Suitable for its current use.	2	3			
Procurement					There are no National SPIs in this area
Sustainable Development					There are no National SPIs in this area
Equalities and diversity					
NS7 (a) Number of council buildings from which the council delivers services to the public.					Changed indicator
(b) The percentage of these in which all public areas are suitable for, and accessible to, people with a disability.	3	3			

Table 2 - National Statutory Performance Indicators: SPI 2

Reporting Areas / Indicators	Strategic Objective	Quartile				Comments
		06/07	07/08	08/09	09/10	
SPI 2 SERVICE PERFORMANCE - Each council will report a range of information sufficient to demonstrate that it is securing Best Value in providing the following services (in partnership with others where appropriate):						
Benefits Administration						
NS8 Gross cost per case for benefits administration.	Wealthier & Fairer	3	2			
Community Care						
NS9 (a) The number of people aged 65+ receiving homecare.	Healthier Safer & Stronger					Changed indicator
(b) The number of homecare hours per 1000 population aged 65+.		1	2			
(c) As a proportion of homecare clients aged 65+ , the number receiving:						
(i) Personal care.		2	2			
(ii) A service in the evenings / overnight.		1	1			
(iii) A service at weekends.		1	1			
Criminal Justice Social Work	Wealthier & Fairer					There are no National SPIs in this area
Cultural and Community Services						
NS10 Number of attendances per 1,000 population for:	Healthier Smarter					
(a) Pools.		4	4			
(b) Other indoor sports & leisure facilities, excluding pools in a combined complex.		2	2			
NS11 (a) The number of visits to/usages of council funded or part funded museums per 1,000 population, and,		1	1			
(b) The number of those visits that were in person per 1,000 population.	1	1				

Reporting Areas / Indicators	Strategic Objective	Quartile				Comments
		06/07	07/08	08/09	09/10	
NS12 The number of visits to council libraries per 1,000 population.		4	4			
Planning						
NS13 (a) The number of householder planning applications determined during the year, and,	Wealthier & Fairer Greener					Changed indicator
(b) The proportion that were dealt with within two months.		3	2			
(c) The number of non-householder planning applications determined during the year, and,						Changed indicator
(d) The proportion of that were dealt with within two months.		4	2			
The Education of Children	Smarter					There are no National SPIs in this area
Child protection and children's social work	Safer & Stronger					There are no National SPIs in this area
Housing and homelessness						
NS14 (a) The number of the council's housing stock meeting the Scottish Housing Quality Standard by criteria.	Wealthier & Fairer Safer & Stronger Greener					New indicator 08/09
(b) The proportion of the council's housing stock meeting the Scottish Housing Quality Standard by criteria.						New indicator 08/09
NS15 Rent arrears:						
(a) Current tenant arrears as a percentage of the net amount of rent due in the year.		1	1			
(b) The percentage of current tenants owing more than 13 weeks rent at the year end, excluding those owing less than £250.		1	1			
(c) The proportion of those tenants giving up their tenancy during the year that were in rent arrears.		4	4			
(d) The average debt owed by tenants leaving in arrears, as a proportion of the average weekly rent.		1	1			
(e) The percentage of arrears owed by former tenants that was either written off or collected during the year.		3	4			
NS16 Homelessness secure permanent / secure temporary accommodation):						
(a) The number of households assessed during the year.						Changed indicator
(b) % decision notifications issued within 28 days of initial presentation.						Changed indicator
(c) The % who are housed.						Changed indicator
(d) % of cases reassessed within 12 months of completion of duty.		4	4			
(e) The proportion of those provided with permanent accommodation in council stock who maintained their tenancy for at least 12 months.						Changed indicator
NS17 Total rent loss due to voids expressed as a % of the total			2	2		

Reporting Areas / Indicators	Strategic Objective	Quartile				Comments
		06/07	07/08	08/09	09/10	
amount of rent due in the year.	Wealthier & Fairer Safer & Stronger Greener					
NS18 Response repairs to council houses:						
(a) Number of response repairs completed during the year.						Changed indicator
(b) Overall % of repairs completed within the target times.						Changed indicator
(c) Repairs categories used by the council and the target times for each.						Changed indicator
NS18 Managing tenancy changes:						
(a) Stock which is not low demand: number of dwellings that were re-let within the following time bands:						
(i) Less than 2 weeks.						Changed indicator
(ii) 2-4 weeks.						Changed indicator
(iii) 5-8 weeks.						Changed indicator
(iv) 9-16 weeks.						Changed indicator
(v) More than 16 weeks.						Changed indicator
(vi) Average re-let times.		1	1			
(b) Low demand stock: number of dwellings that were re-let within the following time bands:						
(i) Less than 2 weeks.						Changed indicator
(ii) 2-4 weeks.						Changed indicator
(iii) 5-8 weeks.						Changed indicator
(iv) 9-16 weeks.						Changed indicator
(v) 17-32 weeks.						Changed indicator
(vi) 33-52 weeks.						Changed indicator
(vii) More than 52 weeks.						Changed indicator
(viii) Average re-let times.						Changed indicator
(c) For low demand stock:						
(i) The number remaining un-let at year end.					Changed indicator	
(ii) The average period these dwellings had been un-let at year end.					Changed indicator	
(d) The number of dwellings considered to be low demand at year end.					Changed indicator	
(e) The number at d) above considered to be low demand at start of the year.					Changed indicator	
(f) The number at d) above that were not actively being re-let because they were subject to a disposal strategy.					Changed indicator	
Protective services	Safer & Stronger Healthier Greener					
NS19 Domestic Noise Complaints:						
(a) The number of complaints of domestic noise received during the year:						
(i) Settled without the need for attendance on site.					Changed indicator	

Reporting Areas / Indicators	Strategic Objective	Quartile				Comments
		06/07	07/08	08/09	09/10	
(ii) Requiring attendance on site and not dealt with under Part V of the Antisocial Behaviour etc (Scotland) Act 2004.						Changed indicator
(iii) Dealt with under Part V of the Antisocial Behaviour etc (Scotland) Act 2004.						Changed indicator
(b) For those in (a)(ii) and a (iii) above, the average time (hours) between the time of the complaint and attendance on site.						Changed indicator
NS20 The number of Trading Standards complaint and advice requests received, and the proportion completed within 14 days:						Changed indicator
(i) Consumer complaints - number.			4			New indicator 07/08
(ii) Consumer complaints - proportion completed within 14 days.						Changed indicator
(iii) Business advice requests - number.		1	1			
(iv) Business advice requests - proportion completed within 14 days.						Changed indicator
Roads and lighting	Safer & Stronger Greener					
NS22 The percentage of the road network that should be considered for maintenance treatment.		3	3			
Waste Management	Healthier Greener					
NS23 The net cost per premises for						
(a) Refuse collection.		2	2			
(b) Refuse disposal.		3	3			
NS24 The percentage of municipal waste collected during the year that was recycled or composted.		1	1			
NS25 The cleanliness index achieved following inspection of a sample of streets and other relevant land.	3	3				

Table 3 - Other Public Sector Bodies

NATIONAL CONTEXT (Baseline 06/07)						
Service	Strategic Objective	No. of Indicators for which comparisons can be made	First Quartile (1-2)	Second Quartile (3-4)	Third Quartile (5-6)	Fourth Quartile (7-8)
Strathclyde Police	Safer and Stronger	TBC				
Strathclyde Fire and Rescue	Safer and Stronger	3				

Table 4 - Local Statutory Performance Indicators: SPI 1

Service Areas	Results			Links to suites of indicators
	07/08	08/09	09/10	
Corporate Management SPI 1 - Each council will report a range of information, sufficient to demonstrate that it is securing Best Value in relation to:				
Responsiveness to Communities				
LS1				
LS2				
Revenues and Service Costs				
LS3				
LS4				
Employees				
LS5				
LS6				
Assets				
LS7				
LS8				
Procurement				
LS9				
LS10				
Sustainable Development				
LS11				
LS12				
Equalities and Diversity				
LS13				
LS14				

Table 5 - Local Statutory Performance Indicators: SPI 2

Service Areas	Strategic Objective	Results			Links to suites of indicators
		07/08	08/09	09/10	
Service Performance SPI 2 - Each council will report a range of information sufficient to demonstrate that it is securing Best Value in providing the following services (in partnership with others where appropriate):					
Benefits Administration	Wealthier & Fairer				
LS15					
LS16					
Community Care	Healthier Safer & Stronger				
LS17					
LS18					
Criminal Justice Social Work	Wealthier & Fairer				
LS19					
LS20					
Cultural and Community Services	Healthier Smarter				
LS21					
LS22					
Planning	Wealthier & Fairer Greener				
LS23					
LS24					
The Education of Children	Smarter				
LS25					
LS26					
Child Protection and Children's Social Work	Safer & Stronger				
LS27					
LS28					
Housing and Homelessness	Wealthier & Fairer Safer & Stronger Greener				
LS29					
LS30					
Protective Services	Safer & Stronger Healthier Greener				
LS31					
LS32					
Roads and Lighting	Safer & Stronger Greener				
LS33					
LS34					
Waste Management	Healthier Greener				
LS35					
LS36					

18 February 2009



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP

SINGLE OUTCOME AGREEMENT 2008 - 2011

Scottish Government required
actions/commitments to support delivery of
Local Outcomes

Annual Update 2009/10
Final Draft: 18 February 2009

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP
SINGLE OUTCOME AGREEMENT**

**Scottish Government required actions/commitments to support
delivery of Local Outcomes**

National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe

National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people

National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.

The impact of redundancies has been significant in the local economy over several decades, due initially to the demise of the deep mining industry in the southern area and, more recently, to the contraction of manufacturing industry across East Ayrshire.

The Community Planning Partnership encourages the Scottish Government to consider additional support, such as the allocation of targeted resources, to address the significant challenges and the range of issues facing our manufacturing industry and its employees.

The following actions/commitments included in the Scottish Budget Spending Review of November 2007 will support the delivery of local outcomes (effective from 1 April 2008). Please note that these have not changed since our original submission signed off on 2 July 2008.

National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.

- transfer of the Business Gateway;
- freezing council tax rates in each local authority at 2007/08 levels – 3 years to 31 March 2011;
- phased introduction of the Small Business Bonus Scheme from April 2008 (full implementation in 2010/11);
- funding railtrack enhancements between Glasgow – Kilmarnock to enable half-hourly service; and
- funding railtrack enhancements for the Glasgow-Carlisle rail line.

National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.

- taking forward the Skills Strategy, '*Skills for Scotland*' and ensuring that national training programmes are aligned to the needs of employers; and
- vocational education/skills – partnership working with colleges, local employers and others, to provide more school pupils with opportunities to experience vocational training.

National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.

- further investment in the higher and further education sectors; and
- implementation of '*Skills for Scotland*': A Lifelong Skills Strategy for lifelong skills.

National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

- improving the learning experience for children and young people by continuing the push to fund improved school fabric;
- providing finance to cut class sizes and enhancing the quality in teaching;
- delivering curriculum reform in schools through the 'Curriculum for Excellence' to improve literacy and numeracy;
- supporting the development of a flexible learning curriculum to ensure that suitable learning opportunities are available for all children and young people within schools and the community;
- providing resources to support lowest performing and disengaged pupils to raise their achievements; and
- promoting the delivery of vocational learning and qualifications, and providing opportunities for pupils to experience vocational learning.

National Outcome 5: Our children have the best start in life and are ready to succeed.

- improving the learning experience for children and young people by continuing the push to fund improved School and Nursery School fabric, and developing and delivering 'A Curriculum for Excellence';
- providing funding to improve early years provision with access to a teacher for every pre-school child and making substantial progress towards: a 50 per cent increase in pre-school entitlement for 3 and 4 year olds; maintaining pre-school provision at the new level of 475 hours per annum (equivalent to 38 weeks at 12 hours) in 2008/09 and 2009/10; increasing to 570 hours per annum (equivalent to 38 weeks at 15 hours) in August 2010;
- providing funding to reduce class sizes in P1 to P3 to a maximum of 18; and
- legislating and providing resources to extend the entitlement to free nutritious school meals to all school pupils of families in receipt of maximum child or working class tax credit by 2009; and further extending free school meals to all P1 to P3 pupils by 2010.

National Outcome 6: We live longer, healthier lives.

- funding additional measures to support people to stop smoking and reduce the risk of heart disease and lung cancer;
- introducing a prevention-based school dental service;
- further promotion of participation and excellence in sport; and
- investing in measures to reduce alcohol-related harm, and sensible and healthy consumption.

National Outcome 7: We have tackled the significant inequalities in Scottish society.

- free personal care for the elderly – increasing current standard payments in line with inflation from April 2008;
- free school meals – currently being delivered to all P1 to P3 pupils in pilot areas until the end of the current academic year. Subject to necessary legislation being passed, entitlement to be extended to all primary and secondary pupils of families in receipt of maximum child tax credit and maximum working tax credit from 2009;
- free personal care for the elderly – increasing current standard payments in line with inflation from April 2008;

National Outcome 7: We have tackled the significant inequalities in Scottish society.

(continued)

- free school meals – currently being delivered to all P1 to P3 pupils in pilot areas until the end of the current academic year. Subject to necessary legislation being passed, entitlement to be extended to all primary and secondary pupils of families in receipt of maximum child tax credit and maximum working tax credit from 2009;
- carers' support – progressing towards delivering 10,000 extra respite weeks per annum at home and in care homes;
- promoting maternal and infant nutrition, including breastfeeding programmes; and
- maintaining support for better sexual health services to reduce the number of unintended teenage pregnancies, sexually transmitted infections and terminations of pregnancy.

National Outcome 8: We have improved the life chances for children, young people and families at risk.

- working with a range of delivery partners to identify and address the risks to children, young people and families;
- providing allowances for kinship carers and looked after children;
- developing a range of high quality learning, training and employment opportunities for young people embarking on adult life;
- increasing support for families on low income; and
- increasing provision to tackle domestic violence.

National Outcome 9: We live our lives safe from crime, disorder and danger.

- delivering an additional 1,000 police officers in our communities through increased recruitment, including an additional 500 police officers by 2011, improved retention and redeployment;
- increasing efforts to tackle violence by taking robust action on knife crime, alcohol fuelled violence and collective violence (gangs);
- tackling alcohol as key priority community safety activity, including reducing drink driving levels and increasing pricing disincentives for alcohol; and
- ensuring a swift and effective justice system.

National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.

- increasing provision of rural and demand responsive bus services;
- funding the delivery of real time public transport infrastructure;
- funding rail track enhancement between Kilmarnock-Glasgow to provide a half hourly service;
- funding rail track enhancement for the Glasgow-Carlisle rail line; and
- investing in new and better housing, including in our most deprived communities.

National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

- extending 'hate crime' legislation to protect people with disabilities and people from the lesbian, gay, bisexual and transgender communities;
- in partnership with local government, assisting people with disabilities and vulnerable people to live independently; and
- improving outcomes for frail older people and family carers by investing in care home quality, increasing free personal care payments and significantly extending respite and other carer support.

National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations.

- providing funding to enable habitat surveys of all local nature reserves and provisional wildlife sites in East Ayrshire; and
- providing additional funding for conservation of listed buildings, particularly within town centres.

National Outcome 13: We take pride in a strong, fair and inclusive national identity.

- promoting and protecting our natural assets, while investing in green tourism and renewable energy technologies; and
- supporting communities to explore and celebrate their local and national culture.

National Outcome 14: We reduce the local and global environmental impact of our consumption and production.

- funding the immediate roll-out of Local Footprints Project for all councils; and
- providing sufficient funding to continue the increase in local recycling rates.

National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

- providing appropriate levels of funding to invest in better services;
- delivering on the principles to streamline and integrate service delivery;
- working with local government to develop the new performance reporting system, which will over time replace a range of existing systems and provide transparent reporting to local communities as well as the Scottish Government;
- providing key data sets and statistical information at appropriate geographies to allow Community Planning Partners to measure performance in a consistent manner; and
- many of the 117 actions in 'Better Health Better Care' require to be developed further nationally with more specific actions to be delivered locally. HEAT targets and performance management systems will require to be developed further over time to reflect expectations of local partners in implementing the Action Plan.

18 February 2009