



Community Planning in  
EAST AYRSHIRE

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

20 March 2008

## 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 (Scottish average is 31/1,000).
2. To achieve the Scottish average in '**Businesses per 1,000 adults**', an additional 400 businesses would be required in East Ayrshire.
3. Of East Ayrshire's '**Working Age Economically Active Persons**', 13.2% had no qualifications in 2006 (Scottish figure is 9.7%).
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.
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	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Growth in East Ayrshire's business base</b>	Business start-up rate	Annual / SLIMS/DTI Small Business Service	2.5 per 1,000 adults (2005)	<b>Close the gap</b> with Scotland – increase from 2.5 to 2.8 by 2011
	Net number of VAT-registered companies	Annual / Nomis	2,600 (2006)	<b>Close the gap</b> with Scotland – increase from 2,600 to 3,000 by 2011
<b>Skills capacity of the local workforce increased</b>	Percentage of working age economically active persons with no qualifications	Annual / Futureskills Scotland and SLIMS	13.2% (2006)	<b>Close gap</b> with Scotland – reduce to under 10% by 2011
<b>Attractiveness, reliability and integration of the transport network enhanced</b>	Proportion of passengers satisfied with public transport reliability	Every 2 years / Scottish Household Survey / Strathclyde Partnership for Transport	86%: rail (2005)* 75%: bus (2005)* <small>* Regional figures provided</small>	<b>Increase</b> the number of residents satisfied with the transport reliability by 2011

<p>Required actions/commitment by local partners for these outcomes</p>	<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"> <li>• developing strategic sites, including Moorfield North and Kilmarnock's 'Top of the Town' development;</li> <li>• developing a proper response to address skills shortages and to reducing the level of residents with no qualifications;</li> <li>• developing the Business Gateway to increase business start up rates; and</li> <li>• offering transport solutions for East Ayrshire, particularly in rural areas, ensuring quality affordable choices.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• transfer of the Business Gateway;</li> <li>• freezing council tax rates in each local authority at 2007/08 levels – 3 years to 31 March 2011;</li> <li>• phased introduction of the Small Business Bonus Scheme from April 2008 (full implementation in 2010/11);</li> <li>• funding railtrack enhancements between Glasgow – Kilmarnock to enable half-hourly service; and</li> <li>• funding railtrack enhancements for the Glasgow-Carlisle rail line.</li> </ul>

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## 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%. At January 2008, the unemployment rate was the sixth highest in Scotland, at 3.5%, compared with the national average of 2.3%. 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 (Scottish rate of 75%).
2. '**Average Weekly Earnings**' for East Ayrshire residents in 2006 were £333 (higher than the £287 workplace earnings in the area).
3. 78% of East Ayrshire '**School Leavers**' entered a positive destination (education, training or employment) in 2005/06 (Scottish average of 84%); and 85% entered a positive destination in 2006/07 (Scottish average of 86%).
4. The '**Claimant Count Unemployment Rate**' stood at 3.9% in April 2007 (5th highest in Scotland; Scottish average of 2.6%).

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Our young people are properly prepared to enter the world of work</b>	Proportion of school leavers in positive and sustained destinations	Annual / Scottish Government	85%	<b>Increase - close the gap</b> between East Ayrshire and the Scottish average by 2011
<b>Good quality job opportunities are available which are accessible to local people in East Ayrshire</b>	Claimant count unemployment	Monthly / Nomis	3.9% (April 2007)	<b>Reduction - close the gap</b> between East Ayrshire and the national average by 2011
	Employment rate	Annual / SLIMS	71% (2006)	<b>Increase - close the gap</b> between East Ayrshire and the national average by 2011
	Median weekly earnings: Workplace and Residents	Annual / Annual Survey of Hours and Earnings / SLIMS	£287 (workplace); £333 (residents) (2006)	<b>Increase - close the gap</b> between East Ayrshire and the national average by 2011
	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)	<b>Reduction</b> in number of adults claiming Incapacity Benefit by 2011

<p>Required actions/commitment by local partners for these outcomes</p>	<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"> <li>• addressing the needs of young people not in, or in danger of exclusion from, employment, education or training;</li> <li>• maximising the impact of 'Enterprise in Education' and 'Determined to Succeed' programmes; and</li> <li>• developing joined-up employability programmes for workless people, including innovative approaches to meet need.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• taking forward the Skills Strategy, '<i>Skills for Scotland</i>' and ensuring that national training programmes are aligned to the needs of employers; and</li> <li>• vocational education/skills – partnership working with colleges, local employers and others, to provide more school pupils with opportunities to experience vocational training.</li> </ul>

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**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 have '**No Qualifications**' (Scottish figure is 33%).
2. In addition, 13% of East Ayrshire's population have '**Highest Qualification Level Attained at Level 4**' (Scottish figure is 19%).
3. 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.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Educational attainment for adults across all adult age groups increased	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)	<b>Increase</b> the number of adults of working age with qualifications and First Degree/Higher Degree qualifications by 2011
	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)	<b>Increase</b> the number of adults of working age participating in training/learning experience by 2011
Student retention rates increased and drop out rates reduced	Percentage of students completing courses in further education establishments	Annual / Scottish Funding Council	Ayr College: 78% Kilmarnock College: 80%	<b>Increase</b> course completion rates by 2011
	Student retention rates in further education establishments	Annual / Scottish Funding Council	Ayr College: 93% full-time; 94%; part-time; Kilmarnock College: 86% full-time; 94% part-time.	<b>Increase</b> course retention rates by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Access to learning opportunities to improve quality of life and well being increased</b>	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	<b>Increase</b> the number of adult learners assisted with adult literacy and numeracy skills by 2011
Required actions/commitment by local partners for these outcomes	<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"> <li>• increasing qualifications achieved and decreasing drop out rates in further education;</li> <li>• developing training provision to address skills shortages;</li> <li>• developing employability initiatives;</li> <li>• providing community-based learning opportunities; and</li> <li>• developing literacy and numeracy skills provision.</li> </ul>			
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• further investment in the higher and further education sectors; and</li> <li>• implementation of 'Skills for Scotland': A Lifelong Skills Strategy for lifelong skills.</li> </ul>			

## 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% (Consortium average is 83%, 76% and 85% respectively).
2. At **Secondary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 74%; '**Writing**' - 65%; and '**Mathematics**' – 76% (Consortium average of 80%, 69% and 76% 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 (National Average is 91%; and Comparator\* Average is 91%).
2. The %age of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 3 (Foundation)**' has remained steady at 89% (National Average is 91%; and Comparator Average is 91%).
3. The percentage of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 4 (General)**' has declined from 75% in 2006, to 72% in 2007 (National Average is 75; and Comparator Average is 72%).
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 (National Average is 32%; and Comparator Average is 29%).
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 (National Average is 38%; and Comparator Average is 34%).
6. The %age of '**S6 Pupils Attaining 3 or More Awards at SCQF level 6**' has increased from 18% in 2006, to 19% in 2007 (National Average is 22%; and Comparator Average is 18%).
7. The %age of '**S6 pupils attaining five or more awards at SCQF level 6**' has remained steady at 8% (National Average is 8%; and Comparator Average is 7%).

In 2006/07, there were 245 pupils from East Ayrshire undertaking a range of vocational courses at Ayr College and over 300 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'.

\*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 (Community Planning Residents' Survey, December 2005). A total of 66 young people were actively involved in Youth Forums in 2006, compared with 36 in 2003.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Educational attainment and skills in schools increased</b>	Proportion of schools 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%	<b>Increase / maintain</b> the proportion of schools receiving positive inspection reports by 2011
	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	<b>Primary:</b> Reading: 79% Writing: 71% Maths: 83% <b>Secondary:</b> Reading: 74% Writing: 65% Maths: 76% <b>SCQF3:</b> English: 92% Maths: 91%	<b>Improve</b> levels of reading, writing and maths by 2011
	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S4	Annual / SQA dataset update	<b>SCQF 3:</b> (English & Maths) 89%; (5+ awards): 89% <b>SCQF4 (5+ awards):</b> 75% <b>SCQF5 (5+ awards):</b> 33%	<b>Increase</b> cumulative attainment of S4 pupils by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Educational and skills attainment in schools increased</b>	Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S5 and S6	Annual / SQA dataset update	<b>SCQF 6:</b> <b>(1+ awards):</b> S5: 36%; S6: 37% <b>(3+ awards):</b> S5: 19%; S6: 25% <b>(5+ awards):</b> S5: 8%; S6: 15%	<b>Increase</b> cumulative attainment of S5 and S6 pupils by 2011
	Number of young people in the 'More Choices, More Chances' category	Annual / Scottish Government	820 (2006)	<b>Reduction</b> in the number of young people in the MC/MC category by 2011
<b>Participation by young people in community based learning and active citizenship increased</b>	Number of young people actively participating in active citizenship activities	Annual / Community Learning and Development Management Reporting / East Ayrshire Council	66	<b>Increase</b> the number of young people participating in active citizenship activities by 2011
	Number of young people participating in flexible community based learning opportunities	Annual / Community Learning and Development Management Reporting / East Ayrshire Council	265 (2006)	<b>Increase</b> the number of young people participating in community based learning opportunities
Required actions/commitment by local partners for these outcomes	<p>Community Planning Partners are committed to continuing to increase performance by young people in our schools and through community learning and development by:</p> <ul style="list-style-type: none"> <li>• improving pupil attainment at all stages of their education;</li> <li>• further developing links between schools and local colleges;</li> <li>• maximising the impact of enterprise programmes in schools and developing employment partnerships with businesses;</li> <li>• addressing the needs of young people not in education, employment or training; and</li> <li>• developing community based learning opportunities for young people and supporting active citizenship.</li> </ul>			

<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"><li>• improving the learning experience for children and young people by continuing the push to fund improved School fabric;</li><li>• providing finance to cut of class sizes and enhancing the quality in teaching;</li><li>• delivering curriculum reform in schools through the 'Curriculum for Excellence' to improve literacy and numeracy;</li><li>• 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;</li><li>• providing resources to support lowest performing and disengaged pupils to raise their achievements; and</li><li>• promoting the delivery of vocational learning and qualifications, and providing opportunities for pupils to experience vocational learning.</li></ul>
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**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).
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	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Development of early education and childcare services to support children and families promoted</b>	Level of qualifications for early education and childcare workforce increased	Annual / Early Education and Childcare Workforce Audit	85% of the childcare workforce qualified	<b>Increase - 95%</b> of the appropriate workforce will have qualifications to meet Scottish Social Services Council requirements 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; 107 FTE full day care places for 0-3 years in local authority nursery and family centres across East Ayrshire by 2011; and 10 FTE full day care places for 0-5 years in a voluntary sector partner in North-West Kilmarnock by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Development of early education and childcare services to support children and families promoted</b>	The percentage of primary schools where the ratio of pupils to places is 61 –100%	Annual / SPI (EC1a) / Accounts Commission	54.3%	<b>TBC</b> (Target to be set following EAC schools consultation)
<b>Healthy lifestyles for children and young people promoted</b>	Percentage of children aged 5 years (P1) with no sign of dental disease	Detailed National Dental Inspection Programme Survey (2005/06)	45.8%	<b>Increase - 60% of 5 year olds (P1)</b> will have no sign of dental disease by 2010 (NHSA&A 2005 Local Strategic Implementation Plan)
	Rate of increase in the proportion of children with their body mass index outwith a healthy range	This initiative will commence in April 2008 – baseline to be set in 2009.	TBC – Baseline to be set 2009	<b>TBC</b>

<p>Required actions/commitment by local partners for these outcomes</p>	<p>In East Ayrshire, Community Planning Partners are committed to investing in children's early development and emotional well-being by:</p> <ul style="list-style-type: none"> <li>• supporting the development of targeted, integrated services for vulnerable children aged 0-3 years;</li> <li>• building parenting capacity and skills pre and post birth;</li> <li>• supporting employers and the early education/childcare workforce to meet registration and post registration standards;</li> <li>• providing a range of information to assist families to access services relevant to early education, recreation and family support needs;</li> <li>• promoting and supporting access to leisure, recreational and cultural activities;</li> <li>• providing a range of information and support services to encourage good eating habits from pre-birth to later life;</li> <li>• promoting good dietary habits, tooth-brushing, dental registration, and access to dental services; and</li> <li>• targeting physical activity and nutritional intervention programmes to children and young people at risk of obesity.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• 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';</li> <li>• 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;</li> <li>• providing funding to reduce class sizes in P1 to P3 to a maximum of 18; and</li> <li>• 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.</li> </ul>

## 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.
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/m<sup>2</sup>). 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	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health and well being of the local population improved	Life expectancy at birth	Annual / General Register Office for Scotland – Deaths and Population	76.4 years – tot popln 74.5 years – males 78.2 years – females (2004-2006)	<b>Increase</b> in life expectancy by 2011
	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years	Annual / General Register Office for Scotland – Deaths and Population	100 per 100,000 population (2005)	<b>Reduction</b> in mortality rate for coronary heart disease by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Health and well being of the local population improved</b>	Cancer Mortality rate per 100,000 population, under 75 years	Annual / General Register Office for Scotland – Deaths and Population	166 per 100,000 population (2005)	<b>Reduction</b> in mortality rate for cancer by 2011
	Respiratory Disease Mortality rate per 100,000 population, under 75 years	Annual / General Register Office for Scotland – Deaths and Population	54 per 100,000 population (2005)	<b>Reduction</b> in mortality rate for respiratory disease by 2011
	Percentage of adults exceeding weekly safe limits of alcohol	Annual / ISD Scotland	25% men and 15% women exceeding the weekly limit (2006)	<b>Reduction</b> in the number of women exceeding safe limits to 11% by 2010; <b>maintain or further reduce</b> the number of men exceeding the weekly limit
	Alcohol related hospital admissions	Annual / SNS 2001-2004 Hospital admissions for alcohol misuse (rate per 100,000 population)	872.1 per 100,000 population (2001-2004)	<b>Reduction</b> of alcohol related hospital admissions by 2011
	Drug related hospital admissions	Annual / SNS 2001-2004 Hospital admissions for drug misuse (rate per 100,000 population)	190.7 per 10,000 population (2001-2004)	<b>Reduction</b> of drug related hospital admissions by 2011
	Number of problem drug users	Annual / Number of new individuals reported to the Scottish Drug Misuse Database (rate per 100,000 population)	386 per 100,000 population (2001-2004)	<b>Reduction</b> in number of problem drug users by 2011
	Number of suicides	Annual / General Register Office for Scotland Causes of Death (rate per 100,000 population)	16.8 per 100,000 population (2005)	<b>Reduction</b> of 20% in the death rate per 100,000 population by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
Health and well being of the local population improved	Mental health admissions	Annual / ISD Scotland	632 admissions (2005/06)	<b>Reduction</b> in mental health admissions by 2011
	Rate of increase in anti-depressant prescribing	Annual / ISD Prescribing Information System	174.1 per 1,000 population	<b>Reduction</b> in annual rate of increase to Zero by 2009/10
Required actions / commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving health by:</p> <ul style="list-style-type: none"> <li>• providing a range of information, services and activities to promote active living and support the uptake of physical activity;</li> <li>• 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;</li> <li>• promoting awareness of safer alcohol levels and providing information and services;</li> <li>• raising awareness of the risks associated with drugs misuse and providing information and services to support those misusing illegal drugs;</li> <li>• promoting good dietary habits, dental hygiene registration, providing information and access to dental services;</li> <li>• raising public awareness of suicide and deliberate self harm and encouraging people to seek help earlier by providing training, information and support services; and</li> <li>• promoting positive mental health and well being and providing information and support to individuals experiencing mental health problems.</li> </ul>			
Scottish Government required action / commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• funding additional measures to support people to stop smoking and reduce the risk of heart disease and lung cancer;</li> <li>• introducing a prevention-based school dental service;</li> <li>• further promotion of participation and excellence in sport; and</li> <li>• investing in measures to reduce alcohol-related harm, and sensible and healthy consumption.</li> </ul>			

## 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 per 1,000 working age population claimed Income Support in August 2006, compared to 52 per 1,000 across Scotland; and 95 per 1,000 population claimed Incapacity Benefit, compared to 87 per 1,000 population across Scotland in 2007).
2. 14,763 residents were in receipt of **'Council Tax Benefit'** in November 2006.
3. **'Carers'** often experience disadvantage and financial hardship as a direct result of their caring role.
4. **'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.
5. 5% of the local population live in data zones ranked among the 5% most deprived in Scotland in 2006.
6. Lower **'Proportion of Mothers Breastfeeding'** at 6-8 weeks than in Ayrshire and Arran.

4 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Everyone within our communities can access the full range of services which help to combat poverty</b>	Number of people claiming Income Support	Quarterly / Department for Work and Pensions / Nomis	60 per 1,000 population (August 2006)	<b>Reduction</b> in the number of people claiming Income Support by 2011
	Proportion of children living in households dependent on out of work benefits or Child Tax Credits – 'more than the family element'	Quarterly / Department for Work and Pensions / Nomis	5,400 children dependent on out of work benefits and 8,700 children dependent on Child Tax Credits. (April 2007)	<b>Reduction</b> in the proportion of children dependent on out of work benefits and Child Tax Credits by 2011
	Number of carers receiving benefits checks	Annual / East Ayrshire Carers Centre	390	<b>Maintain</b> the number of benefits checks for carers

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Financial inclusion within disadvantaged communities promoted</b>	Total number of Credit Union members	Annual / East Ayrshire Credit Unions	909 members (October 2006)	<b>Increase</b> Credit Union membership by 15% on an annual basis
	Proportion of household 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
	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)	<b>Increase</b> total household income by 2011
	Percentage of tenants in severe rent arrears	Annual / SPI 1 Housing / Accounts Commission	0.7%	<b>Reduction</b> of tenants in severe arrears to 0.6% by March 2008. Target set annually in April.
<b>Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances</b>	Number of data zones in the worst 0-15% (SIMD) deprived	Next update anticipated 2009 / Scottish Index of Multiple Deprivation (SIMD 2006)	28 data zones (SIMD 2006)	<b>Reduction</b> in the number of data zones in the worst 0-15% by 2011
<b>Health inequalities in the most disadvantaged neighbourhoods/groups reduced</b>	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years	Annual / ISD Scotland	108.2 per 100,000 population (2003-05)	<b>Reduction</b> in mortality rate for coronary heart disease in disadvantaged areas by 2011
	Percentage of adults aged 16+ in the most deprived areas smoking	Every 3 years / East Ayrshire Community Planning Residents' Survey	43% (December 2005)	<b>Reduction</b> in adults smoking in the most disadvantaged areas by 2011
	Percentage of pregnant women smoking in the most deprived areas reduced	Ayrshire and Arran Tobacco Strategy	29% (2006)	<b>Reduction</b> in pregnant women smoking in the most deprived areas by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Health inequalities in the most disadvantaged neighbourhoods/groups reduced</b>	Number and rate of women breastfeeding at 6-8 weeks	Annual / ISD Scotland	30.2% (2005/06)	<b>Increase</b> to 50% breastfeeding at 6-8 weeks by 2011
	Teenage pregnancy rates in 13-15 year olds in the most deprived areas	Annual / ISD Scotland	10 per 1,000 (2002-03)	<b>Reduction</b> in teenage pregnancies in 13-15 year olds in the most deprived areas
Required actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to tackling poverty and inequalities by: <ul style="list-style-type: none"> <li>• increasing take up of money advice and debt management;</li> <li>• maximising income for carers;</li> <li>• improving the health and well being of individuals living in disadvantaged areas; and</li> <li>• targeting programmes to prevent teenage pregnancies in areas with the highest levels.</li> </ul>			
Scottish Government required action/commitment to support delivery of local outcome	The following action/commitment by the Scottish Government would support the delivery of the local outcomes: <ul style="list-style-type: none"> <li>• free personal care for the elderly – increasing current standard payments in line with inflation from April 2008;</li> <li>• 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; and.</li> <li>• carers' support – progressing towards delivering 10,000 extra respite weeks per annum at home and in care homes;</li> <li>• promoting maternal and infant nutrition, including breastfeeding programmes; and</li> <li>• maintaining support for better sexual health services to reduce the number of unintended teenage pregnancies, sexually transmitted infections and terminations of pregnancy.</li> </ul>			

**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 the year.
2. The rate per thousand 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. 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%). 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.
4. 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.
5. There is a higher rate of young people '**Not in Education, Employment or Training**' than in the other seven More Choices, More Chances 'hotspots'.
6. Rates of '**Domestic Abuse**' have increased from 447 per 100,000 population in 2003/04, to 878 in 2004/05, and 900 in 2005/06.

4 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Child protection and the safety of vulnerable adults promoted</b>	Number of child protection re-registrations in year	Annual /SEED Child Protection Returns	17 child protection re-registrations	<b>Reduction</b> of child protection re-registrations by 2% per year
	Rates of domestic abuse incidents per 100,000 population	Annual / Scottish Government	900 per 100,000 population (2005/06)	<b>Reduction</b> in incidents of domestic abuse by 2011
<b>Educational achievement of children and young people at risk increased</b>	Number and percentage of looked after children who attain standard grades in English and Maths	Annual / SPI EC 6 Academic Attainment / Accounts Commission	15% attainment	<b>Increase</b> the educational achievement of Looked After Children to the comparator group average by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Educational achievement of children and young people at risk increased</b>	Attendance and levels of inclusion	Annual / SEEMIS Vision Reporting System	<b>Primary:</b> Attendance: 95% Exclusions: 16 <b>Secondary:</b> Attendance: 91% Exclusions: 130	<b>Improve</b> 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	<b>Reduction</b> in the number of young people not in education/employment/training to national levels by 2011
<b>Homelessness reduced</b>	Total number of homeless presentations	Annual / East Ayrshire Council	1,186 homeless presentations (2006/07)	<b>Reduction</b> 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	<b>Reduction</b> in the number of repeat homeless to 9% by 2007/08 Targets are set annually at April

<p>Required actions/commitment by local partners for these outcomes</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"> <li>• promoting child protection and the safety of vulnerable adults;</li> <li>• providing high quality accommodation and care and support to looked after and accommodated children;</li> <li>• addressing the needs of young people not in education, employment or training;</li> <li>• developing a range of employment initiatives for vulnerable young adults;</li> <li>• developing innovative and flexible services that meet carers' needs; and</li> <li>• providing appropriate support to prevent homelessness.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• working with a range of delivery partners to identify and address the risks to children, young people and families;</li> <li>• providing allowances for kinship carers and looked after children;</li> <li>• developing a range of high quality learning, training and employment opportunities for young people embarking on adult life;</li> <li>• increasing support for families on low income; and</li> <li>• increasing provision to tackle domestic violence.</li> </ul>

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## 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. Over the last 5 years, the **'Serious Violent Crime Rate' in East Ayrshire** in respect of **serious assault** was 16 per 10,000 population, which is above the Scottish average (14 per 10,000 population); and slightly below the Scottish average in respect of **violent non sexual crime** (27 per 10,000 population in East Ayrshire, compared to 29 per 10,000 in Scotland).
2. The number of **'Persistent Young Offenders'** has nearly doubled from 26 in 2003/04 to 45 in 2006/07.
3. The number of residents admitted to hospital after **'Road Traffic Collisions'** is 30% above the Scottish rate.
4. Incidence of **'Fire-Raising'** increased by 58% between 2002/03 and 2005/06.

2 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Crime and anti-social behaviour reduced</b>	Rate of serious violent crime	Annual / Strathclyde Police	28 serious violent crimes per 10,000 population	<b>Reduction</b> of 3% in serious violent crime by 2011
	Number of persistent young offenders	Annual / Scottish Children's Reporter Administration (SCRA)	45 persistent young offenders	<b>Reduction</b> of 3% in number of persistent young offenders by 2011
	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)	<b>Reduction</b> in the percentage of adults who feel threatened by crime by 2011
<b>Community safety in neighbourhoods and homes improved</b>	Number of fire related injuries and incidents	Annual / Strathclyde Fire and Rescue	Incidents: 2,877 Injuries: 105	<b>Reduction</b> of 3% in fire related injuries and incidents by 2011

Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Community safety in neighbourhoods and homes improved</b>	Number of people killed and seriously injured in road accidents	Annual / Strathclyde Police	140 (1994-98 average remains the Scottish Government baseline)	<b>Reduction</b> in casualties for 2010 by 40% from the 1994-98 base in line with national targets
Required actions/commitment by local partners for these outcomes	<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"> <li>• increasing high profile policing;</li> <li>• tackling drug and alcohol related crime through enforcement and partnership working;</li> <li>• diverting young people from crime and anti-social behaviour through involvement in education and leisure activities;</li> <li>• working with young offenders to divert them from the Criminal Justice System;</li> <li>• raising awareness of fire safety, including educating young people in the dangers of fire raising and malicious calls; and</li> <li>• raising awareness of and improving road safety through education, engineering and enforcement.</li> </ul>			
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• 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;</li> <li>• increasing efforts to tackle violence by taking robust action on knife crime, alcohol fuelled violence and collective violence (gangs);</li> <li>• tackling alcohol as key priority community safety activity, including reducing drink driving levels and increasing pricing disincentives for alcohol; and</li> <li>• ensuring a swift and effective justice system.</li> </ul>			

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

<b>Local Context:</b>												
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.												
<b>3 Local Outcomes</b>	<b>Relevant Indicators</b>	<b>Frequency / Type / Source</b>	<b>Baseline (2006/07)</b>	<b>Local Targets and Timescales</b>								
<b>Transport solutions improved, particularly in the rural areas, ensuring that good quality affordable choices are available</b>	Proportion of residents satisfied with public transport	Every 3 years / East Ayrshire Residents' Survey	74% (2005/06)	<b>Increase</b> by 2011								
	Access to services (SIMD)	SIMD Scottish Government Update scheduled for 2009	14.9% local share in 15% most deprived (2006)	<b>Reduction</b> in local share by 2009								
<b>Number of buildings which are suitable and accessible for people with a disability increased</b>	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% (2006/07)	<b>Increase</b> on an annual basis								
<b>Attractiveness of communities improved</b>	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)	<b>Reduction</b> in percentage of fairly poor and very poor ratings by 2011								
			<table border="1"> <thead> <tr> <th>VG</th> <th>G</th> <th>FP</th> <th>VP</th> </tr> </thead> <tbody> <tr> <td>32%</td> <td>51%</td> <td>5%</td> <td>4%</td> </tr> <tr> <td colspan="4">NB – 8% Neither/Nor</td> </tr> </tbody> </table>		VG	G	FP	VP	32%	51%	5%	4%
VG	G	FP	VP									
32%	51%	5%	4%									
NB – 8% Neither/Nor												

<p>Required actions/commitment by local partners for these outcomes</p>	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> <li>• supporting the development of public transport/undertaking the Carlisle to Kilmarnock Rail Study;</li> <li>• implementing high priority projects within Kilmarnock and Cumnock Town Centre and wider Regeneration Strategy with particular emphasis on removing dereliction;</li> <li>• providing pedestrian footpaths along major routes into settlements – developing core path plan for each community;</li> <li>• implementing a new integrated cycling strategy; and</li> <li>• undertaking an open space/park improvement programme.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• increasing provision of rural and demand responsive bus services;</li> <li>• funding the delivery of real time public transport infrastructure;</li> <li>• funding rail track enhancement between Kilmarnock-Glasgow to provide a half hourly service; and</li> <li>• funding rail track enhancement for the Glasgow-Carlisle rail line.</li> </ul>

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**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 (19 members) has a partnership agreement with East Ayrshire Council to manage Kilmarnock Shopmobility; and the Coalfield Communities Federation (17 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.
4. The proportion of '**Home Care Clients Aged 65+**' requiring and receiving personal care services increased from 70% in 2003/04 to 81.4% in 2005/06; and service at weekends increased from 54.1% to 63.9%.
5. Support for individuals with complex care needs also increased by 16% between 2004/05 and 2005/06.

<b>3 Local Outcomes</b>	<b>Relevant Indicators</b>	<b>Frequency / Type / Source</b>	<b>Baseline (2006/07)</b>	<b>Local Targets and Timescales</b>
<b>Participation by people of all ages in community activity increased</b>	Proportion of residents involved in community activity in the last 12 months	Every 3 years / East Ayrshire Community Planning Residents' Survey	13% residents not involved in community activity over the last 12 months	<b>Increase</b> proportion of people involved in community activity
<b>Carers and young carers supported</b>	Number of carers receiving ongoing support	Annual / East Ayrshire Carers Centre (2006/07)	4,500 carers receiving ongoing support	<b>Maintain</b> level of 4,500 cares receiving ongoing support annually until 2011
<b>Support and care services for older people improved</b>	Number of older people receiving intensive homecare packages with community healthcare involvement of over 10 hours per week	Annual / East Ayrshire Council	546 older people receiving intensive homecare packages	<b>Increase</b> by 5% per year until 2011

<p>Required actions/commitment by local partners for these outcomes</p>	<p>In East Ayrshire, Community Planning Partners are committed to supporting communities by:</p> <ul style="list-style-type: none"> <li>• providing support to local community and voluntary based organisations to meet their identified needs in order to build community capacity;</li> <li>• 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;</li> <li>• supporting Federation activity, where appropriate, in their identification, implementation and development of projects linked to Community Planning priorities, which will benefit the local community;</li> <li>• developing innovative and flexible services that meet carers' needs; and</li> <li>• continuing to develop 'Care at Home Services' in response to the needs and preferences of the community.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• extending 'hate crime' legislation to protect people with disabilities and people from the lesbian, gay, bisexual and transgender communities</li> <li>• in partnership with local government, assisting people with disabilities and vulnerable people to live independently; and</li> <li>• 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.</li> </ul>

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**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 number of listed buildings in East Ayrshire was 745 in 2006.
2. There are 26 conservation areas, 21 sites of special scientific interest and 111 provisional wildlife sites.

3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>The natural and built environment sustainable development improved</b>	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	All Council houses to <b>meet the Scottish Housing Quality Standard</b> by 2015
	Total amount of hectares (ha) of derelict and vacant urban land	Annual / East Ayrshire Council	339 ha (2006)	<b>Reduction</b> to 250 ha by 2011
	Additional hectares given over to new woodland planting	Annual / Forestry Commission	3,947ha (2006)	<b>Increase</b> to 4,000 ha per year up to 2011
<b>Number of empty and run down properties, through regeneration of town centres and villages reduced</b>	Number of vacant and derelict town centre buildings reduced	Annual / East Ayrshire Council	210 (November 2006)	<b>Reduction</b> to 160 vacant and derelict town centre buildings by 2011

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Littering, graffiti and vandalism reduced</b>	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	<b>Improve</b> the index recorded to 72 by 2011
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> <li>• implementing high priority projects within Kilmarnock and Cumnock Town Centre and wider Regeneration Strategy;</li> <li>• engaging the community in the regeneration of the town centres and villages in East Ayrshire;</li> <li>• supporting the repair of listed and derelict buildings and bringing them into use; and</li> <li>• 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).</li> </ul>			
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• providing funding to enable habitat surveys of all local nature reserves and provisional wildlife sites in East Ayrshire; and</li> <li>• providing additional funding for conservation of listed buildings, particularly within town centres.</li> </ul>			

## 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 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Economic, tourism, culture and leisure, housing and rural diversification opportunities promoted</b>	Growth in tourism revenue	Annual / Ayrshire and Arran Scottish Tourism, Evaluation and Monitoring (STEAM) Report 2006	£55.75m (2006)	<b>Increase</b> by 20% by 2011
<b>Access to opportunities outside the local area improved</b>	Proportion of residents finding public transport as very or fairly convenient	Every 2 years / Scottish Household Survey	91% (2005/06)	<b>Improve</b> by 2011
Required actions/commitment by local partners for these outcomes	<p>In East Ayrshire, Community Planning Partners are committed to promoting the local area by:</p> <ul style="list-style-type: none"> <li>• developing and marketing a range of tourism, leisure and cultural opportunities;</li> <li>• working to increase the interaction of the community with culture and leisure programmes and collections;</li> <li>• implementing the Cultural Strategy into core activities;</li> <li>• supporting the enhancement of rail services in East Ayrshire; and</li> <li>• developing an integrated transport system to further improve accessibility to town centres, and the road and rail links between East Ayrshire communities and beyond.</li> </ul>			
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• promoting and protecting our natural assets, while investing in green tourism and renewable energy technologies; and</li> <li>• supporting communities to explore and celebrate their local and national culture.</li> </ul>			

**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. 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.

<b>2 Local Outcomes</b>	<b>Relevant Indicators</b>	<b>Frequency / Type / Source</b>	<b>Baseline (2006/07)</b>	<b>Local Targets and Timescales</b>
<b>Amount of waste recycled and re-used increased</b>	Recycling rates	Annual / East Ayrshire Council	36.6%	<b>Increase</b> recycling rates to 40% by 2010
	Tonnage of biodegradable municipal waste land filled	Annual / East Ayrshire Council	33,775 tonnes (2006)	<b>Reduction</b> to 25,935 tonnes by 2011
<b>Environmental effect of transport by developing a transport system that meets national, regional and local needs improved</b>	Air quality (NO2 levels John Finnie Street, Kilmarnock)	Annual / East Ayrshire Council	37 micrograms per cubic metre (December 2005)	<b>Reduction</b> to 32 micrograms per cubic metre by 2011
	Proportion of journeys to work made by public or active transport	Every 2 years / Scottish Household Survey	29% journeys made by public or active transport (2003/04)	<b>Increase</b> the number of journeys using public or active transport by 2011
	Council area's ecological footprint.	This initiative is currently being developed by the Improvement Service, local authorities, the Scottish Government and other agencies as part of the Local Footprints project	<b>TBC</b>	<b>TBC</b>

<p>Required actions/commitment by local partners for these outcomes</p>	<p>In East Ayrshire, Community Planning Partners are committed to improving the environment by:</p> <ul style="list-style-type: none"> <li>• joining the Local Footprints Project (WWF; Improvement Service; Scottish Government; Scottish Power) to establish local baselines of consumption;</li> <li>• promoting and developing the case for a biosphere reserve;</li> <li>• developing green transport plans to minimise car use and maximise walking, cycling and use of public transport;</li> <li>• providing pedestrian footpaths along major routes into settlements;</li> <li>• implementing mandatory and advisory 20 mph limits where required to protect environmentally sensitive areas; and</li> <li>• extending kerbside recycling to remove remaining biodegradable recyclate identified in the household waste analysis.</li> </ul>
<p>Scottish Government required action/commitment to support delivery of local outcome</p>	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• funding the immediate roll-out of Local Footprints Project for all councils; and</li> <li>• providing sufficient funding to continue the increase in local recycling rates.</li> </ul>

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**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.

**National Context:** as the Council compares its performance nationally against other Scottish Councils.

**Local Context:** as the Council demonstrates internal continuous improvement year to year until 2010/11.

NATIONAL CONTEXT							LOCAL CONTEXT			
Council Service	Strategic Objective	No. of Core Indicators	First Quartile 1-8	Second Quartile 9-16	Third Quartile 17-24	Fourth Quartile 25-32	Baseline 07/08	08/09 Improvement Or Decline (%)	09/10 Improvement Or Decline (%)	10/11 Improvement Or Decline (%)
Adult Social work	Wealthier and Fairer	21	7	8	5	1	TBC	TBC	TBC	TBC
			71%		29%					
Benefits Admin	Wealthier and Fairer	2	0	0	2	0	TBC	TBC	TBC	TBC
			0%		100%					
Education and Children's Services	Smarter	8	3	1	2	2	TBC	TBC	TBC	TBC
			50%		50%					
Corporate Management	Wealthier and Fairer	12	4	3	3	2	TBC	TBC	TBC	TBC
			58%		42%					
Cultural and Community Services	Healthier Safer and Stronger	10	2	3	0	5	TBC	TBC	TBC	TBC
			50%		50%					
Development Services	Wealthier and Fairer Greener	2	0	0	1	1	TBC	TBC	TBC	TBC
			0%		100%					
Housing	Wealthier and Fairer Greener	11	6	2	1	2	TBC	TBC	TBC	TBC
			73%		27%					
Protective Services	Healthier Greener	6	3	2	1	0	TBC	TBC	TBC	TBC
			83%		17%					
Roads and Lighting	Safer and Stronger Greener	4	0	2	2	0	TBC	TBC	TBC	TBC
			50%		50%					
Waste Management	Healthier Greener	6	1	3	2	0	TBC	TBC	TBC	TBC
			67%		33%					
Totals		82	26	24	19	13	TBC	TBC	TBC	TBC
			61%		39%					

Other 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)	Total
Strathclyde Police	Safer and Stronger	15	3	2	3	7	15
			33.3%		66.6%		
Strathclyde Fire and Rescue	Safer and Stronger	8	3	0	2	3	8
			37.5%		62.5%		

Required Actions/commitment by local partners for these outcomes	In East Ayrshire, Community Planning Partners are committed to the ongoing improvement of quality services by improving all services, in particular, by the Council moving 10% of all indicators to the next quartile range and by Strathclyde Police and Strathclyde Fire and Rescue moving one indicator to the next quartile range.
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• providing appropriate levels of funding to invest in better services;</li> <li>• delivering on the principles to streamline and integrate service delivery;</li> <li>• 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; and</li> <li>• providing key data sets and statistical information at appropriate geographies to allow Community Planning Partners to measure performance in a consistent manner.</li> </ul>

**Notes:**

1. In relation to Police and Fire and Rescue, the figures above relate to the wider Strathclyde Force figures that are published by the Accounts Commission for 2006/07, and have **not** been disaggregated down to an Ayrshire Division level or an East Ayrshire level. Possibilities for disaggregation will be examined in the coming year.
2. Due to the geographical size and population differences between Strathclyde and the other areas, it is not always possible to make comparisons. This is especially the case in relation to indicators that involve empirical data of very high or very low figures.
3. For certain indicators (for example Police Indicator 7 (a) the 'weight of class A drug seizures' and the percentage change compared with previous years), it is not always possible to determine whether a certain figure represents 'improving performance' or 'declining performance'.
4. As there are 8 Police Forces and 8 Fire and Rescue services in Scotland, the quartile analysis relates to the ranking of the force service in relation to the 8 authorities. Quartile 1 (highest) relates to ranking 1-2, Quartile 2 relates to ranking 3-4, Quartile 3 relates to ranking 5-6, Quartile 4 (lowest) relates to ranking 7-8.

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3 Local Outcomes	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>NHS Outcomes – Efficiency and Governance Improvements</b>	Achieve a sickness absence rate of 4%	HEAT Indicator E2.KPM1 / NHS Ayrshire and Arran	5.9% (October 2007)	<b>Reduction</b> to 4% by March 2009 and sustained
	Ensure that all employees covered by Agenda for Change have an agreed KSF Personal Development Plan	HEAT Indicator E3.KPM1 / NHS Ayrshire and Arran	9% (April 2008)	<b>100%</b> and sustained by March 2009
	Deliver agreed improved efficiency for first outpatient attendance did not attend; non routine inpatient average length of stay, review to new outpatient attendance ratio and day case rate	HEAT target E4.KPM1 Day Case rates / NHS Ayrshire and Arran  Non routine inpatient average length of stay  Review to new outpatient attendance ratio  First outpatient attendance did not attend; non routine	<b>TBC</b>  4.1 days (March 2007)  2.46 ratio  10.9%	<b>Increase</b> to 82% by March 2011  <b>Reduction</b> to 3.8 days by March 2011  <b>Reduction</b> to 2.3 ratio by March 2011  <b>Reduction</b> to 9.8% by March 2011
	2% cash efficiency target	HEAT target E6.KPM1 / NHS Ayrshire and Arran	£2 million cumulative (June 2008)	£35 million cumulative by March 2011
	Percentage of new GP outpatient referrals into consultant led secondary care services that are triaged online for clinical priority and appropriate recipient service to 90% from December 2010	HEAT target E7.KPM1 / NHS Ayrshire and Arran	Trajectory to be developed	

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Recognising patients' need for quicker and easier use of NHS services</b>	The maximum wait from urgent referral to treatment for all cancers is two months	HEAT target A2 KPM1 / NHS Ayrshire and Arran	89.1% (June 2007)	<b>Increase</b> to 95% by June 2008 and sustained.
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 15 weeks from GP referral to a first outpatient appointment from 31 March 2009	HEAT target A4 KPM1 / NHS Ayrshire and Arran	737 (April 2008)	<b>Reduction</b> to 0 by 31 March 2009
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 15 weeks for inpatient or day care treatment from 31 March 2009	HEAT target A5 KPM1 / NHS Ayrshire and Arran	354 (April 2008)	<b>Reduction</b> to 0 by 31 March 2009
	As a milestone in achieving 18 weeks referral to treatment, no patient will wait longer than 6 weeks for one of the 8 key diagnostic tests from 31 March 2009	HEAT target A6 KPM1 / NHS Ayrshire and Arran	164 (April 2008)	<b>Reduction</b> to 0 by 31 March 2009

Local Outcome	Relevant Indicators	Frequency / Type / Source	Baseline (2006/07)	Local Targets and Timescales
<b>Ensure patients receive high quality services that meet their needs</b>	By 2008/09, we will reduce the proportion of older people (aged 65+) who are admitted as an emergency inpatient 2 or more times in a single year by 20% compared to 2004/05 and reduce by 10% emergency inpatient bed days for people aged 65 and over by 2008	HEAT target T1 KPM1/ NHS Ayrshire and Arran  Multiple emergency admissions  Reduction in emergency bed days	47.4 (March 2005)  3480.6 (March 2005)	<b>Reduction</b> to 37.9 by March 2011  <b>Reduction</b> to 3123.5 by March 2011
Required actions/commitment by local partners for these outcomes	<p>Within East Ayrshire, partners are committed to improving health and the health care experience through improving joint working including:</p> <ul style="list-style-type: none"> <li>• a shared commitment and responsibility for improving people's health, through lifestyle changes, targeting on health inequalities addressing positive well being;</li> <li>• working in partnership to provide anticipatory care and improve services for long term conditions;</li> <li>• increasing integrated work practises on ensuring that people receive the right level of health and social care as locally as possible;</li> <li>• improving communications across systems, including rolling out data sharing, where, relevant and joint performance management;</li> <li>• joint staff training on range of health issues to increase awareness of these issues and to enable improved effectiveness in the support and care of people with health care needs.</li> </ul> <p>NHS Ayrshire and Arran has increased its focus on Community Planning and aims to build on the strengths of the existing Community Health Partnerships to further enable increased partnership working and planning across the whole patient health care experience.</p>			
Scottish Government required action/commitment to support delivery of local outcome	<p>The following action/commitment by the Scottish Government would support the delivery of the local outcomes:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>			

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