

EAST AYRSHIRE**COMMUNITY HEALTH PARTNERSHIP COMMITTEE – 15 AUGUST 2011****SINGLE OUTCOME AGREEMENT ANNUAL PERFORMANCE REPORT 2010/11****1. PURPOSE OF REPORT**

- 1.1 To present to the Community Health Partnership (CHP) Committee the annual performance report on health related outcomes to be included in the East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) Annual Performance Report 2010/11.

2. SINGLE OUTCOME AGREEMENT

- 2.1 The CHP Committee will recall that Community Planning Partners in East Ayrshire prepared a three-year SOA (1 April 2008-31 March 2011) from the outset, which was approved and signed off by all Community Planning Partners and by the Scottish Government, on 2 July 2008.
- 2.2 The Committee will also be aware that following endorsement by all Community Planning Partners our updated SOA was approved by the Scottish Government on 16 June 2009, with the overall Ministerial sign off on 23 July 2009.
- 2.3 In respect of the 2010/11 position, a full consolidated annual performance report will be presented to the CPP Board in September 2011 prior to submission to the Scottish Government.
- 2.4 The Committee will be aware that the SOA for the three year period 2008 – 2011 concluded at 31 March 2011 and that the updated SOA for 1 April 2011 to 31 March 2014 has been developed in the context of the Four-yearly Review of the Community Plan progressed in 2010/11 to ensure alignment with agreed strategic priorities and high level outcomes.

3. EAST AYRSHIRE COMMUNITY PLANNING/SOA ANNUAL PERFORMANCE REPORT 2010/11**Annual Performance Report 2010/11**

- 3.1 A comprehensive and consolidated Annual Performance Report will be prepared to meet the requirements of the guidance in respect of reporting on Single Outcome Agreements provided by the Scottish Government by the end of September 2011. This report presents to the CHP Committee for consideration and endorsement, the reporting templates in respect of the health related outcomes for inclusion in the consolidated SOA Annual Performance Report.

Components of the Annual Performance Review

3.2 As previously reported to the CHP Committee, the Concordat Oversight Group (COG) agreed how reporting in respect of Single Outcome Agreements should be taken forward as follows:

- “The SOA Annual Report will be a factual statement covering progress against national and local outcomes. The report will be made in September each year, on the basis of data available from the previous financial year. The COG has issued a template which Councils and CPPs should use in presenting this information and one table should be used for each national outcome.
- The Annual Review is a qualitative assessment designed to provide the Council, the CPP and the Scottish Government with information about the effectiveness of the SOA approach”.

SOA/Community Planning Action Plan Annual Performance Report 2009/10

3.3 The CHP Committee will recall that the CPP Board agreed that SOA and Community Plan Action Plan reporting should be aligned for 2010/11. Consequently, to facilitate more streamlined and integrated reporting, revised reporting templates based on the Scottish Government’s SOA template were prepared by the Community Planning and Partnership Unit (CPPU) for issue to appropriate Lead Officers and dissemination to identified data/information providers within departments/agencies. Prior to issue, the reporting templates were populated to reflect relevant information included in the SOA Outcome Templates (as at July 2010) and the Community Plan Action Plans (2009-2011).

3.4 The information requested from Council departments/Partner agencies to complete the reporting templates and meet the requirements of the guidance includes:

- narrative on progress in improving the delivery of the National Outcome;
- progress at 31 March 2011 on local outcomes;
- progress at 31 March 2011 in respect of Community Plan actions and outputs;
- narrative on progress on local outcomes, including a description of the benefits and changes in outcome terms to the quality of people’s lives, and a summary of the relevant Community Plan outputs; and
- narrative on progress in relation to the Fairer Scotland Fund Programme linked to relevant local outcomes.

3.5 In addition, local examples of good practice and new ways of working arising from the Community Planning/SOA process were requested from partners/departments to inform the annual performance report.

3.6 Completed templates required to be signed off by relevant Lead Officers and returned to the CPPU by 6 May 2011 to facilitate the preparation of an interim summary report based on information available at that time to provide an early opportunity to report performance to our communities, by highlighting a sample of achievement taken forward through activity in our Community Plan Action Plans (2009-11). This was endorsed by the CPP Board of 30 June 2011. Further work has been progressed to

validate and ensure the completeness of the information contained within the returns over the summer period.

- 3.7 Reporting template returns in respect of all health related outcomes have been provided and approved by NHS Ayrshire and Arran's Policy, Performance and Planning Team and co-ordinated by the CHP Facilitator.
- 3.8 The CPPU will co-ordinate the annual returns provided by the Council and Partner agencies, and prepare the consolidated SOA/Community Planning Action Plan Annual Report as appropriate for consideration by Cabinet, Partner Agencies and the CPP Board, prior to submission to the Scottish Government, as appropriate.
- 3.9 Draft reports on progress for health related local outcomes under relevant National Outcomes are attached for the Committee's consideration at Appendix 1 as follows:
- National Outcome 5: Our children have the best start in life and are ready to succeed.
 - National Outcome 6: We live longer, healthier lives.
 - National Outcome 7: We have tackled the significant inequalities in Scottish society.
 - National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
- 3.10 Subject to approval, the information will be included in the consolidated SOA Annual Performance Report 2010/11, which subsequently will be presented to the CHP Committee for noting.
- 3.11 The following table provides the agreed timescales for annual reporting in respect of the SOA to meet the requirements of the CPP Board and the Scottish Government.

Action	Timescale
Submission of residual annual reporting information by Lead Officers from departments/Partner agencies to complete a full return	June–September 2011
CPPU to prepare a consolidated Community Planning/SOA Annual Report 2010/11	July–September 2011
Feedback from Partner agencies and key stakeholders, including the Community Health Partnership (CHP) Committee on health related outcomes	August-September 2011
Feedback from Elected Members at Elected Members' Seminar	24 August 2011
Annual Report presented to Council, Partner Agency Boards and the CHP Committee	End August–September 2011
Annual Report presented to the CPP Board for final endorsement	29 September 2011
Annual Report submitted to the Scottish Government	30 September 2011

RESIDENTS' PANEL SURVEY QUESTIONNAIRE

- 4.1 The CHP Committee will be aware that progress in respect of nine local indicators in our updated SOA is measured by the results of the Community Planning Residents' Survey; the results of the 2008 Residents' Survey informed our first SOA Annual Report 2008/09.
- 4.2 It had been anticipated that the results of the Community Planning Residents' Survey 2011, which was scheduled for implementation in March 2011, would inform the 2010/11 SOA Annual Performance Report. Subsequently, however, it was agreed that the Residents' Survey 2011 would be postponed.
- 4.3 Consequently, to ensure that Community Planning Partners could fulfil the SOA annual reporting requirements to the Scottish Government for 2010/11, Lowland Market Research consultancy was commissioned to progress a face to face survey of one thousand residents across East Ayrshire's communities during March 2011. The questionnaire was specifically based on nine indicators in the SOA, progress on which would have been informed by the results of the Residents' Survey 2011.

5. RECOMMENDATIONS

- 5.1 The CHP Committee is requested to:
 - i) note that the SOA Annual Performance Report on progress made in 2010/11 requires be submitted to the Scottish Government by the end of September 2011;
 - ii) consider and endorse the reporting templates in respect of health related outcomes for inclusion in the consolidated SOA Annual Performance Report, subject to minor textual amendment through the CHP Chair;
 - iii) agree to receive the consolidated annual report for noting at a future meeting of the Committee; and
 - iv) otherwise, note the content of the report.

Shiona Johnston
East Ayrshire CHP Facilitator
August 2011



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT 2008-2011

DRAFT ANNUAL PERFORMANCE REPORT 2010/11: OUTCOME SUMMARY

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

Local Outcomes

Local Outcomes	Progress 2010/11	
		Not reported
Development of early education and childcare services to support children and families promoted (FSF)		Increase in percentage of early education and childcare services managers with qualifications at degree level
	✓ X	Sustain integrated package of health, early education and care for vulnerable children aged 0-3 years (children's assessed needs are met) <ul style="list-style-type: none"> Local authority nursery and family centres Day care places
Healthy lifestyles for children and young people promoted (FSF)	✓	Increase in percentage (by 3.5% annually) of children aged 5 years (Primary 1) with no sign of dental disease
	✓	Increase of dental registration in the 3-5 age group
	✓	Achieve completion rates for child healthy weight intervention programme
	✓	Reduction in percentage of obese children in Primary 1 (New Indicator)

■ denotes Community Planning Partnership Strategic Priority
 (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcomes

	Progress 2010/11	
Healthy lifestyles for children and young people promoted (FSF)	X	Sustained increase (of 2% per year and 4% per year in deprived areas) in the proportion of new-born children exclusively breast fed at 6-8 weeks
	O	Incremental decrease in the number of young people aged 13-15 years drinking alcohol at least once per week

■ denotes Community Planning Partnership Strategic Priority
(FSF) denotes linked outcome to the Fairer Scotland Fund

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

PROGRESS IN IMPROVING THE DELIVERY OF THE NATIONAL OUTCOME

Community Planning Partners continue to have in place a range of structures and operating arrangements to ensure effective progress against the planned local outcomes and related national outcomes contained within the Single Outcome Agreement. The key drivers for change are summarised below:

Community Health Partnership

- The Community Health Partnership (CHP) is fully integrated within the Community Planning framework with the Community Plan Improving Health and Wellbeing Action Plan acting as the CHP Action Plan. The Officer Locality Groups report on a regular basis to the full CHP Committee. The Officer Locality Group for Children and Young People provides the key operational planning structure for integrated children's services in East Ayrshire and over the last year has focused on a range of specific work streams, namely:
 - Early Years Early Intervention (including pre birth to 12 years);
 - GIRFEC (Getting It Right For Every Child-for assessment and integrated working);
 - Children's Health;
 - Corporate Parenting;
 - Alcohol and Drugs; and
 - Improving Health and Reducing Inequalities.
- The CHP has been the driver for delivering a range of new and dynamic programmes, which has made a positive difference to the health and wellbeing of our children and young people and includes the Parenting Support Action Plan, with continued roll out of the evidence based Solihull Approach and completion of the Train the Trainers Programme; the commissioning of the Young Persons' Alcohol Support service from Barnardos; a Corporate Parenting Action Plan, including the targeted provision of leisure services for looked after and accommodated children and young people; and the development of a Health Promoting Children's Houses Framework. In addition, the Youth Forums and COGS (Continuous Opportunities for Gathering and Sharing) process have become effective tools for the ongoing consultation and engagement of our children and young people.

Early Years Education

- **Parenting Support:** The Solihull three year training programme is currently being rolled out. Its aim is to improve opportunities 'to build the capacity of individuals, families and communities to secure the best outcomes for children and young people which reflect the universal and targeted approaches', and is founded on the principles of early intervention to ensure that every child gets the best start in life. The outcomes for the programme are:
 - increased positive parenting skills across the East Ayrshire area;
 - strengthened levels of community contact and support for families; and
 - improved joint working between and across agencies.

- **Review of 0-3 Services:** A review of 0-3 services provided by the Council has been implemented. It was set within the context of the key national policy development Early Years Framework and the key delivery tool 'Getting it Right for Every Child', and sought to better integrate and streamline the assessment, planning and review arrangements for very young children. It also recognised the key tenet of the Early Years Framework of providing better support for parents. Revised procedures have been developed for access to 0-3 services, which are set within the context of increasing demand for services for vulnerable children under 3 years and their families and the need to ensure that resources are allocated appropriately, proportionately and timely.
- **Managers/lead practitioners:** Support continues to be provided to managers/lead practitioners to gain the required number of qualification credits to allow them to progress to degree level SCQF (Scottish Credit and Qualification Framework) Level 9.
- **Childcare Information:** The Early Years Framework identifies the development of Childcare Information Services into Family Information Services as a long term aim. The pan Ayrshire Childcare and Recreation Information Service (CARIS) has been developing its family support information section since 2006 and now receives over 500 hits per month.

Health and Wellbeing of our Children

- A key driver for improving the health and wellbeing of children and young people in East Ayrshire continues to be the Children and Young People's Service Plan, which acknowledges that health is determined by a number of factors, including both lifestyle and life circumstances. Children and young people in East Ayrshire can have very different family backgrounds and their needs vary greatly from those who can be supported by universal services to those with additional and intensive support needs.
- Community Planning Partners recognise that the best outcomes for children's health and wellbeing in East Ayrshire can only be achieved through partnership working. The multi-disciplinary, partnership approach taken forward through the CHP within the context of Community Planning provides an excellent platform for collaborative gain; however, a key challenge will be a move towards effectively sharing resources and redesigning services to ensure maximum impact.

Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to improved early years education are summarised below.

- Audits of Early Education and Childcare Staff qualifications undertaken annually (11% of managers/lead practitioners hold qualifications at SCQF [Scottish Credit Qualification Framework] Level 9 and 89% managers/lead practitioners are working towards a qualification at SCQF Level 9); and in house training developed and delivered to standardise practitioners' qualifications at SCQF Level 8 in readiness for progressing to Level 9.
- A total of 91 practitioners across education, social work and health have been trained in the Solihull Approach at March 2011; and 50 of these practitioners have also been trained to use the Rickter Scale to assess and evaluate the impact of the Solihull Approach in their work with parents. In addition, work has focused on the development of a group of trained trainers and the delivery of training on a multi-agency basis. Currently, there are 16 trained trainers in the Solihull Approach (7 in education; 6 in social work and 3 in health).
- Three audits of need and demand for childcare were completed.
- Business support information and/or direct business support and/or support for quality was provided to:
 - 8 Out of School care providers
 - 1 Full Daycare provider
 - 10 Pre-school education partners
 - 4 sessional childcare services.
- A total of 6,322 pan Ayrshire hits were recorded on Parenting and Family Support Information on the Childcare and Recreation Information Service (CARIS) website.
- Childcare and Recreation Information Service marketed to families and practitioners, as follows:
 - Pan Ayrshire Childminding event
 - National Playday event
 - International Women's Day
 - UWS (University of the West of Scotland) Information Day
 - National Childbirth Trust event
 - NHS Smoke Free Homes and Cars event.
 - Distribution of calendars to early years establishments and public offices.
- Evidence from the Out of School care sector indicates a reduction in uptake of places. which may reflect local employment/economic issues; and some services also report difficulties in recruiting and maintaining management board/committee members, which can affect the sustainability and stability of services.

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
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 / NHS Ayrshire and Arran – Analysis of Detailed National Dental Inspection Programme data	45.8% (2006)	61.3% (2008)	No update available beyond 2008. Survey data for 2009/10 will be issued to NHS Ayrshire and Arran for analysis by March 2011.	64.1% (2009/10)	Increase – 3.5% annual increase in percentage of children aged 5 years with no sign of dental disease by 2010 (NHS Ayrshire and Arran 2005 Local Strategic Implementation Plan)	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 Quarterly / NHS Ayrshire and Arran (ISD Scotland)	68% (2007)	New indicator for 2009/10	74.6% (December 2009)	72.3% (June 2010)	Increase - annual increase in dental registrations	Increase in dental registrations in the 3-5 age group	✓
	Completion rates for child healthy weight interventions programme Annual / NHS Ayrshire and Arran	0 children (new programme)	New indicator for 2009/10	43 children completed 2009/10 NHS Ayrshire and Arran renegotiated and revised the targets set with the Scottish Government.	102 children completed (2010/11)	Year 1: 34 interventions (2009/10) Year 2: 101 interventions (2010/11)	Rates achieved by 2011	✓
	Estimated percentage of obese children in Primary 1 Annual / NHS Ayrshire and Arran (ISD Scotland)	8.7% (2007/08)	New indicator for 2009/10	7.7% (2008/09)	6.1% (2009/10)	Reduction in percentage of obese children in Primary 1	Reduction in percentage of obese children in Primary 1	✓

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Healthy lifestyles for children and young people promoted (FSF)	Proportion of new born children exclusively breastfed at 6-8 weeks Annual / NHS Ayrshire and Arran (ISD Scotland)	18.6% (2007)	18.1% (2008)	17.5% (2009) ISD provisional figure provided	17.4% (2009) The latest published data for calendar year is 2009. It is anticipated that the update for the 2010/11 financial year will be published by ISD Scotland in October 2011.	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	X
	Number of young people aged 13-15 years drinking alcohol at least once per week SALSUS 2006	12%	New indicator for 2009/10	Local data not available beyond the baseline position. Local SALSUS report anticipated in June/July 2011.	Local data not available beyond the baseline position Local SALSUS report anticipated in October 2011.	Incremental decrease in 13-15 year old consuming alcohol	Reduction in percentage of young people consuming alcohol at least once per week	O
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to the achievement of healthy lifestyles for children and young people are summarised below.

- We continue to make good progress in improving the oral health of our children and young people with the roll out of the Community Pharmacy and Childsmile programmes to some of our most disadvantaged areas, including Dalmellington and Patna in 2010/11. This is a particularly innovative piece of work which continues to make good progress, with continued roll out within the 0-20% most deprived areas as identified by the Scottish Index of Multiple Deprivation (SIMD) 2009. The Community Pharmacy Project targeting North West Kilmarnock (birth to 12 years) was implemented and evaluated in 2010/11. The pilot was rolled out to Shortlees, New Farm Loch, Irvine Valley, Auchinleck, Cumnock, New Cumnock, Dalmellington and Patna. In addition, as planned, it was rolled out to the new pharmacy in Bellfield in April 2011.
- The uptake of physical activity continues to increase year on year, with children from early years to teenage years participating in a wide range of innovative play, sport and active recreation activities. In 2010/11, 49,744 attendances were recorded at sports programmes; 14,639 attendances at active recreation and health awareness sessions; 14,529 attendances recorded across Leisure Development holiday programmes; and 13,055 attendances recorded as participating in active play. All annual targets were exceeded.
- In terms of childhood obesity, we continue to make progress with the most recent statistics reflecting an estimated number of obese children in Primary One decreasing from 8.7% at the 2007/08 baseline position to 7.7% in 2008/09 to 6.1% in 2009/10 (Source: NHS Ayrshire and Arran [ISD Scotland]). In terms of activity, thirteen 'Jumpstart' Child Healthy Weight Programmes were completed in a range of locations throughout East Ayrshire which benefited a total of 88 children; and 8 MEND (Mind, Exercise, Nutrition...Do It!) programmes and a range of health eating initiatives delivered with over 2,000 participants.
- With regard to breastfeeding, although we have not met our target for the proportion of newborn children exclusively breastfed at 6-8 weeks, we have continued to take a range of remedial action to facilitate future progress, including the development and roll out of a model of peer support targeting communities with the lowest breastfeeding rates. Breastfeeding support groups in Kilmarnock and Cumnock continue to be well attended, with an average of 5 mothers per week attending. The pilot project in North West Kilmarnock targeting young women from one of our most disadvantaged areas has been operated in conjunction with NHS Ayrshire and Arran, East Ayrshire Council and Health Scotland, and is scheduled to be evaluated in December 2011. In addition, a guidance document for promoting, supporting and protecting breast feeding in Early Years establishments has been produced and training offered to staff.
- The School's Alcohol Education Coordinator (seconded post) resulted in a number of achievements, including the development of a range of Curriculum for Excellence resources focused on alcohol education for young people; the development of Peer Education and training programmes for young people; and the launch of a significant teaching resource for schools focusing on alcohol and drug education. The SPICE (Substance Misuse Prevention in Community Education) resource, which is fully evidenced based, has been recognised as an example of good practice by Learning Teaching Scotland and the Scottish Government, and will be made available to all local authorities and teachers across Scotland via the GLOW website.
- A wide range of work continues to be undertaken in relation to providing tobacco information, prevention and cessation support services for young people and to promote the benefits of a tobacco free lifestyle. This includes the development and provision of tobacco awareness and staff training at primary and secondary schools and the provision of smoking cessation programmes for young people. Examples of activity include a project undertaken with pupils by Stewarton Academy school nurse, during which they ran a week long campaign, designed posters; developed resources, including a DVD; staffed stalls; provided information/education to peers; and entered Fresh-Ayrshire's competition and subsequently won resources for their school. In addition, a smoking cessation poster competition was promoted by Doon Valley Pharmacy for Primary and Secondary school pupils in the area.

FAIRER SCOTLAND FUND

A more detailed summary reflecting the investment of the Fairer Scotland Fund in tackling poverty and disadvantage and the contribution to the achievement of local outcomes is provided below.

Children's Learning and Supported Play Initiative (CLHASP) continues to deliver consistent, active play activities in nurseries, schools and communities throughout East Ayrshire, ensuring that children aged 0-15 years are offered an opportunity to participate in activities which stimulate social, physical, intellectual, creative and emotional development. The Fairer Scotland Fund allocation supports the transportation element of the programme, ensuring that children in greatest need are able to access services provided. Achievements in 2010/11 include:

- a dedicated Public Health Nurse for homelessness jointly funded by the NHS Ayrshire and Arran and East Ayrshire Council;
- a system of referral for pre-five and school age children to health visitors, school nurses and social work developed by East Ayrshire's Housing Options service. The service also assesses transport requirements and provides appropriate transport to schools and nurseries as per the agreed protocol; and
- hygiene packs provided for all children and families who register as homeless and age appropriate toy packs distributed to children and young people.
- In addition, the Council's Leisure Services actively encourage attendance of children and young people who are homeless at out of school and holiday activities. **(Primary link to FSF criteria: A strong emphasis placed on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

Recreation Partnership Service continued to deliver consistent, practical and fun health awareness activities in schools and communities throughout East Ayrshire, ensuring that children aged 5–12 years are attracted to healthy ways of life. Achievements in 2010/11 include:

- a total of 28,842 attendances recorded at various programmes provided, including school gym and classroom based sessions, kids clubs and health fairs. Included in this figure are attendances of 14,529 children at holiday activities which represent a 34% increase on the previous year;
- the provision of a range of programmes specifically for children and young people aged 5-18 years with additional support needs, with 4,057 attendances recorded at various activities on offer, an increase of almost 1,000 on last year's figure. These provide opportunities for participation in play, sport and health related activities within the school setting and in the community, with the aim of encouraging inclusiveness and ensuring equality of access for all children and young people living in East Ayrshire;
- the provision of the SHOUT membership card, which is free to all primary school children in East Ayrshire. Benefits include free or reduced access to leisure and cultural activities; membership of East Ayrshire's library network; free swimming during school holidays; discounts at local retail outlets and events; and an exclusive reward scheme. As at 30 March 2011, 97% of primary school aged children had a SHOUT Card; and
- the delivery of the MEND Programme, a community, family-based intervention for overweight and obese children aged between 5-7 and 7 - 13 years and their families. Nineteen of the 21 children involved in 2010/11 became healthier as a result of participation including demonstration of positive change in Body Mass Index, Weight, Nutritional Score and time spent in physical activity. Parents involved in both programmes report that as a result of these physiological changes children also have better sleep patterns, are better behaved and are more confident in their daily lives. MEND Graduates Club takes place on a weekly basis and is free for Graduates and siblings. MEND parent volunteers and young people who have been recruited within the Leisure Development Volunteer Database deliver these sessions. Graduates continue to set weekly nutritional and exercise targets and report back each week to the group with their progress. A new group - the Mend Editorial Team (MET) – was established by parents and children to publish MEND articles and newsletters. To date, three issues of the East Ayrshire MEND Newsletter have been circulated to all MEND Graduates and partner agencies. **(Primary link to FSF criteria: A clear focus on investment to address the causes of poverty, not its symptoms.)**



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT 2008-2011

DRAFT ANNUAL PERFORMANCE REPORT 2010/11: OUTCOME SUMMARY

National Outcome 6: We live longer, healthier lives.

Local Outcomes

		Progress 2010/11
Health and wellbeing of the local population improved (FSF)	Not reported Not reported	Increase in healthy life expectancy: <ul style="list-style-type: none"> Males Females
	✓ ✓ ✓	Increase in life expectancy at birth: (Proxy Indicator) <ul style="list-style-type: none"> Total population Males Females
	✓	Reduction in Coronary Heart Disease Mortality Rate per 100,000 population, under 75 years
	X	Reduction in the number of episodes of respiratory disease (primary diagnosis on discharge)
	✓	Reduction in percentage of adults smoking

■ denotes Community Planning Partnership Strategic Priority (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcomes

Local Outcomes	Progress 2010/11	
Health and wellbeing of the local population improved (FSF)	X	Reduction in the proportion of women who smoke in pregnancy
	X	Reduction in the number of alcohol related attributable hospital patients
	✓	Increase in the number of screenings using the appropriate screening tool and alcohol brief interventions
	X	Reduction in the number of drug related hospital patients
	Not reported	Reduction in rates of hospital admissions for primary diagnosis of Chronic Obstructive Pulmonary Disease, Asthma, Diabetes or Coronary Heart Disease
Health and wellbeing of the local population improved	X	Reduction in the suicide rate
	✓	Reduction in the number of re-admissions (for mental health problems) for those who have had a hospital admission of over 7 days
	X	Reduction in annual rate of increase of anti-depressant prescribing

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 (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcomes

Local Outcomes	Progress 2010/11	
Health and wellbeing of the local population improved	Not reported Not reported ✓ ✓	Incremental reduction in the number of injuries in the home: <ul style="list-style-type: none"> • for those aged 65+ years • for those under 15 years Reduction in the number of emergency hospital admissions as a result of unintentional injury in the home : (Proxy indicator) <ul style="list-style-type: none"> • for those aged 65+ years • for those under 15 years
	✓	Reduction in the number of emergency in patient bed days for people aged 65 and over
	✓	Increase in the number of patients diagnosed with dementia

■ denotes Community Planning Partnership Strategic Priority
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National Outcome 6: We live longer, healthier lives.

PROGRESS IN IMPROVING THE DELIVERY OF THE NATIONAL OUTCOME

Community Planning Partners continue to have in place a range of effective structures and operating arrangements to ensure effective progress against the planned local outcomes and related national outcomes contained within the Single Outcome Agreement. The key drivers for change are summarised below.

- The Community Health Partnership (CHP) provides an effective delivery mechanism, which is fully integrated within Community Planning, strengthening our partnership working and supporting the delivery of health related outcomes within a complex agenda.
- As an integral element of the CHP structure, the Officer Locality Group for Adults and Older People provides a strong and effective partnership mechanism to implement and respond to local and national policies and strategies such as the Road To Recovery; Equally Well; Changing Lives – Report of the 21st Century Social Work Review; Reshaping Care for Older People; the National Dementia Strategy; National strategies on Falls, Long Term Conditions, Rehabilitation and Enablement; Your Health We're in it Together- Primary Care Strategy for Ayrshire and Arran; and Towards a Mentally Flourishing Ayrshire and Arran. Over the last year, the Officer Locality Group for Adults and Older People, which is the main structure for planning adults and older people's partnership services in East Ayrshire, continued to focus on specific work streams, namely:
 - Older People;
 - Long Term Conditions;
 - Rehabilitation and Enablement;
 - Mental Health and Learning Disabilities;
 - Financial Inclusion;
 - Alcohol and Drugs; and
 - Improving Health and Reducing Inequalities.
- The national alcohol and drug strategies, namely 'Changing Relationship with Alcohol' and 'The Road to Recovery', signalled a change in national strategic direction for those with alcohol and other drug problems from targets which measured engagement and maintaining people in treatment to focused person centred outcomes. Alcohol and drug treatment is monitored and directed through the Alcohol and Drug Partnership for East Ayrshire. Currently the way treatment is delivered is under review with a 'Recovery Oriented System of Care' (ROSC) being developed.
- Over the last year, the development of East Ayrshire Alcohol and Drug Partnership (ADP) has continued, with activity including a successful event to engage with partners, stakeholders, carers and service users and allow further consultation and scrutiny around the development of indicators and actions for the ADP Strategy and Action Plan; and the development of a service delivery group to work in partnership with Strathclyde Police in delivering the Public Reassurance Model within North West Kilmarnock.
- The completion of the initial scoping work through the Integrated Resource Framework for Adults with Complex Care needs includes a supporting implementation plan; the establishment of a new Single Point of Contact Rehabilitation and Enablement Model in East Ayrshire Community Hospital; the extended use of anticipatory care planning on a partnership basis to improve outcomes for people with long term conditions using the Integrated Resource Framework; building on innovative approaches to improving health and wellbeing within our communities, including the 'CHIP Van' mobile Healthy Living Centre, 'C'mon Catrine', a healthy weight community government pathfinder initiative; and the provision of targeted physical activity programmes, particularly

in areas of deprivation.

- Partnership working in this context has been further supported nationally through Reshaping Care for Older People and the establishment of the Change Fund (1.6 million allocated to East Ayrshire) to be utilised in partnership to reshape older people's services. This fund is intended as a lever to support service change in mainstream services and improve long term outcomes for older people in partnership with the third and independent sectors.
- In 2010/11, the Carers Strategy was developed and has been fully integrated with the CHP and Community Planning priorities.
- The formal Community Plan Four-yearly Review was completed in 2010/11 and sets out our strategic priorities and local outcomes for 2011-15, which are responsive to both the local and national agendas, particularly in a time of reducing resources. In relation to health and wellbeing, they are as follows:
 - Strategic Priority: Improving physical and mental health, wellbeing and care, and reducing health inequalities
 - Local Outcomes:
 - Active, healthy lifestyles and positive behaviour change promoted
 - Alcohol and drug related harm reduced
 - Impact of multiple deprivation and poverty on the health and wellbeing of the most vulnerable individuals and communities addressed
 - Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible
 - Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included.

PROGRESS AT MARCH 2011 ON LOCAL OUTCOMES

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved (FSF)	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)	New indicator for 2009/10	ISD Scotland has advised (February 2010) that data for this indicator (self assessed health data) will not be updated until the 2011 Census results are made available (2013). (See Proxy Indicator below.)	Data unavailable until the 2011 Census results are made available in 2013 (See Proxy Indicator below.)	Increase in healthy life expectancy by 2011	Increase in life expectancy by 2011	Not reported Not reported
	Life expectancy at birth Annual / NHS Ayrshire and Arran (General Register Office for Scotland - Life Expectancy for Administrative Area within Scotland) Proxy Indicator	76.4 years total population 74.5 years males 78.2 years - females (2004-2006)	76.0 years total population 74.0 years males 77.9 years females (2005-2007)	76.6 years total population 74.6 years males 78.5 years females (2006 - 2008)	76.7 years total population 74.6 years males 78.8 years females (2007-2009)	Increase in life expectancy by 2011	Increase in life expectancy by 2011	✓ ✓ ✓
	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years Annual / NHS Ayrshire and Arran (ISD Scotland)	92.4 per 100,000 population (2005)	81.6 per 100,000 population (2007)	76.3 per 100,000 population (2008)	79.6 per 100,000 population (2009)	Reduction in mortality rate for coronary heart disease by 2011	Reduction in coronary heart disease by 2011	✓

Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved (FSF)	Number of episodes of respiratory disease (primary diagnosis on discharge) Annual / NHS Ayrshire and Arran (ISD Scotland)	2,573 episodes (primary diagnosis on discharge)	Revised indicator for 2009/10	2,660 episodes (primary diagnosis on discharge) (2008/09) ISD provisional figure provided	2,602 episodes (primary diagnosis on discharge) (2009/10) ISD provisional figure provided	Reduction in episodes of respiratory disease by 2011	Reduction in numbers of people with respiratory disease and improved quality of life for those with respiratory disease by 2011	X
	Percentage of adults smoking Every 3 years / East Ayrshire Community Planning Residents' Survey	35% (December 2005)	36% (December 2008)	14% (June 2010) East Ayrshire Community Planning Residents' Panel Survey	32% of adult respondents smoke (March 2011) East Ayrshire SOA Residents' Survey	Reduction in adults smoking to by 2011	Reduction in adults smoking	✓
	Women recorded as a "current smoker" at antenatal booking appointment, expressed as number (one year total) and percentage of all women attending booking appointments Annual / NHS Ayrshire and Arran	27.1% Original baseline was 27.2% and related to a three-year average; Revised baseline for a single year provided by NHS Ayrshire and Arran	New indicator for 2009/10	25.8% (2008/09)	27.7% (2010/11)	Reduction in the proportion of women who smoke in pregnancy by 2011	Reduction in the proportion of pregnant women who smoke by 2011	X

Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O

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Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved (FSF)	Number of alcohol related and attributable hospital patients Biennial / Scottish Public Health Observatory (ScotPHO) - East Ayrshire CHP Health and Wellbeing Profile 2008 (ISD Scotland)	1,106.3 (3 year average directly age-sex standardised rate per 100,000 population per year) (1997-1999 to 2004-2006)	New indicator for 2009/10	Update available from ScotPHO CHP Health and Wellbeing profile in December 2010. Annual update had been anticipated in December 2009. (Proxy Indicator provided for 2009/10 report.)	1,538 (3 year average directly age-sex standardised rate per 100,000 population per year) (1997-1999 to 2007-2009)	Reduction in number of alcohol related and attributable hospital patients	Reduction in number of people misusing alcohol by 2015	X
	Number of screenings using the appropriate screening tool and alcohol brief interventions Annual / NHS Ayrshire and Arran	Zero (new programme)	New indicator for 2009/10	673 (cumulative total to February 2010) This is the most recent data available at local authority level.	4,685 (cumulative total to March 2011)	Increase - 3,530 interventions by March 2011	Increase in screenings and interventions relating to alcohol misuse	✓
	Number of drug related hospital patients Biennial / Scottish Public Health Observatory (ScotPHO) - East Ayrshire CHP Health and Wellbeing Profile 2008 (ISD Scotland)	153.3 (3 year average directly age-sex standardised rate per 100,000 population per year) (2004-2006)	New indicator for 2009/10	Update available from ScotPHO CHP Health and Wellbeing Profile in December 2010. Annual update had been anticipated in December 2009. (Proxy Indicator provided for 2009/10 report)	173.0 (3 year average directly age-sex standardised rate per 100,000 population per year) (2007-2009)	Reduction in number of drug related hospital patients	Reduction in number of people misusing drugs by 2015	X
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fun

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved (FSF)	Rates of hospital admissions of patients with primary diagnosis of Chronic Obstructive Pulmonary Disease, Asthma, Diabetes or Coronary Heart Disease (from 2006/07 to 2010/11) Annual / NHS Ayrshire and Arran (ISD Scotland)	594 admissions	New indicator for 2009/10	Data not available beyond the baseline position. NHS Ayrshire and Arran has requested that this indicator be deleted. Proxy indicator to be considered.	Data not available beyond the baseline position. It was agreed that this indicator would be deleted from the SOA 2011-14.	Reduction to 548 admissions by 2011	Reduction in hospital admissions for those suffering from long term conditions	Not reported

Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved	Rates for suicides per 100,000 Biennial / Scottish Public Health Observatory (ScotPHO) - East Ayrshire CHP Health and Wellbeing Profile 2008 (ISD Scotland)	11.2 per 100,000 population (2002-2006)	New indicator for 2009/10	Update available from ScotPHO CHP Health and Wellbeing Profile in December 2010. Annual update had been anticipated in December 2009. (Proxy Indicator provided for 2009/10 report)	13.0 per 100,000 population (2005-2009)	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 death rate per 100,000 population by 2013	X
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority

Local Outcomes	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved	Number of re-admissions (for mental health problems) for those who have had a hospital admission of over 7 days Quarterly Annual / NHS Ayrshire and Arran (ISD Scotland)	104 re-admissions for mental health problems (2005) Baseline revised by NHS Ayrshire and Arran in August 2010 to 104 re-admissions for mental health problems (ISD revised Jan – Dec 2005)	Baseline reset for East Ayrshire provided by NHS Ayrshire and Arran: 105 re-admissions	76 re-admissions for mental health problems (2008/09)	74 re-admissions for mental health problems (2009/10)	Reduction in mental health re-admissions in target group to 95 by 2011	Reduction in re-admissions in target group by 2011	✓
	Rate increase of anti-depressant prescribing Annual / NHS Ayrshire and Arran (ISD Scotland Prescribing Information System) NHS Ayrshire and Arran has reflected this as Defined Daily Doses per patient	34.45 Defined Daily Doses per patient (December 2006)	39.21 Defined Daily Doses per patient (March 2009)	40.54 Defined Daily Doses per patient (March 2010)	39.02 Defined Daily Doses per patient (March 2011)	Reduction in annual rate of increase to zero by 2011	Fewer people being treated with antidepressant medication and more people being offered alternative therapies	X
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority

Local Outcomes	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health and wellbeing of the local population improved	Number of unintentional injuries in the home for those aged 65+ and those under 15 years undetermined intent Biennial / Scottish Public Health Observatory (ScotPHO) - East Ayrshire CHP Health and Wellbeing Profile 2008 (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)	New indicator for 2009/10	Update available from ScotPHO CHP Health and Wellbeing Profile in December 2010. Annual update had been anticipated in December 2009.	Comparable data not available (See Proxy Indicator below)	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	Not reported Not reported
	Number of emergency hospital admissions as a result of unintentional injury in the home for those aged 65+ years and those under 15 years Source: NHS Ayrshire and Arran (ISD Scotland) Proxy indicator	1,524.1 per 100,000 population aged 65+ (2006/07) 364.1 per 100,000 population: under 15 years (2006/07)	N/A	N/A	1,386.6 per 100,000 population aged 65+ (2009/10) NHS&A/ISD provisional figure provided 353.5 per 100,000 population: under 15 years (2009/10) NHS/ISD provisional figure provided	Reduction in the number of emergency hospital admissions as a result of unintentional injury in the home for those aged 65+ years and under 15 years	Reduction in the number of emergency hospital admissions as a result of unintentional injury in the home for those aged 65+ years and under 15 years	✓ ✓
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority

Local Outcomes	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
	Number of emergency inpatient bed days for people aged 65 and over Annual / NHS Ayrshire and Arran (ISD Scotland)	3,397.6 per 1,000 population (2006/07) Original baseline 3,572.3 per 1,000 population (2005) - Revised baseline provided by NHS Ayrshire and Arran	New indicator for 2009/10	3,260.17 per 1,000 population (2008/09) ISD provisional figure provided	3,073.1 per 1,000 population (2009/10) ISD provisional figure provided	Reduction in emergency inpatient bed days for people aged 65 and over	Overall reduction in emergency admissions for the target group	✓
	Number of patients diagnosed with dementia Annual / NHS Ayrshire and Arran (ISD Scotland)	740 patients diagnosed (2006/07) Original baseline 660 patients - Revised baseline provided by NHS Ayrshire and Arran	New indicator for 2009/10	766 (2008/09)	800 patients diagnosed with dementia (2009/10) NHS Ayrshire and Arran (ISD Scotland)	Increase - 930 patients diagnosed by March 2011	Overall improvement of diagnosis and management of dementia	✓
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority

Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to improved health related outcomes for local people are summarised below.

- In terms of active and healthy living, a wide range of programmes continues to be utilised and well received in our communities. Over the last year, a number of interventions and activities has been accessed by local people, including 5,135 attendances at 'CHIP' Van community and workplace health improvement interventions; 693 individuals participated in workplace interventions; 4,735 attendances recorded at walking programmes; new health related walks established in Catrine, Drongan and Dunlop; and 12 individuals participated in the walk leader training course.
- The Alcohol and Drug Partnership (ADP) continued to make significant progress in relation to providing community focused services, which promote awareness of safer alcohol levels, and information and services across all population groups. Performance highlights included a successful 'check out' event involving partners, stakeholders, carers and service users to allow further consultation and scrutiny around the development of indicators and actions for the ADP strategy in 2011. The ADP has also engaged with Kilmarnock town centre business in order to reduce the perceived fear of crime in the town centre related to drug users attending town centre pharmacies for substitute medication.
- Through the Alcohol and Drug Strategy, currently in draft form, there is a commitment to raising awareness of the risks associated with drugs misuse and providing information and services to support those misusing illegal drugs. The Anthrax alert received from Scottish Government has led to significant investment within secondary care services to provide better identification of individuals at risk and to reduce waiting lists. This has also had an effect on in patient and day case discharge numbers as better identification and treatment services are developed. This has led to an increase in figures within this reporting period, which we would expect to level within the next reporting period.
- A significant teaching resource for schools focusing on alcohol and drug education was developed in East Ayrshire and launched in 2010/11. The evidence based SPICE (Substance Misuse Prevention in Community Education) resource has been recognised as good practice by Learning Teaching Scotland and the Scottish Government, and will be available to all local authorities and teachers across Scotland via the GLOW website.
- Through the Mental Health and Learning Disabilities Partnership, work has been undertaken to raise public awareness of suicide and deliberate self-harm within local communities and encourage people to seek help earlier by providing training, information and support services. In 2010/11, 17 Applied Suicide Intervention Skills Training courses, 11 Skills Training on Risk Management Courses, 4 Scottish Mental Health First Aid courses and a media campaign were delivered locally. Increased awareness within the general population and services providers has led to better identification of those most at risk in East Ayrshire with a subsequent increase in anti-depressant prescribing which we would expect to level within the next reporting period. Against a target of reducing anti-depressant prescribing to zero by 2011, the rate has actually increased from the 2006/07 baseline of 34.45 defined daily doses per patient to 39.02 at March 2011. This may be in part explained by the fact that anti-depressants are prescribed for illnesses other than depression. In terms of patients diagnosed with dementia, provisional figures for 2010/11 provided in the Quality and Outcomes Framework GP Return reflect continued progress with 1,060 patients diagnosed at March 2011 against a target of 930.
- As a test site for the Integrated Resource Framework, East Ayrshire is leading on developing complex adult care packages which are managed within the Mental Health and Learning Disability Partnership. An audit of existing service provision, funding commitments and service models, and benchmarking with other areas was completed by NHS Ayrshire and Arran and East Ayrshire Council. In addition, engagement with frontline staff has contributed to a remodelling of service provision which will maintain personalised service delivery within a sustainable financial framework. An implementation plan for this work has been developed and agreed by partners outlining the next steps for this innovative work.
- Work is progressing in the development of a partnership approach to delivering community based rehabilitation and re-enablement services. This work will be

driven forward through the Reshaping Care for Older People agenda. A database has been developed to allow the identification of 'repeat fallers' through our community alarm service. This supports the development of a falls prevention and management pathway in East Ayrshire. The development of a Single Point of Contact model for community rehabilitation is being piloted in East Ayrshire Community Hospital and has seen 27 referrals in the first 6 months, saving 135 bed days. This pilot work has included GP practices within the Cumnock area and other health and social care professionals, for example physiotherapy, occupational therapy and Home Care.

- In relation to Long Term Conditions, including diabetes mellitus, hypertensive disease, angina pectoris, myocardial infarction, other ischaemic heart disease, heart failure, chronic obstructive pulmonary disease and asthma, 863 physical activity classes, many with a health education element, were delivered recording participant attendance of 13,498. In addition anticipatory care approaches are being implemented through the Integrated Resource Framework in Dalmellington, with 8 individuals and their carers trained in self management; and Scottish Patients at Risk of Admission and Re-admission (SPARRA) data is being used as a predictor tool on a partnership basis to reduce emergency hospital admissions and readmissions.
- A specialist midwife took up post on 1 March 2010 for a period of 13 months to target antenatal women and deliver brief interventions for both tobacco and alcohol. From March 2010 to March 2011, 175 people within East Ayrshire used the smoking cessation service with the Specialist Midwife, including 124 pregnant women, 32 partners and 19 other family members who have set quit dates.

FAIRER SCOTLAND FUND

A more detailed summary reflecting the investment of the Fairer Scotland Fund in tackling poverty and disadvantage and the contribution to the achievement of local outcomes is provided below.

Healthy Living Initiative (Community Health Improvement Partnership (CHIP): Continues to deliver a range of community based interventions which seek to improve the health and wellbeing of the adult population. Achievements in 2010/11 include:

- **Healthy Communities and Workplaces:** 5,135 attendances recorded at community and workplace health improvement interventions, an increase of over 300 (6.8%) individuals from 2009/10. Predominantly utilising the medium of the mobile healthy living centre (CHIP Van) to distribute health awareness advice, health checks and signposting information, a range of visits and events are delivered within communities and workplaces throughout the year. The CHIP Van carried out 183 community visits with 641 attendances recorded and attended 134 events and group visits with 3,801 attendances recorded.
- **Lifestyle Referral Scheme:** 945 new referrals to the Lifestyle Referral Scheme (LRS). This service accepts referrals from primary and secondary care health professionals and provides a holistic assessment of lifestyle factors affecting the individual. While the number of referrals has reduced since the 2009/10, recent external research found that the LRS has supported individuals to reduce their weight, BMI (body mass index), resting heart rate, blood pressure and consumption of alcohol, and increased their physical activity levels. It states that: "*A reduction in these measurements is a positive step towards a reduction in many life threatening conditions*" (Catherine AL Rae, 2010).
- **Programmes to treat specified illnesses, Long Term Conditions, and the Frail Elderly Population:** A range of interventions delivered, including exercise classes and educational input to address specific needs such as provision of rehabilitation and confidence building for patients with Chronic Obstructive Pulmonary Disease and Cancer. Similarly prevention and rehabilitation programmes are provided for the frail and older population more susceptible to falls. A total of 13,498 attendees benefited from this range of interventions, an increase of over 2,000 (19.2%) on last year's figure. **(Primary link to FSF criteria: A clear focus on investment to address the causes of poverty, not its symptoms.)**

New Sporting Futures delivers a wide and diverse range of activities which increases physical activity levels of young people but more specifically, through outreach programmes such as StreetSport Express and StreetSport Cages, the project is engaging young people in sports activity who do not normally attend organised activities. Achievements in 2010/11 include:

- provision of a range of school and community based sporting and physical activity opportunities to increase physical activity levels of children and young people with attendances of 49,744 children and young people in 2010/11, an increase of almost 4,000 (8.5%) attendances on the 2009/10 figure;
- provision of a range of night time and diversionary sports programmes delivered within targeted communities as an alternative to anti-social behaviour and alcohol with attendances of 22,583 young people in 2010/11, which is over 1,000 (5.9%) more attendances than the previous year;
- the delivery of Kilmarnock Football Club StreetSport Icon initiative in summer 2010, which resulted in almost 1,000 young people competing and 12 of these young people going on to train with Kilmarnock Football Club pre-season camp. The lasting impact of this initiative can be demonstrated by 2 young competitors who subsequently volunteered in sport prior to enrolling in a Higher National Certificate sports programme at Kilmarnock College, a further 5 individuals who completed a community sports leadership certificate in October 2010 and 2 of the most talented individuals who won additional trials with the Kilmarnock FC under 19 squad;
- two schools of rugby introduced in East Ayrshire using Fairer Scotland Fund and Cashback to Communities resources. Cumnock Academy School of Rugby has 14 pupils registered and Grange Academy School of Rugby has 16 pupils registered. Early evaluations of the initiative demonstrate a positive impact on attendance rates of pupils at both schools and general indications of pupils feeling healthier, fitter and more active. As a direct result of the programme, the delivery of after-school rugby at both schools has increased significantly with average attendances of 40 pupils per school each week, and representation in local and national events providing greater recognition of pupils' wider achievement. The Schools of Rugby have also had a major positive impact on the wider club and community development of rugby. Importantly, funding procured for this programme has enabled both Rugby Clubs to employ part time Club Development Officers who deliver coaching programmes alongside Scottish Football Association staff within schools, and facilitated community and school to club links. On a national basis, the Schools of Rugby were the first in Scotland and the Scottish Rugby Union has announced its intention to target a further 20 schools across Scotland with programmes based on the East Ayrshire model;
- delivery of planned and ad hoc brief interventions with young people involved in or at risk of problematic alcohol use. This includes specific planned interventions during Alcohol Awareness Week and ad hoc interventions during ongoing activities when young people are presenting with alcohol issues; and
- delivery of specific weekly programmes to improve health and wellbeing of young people looked after within residential children's houses and to support specific young people leaving care. **(Primary links to FSF criteria: A clear focus on investment to address the causes of poverty, not its symptoms; and Promotion of joint working between local partners.)**



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT 2008-2011

DRAFT ANNUAL PERFORMANCE REPORT 2010/11: OUTCOME SUMMARY

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

Local Outcomes

		Progress 2010/11
Everyone within our communities can access the full range of services which help to combat poverty (FSF)	Not reported	Reduction in the number of people claiming Income Support
	○	Reduction in the percentage of children living in workless households
	✓	Maintain the number of carers receiving benefits checks
Financial Inclusion within disadvantaged communities (FSF)	✓	Increase in the total number of Credit Union members
	○	Increase the proportion of households with savings and investments

■ denotes Community Planning Partnership Strategic Priority
■ (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcomes

Local Outcomes	Progress 2010/11	
Financial Inclusion within disadvantaged communities promoted (FSF)	✓	Increase in total household income with less than £15,500 before tax and deductions
	=	Reduction in percentage of tenants in severe rent arrears
Everyone within our communities, including people with disabilities and ethnic minorities, has opportunities and chances (FSF)	✓	Reduction in the number of data zones in the worst 0-15% deprived (Scottish Index of Multiple Deprivation)
Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF)	✓	Reduction in Coronary Heart Disease Mortality Rate per 100,000 population, under 75 years, in disadvantaged areas
	✓	Incremental reduction in percentage of adults aged 16+ smoking in the most deprived areas
	✓	Increase in the number of cardiovascular health checks
	✓	Reduction in teenage pregnancy rates in 15-19 year olds in the most deprived areas

■ denotes Community Planning Partnership Strategic Priority
 (FSF) denotes linked outcome to the Fairer Scotland Fund

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

PROGRESS IN IMPROVING THE DELIVERY OF THE NATIONAL OUTCOME

Community Planning Partners continue to ensure that a range of effective structures and operating arrangements are in place to ensure effective progress against the planned local outcomes and related national outcomes contained within the Single Outcome Agreement. The key drivers for change are summarised below:

Tackling Poverty and Disadvantage

- Community Planning Partners in East Ayrshire have an ongoing commitment to promoting equality and tackling the inequalities experienced in many of our communities. Recognising the adverse effect, which the current economic climate and planned changes to the welfare system will have on the financial position of many individuals and their families in the longer term, we are committed to tackling poverty, maximising income and promoting financial inclusion. East Ayrshire is ahead of many other areas in having an explicit commitment to tackling poverty through promoting Financial Inclusion built into its Community Plan and in having a formal partnership group dedicated to this agenda. Key issues in relation to poverty and disadvantaged continue to be prioritised through our Community Plan Action Plans and Single Outcome Agreement.

Equalities Agenda

- The Community Plan Guiding Principals, reviewed and amended as part of the Four-yearly Review 2010/11, underpin all our activity and include an explicit commitment by our Partners to promote equality of opportunity, social justice and social inclusion.
- All new policies, strategies and procedures are subject to Equality and Diversity Impact Assessment. In this regard, the four new Community Action Plans for 2011-2015 were the subject of a positive Equality Impact Assessment by our Partners as part of the Community Plan Four-yearly Review process.

Improving Health and Wellbeing

- The Community Health Partnership (CHP) has progressed specific work streams identified over the last year on a partnership basis as follows:
 - Financial Inclusion has been subsumed within the CHP structure and focuses on income maximisation through the promotion and support of credit unions, and partnership working with partners and agencies providing debt advice.
 - A Carers' Forum has been established as part of the CHP structure, supporting the implementation of the updated East Ayrshire Carers Action Plan.
 - Innovative partnership-led health improvement work continues to be targeted at our most vulnerable individuals and communities.

PROGRESS AT MARCH 2011 ON LOCAL OUTCOMES

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
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)	57 per 1,000 population (November 2008)	42 per 1,000 population (November 2009)	Comparable data not available due to changes in the benefit system	Reduction in the number of people claiming Income Support by 2011	Reduction in the number of people claiming Income Support by 2011	Not reported
	Percentage of children living in workless households Annual / Scottish Government Work and Worklessness among Households in Scotland	19.1%	New indicator for 2009/10	13.2% (2008)	Update anticipated in December 2011	Reduction in the percentage of children living in workless households by 2011	Reduction in the percentage of children living in workless households by 2011	O
	Number of carers receiving benefits checks Annual / East Ayrshire Carers Centre	390	376	450	637	Maintain the number of benefits checks for carers	Maintain the number of benefits checks for carers	✓
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

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Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to tackling poverty and disadvantage are summarised below:

Employability

- The Employability Pipeline was introduced in 2010/11 as part of the successful European Social Fund bid. The pipeline integrates services relating to training, up-skilling and employment provided across East Ayrshire.

- An integrated pathway exists for unemployed residents to allow them to receive Advice and Guidance, Jobs Access Support and the full use of resources and materials to support individuals into employment or to meet their needs.
- New employment initiatives such as the Work Programme support progress towards local outcomes by supporting the most vulnerable people by assisting to break the cycle of benefit dependency and getting them into sustainable employment.
- Through various employability and other interventions, high priority is given to raising awareness regarding health issues and the importance of leading a healthy lifestyle.
- Individual and group childcare facilities have been made available as has an enhanced Supported Employment Service to assist people with mental or physical disabilities progress to sustained employment.
- Progress continues to be made in establishing positive outcomes for our Looked After and Accommodated young people, including work experience placement and training guarantees through initiatives such as 16+ Learning Choices. Closer working relationships have been established with Social Work services, training providers and referral agencies to meet the needs of our care system leavers.
- The Ayrshire Fit for Work Pilot provides vocational rehabilitation services to support people with physical or mental illness to stay in or get back into employment. Work is progressing through the pilot using a case management approach targeting Small to Medium Enterprises. Through this initiative 46 employees of local businesses have been supported.
- The Work for You Project currently delivered by Job Centre Plus staff within North West Kilmarnock continues to provide advice and support aimed at assisting individuals to move toward, obtain and sustain employment. Referrals for assistance to the Project come from a range of sources, including East Ayrshire Council Early Years Service and, in 2010/11, 167 referrals were received and 19 individuals assisted to obtain full time employment.

Carers

- In 2010/11, a Carers Sub Group was established to further support carers' involvement in the Community Health Partnership (CHP). The National Carers Strategy published in July 2010 highlighted that carers should be equal partners in the planning, shaping and delivery of person-centred care services and support. The CHP agreed that this would be best achieved by setting up a Carers Sub Group, which could ensure that the best quality services and support are in place locally to address the needs of carers and those they care for. In December 2010, the Carers Sub Group was established and terms of reference agreed. The sub group meets on a monthly basis and an update on its activities is submitted on a quarterly basis to the CHP Forum.
- The Princess Royal Trust, East Ayrshire Carers Centre provides help, support and information to those caring for relatives, friends or neighbours who otherwise may be unable to manage at home without help. Over 6,500 carers are registered with the Centre, which offers information, support and training opportunities to all carers throughout East Ayrshire.
- To ensure that carers are provided with appropriate financial advice, all new carers registering with East Ayrshire Carers Centre continue to receive a benefits check. This year, 637 carers have had their benefits entitlement checked, compared to 450 carers in 2009/10.

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Financial Inclusion within disadvantaged communities (FSF)	Total number of Credit Union members Annual / East Ayrshire Credit Unions	909 members (October 2006)	1,484, comprising 1,072 Active Adult members and 412 Junior members (63% annual increase in membership)	2,210 comprising 1,640 Active Adult members and 570 Junior members (49% annual increase in membership)	2,413 comprising 1,794 Active Adult members and 619 Junior members (9% annual increase and 165% increase in membership from the baseline)	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% households with savings and investments (2005/06)	Data update not available from the Scottish Household Survey at this time	42% households with savings and investments (2007/08)	Update anticipated in August 2011	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	○
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable ○								

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Financial Inclusion within disadvantaged communities (FSF)	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	20% under £10,400	16% under £10,400	21% under £10,400	Increase total household income by 2011	Increase total household income by 2011	✓
		22% between £7,500 and £15,499 (December 2005)	6% between £10,400 and £15,599 (December 2008)	11% between £10,400 and £15,599	11% between £10,400 and £15,599			
		38% less than £15,499	26% less than £15,599	27% less than £15,599 (June 2010) East Ayrshire Community Planning Residents' Panel Survey Revision of income bandings in 2008 to match the Scottish Household Survey	32% less than £15,599 (March 2011) East Ayrshire SOA Residents' Survey Revision of income bandings in 2008 to match Scottish Household Survey			
	Percentage of tenants in severe rent arrears Annual / SPI 1 Housing / Accounts Commission	1.3% Revised baseline provided by East Ayrshire Council for 2008/09 as 1.3% due to different methodology for the calculation	Data not comparable at this time	1.1%	1.3%	Reduction of tenants in severe arrears – aim to maintain top quartile performance level	Reduction in number of tenants in severe arrears	=
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

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Summary of progress and achievement in 2010/11:

The integration of Financial Inclusion with the work of the CHP as part of the wider wellbeing agenda continues to be successful and making a positive impact locally, which can be demonstrated in 2010/11 as follows:

Credit Unions

- Credit Union membership increased by 284 new members since 1 April 2010, indicating annual growth of 17.3%; 1,675 members used easy saving facilities annually generating total savings of £657,973; 675 members benefited from low cost loans annually borrowing a total of £497,158; and 44 new junior members joined, indicating annual growth of 7.7%.
- Cumnock and Doon Valley Credit Union's Outreach Project established four new, volunteer-run collection points, which are located in Patna, Dalmellington, New Cumnock and Auchinleck. The Outreach Project also enabled volunteering opportunities to be provided for five young people from East Ayrshire's Skills Development and Employability Service.

Income Maximisation, Money Advice and Debt Management

- The Benefit Take Up Group continues to promote and deliver income maximisation through participation in a range of community based events, including 3 energy advice focused information days in Cumnock, New Cumnock and Mauchline, organised by Energy Saving Scotland.
- Since 1 April 2010, 24 events have been undertaken to support income maximisation from benefit and debt counselling/money advice, which is significantly in excess of the projected output figure of 12 annually.
- In respect of income maximisation, 954 people received assistance in respect of benefits, of whom 529 people benefited financially and 97 were referred to other services; and 1,104 over 60s benefits from benefits advice, significantly in excess of the projected output of 500. Ensuring maximum, co-ordinated effort through further strengthening collaborative working arrangements in respect of financial inclusion saw over £7.5 million generated in additional income through benefit claims for residents in 2010/11.
- East Ayrshire Citizens Advice Bureau (CAB) provides information, advice, practical assistance and representation on a range of issues, with the four main areas of work being in relation to benefits, debt employment and housing. During 2010/11, CAB provided advice/assistance to 615 new cases with debts totalling £9,680,423, including the 89 cases supported by the CAB Outreach Service with debt totalling! £1,207,641.

Fuel Poverty

- Activity around fuel poverty has included the delivery of 20 Energy Advice surgeries from a range of community based locations, against a target of 12; and 17 presentations aimed at raising public awareness regarding energy issues, with follow up individual advice or home visits, as required, against a target of 12.

Rent Arrears

- Robust arrears management arrangements continue to be implemented within East Ayrshire Council and the actual amount of rent arrears owed to the Council fell from £475,585 in 2006/07 to £423,977 in 2007/08 to £321,760 in 2009/10, with a modest increase to £341,837 in 2010/11.
- In terms of severe rent arrears (tenants owing more than 13 weeks of rent [over £250]), our performance in 2009/10 was the best of all 32 Scottish local authorities (1.1%). Although performance has declined marginally in the last year to 1.3%, the Council is aware of the impact that debt has on the lives of its tenants and continues to have arrangements in place to support them, including benefits and debt advice, and contact with tenants to establish repayment arrangements. This targeted approach not only assists to improve rent collection and reduce arrears but also prevents evictions and homelessness.

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
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 every 2 years / Scottish Index of Multiple Deprivation (SIMD)	28 data zones (SIMD 2006)	Data update not available until October 2009	27 data zones (SIMD 2009 Version 2, 24 August 2010)	27 data zones (SIMD 2009, Version 2, 24 August 2010) Next update anticipated in November/December 2012	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	✓ As reported at March 2010
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to tackling equality of opportunity are summarised below.

- East Ayrshire Equalities Forum, now in its fourth year, continued to meet in 2010/11, with members also participating in the Local Community Planning Forums, ensuring that the equalities agenda is integrated within the Community Planning process.
- To promote and encourage a partnership culture, the Council and its Community Planning Partners held an Equality Week in March 2011, with two of the headline events organised by local disability groups. The Equality Week raised the profile of all the nine protected characteristics of race, age, disability, transgender, pregnancy and maternity, sex, marriage and civil partnership, religion and belief and sexual orientation and it is anticipated that this event will run annually with more involvement with the community.
- Enhanced services through Supported Employment within the Council have increased the number of people with disabilities who can now compete for employment due to the one to one support from Job Coaches, enabling them to sustain employment.
- Recruitment of young people into Get Ready for Work and Life Skills programmes is consistent across all areas, including from the 0-15% most disadvantaged areas.
- A range of regeneration initiatives and employability services continue to facilitate the regeneration of the local area and supporting the equality of opportunity, particularly in respect of our most vulnerable residents and disadvantaged communities. However, national and local economic conditions continue to present significant employability challenges locally.

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Health inequalities in the most disadvantaged neighbourhoods/groups reduced (FSF)	Coronary Heart Disease Mortality rate per 100,000 population, under 75 years Annual / NHS Ayrshire and Arran (ISD Scotland)	132.8 per 100,000 population (2002-2004) Revised baseline provided by NHS Ayrshire and Arran	118.9 per 100,000 population (2005-2007)	120.6 per 100,000 population (2006-2008)	110.1 per 100,000 population (2007-2009) 2008-10 data anticipated in August 2011	Reduction in mortality rate for coronary heart disease in disadvantaged areas by 2011	Reduction in incidence of coronary heart disease in the most deprived 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)	43% (December 2008)	Data update not available at this time. Due to confidentiality issues when surveying the Residents' Panel, it has not been possible to identify adults aged 16+ who live in the most deprived areas. East Ayrshire wide figures for 2010 provided at National Outcome 6.	41% (March 2011) East Ayrshire SOA Residents' Survey	Reduction in adults smoking in the most disadvantaged areas by 2011	Reduction in the percentage of adults smoking in the most deprived areas by 2011	✓
	Number of inequalities cardiovascular Health checks during 2009/10 Annual / NHS Ayrshire and Arran	Zero (March 2007)	New indicator for 2009/10	1,846 (cumulative total to March 2010)	2,382 (cumulative total to March 2011)	Increase – Carry out health checks with 20% eligible population (2,060 residents) by 2011	Increase – 100% target population receiving Keepwell health checks	✓
	Teenage pregnancy rates in 15-19 year olds in the most deprived areas Annual / NHS Ayrshire and Arran (ISD Scotland)	64.7 per 1,000 East Ayrshire wide (Range=17.2-99.4 across communities) (2005)	60.5 per 1,000 (2007) East Ayrshire wide	61.6 per 1,000 East Ayrshire wide 100.5 per 1,000 0-15% most deprived datazones (2008) ISD provisional figures provided	53.9 per 1,000 East Ayrshire wide 98.6 per 1,000 0-15% most deprived datazones (2009)	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)	✓

Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O

■ denotes Community Planning Partnership Strategic Priority; (FSF) denotes linked outcome to the Fairer Scotland Fund

Summary of progress and achievement in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to tackling health inequalities are summarised below.

- **Target Coronary Heart Disease:** A range of interventions for adults at risk of coronary heart disease and cancer is delivered on a partnership basis. This has included 949 referrals received from health professionals to the CHIP (Community Health Improvement Partnership) Lifestyle Referral Programme; 536 cardio vascular health checks delivered; and over 142 people attending 'Cookwell' healthy eating programmes.
- **Target Smoking Cessation:** Smoking is most prevalent among people living in the 0-15% most deprived datazones, 41% smoking compared to 37% among people living in the 15-30% most deprived datazones and 26% among people living outwith these datazones (East Ayrshire SOA Residents' Survey, March 2011). A social marketing approach was developed to identify the most effective smoking cessation support for 18-24 year olds. This involved the use of social marketing sites such as Facebook to promote the help available in East Ayrshire aimed at encouraging young people not to smoke. Smoking cessation programmes targeted at pregnant women have been particularly successful and, with the help of the specialist midwife, 78 women took up the service. A Smoke Free homes campaign was launched in October 2010, which focused on encouraging people, whether smokers or not, to prohibit smoking in their home or car or to limit smoking to one room. The campaign aimed to reduce the exposure to passive smoking within homes and cars, and focuses on exposure of children under 5 years to second hand smoke.
- **Target Teenage Pregnancy:** The TOTS (Truth on Teenage Sexuality) review has been completed and actions have been identified which will be taken forward in 2011/2012. This will support Learning Teaching Scotland's guidance and self assessment on teenage pregnancies.

In addition, the following work has been taken forward in respect of health inequalities to support vulnerable groups and individuals in our communities:

- The CHIP has been involved in delivering 13 visits to homeless accommodation recording 82 contacts. Health awareness sessions were provided in 3 homeless hostels for 280 beneficiaries. Evaluation of health awareness sessions carried out in hostels has been completed and extended to include a wider approach to health and homelessness. The draft evaluation report in this regard has been produced and is awaiting endorsement.
- The Health Assessment Framework for people with learning disabilities has been implemented and profiling work is ongoing.
- The 'Community Friends' befriending service was established to provide support for people experiencing homelessness through a partnership involving NHS Ayrshire and Arran, East Ayrshire Council and East Ayrshire Churches for Homelessness Action (EACHa). Aspire2gether, an Ayrshire based social enterprise commissioned to deliver the service, is now well established and currently has 16 befrienders trained, 5 matches underway, and 11 taking part in group befriending at Blue Triangle Housing Association.
- In respect of the Health Needs Assessment for looked after and accommodated children, an analysis report of the workforce and activity has been published. Based on the analysis PIFPOC (Professional Implementation Forum for the Protection of Children) has been established and an action plan for 2011-2012 published, outlining six objectives, associated outcome measures and actions.
- Agreement was reached to mainstream health interventions for minority ethnic communities along with the wider local population and where identified, actions would be undertaken to address specific needs on an individual basis. One action which was undertaken in response to engagement with the Chinese Community was the development of the Health Information Card, which holds key information about a patient and with the primary function of identifying that the individual requires access to an interpreter. The use of the card was widened to incorporate people with a hearing impairment should they use a British Sign Language interpreter, lip speaker or electronic note-taker.
- A national oral health training resource was launched in May 2011 and a training programme will be implemented in the next year. Toothbrushes and toothpaste are delivered regularly to EACHa for inclusion in hygiene packs provided for all homeless clients. Oral Health Promotion routinely attends Health and Wellbeing days at HMP Kilmarnock and provides advice and a toothbrush and toothpaste to each prisoner, with three sessions delivered in 2010/11.

Implementation of recommendations from each of the oral health needs assessments is underway.

- The 'Open Wide' dental health project was implemented for carers who work with people with additional support needs. This initiative has focused on the 7 residential care homes in East Ayrshire. The first round of training was delivered in January 2010 and a further session delivered in September/October 2010, with a total of 85 staff trained. The training was positively received and it is planned to organise a further round of training later in 2011. The roll out of the 'Open Wide' initiative will now be part of a wider programme dealing with oral health, mental health, physical activity and healthy eating.

FAIRER SCOTLAND FUND

A more detailed summary reflecting the investment of the Fairer Scotland Fund in tackling poverty and disadvantage and the contribution to the achievement of local outcomes is provided below.

- **Breakfast Clubs:** Provides children and young people with access to a healthy breakfast to support the best possible start to their day in readiness for learning. The core breakfast club provision operates from October to March and is provided free or at minimum cost. Fairer Scotland Fund resources allow 17 clubs in the 0-15% most disadvantaged data zones to provide the service throughout the school year by funding the periods between April and June, and August and October. Achievements in 2010/11 include:
 - breakfast clubs available for the whole school year in 17 schools in the 0-15% most deprived datazones of East Ayrshire, with a further 11 clubs operating in schools from October to end March, covering the worst of the winter months;
 - a total of 84,203 attendances at Breakfast Clubs during 2010/11, including 66,337 in schools located within the 0-30% most deprived datazones;
 - approximately 54% of attendances at school run clubs are by children in receipt of free school meals; and
 - an average daily uptake of places of 500. **(Primary link to FSF criteria: A strong emphasis placed on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

Early Intervention and Parental Capacity Building Programme: Provides 38 full time equivalent (FTE) wraparound child care places, which are delivered across 52 weeks in Early Years establishments across East Ayrshire. Priority is given to children who are on the Child Protection Register and children deemed to be 'in need' as defined by the Children (Scotland) Act 1995. Places are allocated according to these priorities as per the Council's Pre-School Education Admissions Policy. This ensures that services target the most vulnerable children and families in the 0-15% datazones. Thereafter, parents in employment, training or further/higher education who reside in the 0-15% or 15-30% most disadvantaged datazones are allocated places. Achievements in 2010/11 include:

- 93 children aged 3-5 years accessed the 38 FTE wraparound care places in Cairns and Onthank Nursery Schools, and Shortlees Nursery and Family Centre in Kilmarnock, and New Cumnock Nursery School;
- 69 children who benefited from this service resided in the 0-15% most deprived datazones and 63 of the beneficiaries were referred to the service through either Social Work or Health services;
- parents of 30 children assisted by the service to access or maintain employment, training or further education; and
- continued delivery of the Solihull training programme, with a focus on the development of a group of trained trainers and the delivery of the training on a multi-agency basis. **(Primary link to FSF criteria: A strong emphasis on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

East Ayrshire Citizens' Advice Bureau: Provides a wide range of free and impartial advice to vulnerable residents of East Ayrshire. Achievements in 2010/11 include:

- a total of £5,263,936 gained for service users through income maximisation activity;
- advice and assistance regarding debt problems was provided to 615 new service users with levels of indebtedness totalling £9,680,423;
- debt totalling £75,733 as a result of rent arrears dealt with by CAB, with a total of 338 people provided with advice and assistance in this context (221 Council tenants, 54 tenants of Registered Social Landlords and 63 tenants of Private Landlords);
- debt totalling £58,523 in respect of service users' inability to pay fuel bills was dealt with by CAB, of which £29,520 related to gas bills and £29,003 to electricity bills; and
- Scottish National Standards Accreditation for provision of Advice and Information at Type 11 and Type 111 for Benefits and Money Advice awarded to CAB in March 2011 and re-accreditation at the same level for provision of Housing Advice. **(Primary link to FSF criteria: A strong emphasis placed on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

Ethnic Minority Inclusion: Develops effective communications strategies with ethnic minority families to facilitate better access to services, resources and community initiatives. Specifically, its work seeks to:

- support inclusion of ethnic minority and migrant pupils and their families within the education system – school and community learning;
- support parental involvement in their children's education and school activity; and
- work with existing and new ethnic minority groups and families to identify need, support activities and build capacity.

Achievements in 2010/11 include:

- Chinese, Urdu, Punjabi, Polish and Arabic speaking children supported by Bilingual Assistants to access the curriculum in East Ayrshire Schools;
- support provided to ethnic minority families to understand the schools system, for example, through translation of school/nursery letters, communicating with parents in their own language, and support to attend parents' nights and enrolment meetings;
- further development of the pupil portfolio for newly arrived bilingual pupils, to develop communication between children and their parents, schools and the bilingual support service; and
- continued liaison with KULOC, the local Chinese community group, and ongoing support for the Polish Parents' Group at Grange Academy.

In addition, the Ethnic Minority Inclusion programme provides employment and self development opportunities for the local ethnic minority population, enabling them to utilise their language skills and cultural knowledge to fill the Bilingual Assistant posts. **(Primary link to FSF criteria: A strong emphasis on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

Credit Unions: Provide local access to affordable financial services in East Ayrshire. Two credit unions operate locally, namely Cumnock and Doon Valley Credit Union and East Ayrshire Credit Union. Achievements in 2010/11 include:

- credit union membership almost doubled from 909 adult members in 2006/07 to 1,794 active adult members at March 2011; and since April 2010, 284 new members joined, indicating annual growth of 17.3%; 1,675 members used easy savings facilities annually; 675 members benefited from low cost loans; and 44 new junior members joined, indicating annual growth of 7.7%;
- in the context of money management and promoting junior savers, Cumnock and Doon Valley Credit Union has supported saving facilities in eight local schools, namely Doon Academy and Auchinleck, Barshare, Dalrymple, Drongan, Littlemill, New Cumnock and Netherthird Primary Schools;
- the local credit unions worked together in partnership with East Ayrshire Council Trading Standards and the UK Government to raise local public awareness about concerns over the practices of some 'loan finder' organisations charging fees to provide individuals with phone numbers of local agencies;
- both local credit unions engaging volunteers to assist with their work, an activity which also contributes to promotion of lifelong learning, with volunteers

developing a range of skills which are relevant to job seeking and to a generally enhanced life experience; and

- the credit unions engaged with local schools and educational establishments through outreach work in order to encourage young people to save and develop basic money management skills. **(Primary link to FSF criteria: A strong emphasis placed on making early interventions for vulnerable individuals, families and disadvantaged communities.)**

Kilmarnock Shopmobility: Provides mobility equipment to assist vulnerable people, including people with a disability and older people, to shop in Kilmarnock. The service is based at Kilmarnock Bus Station. Fairer Scotland Fund resources have been allocated to fund a joint Support Worker post in conjunction with Coalfield Community Transport. Achievements in 2010/11 include:

- 599 registered members, with user numbers consistently in excess of 100 per week;
- 5,000 bookings recorded by service users, which represents an increase of over 30% compared to 2009/10; and
- proactive promotion and awareness raising activity in respect of Shopmobility and Coalfield Community Transport services, which has resulted in referrals from physiotherapy units at Crosshouse Hospital, Ayr Hospital and Cumnock Community Hospital, and GP surgeries and Social Work services. **(Primary links to FSF criteria: A strong emphasis on making early interventions for vulnerable individuals, families and disadvantaged communities; and Promotion of joint working between local partners.)**



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT 2008-2011

DRAFT ANNUAL PERFORMANCE REPORT 2010/11: OUTCOME SUMMARY

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

Local Outcomes

	Progress 2010/11	
Participation by people of all ages in community activity increased (FSF)	✓	Increase in the proportion of residents involved in community activity
Carers and young carers supported (FSF)	✓	Increase the number of carers receiving ongoing support
Proportion of people needing care and support who are able to sustain an independent quality of life as part of the community increased, through effective joint working	✓	Reduction in the number of patients waiting more than 6 weeks for discharge to appropriate setting
	✓	Maintain percentage (level at 30%) of people aged 65+ with intensive needs receiving care at home
	✓	Maintain percentage (level at 7%) of people aged 65+ receiving free personal care at home

■ denotes Community Planning Partnership Strategic Priority
 (FSF) denotes linked outcome to the Fairer Scotland Fund

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

PROGRESS IN IMPROVING THE DELIVERY OF THE NATIONAL OUTCOME

Community Planning Partners continue to have in place a range of effective structures and operating arrangements to ensure effective progress against the planned local outcomes and related national outcomes contained within the Single Outcome Agreement. The key drivers for change are summarised below:

- The Local Government in Scotland Act 2003 requires that the Council and its Community Planning Partners ensure community participation in the overall Community Planning process. In this context, a Community Engagement Framework has been established in East Ayrshire, which ensures the ongoing and systematic engagement of communities in informing the planning and delivery of services which meet the needs of local communities.
- Effective community engagement continues to lie at the heart of the Community Planning process in East Ayrshire and building the capacity of community representatives on the Community Planning Partnership (CPP) Board, Local Community Planning Forums and the Federations of Community Groups is fundamental to ensuring embedded and sustained community ownership of the Community Plan/Single Outcome Agreement. In addition, the support provided to the Children and Young People's Forum and Equalities Forum continues to ensure effective community engagement in the overall Community Planning process.
- East Ayrshire Community Planning Partners recognise that the National Standards for Community Engagement highlight good practice in community consultation and engagement, and continue to ensure that these standards are achieved as a minimum in all activity.
- A Third Sector Interface has been established in East Ayrshire, which has been signed off by the Scottish Government from 1 April 2011, subject to arrangements being made for the Interface to be represented on the CPP Board. The Interface will have representation on the CPP Board from June 2011.
- There is an increasing emphasis on working with community groups and community associations to explore opportunities for community ownership of local facilities and the establishment of community trusts. Work with the Development Trusts Association Scotland will be taken forward in this regard.
- The East Ayrshire Carers Action Plan has been published and a local Carers Forum established as a sub group of the Community Health Partnership (CHP) to drive forward this important work.
- The budget statement by the Scottish Government on 17 November 2010 included indication of a 'Change Fund' to support the Reshaping Care for Older People programme with a national resource of £70million for 2011/2012. On 23 December 2010, Guidance on the Change Fund was issued, which detailed an allocation of £1.648million for East Ayrshire. As a consequence of this, East Ayrshire CPP Board remitted the Community Health Partnership (CHP) Committee to develop a Local Transformation Plan, which required to be developed and agreed in partnership by East Ayrshire Council, NHS Ayrshire and Arran and the Voluntary and Independent Sectors. East Ayrshire's submission was formally approved by the Scottish Government on the 15 March 2011. The Transformation Plan sets out an investment and implementation strategy to utilise the resources allocated through the Change Fund in support of further progressing the Reshaping Care agenda. Work in this regard will be taken forward in 2011/12.

PROGRESS AT MARCH 2011 ON LOCAL OUTCOMES

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
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% (December 2005)	11% (December 2008)	37% (June 2010) East Ayrshire Community Planning Residents' Panel Survey	15% (March 2011) East Ayrshire SOA Residents' Survey	Increase proportion of people involved in community activity	Increase proportion of people involved in community activity	✓
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

(FSF) denotes linked local outcome to the Fairer Scotland Fund

DRAFT

Summary of progress and achievement towards the local outcome in 2010/11:

Key performance highlights and success during 2010/11, which will contribute to increased community participation in community activity, are summarised below.

- The four Local Community Planning Forums strengthen and increase community representation in community planning decision making at local level as well as effectively promoting involvement in community activity in local communities. In 2010/11, the Forums considered a range of issues, including regeneration, mental health and wellbeing, and community safety.
- A comprehensive package of support continues to be provided to support and build the capacity of community representatives on the two Federations of Community Groups and the Local Community Planning Forums, including dedicated support staff; ICT equipment and services; individual training programmes; and expenses procedures. Increased support was provided to both Federations to enable them to progress changes in their organisations to ensure best value from reduced resources.
- A total of 632 community based organisations were supported to build community capacity. The introduction of the Community Capacity Building Toolkit in 2010/11 has assisted to identify the development needs of community groups and clarify the level of support required. Initially developed for the Community Learning and Development Service, the extension of the toolkit as a corporate resource will facilitate a more consistent approach to community capacity building and better outcomes for community groups. This year, the Toolkit has been utilised with 41 organisations.
- A new Third Sector Interface was developed as a result of changes by the Scottish Government to the remit and funding arrangements of Volunteer Centres and Councils of Voluntary Organisations across Scotland. The new Interface in East Ayrshire will be represented on the Community Planning Partnership Board in 2011/12, further supporting the Third Sector's engagement in planning, decision making and delivery in respect of local services across East Ayrshire and its contribution to the achievement of SOA outcomes.
- Nineteen new organisations were registered for disclosures, which exceeded the annual target of five. Changes in the disclosure system have resulted in greater attention in this area of work; however, the full impact will not be demonstrated until individuals require to join the Protecting Vulnerable Groups (PVG) membership scheme over the next 2/3 years.
- Twenty-eight capacity building programmes were delivered to community organisations to support them with committee skills, financial management, social enterprise and support for accessing funding.
- East Ayrshire Community Planning Partners have given a commitment to carrying out joint community consultation, where possible. To avoid duplication of consultation activities, a representative Residents' Panel provides an increased understanding of residents' views, and increases community consultation in the planning and development of services. The Panel, which currently comprises around 850 members, is consulted routinely, a minimum of twice per year. In 2010/11, the Panel was consulted in respect of the Community Plan Four-yearly Review and Decriminalised Parking, and participated in the Council's Budget Consultation exercise.
- The Federations of Community Groups have been systematically involved in Community Planning and the ongoing development of the Single Outcome Agreement through their participation in the CPP Board.
- Fifteen percent of respondents stated that they have undertaken any work or activities in a voluntary basis at any time in the past 12 months; this is an increase from 11% in 2008. Respondents aged 55-59 years are most likely to have undertaken any voluntary work, 23% doing so, compared to 8% respondents aged 25-34 years (East Ayrshire SOA Residents' Survey, March 2011).

FAIRER SCOTLAND FUND

A more detailed summary reflecting the investment of the Fairer Scotland Fund in tackling poverty and disadvantage and the contribution to the achievement of local outcomes is provided below.

Coalfield Communities Federation (CCF): Encourages representation from all local communities in the south of the authority to participate in a forum, which informs the strategic direction and future programme activity of East Ayrshire Community Planning Partnership. The Federation is represented on the Community Planning Partnership Board and the local Community Planning Forums. Achievements in 2010/11 include:

- a total of 16 member organisations represented on the CCF, including 12 community councils, the Access Panel, East Ayrshire South Forum on Disability, Dalmellington Partnership, the Woodroad Regeneration Forum and, in addition, three individual members;
- two editions of the CCF's 'Glennie' newsletter prepared, published and distributed widely across the south of East Ayrshire; and
- the CCF developing effective relationships with partners/other agencies and its members actively contributing to the Public Partnership Forum Core Group, Community Health Partnership, Barony 'A' Frame, Children and Young People's Representative Forum, Ayrshire LEADER Local Action Group and SURF (Scottish Urban Regeneration Forum). **(Primary link to FSF criteria: Empowering communities and individuals to influence and inform the decisions made by the Community Planning Partnerships.)**

North Federation: A representative body of communities within the north of East Ayrshire, which acts as a key mechanism to ensure that the community is fully integrated in local activities. The North Federation has representation on the Community Planning Partnership Board and the Local Community Planning Forums, and assists to inform strategies and programmes promoted and funded by the Community Planning Partnership. Achievements in 2010/11 include:

- a total of 32 member organisations represented on the North Federation, including 13 community councils, Alzheimer Scotland; Ayrshire Samaritans; Bonnyton Community Association; Centrestage; Clubs for Young People; East Ayrshire Access Panel (North District); East Ayrshire Carers Centre; East Ayrshire Elderly Forum; Fenwick Weavers; Heal the Earth Ayrshire; Kilmarnock and District Can Cycle; Kilmarnock Fellowship of Churches; Kilmarnock Retailers Trade Association; Kilmarnock Shopmobility; Kilmarnock Town Centre Regeneration Liaison Group; North West Youth Project; The SKY Project; Virtual Inclusive Partners (VIPS); and Youth Advocacy;
- successful management of Kilmarnock Shopmobility Scheme in partnership with East Ayrshire Council; and
- eight funding applications completed, resulting in £3,365 of external funding secured for member organisations. **(Primary link to FSF criteria: Empowering communities and individuals to influence and inform the decisions made by the Community Planning Partnerships.)**

External Funding and Sustainability Officer: Supports local community and voluntary groups to access external funding opportunities and assists the development of future sustainability plans for community based initiatives. Achievements in 2010/11 include:

- over £5.28 million external funding secured for East Ayrshire in 2010/11 (funding awards in year totalled £8.4 million to be paid over a number of years);
- successful bids made to a wide range of funding bodies, including the Big Lottery Fund, Historic Scotland, Heritage Lottery Fund, BBC Children in Need, Cumnock and Doon Valley Minerals Trust, Ayrshire LEADER, the Coalfields Regeneration Trust and Score Environment;
- 123 local community/voluntary groups supported to prepare and submit external funding applications, with 107 (86%) groups successfully securing funding awards; and
- 14 external funding training events/surgeries delivered. **(Primary link to FSF criteria: A clear focus on investment to address the causes of poverty not its symptoms.)**

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Carers and young carers supported (FSF)	Number of carers receiving ongoing support Annual / East Ayrshire Carers Centre	4,500 carers receiving ongoing support	5,708 carers receiving ongoing support	6,039 carers receiving ongoing support	6,974 carers receiving ongoing support	Increase in the number of carers receiving ongoing support to 6,500 by 2011	6,500 carers receiving ongoing support	✓
Key: Improving progress ✓		Maintaining progress =		Improvement required X		Data unavailable O		

(FSF) denotes linked local outcome to the Fairer Scotland Fund

Summary of progress and achievement 2010/11:

Carers in East Ayrshire are supported by a range of statutory and voluntary organisations. The above indicator demonstrates progress specifically on the support to carers of all ages provided by The Princess Royal Trust East Ayrshire Carers Centre. Key performance highlights and success during 2010/11, which will contribute to improved outcomes for carers are summarised below.

- The Carers Centre continues to deliver core activity from four locations across East Ayrshire, namely Kilmarnock, Cumnock, the Carers Cottage in Kilmarnock and Dalmellington House. Services available include the provision of information, advice, support, training, and leisure and social activities.
- The 2011 target in respect of the number of carers receiving ongoing support has been met, with the number of carers supported increasing year on year from 5,708 in 2006/07 to 6,039 in 2009/10 to 6,974 in 2010/11, against a target of 6,500 carers supported by March 2011.
- A total of 637 new carers were identified and registered with the Carers Centre, all of whom received a benefits check.
- Over 650 young carers were supported through 'drop in' facilities, weekly activity groups, respite breaks, information and advice, social activities, befriending, advocacy and counselling services.
- Dalmellington House, financed by Inspiring Scotland funds, continues to offer vocational training opportunities in the hospitality industry for young people as well as quality accommodation and meals for carers and non carers.
- The Carlogie House Centre in Carnoustie for The Princess Royal Trust East Ayrshire Carers continues to operate as a conference and respite facility for adults and young carers groups.

Local Outcome	Indicator/s (noting frequency/type/source)	Baseline at 2006/07	Progress at March 2009	Progress at March 2010	Progress at March 2011 (indicators where available)	'Progress' target/s to 2010/11 (where available)	'End' target/s and timescale/s or direction of travel	Current status
Proportion of people needing care or support who are able to sustain an independent quality of life as a 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)	0 patients waiting more than 6 weeks	0 patients waiting more than 6 weeks	0 patients waiting more than 6 weeks (January 2011)	Zero patients waiting more than 6 weeks for discharge to appropriate setting	Zero patients waiting more than 6 weeks for discharge to appropriate setting	✓
	Percentage of people aged 65+ with intensive needs receiving care at home Annual / East Ayrshire Council	40.7% receiving care at home	41.03% receiving care at home	33% receiving care at home	30% receiving care at home	Maintain levels at 30% - revised target	Maintain levels at 30% - revised target	✓
	Percentage of people aged 65+ receiving free personal care at home Annual / Scottish Government Statistics	6.2% receiving free personal care at home	6.95% receiving free personal care at home	7.4% receiving free personal care at home	7.1% receiving free personal care at home	Maintain levels at 7%	Maintain levels at 7%	✓
Key: Improving progress ✓ Maintaining progress = Improvement required X Data unavailable O								

■ denotes Community Planning Partnership Strategic Priority

Summary of progress and achievement 2010/11:

Key performance highlights and success during 2010/11, which will contribute to improved outcomes for people requiring care or support services are summarised below.

- We have reached our 2011 target of zero patients waiting more than 6 weeks for discharge to an appropriate setting and maintained target levels for personal care and intensive care at home. A pro-active approach by Health and Social Work has enabled the East Ayrshire Partnership to achieve the zero delayed discharge target month on month.
- There has been an increase in the number of Personal Life Plans developed from 202 to 205 and services are being redesigned to facilitate improved arrangements through a transitions team; and out of hours mobile teams are based in high needs supported accommodation units for older people.
- The number of people receiving care from the Rapid Response Team has increased from 709 to 759, with the number of early supported discharges increasing from 190 to 216, increasing the number of hospital bed days saved as a result of early discharge from 570 to 648.
- Through telecare, partnership working remains in place across Health, Social Work and Housing, and the Risk Management Centre continues to identify individuals at risk due to falls. In this regard, a database has been established of 'repeat fallers' and this intervention will support the development of a falls pathway for East Ayrshire.
- Home Care Management arrangements have been developed and the service further reviewed in line with the Reshaping Care for Older People agenda, providing:
 - flexible, targeted home care provision with a focus on re-ablement;
 - flexible management support and availability over 7 days, including out of hours, to service users and carers; and
 - improved performance management.
- An Older People's Conference was convened in November 2010, providing an opportunity for this target group to further influence and shape service developments.
- In respect of work progressed through resources allocated through the Change Fund in support of further progressing the Reshaping Care agenda, a range of activity, including a proposed pathway to pilot integrated services, will be implemented in 2011/12.