

EAST AYRSHIRE**COMMUNITY HEALTH PARTNERSHIP COMMITTEE – 3 OCTOBER 2011****CHILDREN AND YOUNG PEOPLE'S SERVICE PLAN 2011-2015****1. PURPOSE OF REPORT**

- 1.1 To provide members of the CHP Committee with a draft Children and Young People's Service Plan 2011-2015 and to seek comments as part of the consultation process.

2. BACKGROUND

- 2.1 Section 19 of the Children (Scotland) Act 1995 requires each local authority to prepare, publish and review a plan for the provision of relevant services in respect of children in their area in partnership with key providers.
- 2.2 In addition, the plan requires to evidence consultation with the involvement of children and young people.
- 2.3 The draft plan presented to the Community Health Partnership Committee is the fifth full Children and Young People's Services Plan published for the children and young people of East Ayrshire.

3. NATIONAL CONTEXT

- 3.1 The former Scottish Executive's guidance to local authorities on the development services plan in November 2004 set out the overall aim of children's services planning taken from "*Partnership for Better Scotland: A Partnership Agreement*". This provided seven key outcomes known as SHANARRI for children and young people, namely:

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

In 2008 the vision for Scotland's children and young people was "rebadged" to become the foundation for the approach to promoting well-being in "*Getting It Right For Every Child*" which seeks to achieve the four capacities from the above outcomes:

- Successful learners

- Effective contributors
- Responsible citizens
- Confident individuals

3.2 The advice, in recognition of the Scottish Ministers strong commitment to the Early Years/Early Intervention Framework and *Getting It Right For Every Child* suggested local partners may wish to include information on local preparation activities around these key policy areas.

4. THE LOCAL CONTEXT

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

- Children and Young Person's Forum
- Annual Youth Conference
- Dialogue Youth
- Student Councils
- Local Youth Forums
- Members of the Scottish Youth Parliament
- Residential Care Forum

4.2 For some time now the plan has been aligned with the East Ayrshire Community Plan and adopts the vision and principles of the Community Plan. This year, it is proposed that the Children and Young People's Services Plan is a four year strategic document to run in parallel to fully align with the East Ayrshire Community Plan.

4.3 The Children and Young People's Services Plan runs concurrently with the Child Protection Business Plan and shares a common set of guiding principles.

5. THE DRAFT PLAN

5.1 The draft plan sets out an overall vision for children and young people in East Ayrshire within the context of the Community Plan:

We want to ensure that each child in East Ayrshire, including those who are not yet born have the best start in life. Therefore our commitment to children and young people, their families and carers is to provide them with the support they need, when and where the need it in order to help them achieve their aspirations and potential.

5.2 The plan sets out a guiding set of principles:

- **Access/Equality/Quality** - a range of high quality services should be available to children, young people and their families at the time they need them and in the places that make sense to them. Children and young

people should be supported in the context of their own families and local communities /services, unless it is not safe or appropriate to do so.

- **Prevention and early intervention** – intervening early, particularly in the early stages of a child's life, where appropriate.
- **Active participation in partnership** – children, young people and their families should be active participants in designing, planning and reviewing the services they receive. Agencies will work in partnership with them and each other to promote self-alliance.
- **Protection** – agencies will work with each other and with families to ensure that children and young people are kept safe.
- **Rights and responsibilities** – agencies will work with children, young people and their families in a way which ensures their rights and responsibilities are clearly recognised and promoted.

5.3 The outcomes set out in the Plan support the national outcomes, but importantly include a local set of outcomes for children and young people in East Ayrshire. These outcomes are set out in the Community Plan.

5.4 In summary, partners will deliver on the outcomes by:

- **Implementing the Child Protection Business Plan** through the strategic outcomes of quality; prevention and early intervention and engagement
- **Implementing the Early Years Framework** with a focus on three of the transformational outcomes
- **Further implementing the Curriculum for Excellence**
- **Delivering *Looking After Every Child: Children and Young Peoples' Health Strategy for Ayrshire and Arran.***
- Further develop practice through implementation of **GIRFEC** arrangements by continuing with culture and practice change across services
- **Implementing our Corporate Parenting Strategy**
- **Reflecting the needs of Children and Young People in our approach to tackling Violence Against Women**
- Implementing our **Outcomes Guide** for practitioners
- **Implementing our Parenting Support Framework** with a focus on the Solihull approach and Incredible Years
- **Building Community Capacity** by working with individuals and communities to develop resilience

6. RECOMMENDATION

- 6.1 Members of the Community Health Partnership Committee are asked for comments on the draft plan no later than 15 October 2011.

Kay Gilmour
Chair of East Ayrshire Community Health Partnership Officer Locality Group
for Children and Young People

15 September 2011

**EAST AYRSHIRE'S INTEGRATED
CHILDREN AND YOUNG
PEOPLES SERVICE PLAN
2011-2015**

DRAFT V10

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INTRODUCTION

We are pleased to present the East Ayrshire's Integrated Children and Young Peoples Service Plan 2011-2015.

The Plan sets out the key priorities for the delivery and development of services to children and young people for East Ayrshire over the next 4 years.

WHAT IS THE INTEGRATED CHILDREN AND YOUNG PEOPLES SERVICE PLAN?

Councils are required by law under the Children (Scotland) Act 1995 (Section 19 (1))

...to prepare and publish a plan for the provision of relevant services for or in respect of children in their area.

In doing so there is an obligation to consult with statutory planning partners (such as the NHS and the Police) and voluntary organisations.

The East Ayrshire Integrated Children and Young People's Service Plan is therefore the main planning document for the delivery and development of all children's services across East Ayrshire and has been developed through the partnership arrangements that exist within East Ayrshire's Community Planning and Community Health Partnership structures.

The Plan will at different times be subject to external inspection and audit by agencies such as the Care Inspectorate or the Accounts Commission. Progress in the delivery and development of services will be measured against the outcomes set in the Plan.

HOW WE DEVELOPED THE PLAN?

The views of children and young people were central to the development of this plan. We asked over 900 what was important for them.

Statutory and voluntary sectors were actively involved in contributing to the plan either directly or indirectly through Community Planning and Community Health Partnership arrangements. In September 2010 agencies were brought together for a specific planning day focussing on outcomes.

Self evaluation activity has assisted in the formulation and identification of improvement objectives and actions. In addition current research and intelligence has been used to inform the development of the Plan.

NATIONAL AND LOCAL POLICY CONTEXT

This Plan has been developed against a backdrop of CoSLA/Scottish Government Concordat commitments and the Single Outcome Agreement between the Council and the Scottish Government.

The Plan complements and supports the East Ayrshire Community Plan which is the overarching planning document for all East Ayrshire services.

The Community Plan is supported by four Action Plans:

- Promoting Lifelong Learning
- Promoting Community Safety
- Improving Health and Wellbeing
- Delivering Regeneration

Specific actions from this Plan are reflected in these Action Plans.

The Plan dovetails with the East Ayrshire Child Protection Committee Business Plan and both run concurrently until 2015.

The undernoted policies and guidance set the national and strategic context for the Plan:

- Early Years Framework (Scottish Government, 2008)
- Curriculum for Excellence
- Getting it Right for Every Child
- We Can and Must Do Better (Scottish Government, 2007)
- Education (Additional Support for Learning) Act 2009
- Adult Support and Protection Act (Scotland) 2007
- Equally Well (Scottish Government, 2008)
- A New Look at Hall 4; the early years; good health for every child (Scottish Government 2011)
- Safer Lives: Changed Lives a Shared Approach to tracking Violence Against Women (Scottish Government, 2009)
- Getting it Right for Young Carers: The Young Carers Strategy for Scotland 2010-2015
- Changing Scotland's Relationship with Alcohol: A Framework for Action (Scottish Government, 2009)
- The Road to Recovery: A New approach to Tackling Scotland's Drug Problem (Scottish Government, 2008)

A VISION FOR CHILDREN AND YOUNG PEOPLE IN EAST AYRSHIRE

The vision expressed for all citizens of East Ayrshire in the Community Plan is that

East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high-quality services, which are sustainable, accessible and meet people's needs.

We want to ensure that each young child in East Ayrshire, including those who are not yet born have the best start in life. Therefore our commitment to children and young people, their families and carers is to provide them with the support they need, when and where they need it in order to help them achieve their aspirations and potential.

A GUIDING SET OF PRINCIPLES

We are committed to achieving our vision by adhering to the following guiding principles. These principles are held in common with the Child Protection Business Plan.

- **Access, inclusion, equality and quality:** A range of high quality services should be available to children, young people and their families at the time they need them and in the places that make sense to them. Children and young people should be supported in the context of their own families and local communities / services, unless it is not safe or appropriate to do so.
- **Prevention and early intervention:** Intervening early, particularly in the early stages of a child's life, where appropriate.
- **Listening, active participation and partnership:** Children, young people and their families should be active participants in designing, planning and reviewing the services they receive. Agencies will work in partnership with them and each other to promote self reliance.
- **Protection:** Agencies will work with each other and with families to ensure that children and young people are kept safe.
- **Rights and Responsibilities:** Agencies will work with children, young people and their families in a way which ensures that their rights and responsibilities are clearly recognised and promoted.

HOW DO WE WORK TOGETHER?

We can only support children and young people effectively if we work together as partners.

The Council and partners including NHS Ayrshire and Arran, Strathclyde Police, and the Scottish Children's Reporter Administration work together with communities through our Community Planning arrangements to plan and deliver services.

East Ayrshire Community Health Partnership (EACHP) is a formal partnership between the Council and the NHS. This partnership comprises members and officers of the Council and the NHS in formal governance arrangements designed to ensure the delivery of seamless services.

The Officer Locality Group, Children and Young People (OLG) oversees the strategic development and commissioning of children and young people's services and reports to the CHP Committee and Community Planning Partnership Board. Its remit includes:

- Providing leadership and management for the planning and delivery of services
- Determining the strategic priorities and objectives
- Organising, managing, monitoring and reporting on financial and workforce resources, and joint commissioning of services
- Identifying health needs, promoting health and wellbeing

- Identifying action to tackle inequalities for children and young people

The OLG coordinates the development of actions included in the Action Plans relating to the four themes of the Community Plan and is responsible for ensuring that planning for children's services is coordinated.

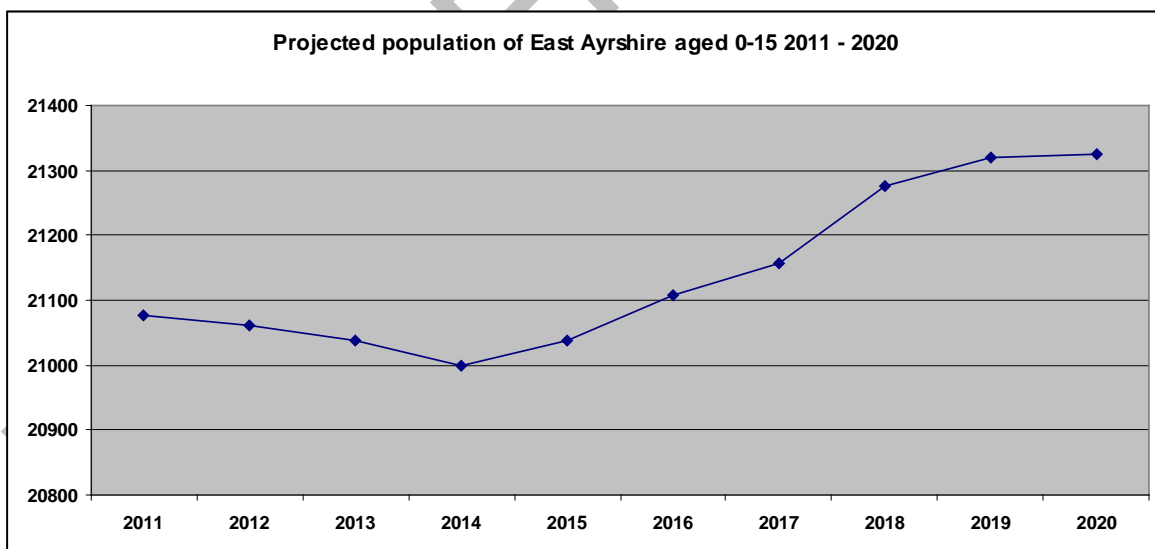
The critical importance of the earliest years of life in shaping children's futures is recognised and in this respect the Officer Locality Group: Children and Young People has established a workstream focussing on *Early Years Early Intervention* in order to implement the Early Years Framework and help shape the refocusing of resources in universal and targeted services to support families and communities to give children the best start in life.

Partnership work also takes place over a range of other areas including corporate parenting, the Alcohol and Drug Partnership and the Violence Against Women Partnership.

WHAT DO WE KNOW ABOUT CHILDREN AND YOUNG PEOPLE IN EAST AYRSHIRE?

Population

The population of children aged 0-15 in East Ayrshire is expected to decrease by 0.4% from 21,076 in 2011 to 20,999 in 2014. By 2020 the total population aged 0-15 is expected to increase by 1.2%



Population by age band (GRO 2009)			
0-4	5-9	10-14	15-18
6648	6326	6829	6417

Health and Wellbeing

Indicators of drug-related and alcohol-related harm show that East Ayrshire has higher hospital admission rates than most other CHPs, and that these are significantly worse than the Scottish average. Based on a small sample of 15 year olds, smoking and alcohol use are more prevalent in East Ayrshire than in Scotland as a whole, whereas drug use is not significantly different.

Compared with the Scottish average, East Ayrshire has higher rates of hospital admissions following emergencies and road traffic accidents (although the number of fatalities is low), and for asthma and extraction of multiple teeth.

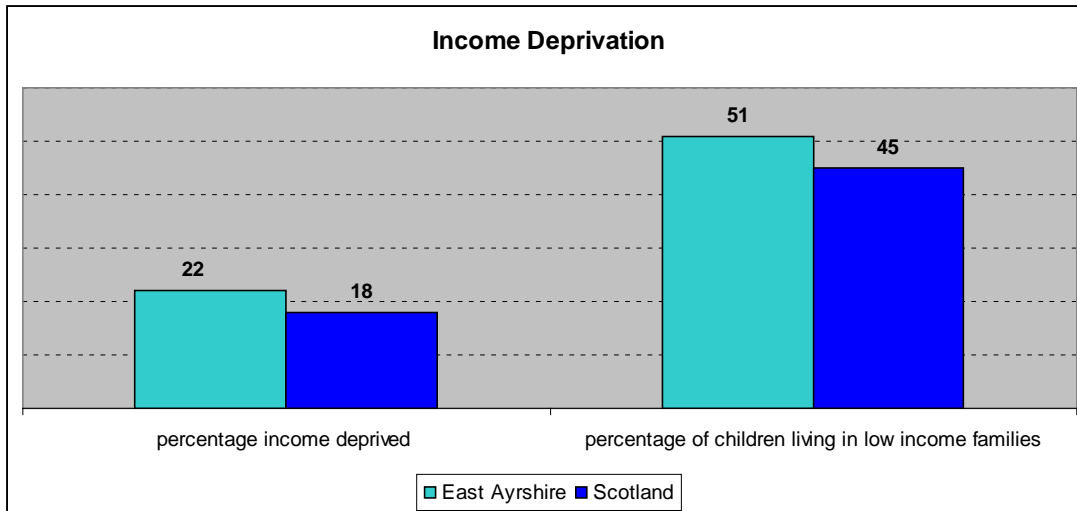
Breastfeeding rates and the proportion of mothers smoking during pregnancy are both significantly worse (lower and higher respectively) than the Scottish average.

The rates for teenage pregnancy and low weight live births are not statistically different to those for Scotland in general although there are variations across communities,

Poverty and deprivation

Poverty and deprivation have a significant impact on the lives of many children and young people in East Ayrshire. We know that:

- 7,444 children and young people in East Ayrshire (aged 0-24) live in areas which are amongst the 15% most deprived in terms of income in Scotland. This means that 21.1% (more than 1 in 5) of people aged 24 and under live in areas of income deprivation compared to the national average of 16.5% (SIMD).
- 22% of the population is income deprived compared to 18% across Scotland.
- 2% of lone parents claim income support compared to 1.6% nationally.
- 51% of children live in low income families compared to 45% nationally.
- 14,605 children and young people in East Ayrshire are reliant on out of work benefits and child tax credits – this equates to 52.2% of children and young people aged 0-19 compared to a Scottish average of 46.6%.



What is the impact of poverty and deprivation on children and young people?

The links between poverty and poor health and wellbeing are well established. Many young people's lives are affected by poverty which in turn impacts on their health and their life chances. This is manifested in many ways:

- 19.2% of babies in East Ayrshire were exclusively breastfed at 6-8 weeks compared to 26.4% nationally
- 19% of primary school children qualify for free school meals in East Ayrshire compared to 16.7% in Scotland
- 34% of primary school children were in receipt of clothing grants in 2009/10 up from, 30% in 2008/9.
- 21.8% of fifteen year olds in East Ayrshire admitted to smoking at least one cigarette per week compared to the Scottish average of 15% (2006)
- 37% of fifteen year olds in East Ayrshire consume at least one alcoholic drink per week compared to the Scottish average of 29.6%(2006)
- 5.8% of fifteen year olds in East Ayrshire admitted to usually taking illicit drugs at least once a month compared to the Scottish average of 6.7 %. (2006)

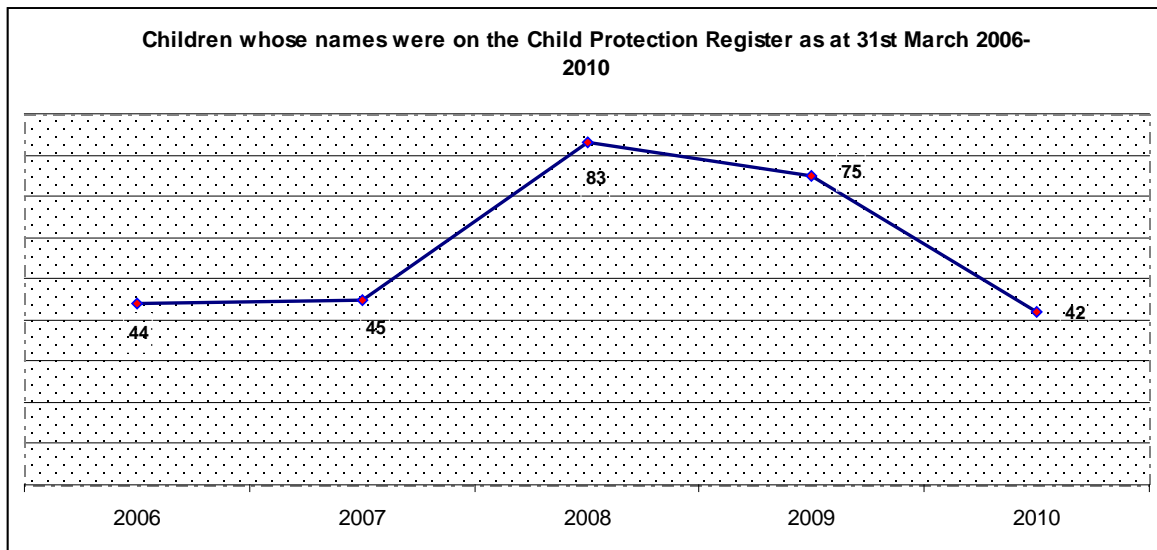
As a result of this what are the pressures on the services we need to plan and deliver?

The pressures on all services particularly Early Years, Education, Social Work, Health Visiting and CAMHS are high. This is reflected in the overall level of referrals to services and the number of children and young people who may be in need of support and/or protection. There is particular concern about the use of alcohol, drugs and domestic violence in East Ayrshire.

Children in need of protection

- The number of children whose names were on the child protection register on 31st March reached an all time high in 2008 since then it has decreased each year to 42 in 2010.

- The most common age range for registered children was 0-4 years.
- Physical neglect was identified as the most common risk factor (41%) in 2010



In 2008 and 2009 the number of children on the register expressed as a rate per '000 population increased significantly and was higher than the Scotland average. However, this reduced again in 2010.

	2006		2007		2008		2009		2010	
	No. on Register	Rate per 1,000 pop aged 0-15	No. on Register	Rate per 1,000 pop aged 0-15	No. on Register	Rate per 1,000 pop aged 0-15	No. on Register	Rate per 1,000 pop aged 0-15	No. on Register	Rate per 1,000 pop aged 0-15
EA	44	2.0	45	2.0	83	3.8	75	3.5	42	2.0
SCOTLAND	2,288	2.5	2,593	2.8	2,433	2.7	2,682	2.9	2,518	2.8

The number of child protection registrations varies significantly across the authority area and those with the highest rate per thousand tend to be those areas identified as being amongst the most deprived. For example for 0-12s the rate per thousand is 16.1 in Shortlees, 12.5 in the area comprising Altonhill South, Longpark and Hillhead and 11.1 in Auchinleck compared to 0 in Darvel and Piersland.

39 pre birth referrals were received in 2009/10 in relation to unborn children. Of these:

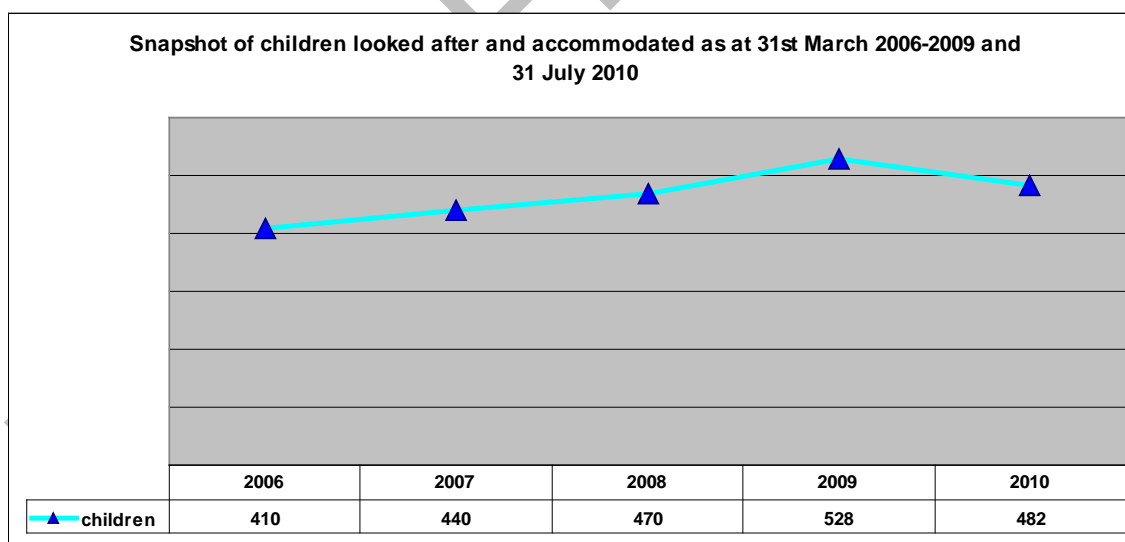
- 33 resulted in pre birth assessments being undertaken.
- 25 pre birth case discussions took place. Addiction staff were invited to attend 6 of these.
- 23 of the pre birth case discussions proceeded to an initial case conference.

Looked after and accommodated children and young people

- There were 482 children looked after by East Ayrshire Council at 31st July 2010 (the reporting period aligns with academic year returns). This represented an increase of 18% from 410 looked after at 31st March 2006. This period included a peak of 528 in 2009. In each of these years the numbers of looked after children expressed as a rate per '000 was higher than the Scotland average.

During the reporting period 2009/10:

- 52 young people aged 16 and over were looked after. This represents 11% of all looked after children, the Scottish average was 10%.
- 41 young people above school leaving age ceased to be looked after 95% had a pathway plan and a pathway co-ordinator compared to the Scottish average of 51% and 69% respectively.
- All 58 young people who left care and were eligible for after care service received a service, compared to 65% nationally.
- Of the 58 children receiving an aftercare service 9% were in employment education or training; the Scottish average was 20%.
- 16% of young people receiving aftercare in East Ayrshire experienced at least one period of homelessness. The Scottish average was 25%



	2006		2007		2008		2009		2010	
	Number	Rate per '000	Number	Rate per '000	Number	Rate per '000	Number	Rate per '000	Number	Rate per '000
EA	410	15.0	440	16.4	470	17.7	528	20.0	482	
Scotland		11.6		12.6		13.4		13.8		

The numbers of looked after children vary significantly across the authority area and those areas with the highest rate per thousand tend to be those identified as being amongst the most deprived. For example for 0-12s the rate per thousand is 23.5 in Shortlees, 20.5 in the area comprising Altonhill South, Longpark and Hillhead and 14.1 in Auchinleck compared to 4.3 in Darvel and 7 in Piersland.

An external review of external placements in 2010 identified that:

- there were not enough local foster carers;
- the need for improved access to child and adolescent mental health services;
- the need for better access to age appropriate addiction services;
- The need to develop intensive support services in Social work and specialist educational services.

Referrals to Social Work Services

- The number of children and family referrals to Social Work services have increased by over 60% from 1746 in 2007 to 2808 in 2009.
- As at 30 Sept 2010 there were 1676 cases allocated to Children and Family teams in East Ayrshire and 63 pending allocation (4.7% of all cases).
- The number of referrals for domestic abuse increased by 15% from 1489 in 2007 to 1711 in 2010.

The numbers of looked after children vary significantly across the authority area and those areas with the highest rate per thousand tend to be those identified as being amongst the most deprived. For example the rate per thousand for 0-12s is 92.7 in Shortlees, 92.7 in the area comprising Altonhill South, Longpark and Hillhead and 52.3 in Auchinleck compared to 36.6 in Darvel and 40.5 in Piersland.

Academic Attainment

- 88% of children attending East Ayrshire secondary schools achieved SCQF level 3 or better in English and Maths compared to 92% of children nationally and 94% in comparator authorities.
- The average tariff score for looked after children leaving school in 2009/10 was 35 (in relation to 19 children) in East Ayrshire compared to a Scottish average of 67. (The Scottish average for all school leavers was 372. However the comparison is influenced by the fact that around 90 per cent of looked after children who left school during 2009/10 were aged 16 years or under when they left school, compared to only 37 per cent of all school leavers being of this age when leaving school).

Additional Support for Learning

- We have identified that some 2810 pupils (15%) on current nursery/school rolls have additional support needs as defined under the Education (Additional Support for Learning) (Scotland) Act 2004 (as amended).
- Outwith special schools, the highest percentage of children with additional support for learning are those in nursery and family centres with 24% of 3-5 year olds identified.

Young Carers

East Ayrshire has a significant population of young carers whose lives can be greatly affected by caring for someone who is ill, frail, disabled or has substance misuse or mental health problems. East Ayrshire Carer's Centre has a dedicated young carer's service which supports Young Carers. There were 784 registered Young Carers with the East Ayrshire Carer's Centre as at 31st March 2011.

WHAT DO CHILDREN AND YOUNG PEOPLE TELL US ABOUT THEIR ASPIRATIONS?

How we listen to the views of children and young people

The rights of children and young people to have their views listened to and be consulted on matters which may affect their lives now or in the future, are enshrined in Article 12 of the United Nations Convention on the Rights of the Child.

There is a strong commitment in East Ayrshire to listening to children and young people and taking account of their views. A number of well established formal mechanisms are in place, including:

- Pupil Councils
- Youth Forums
- Dialogue Youth
- Children and Young Person's Representative Forum (agreed through the Council's formal decision making process as part of Community Planning consultation arrangements)
- Looked after Children and Young People's Forum

Children and young people routinely express their views and concerns to practitioners and a tool was developed to capture these. The C.O.G.S. (Continuous Opportunities for Gathering and Sharing) tool encourages practitioners to record issues of importance to children and young people, report these into planning and service improvement process and feedback the outcomes.

Specific arrangements are also in place to ensure the views of Looked After children and young people are sought, recorded and taken into account. Children resident in each of the three Children's Houses elect representatives to attend the Looked After Children and Young Person's Forum, this provides a platform to raise issues of concern which can be personal or relate to House life.

Have Your Say forms are an integral part of the LAAC Review process and children and young people are supported to give their views by the local Who Cares worker.

As well as these established mechanisms, specific consultations are undertaken on important matters. In the last year this has included:

- Children and young people with additional support needs were consulted on their educational experiences
- Respite care/short break experiences
- Online consultation on children's understanding of child protection language and sources of help
- Consultation event on the Council's proposed budget for 2011/12

How did we consult with children and young people about this plan?

A large scale consultation exercise was undertaken to inform the development of this plan. To ensure participation from a broad age range, a variety of mechanisms was used, including focus groups, an online questionnaire, Voxur (a portable video unit), postcard questionnaires and age appropriate activities for children under 8 years who provided drawings and mind maps.

The results have been collated on an overall results basis and also separately by consultation groupings as different perspectives of children and young people participating became apparent through analysis.

Key messages

- Respondents rated being safe and protected as highest overall, at 99%.
- 98% of all respondents rated additional help for children and young who need it as very important or important.
- Being able to get help from health services such as school nurses, hospitals or dentists was rated as important or very important by 98% of respondents
- Having safe roads was very important or important to 97% of all respondents
- When asked to rate the importance of children and families getting help with problems before these become big problems, 100% of children under 8 years rated this as important or very important
- Crime and anti social behaviour being tackled was rated as important or very important by 97% of respondents
- Having help to learn new things like reading, using numbers and computers was rated as important or very important by 91% of respondents.

There was a notable difference in responses between the focus groups and the broadsweep results with the 92% of Focus Groups respondents rating it very

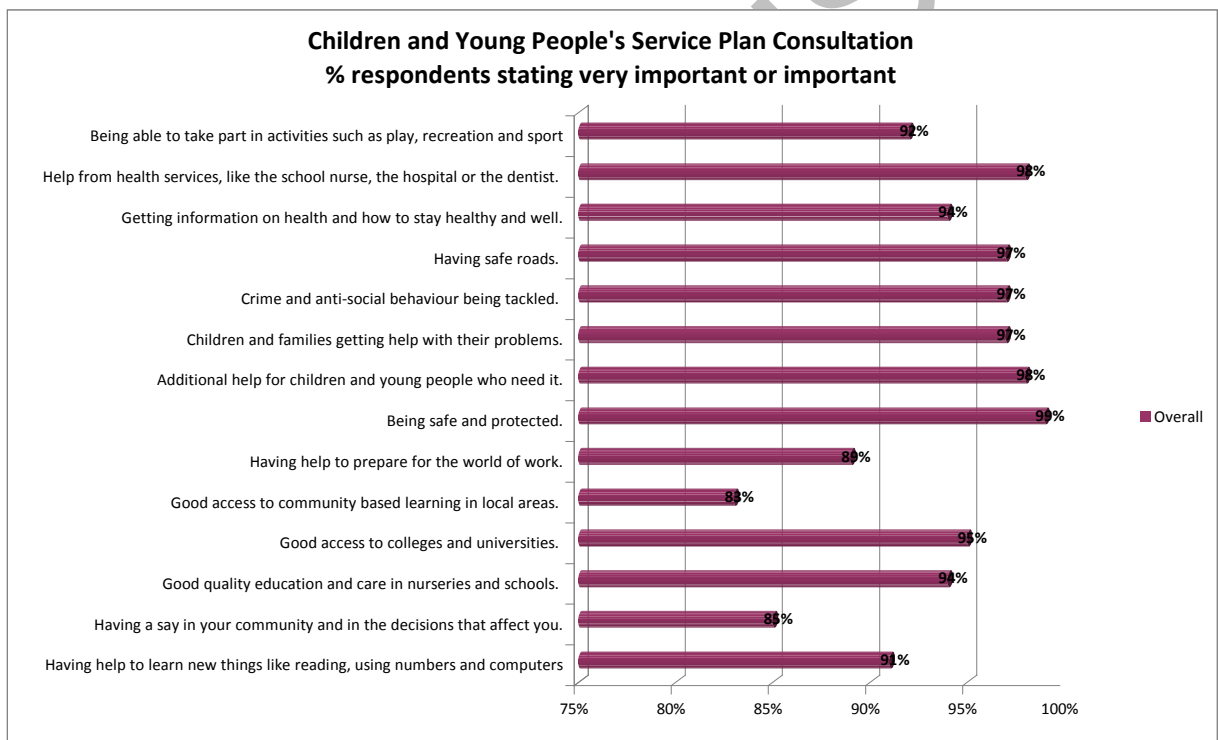
important or important to have a say in community and decisions that affect as opposed to an overall response of 84%.

The young carer focus groups also showed some difference in response across the age groups with 56% of 8-11 year old carers finding it easier to talk to an adult in school if they had a problem as opposed to 0% of 12-13 year olds and 16-21 year olds.

The youngest group of carers also placed less importance on being able to take part in play, recreation and sport with only 44% rating this as important or very important as opposed to 100% of the older young carers.

Further detail in relation to the consultation findings is provided in appendix xx.

The table below provides a summary of the percentage of respondents giving important or very important ratings to the questions:



THE START OF LIFE

The health of children and young people is determined by a number of factors that include lifestyle, life circumstances and access to services. Within East Ayrshire children and young people come from a variety of diverse backgrounds.

The majority of children and young people are well cared for by their parents, and extended family experience good health and well being, and are most likely to have their needs addressed within universal services such as nurseries, GP practices and the health visitor service.

What help are we providing to children and young people at the start of their lives just now?

Planning to meet the needs of our vulnerable youngest children is undertaken on an inter agency basis through the Integrated Assessment Framework. This can include pre-birth assessments where an unborn child is potentially at risk.

Good mental health is an essential part of our vision for children and is one of the key public health priorities within Ayrshire and Arran with a focus on infant mental health.

Good parenting is fundamental for the development of a child's mental health and wellbeing. All parents need to be supported and helped, especially when they are parenting in difficult circumstances. A warm, sensitive and responsive adult is needed to guarantee the best possible outcome for a child. The Solihull Approach is being rolled out across East Ayrshire on a multi-agency basis. This is a way of working and thinking, which helps parents/carers to understand their own emotions and anxieties and in turn strengthens their parenting capacity. The Solihull approach aims to strengthen the relationship between parent and child and support the parent in managing their child's behaviour.

The **Admissions Policy for access to 0-3 services**, gives priority to vulnerable children. Service provision can include a place in a nursery and family centre, access to a Family Care Worker in a centre, at home or on an outreach basis in the community, time with the Pre- School Home-Visiting Teacher or may be a parent and child placement where parents and children attend and work together with staff.

Practice in Nursery and Family Centres is child centred and outcomes focused. All staff in Nursery and Family Centres are now being trained in the **Nurture** model which provides both a preventative and reactive strategy for supporting children and young people experiencing, or at risk of developing, social, emotional and behavioural difficulties.

The **Community Learning and Development** service increasingly gives priority to families with children under 8 years and delivers a range of community based parenting programmes.

Recently a new vision has been developed for very young children comprising a set of principles and associated workstreams. These include targeting vulnerable families and young people and the delivery of outcomes with clear links to sustainable mainstream provision; and supplementing and enhancing the local delivery of services for children, young people, families and adults by strengthening and building the capacity of voluntary and community organisations.

WHY I MIGHT NEED SOME ADDITIONAL HELP

Some families need some additional help. Children or young people may require additional support for a variety of reasons and can include those who:

- have motor or sensory impairments

- are being bullied
- are particularly able or talented
- have experienced a bereavement
- have a learning difficulty
- are looked after by the Council
- are living with parents who are abusing substances
- are living with parents who have mental health problems
- have English as a second language
- are not attending school regularly
- have emotional or social difficulties
- are on the Child Protection Register
- are young carers.

Where there is a need for additional supports a range of services are provided by the NHS and the Council.

What additional supports are we providing just now?

Children, young people and adults learn best and achieve more, in an environment that nurtures personal growth, encourages and enables the development of good relationships, and promotes positive behaviour. The ethos of partners in East Ayrshire is to support and enable all children and young people to feel valued and to experience positive interpersonal relationships. It aims to meet the objectives set out by *The Early Years Framework; Curriculum for Excellence* and *Getting it right for every child*.

Young people and children need to feel safe and secure in their environment and as corporate parents we have a duty to ensure that there are opportunities for children and young people to contribute to the day to day running of their life and that their views are listened to and valued. Enabling families to build positive sustainable relationships is fundamental to the creation and growth of a community.

Where there are concerns for the wellbeing, development or safety of a child or young person a range of specialist interventions can be provided by the NHS, Social Work or Educational Services. Intervention will be triggered by the identification of concerns. This may result in the initiation of child protection proceedings and/or the undertaking of an assessment to identify needs. The outcomes of this assessment can include referral to the Child and Adolescent Mental Health Service (CAMHS) in the NHS, the provision of Social Work supports or specialist Educational supports.

Social Work Services:

Locality Services

Locality based services aim to protect and support children, young people, their families and carers, and to meet their assessed needs. This includes the provision of support for children, families and carers - especially those in difficult circumstances - and acting to ensure that our most vulnerable children have the care and protection. The work undertaken by Locality Services teams includes:

- Frontline referral duty/management
- Investigations into alleged abuse
- Assessment - assessment of the needs, care planning and management of the care of children and vulnerable adults where there is a high degree of risk to self or others; or assessments and decisions that may lead to an individual being detained or deprived of their liberty.

Family Support and Young People Services

Support is provided to young people with the challenges of moving from a residential or foster care environment on to independent living and the capacity to take full responsibility for their lives. This is achieved by ensuring that young people are located within sustainable living arrangements and supportive relationships with others.

Support is provided to young people involved in persistent and/or serious offending who are vulnerable to rapid progression through the criminal justice system towards a custodial sentence.

Family Support and Young People Services have been redesigned to include the establishment of a Children with Disability team which will provide a service to children and young people and work in conjunction with the new Transitions Team in Community Care services with a view to ensuring young people are appropriately supported through the transition to adult care services.

The **Integrated Resource Framework** (IRF) Project which has been developed by the Scottish Government, CoSLA and NHS Scotland is working to enable a better understanding of how resources are used across partners. North Ayrshire Council is leading an element of the programme across Ayrshire in relation to Children with profound and complex needs.

Corporate Parenting Services

The **Corporate Parenting** service works with young people who, for a variety of reasons must live away from home. Children and young people can require to be accommodated at any age from birth to approximately 18 years and in exceptional circumstances can remain in placement up to the age of 21 years. The majority live with foster and kinship Carers. However, some are placed within residential accommodation either in or outwith East Ayrshire. The adoption team manages the process where assessment and the courts have determined that the interests of a child are best met by permanent placement with an adoptive family.

Educational Services:

More Choices More Chances

Within the **Education** service the More Choices More Chances (MCMC) programme works as a partnership to promote positive destinations (employment, education, training) for 16 – 19 year olds leaving school.

EAST (East Ayrshire Support Team)

East Ayrshire Support Team [EAST] brings together the skills and expertise of a range of support staff, including teachers, classroom assistants, early intervention staff and parent support staff. It provides a range of supports to children and young people with additional educational support needs including:

- **Core Support Team**

Supports children and young people with a range of additional support needs in any area of the curriculum, with a particular focus on literacy, numeracy and health and wellbeing. Children and young people who cannot be supported in their school are supported on in 'off school' bases on a multi disciplinary basis.

- **Bilingual Support**

Support to children and young people with English as an Additional Language

- **Language Unit**

Support to pre-school children with language and communication difficulties

- **Visual Impairment Support**

Support to children and young people with visual impairment

- **Hospital Education Support**

Support to children and young people across Ayrshire, who have been admitted to hospital for an extended period or who are frequently readmitted to hospital.

- **Parent and Family Support**

Staff undertake a proactive role in identifying and supporting vulnerable young people and their families.

Commissioned services

A significant amount of expenditure is directed towards providers of specialist residential and secure placements and independent foster care agencies. In addition a range of supports are provided by partner providers including Who Cares? and East Ayrshire Carers Centre (support to young carers).

WHAT OUTCOMES FOR CHILDREN AND YOUNG PEOPLE DO WE WANT TO ACHIEVE?

All public bodies are working towards the outcomes set by the Scottish Government. Those below are particularly relevant for children and young people in East Ayrshire.

- **National Outcome 4:** Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
- **National Outcome 5:** Our children have the best start in life and are ready to succeed.
- **National Outcome 8:** We have improved the life chances for children, young people and families at risk.
- **National Outcome 11:** We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

What outcomes do we want to achieve in East Ayrshire?

We support the national outcomes and have developed a set of local outcomes to help us achieve these in East Ayrshire. These are set out in our Community Plan and SOA for the period 2011 – 15. These are supported by workstreams which comprise a range of actions designed to achieve the outcomes.

How will we deliver these outcomes?

The outcomes and supporting actions range from single specific actions to broader sweep actions where we have linked a specific action plan or strategy to our community planning process.

Our approach can be summarised as follows:

We will:

- **Implement the Child Protection Business Plan** through the strategic outcomes of quality; prevention and early intervention and engagement
- **Implement the Early Years Framework** with a focus on three of the transformational outcomes
- **Further implement the Curriculum for Excellence**
- **Deliver *Looking After Every Child: Children and Young Peoples' Health Strategy for Ayrshire and Arran.***
- Further develop practice through implementation of **GIRFEC** arrangements by continuing with culture and practice change across services
- **Implement our Corporate Parenting Strategy**
- **Reflect the needs of Children and Young People in our approach to tackling Violence Against Women**
- Implement our **Outcomes Guide** for practitioners

- **Implementing our Parenting Support Framework** with a focus on the Solihull approach and Incredible Years
- **Building Community Capacity** by working with individuals and communities to develop resilience

Appendix 1 illustrates how these national and local outcomes relating to children young people and our means of delivering them relate to each other. Appendix 2 comprises a full set of actions relating to children and young people from the Community Plan and this represents our detailed action plan for the period 2011-15.

HOW DO WE NEED TO EQUIP OUR STAFF TO ACHIEVE THESE OUTCOMES?

Learning and Development. How do we ensure our staff have the knowledge, skills and experience they need?

Delivering on our outcomes means that we need to have a competent and confident workforce in place.

Services are subject to regulation by Education Scotland and the Care Inspectorate.

The *workforce* across partners is subject to regulation by the General Teaching Council (GTC) and Scottish Social Services Council (SSSC) and is required to meet specified qualification standards and adhere to codes of practice.

Staff in partner agencies have access to a planned programme of individual learning and development activity through individual agencies or on a partnership basis. As partners we find it useful to come together and share learning and development opportunities or deliver such opportunities on a cross departmental or multi agency basis. Multi agency child protection training is coordinated on behalf of the partnership by a specialist post hosted within the Social Work Training Team. We have consolidated our Scottish vocational Qualification (SVQ) delivery arrangements into a single team which delivers services across the Department for Educational and Social Services.

- Multi-agency Protection Training;
- East Ayrshire SVQ Assessment Centre (ESS)
- EAC Organisational Development Section;
- Social Work Services Training Team;
- EAC Health & Safety Section;
- NHS training opportunities;
- East Ayrshire Alcohol and Drug Partnership
- Violence Against Women Partnership
- External learning and development calendars such as SIRCC

Our approach is consistent with and will support implementation of the proposed Common Core of Skills, Knowledge and Understanding and values for the Children's workforce in Scotland. The proposed common core is designed to help achieve two main aims:

- Remove the unhelpful barriers that exist between different organisations, workers and sectors allowing them to work and communicate more effectively together; and
- Equip the workforce with the skills, knowledge & understanding and values to intervene early, tackle inequalities and build capacity within children, young people, families and communities to better help themselves.

Workforce planning

We also need to have the right staff delivering the right services in the right place. We have redesigned our Children and Families service within Social Work Services, our specialist Educational services and our NHS Community Nursing and Health Visitor services.

We need to anticipate future requirements such as the need for all residential children's house staff to have degree level qualifications and for Managers / Lead Practitioners of Early Education and Childcare Services to be qualified to Scottish Credit and Qualifications Framework Level 9.

WHAT RESOURCES DO WE HAVE AVAILABLE TO ACHIEVE OUR OUTCOMES?

Significant financial and staff resources are committed to our children's services by partners.

Within the Council the main areas of expenditure are:

- Children and Families Social Work Services
- Early Years and Childcare Services
- Schools
- Specialist Educational Services
- Community Learning and Development
- Leisure services

This includes expenditure on externally purchased services as well as those directly provided.

Council expenditure on children's services has been significantly reprofiled over the last three years reflecting both demographic issues, service pressures, budget pressures and investment decisions.

The budget agreed by the Council for 2010/11 included additional investment in Children and Families Social Work Services of £700K (full year). Funding was for the purpose of improving outcomes for children by supporting them to live with their families when it is safe and appropriate to do so. The longer term aim is to reduce the number of children who are looked after and accommodated by the Council through the development of a tiered approach to intervention.

From 2011 Councils were required to provide free pre-school education to all children from their third birthday and some additional funding was identified to implement this in accord with the priorities outlined in the Early Years Framework.

Expenditure on Early Education and Childcare, Special Education and School Support services has declined overall as a result of falling school rolls and efficiency targets within the overall budgetary framework. However, within this context specialist educational services have been redesigned with a focus on Early Intervention and intensive support with children and families social work services. Within existing resources support for children under three years of age has been redesigned with a sharper focus on supporting parents.

It is anticipated that the Council will continue to experience significant pressures on budgets during the life of this plan.

Within the NHS expenditure on services to children covers the following aspects of service:

- In patients
- Day cases
- Out patients
- Health visiting
- Child health
- Community child and adolescent mental health services
- Referrals to other health boards (e.g. NHS Greater Glasgow and Clyde in respect of referrals to Yorkhill Children's Hospital)

NARRATIVE FOR NHS REQUIRED

Identification of expenditure by local authority area requires in some instances a proportional apportionment of overall budgets. On this basis NHS Ayrshire and Arran spent £10,448m on children's services in East Ayrshire in 2010/11 and has budgeted to spend the same amount in 2011/12.

Partners are working towards the production of common financial information based on strategic needs which will support service redesign, aligned and pooled budgets, as appropriate.

Pie chart

OUTCOMES TABLE

NATIONAL OUTCOMES	WHAT OUTCOMES DO WE WANT TO ACHIEVE IN EAST AYRSHIRE?	HOW WE WILL DELIVER THESE OUTCOMES
<p>National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.</p>	<p><u>Promoting Lifelong Learning Action Plan</u></p> <p>Local Outcome 1 Literacy and numeracy skills for children, young people and adults improved.</p> <p>Local Outcome 2 Positive and sustained destinations for learners improved.</p> <p>Local Outcome 3 Community capacity, spirit and cohesion developed.</p> <p><u>Delivering Community Regeneration</u></p> <p>Local Outcome 3 Skills development and employability improved.</p>	<p>We will:</p> <ul style="list-style-type: none"> • Deliver the Curriculum for Excellence <p>Children and young people are encouraged to contribute to the work of the school and, from the earliest stages, to exercise their responsibilities as members of a community.</p> <p>The desired national outcomes for children and young people, from the Curriculum for Excellence, are that all children should be:</p> <ul style="list-style-type: none"> • Confident Individuals • Effective Contributors • Successful Learners • Responsible Citizens

<p>National Outcome 5: Our children have the best start in life and are ready to succeed.</p>	<p><u>Improving Health and Wellbeing Action Plan</u></p> <p>Local Outcome 1 Active, healthy lifestyles and positive behaviour change promoted.</p> <p>Local Outcome 5 Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included.</p>	<ul style="list-style-type: none"> • Implement the Early Years Framework <p>This approach recognises the right of all young children to high quality relationships, environments and services which offer a holistic approach to meeting their needs.</p> <ul style="list-style-type: none"> • Parenting Support Strategy <p>We will develop our approach to implementing the four key principles Scottish Government's Early Years Strategy below:</p> <ul style="list-style-type: none"> • We want all to have the same outcomes and the same opportunities; • We identify those at risk of not achieving those outcomes and take steps to prevent that risk materialising; • Where the risk has materialised, we take effective action; • We work to help parents, families and communities to develop their own solutions using accessible, high quality public services as <ul style="list-style-type: none"> • Deliver <i>Looking After Every Child: Children and Young Peoples' Health Strategy for Ayrshire and Arran.</i> <p>The overarching aims of the strategy are to ensure that:</p>
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		<ul style="list-style-type: none"> - All children and young people will be able to adopt healthy lifestyles - All children and young people will be central to decisions that affect their health and well-being - We will improve health outcomes for children and young people by working closely with our partners - Health services will support the reduction of health inequalities by ensuring all children and young people are able to access services <ul style="list-style-type: none"> • Implement our outcomes guide for practitioners <p>This has been produced to help staff gain a better understanding of improving outcomes for children, young people, their families and their carers in the context of GIRFEC arrangements.</p>
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<ul style="list-style-type: none"> • National Outcome 8: We have improved the life chances for children, young people and families at risk. 	<p><u>Improving Community Safety</u></p> <p>Local Outcome 2 Preventative and diversionary activity delivered.</p> <p>Local Outcome 4 Protection of children and the safety of vulnerable adults individuals and families promoted.</p> <p><u>Improving Health and Wellbeing Action Plan</u></p> <p>Local Outcome 2 Alcohol and drug related harm reduced.</p>	<ul style="list-style-type: none"> • Implement the Child Protection Business Plan We recognise that there is a close connection between the Children and Young Peoples Service Plan and the Child Protection Committee Business Plan and will ensure that these complement and support each other during their lifetime. The CPC business Plan has a specific focus on the protection of children and young people. • Deliver <i>Looking After Every Child: Children and Young Peoples' Health Strategy for Ayrshire and Arran.</i> The overarching aims of the strategy are to ensure that: <ul style="list-style-type: none"> - All children and young people will be able to adopt healthy lifestyles - All children and young people will be central to decisions that affect their health and well-being - We will improve health outcomes for children and young people by working closely with our partners - Health services will support the reduction of health inequalities by ensuring all children and young people are able to access services
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		<ul style="list-style-type: none"> • Develop practice through implementation of GIRFEC arrangements <ul style="list-style-type: none"> - The <i>Getting it right for every child</i> approach is about how practitioners across all services for children and adults meet the needs of children and young people, working together and building a team approach around the needs of the child or young person where necessary to ensure that they reach their full potential. It is designed to ensure that all children are: <ul style="list-style-type: none"> • Safe, • Healthy, • Active, • Nurtured, • Achieving, • Respected, • Responsible, • Included. <p>These are known as the ‘wellbeing indicators’ and are remembered by the acronym <i>S.H.A.N.A.R.I.</i></p> • Implement our Corporate Parenting Strategy <p>This will include the development of a new children’s house, a strategy for young people leaving care and the provision of opportunities for young people to participate in leadership and community based activities.</p>
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<ul style="list-style-type: none"> • National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others. 	<p>Local Outcome 3</p> <p>Impact of multiple deprivation and poverty on the health and wellbeing of the most vulnerable individuals and communities addressed.</p>	<ul style="list-style-type: none"> • Community Capacity Building <p>We will deliver our proposals in relation to engagement with communities around the three workstreams:</p> <ul style="list-style-type: none"> • Community space • Community Services/Activities • Community empowerment/engagement
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East Ayrshire Community Plan 2011-15 actions relating to Children and Young People

Delivering community regeneration				
	Actions	Projected Outputs	Timescale	Action Owner
3.2	Employability			
3.2a	Increase employment opportunities in the More choices More chances (MCMC) cohort including Looked After and Accommodated Children (LAAC)	<ul style="list-style-type: none"> Numbers of young people accessing Modern apprenticeships and other initiatives increased. Guaranteed places in training programmes for LAAC. 	2011-15 2011-15	EAC – skills Development and employability Service; colleges; SDS Employability Forum Partners
Promoting Lifelong Learning				
	Actions	Projected Outputs	Timescale	Action Owner
1.1	Increase attainment in literacy and numeracy skills for children, young people and adults			
1.1a	Implement agreed literacy programmes across all learning establishments and learning providers	<ul style="list-style-type: none"> Standardised literacy programmes agreed and implemented for all educational establishments for 3 -18 year olds 	2011 - 15	Schools
1.1b	Deliver a range of ICT literacy skills programmes for children, young people and adults	<ul style="list-style-type: none"> 100% of children and young people participated in a range of ICT literacy sessions each academic sessions 500 adults participated in ICT literacy sessions in Libraries per year 	2011 - 15	Schools / CLD/ Library Service
1.1c	Develop a range of literacy and numeracy programmes for adults (Aged 16+ years)	<ul style="list-style-type: none"> 600 adults participated in literacy and numeracy programmes per year 	2011 -15	CLD
1.1d	Work with parents/carers to improve the development of	<ul style="list-style-type: none"> 30% of parents reported increased confidence through use of the Rickter Scale 	2011 - 15	Schools/CLD

	literacy and numeracy skills for children and young people at home			
2.1	Develop skills for life, learning and work			
2.1a	Embed the principles and practice of Curriculum for Excellence in all learning environments for children, young people and adults	<ul style="list-style-type: none"> • Learners programmes and assessment moderation and reporting matched to the principles of Curriculum for Excellence • Increased participation in wider achievement programmes implemented for young people 	2011 - 15	All partners
2.1b	Support young people in senior phase education (S4-S6) to attain appropriate qualifications which help them move to a positive and sustainable destination	<ul style="list-style-type: none"> • Range of appropriate pathways and support systems implemented to increase performance levels 3-6 in SCQF examinations by up to 3% per year 	2011 - 15	Schools
2.1c	Improve retention and completion rates at local colleges and the University of the West of Scotland	<ul style="list-style-type: none"> • 85% of young people completing Higher Education Courses at college/university per year 	2011 - 15	Kilmarnock and Ayr Colleges; University of the West of Scotland; Secondary schools
2.1d	Provide support systems to assist the more vulnerable into positive and sustained destinations	<ul style="list-style-type: none"> • Personal and Social Education (PSE) input for Special Schools and Supported Learning Centres provided • 300 young people leaving school supported by Transitional Support Workers working with SDS and training providers during term time and holidays. 	2011 - 15	SDS; Colleges; schools

		<ul style="list-style-type: none"> • Personal Support Plans reviewed annually in respect of positive destinations • Number of school leavers not in education, employment or training match national comparison levels 		
2.1e	Implement a range of activities to deliver community based learning recognising wider achievement	<ul style="list-style-type: none"> • 55 community based learning opportunities delivered per year, for example, in relation to: <ul style="list-style-type: none"> - Parenting - Health • 51 youth achievement programmes delivered per year, for example: <ul style="list-style-type: none"> - Duke of Edinburgh awards - East Ayrshire Youth awards 	2011 - 15	Library Service; CLD Volunteer Centre
2.1f	Strengthen employer engagement to help young people and adults move into sustained employment	<ul style="list-style-type: none"> • Number of people starting a Modern Apprenticeship increased to 500 each year • Achievement rate for young people on Get Ready for Work increased to 50% • 10 'Skills for Work' courses delivered in the community per year 	2011 - 15	SDS; Get Ready for Work (GRFW) Providers; Employers
2.1g	Utilise the Business Enterprise Fund to support young people into sustained vocational destinations	<ul style="list-style-type: none"> • Business Enterprise Centres developed in each secondary school to meet the needs of the local community • Business Enterprise activity rolled out to the post – 14 cohort 	2011 - 15	EAC – secondary schools; Colleges; Business partners

2.1h	Further develop business links to build on skills for work, life and learning	<ul style="list-style-type: none"> • Entrepreneurship promoted with young people as part of the curriculum in schools, colleges and CLD Sector • Young people better able to make informed choices about future destinations (measured through pupil interview/survey) 	2011 - 15	Schools; Colleges; SDS
2.1i	Promote arts and culture as part of the whole school ethos to compliment and enrich children and young people's learning experiences	<ul style="list-style-type: none"> • Creative Learning Network and GLOW site formed and developed • Partnerships with local and national arts and cultural organisations enhanced. 	2011 - 15	ESS Creative Minds and Instrumental Music Service
2.1j	Develop the number and range of arts and cultural opportunities for children and young people	<ul style="list-style-type: none"> • 4 major performance/exhibition opportunities provided per year for 600 pupils • 20 extra curricular music making opportunities provided per year • Summer school programme developed to include activities during other holiday periods involving 300 pupils per year 	2011 - 15	ESS creative Minds in Instrumental Music Service supported by Leisure, Cultural and Countryside Services
2.2	Children and young people with additional support needs (including profound and complex needs) supported			
2.2a	Support young people with additional support needs (ASN) to secure a sustainable destination that meets their needs	<ul style="list-style-type: none"> • Percentage of school leavers with ASN not in education, employment or training improved year on year from 2010 baseline of 75% 	2011 - 15	SDS; Colleges; Schools
2.2b	Support young people with	<ul style="list-style-type: none"> • Educational and Social Services and college 	2011 – 15	ESS – Schools;

	profound and complex needs to secure a sustainable destination that meets their needs	<p>providers ensure post learning provision prepares young people with individual life/training pathway appropriate to individual needs. 0% baseline</p> <ul style="list-style-type: none"> • 		Colleges
2.2c	Continue to support partners to improve the attainment and attendance of Looked After children	<ul style="list-style-type: none"> • Unified Points Score (UPS) points gained by Looked After and Accommodated Children increased year on year from 37 points at March 2010 • Attendance of Looked After and Accommodated Children in secondary schools improved year on year from 93.5% at March 2010 • Attendance of Looked After children in secondary schools improved year on year from 72.4% at March 2010 	2011 - 15	ESS; Third Sector
3.1	Children, young people and adults volunteering in the community enhanced			
3.1a	Implement activities to recruit and train new volunteers to meet the demands of the community	<ul style="list-style-type: none"> • 25 volunteering campaigns and training programmes organised per year 	2011 - 15	Volunteer Centre; CVO; Colleges; EAC – Educational and Social Services and Leisure Services
3.1b	Work in partnership to improve the diversity and range of volunteering opportunities	<ul style="list-style-type: none"> • 5 diversity initiatives implemented per year to promote volunteering opportunities in Education, Sports and Leisure, and Health • 5 Intergenerational programmes delivered per year 	2011 - 15	
3.1c	Provide a range of upskilling opportunities to existing volunteers to improve their	<ul style="list-style-type: none"> • 20 upskilling opportunities delivered for existing volunteers per year 	2011 - 15	

	skills			
3.1d	Increase the number of children and young people who gain experience in volunteering	<ul style="list-style-type: none"> 30 volunteering places taken up per year including active citizenship and leadership initiatives 	2011 - 15	
3.1e	Establish measures to evaluate the increase in skills and confidence of volunteers and the overall impact of volunteering on the local community	<ul style="list-style-type: none"> Rickter Scale used to sample 20% of volunteers to measure increased confidence, skills and resilience per year 10 Organisations surveyed per year 	2011 - 15	
3.2	Support to community and voluntary organisations promoted			
3.2a	Redouble efforts to support and voluntary organisations	<ul style="list-style-type: none"> Community Capacity Building Toolkit utilised by partners to build the capacity of new and existing organisations by identifying their support and development needs <ul style="list-style-type: none"> 25 Assessments implemented per year 20 community representatives participated in joint training per year Support provided to 400 local community and voluntary organisations 	2011 - 15	EAC – CLD, Early Education and Childcare and Leisure Services; Volunteer Centre; CVO (East Ayrshire); Ayrshire Business in the Community; Federations of Community Groups
3.2b	Promote community capacity and resilience	<ul style="list-style-type: none"> Additional funding obtained by community and voluntary organisations increased by £100,000 by 2015 4 organisations supported to manage their own services by 2015 	2011 - 15	EAC – CLD and Leisure Services

3.2c	Continue to support the strategic engagement of the community in the planning and decision making of Community Planning Partners	<ul style="list-style-type: none"> Series of Forum meetings convened annually to consider local and strategic priorities <ul style="list-style-type: none"> Local Community Planning Forums Children and Young People's Forum Equalities Forum 	2011 - 15	CLD
Improving Health and Wellbeing				
	Actions	Projected Outputs	Timescale	Action Owner
1.1	Physical activity and healthy eating			
1.1b	Integrate maternal, infant and early years nutrition training (including breastfeeding, formula feeding and weaning) into inter agency training programmes for early years staff and other child care providers	Healthy Eating <ul style="list-style-type: none"> 2 staff training sessions on maternal and infant nutrition delivered per year 	2011 - 15	Improving Health Group – CHP Lead Officer Public Health (NHS Public Health)
1.2	Oral health			
1.2a	Deliver training for 'Search for a Smile', pilot its implementation and, pending results, rollout to all primary and special needs schools	<ul style="list-style-type: none"> 48 teaching staff (total) trained on basic oral health promotion and use of new educational resource 'Search for a Smile' programme rolled out 	2011 - 15	Improving Health Group – CHP Lead Officer Public Health (NHS Oral Health)
2.2	Education: preventing alcohol and drug use in young people			
2.2a	Implement Substance Misuse Education aligned of Curriculum for Excellence in	<ul style="list-style-type: none"> Substance Misuse Education embedded into school curriculum and written into school improvement plans – implemented in all 	2012/13	CHP Lead Officers for ADP

	all educational establishments	secondary schools		
2.2b	Utilise key professional expertise to reinforce lessons on substance misuse	<ul style="list-style-type: none"> Teachers' plans developed with external agencies to support the delivery of lessons on substance misuse A least 2 experts invited by each secondary school to support lessons 	2011 - 15	
2.2c	Provide ongoing Continuing Professional Development for staff on basic alcohol and drug awareness	<ul style="list-style-type: none"> All professionals working with young people to participate in basic alcohol/drug awareness sessions – 9 sessions delivered: one per learning community 	2012/13	
2.2d	Raise awareness of alcohol/drug services available to support young people	<ul style="list-style-type: none"> Information on alcohol and drug services included in existing media available to all schools/educational establishments 	2012/13	
2.2e	Offer workshops to parents/carers to raise awareness of basic alcohol/drugs	<ul style="list-style-type: none"> 1 workshop offered to parents/carers in every learning community 	2012/13	
2.3	Prevention Community focused: Positive attitudes positive choices			
2.3c	Increase opportunities for diversion activities for young people	<ul style="list-style-type: none"> 23,000 attendances by children and young people at positive sport leisure opportunities per year 	2011 - 15	
2.4	Prevention Early Intervention: Children and Families Affected by Parental substance Misuse			
2.4a	Identify children and young people affected by parental substance misuse at an early age	<ul style="list-style-type: none"> Multi-agency training provided to all partnership staff 	2011 -15	CHP Lead Officers for ADP (ADP Advisory Group)
2.4b	Strengthen the focus of adult substance misuse professionals on the impact	<ul style="list-style-type: none"> Assessment tools revised to include consideration of impact o children and families 	2011/12	CHP Lead Officers for ADP (ADP

	on children			Advisory Group)
2.4c	Review different models of available family therapy	<ul style="list-style-type: none"> Model adopted to reduce the risks and impact of drug and alcohol misuse on users' children and family members 	2012/13	CHP Lead Officers for ADP (ADP Advisory Group)
2.4d	Provide age appropriate alcohol and drug services and support for children and young people	<ul style="list-style-type: none"> Life opportunities improved through supporting the social, educational and economic potential of children through reduction of impact of parental substance misuse 	2011 - 15	CHP Lead Officers for ADP
2.6	Protection: Reducing consumption and law enforcement			
2.6a	Tackle alcohol and drug related crime	<p>Alcohol</p> <ul style="list-style-type: none"> Monitored licensed premises visited, including to ensure compliance with bottle marking scheme Reports submitted to Licensing Board Intelligence led youth alcohol action plans implemented during school holiday periods 1 Test Purchase operation implemented per month to ensure compliance with licensing age restrictions Stop searches of young people for alcohol implemented <p>Drugs</p> <p>Community intelligence developed to:</p> <ul style="list-style-type: none"> Identify those concerned in the supply of controlled drugs 	2011 - 15	<p>CHP Lead Officers for ADP (Strathclyde Police)</p> <p>CHP Lead Officers for ADP (Strathclyde Police)</p>

		<ul style="list-style-type: none"> - target offender • Target packages to deal with drug supplies increased • Disclosures in relation to drugs supply made to East Ayrshire Council increased to allow action to be taken by the council, as appropriate 		
3.2	Tackling the causes of poverty and building financial capability			
3.2e	Provide information on Credit Union financial products and services	<ul style="list-style-type: none"> • 200 members used easy saving facilities per year • 80 members benefited from obtaining low cost loans per year • 12% annual growth in new junior savers, against a baseline of 597 junior savers in April 2010 • 1 major marketing campaign implemented per year • 4 community events implemented per year 	2011 - 15	CHP Lead Officer for Financial Inclusion (Credit Unions)
5.1	Improving the health and wellbeing of children and young people			
5.1a	Provide opportunities to improve the health and wellbeing of children and young people through encouraging them to adopt an active and healthy lifestyle	<p>Early Years</p> <ul style="list-style-type: none"> • 2,500 preschool children participated in active play in community based settings per year during term time and seasonal periods • 1 pilot Mind, Exercise, Nutrition, Do it (MEND) programme delivered tackling health inequalities for 10 children aged 2-4 years and their families 	<p>2011 – 15</p> <p>2012/13</p>	Improving Health Group – CHP Lead Officer Public Health (EAC Leisure)

		<p>Primary School Aged Children</p> <ul style="list-style-type: none"> • 3,000 primary school aged children participated in active play activities per year during term time and seasonal periods • 6,500 children and young people participated in outdoor play opportunities during term time and seasonal periods per year • Annual programmes delivered within 43 Primary Schools to children aged 5-12 years • Minimum of 8 weekly community based programmes delivered to children aged 5-12 years • Percentage of primary school aged children with a SHOUT Card maintained on an annual bases of 94% • 600 children progressed from school to a minimum of 35 community based sports clubs per year <p>Children and Young People with Additional Support Needs (ASN)</p> <ul style="list-style-type: none"> • Programmes delivered within 7 ASN establishments to children and young people with additional support needs 	<p>2011 – 15</p> <p>2012/13</p> <p>2012/13</p> <p>2012/13</p>	<p>Improving Health Group – CHP Lead Officer Public Health (EAC Active Schools)</p> <p>Improving Health Group – CHP Lead Officer Public Health</p>
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		<ul style="list-style-type: none"> • Minimum of 4 weekly community based programmes delivered to children and young people with additional support needs <p>Targeted Interventions</p> <ul style="list-style-type: none"> • 36 families supported per year to complete the MEND (Mind, Exercise, Nutrition... Do it!) Programme as a means of tackling childhood obesity • Minimum of 6 Jumpstart programmes delivered per year • Minimum of 6 Jumpstart Choices (whole class approach) programmes delivered per year <p>Secondary School Aged Young People</p> <ul style="list-style-type: none"> • 'Free to Dance' programme delivered in partnership with Y dance for 250 pupils per year • Young Ambassadors Programme supported in 9 secondary schools and 18 senior pupils recruited an train as Ambassadors per year • 450 volunteers delivered Active Schools activities per year 	<p>2011 – 15</p> <p>2011 - 15</p> <p>2011 – 15</p>	<p>(EAC Leisure)</p> <p>Improving Health Group – CHP Lead Officer Public Health (NHS Ayrshire and Arran Health Promotion)</p> <p>Improving Health Group – CHP Lead Officer Public Health (EAC Active Schools)</p>
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		<ul style="list-style-type: none"> • 220 adult volunteers gained Scottish Governing Body (SGB) awards per year • 30% of total usage in sports halls/facilities comprising children and young people of school age • 90 secondary pupils delivered Active Schools activities per year • 60% of secondary pupil volunteers achieved recognised qualifications per year • 40% retention of volunteers per cluster • 9 Sports Leadership Programmes operated in 9 secondary schools – minimum of 10 pupils completing awards per school per year • Delivery of and training for a range of sport and physical activity opportunities co-ordinated for all school age children per year • Participation of girls and young women in physical activity and sport increased by 30% (Baseline participation figures in 2009/10 – 2,157 secondary school aged young women and 2,800 primary school aged girls participated in extracurricular physical activity and sport) • 1,000 children participated in Transitional Festivals/Transitional stages per year 	<p>2011 – 15</p> <p>2011 – 15</p> <p>2011 - 15</p>	<p>EAC – Community Recreation</p> <p>Improving Health Group – CHP Lead Officer Public Health (EAC Active Schools)</p>
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		<ul style="list-style-type: none"> 50 parents participated in parent child sessions per year 		
5.1b	Work in partnership to address the health needs of vulnerable children and young people and facilitate integration into mainstream services	<ul style="list-style-type: none"> Age appropriate toy packs provided to homeless children and young people Uptake of sports and physical activity promoted via weekly Sports Motivation visits to 3 East Ayrshire residential Children's houses 1 healthy eating programme delivered per year in 3 East Ayrshire residential Children's houses Health Promoting Children's Houses based on the National Health Promoting Framework implemented 	<p>2011 – 15</p> <p>2011 – 15</p> <p>2011 – 15</p> <p>2014/ 15</p>	<p>Improving Health Group – CHP Lead Officer Public Health (EA Churches Homelessness Action)</p> <p>Improving Health Group – CHP Lead Officer Public Health (EAC Leisure)</p> <p>Improving Health Group – CHP Lead Officer Public Health (NHS Health)</p>

				Promotion)
5.1c	Increase the awareness and knowledge of the factors which affect sexual health and wellbeing	<ul style="list-style-type: none"> Action plan developed to support the implementation of Teenage Pregnancy Guidance by March 2012 and progress reported annually 	2012 - 15	Public Health (NHS Health Promotion)
5.1d	Deliver smoking prevention initiatives	<ul style="list-style-type: none"> 20 front line children's services providers trained in use of smoke free home and car pack 500 sign ups to 'Smoke Free Homes' campaign 	2014/15	
5.1e	Roll out "Search for a Smile" to all primary and special needs schools.	<ul style="list-style-type: none"> "Search for a Smile" embedded in oral health promotion programmes within the primary school setting (43 mainstream P1-P7 and 4 additional needs support establishments) – fits within Curriculum for Excellence Framework. 	2013/14	Improving Health Group – CHP Lead Officer Public Health (NHS Oral Health)
5.1f	Roll out community development oral health pilot project (North West Kilmarnock) to Dalmellington and Doon Valley including establishment of: <ul style="list-style-type: none"> Baby bottle swap Dental role play 	<ul style="list-style-type: none"> Baby bottle swap established in 7 early years establishments (including community centres and nurseries) Dental role play established in 5 early years establishments (nursery and primary) 	2012/13 2012/13	
5.1g	Implement Fluoride Varnish Application Programme in targeted nurseries and primary schools to achieve HEAT H9 target by 2014	<ul style="list-style-type: none"> Children in targeted nursery schools offered fluoride varnish application twice a year to achieve 60% coverage of 3-4 year old child population in each SIMD quintile 	2011-15	Improving Health Group – CHP Lead Officer Public Health (NHS Oral Health)
5.1h	Implement nursery and school tooth brushing programme	<ul style="list-style-type: none"> All nursery age children and children in targeted primary schools offered the tooth brushing programme annually 	2011-15	
5.2	Corporate Parenting			
5.2a	Implement the Corporate	<ul style="list-style-type: none"> 50 staff trained annually across agencies as part 	2011/14	CHP Lead

	Parenting Action Plan which seeks to improve the lives of looked after children	<p>of the roll out the "We can and Must Do Better" Multi-agency Training Programme (Phase 2)</p> <ul style="list-style-type: none"> • Opportunities provided for looked after young people to participate in leadership and community based activities • Strategy for supporting young people leaving care developed and implemented • Accommodation for looked after children and young people improved through provision of a new children's house in Kilmarnock 	<p>2011/14</p> <p>2011/14</p> <p>2011/12</p>	Officer for Corporate Parenting
5.3	Early Years			
5.3a	Improve joint working and communication across agencies and increase capacity practitioners working within early years	<ul style="list-style-type: none"> • 12 practitioners across early years, social work and health trained as trainers to deliver the Solihull Approach to practitioners • 200 Practitioners across early years, social work and health trained in using the Solihull Approach in their work with parents. 	2013/14	CHP Lead Officer for Early Years (Early Years Integrated Framework Sub Group)
5.3b	Review and monitor the impact of the Solihull Model on the effectiveness of joint working and practice	<ul style="list-style-type: none"> • 200 practitioners across early years, social work and health trained in using the Rickter Scale to assess. • Impact of the Solihull Approach in their work with parents evaluated 	2013/14	
5.3c	Increase positive parenting skills across the East Ayrshire Area	<ul style="list-style-type: none"> • 25% of parents self reporting improved mental health and parenting capacity using Rickter Life Style or Parenting Frame of Reference 	2013/14	
5.3d	Further develop a nurture approach in a child's early years	<ul style="list-style-type: none"> • Nurture approach adopted by: <ul style="list-style-type: none"> - All nursery and family centres - Selected primary schools 	2011/15	

		<ul style="list-style-type: none"> - 25,00 attendances per year by young people • 20 community based youth groups delivered to engage with young people 	2011-15	EAC – Community Learning and Development : Voluntary
2b	Prevent and divert children and young people from crime and anti-social behaviour through early intervention	<ul style="list-style-type: none"> • Interactive and engaging programmes on substance misuse delivered in every secondary school in line with Curriculum for Excellence • 1 workshop offered to parents/carers to raise basic awareness of alcohol/drugs per learning community • 9 Continuous Professional Development (CPD) programmes on alcohol and drug awareness delivered to professionals working with young people – 1 per learning community • NewStart programme delivered to support and offer an alternative to young people involved with drugs and alcohol and at risk of offending <ul style="list-style-type: none"> - 20 young people actively • 4 targeted peer education programmes delivered to raise awareness of issues of importance to young people in our communities • 2,600 youth outreach contacts made to engage with hard to reach young people on the street • Services of Barnardos Asix Project in relation to young people aged 11-17 years further 	2011/12 2011/12 2011/12 2011/15 2011-15 2011-15 2011/12	EAC – Educational and Social Services EAC – Educational and Social Services EAC – Educational and Social Services EAC – Community Learning & Development EAC – Educational and Social Services EAC –

		<p>developed:</p> <ul style="list-style-type: none"> - Education, advice and awareness raising provided to young people in relation to alcohol - Brief interventions implemented with young people on their alcohol use - More intensive interventions implemented with young people with emerging or established alcohol problems <ul style="list-style-type: none"> • Diversion, early intervention and intensive intervention services for young people involved in crime and anti-social behaviour developed: <ul style="list-style-type: none"> - Multi-agency review of current local systems, processes and services initiated - New types of services, methods of intervention developed and implemented 	<p>(Current period of funding provided by the Alcohol & Drugs Partnership)</p> <p>2011/12</p>	<p>Educational and Social Services</p> <p>EAC- Educational and Social Services</p>
2c	Support vulnerable children, young people and families to be involved in positive activities	<ul style="list-style-type: none"> • Pack of information on positive activities included with all Letters of Concern, Antisocial Behaviour Contacts and Unacceptable Behaviour Notices – 100 per year • Family Play Programme for prisoners and their children at HMP Kilmarnock delivered to encourage family bonding and social interaction – 1 prison family play event per year • 4 campaigns per year implemented to promote the range of positive activities among those working closely with vulnerable young people, 	<p>2011-15</p> <p>2011/12* Externally Funded</p> <p>2011-15</p>	<p>EAC – Community Safety</p> <p>EAC – Leisure Services</p> <p>EAC - Leisure Services</p>

		<p>including Health Visitors, Community Police and Social Workers</p> <ul style="list-style-type: none"> • Specific support provided to involve young people looked after in East Ayrshire Children's Houses in positive community based activities – minimum of 12 young people per year • 1 pilot programme of community based positive interventions to assist the recovery of people from addiction to drugs/alcohol delivered in Ward 2 Kilmarnock North 	<p>2011-15</p> <p>2011/12</p>	<p>EAC – Leisure Services</p> <p>Strathclyde Police & Community Planning Partners</p>
4	Protection of children and the Safety of vulnerable Adults, Individuals and Families Promoted			
4a	Implement the Adult Protection Business Plan	<ul style="list-style-type: none"> • Partnership arrangements and communication for Adult Protection strengthened • Policy and procedural arrangements improved to support practice Knowledge and skills of workforce and stakeholders enhanced • Arrangements for engagement with and the provision of information to the public further developed • Systematic process for monitoring performance through audit and evaluation established 	2011-15	Adult Protection Committee
4b	Implement the Child Protection	<ul style="list-style-type: none"> • Child Protection Business Plan, including key 	2011/12	Child Protection

	Business Plan	<p>priorities for 2011-14 agreed by Child Protection Committee (CPC)</p> <ul style="list-style-type: none"> Engagement with practitioners strengthened through the development of practitioner networks Connections with the voluntary sector strengthened Ways of involving communities in preventing child abuse developed through identifying ways in which communities can help to keep children safe 	<p>2011-15</p> <p>2011-15</p> <p>2011-15</p>	Committee
4c	Implement the Strategic Oversight Group Action Plan – Multi Agency Public Protection Arrangements (MAPPA)	<ul style="list-style-type: none"> Key priorities agreed by Strategic Oversight Group Governance arrangements improved Audit of policies/procedures undertaken and Action Plan agreed Action Plan implemented Performance Framework developed and implemented 	<p>2011/12</p> <p>2011/12</p> <p>2011/12</p> <p>2012-2015</p> <p>2011/12</p>	South West Scotland Strategic Oversight Group (MAPPA)
4d	Address the needs of victims of crime, including victims of domestic abuse	<ul style="list-style-type: none"> Number of victims referred to Victim Support for a service tailored to their needs maintained at current level Number of referrals for domestic abuse alarms 	2011/12	<p>Victim Support</p> <p>Women's Aid,</p>

		and security measurers within the homes of victims of domestic abuse maintained at current level		Strathclyde Police, EAC – Community Safety
4e	Establish the East Ayrshire Violence Against Women Partnership (EAVAWP)	<ul style="list-style-type: none"> • East Ayrshire Violence Against Women Partnership formally established with governance arrangements in place • Multi agency seminar held to raise awareness and inform the development of an action plan and associated work plan • Violence Against Women Action Plan developed, approved and implemented 	<p>2011/12</p> <p>2011/12</p> <p>2011-15</p>	EAC – Children and Families and Criminal Justice

TO BE FINALISED