

EAST AYRSHIRE COMMUNITY HEALTH PARTNERSHIP

10 September 2010

COMMUNITY PLAN FOUR-YEARLY REVIEW: STRATEGIC PRIORITIES

Report by the Chief Executive, East Ayrshire Council

1. PURPOSE

- 1.1 To present to the Community Health Partnership, for information, the proposed Strategic Priorities and associated local outcomes for the period 2011-15, the development of which was informed by the findings of the wide-ranging consultation and engagement carried out as part of Stage 1 of the Community Plan Four-yearly Review.

2. BACKGROUND

- 2.1 Community Planning Partners have given a commitment to carrying out a review of the Community Plan and related thematic Action Plans on a four-yearly basis. The current Review requires to be carried out over 2010/11 to ensure that an updated Community Plan and revised set of Action Plans are ready for full implementation by 1 April 2011.
- 2.2 In addition, to ensure structures continue to be 'fit for purpose', it was agreed that a review of operating arrangements and structures for Community Planning should also take place.

Stage 1 – January to June 2010

- 2.3 During Stage 1 a comprehensive review of the Community Plan, including the Vision, Aims, Strategic Priorities and Themes has been undertaken.
- 2.4 This has involved wide-ranging engagement with Partner Agencies, Elected Members, the voluntary and business sectors and the wider community utilising a range of mechanisms, including seminars, an online survey and a paper-based consultation. Consultation/engagement has been undertaken with approximately 500 individuals, including:
- Chief Officers (across the Community Planning Partnership);
 - Elected Members;
 - the Residents' Panel;
 - the Local Community Planning Forums members;
 - local business representatives;
 - young people via Dialogue Youth and Kilmarnock College;
 - East Ayrshire Residents; and
 - the staff of the Council and its Partner organisations.
- 2.5 In addition, specific work is underway with young people and ethnic minority groups, which will allow consideration of the specific issues for these groups within the broad priorities and inform the ongoing development of activity both through Action Plans and Service Plans and the developing Single Equality Schemes.

3. COMMUNITY PLAN FOUR-YEARLY REVIEW: STAGE 1

Local and National Policy Direction

3.1 A desktop review of the local and national policy direction has been progressed to ensure that the review and revision of the Community Plan and the associated Action Plans are informed by key local and national priorities/strategies including:

- 'Achieving our Potential', the Scottish Government's Framework to tackle poverty and income inequality in Scotland;
- the Early Years Framework;
- Equally Well, the report of the Ministerial Task Force on Health Inequality;
- 'Towards a Mentally Flourishing Scotland'; and
- Partner Agencies strategic priorities.

3.2 The initial review of each of the above indicates that there is consistency with current and emerging priorities for East Ayrshire. Further consideration of these documents will require to be built into the development of work streams to address the agreed Strategic Priorities and associated local outcomes.

Review of Community Plan Vision

3.3 The findings of the consultation/engagement process have confirmed that the overarching Vision of the Community Plan remains relevant and is 'fit for purpose' as we move into the period 2011-15.

Review of Community Plan Guiding Principles

3.4 The following changes are proposed to the Community Plan Guiding Principles to reflect the context within which the Council and its Partners currently operate.

Current Guiding Principles	Proposed Guiding Principles
Promoting social justice and social inclusion	Promoting equality of opportunity, social justice and social inclusion
Ensuring effective community engagement in the planning and development of local services	Ensuring effective community engagement in the planning and development of local services
Succeeding in joint working and engaging people	-
Ensuring quality and accessibility	Ensuring quality and accessibility
Building sustainability into what we do	Building sustainability into what we do
Delivering continuous improvement and best value	Delivering continuous improvement and best value while improving efficiency and productivity
-	Promoting early intervention in the delivery of services

Shared Commitments

3.5 The six current shared strategic commitments will be reviewed and revised, as appropriate, at the end of Stage 2 of the Review process following the development of the new Action Plans.

Strategic Priorities and Local Outcomes

- 3.6 At its meeting of 30 July 2009, the Community Planning Partnership (CPP) Board agreed ten strategic priorities, which are consistent with the priority themes of the Community Plan and encompass the identified national and local outcomes in East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) 2008-11.
- 3.7 As a consequence of the Mid-Term Review of Community Planning 2009/10 and the ongoing development of the SOA, the overall Aspirations within the Community Plan were subsumed in the main by the Strategic Priorities.
- 3.8 As a result of the interim findings from the range of consultation/engagement activity, revisions to the Strategic Priorities are proposed. Revised Strategic Priorities are detailed below under the Community Plan Themes to which they relate. In addition, the current Aims are detailed alongside the proposed local outcomes, which would replace them.

Promoting Lifelong Learning

- 3.9 The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Promoting Lifelong Learning** are as follows:
- Stronger links are required between education and learning, and employability in particular in relation to the skills which are in demand in the labour market.
 - Community engagement in local decision making, community empowerment and capacity building require an increased focus.
 - The skills base and community spirit in local communities should be harnessed and support given to volunteering and mentoring.

Current Strategic Priorities	Proposed Strategic Priorities
Improving educational and skills attainment in schools	Improving educational/ skills attainment and achievement and ensuring our young people are properly prepared for the world of work
Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world work	Increasing the capacity of the local workforce

Current Aims	Proposed Local Outcomes
To raise education attainment in all educational establishments and centres and ensure education providers, Third Sector and voluntary groups, and businesses work together to support all learners to achieve a positive destination post 16 and develop effective skills for learning, life and work	Education attainment and achievement improved
To support individuals to gain literacy, numeracy, ICT and skills for work/vocational skills	Links between educational establishments, communities skills and work improved
To increase participation by young people in wider achievement and active citizenship	Individuals supported to gain skills for work, including literacy, numeracy and ICT skills
To support the development and continuation of community based organisations	Community capacity, spirit and cohesion developed
To encourage individuals to access learning opportunities to improve the quality of their lives and their wellbeing	-
To maximise the use of existing community	-

facilities for community learning and development by all partners	
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Delivering Community Regeneration

3.10 The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Delivering Community Regeneration** are as follows:

- Regeneration of town centres and villages is a high priority (not purely physical regeneration but community regeneration).
- Education, skills development and training require to be tailored to labour market needs.
- Support to businesses, particularly existing businesses, is essential to keep local jobs.
- Connectivity and effective local transport solutions are essential to attracting businesses and visitors, and accessing employment.
- Sustainable housing is required.

Current Strategic Priorities	Proposed Strategic Priorities
Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work	Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work
Promoting economic regeneration	Promoting economic and community regeneration, and protecting and sustaining our environment
Regenerating our town centres	-
Protecting and sustaining our environment	-

Current Aims	Proposed Local Outcomes
To regenerate our town centres and villages, and deal with run down areas	Our towns centres and villages are sustainably regenerated
To grow and support, new and existing businesses, including the social economy	Local economy improved
To develop employability initiatives, including within the social economy	Skills development and employability improved
To grow tourism and increase visits and participation in cultural and leisure activities	Tourism and leisure potential promoted and developed
To promote transport solutions, particularly in the rural areas, ensuring good quality affordable choices are available	Connectivity and local transport solutions improved
To support the provision of sustainable housing solutions	Sustainable and affordable housing solutions delivered
To protect, conserve and enhance the natural environment	The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated
To mitigate against and adapt to the negative effects of climate change	-
To support parents and carers, communities, service providers and agencies to break intergenerational cycles of poverty and inequality and poor outcomes in and through the early years	-

Improving Community Safety

3.11 The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Improving Community Safety** are as follows:

- A visible police presence on the streets is essential, not only in town centres.
- A continued focus on early intervention and diversionary activity is essential.
- Alcohol and drug misuse is a continuing priority, as is the associated anti-social behaviour.
- Enforcement of existing powers in relation to issues such as littering, graffiti and dog fouling was a consistent message.
- Child protection and the protection of vulnerable adults continue to be a high priority.

Current Strategic Priorities	Proposed Strategic Priorities
Improving community safety in neighbourhoods and homes, and protecting our most vulnerable residents	Improving community safety in neighbourhoods and homes, and protecting our most vulnerable individuals and families
Reducing crime and anti-social behaviour	-
Reducing fatalities and casualties as a result of road traffic collisions	-

Current Aims	Proposed Local Outcomes
To tackle crime and anti-social behaviour and the fear of crime and anti-social behaviour	Crime and anti-social behaviour tackled and the fear of crime and anti-social behaviour reduced
To work with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour	Preventative and diversionary activity delivered
To improve community safety in neighbourhoods and homes improved	Community safety in neighbourhoods and homes improved
To promote child protection and the safety of vulnerable adults	Protection of children and the safety of vulnerable adults, individuals and families promoted

Improving Health and Wellbeing

3.12 The key messages from the findings of the consultation /engagement with the range of stakeholders in respect of **Improving Health and Wellbeing** are as follows:

- Early years and early intervention continue to be important.
- Care for older people is consistently highlighted as a high priority.
- There requires to be a greater focus on and resourcing of preventative measures and health education.
- Alcohol and drug misuse is a continuing priority.
- The need to encourage physical activity and healthy eating, is a continuing priority.

Current Strategic Priorities	Proposed Strategic Priorities
Shifting the balance of care for older people and community care groups	-
Improving health and reducing health inequalities	Improve physical, mental health, wellbeing and care and reduce health inequalities

Current Aims	Proposed Local Outcomes
To ensure that information is available in a suitable format and that services are provided when and where required for those who need them to enable people to make healthy lifestyle choices	Active, healthy lifestyles and positive behaviour change improved
-	Alcohol and drug related harm reduced
To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups	Impact of multiple deprivation and poverty on the health and wellbeing of the most vulnerable individuals and communities addressed
To work in partnership to improve the balance of care for older people	Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible
To promote wellbeing by providing financial inclusion services which target our most deprived communities and populations	-
To improve the balance of care and quality of life for people who have Long Term Conditions	-
-	Children and young people including those in early years and their carers assisted to be active, healthy, nurtured and included

3.13 The Community Planning Joint Officers' Group considered the above report at a dedicated meeting on 3 June 2010 and agreed to recommend to the Board approval of the findings.

Review of Operating Arrangements

3.14 The final element of Stage 1 is a review of Community Planning operating arrangements and structures to ensure that they remain 'fit for purpose' as we move forward into the final four years of the current Community Plan.

3.15 The Joint Officers' Group has reviewed its purpose and operating arrangements and as a result has updated its terms of reference. In addition, a review of the operating arrangements of the remaining core community planning structures is underway, the outcome of which will be reported to the CPP Board at its September meeting.

4. COMMUNITY PLAN FOUR-YEARLY REVIEW: STAGE 2

4.1 Stage 2 of the Review process will comprise the development of new Community Plan Action Plans. A series of meetings has been organised, with extended action plan working groups, to develop the actions related to the new local outcomes. It is proposed

that challenge and review with Portfolio Holders, Executive Directors and representatives of the CPP Board will be built into this process.

- 4.2 In addition, informed by the findings of the Stage 1 Review Process, a Community Planning Review Supplement will be developed to supplement and update the Community Plan and replace the previous Review Supplement 2006/07.
- 4.3 Work will also be implemented to ensure the overall rationalisation of performance reporting arrangements in respect of Community Planning activity, including in respect of the Single Outcome Agreement.

5. IMPACT ASSESSMENT

- 5.1 Over the course of the Review, arrangements will be put in place to fulfil the statutory duties in respect of both Strategic Environmental Assessment (SEA) and Equality Impact Assessment (EQIA).

Strategic Environmental Assessment

- 5.2 The initial Screening Report in respect of the SEA for the Community Plan was submitted to the SEA Team at the Scottish Government on 5 February 2010 for consideration by the consultation authorities, namely the Scottish Environment Protection Agency, Scottish Natural Heritage and Historic Scotland.
- 5.3 Their recommendation was that a full SEA in respect of the Community Plan should be implemented. Consequently, notice has been given that a SEA will be progressed in tandem with the review and revision of the Community Plan and the associated Action Plans.
- 5.4 A Scoping Report is currently being prepared, which will outline in detail the SEA process. In summary, detailed consideration will be given to potential positive and negative environmental impacts and alternatives as the detail of the Action Plans is developed by Lead Officers and Action Plan Working Groups.

Equality Impact Assessment (EQIA)

- 5.5 The EQIA will be progressed utilising the Community Planning Integrated Impact Assessment (IIA) tool, which is currently being reviewed and updated. As with SEA, it will be progressed alongside the development of the Action Plans.

6. RECOMMENDATIONS

- 6.1 This paper was considered and approved by East Ayrshire Community Planning and Partnership Board on 24th June 2010
- 6.2 This paper was endorsed by the CHP Committee on 23rd August 2010
- 6.2 The CHP Forum is requested to
 - i) note the progress in respect of Stage 1 and endorse the new Strategic Priorities and local outcomes for Improving Health and Wellbeing at 3.12 above;

Fiona Lees
Chief Executive
East Ayrshire Council
16 June 2010

(Updated by CHP Facilitator August 2010 and September 2010)