



SINGLE OUTCOME AGREEMENT

BOARD MEETING: 30 APRIL 2009

1. PURPOSE OF REPORT

- 1.1 To update the Community Planning Partnership Board on a range of matters relating to the East Ayrshire Community Planning Partnership Single Outcome Agreement.

2. SINGLE OUTCOME AGREEMENT

- 2.1 The Board will recall that all 32 Community Planning Partnerships (CPPs) each required to prepare and submit to the Scottish Government a 2009/10 Single Outcome Agreement by the end of February 2009.
- 2.2 Following endorsement by all Community Planning Partners, the updated East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) was submitted to the Scottish Government for consideration on 26 February 2009.
- 2.3 The SOA has been updated to meet the requirements of the guidance issued by the High Level Steering Group on 31 October 2008 and comprises the following documents:
- SOA 2008-2011: Introductory Text
 - SOA 2008-2011: Area Profile (Annex 1)
 - SOA 2008-2011: Outcome Templates (Annex 2)
 - SOA 2008-2011: Scottish Government Required Actions (Annex 3).
- 2.4 Work will continue to be progressed with the Scottish Government between March and May 2009 as part of the agreement process to ensure full 'joint' sign off of the updated SOA by all Community Planning Partners and the Scottish Government during the summer period. To date, we have not received formal feedback regarding the content of our updated SOA from the Scottish Government and the Community Planning and Partnership Manager is currently pursuing this matter with Derek Feeley, our appointed Lead Liaison Director. Informal feedback from Derek has been favourable.
- 2.5 Positive feedback has been received from the Scottish Government's Housing and Regeneration Directorate in respect of the links between the SOA and the Fairer Scotland Fund. In correspondence issued on 8 April 2009, it is highlighted that "the high level priorities for tackling poverty and deprivation and the catalytic effect of the Fairer Scotland Fund are well developed" in our SOA.

SOA Interim Report

- 2.6 With regard to the SOA interim report required by the Scottish Government at the end of April 2009, further clarification was sought by the Community Planning and Partnership Unit from the Improvement Service in relation to this matter. Subsequent correspondence received on 2 April 2009 from the Chief Executive of

the Improvement Service advised that: “no further information from individual councils is necessary for the 2009 interim report beyond that already provided in relevant sections of the draft SOA”.

- 2.7 A draft of the interim report, which will focus on national and local development of the SOA process in 2008/09, will be prepared by the Improvement Service in discussion with the Scottish Government and made available for consideration and comment at the COSLA/SOLACE meeting in April 2009.
- 2.8 For the Board’s consideration/information, a summary of progress and achievement in 2008/09 has been prepared by the Community Planning and Partnership Unit, which is attached at the annex to this report and provides examples of activity being taken forward within East Ayrshire to support the effective implementation and development of our SOA. This interim report will assist when compiling the first performance report due in September 2009.

3. FURTHER SUPPORT

- 3.1 Members of the Board will be aware that a range of work streams to provide further support to CPPs is being taken forward at national level. To date, the following guidance has been issued, the detail of which can be downloaded from the Community Planning website at www.eastayrshirecommunityplan.org.

Advice Note on Governance and Accountability for Single Outcome Agreements

- 3.2 Further to the SOA Guidance for CPPs provided in October 2008, the Concordat Oversight Group issued an advice note in respect of Governance and Accountability for SOAs on 5 February 2009, which highlights that it is important to set out clearly what Councils and their partners are signing up to when they sign the SOA with Scottish Ministers. “At a minimum, this includes:
- that partners are signing up to the whole SOA, not selected parts of it;
 - that signing up is equivalent to adopting the SOA as a formal corporate commitment of the Council or Board;
 - that such a commitment is to support the delivery of the SOA in all possible ways compatible with their duties and responsibilities; and
 - that all partners are willing to review their pre-existing structures, processes and resource deployment to optimise delivery of outcomes.”
- 3.3 This does not mean that “each partner is signed up to deliver all of the services and infrastructure necessary to achieve outcomes; none of them has unrestricted general empowerment. What it means is that they are corporately committed to the agreed outcomes for the area and its people, and within the constraints of their duties and responsibilities, will take every opportunity to promote and support the achievement of outcomes”.
- 3.4 The above guidance was issued in advance of submitting our updated SOA to partners for endorsement and has been fully incorporated.

Single Outcome Agreement: Reporting to the Scottish Government

- 3.5 The SOA Guidance issued in October 2008 confirmed that the SOA will be subject to annual reviews and that annual reports will be integral parts of the reports to local communities which Councils prepare under their duty of Public Performance Reporting.
- 3.6 The approach to reviewing the SOA, which has been agreed by the Concordat Oversight Group, is explained in guidance issued on 3 March 2009 and features two main components as follows:
- The SOA Annual Report, which is a factual statement covering progress against national and local outcomes. The report will be made in September each year, on the basis of data available from the previous financial year. The Concordat Oversight Group has issued a template which Councils and CPPs should use in presenting this information. Reporting on the Fairer Scotland Fund linked outcomes and indicators will require to be included in the SOA Annual Report.
 - The Annual Review, which is a qualitative assessment designed to provide the Council, the CPP and the Scottish Government with information about the effectiveness of the SOA approach. In particular, this will cover how the SOA is being supported by continuous improvement, for example, the effectiveness of partnership working, including that with non-statutory partners such as the business community and Third Sector; the nature of community engagement and how it is informing priority outcomes; and the review and alignment of arrangements to support the delivery of agreed outcomes.
- 3.7 The qualitative assessment will not take the form of a report or audit but will be a process which informs the annual review by drawing on the Council's annual Priorities and Risks Framework report, in particular, those aspects covering Community Planning and partnership working. Consequently, Councils and CPPs are strongly encouraged to keep their lead contact Scottish Government Director informed of work undertaken to review and promote continuous improvement. As a consequence Derek Feeley, East Ayrshire's nominated Lead Officer, has been forwarded the dates of future CPP Board meetings with an invitation to attend as appropriate.
- 3.8 The Concordat Oversight Group will continue to monitor the need to provide supplementary advice on reporting on the SOA, both to the Scottish Government and as part of local Public Performance Reporting.
- 3.9 A full report on the reporting framework and timescales will be submitted to the Board at its next meeting.

Equalities and Single Outcome Agreements/Strategic Environmental Assessments and Single Outcome Agreements

- 3.10 In joint correspondence issued on 16 March 2009, the Scottish Government and COSLA provided advice to Councils and other statutory Community Planning Partners regarding issues around equalities and Strategic Environmental Assessments (SEAs) in relation to Single Outcome Agreements.

- 3.11 Equality is a key element in the development of Single Outcome Agreements and part of the process of continuous improvement. The Scottish Government and COSLA are seeking the views of CPPs on how helpful the advice note is in relation to forward planning the SOA process. The Board is requested, therefore, to consider and comment on the effectiveness of the advice note from an East Ayrshire perspective. As previously noted at 3.1, the advice note can be downloaded from the Community Planning website at www.eastayrshirecommunityplan.org.
- 3.12 The Scottish Government has led on the production of an advice note on SEAs in relation to SOAs. It has been identified that the onus is on individual Councils and CPPs to carefully consider their statutory obligations under the Environmental Assessment Scotland Act 2005 and whether an SEA is required. The way in which this is taken forward will depend on the level of detail of the SOA and it is recommended that legal advice is sought regarding under which section of the Act the SOA might fall.

4. RECOMMENDATIONS

4.1 The CPP Board is requested to:

- i) note that the updated East Ayrshire Community Planning Partnership Single Outcome Agreement 2008-2011 has been submitted to the Scottish Government for consideration and the overall process for sign off;
- ii) note that the Improvement Service has confirmed that it will prepare an interim report for consideration by the Scottish Government and that that no further information is required from individual councils/CPPs in this regard;
- iii) note the activity contained within the Interim Report;
- iv) note the work streams being taken forward at national level to further support CPPs and, in particular, consider and comment on the advice note on Equalities and Strategic Environmental Assessments in relation to SOAs;
- v) agree to receive a full report on the planned performance reporting framework at the next meeting of the Board; and
- vi) agree to receive further update reports, as required.

Fiona Lees
Chief Executive
East Ayrshire Council
16 April 2009



**EAST AYRSHIRE
COMMUNITY PLANNING PARTNERSHIP**

**SINGLE OUTCOME AGREEMENT
2008 – 2011**

**Interim Report
(April 2009)**

25 March 2009

1. INTRODUCTION

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

- 1.1 In response to the requirements set out within the Concordat of November 2007, which committed local and national government to develop a Single Outcome Agreement for each local authority area, and as result of the status of the Community Plan – ‘One Council, One Plan’, East Ayrshire Council and its Planning Partners took a collective view from the outset that a Community Planning Partnership Single Outcome Agreement would be developed for the local area, covering the three-year period from 1 April 2008 to 31 March 2011.
- 1.2 Community Planning Partners in East Ayrshire welcomed the opportunity to develop a Single Outcome Agreement with joint accountability for delivery shared with the Scottish Government. Consequently, the East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) was signed off by John Swinney, MSP and Cabinet Secretary for Finance and Sustainable Growth, on behalf of the Scottish Government, on 2 July 2009 – one year ahead of the requirement to do so.
- 1.3 Within East Ayrshire, the Community Plan is recognised as the strategic planning document for the delivery of public services and sets out the overall vision for the local area. The SOA builds on and strengthens the strategic priorities articulated in the Community Plan and is regarded as a robust management tool, which will ensure a more streamlined approach to external scrutiny and effective performance management and reporting. In addition, our SOA will ensure that Community Planning Partners and the Scottish Government are working closer together to deliver better services, outcomes and quality of life for local people across the East Ayrshire area.
- 1.4 The following interim report provides an opportunity to summarise progress and achievement in relation to the implementation and development of our SOA since 1 April 2008, and to demonstrate how Community Planning Partners are, either jointly or individually, working towards improving national outcomes for local people in a way which reflects local needs, circumstances and priorities.

2. PARTNERSHIP WORKING

2. FURTHER OPPORTUNITIES FOR PARTNERSHIP WORKING

- 2.1 The overarching Community Plan provides the foundation for effective partnership working to provide a range of quality public services in East Ayrshire. Within the framework of Community Planning, the SOA approach has provided further opportunities for Planning Partners to ensure maximum benefit for service users and achievement of better outcomes for local communities. This can be demonstrated as follows:
 - The Community Planning Partnership (CPP) Board drives forward the implementation and development of the SOA and ensures effective roll out and reporting across Partner agencies.

- The SOA is a standing item on the CPP Board agenda, and implementation/progress reports are routinely submitted to the Council's Cabinet and Partner Agency Boards/Committees.
- Identified and potential risks arising from the SOA are addressed by Partners through the Community Planning Risk Register, which is also a standing item at the CPP Board.
- Work continues to be taken forward to strengthen relationships at local level between all relevant partners, including a range of partner agencies and the community and voluntary sectors.
- The community and voluntary sectors are fully briefed and engaged in the ongoing development of the SOA, in particular through their involvement in the current mid-term review of the Community Plan Action Plans and by their active participation on Community Planning structures.
- The establishment of new structures for engaging children and young people, equalities groups and the wider community have contributed to the overall development of priorities contained within the mid-term review of the Community Plan Action Plans and SOA.
- The results of the Community Planning Partnership Residents' Survey and Residents' Panel consultations continue to influence the ongoing development of local services and strategic priorities.
- As a result of the ongoing development of the SOA, membership of the Community Planning Joint Officers' Group has been extended to include the Community Justice Authority and the local colleges. This will provide further and effective integration of partnership activity at a strategic level.
- The SOA has facilitated better joint working between members of the multi-agency Research, Information and Performance Group, which has a key role in the ongoing development and reporting of the SOA.

3. COMMUNITY PLANNING MID TERM REVIEW

3. MID-TERM REVIEW OF THE COMMUNITY PLAN ACTION PLANS

- 3.1 East Ayrshire's Community Plan has a lifespan of twelve years, effective from 1 April 2003. The six related Action Plans have a four year lifespan, with a mid-term review progressed during each four-year period to take cognisance of new and emerging priorities.
- 3.2 In the context of changing national priorities such as the move to a Community Planning Single Outcome Agreement, and the consequent requirement to facilitate reporting arrangements, the CPP Board agreed to radically review the current thematic Action Plans (2007-2011) and consider how they could potentially be rationalised as part of the Mid-Term Review of Community Planning, which requires to be implemented by 1 April 2009.
- 3.3 As part of the review process, Lead Officers were remitted to ensure robust links and alignment to the agreed National and Local Outcomes in the SOA in the revision and further development of the Action Plans.
- 3.4 The new action plans have been developed by Lead Officers and the Community Plan Action Plan Working Groups, comprising a range of stakeholders from the

public, community and voluntary sectors. The new Plans which will be presented for endorsement to the CPP Board for implementation from 1 April 2009, are as follows:

- Improving Health and Wellbeing Action Plan with lead responsibility sitting with the Community Health Partnership.
- Promoting Lifelong Learning Action Plan with lead responsibility sitting with the Council's Educational and Social Services.
- Delivering Community Regeneration Action Plan with lead responsibility sitting with the Council's Department of Corporate Support.
- Improving Community Safety Action Plan with lead responsibility sitting with Strathclyde Police.

4. COMMUNITY ENGAGEMENT

4. SYSTEMATIC COMMUNITY ENGAGEMENT

4.1 Effective and systematic engagement of communities lies at the heart of the Community Planning process in East Ayrshire and a wide range of community involvement has facilitated the development and implementation of our SOA as follows:

- Federations of Community Groups: comprising representation from communities across East Ayrshire, the Federations of Community Groups ensure that the views of communities are represented in strategic planning and decision making. Each of the two Federations is represented on the CPP Board.
- Local Community Planning Forums: provide a robust mechanism for interactive community engagement and balanced participation from Elected Members, community representatives through the Federations of Community Groups and the Equalities Forum, the voluntary sector and Community Planning Partners. To date, the Forums have met on six occasions to discuss, share good practice and consider solutions to a range of issues, which they have identified as requiring action in their respective areas. Themes have included Sport and Leisure for Young People; Tourism; Regeneration; Community Safety/Anti-social Behaviour; Drugs, Alcohol and Access to Health Services; and Community Regeneration.
- Equalities Forum and Young People's Forum: support provided to these new structures has been essential in ensuring community engagement in the overall Community Planning/SOA process.
- Community Planning Residents' Survey: the results of the first joint East Ayrshire Community Planning Residents' Survey in 2005 have been used to establish SOA baseline data in respect of local priorities and views of residents on public service provision/satisfaction. To ensure currency of data, the Residents' Survey is progressed every three years and the results of the 2008 survey will be used to inform reporting, as appropriate, in relation to SOA outcome indicators.
- Residents' Panel: comprising approximately 1,000 individuals from a cross section of the wider general public, East Ayrshire Residents' Panel was established in 2005 to provide an increased understanding of residents' views, and increase community consultation in the planning and development of

services. Four panel consultations have been progressed by a range of partners in 2008/09, including:

- A National Conversation (East Ayrshire Council/Dialogue Youth);
- Community Service Awareness and Understanding (Community Justice Authority);
- Leisure and Cultural Strategy (East Ayrshire Council); and
- Residents' Panel Survey (East Ayrshire Public Partnership Forum).

5. GOVERNANCE AND SCRUTINY

5. GOVERNANCE AND SCRUTINY

- 5.1 Effective corporate governance and scrutiny is to be assured through the Council's Cabinet, and Governance and Scrutiny Committee, the Boards of individual partner agencies and the CPP Board.
- 5.2 In addition, as grant recipient for funds allocated under the auspices of Community Planning, the Council continues to implement robust monitoring arrangements to ensure and demonstrate that funds are spent appropriately. Elected members have a scrutiny role in respect of these funds. Funding allocated to initiatives led by Partners is subject to the relevant agency's monitoring and scrutiny arrangements, with overall review and scrutiny undertaken by the CPP Board.
- 5.3 The advice note issued by the Scottish Government on 5 February 2009, in respect of 'Governance and Accountability for SOAs', clearly sets out what Councils and their partners are signing up to when they sign the SOA with Scottish Ministers. "At a minimum, this includes:
- that partners are signing up to the whole SOA, not selected parts of it;
 - that signing up is equivalent to adopting the SOA as a formal corporate commitment of the Council or Board;
 - that such a commitment is to support the delivery of the SOA in all possible ways compatible with their duties and responsibilities;
 - that all partners are willing to review their pre-existing structures, processes and resource deployment to optimise delivery of outcomes."
- 5.4 With full cognisance of the above guidance, all Community Planning Partners in East Ayrshire have endorsed our updated SOA, which was submitted to the Scottish Government for consideration on 27 February 2009.
- 5.5 As part of our responsibilities in respect of public performance reporting and duty of Best Value, a report on progress towards the agreed outcomes and commitments in the SOA will be submitted to the Council's Cabinet, Partner Agency Boards/Committees, the CPP Board and the Scottish Government by September each year.
- 5.6 Information resulting from the annual report to the Scottish Government will also be used to shape the Council's annual Public Performance Report.

6. PERFORMANCE MANAGEMENT

6. IT-BASED PERFORMANCE MANAGEMENT SYSTEM

- 6.1 Recognising the need to report timeously and accurately to the Scottish Government in respect of outcome achievement, as part of its Improvement Action Plan, the Council has procured an IT-Based Performance Management System.
- 6.2 Work is currently being progressed within Council to establish appropriate internal systems to ensure that the Council is in a position to report annually on the outcomes set within the SOA.
- 6.3 It is the intention that Community Planning Partners will ultimately have access to the system through a secure web portal with defined users, Scorecards for key staff and a Partnership reporting protocol. This will involve training for partners' staff on data input, entering analysis and running reports. Interim arrangements are currently in place in respect of 2008/09 reporting and the Community Planning and Partnership Unit will organise the collation of Partner Agency SOA performance data for consolidation into an overall East Ayrshire annual performance report.
- 6.4 In addition, systems have been established to ensure required monitoring and reporting on the outcomes associated with the Fairer Scotland Fund. Consideration will also be given to all opportunities to rationalise and streamline current reporting systems to avoid duplication of activity.

7. FAIRER SCOTLAND FUND

7. FAIRER SCOTLAND FUND PROGRAMME REVIEW 2008

- 7.1 Following the announcement of the implementation of the new Fairer Scotland Fund from 1 April 2008, the CPP Board agreed at its meeting on 6 March 2008 that full reviews of all existing projects and initiatives should be progressed to ensure that the Community Planning/SOA strategic priorities are progressed effectively.
- 7.2 The review meetings were progressed in May 2008, and project/initiative activity, performance, staffing and financial requirements were reviewed jointly under the related Community Planning theme. In addition, relevant information from the Council's exercise to review the future needs of all temporary posts informed the overall review process for those projects funded from the Fairer Scotland Fund.
- 7.3 To assess the impact of the work and make recommendations to the Board on future funding, a review panel was established for each Community Planning theme, comprising the relevant Community Planning Action Plan Lead Officer, Partner Agency representatives, the Council's Executive Head of Finance or Financial Controller, and Community Planning and Partnership Manager. The review meetings were chaired by Executive Directors/Partners' agency representatives, as appropriate.

- 7.4 Recommendations on future funding allocations in respect of the Fairer Scotland Fund three-year programme (from 2008/09 to 2010/11) were presented for consideration to and endorsed by the CPP Board on 10 June 2008.
- 7.5 The future sustainability of essential, high quality services linked directly to Community Planning priorities has been an ongoing concern for Community Planning Partners in East Ayrshire. To ensure the effective transition of projects to mainstream service, as appropriate, when ring-fencing of the Fairer Scotland Fund is removed in 2010/11, recommendations arising from the review process also included a proposal to transfer responsibility for the management of future Fairer Scotland Fund resource allocations to relevant departments within the Council. This will ensure that appropriate services, including those which will contribute to the achievement of outcomes in our SOA, will be taken forward beyond the ring-fenced funding period.
- 7.6 As a consequence of this transfer, departments have been working in partnership with the Community Planning and Partnership Unit to ensure that appropriate outputs, linked to relevant local outcomes in the SOA, are developed in respect of projects/programmes of activity funded via the Fairer Scotland Fund.

8. OUTCOMES: PROGRESS AND ACHIEVEMENT 2008/09

8. SUMMARY OF PROGRESS AND ACHIEVEMENT 2008/09

- 8.1 A summary of progress and achievement in respect of the implementation and ongoing development of our SOA under each of the fifteen National Outcomes has been provided at the Appendix to this report.
- 8.2 A more detailed annual report in respect of our progress towards SOA outcome achievement will be prepared by September 2009 to meet the requirements for reporting to the CPP Board, the Scottish Government and, importantly, to our local communities.

9. DEVELOPMENT OF THE SOA

9. ONGOING DEVELOPMENT OF THE SOA

- 9.1 As previously noted, our SOA has a three year lifespan from 2008-2011, which has been agreed with the Scottish Government and is consistent with the next formal review of the Community Plan Action Plans scheduled for March 2011.
- 9.2 In taking full cognisance of the revised SOA Guidance (October 2008), the following revisions/additions have been included within the updated document submitted for consideration to the Scottish Government at the end of February 2009:
- an integrated area profile;
 - revisions to current indicators and targets, where appropriate;
 - further refinement of the HEAT targets;
 - the inclusion of 'end' targets;

- the completion of outstanding baselines and targets;
- reference to how issues are being addressed in relation to the current economic climate; and
- links to other related strategic plans.

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

9.4 It is envisaged that further refinement of the SOA will be progressed as part of the agreement process with the Scottish Government between March and May 2009.

9.5 A range of work streams to address issues in relation to Single Outcome Agreements is being taken forward nationally with a view to identifying and promoting good practice, rather than prescribing procedures. These will be considered from an East Ayrshire perspective as they are received.

10. CONCLUSION

10. CONCLUSION

10.1 The challenges we face in East Ayrshire are accounted for in our SOA and, under the framework of Community Planning, we will work with the Scottish Government to address and meet these priorities as we contribute to the achievement of the national outcomes.

25 March 2009



**EAST AYRSHIRE
COMMUNITY PLANNING PARTNERSHIP**

**SINGLE OUTCOME AGREEMENT
2008 - 2011**

**Interim Report (April 2009)
Appendix**

25 March 2009

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP
SINGLE OUTCOME AGREEMENT 2008-2011**

INTERIM REPORT: APRIL 2009

The following summary of progress and achievement in 2008/09 provides examples of activity which are being taken forward in East Ayrshire to support the effective implementation of East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) 2008-2011.

The opportunity to review our three-year SOA on an annual basis will allow us to address any new or emerging priorities.

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

East Ayrshire rates of business start up are significantly below the Scotland average.

- In 2006, the Business Birth Rate was 1.9 per 1,000 adults, compared to the Scottish average of 2.8 per 1,000 adults.
- In 2007, the Business Birth Rate increased to 2.3 per 1,000 adults and the Scottish average also increased to 3.5 per 1,000 adults.

In addition, as a consequence of the global economic downturn, East Ayrshire's Community Planning Partners face significant issues and challenges related to the recent contraction of the manufacturing industry across the local area.

Summary of progress and achievement in 2008/09:

- Specific work by Partners to address issues in respect of the current economic downturn includes:
 - providing assistance to support the continued trading position of existing business;
 - working with the Scottish Government, Scottish Enterprise, the Business Gateway and other agencies to maximise packages to support existing and start-up businesses; and
 - working with Jobcentre Plus, the local colleges and a range of local providers to deliver assistance and support to individuals to enhance skills development and employability prospects, both with existing employment and in seeking future employment.
- In addition, an Ayrshire Employment Task Force, which was established initially within East Ayrshire and has been extended to cover North Ayrshire and South Ayrshire, has been formed in response to the recent effects of the economic downturn, particularly in the manufacturing sector where over 300 job losses in East Ayrshire were announced in the first two months of 2009.

As well as the three Councils, members of the Task Force include Jobcentre Plus, Scottish Enterprise, Business Gateway, Ayrshire Chamber, the Federation of Small Businesses and Kilmarnock College, whose remit is to gather and share information regarding companies which are experiencing trading difficulties and to ensure that effective, co-ordinated support is made available to sustain the businesses and support the employees affected.

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

East Ayrshire unemployment rates are above the Scottish average; which, until the recent economic downturn, had been declining faster than the Scottish trend.

- At April 2007, claimant count unemployment in East Ayrshire was 3.9% (5th highest in Scotland), compared to the Scottish average of 2.6%.
- At April 2008, the claimant count unemployment in East Ayrshire had decreased to 3.3% (6th highest in Scotland), compared to the Scottish average of 2.6%.
- At January 2009, the claimant count unemployment in East Ayrshire was 5.0% (3rd highest in Scotland), compared with the Scottish average of 3.4%.

Summary of progress and achievement in 2008/09:

- Proposals have been developed to establish the East Ayrshire Employability Forum, which is a recommended action from the Scottish Government in respect of implementing the Employability Framework for Scotland: Workforce Plus with the aim of contributing to Closing the Opportunity Gap. The purpose of the Forum is to develop a partnership with key services to provide a strategic and coordinated response to delivering a range of effective employability services to meet the needs of local people and the local labour market. In addition, the Forum will ensure funding secured to deliver employability services makes an impact on:

- increasing the employment rates;
- reducing the number of people with no qualifications; and
- reducing the number of the working age population receiving welfare benefits.

The Forum will drive forward actions relating to employability as detailed in the Community Plan Delivering Community Regeneration Action Plan and linked to the outcomes in the SOA.

- A successful Community Planning Partnership European Bid secured £2.8 million additional resources to provide a range of employability services across East Ayrshire. As a consequence of this, the Skills Development and Employability Service has been established, which working with a range of Partners, including local colleges and the Careers Service, provides local people with opportunities to access the most appropriate support to meet their individual requirements linked to opportunities available within the labour market.

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

East Ayrshire has a higher number of residents (41%) who do not have qualifications, compared to the Scottish average (33%).

- In 2005, 41% of East Ayrshire residents stated that they had no qualifications, which increased to 46% in 2008.
- In 2005, 23% of East Ayrshire residents stated that they had participated in a training or learning experience in the last two years, which increased to 29% in 2008.

Summary of progress and achievement in 2008/09:

- As previously noted at National Outcome 2, the Skills Development and Employability Service provides a range of employability support for local people, including access to training and vocational qualifications.
- East Ayrshire JobRotation provides work placements for unemployed and low skilled workers who substitute for and release existing employees to undertake training and/or qualifications that meet the employers' needs.
- East Ayrshire Woodlands is a social forestry project, which provides training and work experience places for long-term unemployed adults. The programme incorporates guidance, counselling, certificated vocational training and skills development, and includes an aftercare service to assist people to secure employment.
- Learning programmes to improve young people and adults' literacy and numeracy skills have also been implemented.

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

Although attainment in East Ayrshire's schools continues to improve, the rates are generally lower than the Scottish average. In addition, historically East Ayrshire has higher rates of young people not in education, employment or training when leaving school.

- In 2006/07, 28.1% of Fourth Year pupils in East Ayrshire secondary schools achieved 5+ awards at SCQF (Standard Grade Credit) or better, compared with 33.1% in Scotland, which increased to 29% in East Ayrshire in 2007/08, compared with 34% in Scotland.
- In 2006, a total of 880 young people in East Ayrshire were in the More Choices: More Chances category, which decreased to 680 individuals in 2007.

Summary of progress and achievement in 2008/09:

- In conjunction with schools, early years, community learning and development, colleges and voluntary organisations, a range of programmes are provided which meet the needs of individual young people through the Curriculum for Excellence and alternative curricular programmes.
- An extended curriculum providing a range of vocational courses at Ayr College and Kilmarnock College can be accessed by pupils from all nine secondary schools in East Ayrshire.
- More Choices: More Chances provides a programme of support, which focuses on young people in East Ayrshire in the 14-19 years age group who are not in education, employment or training. Programme activity includes support for chronic school truants; enhanced work-related experience; enhanced 'winter leavers' programme for school pupils; and support to prevent drop outs from tertiary education and improve confidence in young people.
- The Youth Outreach project links to the Council's structures for youth engagement by supporting young people's involvement in local youth forums and the Council wide Children and Young People's Forum.

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

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

Summary of progress and achievement 2008/09:

- Audits of Early Education and Childcare staff qualifications are undertaken annually.
- The Early Intervention and Parental Capacity Programme provides 38 full-time equivalent out of school child care places, which are delivered by 4 Nursery Schools across East Ayrshire. Priority is given to children who are on the child protection register and children deemed to be 'in need' as defined by the Children (Scotland) Act 1995. In addition, the multi-agency Parenting Support Strategy Core Group aims to develop Parenting Support initiatives to support children and young people in vulnerable families.
- Breakfast Clubs is a partnership initiative established to provide children and young people with access to a healthy breakfast to support the best possible start to their day in readiness for learning. Across East Ayrshire, approximately 950 children are registered with breakfast clubs and an average of 2,475 breakfasts are served in clubs each week.

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

- The Recreation Partnership Project provides a dynamic and innovative approach to engaging primary school aged children in health-related activities. Children and young people are provided with a range of opportunities to become more active more often, and services are designed to increase children's knowledge, understanding and awareness of a range of factors which contribute to a healthy lifestyle.

National Outcome 6: We live longer, healthier lives.

In terms of coronary heart disease, cancer and respiratory disease, national trends are moving in a downward direction, which is mirrored in East Ayrshire (although deaths related to coronary heart disease and respiratory disease are significantly higher than Scotland).

- In 2007, the death rate due to coronary heart disease in East Ayrshire was 82 per 100,000 population under 75 years, compared with the Scottish average of 77 per 100,000 population.
- In 2005, the death rate due to respiratory disease in East Ayrshire was 54 per 100,000 population under 75 years, compared with the Scottish average of 41 per 100,000 population.

Although life expectancy as a whole is improving in East Ayrshire, there are emerging issues which are giving cause for concern. For example, there is a significant adverse impact of alcohol on health.

- Within East Ayrshire, there has been a sharp increase in the number of alcohol related discharges, rising by 47% in the last 5 years.

Summary of progress and achievement in 2008/09:

- A new structure has been established for the Community Health Partnership (CHP) in East Ayrshire, which provides further opportunities to share intelligence across partner agencies, including NHS Ayrshire and Arran, East Ayrshire Council and the private, voluntary and community sectors, to plan together to address local health issues. In particular, the CHP will focus on Improving Health and Wellbeing; Tackling Health Inequalities; and Improving the Balance of Care. In terms of mapping activity to outcomes, the CHP structure will ensure robust links to the SOA.
- The new CHP Committee, which has the local perspective and is therefore integral to the SOA development process, has been remitted to endorse East Ayrshire's SOA on behalf of NHS Ayrshire and Arran.
- Within East Ayrshire, there is growing concern in relation to substance misuse. Consequently, over the two years from 1 April 2008 to 31 March 2010, Community Planning Partners have pledged to focus increased attention and resources on making a difference to the issues caused by the misuse of alcohol and drugs in East Ayrshire. This will be further enhanced by the establishment of a Locality Alcohol and Drugs Partnership, which will form part of the CHP.
- During 2008/09, partners and stakeholders have concentrated activity around alcohol given the significant impact that alcohol has on individuals and communities. Resources have subsequently been secured from the Ayrshire Drug and Alcohol Team to resource activity around young people and older people. A pan Ayrshire proposal was also approved that will support the most vulnerable children and young people. In addition, following a successful meeting with Diageo, the company has agreed to work in partnership with us to deliver actions, where appropriate.
- The Healthy Living Initiative aims to improve the health and wellbeing of the residents of East Ayrshire by providing guidance and support on how to make changes to their daily lives. The work is facilitated through the Community Health Improvement Partnership (CHIP) Van, the Lifestyle Referral Scheme, the Young at Heart Network and the Men's Health Forum.

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

East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average.

- Approximately 18% (approximately 1 in 5) of East Ayrshire's population live in the 0-15% most deprived areas and more than a third live in 0-25% areas.
- In 2007, 19.1% of children in East Ayrshire were living in workless households, which was significantly higher than the Scottish average (15.3%).
- In the 2008 Residents' Survey, 26% of respondents stated they had total household income of less than £15,600 before tax and deductions.

In addition, health inequalities within East Ayrshire appear to be widening. Although the male life expectancy has increased, the rate of increase has been more rapid in the most affluent areas. The recent decline in death rates from common conditions such as coronary heart disease has also been more rapid among the affluent; therefore despite overall improvements in health, the most deprived are falling behind.

Summary of progress and achievement in 2008/09:

- Community Planning Partners in East Ayrshire are committed to promoting equality and tackling the inequalities experienced in many of our communities. Key issues in relation to poverty and disadvantaged are being prioritised through our SOA and Community Plan Action Plans, in particular through the allocation of Fairer Scotland Fund resources, including addressing income inequalities, addressing the major, long term drivers of poverty, and supporting individuals who are experiencing poverty and disadvantage.
- East Ayrshire representatives have participated in the new learning network, which has been established to support Community Planning Partnerships to access expertise on community regeneration and tackling poverty.
- Work is being taken forward to ensure that the content of the 'Achieving our potential: a framework to tackle poverty and income inequality in Scotland', the Early Years Framework and 'Equally Well' influence the development of the SOA and the Community Plan Action Plans.
- The Integrated Impact Assessment tool for East Ayrshire, which was developed by a multi-agency working group, provides a mechanism not only for addressing current agendas in relation to equalities, sustainability and rural proofing but for demonstrating that we are doing so. In addition, to highlighting the impacts in respect of disability, race and gender for which there is a statutory duty to promote equality, the tool highlights impacts on a range of population groups and can be adapted to include additional groups such as employees, parents or carers.
- Ethnic Minority Inclusion develops effective communication strategies with ethnic minority families to facilitate better access to services, resources and community initiatives. The project offers a range of supports using community languages, where appropriate, to enable informed decision-making and to increase opportunities and participation.
- Kilmarnock Shopmobility provides mobility equipment to assist vulnerable people, including people with a disability and older people, to shop in Kilmarnock town centre.
- The Citizens' Advice Bureau's (CAB) Financial Inclusion project provides preventative and supportive financial inclusion services to disadvantaged clients from all areas of East Ayrshire. This service is additional and complementary to the money advice and debt management work already carried out by the CAB.

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

In East Ayrshire, the rate per 1,000 population that are 'looked after' by the local authority is higher than the average rate for Scotland. Educational attainment of looked after children in East Ayrshire is below the Scottish average and that of comparator authorities. In addition, looked after children demonstrate poorer attendance rates and a higher number of exclusions from school.

- In 2007/08, 50% of looked after children in East Ayrshire left care with a Foundation award in any subject, compared to 39.5% in 2006/07.
- The rates of recorded domestic abuse in East Ayrshire increased significantly from 878 per 100,000 population in 2003/04 to 1,045 per 100,000 population in 2007/08.

Summary of progress and achievement in 2008/09:

- Following the release of the Scottish Government publication: 'These are our Bairns: a guide for community planning partnerships on being a good corporate parent' (September 2008), a seminar was convened in February 2009 for members of the Community Planning Partnership Board, the Joint Officers' Group and Action Plan Lead Officers, which provided an opportunity for members to focus attention on the needs of Looked After and Accommodated children and young people and care leavers from an East Ayrshire perspective. The seminar brought together a range of partners and was successful in identifying a set of actions in partnership to improve the lives of Looked After children and young people and care leavers. The guide states that the focus on strengthening corporate parenting sits within the Single Outcome Agreement and the National Performance Framework.
- As part of the More Chances: More Choices programme, 142 pupils in 9 secondary schools and 97 pupils in 30 primary schools who are Looked After and Accommodated children and young people receive individual mentoring/strategy support for one hour each week.
- Victims of crime, including victims of domestic abuse, are supported through support and counselling services provided by East Ayrshire Victim Support.
- The annual Child Protection Conference was convened in January 2009 and the Domestic Abuse Charter of Rights was launched in 2008.

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

Crimes of violence, anti-social behaviour, acts of vandalism and drug crime continue to cause problems in East Ayrshire's communities. Despite falling rates in crime, local people continue to have a fear of crime, which can have damaging effect on their quality of life. In addition, road safety is an ongoing concern in all communities, particularly in relation to children and older people.

- In the 2008 Residents' Survey, 18% of respondents said that they felt threatened by crime in their area.
- Fatal road casualties and serious injuries in East Ayrshire decreased by almost 50% between 2004 and 2007.

Summary of progress and achievement in 2008/09:

- Significant activity has been progressed by Anti-social Behaviour Investigators to combat anti-social behaviour in East Ayrshire and Community Wardens continue to engage with young people in local communities.
- The new Risk Management Centre was completed in May 2008, which incorporates the monitoring of all public space CCTV (49 cameras and mobile CCTV), the Community Alarm System, the East Ayrshire Out of Hours Helpline and an airwave radio terminal to allow the Police to contact the centre to advise of ongoing incidents.
- Diversionary activity for young people is provided through initiatives such as New Sporting Futures, with attendances at the Streetsport Cage Programme, Streetsport Express and Premier Night Leagues recorded at 16,330 in 2008/09 (up to the end of February 2009), which is an increase from the 15,874 attendances recorded in 2007/08.
- Campus Police Officers appointed in November 2007 continue to operate in Auchinleck, Loudoun and Grange Academies. The pilot has been well received and is currently being evaluated.
- Over 200 young people participated in Fire and Rescue related activities, and a range of initiatives is ongoing to reduce the number of road casualties, including Reckless Driving Wrecks Lives; the Hero to Zero Campaign, Kerbcraft; and the Scottish Cycling Training Scheme.

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

Much of East Ayrshire is rural and transport difficulties can make it harder for people to access jobs, activities and services.

- In the 2008 Residents Survey, 61% of respondents said that there had been improvement in the quality of bus services.

Summary of progress and achievement in 2008/09:

- Strathclyde Partnership for Transport has developed a list of transport related indicators from the Regional Transport Strategy, which local authorities could use in support of their Single Outcome Agreements to provide a level of consistency and ensure appropriateness and robustness.
- A local Transport Seminar was convened in May 2008 to address cross cutting issues relating to transport, the actions from which have been fed into the revised Community Plan Action Plans.
- Development of the new Local Transport Strategy for East Ayrshire has provided an opportunity for alignment of outcomes, indicators and targets with our SOA, where appropriate.
- Coalfield Community Transport provides access to affordable transport solutions for people living in rural communities to allow participation in activities, and access to services and opportunities.
- The provision of Road Safety Improvements, including Bus Stop Improvements, has enhanced the environment in many residential areas within East Ayrshire. These works result in a safer, healthier environment with improved access to and from communities, and encourage walking and cycling.

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

In East Ayrshire, we have low levels of community involvement at all ages on a voluntary basis and growing numbers of carers and young carers who require ongoing support.

- In the 2008 Residents' Survey, 11% of residents in East Ayrshire stated they have undertaken work or activities on a voluntary basis in the last 12 months, compared to 13% in 2005.
- In 2006/07, there were 4,500 carers in East Ayrshire receiving ongoing support, which increased to 5,000 carers in 2007/08.

Summary of progress and achievement in 2008/09:

- Community Planning Partners continue to ensure that the National Standards for Community Engagement are achieved as a minimum in all community engagement activity in East Ayrshire.
- A comprehensive package of support continues to be provided to support and build the capacity of community representatives on the two Federations of Community Groups and the Local Community Planning Forums, including dedicated support staff; ICT equipment and services; individual training programmes; and expenses procedures.
- The Community Planning Awards (March 2009), hosted by the Community Planning Partnership Board, have provided an opportunity to recognise and promote the significant contribution made by the community and voluntary sectors to the Community Planning process in East Ayrshire.
- The CPP Board commissioned an independent evaluation of East Ayrshire Carers Centre to assess performance, promote sustainability and provide a strategic way forward for the Carers Centre. In addition, the results of the evaluation will be used to inform the development of a Service Level Agreement between the Council, NHS Ayrshire and Arran and the Carers Centre, which will facilitate the ongoing support of carers and young carers in East Ayrshire.
- In 2009, Joint Futures arrangements were incorporated within the CHP arrangements. The SOA has been realigned to reflect the Community Care Framework around which partnership activity and performance reporting is structured.

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

In East Ayrshire, a range of activity is being taken forward to regenerate and improve our town centres and villages, and deal with run down areas.

- At November 2006, there were 210 vacant and derelict town centre buildings in East Ayrshire.
- In 2007/08, the Keep Scotland Beautiful street cleanliness index was 71 for East Ayrshire, which was an improvement from the previous year's street cleanliness index of 70.

Summary of progress and achievement in 2008/09:

- The Kilmarnock Town Centre Conservation Area Regeneration Scheme (CARS) aims to assist the restoration of the historic core of Kilmarnock and act as a catalyst for the further regeneration of Kilmarnock town centre in partnership with the owners of buildings. The main work is taking place in John Finnie Street and Bank Street, Kilmarnock to undertake much needed repair.
- The Restoring Communities Programme involves preparing and establishing programmes of environmental improvements within priority areas, with the full involvement of local communities.
- The design and upgrade of Glaisnock Shopping Centre is a key element of the Cumnock Town Centre Regeneration Project and a workshop led by the Prince's Foundation for the Built Environment to identify design issues, and potential design principles and solutions in respect of the proposed upgrading of the facility was progressed in February 2009.
- The Environmental Hit Squads provide a rapid response to environmental hazards such as graffiti, illegal dumping and litter, with the specific purpose of making the areas served more attractive and safer places to live.

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

Tourism is of undoubted value to the East Ayrshire economy, contributing £55.75 million to the local economy in 2006; however, this does not compare favourably with the figures for neighbouring council areas in South Ayrshire (£158.29 million) and North Ayrshire and Arran (£100.83 million). In addition, tourism revenue in East Ayrshire fell by around 3% from £57.6 million in 2005.

The current economic climate, increasing competition from domestic and international destinations as well as decreasing tourism revenue provides a considerable challenge for East Ayrshire.

Summary of progress and achievement in 2008/09:

- East Ayrshire Tourism Strategy and Action Plan 'The Way Ahead 2009-2015' outlines that there is considerable potential to grow tourism revenues in East Ayrshire and describes how the area will contribute to the national ambition of 15% growth in tourism revenue by 2015. The document provides a strategic framework for tourism and forms the basis for collaborative work by East Ayrshire Council, other public sector agencies and private sector tourism operators.

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

Recycling rates have been improving and East Ayrshire is currently regarded as one of the leading authorities in Scotland.

- In 2007/08, 41.8% of municipal waste in East Ayrshire was recycled, increasing from 36.6% in the previous year.

Summary of progress and achievement in 2008/09:

- East Ayrshire Council's Kerbside Recycling Service is provided to every household in the local authority area. In 2007/08, excellent progress was made in meeting recycling targets resulting in:
 - approximately 200 tonnes of paper and cardboard recycled;
 - 40 tonnes of glass and 15 tonnes of cans recycled;
 - recycling rates for Municipal Waste exceeding 40%; and
 - recycling tonnage increased by 4,679 tonnes.
- The redeveloped and expanded Recycling Centre was opened at Western Road, Kilmarnock in 2008 by Mike Russell MSP, Minister for the Environment, which has extended the range of materials accepted for recycling and improved access for members of the public.

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

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations.

Summary of progress and achievement in 2008/09:

- The completion of Stewarton Area Centre in 2008 brings the number of co-location facilities established in East Ayrshire to five in total. The new building provides residents with a range of services conveniently situated under one roof. The facility houses a custom built library providing a range of services, which includes free internet access, and local and family history research facilities. In addition, visitors have access to a local office where they can obtain information and advice about Council services and make payments such as Council Tax and rent. The facility also houses the Police Station and staff for both housing and social work.
- Further development of co-location facilities in East Ayrshire will continue to be progressed in 2009/10.
- Following the 2008 Direction from the Accounts Commission, work is currently being taken forward within the Council to identify and agree a suite of Local Statutory Performance Indicators, which will constitute local performance information for 2009/10. Steps have been taken to ensure alignment with the SOA indicators, where appropriate.

25 March 2009