



## COMMUNITY PLANNING FOUR-YEARLY REVIEW PROCESS

Board Meeting: 8 March 2007

### 1. PURPOSE OF REPORT

- 1.1 To update the Community Planning Partnership (CPP) Board on progress in respect of the Community Planning Four-Yearly Review.

### 2. BACKGROUND

- 2.1 As the CPP Board will be aware, 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 review required to be carried out over 2006/07 to ensure that an updated Community Plan and revised set of Action Plans are ready for full implementation by 1 April 2007.
- 2.2 Routinely, update progress reports have been presented to the CPP Board throughout 2006 and at the Core Partners' Group meeting of 13 February 2007, Core Partners agreed to convene a special meeting on 2 March 2007 to give overall consideration and 'sign off' to these important documents.

### 3. FOUR-YEARLY REVIEW PROCESS – PROGRESS

#### Community Plan

- 3.1 As part of the overall review process an exercise to look at the currency of the Community Plan took place and comments on any required updates were requested. As the changes to the Community Plan were not considered significant, a review document has been prepared as a supplement to the Community Plan and was issued to Core Partners at their meeting of 13 February 2007 to accommodate their overall 'sign off' and, hopefully, endorsement at a special Core Partners' Group meeting planned for 2 March 2007.
- 3.2 Individual partner agencies have been requested to present the Community Plan Review Supplement 2006/07 to their respective organisations for consideration and agency 'sign off', where possible, prior to the Special Core Partners meeting on 2 March 2007. Where this was not possible by the due date, Partners agreed to consider and hopefully endorse the Review Supplement on 2 March 2007, reporting retrospectively to their Board meetings. A copy of the Review Supplement is attached as an Appendix to the report.

#### Revised Thematic Action Plans

- 3.3 Stage 2 of the review process involved Lead Officers and their thematic Action Plan Working Groups preparing revised Action Plans, supported by Tribal HCH Consulting.

- 3.4 As the CPP Board will be aware, the timescale for the production and submission of revised Action Plans was extended until 24 December 2006. All revised Action Plans have now been submitted with Tribal currently working to 'sign' them off. The process for the 'sign off' of the Community Plan will also accommodate the endorsement of the Action Plans, as detailed at paragraphs 3.2 and 3.3.

### **Community Planning Updated Portfolio**

- 3.5 Once overall endorsement has been received for the Community Plan Review Supplement and related thematic Action Plans, they will be submitted to the Council's Graphics section for design and production. In addition to the above documentation, an updated East Ayrshire by Numbers and Good Practice Guide are currently in production and will be included as part of the updated Community Planning portfolio, ready for distribution from April 2007 onwards.

### **Review of Operating Structures**

- 3.6 The final element of the overall Four-Yearly Review was the agreement to review the operating arrangements for Community Planning to ensure that they continue to be 'fit for purpose'. In particular, the review would focus on the role of the Core Partners' Group and CPP Board.
- 3.7 A review of Community Planning operating structures is progressing; however, the Council is due to implement its new Departmental structure on 1 April 2007 and, as part of its Best Value and Community Planning Audit Improvement Agenda, is currently reviewing its overall decision-making arrangements and committee structure. Therefore, as a consequence of this, the Council is asking for an extension to the timeframe for completion of the Community Planning structures review to allow it to give full and further consideration of this important matter.
- 3.8 At a special meeting convened on 6 February 2007 with community representatives on the CPP Board, representatives agreed in principle to the timescale extension.
- 3.9 At its meeting on 13 February 2007, the Core Partners' Group approved an extension to the timescale for completing the overall review of the Community Planning operating structures and a paper on Community Planning structures will be available for consideration during summer 2007, and considered by Partners and the CPP Board at that time. In the meantime, it has been agreed that the status quo regarding the operating arrangements for the Core Partners' Group and the CPP Board will remain in place until the operating structures review is concluded.

## **4. CELEBRATION AND SHOWCASE UPDATE**

- 4.1 The CPP Board will recall that during the first three weeks of March 2007, a wide range of activities will be offered to residents of East Ayrshire across local communities by Community Planning Partners. A full copy of the programme will be available at the Board meeting on 8 March 2007.
- 4.2 This activity will culminate in a production at the Palace Theatre, Kilmarnock on 19 and 20 March 2007, and will showcase work being undertaken with young people across a range of settings and new work developed with young people by commissioned artists. The detailed programme for the Showcase events will again be available at the CPP Board meeting.

- 4.3 In order to ensure maximum publicity for Community Planning, a newsletter will be distributed to every household late February 2007, providing information on the work undertaken by Community Planning Partners in East Ayrshire and detailing the programme of activity across the three-week period in which residents of all ages can participate. In addition, the celebration and showcase events have been promoted via local newspapers and advertised on a range of local buses.
- 4.4 The CPP Board is asked to ensure full and effective participation during the celebration and showcase.

## **5. RECOMMENDATIONS**

- 5.1 The CPP Board is asked to:
- i) note the progress in respect of the Four-Yearly Review and the timescales for the overall endorsement of the Community Plan and related thematic Action Plans;
  - ii) note the extension to the timescale for completing the overall review of Community Planning operating structures;
  - iii) note that the status quo will remain until the operating structures review is concluded;
  - iv) note the programme for both the celebration and showcase events; and agree to attend, where possible, the Showcase events; and
  - v) otherwise, note the content of the report.

**Gwen Barker**  
**Community Planning and Partnership Manager**  
**19 February 2007**



**DRAFT**

**EAST AYRSHIRE  
COMMUNITY PLAN**

**Review Supplement 2006/07**

## INTRODUCTION AND VISION

### COMMUNITY PLANNING IN EAST AYRSHIRE – ‘ONE COUNCIL, ONE PLAN’

The twelve-year Community Plan, published by Community Planning Partners in East Ayrshire in April 2003, is recognised as the sovereign strategic planning document for the delivery of public services in East Ayrshire and sets out the overall vision for the local area, as follows:

*“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.”*

At the inception of Community Planning in April 2003, Partners gave a commitment to carrying out a review of the Community Plan and related thematic Action Plans on a four-yearly basis. This first such review was carried out over 2006/07 to ensure that the Community Plan continues to be ‘fit for purpose’ and a revised set of Action Plans is ready for full implementation by 1 April 2007.

Wide ranging consultation with Communities, Partners and other key stakeholders confirmed that our vision and the priorities identified in 2003 are still as relevant today as they were then. The Community Plan, therefore, remains current and this review supplement should be read in conjunction with the original document.

The Community Plan provides the overarching strategic framework for the delivery of services by all Partner agencies in East Ayrshire. The associated thematic Action Plans detail the joint activity to be taken forward by the Partners, over the period 2007-2011, to address the range of identified priorities but do not represent the totality of activity delivered by Partners to achieve the vision for East Ayrshire.

The mainstream core activity of individual organisations is detailed within the range of Partner agency service plans, which are linked to the overarching Community Plan. Within the framework of Community Planning, further opportunities to integrate services to ensure that the maximum benefit to service users is afforded by mechanisms such as the Integrated Children’s Service Plan and Joint Futures.

## OUR GUIDING PRINCIPLES AND SHARED COMMITMENTS

Community Planning brings together the community and the public, private and voluntary sectors to identify and prioritise what needs to be done, and to plan, co-ordinate and deliver action to meet identified priorities. Our guiding principles, as set out in the Community Plan, are still relevant, with effective community engagement underpinning the overall agenda.

To ensure that the Community Planning process is consistent and continues to meet the needs of everyone who lives in East Ayrshire, we are committed to working in a way which ensures that we:

- promote social justice and social inclusion;
- ensure effective community engagement in the planning and development of local services;
- succeed in joint working and engaging people;

- ensure quality and accessibility;
- build sustainability into what we do; and
- deliver continuous improvement and best value.

*Experience of the success of working together has led Community Planning Partners in East Ayrshire to identify a range of strategic commitments, as follows:*

- **shared services with shared management arrangements:** *working together to better plan, develop and jointly deliver local services;*
- **shared premises:** *ensuring improved access to a range of public services through co-location;*
- **rationalisation of plans and structures:** *maximising the role of the Community Plan as the sovereign strategic planning document for East Ayrshire by taking every opportunity to rationalise and reduce the number of plans and strategies developed through ensuring that the Community Plan is comprehensive and effectively encompasses local, regional and national priorities;*
- **joint consultation and engagement:** *commissioning a joint Residents' Survey to identify local issues and perceptions, and establishing a Residents' Panel to ensure a co-ordinated approach to local consultation;*
- **joint training:** *providing a range of training opportunities across Partner agencies to avoid duplication of activity and provide networking opportunities;*
- **joint information sharing:** *bringing Partner agency statisticians, research and monitoring staff together to share information on a range of key areas of activity, provide key statistics for the East Ayrshire area to inform the planning and delivery of services and ensure effective monitoring and evaluation of programmes; and*
- **joint monitoring and evaluation:** *committing to a one stop monitoring and evaluation process for joint funded projects.*

## **THE EXTERNAL ENVIRONMENT**

*Since the publication of the Community Plan in April 2003, there have been a number of new and emerging agendas which Community Planning Partners wish to address. In addition, Partnership working is now enshrined in legislation through the **Local Government in Scotland Act, 2003**.*

*The Act has three main elements, each of which supports the achievement of our vision for East Ayrshire:*

- *a Duty of Community Planning, which ensures long term commitment to effective partnership working with Communities and between Partners;*
- *a Duty of Best Value, which ensures continuous improvement in the delivery of services; and*
- *a Power to Advance Wellbeing, which enables the local authority to work with its Partners in a more innovative and creative way in responding to the needs of our communities.*

While providing a strong and supportive legislative framework for Community Planning, the Act necessitates an ongoing commitment from Partners to meet its statutory requirements. Our commitment to Community Planning remains absolute and Partners have established a robust process which is already showing real benefits and which is recognised nationally. This is clearly demonstrated by the findings of the **Audit of Best Value and Community Planning, 2006**.

### **East Ayrshire Council: The Audit of Best Value and Community Planning, 2006**

*“Partners report that the Council is very well organised and structured with excellent support from the Community Planning Unit.”*

*“Joint working is a key strength, evident in community planning.....”*

*“There is evidence that the Council does well in community planning and joint working.”*

Accounts Commission’s findings.

*“It does particularly well in Community Planning”*

*“It has made significant progress in Community Planning where it is well ahead of other Councils.”*

Interview with the Audit Scotland team behind the East Ayrshire Report

In addition, the **national review of Community Planning Partnerships by Audit Scotland in 2006** highlighted a range of national issues which require to be tackled if Community Planning is to develop further as the driver for more joined up service planning and delivery. The review highlighted several areas of good practice within East Ayrshire and we can already demonstrate significant progress overall and in the areas set out within the national report. The challenge for Community Planning Partners in East Ayrshire is to continue to demonstrate that together we can:

- build on our successful practice in relation to community engagement and ensure that local communities are aware of and involved in the Community Planning process;
- ensure that appropriate organisations engage fully in Community Planning and strengthen their engagement in the process;
- play a more direct role in planning and co-ordinating integrated services, for example, through outcome agreements, to achieve agreed priorities, which are shared by Community Planning Partners;
- strengthen the democratic accountability of Community Planning by building on the local authority’s democratic mandate and community leadership role; and
- help to rationalise the many partnerships and structures that exist at a local and regional level.

The Scottish Executive published its **People and Place Regeneration Policy Statement** in March 2006. The Policy statement recognises that to regenerate communities you need to grow the economy, tackle poverty and disadvantage and create mixed and sustainable communities, all of which fit perfectly with the local priorities as set out the Community Plan.

The regeneration of Kilmarnock Town Centre to kickstart economic growth, through exploiting its proximity to the Clyde Corridor, is a high priority supported by the Scottish Executive in its Regeneration Policy Statement. Work on this important area is well advanced. Our plans to regenerate Cumnock Town centre as a significant hub for our rural communities in the south of the area will also have a significant impact.

Throughout the area, there are households and families which are more likely to experience unemployment or low paid employment, poor health, inadequate housing, low car ownership and vulnerability to crime and anti-social behaviour. As a result, they are likely to experience a lower quality of life and lifestyle choices, and more limited economic, educational and social opportunities.

Community Regeneration to address such issues is being driven forward by Partners through Community Planning, particularly through the **Regeneration Outcome Agreement (ROA)** and the associated Community Regeneration Fund resources, which provide targeted funding to augment mainstream funding and support regeneration at a more local level. The focus of the ROA is to address the significant deprivation experienced in communities across East Ayrshire by closing the opportunity gap between them and the least disadvantaged communities.

The Scottish Executive's **Transforming Public Services** agenda, which aims to facilitate further improvement of public services through joint working, fits comfortably with the overall Community Planning agenda in East Ayrshire. The common goal for reform for both the Scottish Executive and Community Planning Partners locally is to improve services and make a real difference to service users and communities. It is recognised that many of our biggest challenges, such as health improvement, eliminating poverty and regenerating our most deprived communities, need effective and strong public services and cannot be solved by any single agency working in isolation either at the local or national level. To tackle complex, multi-dimensional problems and avoid duplication of effort, public services need to be flexible, engage local communities and service users, and work together across common boundaries to meet agreed priorities. This requires cultural change within organisations and government to remove barriers to partnership working.

The Scottish Executive has already initiated a number of complementary work streams in support of the reform of public services objectives, which aim to:

- identify and realise opportunities for service improvements and efficiency savings to be gained through the adoption of shared service initiatives, thus freeing resources for investment in front line services;
- promote the development of shared services, processes and systems that are resilient to changes in service delivery structures and boundaries, and better able to meet the needs of joined up public services; and
- build on the standards and infrastructure being put in place through the Modernising Government, Customer First and e-Care initiatives, and ideas developed through the Efficient Government Fund.

Partners in East Ayrshire have already gone a long way to transforming public services in East Ayrshire through the Community Planning process and are committed to continuing to work together, and with the Scottish Executive, to meet these objectives and ensure that they are able to deliver the vision for the area.

**The National Standards for Community Engagement** was launched by the Scottish Executive and Communities Scotland in May 2005. The Standards aim to assist the development of, and support better working relationships between, communities and agencies delivering public services. They are measurable performance statements, which can be used by everyone involved in community engagement to improve the quality and process of engagement by setting out the key principles, behaviours and practical measures which underpin it.

Community Planning Partners recognise that the National Standards for Community Engagement highlight good practice in community consultation and engagement, and have undertaken to ensure that these standards are achieved as a minimum in all community engagement activity in East Ayrshire. Additionally, they are an important resource to help Partners measure their shared effectiveness in engagement activity.

**The Scottish Climate Change Declaration**, prepared by the Sustainable Scotland Network (SSN), is a mechanism by which local authorities and other public bodies may demonstrate a commitment to developing appropriate strategies to reduce the impact of their activities on the environment and, more specifically, on reducing the effects of climate change. Community Planning Partners are committed to reducing greenhouse gas emissions from their properties, services and activities. The key commitments needed to meet our obligations in this important area are included in our Improving the Environment Action Plan.

## **THE CHALLENGES**

East Ayrshire enjoys a high quality environment with Partners providing excellent services, including health, education, social, cultural and leisure services. In the 2005 Residents' Survey, 83% of respondents said that the quality of life in their town or village is good. We know that there is a strong community spirit in the towns, villages and neighbourhoods across the area and this was confirmed by the Residents' Survey, in which 58% of respondents said that they were proud of living in their neighbourhood.

Much has been achieved since 2003 when the Community Plan was first launched and we can demonstrate significant success through partnership working. We have a firm foundation on which to build but we recognise that there is still much to address if we are to achieve the vision for East Ayrshire.

### **Population Decline**

The population of East Ayrshire has been shown to be both declining and ageing in recent years. The working age population declined by 3% over the period 1993-2003, faster than the decline in the West of Scotland and in contrast to a small increase across Scotland (less than 1%). In the same period, the 50-59/60-64 age groups increased by 15%, while the 16-24 and 29-54 age groups fell by 16% and 5% respectively. These trends are forecast to continue in future years.

Based on the latest available estimates, the population of East Ayrshire is expected to fall significantly between 2002 and 2018 (down 7.8%). This compares with an expected 2.4% decline nationally over the same period. The local working age population is also projected to fall by 7% between 2003 and 2013 and faster than the forecast decline in the West of Scotland (down 4%). These statistics are compounded by the fact that the direction of population change varies across age bands; there is expected to be a decline in both the 21-24 and 25-49 age groups, while the 50 to retirement age band is projected to increase, continuing the increase in the ageing population of East Ayrshire.

### **Health**

In terms of the three main causes of premature mortality in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downwards direction with predictions suggesting that, if this continues, 2010 Scottish Executive targets will be met, namely, that between 1995 and 2010, there will be a 20% reduction in mortality from cancer; a 60% reduction in mortality from coronary heart disease; and a 50% reduction in mortality from stroke. (Source: Delivering a Healthy Scotland: Meeting the Challenge: Scottish Executive, 2006).

In East Ayrshire, this downward trend is mirrored, with mortality rates per 100,000 population in the under 75s reducing significantly across all three aspects. Specifically,

premature mortality rates for coronary heart disease have decreased from 140 per 100,000 population in 1996 to 85 in 2004, which is slightly lower than the 2004 rate for Scotland at 86 per 100,000. Cancer mortality rates in the under 75s have also decreased from 188 per 100,000 in 1996 to 166 per 100,000 in 2004, which is again lower than the 2004 Scottish rate of 172 per 100,000; and premature deaths resulting from stroke have decreased from 42 in 1996 to 28 per 100,000 in 2004, which is equivalent to the 2004 rate for Scotland. (Source: General Register Office for Scotland GRO(S))

## **Health Inequalities**

There is evidence to suggest, however, that the biggest challenge for Scotland and East Ayrshire remains the need to tackle health inequalities and close the health gap between the most and least deprived communities. For example, when we look again at two of the three main causes of premature death in Scotland, this time comparing the most and least affluent populations, it appears that although standardised mortality rates for cancer in the most deprived under 75 population have decreased by 7.4 % between 2003 (when targets were set), and 2005, the inequality gap actually widened in 2003/04 due to a greater decrease in the most affluent populations. Death rates for coronary heart disease also fell in both the most affluent and most deprived populations; however, a greater decrease in the most deprived population between 2003 and 2005 has resulted in a narrowing in the inequalities gap. (Source: Delivering a Healthy Scotland: Meeting the Challenge: Scottish Executive, 2006).

In East Ayrshire, there are stark inequalities in health between the most and least deprived communities. For example, if we compare hospital admissions for heart disease in Riccarton and Shortlees with Lugton and Dunlop, it can be seen that in the period 1991-1993 to 2000-2002 admission rates per 100,000 population in Riccarton and Shortlees dramatically increased from 810 to 1,004, compared to Lugton and Dunlop, where rates fell from 611 to 371 per 100,000, which is almost three times lower. When comparing other indicators in the same two communities, the picture is the same. For example, hospital admission rates for alcohol attributable conditions increased from 978 to 1,308 per 100,000 population in Shortlees and Riccarton in the period 1990-1992 to 1999-2001 and decreased in Lugton and Dunlop from 550 to 495 per 100,000 population. This has resulted in a rate more than two and a half times higher in the more deprived community. (Source: East Ayrshire Community Health and Well Being Profile: NHS Health Scotland, 2004).

## **The Economy and Local Transport Issues**

East Ayrshire has been, and continues to be, affected adversely by the historic decline of deep mining and manufacturing industries. While it is expected that there will be around a 2% growth in new jobs by 2010, the manufacturing industry is projected to decline by a further 19%. At December 2006, the unemployment rate was the sixth highest in Scotland, at 3.8% compared with the national average of 2.6%. (Source: NOMIS – claimant count rates and proportions, January 2007) This average masks significantly higher levels of unemployment and deprivation in communities across the area.

The business and industry profile of East Ayrshire is characterised by under-representation of service, technology and business industries; a legacy of brownfield and despoiled land generally unsuited for the needs of modern companies; and increased commuting to the Glasgow conurbation.

Partners are committed to developing the economy as a whole, with a particular focus, in terms of business and industry, on capitalising on economic opportunities within

Kilmarnock and those arising from the extension of the M77, and on regenerating the economy in the coalfield communities.

Our aim is to maximise the opportunities presented by East Ayrshire itself in terms of its natural and built environment, its heritage and culture, and its location in relation to regional assets, such as areas of business growth and new jobs. Our assets such as increasing property markets, high quality natural environment, a strong cultural heritage and considerable scope for leisure and tourism activity are recognised and we require to build on this foundation.

While we have good transport connections, the challenge in respect of transport is to develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. In addition, improved access to the M77 is necessary to allow the communities in the south of the Authority to benefit from opportunities in the Glasgow conurbation, while improving access to the M74 will facilitate access to the south and the rest of Scotland.

### **Poverty and Deprivation**

East Ayrshire as a whole has significantly higher levels of poverty than the Scottish average. Figures compiled in 2004 demonstrate that compared to other authorities in Scotland, as a proportion of the relevant population, East Ayrshire has the:

- highest equal proportion of unemployed people claiming benefit;
- highest equal proportion of carers claiming Carers Allowance;
- second highest equal proportion of lone parents claiming benefit;
- fourth highest equal proportion of households claiming Council Tax Benefit;
- fifth highest equal proportion of households claiming Housing Benefit;
- fifth highest equal proportion of children in families claiming benefit;
- fifth highest proportion of people claiming sick/disability benefits;
- sixth highest equal proportion of population claiming Income Support;
- sixth equal highest proportion of older people claiming Attendance Allowance; and
- seventh highest equal proportion of people claiming Disability Living Allowance.

**Note:** 'Highest equal' denotes that East Ayrshire shares each of the placings identified with a range of other local authorities across Scotland.

Source: Benefits and Tax Credits in Scotland, Report for February 2004 – A National Statistics Publication, Scottish Executive, September 2004.

The Scottish Index of Multiple Deprivation 2006 (SIMD2006) highlights that 18% (approximately 1 in 5) of East Ayrshire residents live within the top 15% most deprived areas in Scotland and we have the eighth largest proportion of population categorised as most deprived. In addition, East Ayrshire has eight local areas assessed as among the 5% most deprived areas in Scotland and forty local areas in the 20% most deprived areas. (Source: Scottish Index of Multiple Deprivation 2006, Scottish Executive, October 2006).

There are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. In the north of the Authority, high levels of deprivation co-exist with the relatively wealthy commuting population, which continues to increase. The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in the most disadvantaged communities as defined by the Scottish Index of Multiple Deprivation

with a view to closing the opportunity gap between them and the least disadvantaged communities. Although we have a discrete Eliminating Poverty Action Plan, actions across all themes of the Community Plan will impact on tackling poverty and exclusion.

All of the above challenges have been taken into account by Partners when developing our four-year thematic Action Plans and we will work together over the life of the Community Plan to address these issues.

## **OUR MAIN THEMES**

During the period 2003 to 2007, we have taken forward a wide range of activity and can demonstrate significant progress in tackling jointly the issues which face our communities. Early in 2006, we consulted with our communities, our partners and other key stakeholders on our priorities for the next four years of the Community Plan. Everyone agreed that the key priorities had not changed; therefore, our efforts from 2007 to 2011 will continue to be directed at the key themes of:

- Promoting Community Learning
- Improving Opportunities
- Improving Community Safety
- Improving Health
- Eliminating Poverty
- Improving the Environment.

It is important to note that, although activity is being taken forward under themes for planning purposes, we recognise the overlap between these themes and will ensure that the links necessary to achieving our vision are identified and managed. We will work to strengthen those links over the next four years, particularly between Health and Poverty and across the overall regeneration agenda.

### **Promoting Community Learning**

#### **Aims**

We are committed to making sure that people have access to community based learning opportunities throughout their lives, and to advancing active citizenship, by:

- supporting the development and continuation of community based organisations;
- encouraging individuals to access learning opportunities to improve the quality of their lives and their wellbeing;
- supporting individuals to gain literacy and numeracy, and information and communication technology (ICT) skills;
- maximising the use of existing community facilities for community learning and development by all partners; and
- increasing participation by young people in community based learning and active citizenship.

## **Improving Opportunities**

### **Aims**

We are committed to improving opportunities by:

- growing existing and new businesses and supporting inward investment and business location;
- raising education achievement in schools and ensuring education providers and businesses work together to give the best start to young people moving into work;
- understanding employment needs to identify those areas where there is a shortage of skills, or where there is likely to be in the future, and promoting access to training to meet this shortage;
- developing a range of employability initiatives, including the voluntary sector and social economy, which are designed to assist the community;
- attracting investment and increasing opportunities in East Ayrshire by developing tourism, culture and leisure, housing and rural diversification;
- offering transport solutions for East Ayrshire, particularly the rural areas, ensuring good quality affordable choices are available; and
- providing, promoting and assisting the development of early education and childcare which supports children and families and helps parents balance family life with work, training or education.

## **Improving Community Safety**

### **Aims**

We are committed to creating safe places in which to live, work and play for people of all ages by reducing crime, improving public safety and improving safety in neighbourhoods and homes. We will do this by:

- tackling crime and anti-social behaviour and the fear of crime and anti-social behaviour;
- working with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour;
- improving safety in neighbourhoods and homes; and
- promoting child protection and the safety of vulnerable adults.

## **Improving Health**

### **Aims**

We are committed to improving the health and well-being of the people of East Ayrshire by:

- ensuring 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;
- striving for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address the factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups.

The Improving Health Action Plan also acts as the Joint Health Improvement Plan for East Ayrshire.

## **Eliminating Poverty**

### **Aims**

We will work towards eliminating poverty by:

- promoting financial inclusion, particularly within the most disadvantaged communities;
- supporting carers;
- tackling the links between poverty, housing, ill-health and opportunity; and
- supporting and improving systems that are in place to maximise income from benefit, and for debt counselling and money advice.

### **Improving the Environment**

We are committed to improving the environment by:

- regenerating, protecting and improving the natural and built environment through sustainable development;
- increasing the amount of waste that is recycled and reused;
- making our homes, factories and buildings more energy efficient and expanding the use of renewable energy resources;
- working to make sure that we meet the housing needs of everyone who lives in our communities;
- reducing the environmental effect of transport by developing a transport system that meets national, regional and local needs;
- regenerating our town centres and villages, and dealing with empty and run down properties;
- putting systems in place to reduce littering, graffiti and vandalism, and dealing with problems quickly; and
- developing visitor attractions and investing in leisure and cultural activities.

## **Community Planning – Ongoing Review**

Community Planning Partners will continue to review and report on performance on an annual basis, with a formal review of the four-year thematic Action Plans at the mid-point of the programme, scheduled for 2009.

The commitment to review the Community Plan on a four-yearly basis remains, with the next formal review scheduled for 2011.

### **More Information**

*Accompanying East Ayrshire's Community Plan and the Review Supplement 2006/07 are six Action Plans, a good practice guide and East Ayrshire by Numbers. A full set of these documents is available at your local library, local office or by logging on to [www.eastayrshirecommunityplan.org](http://www.eastayrshirecommunityplan.org).*

*The Community Plan and Review Supplement 2006/07 are also available in audio cassette, a copy of which is available from your local library and local office, and in large print by logging on to [www.eastayrshirecommunityplan.org](http://www.eastayrshirecommunityplan.org).*

*East Ayrshire's Community Plan and Review Supplement 2006/07 have also been translated into Urdu, Punjabi, Chinese and Gaelic and again are available by logging on to [www.eastayrshirecommunityplan.org](http://www.eastayrshirecommunityplan.org).*

*For more information on Community Planning in East Ayrshire, log on to [www.eastayrshirecommunityplan.org](http://www.eastayrshirecommunityplan.org) or contact:*

*Community Planning and Partnership Unit  
East Ayrshire Council Headquarters  
London Road  
Kilmarnock  
KA3 7BU  
Tel: 01563 576000  
Email: [communityplanning@east-ayrshire.gov.uk](mailto:communityplanning@east-ayrshire.gov.uk)*