

**EAST AYRSHIRE COMMUNITY HEALTH PARTNERSHIP**

**COMMITTEE: 24 AUGUST 2009**

**EAST AYRSHIRE COMMUNITY PLANNING PROCESS**

**2008/09 ANNUAL PERFORMANCE REPORT**

**Report by Chief Executive of East Ayrshire Council**

**1. PURPOSE OF REPORT**

- 1.1 To present to CHP Committee the 2008/09 Annual Performance Report for Community Planning in East Ayrshire.

**2. BACKGROUND**

- 2.1 East Ayrshire's Community Plan was endorsed by all Community Planning Core Partners by April 2003. The Community Plan was also endorsed as the sovereign planning document for East Ayrshire Council by the Policy and Resources Committee at its meeting on 10 April 2003. In addition, the six associated Action Plans received the formal endorsement of the Core Community Planning Partners.
- 2.2 The Community Plan has a lifespan of twelve years, effective from 1 April 2003. The initial six related Action Plans had a four-year lifespan, with a commitment to a mid term review during each four-year period to take cognisance of new and emerging priorities.
- 2.4 This report presents to CHP Committee the performance information relating to the six thematic Action Plans and the actions contained within the Community Planning Joint Officers' Group Workplan for 2008/09.
- 2.5 The 2008/09 Performance Report was considered and endorsed at Special Cabinet on 8 July 2009 from an East Ayrshire Council perspective and by the Community Planning Partnership (CPP) Board at its meeting of 30 July 2009.

**3. STATUTORY FRAMEWORK FOR COMMUNITY PLANNING**

- 3.1 Community Planning was enshrined in legislation as part of the Local Government in Scotland Act 2003. The Act sets out two main aims for Community Planning as follows:
- making sure people and communities are genuinely engaged in the decisions made on public services which affect them, allied to
  - a commitment from organisations to work together, not apart, in providing better public services.
- 3.2 As part of the four-yearly review process, carried out in 2006/07, a review of the requirements of the Local Government in Scotland Act, 2003 was implemented to ensure continued compliance. The Review concluded that within East Ayrshire, we continue to ensure compliance with the Local Government in Scotland Act, 2003 and the related Community Planning Advice Notes.

**4. MID TERM REVIEW OF COMMUNITY PLANNING**

- 4.1 In the context of changing national priorities such as the move to a Community Planning Single Outcome Agreement (SOA), and the consequent requirement to facilitate reporting arrangements, the CPP Board considered it timely to radically review the thematic Action Plans and consider how they could potentially be rationalised as part of the Mid Term Review of Community Planning, which required to be implemented by 1 April 2009.
- 4.2 Consequently, at the CPP Board meeting of 26 June 2008, Partners endorsed the following revisions to the current six thematic Action Plans:
- Amalgamation of the Promoting Community Learning Action Plan with the education elements of the Improving Opportunities Action Plan to form a **Promoting Lifelong Learning Action Plan** with lead responsibility sitting with the Council's Educational and Social Services.
  - Amalgamation of the Improving the Environment Action Plan and elements of the Improving Opportunities Action Plan to form a **Delivering Community Regeneration Action Plan** with lead responsibility sitting with the Council's Department of Corporate Support.
  - The **Improving Community Safety Action Plan** to continue with lead responsibility sitting with Strathclyde Police.
  - Amalgamation of the Improving Health and Eliminating Poverty Action Plans to form an **Improving Health and Wellbeing Action Plan** with lead responsibility sitting with the Community Health Partnership.
- 4.3 At the Community Planning Joint Officers' and Lead Officers' Group meeting of 15 July 2008, Lead Officers were remitted to develop the three new Action Plans for presentation to the CPP Board in March 2009 for endorsement and implementation from 1 April 2009. In addition, Strathclyde Police, as lead agency for the Improving Community Safety Action Plan, was remitted to implement a Mid Term Review of the Action Plan by this date.
- 4.4 As part of the review process, Lead Officers were remitted to ensure robust links to the agreed National and Local Outcomes in the SOA in the revision and further development of the Action Plans.
- 4.5 As remitted by the CPP Board, the Community Planning Joint Officers' Group considered and endorsed the new Community Plan Action Plans in relation to Promoting Lifelong Learning, Delivering Community Regeneration and Improving Health and Wellbeing, and the Mid Term Review of the Improving Community Safety Action Plan at its meeting of 24 March 2009.
- 4.6 From a Council perspective, Cabinet endorsed the new Community Plan Action Plans and the Mid Term Review of the Improving Community Safety Action Plan at its meeting of 1 April 2009. The CHP Committee endorsed the Improving Health and Wellbeing Action Plan at its meeting in March 2009.

## 5. STREAMLINING OF REPORTING ARRANGEMENTS

- 5.1 To facilitate streamlining of reporting within the Community Planning process in East Ayrshire, it is proposed that reporting progress in relation to the Community Plan Action Plan Annual Performance Reports is integrated with the SOA reporting process from 2009/10 onwards, where possible.

5.2 In this regard, there will be a focus over the summer period on moving from the current output based approach to a more outcome based approach.

## **6. COMMUNITY PLANNING PROCESS: PERFORMANCE 2008/09**

6.1 To ensure continuing compliance with the legislation and the accompanying advice notes, the Community Planning Joint Officers' Group (JOG), chaired by the Chief Executive of East Ayrshire Council and with representation from all Community Planning Core Partners, has continued to meet routinely throughout 2008/09.

6.2 The JOG developed a Workplan for 2008/09 to ensure effective progress against all national and local actions. A summary of progress made is detailed below:

- four rounds of Local Community Planning Forums were implemented as per the Annual Plan;
- effective systems were implemented in respect of Local Community Planning Forums, including: a development programme implemented for Forum members; Local Community Planning Forum priorities identified and an Annual Plan developed; a Reference Group established; actions identified in respect of Forum topics and actioned as appropriate; and mechanisms established to ensure robust links with Children and Young People's Forum;
- an evaluation of Forum activity in the first year was undertaken, with high levels of satisfaction expressed;
- the Mid Term Review of Community Planning was implemented;
- the six themes of the Community Plan and associated thematic Action Plan Working Groups were reduced to four;
- the Community Planning Partnership SOA was signed off by Community Planning Partners and John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth on 2 July 2008;
- the updated SOA was developed and submitted to Scottish Government on 26 February 2009;
- to ensure 'third sector' involvement in the Mid Term Review and the overall development of the SOA a Community and Voluntary Sector Briefing Meeting was convened in May 2008;
- to ensure 'third sector' involvement in the Mid Term Review and the overall development of the SOA a Community and Voluntary Sector Briefing Meeting was convened in May 2008;
- Fairer Scotland Fund resources were allocated in line with strategic priorities;
- the Residents' Survey 2008 was undertaken and the report was published in December 2008;
- four Residents' Panel consultation exercises were implemented;
- Stewarton Area Centre was opened on 15 September 2008 and other co-located initiatives are in progress or being explored;
- a number of areas of shared service were progressed, namely Minor Works Framework Contract, A70/A71 Roads Joint Working, Public Sector Property Group, Ayrshire Joint Planning Steering Group, Regional Safety Board, Food Safety Week, Review of Public Health legislation, National Assistance Act – funerals and Ayrshire Economic Strategy Group;
- in order to further develop awareness of Community Planning, a number of mechanisms were utilised, including:
  - the delivery of a highly successful Community Planning Awards Ceremony in March 2009;
  - ongoing review and updating of the Community Planning website;

- the publication and circulation of 'The Work That We Do' booklet highlighting how a range of staff from the Partner agencies contribute to Community Planning through their daily activity;
- the preparation and distribution of a further 10 'A Quick Word About' documents on a range of topics; and
- the delivery of a Community Planning awareness raising presentation to a further 3 Community Councils;
- an evaluation of the Partnership Assessment Scorecard was undertaken, the question set was reviewed and revised, and Survey Monkey was adopted as an appropriate tool to continue the implementation of the Partnership Assessment Scorecard; and
- significant work continued to be progressed by the Research Information and Performance (RIP) Group to source information/data to inform the further development of the SOA and meet the requirements of the SOA guidance.

6.3 All key community planning related tasks that required to be taken forward during 2008/09 have been actioned. A number of residual and ongoing tasks have been carried over into the 2009/10 workplan.

## 7. 2008/09 ANNUAL PERFORMANCE REPORT

7.1 The 2008/09 Annual Performance Report provides an overview of key achievements identified and submitted by Lead Officers, against the planned outputs contained within the six thematic Action Plans.

7.2 During 2008/09, across the six Action Plans, there were 120 planned actions and 219 planned outputs. Of these outputs, 167 were fully achieved, 7 largely achieved and 34 partially achieved. 11 outputs were not achieved.

### Improving Health Action Plan

7.3 Within the Improving Health Action Plan, there were **20** Actions with **64** 2008/09 planned outputs of which **53** have been fully achieved, **3** largely achieved, **7** partially achieved and **1** not achieved. Summarised below are the key achievements for 2008/09 in respect of the Improving Health Action Plan.

**Action 1.1 Provide a range of information, services and activities to promote active living and support the uptake of physical activity across all population groups.** 107,000 What's On guides were distributed during 2008/09; 250 CHIP Van community visits were delivered with 2,308 attendances recorded; and 3 new walking groups were established in Cumnock, Rankinston and Darvel, with total number of attendances 6,612. **(2 achieved/1 largely achieved)**

3 outputs

**Action 1.2 Provide tobacco information, prevention and cessation support services for young people and adults and promote the benefits of a tobacco free lifestyle.** Local campaigns and marketing on the effects of smoking and benefits of smoke free living were delivered via the local press, the radio, and the back of buses; 3 local briefing days were held and support for partners was provided for No Smoking Day. Resources were delivered to all partners. **(2 achieved)**

2 outputs

**Action 1.3 Provide a range of information and support services which encourage good eating habits from pre-birth to later life.** 4,831 5-12 year olds benefited from healthy eating advice; 3 "Growing through

4 outputs

adolescence" training sessions against a target of 9 were delivered to Active Schools Co-ordinators within the 9 Learning Partnership areas; 10 presentations were delivered containing information on healthy eating, with 187 attendances; and 4 full programmes of Class Diamonds incorporated 2 healthy eating presentations. **(3 achieved/1 partially achieved)**

**Action 1.4 Provide information on the benefits of breastfeeding across all population groups and provide support for breastfeeding women and families.** All breastfeeding materials were audited and reviewed and a protocol for good practice, 'Smartstart', was developed; National Breastfeeding Awareness week was supported; and pilot training was delivered in the Nursery and Family Centre setting to support the implementation of Nutritional Guidance for the Early Years – 12 staff attended. **(3 achieved)**

3 outputs

**Action 1.5 Raise awareness of positive sexual health and relationships and provide a range of sexual health information and services to meet the needs of all population groups.** 93% of pharmacists are participating in the chlamydia testing and treatment scheme. 28 people were trained as collection and sign up facilitators for the condom distribution scheme – there are 8 active community sites and all 27 local pharmacies are involved in the CCard scheme. Agreement was obtained for a pilot project to increase awareness and uptake of cervical screening in women with learning disabilities. 1 sexual health information event was held in the homeless hostels in Kilmarnock and Cumnock. school nurses are delivering sexual health programme from P6 to S6. Needs Assessment is delayed for looked after and accommodated children, however, plans to undertake this piece of work are being explored. The needs assessment of looked after and accommodated children has not yet been carried out; however, plans to undertake this piece of work are being explored currently. There has been significant activity in relation to developing a holistic approach to supporting young people in relation to mental and sexual health. In a partnership approach involving the Council and NHS Ayrshire and Arran, the role of school nurses in secondary schools has been enhanced in this regard and schools ensure that young people are supported through the personal and social education programme. Sexual health training for Special Educational Needs schools staff is being reviewed. **(4 achieved/3 partially achieved/ 1 not achieved)**

8 outputs

**Action 1.6 Promote awareness of safer alcohol levels and provide information and services across all population groups.** Alcohol awareness training was delivered to 42 Community Pharmacy staff; over 300 members of the public received information on alcohol during alcohol awareness week 2008; there were 187 attendances at StreetSport Cages during alcohol awareness week, with alcohol awareness flyers and messages distributed; and 5 national campaigns were supported to reflect national priorities. **(3 achieved)**

3 outputs

**Action 1.7 Raise awareness of the risks associated with drugs misuse and provide information and services to support those misusing illegal drugs.** Choice was promoted for service users in rehabilitation, including home detox – 170, substitute prescribing – 192, Community Health

Addictions Team – 155, Residential Dual Diagnosis – 22, Occupational Therapy – 25, Addictions Medical - 110. **(Achieved)**

**Action 1.8 Promote good dietary habits, tooth brushing and dental registration and provide information on, and access to, dental services across all population groups.** The Oral Health Needs Assessment of older people was completed and notification is awaited on a bid to the Chief Dental Officer for funding to roll out the related pilot previously undertaken in North Ayrshire; the 'Early Smiles' Health Visitor programme is being implemented via Childsmile programme; and activities and programmes were delivered to support National Smile Week. **(3 achieved)**

3 outputs

**Action 1.9 Raise public awareness of suicide and deliberate self-harm within local communities and encourage people to seek help earlier by providing training, information and support services.** 5 Applied Suicide Intervention Skills Training (ASIST) courses were delivered against a target of 5; 6 Skills-based Training On Risk Management (STORM) sessions were delivered against a target of 4; and 3 Scottish Mental Health First Aid (SMHFA) courses were delivered against a target of 10; and a multi media campaign for International Suicide Prevention Awareness Week was developed and delivered. **(3 achieved/1 partially achieved)**

4 outputs

**Action 1.10 Promote positive mental health and well-being across all population groups and provide information and support to those experiencing mental health problems.** A funding application to extend the CATCH walking programme to target people with mental health problems was submitted but was unsuccessful; every individual with mental health problems, where appropriate, has access to a physical health assessment at least every 15 months; Scottish Mental Health Week was supported; and the Mental Health Review 'Mind Your Health' consultation was completed and recommendations are being implemented. **(4 achieved)**

4 outputs

**Action 2.1 Target physical activity programmes and interventions to children and young people, other target groups who are at risk of obesity and adults most at risk of coronary heart disease, cancer and respiratory disease.** There were 26,265 attendances by children and young people at sport specific coaching activities in the community and at school based events, significantly exceeding the target of 13,000; 8,033 attendances of children aged 5-12 years at school based Active Recreation and Health Awareness sessions, exceeding the target of 8,000; 9,239 attendances of children aged 5-12 years at community based holiday programmes, falling just short of the target of 9,680 for 2008/09; 8,945 attendances of children aged 5-12 years at health awareness programmes within the community, exceeding the target of 8,000; and 10,253 attendances recorded at classes suitable for sedentary individuals and those referred to the Lifestyle Referral Scheme in the community classes, exceeding the target of 9,075. **(4 achieved/1 largely achieved)**

5 outputs

**Action 2.2 Target smoking cessation programmes at the most deprived communities and key target groups, including pregnant women.** A range of activities is in place to support smoking cessation, including 10

3 outputs

specialist smoking cessation support groups, individual support provided in rural areas via the CHIP Van, a hospital advisor available for support 5 days per week, specialist advisors providing support in homeless hostels twice per month, and 1 advisor and support staff in HMP Kilmarnock weekly. 1,545 clients were supported to stop smoking through the community pharmacy smoking cessation scheme from 1 January 2009. A needs assessment of people with severe mental health problems who smoke and staff who work with this client group was completed and a 12 week smoking cessation programme implemented. **(3 achieved)**

**Action 2.3** **Target nutritional interventions to children, young people, other target groups at risk of obesity and adults at risk of coronary heart disease and cancer.** 10 blocks of Cookwell were delivered with an attendance of 184; basic nutritional training was delivered to breakfast club staff, out of school care staff and a voluntary provider, following which services were supported to develop healthy snack policies in line with 'Nutritional Guidance for Early Years'; and a referral pathway for weight management for people with, or at risk of, obesity is in place. **(3 achieved)**

3 outputs

**Action 2.4** **Target breastfeeding support to the most deprived areas displaying the lowest rates.** The Breastfeeding Friendly nursery approach was piloted in 1 family centre; and peer support was provided, targeting communities with the lowest breastfeeding rates. **(1 achieved/1 largely achieved)**

2 outputs

**Action 2.5** **Target programmes to prevent unintended teenage pregnancies in areas with the highest levels.** TOTS (Truth on Teenage Pregnancy) programme was rolled out to all non-denominational schools and Park School. **(Achieved)**

**Action 2.6** **Target alcohol interventions to those communities and target groups most at risk including young people within the most deprived communities, homeless people and pregnant women.** Revised alcohol guidelines for pregnant women were issued based on the Chief Medical Officer's advice. **(Achieved)**

**Action 2.7** **Target drugs prevention and intervention programmes at critical stages for key groups such as on liberation from prison, during pregnancy and at teenage transitions.** A needs assessment to determine the number of children and young people involved in problematic substance use was completed in January 2009. In addition, £250,000 has been allocated to the Community Planning Partnership per annum to address a range of issues linked to the 'Community Planning Pledge' on alcohol and drugs, including the employment of a new Schools Alcohol Co-ordinator. **(Achieved)**

**Action 2.9** **Target prevention and intervention programmes to communities and priority target groups such as young men, and the prison population, who are most at risk of suicide and deliberate self-harm.** The Healthcare Centre in HMP Kilmarnock was redesigned to include high observation areas for vulnerable prisoners; and staff

2 outputs

training on deliberate self-harm was delivered to all staff in 1 residential unit (pilot) and a young people's homeless hostel. **(2 achieved)**

**Action 2.10 Target mental health improvement interventions and programmes to those communities and target groups at greatest risk such as homeless people and people in prison.** Pathways of care for homeless clients with mental health problems established and being implemented; the recommendations of the Ayrshire and Arran Mental Health Review are being implemented; and re-designed services for mental health are being implemented based on the review. **(3 achieved)**  
3 outputs

**Action 2.11 Target interventions that address the health needs of those with sensory impairment, looked after and accommodated young people, prison population learning disabilities, physical disabilities, homelessness, carers and minority ethnic groups.** Three Health and Wellbeing events were held within HMP Kilmarnock – 383 inmates participated; hygiene packs were provided for all clients experiencing homelessness and play packs were provided for all children; and weekly health awareness sessions were delivered within St Andrew's hostel, bi-monthly events in Peden Court hostel and monthly sessions in Blue Triangle - over 300 clients participated against an annual target of 150. There were 1,223 attendances at school based sessions within Special Schools and learning support units and 1,842 attendances at community based sessions delivered specifically for children and young people with additional support needs. Funding for the Bridge to Vision service was secured until August 2011 with staff input from 2 part-time project assessment worker. Local statistics are being collated for young people newly into care but no best practice model has been identified as yet. The Language Line was extended to GP surgeries to meet the needs of minority ethnic groups and links were established with Ayrshire Minority Ethnic Community Action Group (AMECA) to address health needs; and disability is integrated into all aspects of policy, planning, service developments via Equality and Diversity Impact Assessments. **(6 achieved/2 partially achieved)**  
8 outputs

7.4 A summary of key achievements against the planned 2008/09 outputs for the remaining five Action Plans is detailed at Appendix 1. In addition, a glossary of terms, relating to the programme of activity, is attached at Appendix 2.

## **8. FINANCIAL AND LEGAL IMPLICATIONS**

8.1 Nil

## **9. POLICY IMPLICATIONS**

9.1 The actions reported in the 2008/09 Annual Performance Report are wholly linked to the priorities contained within the Community Plan and will be summarised in the Council's annual Public Performance Report, due to be published around November 2009.

## **10. RECOMMENDATIONS**

10.1 The CHP Committee is requested to:

- i) note the progress made in respect of implementing Community Planning within East Ayrshire;
- ii) endorse the Performance Report in respect of the Improving Health Action Plan;
- iii) note that officers have been remitted to consolidate the information contained within the 2008/09 Performance Report into the Council's wider Public Performance report; and
- iv) otherwise note the content of the report.

**Fiona Lees**  
**Chief Executive**  
**20 July 2009**

**Updated by CHP Facilitator 4 August 2009**

### **BACKGROUND PAPERS**

The Local Government in Scotland Act, 2003 – Community Planning Guidance  
([://www.scotland.gov.uk/library5/localgov/cpsg-00.asp](http://www.scotland.gov.uk/library5/localgov/cpsg-00.asp))

The Local Government in Scotland Act 2003 – Community Planning Advice Notes  
([://www.scotland.gov.uk/library5/localgov/cpan-00.asp](http://www.scotland.gov.uk/library5/localgov/cpan-00.asp))

#### **Community Plan 2003-2015**

#### **Community Plan Review Supplement 2006/07**

#### **Annual Performance Reports 2008/09**

Joint Officers' Group Workplan  
Promoting Community Learning  
Improving Opportunities  
Improving Community Safety  
Improving Health  
Eliminating Poverty  
Improving the Environment

Copies of the above documents are available at the Members Information Point and through the Members Portal.

Any person wishing further information should contact Elizabeth Morton, Depute Chief Executive/Executive Director of Corporate Support (tel. 01563 576001) or Gwen Barker, Community Planning and Partnership Manager (tel. 01563 554602)

You may want to change this bit as they do not have access. You could instead say that they are available on the Community Planning Website at [www.eastayrshirecommunityplan.org](http://www.eastayrshirecommunityplan.org)

**IMPLEMENTATION OFFICER:** Gwen Barker, Community Planning and Partnership Manager

## COMMUNITY PLANNING IN EAST AYRSHIRE

## ANNUAL PERFORMANCE REPORT: 2008/09

## PROMOTING COMMUNITY LEARNING ACTION PLAN

LEAD OFFICER: KAY GILMOUR, HEAD OF SERVICE: COMMUNITY SUPPORT, EAST AYRSHIRE COUNCIL

<b>Key Achievements 2008/09</b>
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Summarised below are the key achievements for 2008/09 in respect of the Promoting Community Learning Action Plan. Within this Action Plan, there are **18** actions with **26** 2008/09 planned outputs of which **20** have been fully achieved, **3** partially achieved and **3** not achieved.

- Action 1.1** **Provide support to local community and voluntary based organisations to meet their identified needs in order to build community capacity.** 520 community based organisations were supported in 2008/9, across a number of partner agencies. This is an increase of 181 from 339 groups last year. Although some of these organisations will be receiving support from different agencies, the focus of that support will be very different. **(Achieved)**
- Action 1.2** **Provide support to local community and voluntary based organisations to manage their own services.** In 2008/9, 5 new organisations were registered for disclosures against a target of 5. 17 capacity building programmes, against a target of 8, were delivered to community organisations to support them with committee skills, financial management, social enterprise and support for accessing funding. **(2 achieved)**  
2 outputs
- Action 2.1** **Provide community based learning opportunities in community facilities.** Against a target of two courses per year in relation to health, culture, parenting and entrepreneurship, a total of 61 courses and events were delivered to 771 learners, including 23 health courses, 17 cultural events delivered including Gaelic language, 2 parenting courses and 14 Family Learning Courses. In addition, 2 entrepreneurship courses were delivered for young people through XL programmes. **(Achieved)**
- Action 2.2** **Address community based needs through the implementation of Community Learning and Development Action Plans.** 3 Community Learning and Development Plans were implemented in 2008/09 in respect of Cumnock and Doon Valley, Kilmarnock South, Central and Irvine Valley, and Kilmarnock North and Northern Area. **(Achieved)**
- Action 2.3** **Support the development of volunteering opportunities in East Ayrshire.** In 2008/9, 9 events were held to recognise the achievements of volunteers, including young people. A range of programmes was delivered to support volunteers, including adult literacies training attended by 85 Literacy Volunteer Tutors and the recruitment of 512 volunteers by the Volunteer Centre, an increase of 82 from the previous year. **(2 achieved)**  
2 outputs
- Action 2.4** **Provide high quality accessible information, advice and guidance.** A baseline figure for learners accessing adult guidance was established at 596. 2 information sharing opportunities were offered against a target of 4 - a Stakeholders Seminar was held on 5 November 2008 in Kilmarnock for nearly 50 practitioners and NHS Ayrshire and Arran staff participated in a Health Literacies project piloted in East Ayrshire by the Scottish Government in October 2008. Interagency referral procedures for community based learners were not established but will be taken forward in 2009/10. **(1 achieved/1 partially achieved/1 not achieved)**  
3 outputs
- Action 3.1** **Develop literacy and numeracy skills by implementing the Adult Literacy and Numeracy Strategic Action Plan.** 3 health events were held at Bowhouse Prison with a focus on health literacies and 3 workplace learning programmes were delivered in partnership with Diageo, Kerr and Smith in Cumnock and Thornton Nursing Homes for their workforces. 6 courses were run for learners where English is a second language. **(Achieved)**

- Action 3.2** **Increase uptake of ICT resources in communities.** 484 learners participated in ICT learning courses, a reduction from 2007/08 against a target of a 10% increase. In addition a further 1,700 adults participated in drop in sessions to access ICT; 133,406 computer sessions were accessed in libraries, an increase of 17,180 from 2007/08; 146 ECDL tests were undertaken in the Dick Institute and Cumnock community library; and 22 email for beginners courses and 18 internet for beginners courses were delivered in libraries across East Ayrshire. **(Partially achieved)**
- Action 3.3** **Support individuals to improve their information handling skills.** The pilot programme to support individuals to improve their information handling course was deferred to 2009/10. It will be evaluated and rolled out in 2010/11, if appropriate. **(2 not achieved)**  
2 outputs
- Action 4.2** **Develop use of libraries and other facilities for Community Learning and Development purposes.** The library services book festival, Imprint 2008, held 20 events in 13 libraries and 2 family history workshops were held at the Baird Institute. **(Achieved)**
- Action 4.3** **Maximise access to, and use of, funding packages to improve facilities.** Capital funding was agreed for the development of a new community facility at Galston and Community Centre and the new Burns Monument Family History Centre in the Kay Park, Kilmarnock was opened in March 2009. **(Achieved)**
- Action 4.4** **Improve access for young people to community facilities.** The new community facility built at Netherthird includes a youth facility. **(Achieved)**
- Action 4.5** **Improve access for disabled people to community facilities.** New registration forms, introduced for the Community Learning and Development Service to record and support learners with a disability, were monitored and 428 learners with a disability accessed learning opportunities in 2008/09, an increase of 240 from 2007/08. **(Achieved)**
- Action 5.1** **Deliver personal development and leadership programmes for young people across East Ayrshire.** 25, against a target of 23, programmes were delivered to promote youth achievement, including 4 Duke of Edinburgh Award Groups, 13 XL programmes, 4 Fire Reach programmes and 4 Princes Trust Team programmes run by Kilmarnock College in the Kilmarnock and Cumnock area for 55 young people. 9 East Ayrshire Youth Awards programmes for 11-13 year olds were delivered to young people across East Ayrshire, against a target 3. Work was continued to explore the youth apprenticeship programmes operating across Scotland. Further work will be undertaken in 2009/10 prior to considering implementing a programme as planned for 2008/09. **(2 achieved/1 partially achieved)**  
3 outputs
- Action 5.2** **Develop a targeted multi-agency approach to working with young people.** The "New Start" Duke of Edinburgh Award Pilot Project supported 16 young people who are in danger of becoming disengaged from education. One (1) Break Through to Excellence programme and 1 Anger Management programme were delivered in Loudoun and St Joseph's Learning Partnerships. **(Achieved)**
- Action 5.3** **Develop community based learning opportunities for young people not in education, employment or training (NEET now More Choices More Chances).** Dialogue Youth and Essential Skills were involved in the Personal Empowerment Zone (PEZ) Leadership Training programmes, in which 11 young people from the MCMC group participated. 201 young people participated in literacy skills programmes through the Youth Literacies Project. This is an increase from the anticipated output of 72 young people. **(2 achieved)**  
2 outputs
- Action 5.4** **Support Active Citizenship Development for young people.** Extensive work was carried out in relation to young people to support Active Citizenship in 2008/9. Support was given to the 3 members of the Scottish Youth Parliament who attended sittings of the Parliament in Aberdeen and Dunfermline. A Young Persons Forum and 3 area youth forums established in 2007/08 were supported through the Community Learning and Development Service. A wide range of active citizenship programmes were delivered. The 'Roars not Whispers' and 'Capture Us' programmes were delivered by the Volunteer Centre, and 3 young people and 2 adults

participated in the 8<sup>th</sup> Civicus World Assembly in Glasgow in June 2008. The National Conversation Group carried out a consultation with young people in East Ayrshire and presented their findings at a National Event attended by the First Minister in November 2008. The Young Discounters Group met with the Kilmarnock Retailers Association to increase discounts available to young people through the Young Scot National Entitlement Card. 15 Young People from East Ayrshire attended a Young Scot Homecoming Event in Edinburgh in January 2009. National Entitlement Cards (NEC) cards were actively promoted by Dialogue Youth and Young Scot in all Secondary Schools in East Ayrshire resulting in an increased take up of the card - 5,059 issued in 2008/09 to young people. The Volunteer Centre established the Ayrshire Network for Intergenerational Practice and held a showcase featuring a number of projects which involve young people in East Ayrshire. **(Achieved)**

**Action 5.5 Recognise and celebrate young people's achievements.** In 2008/09, 29 events, against a target of 10 were held by partners to recognise young people's involvement. These included the 3 East Ayrshire Members of the Scottish Youth Parliament and the National Conversation Group being finalists in the Community Planning Awards. **(Achieved)**

## COMMUNITY PLANNING IN EAST AYRSHIRE

### ANNUAL PERFORMANCE REPORT: 2008/09

#### IMPROVING OPPORTUNITIES ACTION PLAN

LEAD OFFICER: ALAN NEISH, HEAD OF PLANNING AND ECONOMIC DEVELOPMENT, EAST AYRSHIRE COUNCIL

#### Key Achievements 2008/09

Summarised below are the key achievements for 2008/09 in respect of the Improving Opportunities Action Plan. Within this Action Plan, there are **25** actions with **47** 2008/09 planned outputs of which **29** have been fully achieved, **13** partially achieved and **5** not achieved.

**Action 1.1**      **Ensure the Business Gateway contributes to new business and business development.** 2 outputs  
1,150 businesses were supported with high quality business advice against a target of 1,100. There were 237 business start-ups against a target of 200. **(2 achieved)**

**Action 1.2**      **Improve quality and accessibility of business space in Kilmarnock and Cumnock town centres.**  
East Ayrshire Council's Cabinet decided that the negotiated deal in respect of the proposed 40,000 sq ft office development at the "Top of the Town" in Kilmarnock did not represent good value for money and the development is not now proceeding. Funding and necessary consents were secured to allow construction work to commence in February 2009 on the provision of 30,000 sq ft refurbished office space at The Strand building, Kilmarnock. The planning application was lodged for the new office development in Cumnock. Discussions are ongoing to secure a supermarket operator for the redeveloped shopping centre. **(Partially achieved)**

**Action 1.3**      **Develop and promote strategic business locations including identification of access issues.**  
3 building developments were completed and occupied by 4 expanding businesses, namely Braehead Foods Ltd, PDM Ltd (Plumbing & Drainage Merchants), GAP Ltd (Gordon Anderson Plant) and Moorfield Motor Services Ltd. Agents are continuing to market other plots. Business expansion plans by companies have been delayed due to the economic recession. **(Partially achieved)**

**Action 1.5**      **Deliver new inward investment start-ups through promotion and development.**  
No new jobs were created in 2008/09 due to the reduction in the inward investment market as a result of the economic recession, which has resulted in strategic business investment decisions being driven principally by cost reduction through location in developing countries. However, activity to promote strategic business locations for new and growing businesses will continue to be taken forward through the Delivering Community Regeneration Action Plan. **(Not achieved)**

**Action 1.8**      **Implement co-location policy in partnership with stakeholders for the benefit of local communities.** 4 outputs  
A report was produced identifying usage and service user satisfaction levels to inform ongoing service development. Crosshouse Resource Centre has not been completed but is on site. Stewarton Area Centre was opened 15 September 2008. A Working Group comprising relevant partners is considering and progressing a range of development opportunities. **(3 achieved/1 partially achieved)**

**Action 2.2**      **Increase qualifications and decrease drop-out rates in further education across East Ayrshire (Kilmarnock and Ayr College).**  
The More Choices More Chances Action Plan is being delivered as agreed. Early retention data at Kilmarnock College is improving on a 3 year trend. During 2008/09, in delivering full time classes related directly to the MCMC Action Plan, Cumnock Community College (Ayr College) increased student enrolment by 35%, retention by 36% and attainment by 42%. The courses are being refined and monitored for the academic year 2009/10. **(Achieved)**

- Action 2.4**      **Enhance education transition in East Ayrshire.** All schools have access to a key worker. **(Achieved)**
- Action 2.5**  
2 outputs      **Maximise the impact of ‘Enterprise in Education’ and ‘Determined to Succeed’ programmes.** All pupils in East Ayrshire were offered an Enterprise Experience and almost 400 S2 pupils attended the second “U Can Do It 2” event organised by the Determined to Succeed Team and Ayrshire Chamber of Commerce, which provided appropriately focused career education, including raising awareness of local and national opportunities and allowing young people to talk to and work with employers. Engagement with local employers is now taken forward in partnership with the Ayrshire Chamber of Commerce which has been successful in developing links as follows:
- Primary            223
  - Special            23
  - Secondary        65
- (2 achieved)**
- Action 2.8**  
2 outputs      **Support the development of a new build facility for Kilmarnock College. Scottish Government approval for new build granted.** Scottish Government approval for new build was granted. The application is being considered by Scottish Funding Council (SFC) for the new build. **(1 achieved/1 partially achieved)**
- Action 3.1**      **Maintain employment by providing in-work support towards recognised qualifications.** The Scottish Credit and Qualifications Framework (SCQF) pilot was completed and applications will be accepted from June 2009. **(1 achieved)**
- Action 3.3**  
2 outputs      **Sustain employability programmes in a changing funding environment.** All Jobcentre Plus programmes were delivered to eligible unemployed people in East Ayrshire from Kilmarnock and Cumnock Job Centres and via contracted provision from the Department of Work and Pensions. **(2 achieved)**
- Action 4.1**      **Support and develop new and existing social businesses in East Ayrshire.** The investigation into market opportunities was delayed due to refocusing of the Local Social Economy Partnership. It will be taken forward and the strategy developed in 2009/10 with a focus on developing new projects and expanding the impact of the sector on service delivery in East Ayrshire. **(Not achieved)**
- Action 4.2**  
2 outputs      **Develop joined up employability programmes for workless people, including innovative approaches that address identified need.** There were 31 CONDUIT beneficiaries against a target of 13 and 24 East Ayrshire Woodlands beneficiaries against a target of 8. **(2 achieved)**
- Action 4.4**  
3 outputs      **Improve employment opportunities for young people.** Jobcentre Plus worked with employers to promote job vacancies to all age groups as per the latest Age Legislation. New Deal and Jobcentre Plus Advisory Services were utilised to prepare young people for employment. Links were established with the MCMC action plans and in respect of the development of college provision for young people. Jobcentre Plus serviced 6,828 job vacancies in East Ayrshire in 2008/09, down from 8,334 in 2007/08. **(3 achieved)**
- Action 4.5**      **Develop a range of employment initiatives for vulnerable adults.** Kilmarnock College is addressing this issue through its MCMC Plan which has been developed in conjunction with East Ayrshire Council. Specific initiatives in place include the Winter Leavers Programme which has increased positive destinations for pupils leaving school at Christmas, the Personal Empowerment Zone Programme, and access level programmes which have been designed as a ‘safety net’ for those who were unsuited to other College programmes. **(Achieved)**
- Action 5.1**  
5 outputs      **Develop and market a range of tourism, leisure and cultural opportunities.** Audience figures across Arts and Museum venues have increased in line with targets other than for the Palace Theatre, the Grand Hall and the Baird Institute which were closed for a period of time

for refurbishment. Future museum attracted 120,558 unique visits, a 33% increase from 2007/08. VisitScotland star ratings were maintained or improved other than where venues were closed for refurbishment. The range of events supporting our venues has increased by 8% from 2007/08 against a target of 20%. 'Creative Burns' was launched as part of Homecoming. **(2 achieved/3 partially achieved)**

**Action 5.2**  
3 outputs  
**Work to increase the interaction of the community with culture and leisure programmes and collections.** The range of workshops and events increased by 12% from 2007/08 against a target of 10%. The Amplify Festival attracted audiences of 21,702 compared with 21,506 in 2007/08. Cultural activity in the 0-30% areas of multiple deprivation achieved 127 events and workshops against a target of 173. **(1 achieved/2 partially achieved)**

**Action 5.3**  
2 outputs  
**Joint plan on enhancement of schools sports facilities.** The new indoor and outdoor sports facilities at Grange Academy are on course for completion in 2009. The sports facilities at St Joseph's academy have been completed. **(1 achieved/1 partially achieved)**

**Action 5.4**  
**Implement Cultural Strategy into core activities.** The Cultural Strategy was published and is now being implemented. **(Achieved)**

**Action 5.6**  
3 outputs  
**Develop Green Network and economic development opportunities.** The 3 planned outputs were not achieved and, following the Mid Term Review of Community Planning, were not included in the current format in the new Developing Community Regeneration Action Plan. However, the proposal to support companies to develop environmental impact awareness and strategies, and, where appropriate, to achieve ISO 14001 remains within the wider range of business development support delivered directly or through the Supplier Development Programme. **(3 not achieved)**

**Action 6.1**  
**Improve transport links to town centres from poorly connected areas.** Public transport accessibility modelling, based on travel time to 7 key types of public service facilities, was carried out across East Ayrshire and has demonstrated that the rural areas suffer most from poor accessibility, particularly the Doon Valley South and Cumnock Rural areas, where there is lower than average accessibility to 4 or more of the key indicators. A hybrid bus feasibility study was undertaken for Kilmarnock town centre. The Strathclyde Partnership for Transport Park and Ride strategy has been developed. **(Achieved)**

**Action 6.2**  
2 outputs  
**Sustain and develop community transport solutions across East Ayrshire.** Coalfield Community Transport's 'Cumnock Connector', a service which brings people from outlying communities to Cumnock bus station to facilitate their onward travel, commenced in January 2009. Passenger numbers for CCT increased by 8.6% (against a target of 5%) from previous year (32,160 – 34,926). **(2 achieved)**

**Action 6.4**  
3 outputs  
**Identify preferred routes to M74.** Detailed design work has commenced on 3 improvement schemes on the A70: Mote Toll; Wee Torhill; and Muirkirk-Glenbuck. A second feasibility study is underway to identify future route enhancements along with preliminary designs on the A70 and A71 routes. The need for corridor upgrades to promote better connectivity between the M74 and Ayrshire is a core priority in the Regional Transport Strategy. **(3 partially achieved)**

**Action 7.1**  
**Support the development of innovative childcare solutions and the sustainability of new and existing services.** Audits of need and demand for out of school care were carried out in Dalrymple, Drongan, Shortlees and Ochiltree. In response to audits in 2007/08, support was provided to establish 2 new out of school services in Patna and Mauchline. Pre-registration training was provided to 29 prospective childminders. A detailed audit of need and demand for out of school care for young people (16-18 years) in full time education and with additional support needs indicated that a group care service would not be appropriate to meet the needs of this group of young people and therefore individual care packages have been developed for 4 young people. North West Kilmarnock Lone Parents Resource was supported to access Big Lottery funding and East Ayrshire Council Match Funding to adapt 2 EAC houses for childcare. The relocation was effected in early 2008 and the project now

offers 29 full day-care places to support parents in education, training or employment and to support families referred by other agencies. Funding was identified to support the voluntary management committees of 7 services through the process of incorporation. 1 decided not to proceed and, of the remainder, 4 have completed the process and a further 2 are nearing the end of the process. Grant funding to support further services through the process of incorporation during 2009/10 will be considered through the Business Grants Budget. **(Achieved)**

**Action 7.3**

**Provide a broad range of information which helps families to access services relevant to their early education, childcare, recreation and family support needs.** Childcare and Recreation Information Service (CARIS) continues to develop its range of childcare and family information, including links to health information services. Over 2008/09, the development focus has been on meeting the needs of practitioners in putting together packages of care for vulnerable children. **(Achieved)**

## COMMUNITY PLANNING IN EAST AYRSHIRE

### ANNUAL PERFORMANCE REPORT: 2008/09

#### IMPROVING COMMUNITY SAFETY ACTION PLAN

LEAD OFFICER: SUPERINTENDENT DOUGLAS ROBERTSON, STRATHCLYDE POLICE

#### Key Achievements 2008/09

Summarised below are the key achievements for 2008/09 in respect of the Improving Community Safety Action Plan. Within this Action Plan, there are **14** actions with **15** 2008/09 planned outputs of which **14** have been fully achieved and **1** largely achieved.

- Action 1.1 Implement a range of activities to tackle violent crime** - 89 Breaking the Circle of Violence Action Plans were implemented. There has been a significant reduction in violent crime which can partly be attributed to an increase in the number of Police patrols on the streets carrying out proactive stop/searches, visiting licensed premises and implementing the above action plans as part of the ongoing Campaign against Violence. Crimes of violence have reduced from 330 in 2007/08 to 245 in 2008/09. **(Achieved)**
- Action 1.2 Effectively tackle anti social behaviour through Partnership working** - Between 1 April 2008 and 31 March 2009, there was a significant drop in the number of violent crimes from 330 crimes in 2007/2008 to 245 in 2008/2009; and incidents of antisocial behaviour from 6,862 in 2007/08 to 6,695 in 2008/09. Strathclyde Police and East Ayrshire Council have progressed a significant amount of activity to combat anti social behaviour in East Ayrshire by continuing to issue Letters of Concern, Acceptable Behaviour Contracts and Unacceptable Behaviour Notices. **(Achieved)**
- Action 1.3 Tackle drug and alcohol related crime through enforcement and Partnership working** – 81 Bottle Marking Action Plans were implemented. This initiative continues to be a worthwhile tool in preventing and detecting under age drinking. In addition, the Campaign against Violence has included phases to tackle anti social behaviour, gang violence, serious and organised crime and to provide information and extra visits to licensed premises. **(Achieved)**
- Action 1.4 Tackle the fear of crime in East Ayrshire** - The Risk Management Centre incorporating Public Space CCTV, the Community Alarm System and the out of hours helpline opened in May 2008. There are now 52 public space CCTV cameras fully operational in East Ayrshire, which have provided public reassurance as well as assisting in detecting crime both as it happens and retrospectively. Mobile CCTV has also been introduced and has been used at major events in East Ayrshire including junior football matches and the annual Fireworks Display. Successful campaigns have been implemented to target serious and organised crime. 400 information packs have been issued to victims of crime and 93 Home Security Systems have been fitted. In addition, Strathclyde Police has introduced Community Policing Teams (CPTs) in each multi-member ward area and the officers are the frontline response for the wards in which they serve. Strathclyde Police continues to deliver a more localised service to the public, with visible, accessible and known uniformed officers. The Community Warden Service continues to patrol across the authority area addressing incidents of minor antisocial behaviour. **(Achieved)**
- Action 2.1 Divert young people from crime and antisocial behaviour through involvement in education and leisure.** Diversionary activity for young people through initiatives such as New Sporting Futures has proved to be very effective. In 2007/2008, there were 15,874 attendances by young people at specific night time and diversionary activities organised through Leisure Services and this increased to 19,684 in 2008/09. There are now 21 StreetSport cages in East Ayrshire with more locations being considered for the future due to their success. 51 local young people have become qualified Sports Leaders and 45 local voluntary coaches have undergone Sports Related Child Protection courses. Campus Police Officers were appointed in November 2007 and are now in place at Auchinleck, Loudoun and Grange Academies. This pilot was for a one year period but has been extended due to it being well received and is

currently being evaluated. Strathclyde Police ran a successful Tee-Off project for 8 weeks incorporating one hour's golf tuition from a professional followed by a Community Safety input on good citizenship. 6 local youths on the cusp of anti social behaviour, all part of a local gang, participated in this project. Community Wardens continue to patrol areas where young people are likely to be and sign post them to activities of interest. Wardens and community safety staff give talks to young people in schools, youth groups and church groups. In addition, they attend community council meetings, tenants' groups and senior citizens groups. **(Achieved)**

**Action 2.2 Work with young offenders to divert them from the Criminal Justice System** - Strathclyde Police have delivered 100 Restorative Justice Warnings over the last year and SACRO have dealt with 55 young people through the Restorative Justice practices. **(Achieved)**

**Action 2.3 Tackle alcohol and drug misuse by young people** - The Test Purchasing Scheme is an effective tool in highlighting the legal responsibilities of off sales premises and educating them on the effects of the sale of alcohol to juveniles and the negative impact and resulting anti social behaviour that affects local communities. This intelligence led initiative has seen 82 test purchases carried out with 7 positive results. 1,500 6<sup>th</sup> year pupils from 24 schools across Ayrshire, including 8 of the secondary schools in East Ayrshire, attended the Big World Event, at which they received inputs on drugs, alcohol, road safety, knife crime and offensive weapons, and domestic abuse scenes. Partnership working will continue in an effort to raise awareness and educate communities on the dangers of alcohol and drug abuse. As a result of the 'Community Planning Pledge' on alcohol and drugs, an alcohol education co-ordinator has been appointed for secondary schools and a rapid response service has been commissioned to support children affected by parental alcohol use. **(Achieved)**

**Action 3.1 Raise awareness of fire safety and support national campaigns** - Strathclyde Fire and Rescue ran a national radio campaign, the Grim Reaper Campaign, highlighting the correlation between alcohol and fire deaths. The Christmas Fire Safety Campaign also highlighted the dangers of alcohol and fire. **(Achieved)**

**Action 3.2 Educate young people in the dangers of deliberate fire raising and malicious calls** - In terms of pure statistical analysis Strathclyde Fire and Rescue has performed well in 2008/09. There has been a decrease in all of the following when comparing the periods 2007/08 to 2008/09 - fire fatalities from 3 to 1, fire injuries from 20 to 13, malicious calls from 173 to 127, secondary fires from 1,136 to 944 and attacks on fire crews from 14 to 4. 1,460 primary 6 pupils attended Danger Detectives, the experimental learning event which raises awareness of children of the dangers which surround them and how to stay safe. 80 young people were involved in the Fire Reach Initiative in 2007/08 and this has increased to 200 in 2008/09. It is intended to continue this successful project by providing further courses and developing new courses whereby the young people who attended the original course will be brought back to further develop their skills and enhance life choices. Strathclyde Fire and Rescue has also developed a suite of interactive education packs specifically designed for a number of age groups within the educational system ranging from pre school to school leavers. Presentations have been delivered to all primary schools with 5,863 children attending. **(Achieved)**

**Action 3.3 Work in partnership to increase awareness of Fire Safety within the home** - 324 Home Fire Safety Visits have been carried out by Strathclyde Fire and Rescue in 2008/09. Strathclyde Fire and Rescue has worked in partnership with Strathclyde Police and Community Wardens to promote this service. East Ayrshire has developed a series of training sessions with carers and home helps to assist them to identify any potential risks in the homes they visit. Strathclyde Fire and Rescue secured funding from the then Alcohol and Drug Action Team Innovation Fund to deliver 10 experiential learning training days for carers who have access to the homes of alcohol dependent service users. **(Achieved)**

**Action 3.4 Raise awareness of and improve road safety through education, engineering, enforcement and encouragement.** East Ayrshire Road Safety Officers have implemented a wide range of initiatives to educate child pedestrians, young drivers and cyclists, including 'Be Safe Be Seen' for all nurseries, playgroups and primary one pupils in East Ayrshire who received clip on animal reflectors for attaching to their schoolbags or jackets for the school

2 outputs

journey; 'Kerbcraft' in which 387 pupils in 13 schools have participated, including 5 new schools this year; 'Bike It' which was extended to include road cycle training; 'Reckless Driving Wrecks Lives' with 8 out of 9 secondary schools participating; and the successful launch of the 'Hero to Zero Campaign'. Strathclyde Police has implemented additional Police patrols to reinforce the drink drive message particularly during the festive season. 106 individuals were reported for speeding offences and 181 for drink driving offences in 2008/09. Traffic calming initiatives will not be completed until early summer 2009. The delay is due to priority being given to road safety and maintenance as a result of severe winter weather. No children have been killed in road accidents in East Ayrshire since 1996; however, there has been a slight increase in those seriously injured from 4 in 2007/08 to 5 in 2008/09. There has been a reduction in the number of adults killed and seriously injured in road accidents from 44 in 2007/08 (10 fatalities) to 40 in 2008/09 (5 fatalities). **(1 achieved/1 largely achieved)**

**Action 4.1 Raise awareness in respect of child protection, domestic abuse and the safety of vulnerable adults** - This year 2,107 victims of crime were offered a service by Victim Support East Ayrshire to ensure that they received the best support package for them. This was against a target of 1,600. An Adult Referral Co-ordinator has been appointed by Strathclyde Police to co-ordinate referrals for adults at risk under the new Adult Support and Protection (Scot) Act 2007 which came into effect in October 2008. **(Achieved)**

**Action 4.2 Raise awareness of domestic abuse and support the overall reduction in abuse** – A resource was developed for community link workers/youth workers in respect of domestic abuse and a Domestic Abuse Training Programme was implemented. Between 1 April 2008 and 31 March 2009, there was a total of 3,836 contacts made with East Ayrshire Women's Aid. There has been an increase in the number of domestic abuse incidents reported to Strathclyde Police from 1,256 in 2007/08 to 1,317 in 2008/09. Strathclyde Police implemented a Domestic Violence phase of the Campaign against Violence where police proactively targeted individuals who gave cause for concern, with a view to reducing re offending rates and, consequently, providing enhanced safety and a better quality of life for victims. This incorporated utilising domestic bail protocols, warrants, DNA packages, joint partnership visits to victims, issuing domestic abuse alarms and a media campaign. Work has been ongoing to ensure that the victims of domestic violence are provided with a panic alarm linked to the Risk Management Centre and immediately given priority as a 999 call – this will be developed in 2009/2010. **(Achieved)**

**Action 4.3 Raise awareness of Child Protection and focus on potential vulnerable adults** - Getting It Right for Every Child (GIRFEC) multi agency meetings commenced in June 2008 to ensure a co-ordinated approach from all agencies in cases of child protection. There have been 975 referrals to GIRFEC, which has already proved to be worthwhile in ensuring the most appropriate measures are put in place to safeguard children. The 2nd annual Multi Agency Child Protection Seminar was convened on 25 February 2009 addressing child protection and corporate parenting issues. In addition, Community Planning Corporate Parenting Seminar convened on 10 February 2009 at which a range of actions/activity was identified to address this agenda. **(Achieved)**

## COMMUNITY PLANNING IN EAST AYRSHIRE

### ANNUAL PERFORMANCE REPORT: 2008/09

#### ELIMINATING POVERTY ACTION PLAN

**LEAD OFFICERS: SUSAN TAYLOR, HEAD OF SERVICE: CHILDREN AND FAMILIES AND CRIMINAL JUSTICE, EAST AYRSHIRE COUNCIL**  
**EDDIE FRASER, HEAD OF SERVICE: COMMUNITY CARE, EAST AYRSHIRE COUNCIL**

#### Key Achievements 2008/09

Summarised below are the key achievements for 2008/09 in respect of the Eliminating Poverty Action Plan. Within this Action Plan, there are **16** Actions with **37** 2008/09 planned outputs of which **28** have been fully achieved, **2** largely achieved and **7** partially achieved.

- Action 1.1**      **Support further development and expansion of Credit Union activity.** 300 new adult members and 300 new junior savers are benefiting from Credit Union membership. 1,247 members are benefiting from using easy saving facilities and 439 members from obtaining low cost loans. All 1,072 adult members' shares and loans benefit from free life insurance and 1 member has purchased a Funeral Bond. 3 members are making use of Budgeting Accounts. **(4 achieved/2 partially achieved)**  
6 outputs
- Action 1.2**      **Ensure information on a range of low cost financial services is accessible and available.** A range of promotional initiatives and community based events providing information on low cost financial services has been undertaken, through partnership working where appropriate. **(3 achieved)**  
3 outputs
- Action 1.3**      **Increase the take up of money advice and debt management, ensuring the promotion and co-ordination of a joined-up approach.** Access to and take up of, money advice and debt management services have increased, with 91 people benefiting from money and debt management advice against a target of 50. **(Achieved)**
- Action 1.4**      **Promote and deliver appropriate financial education and advice.** Most secondary schools are now incorporating financial education through their Personal and Social Education (PSE) programme and Doon Partnership has used the materials in the transition programme. Several schools also have money days or weeks, have incorporated local Credit Union involvement, or have set up school banks. **(Achieved)**
- Action 2.1**      **Maximise the income of all identified carers.** Formal benefits checks have been undertaken for 376 carers against a target of 250, with over £400,000 generated for carers following initial benefit checks. **(Achieved)**
- Action 2.2**      **Ensure more carers are identified.** A total of 417 new carers have been identified against a target of 400. **(Achieved)**
- Action 2.3**      **Change cultures within organisations to make sure that all staff recognise carers as partners.** Talks and information provided by Carers Centre staff have benefited 5,240 individuals against a target of 3,250. **(Achieved)**
- Action 2.4**      **Develop innovative and flexible services that meet carers needs.** The Carers' Assessment Pilot was considered to be beneficial to those involved but was very labour intensive for a relatively low number of individuals. Future action in relation to carers' assessments will be considered through other planning frameworks. **(Achieved)**
- Action 3.1**      **Provide appropriate information, advice and assistance to individuals and families identified as being liable to disadvantage through fuel poverty.** A total of 573 individuals were provided with advice or assistance further to contacting the Energy Advice Line. Each month, 3 or 4 Energy Advice Surgeries have provided public information on energy issues to  
3 outputs

751 people. 1 talk/event has been undertaken each month to raise public awareness on energy issues, with follow-up individual advice or home visits as required. Over the 14 events, 503 individuals have been provided with advice. **(3 achieved)**

- Action 3.2** **Strengthen the provision of quality information and advice from all partners on housing issues.** All Housing frontline staff will have completed Homepoint National Standards in Housing Advice by 2010. Access to East Ayrshire Council's Housing Options Guide is available to EAC Departments and local agencies and East Ayrshire Council's Action Plan for Housing Information and Advice 2006-09 is available on line. A total of 4 Extended Multi-Agency Training Programmes were held, providing training to approximately 120 staff including Housing, Leisure, Health, Police and Social Work staff. In addition, 14 Local Agents benefited from Agent Rights and Responsibilities Training, and the introduction of Section 11, Housing Scotland Act 2001 resulted in approximately 50 Private Landlords and 25 Housing Options staff receiving relevant training. Information and advice was also provided during the 5 Private Landlord Forums. 59 people benefited as a result of the development and implementation of inter-agency referral protocols. This figure is over and above the 971 clients who received advice and assistance specifically in relation to homeless presentations and 4,703 clients who benefited from the variety of advice and assistance available at Housing Options including; Tenancy Support, general homelessness advice and assistance. and advice and assistance from the Deposit Guarantee Scheme which is jointly funded by East Ayrshire Council and NHS Ayrshire and Arran, and managed by the Community Housing Advocacy Project. Core Housing Options information is distributed to East Ayrshire residents twice yearly via the Council Tax year planner and incorporated into East Ayrshire Council's Waste Management and Recycling information distributed annually. Approximately 80 organisations throughout East Ayrshire also benefited from core Housing Options information, including Council Offices, GP Practices, NHS Ayrshire and Arran health services, Police, HMP Kilmarnock and local Support Agencies. **(1 achieved/4 partially achieved)**
- 5 outputs
- Action 3.3** **Promote and support access to leisure, recreational and cultural activities.** A total of 1,711 Shout Cards, against a target of 1,200, have been issued; an average of 16 free or subsidised activity classes are delivered each week; 3 new groups have been established; and 24,797 Palace Theatre discounted tickets have been issued. **(4 achieved)**
- 4 outputs
- Action 3.4** **Ensure people moving from benefit to employment are not subsequently disadvantaged through inability to access appropriate information, advice and assistance.** Appropriate information, advice and assistance was provided to 1,614 individuals in receipt of Incapacity Benefit, further to which 827 referrals were made to support provision, 180 job submissions were made and 44 individuals subsequently entered work. **(Achieved)**
- Action 3.5** **Provide appropriate support to prevent homelessness.** Some education programme work continues with around 35 young people via 3 schools, the Easy Project and through recent arrangements made with Kilmarnock College. 80 private tenants facing potential eviction were offered assistance against a target of 50. **(1 achieved/1 partially achieved)**
- 2 outputs
- Action 3.6** **Increase awareness of Kilmarnock Shopmobility scheme.** A total of 2,997 people, against a target of 2,300, benefited from use of the Shopmobility service, which now has 395 registered users. **(Achieved)**
- Action 4.1** **Promote and develop the provision of accessible welfare benefits advice, income maximisation and money advice services via partnership working to ensure capacity is available on an equitable basis to those most vulnerable.** Provision of advice and information on welfare benefits, income maximisation and money advice via 20 promotional events was facilitated through partnership working against a target of 12. Intensive money advice was provided to 63 people to help manage their finances and 578 people in hospital aged over 60 benefited from benefits advice. Substantial additional benefits of over £7.2m accessed by CAB, Social Work staff and Hospital based Social Work staff working in partnership with DWP Pension Service. **(2 achieved/1 largely achieved)**
- 3 outputs

**Action 4.2**

3 outputs

**Provide services to older people via a joint team involving the Council and DWP Pension Service.** Contacts made by the Council and DWP Joint Team resulted in 909 effective visits being undertaken, with 828 successful benefit claims subsequently being progressed and 292 people being referred on for additional services. Over £1.8 million has been generated for older people through the work of the Joint Team. **(2 achieved/1 largely achieved)**

**COMMUNITY PLANNING IN EAST AYRSHIRE**  
**ANNUAL PERFORMANCE REPORT: 2008/09**  
**IMPROVING THE ENVIRONMENT ACTION PLAN**

**LEAD OFFICER: ALAN NEISH, HEAD OF PLANNING AND ECONOMIC DEVELOPMENT, EAST AYRSHIRE COUNCIL**

**Key Achievements 2008/09**

Summarised below are the key achievements for 2008/09 in respect of the Improving the Environment Action Plan. Within this Action Plan, there are **27** actions with **30** 2008/09 planned outputs of which **23** have been fully achieved, **1** largely achieved, **4** partially achieved and **2** not achieved.

- Action 1.1** **Implement high priority projects within Kilmarnock Town Centre Strategy and wider Regeneration Strategy.** Significant progress has been achieved in terms of new retail development, the provision of new office space, the CARS and THI projects and environmental improvements. A range of environmental projects were completed, as follows: Kilmarnock Viaduct lighting scheme installed; additional town centre planters purchased; street furniture painted; new town centre signage installed; consultants appointed to prepare proposals for improving the floral clock. **(Achieved)**
- Action 1.3** **Submit CARS and Heritage Lottery grant applications for Catrine Environmental Heritage Project.** Successful applications for lottery and other funding, and the completion of the fish hatchery in addition to repackaging of the HLF bid has ensured that the project has progressed well. **(Achieved)**
- Action 1.4** **Develop and implement a Green Network Action Plan.** 2 Green networks associated with the Lugar Water (Ochiltree) and River Ayr (Mauchline) were developed. **(Achieved)**
- Action 1.6** **Prepare, update and implement environmental improvement and regeneration projects from Community Environmental Improvement Action Plans (CEIAP) through the Restoring Communities Programme.** A wide range of environmental improvement projects was completed, including 4 projects in New Cumnock, 3 projects in Kilmarnock, the demolition of the former Darvel Co-op buildings, improved floodlighting at the Square, Cumnock, and the completion of the Barony Road footpath improvements and signage project. A programme of updating CEIAP plans is being progressed in association with Community Groups. **(2 achieved)**  
2 outputs
- Action 1.8** **Develop and support local community groups which aim to regenerate, protect and improve the natural and built environment through sustainable development.** Engagement with 27 community groups undertaken. **(Achieved)**
- Action 1.9** **Prepare Conservation Area Appraisals for all outstanding conservation areas.** Appraisal completed for Cumnock Conservation Area. **(Achieved)**
- Action 2.1** **Extend kerbside recycling to remove remaining biodegradable recyclate identified in the household waste analysis.** Biodegradable waste entering landfill declining – 30,281 tonnes in 2008/09. All biodegradable landfill allowance allocations been met to date. Recycling rate of 42% achieved. Investigations undergoing to increase rates. **(1 partially achieved)**
- Action 2.2** **Implement the waste prevention actions arising from the Action Plan for EAC premises and activities.** Where appropriate, all Council premises have use of paper and cardboard, glass and can recycling facilities (including schools); however, it is not currently possible to produce separate figures. **(2 partially achieved)**  
2 outputs
- Action 2.3** **Provide 4 additional Recycling Centres within East Ayrshire.** Total tonnage recycled/composted 30,281, a decrease from 30,818 in 2007/08. This is in line with a trend across Scotland. **(Achieved)**

- Action 3.1** **Improve the thermal efficiency of the Council's housing stock by 2015 in line with the Scottish Housing Quality Standard (NHER5/SAP50).** Excellent progress made by upgrading 1,734 Council houses to the Scottish Housing Quality Standard. **(Achieved)**
- Action 3.2** **Provide advice to private households on how to improve thermal efficiency and access grants for same.** 1,324 private individuals given energy saving advice and 503 people attended public awareness events/talks. **(Achieved)**
- Action 3.3** **Prepare and implement renewable energy strategy.** A local policy for renewable energy developments was approved and renewable energy technology was incorporated into the construction of Galston Primary School, namely a ground source heat pump, a wind turbine and a rainfall management system. **(Achieved)**
- Action 4.6** **Establish a pilot factoring scheme.** No progress pending the finalised Housing (Scotland) Act 2006 guidance. **(Not achieved)**
- Action 5.3** **Provide pedestrian footpaths along major routes into settlements.** Local Transport Strategy (LTS) pedestrian strategy implemented with contributions from developers, Community Planning Partners and other agencies, as appropriate. **(Achieved)**
- Action 5.6** **Implement mandatory and advisory 20 mph limits where needed to protect environmentally sensitive areas.** 7 mandatory 20 mph zones and 3 advisory 20 mph limits (20s Plenty) implemented in 2008/09. **(Achieved)**
- Action 5.7** **Develop a transportation modelling capability to assess the environmental and transport impacts of future development proposals.** The Kilmarnock Transport Model has been extended to cover the A76 corridor including Mauchline, Auchinleck, Cumnock and New Cumnock areas. SPT has expanded its Transport Modelling capability in Ayrshire in partnership with the Ayrshire Local Authorities and Community Planning Partners. **(2 achieved)**  
2 outputs
- Action 6.2** **Review Revolving Demolition Scheme (Kilmarnock/Auchinleck) and consider application to other towns and villages.** Following consideration, funds have been combined with the Building Standards Dangerous Buildings budget. **(Achieved)**
- Action 6.3** **Demolish identified derelict properties under Revolving Demolition Scheme.** Darvel former Co-op buildings demolished. **(Achieved)**
- Action 6.4** **Prepare and Implement Property Improvement Schemes.** The planned property improvement schemes were not undertaken in Catrine; however, 3 were completed in Newmilns and 1 is currently on site. Significant progress in relation to Catrine has been achieved in relation to a revised Heritage Lottery Fund application for the Catrine Waterworks having been submitted, which if successful will 'kick start ' the project. **(Not achieved)**
- Action 6.5** **Develop a building conservation toolkit in conjunction with the CARS and THI.** Three of the four elements of the toolkit have been completed, namely the Kilmarnock Town Centre Conservation Area Maintenance Guide, the Conservation Area Management Plan Summary and the Stone Audit, and work is progressing on the Grant Repair Standards. **(Largely achieved)**
- Action 6.6** **Provide and update a database of vacant and derelict properties.** Database for town centres completed and updated. **(Achieved)**
- Action 6.7** **Engage the community in the regeneration of the town centres and villages in East Ayrshire.** Galston Town Centre feasibility study completed and follow-up study where local community has been engaged nearing completion. **(Achieved)**
- Action 7.2** **Establish Business Improvement Districts (BIDs).** Combined BID being investigated for A76 corridor communities. **(Partially achieved)**

- Action 7.3** **Deliver anti litter presentations to primary and secondary schools.** All schools run a programme of environmental education, which includes consideration of recycling packaging and avoiding litter, and formal lessons are delivered throughout the school sector in this regard, reinforced by a frequent anti-litter message at school assemblies. In addition, joint initiatives have been progressed by schools in conjunction with Campus Police Officers and the Council's Neighbourhood Services to enforce the control of litter in the environs of the school. **(Achieved)**
- Action 8.3** **Develop Core Paths Plan for each community in East Ayrshire.** Core Paths Plan completed and adopted by East Ayrshire Council (November 2008). **(Achieved)**
- Action 8.5** **Implement new standards of open space in Scottish Planning Policy (SPP) 11: Physical Activity and Open Space.** Requirements of SPP 11 incorporated into draft East Ayrshire Local Plan Alteration as amended. **(Achieved)**
- Action 8.6** **Undertake an open space/park improvement programme.** 4 play improvement projects completed - 2 in Kilmarnock, 1 in Crookedholm and 1 in Cumnock. **(Achieved)**

**COMMUNITY PLANNING IN EAST AYRSHIRE****ANNUAL PERFORMANCE REPORT: 2008/09****GLOSSARY****Access All Areas Programme**

Access All Areas was a 6 month pilot project aimed at young people aged 15 to 17 years who required support to progress to further education. It focused on core skills and personal development.

**ASIST Courses**

Applied Suicide Intervention Skills Training (ASIST) equips individuals with the skills and confidence to help someone who may be at risk of suicide. In the same way that skills are needed for physical first aid, ASIST develops the skills necessary for suicide first aid.

**Be Safe Be Seen**

An annual national child road safety campaign which raises awareness of the need to ensure that children remain visible to motorists. The campaign encourages all children to wear something bright and take extra care when out and about near roads.

**Bridge to Vision**

The Bridge to Vision project is an innovative service development aimed at enhancing community eye-care services for adults with a learning disability.

**C Card Scheme**

Database registration scheme through which members can obtain free condoms at a range of local venues including health centres and community centres.

**Civicus**

An international alliance established in 1993 to nurture the foundation, growth and protection of citizen action throughout the world, especially in areas where participatory democracy and citizens' freedom of association are threatened. The 8<sup>th</sup> Civicus World assembly on the topic of People, Participation and Power, was held in Glasgow in June 2008.

**Childsmile**

Funded by the Scottish Government, the Childsmile programme aims to improve the dental health of children in Scotland. It has four main elements: a Core Toothbrushing programme ; a Childsmile Practice, which promotes oral health from birth; a Childsmile Nursery, which provides preventive programmes for children in Nursery; and a Childsmile School, which provides a school based dental service for children aged 4 and upwards.

**Cut it Out**

Delivered by Strathclyde Fire and Rescue, the 'Cut it Out' programme is two school periods long, (one hour and fifty minutes in total), and covers the main contributory factors in Road Traffic Collisions such as speeding, drink/drug driving and seatbelt use. It aims to raise awareness and challenge attitudes in young people with regards to the dangers associated with our roads.

**DEFRA Flycapture Database**

The Flycapture database was set up in 2004 by the Department for Environment Food and Rural Affairs, the Environment Agency and the Local Government Association, it records the number of fly-tipping incidents dealt with by the Environment Agency and local authorities and details of enforcement action.

**Eco Schools Programme**

The Eco Schools Programme is an international initiative designed to encourage whole-school action for the environment. It is an environmental management tool, learning resource and recognised award scheme.

### **Fire Reach Programme**

Delivered by Strathclyde Fire and Rescue, the Fire Reach Programme is a youth development programme for S3 schools pupils who have been identified by teachers/social workers as being on the cusp of disengagement from school/society.

### **Futuremuseum.co.uk**

Future Museum is a partnership between East Ayrshire Council, Dumfries and Galloway Council, North Ayrshire Council, South Ayrshire Council and the independent museums of the south-west of Scotland. The main focus of the project is to provide free access to the museum collections through the dynamic futuremuseum.co.uk website.

### **Hands up Tally**

The annual Hands Up Tally, organised by the School Travel Co-ordinator, invites all East Ayrshire schools to provide information on the most common mode of travel used on the journey to and from school. The information will be used to measure the long-term effects of school travel initiatives for example School Travel Plans and Walk to School Week.

### **Hero to Zero Campaign**

Campaign by West of Scotland Road Safety Forum which aims to raise awareness of how young drivers are putting their own lives and the lives of their young adult passengers at risk by behaving recklessly behind the wheel.

### **Kerbcraft**

The Kerbcraft model is designed to teach pedestrian training skills to 5 to 7 year olds by means of practical road-side training rather than in the classroom. It is built around teaching three skills: choosing safe places and routes; crossing safely at parked cars and crossing safely near junctions. Children are taught by trained volunteers near their schools.

### **Personal Empowerment Zone (PEZ)**

PEZ is an 18-week development programme designed to help young people gain the skills they need to progress onto a college course or employment. Programme activities include: Street League (Sports / Personal Fitness); Enterprise (Entrepreneurship); Work Experience (Employability); Fire Reach Week (Safety Awareness); and Local Investigation (Initiative). Young people will also work towards core skill qualifications in communications, problem solving and working with others.

### **Reckless Driving Wrecks Lives**

Reckless Driving Wrecks Lives is an annual multi-media road safety event organised and hosted by South Ayrshire Council which is supported by a number of agencies and East and North Ayrshire Councils. Targeted at senior secondary pupils, it dramatically demonstrates the risks faced by young inexperienced drivers and their passengers. This event complements the aims and objectives contained within the national Road Safety Strategy.

### **Roars Not Whispers Programme**

A national programme from the Scottish Youth Parliament and Oxfam, Roars Not Whispers is open to any young person aged 16 to 25 years in Scotland. Participants in the project will develop the knowledge and the confidence to become active citizens and seek to represent their communities at local, national and international levels.

### **Safeast**

Planned as a pilot project to counter town centre disorder in the period before Christmas and New Year 2006, Safeast is a multi agency initiative to make Kilmarnock town centre a safer place. Safeast has had a positive impact on disorder within Kilmarnock town centre, in licensed premises and in taxis and has improved the night time economy making Kilmarnock a safer and more attractive place for people to frequent.

### **SMART Recovery Programme**

The SMART Recovery Programme helps individuals gain independence from addictive behaviours (substances or activities).

**SMHFA Course**

Scotland's Mental Health First Aid (SMHFA) is a training course that improves mental health literacy and helps people to recognise the signs and symptoms of someone with mental health problems; to respond to various mental health crises, engage with, support and signpost people to appropriate professional help.

**STORM Courses**

Skills-based Training On Risk Management (STORM) focuses on developing the skills needed to assess and manage a person at risk of suicide and is targeted at frontline workers in health, social and criminal justice.

**U Can Do It 2**

Workshop event organised by East Ayrshire Council's Determined to Succeed Team in conjunction with Business Liaison Officers from the Ayrshire Chamber of Commerce. The U Can Do It 2 event gave around 400 S2 pupils from secondary, special and youth strategy schools in East Ayrshire the opportunity to try their hand at a range of jobs and talk to local employers.