



DRAFT ANNUAL REPORT 2004/2005

Board Meeting - 18 May 2005

1. PURPOSE OF REPORT

- 1.1 To present to the Board for information and approval, the draft North Social Inclusion Initiative Annual Report for 2004/2005.

2. ANNUAL REPORT – 2004 / 2005

- 2.1 The fourth Annual Report of the North Board, attached at Appendix 1, details progress made in the north of East Ayrshire to address social exclusion and promote social inclusion in the financial year 2004/2005.

- 2.2 The report covers each of the priority issues identified previously by the Board for 2004/2005, which include:

- assisting people to get into work through the development of skills, training and employment opportunities;
- pursuing the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs;
- ensuring a high level of community participation in the work of the North Social Inclusion Initiative;
- implementing measures to improve the environment; and
- promoting community learning.

- 2.3 The Annual Report recognises the valuable contribution made by partners to the effective delivery of programmes in the north of East Ayrshire.

3. RECOMMENDATIONS

- 3.1 It is recommended that members of the Board:

- i) endorse the draft Annual Report, subject to minor textual changes; and
- ii) remit the Community Planning and Partnership Manager to issue the report to the Initiatives' stakeholders and other interested parties.

Gwen Barker
Community Planning Partnership Manager
10 May 2005



DRAFT ANNUAL REPORT

1 April 2004 - 31 March 2005

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ACHIEVEMENTS AND ASPIRATIONS

The fourth Annual Report of the East Ayrshire North Social Inclusion Initiative (North Initiative) 2004/2005 details progress and achievements in relation to a range of projects and initiatives supported by the North Initiative Board in 2004/2005 and its plans for the future, as summarised below:

Employment: A wide range of actions relating to employment have been progressed throughout 2004/2005 under the North Initiative aim of assisting people to get into work through the development of skills, training and employment opportunities. Projects supported include the North Area Individual Employment Fund, the CONDUIT North Area Drama project, Kilmarnock College's Future Steps Project and support for the development of new CONDUIT premises in the centre of Kilmarnock. In addition, a planning and development event was hosted by the North Initiative Board in June 2004, with the aim of identifying measures currently in place and potential actions relating to assistance provided to vulnerable young people in their transition between school and work.

Positive Health Opportunities: The activity of the North Initiative remains focused on the aim of promoting health and social well-being in the north of East Ayrshire. In respect of individuals dependent on alcohol and drugs, we have continued to support the Momentum 'Energiser Plus' project, which has addressed issues around the aftercare and rehabilitation of substance users. Two additional projects have been supported this year, namely New Sporting Futures, which funds the development of sports night leagues and snow sports for young people in the north of East Ayrshire, and the East Ayrshire Carers Cottage, which received North Initiative funding to purchase furniture and equipment for the premises following major refurbishment.

Community Participation: An Open Event was held in June 2004 with the aim of identifying community concerns as well as highlighting existing and future priority issues, with a focus on the appropriateness of establishing a Communities Federation for the north of East Ayrshire. Community representatives on the North Initiative Board continue to play an important role in informing the priorities of the North Initiative. However, the establishment of a North Communities Federation will provide further opportunities to increase the level of community participation in decision-making within the evolving community planning process.

Key aspirations for 2005/2006 include:

- *ensuring an effective transition from the North Initiative to the overall community planning process, fitting with future decision-making structures required to effectively drive forward Community Planning in east Ayrshire and, in particular, the Regeneration Outcome Agreement; and*
- *supporting the establishment and development of the North Communities Federation.*

FOREWORD

Throughout 2004/2005, the North Initiative, which is in its fourth year of activity, has supported a range of successful projects throughout the north of East Ayrshire aimed at combating social exclusion and promoting the social inclusion agenda. Our aim is to reduce inequalities between the most disadvantaged groups and communities and the rest of society by closing the opportunity gap, and ensure that support reaches those who most need it.

The projects and initiatives supported this year have focused on getting people into work, promoting positive health and well-being, and community participation. Partnership working and community participation have remained integral to the success of the North Initiative through identifying areas of development, and assessing the appropriateness and potential impact of the projects supported.

In June 2004, the North Initiative hosted an Open Event to identify priority issues and assess levels of support for a North Communities Federation. The event comprised both presentation and workshop sessions, and a wide range of community and voluntary groups were invited to attend, as were all Local Committee members in the north of the authority.

Event participants contributed to identifying potential actions under the existing North Initiative aims and communicated their interest in participating in the formation of the Communities Federation. The event not only raised awareness of the work of the North Initiative but also served to identify potential areas of future activity.

From 1 April 2005, a three-year Regeneration Outcome Agreement (ROA), underpinned by the new Community Regeneration Fund (CRF), will be the driving force in ensuring the promotion of the regeneration agenda across the whole of East Ayrshire. The ROA will provide the strategic and operational framework for Community Planning Partners in East Ayrshire to deliver local regeneration objectives and contribute to addressing the national priorities set by the Scottish Executive.

I would like express my appreciation to all those involved in the progress and achievements of the North Initiative in 2004/2005 and, indeed, since its inception in 2001. We have much to be proud of and look forward to continuing our work to regenerate our most disadvantaged communities within the East Ayrshire community planning process.

Councillor William Menzies
Chair of East Ayrshire North Social Inclusion Initiative

Annual Report 2004/2005

INTRODUCTION

The North Initiative was formally constituted in April 2001 with the aim of addressing the opportunities gap experienced by the most disadvantaged individuals in our communities. This fourth annual report highlights our activities throughout 2004/2005 and provides a forward look at what will be achieved in the future.

Although not a formally designated Social Inclusion Partnership Area, the North Initiative, with the support of our partners, supports a range of measures aimed at combating social exclusion and promoting social inclusion in the north of East Ayrshire. Partnership working has ensured that the benefits available to local residents have been significantly enhanced and that the decisions agreed at the North Initiative Board have been the most appropriate in meeting our key priorities.

SETTING PRIORITIES

Priorities for the North Board were revisited and debated at a planning event that took place in August 2003. The community representatives and partner agencies represented on the North Initiative Board, the membership of which is provided at Appendix 1, reaffirmed their commitment to working towards the following five key aims:

- to assist people to get into work through the development of skills, training and employment opportunities;
- to pursue the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs;
- to ensure a high level of community participation in the work of the North Social Inclusion Initiative;
- to implement measures to improve the environment; and
- to promote community learning.

The North Initiative has agreed to concentrate on high level actions and initiatives, which will achieve significant and demonstrable outcomes, rather than on small scale projects with limited impact.

GUIDING PRINCIPLES

The work of the North Initiative is underpinned by the following guiding principles:

- partnership working;
- equality of opportunity;
- empowerment and capacity building;
- sustainability;
- continuous improvement;
- quality and innovation; and
- effective communication and access to information.

PUBLICITY

Awareness raising in relation to the projects and initiatives supported by the North Initiative and the good practice that has been undertaken has been facilitated through press releases and design work prepared by the Public Relations section within East Ayrshire Council's Department of Corporate Support.

RESOURCES

Challenge Fund

East Ayrshire Council's Policy and Resources Committee agreed to make a financial contribution of £65,000 to the North Initiative in the form of the Challenge Fund for 2004/2005.

SUMMARY OF PROGRESS

Projects and initiatives funded and supported by the North Initiative and actions undertaken in 2004/2005 are detailed in the following sections. Additional information is provided within the Work Plan at Appendix 2:

Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.

North Area Individual Employment Fund

East Ayrshire Employment Initiative successfully applied for North Initiative funding for the North Area Individual Employment Fund project in February 2004. The aim of the project, which operated from May 2004 to March 2005, was to enable 20 unemployed residents within identified areas of the north of East Ayrshire, who were not eligible for funding from the Action Team for Jobs, to move into employment quickly and easily by providing them with financial assistance to remove barriers to work. The North Initiative agreed to part-fund the project in conjunction with Scottish Enterprise Ayrshire.

The Individual Employment Fund assists individuals with:

- training;
- transport;
- specialised equipment;
- childcare; and
- wage subsidy.

It was anticipated that 70% of unemployed residents accessing the Individual Employment Fund would either gain employment or access further education or vocational training in order to increase their employability.

The project has exceeded the targets set and at the end of March 2005, 25 unemployed residents from the north of East Ayrshire were supported, 5 more than the set target of 20, and 19 residents secured employment, 5 more than the set target of 14.

North Area Drama Project

CONDUIT, a local training provider, successfully applied for North Initiative funding for the North Area Drama Project during 2004/05. The aim of the project was to enable 12 project beneficiaries from identified areas of the north of East Ayrshire to develop skills attained at drama workshops, which would assist them with job applications and interviews.

Six CONDUIT programme beneficiaries participated in the drama workshops, which commenced in October 2004 for eight weeks. The workshop sessions focus on personal development and use a variety of techniques, including role play, drama games, relaxation and improvisation, providing participants with an opportunity to

increase their proficiency in the job application process and, in particular, interview techniques.

It was anticipated that 8 (65%) of the CONDUIT trainees participating in the North Area Drama Project would either gain employment or access further education or vocational training in order to increase their employability. Of the 6 individuals who participated in the workshop sessions, 2 have secured employment, 2 are actively seeking employment and 1 is participating in vocational training.

Further drama workshop sessions will take place in September 2005 for an additional 6 CONDUIT trainees residing within the north of East Ayrshire.

Future Steps Project

Kilmarnock College successfully applied for North Initiative funding for the Future Steps Project in November 2004. The aim of the project is to increase the level of support made available to disadvantaged individuals in the north of East Ayrshire, in respect of securing employment or progressing to further education or training. Project targets to be completed by the end of November 2005 include:

- 100 participants increasing their motivation and employability skills;
- A range of job opportunities to be made available to students through increased links with employers, Jobcentre Plus and the voluntary sector; and
- 20% of participants in the programme progressing into employment and 30% into education or training.

Progress to date includes the establishment of an Employability Centre located within the Student Union at Kilmarnock College and the recruitment of an Employability Officer. A total of 26 students from the north of East Ayrshire have completed employability questionnaires as a first step towards participation in interview training sessions and employability skills workshops. Links have been established with Job Centre Plus and Job Centre staff will be working from the College one day per week from June 2005. Links have also been established with the Prince's Scottish Youth Business Trust and the Working for Families Fund.

CONDUIT Refurbishment of Premises

In November 2004 the North Initiative agreed to part fund the refurbishment costs of new CONDUIT premises in Kilmarnock town centre. The premises will be shared by the Working for Families Fund (WfFF) project, which is funded by the Scottish Executive.

WfFF clients accessing the office will be encouraged to participate in introductory ICT sessions, which may potentially lead individuals into full-time training. In addition, voluntary sector organisations, community groups, and a range of projects will be able to access training and meeting facilities in central Kilmarnock.

Support from the European Regional Development Fund (ERDF) will assist to convert the former retail premises into a functional training and administrative base, and increase the capacity of CONDUIT Kilmarnock from 8 to 12 trainees.

A three-year lease on the premises has been secured and the design work completed and agreed. It is anticipated that the premises will be ready for use by June 2005.

Employment and Young People Seminar

The North Initiative Board hosted a very successful Employment and Young People Seminar on 9 June 2004, which was organised to bring together organisations and individuals interested in addressing issues around the transition of vulnerable young people from school to employment.

The format of the event focused on both presentation and workshops sessions and presentations were delivered by representatives from East Ayrshire Action Team for Jobs, Careers Scotland and the [yipworld.com](http://www.yipworld.com) Pathways to Progress project.

Three workshop groups each addressed the following questions:

- What are the barriers faced by vulnerable young people in their transition from school to employment?
- Does the existing service provision available in East Ayrshire do enough to address the barriers identified?
- How can we address gaps in service provision and who can take the solutions forward?

Following the success of the Employment and Young People Seminar, the Careers Scotland Inclusiveness Co-ordinator has been working with the North Initiative in respect of future interventions to address the issues identified to support and co-ordinate service provision, which will assist vulnerable young people in the transition between school and employment throughout 2005/06.

Aim 2: To pursue the promotion of positive health and social well being, particularly for those dependent on alcohol and drugs.

Young Persons Alcohol Information Initiative

The Young Persons Alcohol Information Initiative, funded by the North Initiative and implemented in partnership by Ayrshire Council on Alcohol (ACA) and Strathclyde Police, is an alcohol education programme aimed at young people who have come to the attention of the police for misusing alcohol.

The project initially focused on a group work approach and the implementation of a five-week alcohol education programme. However, the project has been reviewed and currently provides a more effective means of intervention in the form of one-on-one counselling sessions.

The first one-to-one counseling session involves both the young person and a parent/carer, with follow up sessions at the discretion of the counsellor and dependent on the needs of the young person. The new delivery format is proving to be very successful, which is partly attributed to the completely confidential service.

There has been a marked increase in the number of Police referrals made to the service and from February to March 2005 there were 20 referrals, with 14 young people attending the first session. To ensure the programme meets the young person's individual needs, 4 young people continued on the programme for one additional session and 7 young people participated in an additional two sessions.

Momentum 'Energiser Plus' Project

'Energiser Plus' is a new community integration outreach programme aimed at supporting individuals who have misused or are misusing drugs to move forward in their lives and addresses the gap in service provision in relation to the aftercare/rehabilitation of substance users in the north of East Ayrshire.

A proposal to supplement funding secured by Momentum through the New Opportunities Fund and the European Social Fund for activity based in Kilmarnock and Ayr was approved at the North Board in February 2004 and allows for increased service provision in the north of East Ayrshire through the employment of a dedicated Link Worker.

The programme supports people to access training and employment opportunities, through a combination of sign-posting, personal development and pre-vocational activities. The 'Energiser Plus' programme aims to:

- support individuals in the north of East Ayrshire, who have misused or who are misusing drugs, to move forward with their lives;

- actively support the development and co-ordination of a cohesive pathway towards social and economic inclusion for the target group;
- actively support a managed network approach to the provision of personal support to the individual; and
- ensure that the beneficiaries have an impact directly upon programme design, development and activity.

In addition, the programme:

- provides an accessible service that will endeavour to be available to the wider client group and not just those who are already engaged with services;
- provides a Link Worker/Case Management approach to assisting individuals to move forward from treatment and to maintain more stable, productive lifestyles;
- provides each individual with access to a personal support package appropriate to their needs within the community;
- develops a Beneficiary Council that will ultimately provide steering, monitoring and peer services to the programme;
- works with groups of individuals to facilitate increased confidence, motivation and aspiration;
- accesses outdoor education experiences for groups of individuals that will accelerate the personal development process taking place within the programme;
- works with local partners to provide supported access to a range of community activities, training and employment opportunities appropriate to the readiness of the individual; and
- provides a flexible approach to relapse.

Progress, to date, on the 'Energiser Plus' project in the north of East Ayrshire includes:

- 2 Link Workers and part-time administrative support recruited;
- project premises at 65 King Street, Kilmarnock secured;
- 8 beneficiaries in receipt of group work at any given time;
- 27 beneficiaries in receipt of one to-one support;
- 6 members participated on the Beneficiary Council; and
- 3 outdoor education courses provided.

New Sporting Futures

A project proposal was presented to the North Board in August 2004 from East Ayrshire Council's Leisure Development Services to provide additional project funding as part of the New Sporting Futures initiative.

This initiative began operating in the north of East Ayrshire in April 2003, employing 4 members of staff and working in partnership with a range of statutory and non-statutory agencies. The project focuses on the inclusive development of sport and active recreation, and the promotion of healthy lifestyle choices among young people, aged 10-18 years. Particular emphasis is placed on creating more equitable participation in sport among specific target groups and developing effective ways to create sustainable sporting infrastructures in areas of economic and social deprivation.

The additional project funding sought and approved in August 2004 has extended the current programme of services to East Ayrshire's most excluded and 'at risk' young people. New service provision includes activities relating to snow sports and sports night leagues.

Snow Sports – an innovative programme of snow sports, notably snowboarding and skiing, utilising Newmilns Dry Ski Slope was put in place for the most excluded young people in the north of East Ayrshire, aged 12-18 years. The programme, which incorporates the promotion of active citizenship and healthy lifestyles, allows young people to participate in sports that may not previously have been accessible to them and provides opportunities to access training, including Snow Sports Leadership courses.

Progress to date includes 12 disengaged young people with offending backgrounds, currently participating in an 8-week programme of activity at Newmilns Dry Ski Slope. Of the 12 young people participating, 3 are looked-after and accommodated by East Ayrshire Council. The associated benefits of participating in sport and, in particular, snow sports include enhanced confidence and self-esteem, increased social interaction and increased physical activity.

Sports Night Leagues - provide young people aged 12-18 years with informal, yet structured, activities with a particular focus on football. As with the snow sports element of the programme, there is an emphasis on the promotion of active citizenship and healthy lifestyles. In addition, opportunities to progress sporting performance and leadership skills are developed through the Community Sports Leaders Awards.

The Sports Night Leagues programme directly addresses anti-social behaviour among young people and provides an alternative to youth crime and drug and alcohol misuse, working in partnership with the Police Drug Awareness Officer, Addiction Services and NHS Ayrshire and Arran.

Progress to date includes the establishment of an ongoing series of Sport Night Leagues at James Hamilton Academy and Loudon Academy. An additional service will commence at Grange Academy from April to August 2005 as a direct response to

concerns raised by Community Police Officers in respect of incidences of anti-social behaviour in the area. From September 2004 to March 2005 over of 2,300 young people attended the Night Leagues programme.

However, difficulties in securing the sports hall at Stewarton Academy and the Annick Centre has meant that activity in the Stewarton area has been delayed until outdoor facilities are available. Consequently, additional Sports Night Leagues took place at Kilmarnock Academy from November 2004 to March 2005.

In addition, a mini Sports Night Leagues programme of activity has been taking place at multi-use games areas in Shortlees and North West Kilmarnock since October 2004. The responsibility for the management of the programme has been devolved to East Ayrshire Council's Football Development Officer who is based at Kilmarnock Football Club.

Carers Cottage

An application for funding was made by the Princess Royal Trust East Ayrshire Carers Centre to the North Board in November 2004 to purchase furniture and equipment to refurbish a 'Carers Cottage' facility, sited at Howard Park, Kilmarnock. The Carers Cottage, which officially opened on 4 February 2005, provides a secure, comfortable environment where carers of all ages benefit from opportunities to relax, relieve stress and receive a range of support, which assists them to continue in their caring role.

Facilities include a large meeting room with comfortable, movable seating; a therapy room offering complementary therapies, hairdressing and beauty treatments; and a sitting room where counselling and one-to-one meetings take place. Young carers activity groups take place 4 evenings per week and involve the young people in quizzes, issue based workshops, and arts and crafts.

Additional funding from the Scottish Executive funded Choose Life initiative has been secured to employ a part-time counsellor who will take up post in June 2005. A range of local groups and organisations currently use the facility, including Enable Scotland, Kilmarnock College, Alzheimer Scotland and East Ayrshire Advocacy Services Ltd.

Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.

Open Event

The Open Event, hosted by the North Initiative Board, took place on 24 June 2004 with the aim of identifying North Initiative priority issues and assessing levels of support for a North Communities Federation. A range of community and voluntary groups was invited to attend the event, including all Local Committee members. The event was widely publicised and a North Local Committee Road Show to promote the event was undertaken during the May 2004 cycle.

The format of the event focused on both presentation and workshop sessions and included an opportunity for delegates to interact with 'Option Finder' software, which allowed people to anonymously indicate their views.

Delegates were requested to consider and identify the main issues for the East Ayrshire north area within the themes of Employment Opportunities, Health and Wellbeing, Community Learning and Quality of the Environment.

In addition, delegates identified the key benefits of establishing a North Communities Federation, including:

- accessing a range of funding opportunities;
- maximising resources and co-ordinating expertise;
- providing opportunities for information sharing; and
- increasing community participation.

North Communities Federation

In response to the findings of the Open Event, a meeting was convened in October 2004, attended by 20 individuals representing a range of community and voluntary groups, to consider progressing the establishment of a Communities Federation in the north of East Ayrshire. Individuals participating in the session agreed to attend a further meeting in December 2004 to establish a Working Group, remitted to develop a constitution for the North Communities Federation and to consider arrangements to ensure the involvement of the wider community. The process has been facilitated by representatives from the Coalfield Communities Federation.

At the meeting of 9 December 2004, 12 nominations were received in respect of participation in the Working Group:

The first meeting of the Working Group was convened on 18 January 2005 and was attended by all members. Issues progressed included the nomination of the Working Group Convener, namely Charles Calman; Vice Convenor, namely Maurice Ashbridge; and Secretary, namely Graham Piggott.

Subsequent Working Group meetings took place on 14 February 2005 and 14 March 2005. A draft constitution has been developed and an inaugural meeting of the North Communities Federation is scheduled to take place in June 2005.

Support for Community Representatives

Community representatives continue to play a key role in North Board activity, and contribute to determining the priorities and drive forward the North Initiative agenda to reflect community concerns and address local issues. A range of support systems, which was introduced in 2002/03, has remained in place in 2004/05, including access to ICT facilities, a comprehensive expenses procedure, and administrative and developmental support.

East Ayrshire Council is committed to allowing paid leave to employees who participate on the North Board to attend each Board meeting and two training events per year, with the opportunities of additional leave subject to discussion with service departments.

One Community Representative, stood down from her position on the North Initiative Board in January 2005.

Aim 4: To implement measures to improve the Environment.

Community Facilitation Project

At its meeting in August 2004 the North Board agreed to support a proposal from East Ayrshire Woodlands (EAW) in respect of a community facilitation project to assist community based and led woodlands group activity in Stewarton, working primarily with Stewarton Woodland Action Trust (SWAT) and a further 4 communities within the north of East Ayrshire.

SWAT has become fully constituted and is a member of the Community Local Action Network, actively engaging with East Ayrshire Council's Outdoor Access officers and consultants to develop a path network around Stewarton, and with Sustrans to develop safe cycling links to Dunlop and Stewarton Academy. SWAT representatives have also attended the Community Woodlands Association Conference in Glasgow.

In addition to the work undertaken with SWAT, contact has been made with the Dunlop Millennium Woodland Nature Park and Kilmaurs Community Council with a view to supporting them in practical amenity development projects. Future proposals include the development of a Woodland Community Forum.

Aim 5: To promote Community Learning.

Future activity in respect of promoting community learning in the north of East Ayrshire will link to East Ayrshire's Community Plan and, in particular, the Promoting Community Learning Action Plan.

PARTNERSHIP WORKING

Effective partnership working has been integral to the North Initiative's success during 2004/2005. The North Initiative Board comprises agencies and individuals, all with an equal voice and a wide range of skills, knowledge and expertise. By working together towards common objectives, the North Initiative Board has made a real difference to the lives of residents within the north of East Ayrshire.

Links to other organisations

The North Initiative has established effective links with a range of agencies and organisations operating within East Ayrshire, including:

East Ayrshire Council Departments – including Neighbourhood Services and Development and Property Services.

Ayrshire Council on Alcohol – is a voluntary organisation, which offers a non-judgmental, confidential counselling service to those whose lives are being adversely affected by alcohol.

East Ayrshire Coalfield Area Social Inclusion Partnership – links through the Community Planning and Partnership Manager and Social Inclusion Implementation Group ensure the sharing of good practice, commitment and expertise allows us to 'roll out' successful projects from the south to the north of East Ayrshire.

East Ayrshire Employment Initiative – provides training opportunities and financially assists the long-term unemployed in order to increase their chances of securing employment.

CONDUIT Ltd – is an intermediate labour market project supporting the development of ICT within East Ayrshire, operating a programme of activity offering an integral package of theoretical training, practical support and work experience.

Momentum Ltd – works in partnership throughout Scotland to enable and empower disabled and excluded people to identify and achieve their goals and supports people to remain active citizens within their own communities.

Princess Royal Trust East Ayrshire Carers Centre - provides information, advice, training, leisure and social activities, and support to people of all ages who have a responsibility for looking after someone who is ill, frail or has a disability.

Kilmarnock College – is a further education establishment and member of the North Initiative Board.

East Ayrshire Woodlands – was established in 1997 as a Millennium Forest for Scotland project with, as one of its key roles, the management of a training programme in forestry skills for the long term unemployed. It is an unincorporated organisation

remitted to support economic development and environmental regeneration within East Ayrshire.

Coalfield Communities Federation – established to allow representatives from all communities in the south of East Ayrshire to have their voices heard in a forum that informs the strategic direction and future programme of regeneration activity.

COMPLEMENTARY INITIATIVES IMPACTING ON THE NORTH OF EAST AYRSHIRE

Better Neighbourhood Services Fund

The Better Neighbourhood Services Fund (BNSF) was launched by the Scottish Executive in 2001 and £6.9 million, was awarded to East Ayrshire Council. Aimed at improving the quality and quantity of services in the pathfinder area of North West Kilmarnock and Shortlees/Riccanton, the funding has made a real and lasting impact on the lives of residents. In January 2004 the Scottish Executive confirmed a further financial allocation of £2.25 million for 2004/05 and 2005/06, to allow East Ayrshire to “build on and consolidate BNSF services and achievements to date”. A Phase 2 Local Outcome Agreement detailing priority spending proposals for the additional allocation was approved by the Scottish Executive in June 2004.

A comprehensive community consultation exercise was undertaken in August 2004 and this formed the basis of the BNSF Annual Report that was submitted to the Scottish Executive in September 2004. The report details progress in meeting the overall outcomes and outputs set against individual projects and tracks the impact of the BNSF programme in the pathfinder area. The outputs that the Council and its Community Planning Partners set out to achieve have largely been met, with the exception of those relating to the North West Kilmarnock and Shortlees Neighbourhood Centres. It is anticipated that these outputs will be met either on or before the end of March 2006 in order to coincide with final spend on the Phase 2 BNSF allocation.

The most positive responses to the programme continue to be in relation to environmental and safety focused projects, with particularly strong community support for the Environmental Hit Squads and the Community Directed Environmental Improvement Budget.

The main achievements of the year include:

- improvements to road safety;
- the opening of the North West Youth and Learning Centre;
- the completion of the Teenage Recreation Areas project; and
- the continued success of Lifestyle Zones, Wraparound Early Years Care and Youth Outreach projects.

An independent evaluation of the BNSF (Phase 1) programme of activity was commissioned in September 2004, and a positive evaluation report was completed by

the end of March 2005 and subsequently submitted to the Scottish Executive for consideration

The North Initiative Board continues to receive progress reports on the success of the BNSF programme, which allows the activity of the North Initiative to complement that of the BNSF projects and initiatives.

Community Regeneration Fund

In July 2004, the Minister for Communities announced the establishment of the Community Regeneration Fund (CRF), which replaces existing SIP and BNSF programmes and builds on the lessons and good practice from these programmes. Its principal purpose is to regenerate deprived neighbourhoods, so that people living there can be better placed to take advantage of job opportunities and improve their quality of life.

Scottish Executive guidelines have indicated that CRF resources are to be particularly focused on the most deprived 15% of areas identified by the Scottish Index of Multiple Deprivation 2004 (SIMD04). However, in many of East Ayrshire's communities, deprivation does not exist solely in pockets but across whole communities and, where this is the case, Planning Partners propose to extend relevant programmes into some of the 15-30% most deprived data zones.

A 3-year Regeneration Outcome Agreement (ROA), underpinned by the CRF and East Ayrshire's Community Plan, will provide the strategic and operational framework for Community Planning Partners in East Ayrshire to deliver their regeneration objectives and contribute to addressing the national priorities set by the Scottish Executive.

In developing the outcomes to be addressed through the ROA, a series of community and partner consultation events, involving representatives of the North Initiative Board, was held during the summer and autumn of 2004. This resulted in the following ROA high level outcomes being identified:

- Active Communities;
- Skilled Communities;
- Safe Communities;
- Health Communities; and
- Attractive Communities.

To achieve these outcomes, Community Planning Partners have identified a programme of projects and initiatives, which will be funded from the new CRF, subject to Ministerial approval of the ROA.

LOOKING FORWARD TO 2005/2006

The existing arrangements of separate North and Coalfield Area Social Inclusion Partnership Boards require to be reviewed to ensure governance of the CRF and delivery of the ROA outcomes in East Ayrshire over the next three years.

At the joint meeting of the Boards of 10 March 2005, the Community Planning and Partnership Manager was remitted to establish a working group with community representatives of the Coalfield Area SIP Board and North Initiative Board to consider options in respect of the future operating structure within the community planning process.

Proposals to establish a Community Planning Partnership board, which will unite the North Initiative and Coalfield Area SIP Boards, are currently being considered. The new Partnership will be underpinned by the Coalfield Communities Federation, already operating in the south of the authority, and the North Communities Federation, which will be established in June 2005.

CONCLUSION

The North Initiative has continued to make significant progress during 2004/2005, particularly in respect of addressing issues around addiction and employment. Through effective partnership working and the achievements of a range of effective projects and initiatives, we have contributed to the regeneration of our communities. However, we realise that the problems remain and the work will continue into the future.

It is anticipated that 2005/2006 will be a transition year for the new Community Planning Partnership and we look forward to participating in the new structure. The ROA, underpinned by the CRF, will lay the foundation for tackling disadvantage locally, addressing issues in respect of deprivation and inequalities, to ensure that we close the opportunities gap between the most and least disadvantaged communities in East Ayrshire.



**North Social Inclusion
Initiative
Board Members**

Councillor William Menzies (Chair)	East Ayrshire Council
Provost Jane Darnbrough	East Ayrshire Council
Councillor Daniel Coffey	East Ayrshire Council
Elizabeth Morton	Depute Chief Executive/ Executive Director of Corporate Support East Ayrshire Council
Matt Donnelly	Community Representative
Graham Piggott	Community Representative
Gerard Cassidy	Community Representative
Jimmy Miller	Community Representative
Linda Thomson	Community Representative
Maurice Ashbridge	Community Representative
Kenneth Stewart	Community Representative
Bob Gardiner	Director of Lifelong Learning Ayr College East
Dave Wilcock	Community Development Manager Kilmarnock College
Heather Knox	Director of Facilities NHS Ayrshire and Arran
Joyce Black	Senior Executive Scottish Enterprise Ayrshire
April Bryson	Assistant Director Health Improvement NHS Ayrshire and Arran
Chief Inspector Michael Scally	Strathclyde Police
Jim Burns	Business Development Manager Jobcentre Plus
Catrina Feely,	Development Worker Council Of Voluntary Organisations (East Ayrshire)
Cathy Roarty	Lead Public Health Practitioner East Ayrshire Local Health Care Co-operative

EAST AYRSHIRE NORTH SOCIAL INCLUSION INITIATIVE

WORK PLAN – 2004/05 AS AT 3 FEBRUARY 2005

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.						
1.1	<p>Planning/Development Event</p> <p>Organise a planning and development event to identify the measures to assist vulnerable young people in their transition between school and work.</p>	<ul style="list-style-type: none"> • <i>Co-ordinate participation at the event of local employment/careers services, colleges, training providers, employers and young people</i> • <i>Identify priorities to assist young people in the school to work transition process</i> 	<p><i>Priorities for the North Social Inclusion Initiative established.</i></p> <p><i>Key partners and project proposals identified.</i></p> <p><i>Increased partnership working from all agencies towards the identified aims.</i></p>	<p>Wednesday 9 June 2004</p>	<p>Kilmarnock College Scottish Enterprise Ayrshire Employment Services East Ayrshire Council Local Colleges Careers Service</p>	<p>Approx: £1,200 dependent on number of participants</p>
1.2	<p>Project Proposal: EAEI North Area Individual Employment Fund</p> <p>Expand the Individual Employment Fund (IEF) to operate within identified areas of the North of East Ayrshire. The IEF will allow unemployed individuals to move into employment quickly and easily by providing funding to remove barriers to work.</p>	<ul style="list-style-type: none"> • <i>20 unemployed residents from the North of East Ayrshire aged between 16-65 years supported</i> • <i>14 unemployed residents secure employment</i> 	<p><i>Unemployed individuals residing in disadvantaged areas secure employment.</i></p>	<p>May 2004 to March 2005</p>	<p>East Ayrshire Employment Initiative Scottish Enterprise Ayrshire Action Team for Jobs</p>	<p>Total budget: £13,600</p> <p>North Initiative: £8,600</p> <p>Scottish Enterprise Ayrshire: £5,000</p>

Italics – represent completed targets/outcomes.

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.						
1.3	<p>Project Proposal: CONDUIT North Area Drama Project</p> <p>Establish a drama programme to assist unemployed individuals to develop the skills to assist them with the job application and interview process.</p>	<ul style="list-style-type: none"> • 12 unemployed residents from the North of East Ayrshire aged 18-64 years participate in the Drama Programme • 7-8 (65%) of participants secure employment/further education/vocational training 	<p>Improved individual skills, which lead to employability.</p> <p>Unemployed individuals from disadvantaged areas secure employment.</p>	October 2004 and September 2005.	Investment in Drama East Ayrshire Employment Initiative	<p>Total budget £2,500</p> <p>Amount spent to date £1,250</p>
1.4	<p>Project Proposal: Kilmarnock College Future Steps Project</p> <p>Through the appointment of an Employment Officer based 2.5 days per week in Kilmarnock, the College will increase the level of support made available to disadvantaged groups in respect of accessing job opportunities.</p>	<ul style="list-style-type: none"> • Increase motivation and employability skills of over 100 participants per year • Increase job opportunities available to students through links to employers, Jobcentre Plus and the voluntary sector • Progress 20% participants into employment and 30% into education or training 	<p>Particularly disadvantaged individuals secure employment or progress to education / training.</p>	November 2004 to November 2005.	European Social Fund	<p>Total budget: £18,000</p> <p>North Initiative: £9,900</p> <p>European Social Fund: £8,100</p>

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Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.						
1.5	<p>Project Proposal: CONDUIT</p> <p>Refurbishment of new premises in Kilmarnock Town Centre in partnership with the Working for Families Fund project.</p>	<ul style="list-style-type: none"> • Successful conversion of former retail premises into a functional training and administrative base. • Increased capacity from 8 to 12 trainees. 	<p>New project from which CONDUIT ILM will operate; which is more readily accessible and benefits from a more secure tenancy.</p>	<p>Refurbishment completed by June 2005.</p>	<p>Working for Families Fund European Regional Development Fund East Ayrshire Council</p>	<p>Total budget: £78,450</p> <p>North Initiative: £28,450</p> <p>Working for Families Fund: £28,000</p> <p>European Regional Development Fund: £20,000</p> <p>East Ayrshire Council: £2,000</p>

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
Aim 2: To pursue the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs.						
2.1	<p>Project Proposal: Momentum Energiser Plus Programme</p> <p>Expand the activities of the Momentum programme in the North of East Ayrshire.</p> <p>Energiser Plus is a new project aimed at supporting individuals in Kilmarnock and Ayr, who have misused or are misusing drugs to move forward in their lives through a Group Work and Link Programme of activity.</p>	<ul style="list-style-type: none"> • 12 beneficiaries at any given time participate in Group Work activities • 16 additional beneficiaries at any given time receive one to one support • Provide each beneficiary with a package of individual support • Establish and support a Beneficiary Council comprising a committee of 8 representatives with a developing membership of service users 	<p>Additional/complementary support services for individuals misusing drugs.</p> <p>Increased personal development.</p> <p>Improved access to a range of community activities, training and employment opportunities.</p> <p>Partner, client and community feedback will be sought and analysis of individual progress towards social and economic inclusion undertaken.</p>	From April 2003 to December 2004.	East Ayrshire Council Other Addiction Services Employment, Training and Educational establishments ADAT	<p>Total budget: £111,200</p> <p>North Initiative: £28,200</p> <p>New Opportunities Fund: £33,000</p> <p>European Social Fund: £50,000</p>
2.2	Explore opportunities to assist people with an addiction problem, in particular, alcohol related after care initiatives as per previous Board commitment.	<ul style="list-style-type: none"> • Monitor funding opportunities • Identify opportunities for partnership working 	Funding opportunities identified and the Addiction Working Group reconvened to submit appropriate applications to funders.	Ongoing	Addiction Services Providers East Ayrshire Council	Match funding dependant on nature of funding application

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2.3	<p>Project Proposal: New Sporting Futures</p> <p>Fund the development of Sports Night Leagues and Snow Sports for young people in the North of the Authority.</p>	<ul style="list-style-type: none"> • <i>Provide opportunities for young people to participate in night sports leagues</i> • <i>Provide opportunities for the most excluded young people to participate in snow sports</i> 	<p><i>Increased access to Night Sports Leagues activity with an emphasis on football, opportunities to explore active citizenship issues, the encouragement of healthy lifestyles. Opportunities to progress sporting performance and leadership skills. Specific measures to address anti-social behaviour, drug and alcohol misuse.</i></p> <p><i>Increased access to snow sports activity, opportunities for young people to access training, including snow sports leadership courses. Increased awareness of active citizenship and healthy lifestyles.</i></p>	<p>Approved August 2004.</p> <p>Funded until March 2005.</p>	<p>Strathclyde Police East Ayrshire Council Tackling Drug Misuse Fund</p>	<p>Total Budget: £31,736</p> <p>North Initiative: £12,000</p> <p>Strathclyde Police: £10,000</p> <p>East Ayrshire Council: £211</p> <p>Tackling Drug Misuse Fund: £9,525</p>

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Aim 2: To pursue the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs.						
2.4	<p>Project Proposal: Carers Centre - Carers Cottage</p> <p>The purchase of furniture and equipment, which will contribute to the refurbishment of the 'Carers Cottage' in Howard Park, which will be opening early 2005.</p>	<p><i>Provide a secure, comfortable environment where carers of all ages will benefit from opportunities to relax, relive stress and receive a range of support which will assist them to continue in their caring role.</i></p>	<p><i>Increased support for carers in the East Ayrshire North area.</i></p>	<p>January / February 2005</p>	<p>East Ayrshire Council Asda Prince's Trust</p>	<p>Total Budget: £45,500</p> <p>North Initiative: £12,000</p> <p>East Ayrshire Council: £23,000</p> <p>Asda: £500</p>
Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.						
3.1	<p>Open Event</p> <p>Organise an 'Open Event' with the aim of identifying community concerns and highlighting priority issues within the North of East Ayrshire.</p>	<ul style="list-style-type: none"> <i>Co-ordinate participation of Community Councils, Community Groups and Local Committees at the event</i> <i>Identify priorities from the community</i> <i>Consider the appropriateness/purpose of a Community Federation for the North of East Ayrshire</i> 	<p><i>Priority issues identified and some indication of the appropriateness/purpose.</i></p> <p><i>Increased community involvement in local planning processes.</i></p>	<p>Thursday 24 June 2004</p>	<p>Community Councils Community Groups Local Committees Forums</p>	<p>Approx: £1,200 dependent on number of participants</p>

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Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.						
3.2	<p>Community Representatives' Training</p> <p>Organise, when necessary, appropriate training for community representatives of the North Social Inclusion Initiative Board. Ensure ongoing support in the provision of computers in the homes of community representatives.</p>	<ul style="list-style-type: none"> • Arrange training, which is responsive to the requirements of Community Representatives on the Board: <ul style="list-style-type: none"> • <i>Basic Drug Awareness training undertaken</i> • Provide appropriate funding to support fact finding visits to other projects • Ensure that ICT provision is maintained and updated where appropriate. 	<p>Increased learning/skills development and active citizenship.</p> <p>Increased development in the community based sector.</p>	January 2004 to March 2005	East Ayrshire Council Local training providers	Approx: £3,000
3.3	<p>North Initiative Road Show</p> <p>Deliver a series of presentations on the work of the North Social Inclusion Initiative and proposals to develop a Community Federation for the North to identified Community Councils and Local Committees.</p>	<ul style="list-style-type: none"> • <i>Deliver the presentation and question/answer session relating to the work of the North Social Inclusion Initiative to all interested committees/groups</i> • <i>Investigate support to establish a Community Federation for the North of East Ayrshire</i> 	<p><i>Increased awareness within the local community of the work of the North Social Inclusion Initiative.</i></p> <p>Establishment of a Community Federation for the North.</p> <p>Improved integration with the wider community.</p>	<p>May 2004</p> <p>April 2004 to March 2005</p>	Communities	Approx: £200

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Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.						
3.4	<p>North Social Inclusion Co-ordinator</p> <p>Continue to part fund the post of North Social Inclusion Co-ordinator.</p>	<ul style="list-style-type: none"> Take responsibility for driving forward the inclusion and regeneration agenda across the North of East Ayrshire - <i>ongoing</i> Implement actions and operational matters arising from the Social Inclusion Board - <i>ongoing</i> 	<p>Increased responsiveness to the needs of the Board and the drafting of Board Papers - <i>ongoing</i></p> <p>Research undertaken into funding opportunities and opportunities for partnership working - <i>ongoing</i></p> <p>Co-ordination and administrative support to Board related working groups - <i>ongoing</i></p>	April 2004 to March 2005	N/A	Approx: £18,000
Aim 4: To implement measures to improve the Environment within the North of East Ayrshire						
4.1	<p>Project Proposal: East Ayrshire Woodlands Community Facilitation Project</p> <p>A community facilitation project to support woodland community group activity in Stewarton but also to a further four communities within the North Initiative area.</p>	<ul style="list-style-type: none"> <i>Support Stewarton Woodland Trust and a further 4 communities within the North of the authority</i> 	<p><i>Group activities sustained and facilitated</i></p> <p><i>Community facilitator contractor engaged and providing information, advice and support.</i></p>	August 2004 to March 2005	East Ayrshire Council	North Initiative: £4,000
Aim 5: To promote Community Learning within the North of East Ayrshire						
It is intended to develop actions which will link to the Community Plan: Promoting Community Learning Action Plan.						