



**COMMUNITY REGENERATION FUND AND
DRAFT REGENERATION OUTCOME
AGREEMENT**

Board Meeting – 18 November 2004

1. PURPOSE OF REPORT

- 1.1 To present to the Board for consideration and discussion the draft Regeneration Outcome Agreement (ROA) submitted by East Ayrshire Community Planning Partners to Communities Scotland in October 2004.

2. BACKGROUND

- 2.1 On 12 July 2004, the Minister for Communities announced the establishment of a new £104 million Community Regeneration Fund (CRF) to bring improvements to Scotland's most deprived areas and assist individuals and families escape poverty.
- 2.2 The CRF replaces the existing Social Inclusion Partnership (SIP) and Better Neighbourhood Services Fund (BNSF) programmes and builds on the lessons and good practice from these programmes.
- 2.3 The principal purpose of the CRF is to achieve the 'Closing the Opportunity Gap' objective of:
- 'regenerating the most disadvantaged neighbourhoods, so that people living there can take advantage of job opportunities and improve their quality of life'.

It is, therefore, particularly focused on the most deprived 15% of areas (data zones) identified within the Scottish Index of Multiple Deprivation 2004 (SIMD04).

3. SOCIAL INCLUSION PARTNERSHIP TRANSITION TO COMMUNITY PLANNING

- 3.1 The Scottish Executive's strategy for closing the opportunity gap between disadvantaged communities and the rest of Scotland includes a commitment to integrate Social Inclusion Partnerships (SIPs) with Community Planning Partnerships. In particular, it wants to build on the SIPs' track record in engaging communities to ensure that local people continue to influence decision making and have a real say in the future of their area.
- 3.2 In broad terms, a three-stage integration process has been implemented as follows:
- Assessment of Readiness;
 - Resource Allocation; and
 - Regeneration Outcome Agreement.
- 3.3 In June 2004, Community Planning Partners in East Ayrshire submitted a 'Statement of Readiness' to Communities Scotland, demonstrating their readiness to integrate

East Ayrshire Coalfield Area SIP with the local community planning process. The Partners are committed to community engagement and building upon recognised good practice, including the North Social Inclusion Initiative, and proposals to redesignate the North Social Inclusion Initiative Board (North Board) and the SIP Board as local Community Planning Forums are being considered.

- 3.4 The Scottish Executive advised the Chair of the Community Planning Core Partners' Group in August 2004 that, subject to meeting the requirements of the SIP integration process, the East Ayrshire Community Planning Partners have been set an indicative allocation of £4,033,000 from the CRF in 2004/05.
- 3.5 In addition, the Scottish Executive advised of its intention to allocate 2006/07 and 2007/08 resources this year, following the Executive's spending review, in keeping with the three-year ROA process.

4. REGENERATION OUTCOME AGREEMENT

- 4.1 To secure CRF resources, Community Planning Partners require to submit a three-year ROA to Communities Scotland for Ministerial approval. A draft ROA, included at Appendix 1, was submitted for consideration in October 2004 with a final submission required by 20 December 2004.
- 4.2 The ROA, underpinned by the new CRF, will provide the strategic and operational framework for Community Planning Partners to set the ongoing planning and delivery of services to achieve better and additional outcomes for disadvantaged communities throughout East Ayrshire and there is an opportunity to utilise CRF monies in the north of the authority.
- 4.3 Members of the North Board, together with members of the Community Planning Joint Officers' Group, the Coalfield Area SIP Board and representatives of the Coalfield Communities Federation, have been invited to participate in a Working Together Learning Together session on 30 November 2004 to further consider the draft ROA and proposals for spend, prior to final submission to Communities Scotland.

5. RECOMMENDATIONS

- 5.1 The North Board is asked to:
- i) consider and note the draft ROA submitted to Communities Scotland in October 2004;
 - ii) note the proposals to redesignate the North Board as a local Community Planning Forum;
 - iii) note the Working Together Learning Together session on 30 November 2004 to further consider the draft ROA, prior to final submission to Communities Scotland; and
 - iv) otherwise note the content of the report.

Gwen Barker
Community Planning and Partnership Manager
4 November 2004

**COMMUNITY PLANNING IN
EAST AYRSHIRE**

**DRAFT
REGENERATION OUTCOME
AGREEMENT**

October 2004

Community Planning and Partnership Unit

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INTRODUCTION

In June 2004, Community Planning Partners in East Ayrshire submitted a Statement of Readiness to Communities Scotland, indicating their readiness to integrate East Ayrshire Coalfield Area Social Inclusion Partnership with the community planning process and close the gap between disadvantaged communities and other communities in the local authority area.

In July 2004, the Minister for Communities announced the establishment of the Community Regeneration Fund (CRF), which replaces the existing Social Inclusion Partnership (SIP) and Better Neighbourhood Services Fund (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. It is, therefore, intended to be particularly focused on the most deprived 15% of areas identified by the Scottish Index of Multiple Deprivation 2004 (SIMD04).

This 3-year Regeneration Outcome Agreement (ROA), underpinned by the CRF, 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.

SECTION 1 - STRATEGIC CONTEXT

In East Ayrshire, there is a longstanding commitment to and experience of tackling disadvantage and regenerating communities and much has already been achieved. However, it is recognised that much still requires to be done to realise our vision, articulated in the Community Plan, that:

“East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”

The Community Plan is the blueprint for how we will improve the lives of people living in East Ayrshire from 2003 to 2015. Importantly, the Plan has been agreed as the sovereign planning document for the East Ayrshire area by all Community Planning Partners. It builds on the strengths of the area, its people and the partners to tackle the problems that communities are facing. Community Planning offers us the opportunity to build on the experience and successes of the SIP and BNSF programmes, and utilise our local assets to tackle the challenges facing East Ayrshire.

Our commitment to tackling disadvantage and to targeting the most deprived communities is underpinned by the Guiding Principles of the Community Plan, which highlight our commitment to the principles of equality and a future where everyone matters. By planning together, working together and achieving together, we will:

- promote social justice and social inclusion;
- build sustainability;
- succeed in joint working and involving people;

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- make sure our services are good quality and accessible; and
- deliver continuous improvement and best value.

The Community Plan's six main themes lay out how the partners will improve the quality of life of the residents of East Ayrshire. These are:

- Promoting community learning;
- Improving opportunities;
- Improving community safety;
- Improving health;
- Eliminating poverty; and
- Improving the environment.

Each theme has an associated 4-year Action Plan, which details the joint activity aimed at tackling the issues affecting our communities. Underpinned by the Community Plan, the ROA will focus on the regeneration activity, which will be directed at our most disadvantaged communities across East Ayrshire, as highlighted in the SIMD04, with the purpose of closing the opportunity gap between these communities and other communities in East Ayrshire.

As previously stated, uniquely within East Ayrshire, the Community Plan is recognised as the sovereign strategic planning document, thus ensuring that mainstream services are directed at addressing the six identified priority themes. Each thematic Action Plan clearly highlights the strategic links and partnerships addressing key regeneration objectives. The thematic Action Plan working groups bring together all the key strategic partners within East Ayrshire and ensure the co-ordinated provision and resourcing of key regeneration activities.

Rationalisation of planning structures is a key objective of Community Planning Partners within East Ayrshire. This is clearly demonstrated as follows.

- The Community Plan acts as the East Ayrshire Council Plan;
- the Improving Health Action Plan serves as the Joint Health Improvement Plan;
- the Improving Opportunities Action Plan has replaced the Council's Economic Development Plan;
- the Improving Community Safety Action Plan has removed the need for the development of a separate Community Safety Strategy; and
- the Promoting Community Learning Action Plan and the local Community Learning Plans fulfil the requirements for both the Community Learning and Development Strategy and the associated Action Plans.

Underpinning the Community Plan are a number of strategies, including the Local Housing Strategy, the Suicide Prevention Strategy and the Anti-Social Behaviour Strategy. Many of the joint actions within these strategies are driven forward through the appropriate Community Plan Action Plans.

There are clear links between the Improving Opportunities Action Plan and 'Ayrshire: Scotland's Western Gateway', the strategic plan of Ayrshire Economic Forum and many of the actions for East Ayrshire, contained therein, are also driven forward through the Community Plan.

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A number of key strategic issues, which make a significant contribution to the regeneration of the area, are addressed through the community planning process, including:

- job creation;
- inward investment;
- education and training;
- childcare provision
- provision of good quality, affordable homes;
- provision of cultural, recreational and leisure facilities;
- development and maintenance of green spaces;
- protection and improvement of the natural and built environment;
- sustainable development;
- transport infrastructure;
- waste management/recycling; and
- energy efficiency.

At the consultation and Working Together Learning Together events detailed in Section 4 on Community Engagement, participants reaffirmed that the priorities for communities across East Ayrshire are those articulated in the Community Plan and that these should be the strategic regeneration objectives addressed by the ROA. We are confident that, by continuing to focus on these priorities, we will achieve the Closing the Opportunity Gap objectives and address the national priorities for regeneration. Appendix 1 details, from an East Ayrshire perspective, the relationship between the local and national priorities.

SECTION 2 – ANALYSIS OF NEED AND TARGETING

It is our intention that the ROA will be East Ayrshire wide and should, over a 3-year period, target the top 15% most deprived data zones across the area as highlighted in the SIMD04. However, recognising that there are high levels of deprivation outwith these areas, we will also extend our activity to areas in the top 15% to 30% most deprived data zones. In doing so, we will utilise the inclusive approach adopted successfully by the SIP, which directed its interventions at established neighbourhoods and communities to avoid excluding the most disadvantaged individuals in our communities from equal access to opportunities.

In addition, it will be important, given our continued commitment to social inclusion, to ensure that vulnerable groups and individuals such as carers, older people and people with disabilities and learning difficulties whose circumstances dictate that they live in relative poverty are enabled to access appropriate services no matter where they live.

Analysis of the SIMD04 demonstrates that the highest single concentration of deprivation is within parts of North West Kilmarnock and that there is also a smaller but still relatively large concentration of deprivation within the south of Kilmarnock,

Shortlees/Riccarton. These are the communities that have been targeted over the last 3 years under the BNSF programme.

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In contrast, there are ten communities within the rural south of the Authority, each with significant pockets of deprivation. Although the population numbers are relatively small, they nevertheless comprise a large part of the population of each settlement. These are the communities, which have been targeted to date through the SIP programme.

By targeting these communities, we will build on the success already achieved through the SIP and BNSF, and move towards closing the gap between them and other more affluent communities within East Ayrshire.

The neighbourhoods/communities, which the ROA will target, are as follows:

Bellsbank (Dalmellington)	Lugar and Logan
Auchinleck	Drongan
Catrine	North Kilmarnock
Patna	South Kilmarnock
Muirkirk	Galston
New Cumnock	Cumnock

Appendix 2 details the specific data zones, which we propose to target through the ROA and associated CRF expenditure.

Given the rural nature of the south of East Ayrshire and the more dispersed nature of deprivation, it will be essential that we continue to address the access issues faced by rural communities. In this regard, we welcome the specific Closing the Opportunity Gap objective covering rural communities, namely:

“To improve access to high quality services for the most disadvantaged groups and individuals in rural communities – in order to improve the quality of life and enhance their access to opportunity”.

East Ayrshire Community Profiles, compiled by East Ayrshire Council and using data from the 2001 Census Key Statistics for Settlements and Localities, and East Ayrshire: A Community Health and Well-being Profile, compiled by NHS Health Scotland utilising a range of data, including Census data and ISD data, confirm the communities/neighbourhoods detailed above as those, which should be targeted.

SECTION 3 – OUTCOMES AND OUTPUTS

It is our intention in this draft ROA to identify only the high level outcomes and outputs, which we will deliver over the 3-year period from April 2005 to March 2008. Outputs related to these outcomes will be developed after further consultation with the range of stakeholders, particularly communities, and the planned review of existing projects and initiatives within the SIP and BNSF programmes.

The high level outcomes, which we will aim to achieve through the ROA, are:

- Active Communities;
- Skilled Communities
- Safe Communities;

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- Healthy Communities; and
- Attractive Communities.

Detailed below are examples of the issues, which might be addressed in achieving these outcomes, and how the local and national priorities and the Closing the Opportunity Gap objectives, will be addressed.

Active Communities

The range of issues, which we will aim to address in achieving this outcome, might include:

- the development and support of community-based organisations;
- increased participation by people of all ages;
- increased levels of physical activity by people of all ages;
- the provision of leisure, recreational and cultural activities for all ages; and
- access to employment, services and facilities, including appropriate transport solutions.

Community Plan Theme	Closing the Opportunity Gap Objective	National Priority
Promoting Community Learning	Increasing the chances of sustained employment for vulnerable and disadvantaged groups – in order to lift them permanently out of poverty Improving the confidence and skills of the most disadvantaged young people – in order to provide them with the greatest chance of avoiding poverty when they leave school Improving access to high quality services for the most disadvantaged groups and individuals in rural communities	Getting people back into work Raising educational attainment Engaging young people

Skilled Communities

To ensure that those who live within our communities are able to take advantage of opportunities and choices and secure a good quality of life, we will require to continue to:

- raise educational attainment;
- provide employment opportunities for those who can work;
- provide a wide range of high quality learning and training opportunities and support individuals to access them;
- promote access to training for employment, especially where there are skills shortages; and
- increase participation in community-based learning.

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Community Plan Theme	Closing the Opportunity Gap Objective	National Priority
Improving opportunities	Increasing the chances of sustained employment for vulnerable and disadvantaged groups – in order to lift them permanently out of poverty	Getting people back into work
Promoting Community Learning	Improving the confidence and skills of the most disadvantaged young people – in order to provide them with the greatest chance of avoiding poverty when they leave school	Raising educational attainment
Eliminating Poverty		

Safe Communities

The issues, which will be addressed in achieving this outcome, might include the following issues:

- crime and the fear of crime;
- anti-social behaviour; and
- public safety, including road safety and fire safety.

Community Plan Theme	Closing the Opportunity Gap Objective	National Priority
Improving Community Safety	Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects	Building strong, safe and attractive communities

Healthy Communities

To achieve the outcome of Healthy Communities, we will require to address issues such as:

- health inequalities;
- the key lifestyle causes of coronary heart disease, cancer and stroke;
- the link between poverty and ill-health;
- the causes and effects of alcohol and drug misuse;
- issues in respect of access to services; and
- the support and care of vulnerable groups.

Community Plan Theme	Closing the Opportunity Gap Objective	National Priority
Improving Health	Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects	Improving health
Eliminating Poverty	Improving access to high quality services for the most disadvantaged groups and individuals in rural communities	
	Reducing the vulnerability of low income families to financial exclusion and multiple debts – in order to prevent them becoming over-indebted and/or to lift them out of poverty	

Attractive Communities

In achieving this outcome, the issues, which we might address include:

- litter, graffiti and vandalism;
- empty and run down properties;
- the development and maintenance of open spaces, footpaths and play facilities; and
- the availability of good quality, affordable homes.

Community Plan Theme	Closing the Opportunity Gap Objective	National Priority
Improving the Environment	Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects	Building strong, safe and attractive communities

The Challenges for the Regeneration of Communities in East Ayrshire

East Ayrshire covers an area of 490 square miles from Lugton in the North to Loch Doon in the South. It has a population of approximately 120,000 in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population of around 44,000. The rest of the population live in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock.

East Ayrshire has a high-quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. These are valuable assets that we can build on, but we are facing a number of specific challenges. A lot of work is already ongoing through our various plans and strategies to tackle these challenges. The challenge for us as community planning partners is to close the opportunity gap between the disadvantaged communities within our area and the more affluent communities.

Education and learning

Many service providers give education and learning in East Ayrshire a high priority, and the record of achievement is impressive. However, we recognise that to compete in today's employment market and to take full advantage of the opportunities that information and communication technology gives us, people need new skills. We need to encourage people of all ages to learn new skills and to update their skills throughout their lives. There is a lot of potential in our communities, and we are keen to develop the skills and talents of individuals for personal, community and economic benefit.

However, learning is not only about developing employment related skills. It is also about gaining the necessary skills to meet the needs of individual people and to make sure that everybody has a good quality of life. This means that opportunities must be available to allow everyone to take part in leisure and cultural activities and to get access to the range of new and exciting learning opportunities that are available, for example, through libraries and learning centres.

The economy

The collapse of the coal mining industry in the 1980s was particularly bad in the south of our area but the whole of East Ayrshire has been affected by the decline of manufacturing industries, with the decline of the textile industry being particularly significant. Today, East Ayrshire Council itself is the main single employer, supporting 14% of the labour market. Although many new employers have been attracted to the area, and the growth in trade will be further supported by the extension of the M77 motorway, we need to make sure that local people have appropriate skills. We also need to promote the quality and skills of local people to make sure that they can make the most of job opportunities. This will in turn, benefit all communities. We will continue to work to make sure that local transport gives local people access to employment opportunities.

In East Ayrshire, we have many successful businesses. However, we need to help others to develop their potential, to create jobs, raise income and increase economic growth.

Rural areas

East Ayrshire has many varied rural areas where agricultural and former mining communities exist side by side. While life can be peaceful and large areas of the countryside are very attractive, there is also disadvantage. Rural communities are often cut off from services, job opportunities and activities that people in other areas take for granted. The significant challenge we face to tackle these issues will be to improve the transport system.

Community safety

Many people and organisations are doing good work in East Ayrshire to lower crime rates and reduce the number of accidents, but we still need to do a lot more. Despite falling crime rates, the fear of crime and the blight of anti-social behaviour are still of concern to local people. We recognise the damaging effect they can have on people's quality of life.

Road safety is a major worry in all communities and we need to build on the significant success to date in reducing road accidents and deaths. Road accidents have reduced over the last 20 years but an increasing amount of traffic and increases in traffic speed have made further improvements difficult.

Health

Within East Ayrshire, there are significant health inequalities between groups and communities. Our poorer communities suffer the greatest levels of ill health. Although there are some signs of improvement, statistics still show that many of our residents have poorer health than across Scotland as a whole, with higher levels of heart disease, stroke and cancer. People under 65 living in the most deprived areas are more than twice as likely to die from heart disease as people living in the most prosperous areas. They are also almost twice as likely to die of cancer. East Ayrshire also stands out as having higher levels of lung disease and breathing problems than other areas. Within the SIP area, there has been success in reducing the levels of teenage pregnancy, however, we are committed to ensuring that these levels fall further.

Poverty and exclusion

Within East Ayrshire, there are communities which have above average levels of inequality and poverty, where many people are not able to take part in society or take advantage of job opportunities. Many people depend on benefits (such as Income Support) or are in low-paid jobs. As a result, they are more likely to suffer poor health, live in poor housing and be more vulnerable to crime. Also, as much of East Ayrshire is rural, many people are often cut off from jobs and services and have little or no transport.

The environment

East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. Also, many areas benefit from good quality local services, such as sports facilities and libraries, parks, open spaces and path networks, all making a positive contribution to the local environment in many areas.

The decline of mining, textiles and engineering in East Ayrshire has had a negative effect on our towns and villages. Despite the development which is taking place in many of our communities, the area, like many others in Scotland as a whole, has many empty and run-down properties on our main streets which make some areas look unattractive and affect the morale of local residents.

SECTION 4 – COMMUNITY ENGAGEMENT

The Partners in East Ayrshire have an unshakeable commitment to community engagement and to building on the widely recognised good practice in the Coalfield Area SIP, the North Social Inclusion Initiative and the BNSF Pathfinder areas. We are committed to listening to people and involving them in the decisions that affect them. We recognise that to bring about real and lasting change, the people and communities of East Ayrshire must be engaged at the heart of the community planning process, and must be fully involved and represented in decision making structures.

We are already working to improve the systems, which we have in place in the SIP and the BNSF areas, and in all partner agencies, to ensure that as public agencies, we can be confident that we are delivering the services, which those living in our communities need, value and want. We are working towards establishing a joint consultation and engagement framework, which lets people know what is happening and, more importantly, enables and supports them to play an active part in achieving the shared vision for East Ayrshire.

Community Consultation

The Community Planning Core Partners' Group has given a commitment to carrying out, where possible, joint community consultation. The financial package is currently being finalised to take forward the following proposals.

Community Consultation		
Proposal	Purpose/Outcome	Timescale
Commission of a Community Planning Residents/ Survey	Increased understanding of local priorities and views on public service provision/satisfaction	Four yearly from 2005

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Proposal	Purpose/Outcome	Timescale
Establishment of a representative Residents' Panel and geographic focus groups	Increased understanding of residents' views and increased involvement of communities in the planning and development of services	Routinely, minimum of twice per year
Establishment of a joint annual consultation plan; a screening group; and operating arrangements linked to Public Performance Reporting arrangements	Effective co-ordination of community consultation across agencies and attainment of Best Value	Late 2004/Early 2005
Establishment of a citizens' forum/question time	To receive feedback on existing plans and activities and identify new priorities	Every two years at the mid-point of the Action Plan cycle

Community Engagement

The need to move from consultation to effective engagement and participation has been recognised by Community Planning Partners from the outset. That said, it is also recognised by Partners that the Council already has in place a range of structures for engagement with individuals and communities. To ensure effective and routine engagement of the community in the development and ongoing review of the ROA and in the overall community planning process, it is proposed that existing structures and systems be utilised by all Partners. These are as follows:

- local committees;
- equality forums;
- partnership groups;
- Dialogue Youth, as the main means of involving and consulting young people;
- community councils;
- community associations; and
- community and voluntary groups.

Work is ongoing with both East Ayrshire Coalfield Area SIP Board and East Ayrshire North Social Inclusion Initiative Board to redesignate them as Local Community Planning Forums, each underpinned by a federation of community groups. In the SIP area, the Coalfield Communities Federation (CCF) already plays a key role in community engagement. It brings together and articulates the views of each of the communities and settlements within the south of East Ayrshire and creates a representative structure for community involvement in the SIP Board. At a large scale community event held in June 2004, interest in participating in a federation of community groups in the north of the Authority was high and a working group, including community representatives from the North Board, is currently working to replicate the CCF model to ensure that the work of the proposed Local Community Planning Forum in the north is also grounded in the communities that it will serve. This, therefore, will be a significant component of our management arrangements put in place to drive community engagement.

There is a firm commitment at all levels to ensuring that the framework for community consultation and engagement is fit for purpose and meets local need. A series of workshops was held over the summer months of 2004, involving communities in the SIP transition to community planning and in setting priorities for the ROA. These events also allowed us to seek the views of the people who live in our communities on how they would wish to be involved in the process.

There was support for the established representative structures and for the redesignation of the Social Inclusion Boards, which were perceived as highly effective mechanisms for involving local people in decision making, as Community Planning Forums. It was also viewed as essential that these are underpinned by the two Federations of Community Groups, drawn from local representative forums and groups, and resourced to ensure that wide range of community views is brought to the table.

In addition, the experience of developing and agreeing two Local Outcome Agreements with the BNSF Pathfinder, and the successful engagement of local people in the process and ongoing monitoring and review of the LOA, give us confidence in our ability to truly engage the community over time in both the community planning process in general and the development and delivery of the ROA.

Capacity Building and Support Mechanisms

As stated in the Statement of Readiness, the Scottish Executive's guidance for Community Learning and Development (CLD), "**Working and Learning Together to Build Stronger Communities**", articulates much of what we have already proposed in terms of capacity building for communities, and the staff of the partner agencies, to ensure that they are able to participate in achieving the vision for East Ayrshire through community planning.

Within the East Ayrshire context, it is our belief that the Promoting Community Learning Action Plan and the associated local Community Learning Plans fulfil the requirements for both the Community Learning and Development Strategy and the Action Plans. These have been reviewed to encompass the CLD guidance and will be underpinned by the existing strong commitment by the Community Planning Partners to the effective involvement and participation of communities in the community planning process.

An **Aspirational Learning Programme**, utilising the materials of the Pacific Institute, operates successfully in the SIP and in the north of the Authority, with community representatives and participants in initiatives addressing, for example, addiction and unemployment, to build confidence and self-esteem, raise aspirations and effect attitudinal and cultural change. It promotes new ways of thinking and works on the premise that in order 'to do differently we need to think differently'. We now wish to pilot this material with staff to build their capacity to work in new ways together and with communities to continue to engage them effectively in the community planning process.

We are aware of the work currently being undertaken to develop and test "**Standards for Community Engagement**". Although we are not involved in piloting the draft standards, we already see them as highlighting good practice and will aim to ensure that we achieve these standards, as a minimum.

Key to the effective empowerment of community representatives and ensuring their fullest involvement in the SIP and the North Board has been the provision of Information Communication Technology, including e-mail and the Internet, which have facilitated easy access to information and the support team; dedicated support staff for community representatives; and the provision of a budget for expenses, encompassing travel, loss of earnings, subsistence and childcare. Our experience and feedback from community representatives has emphasised that this provision is critical to ensuring that they have the capacity to fully engage in the decision making process. We are committed to ensuring

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that this level of support continues for those involved and to accessing the necessary resources to do so.

The Business Community

It is recognised that the role of the private sector in the SIP has been limited to that of a partner in the various employment initiatives and on the management committees of the various projects. A working group, comprising members from the Ayrshire Economic Forum, the Federation of Small Businesses, Ayrshire and Arran Tourist Board, Ayrshire Business in the Community, Scottish Enterprise Ayrshire and the Council, was established to ensure the engagement of the business community in the community planning process and to develop a framework for ongoing engagement.

A business breakfast event was held in June 2004 to which representatives of a wide range of local businesses of all sizes were invited. A total of twenty-three businesses attended on the day and feedback was positive. Participants completed a questionnaire detailing how they wished to be involved and/or consulted in the future. Analysis of the feedback indicated that the majority of those who responded wished to be involved through a business reference group or through direct involvement in projects and initiatives.

Lead Officers for the Community Plan Thematic Action Plan Groups have responsibility for involving relevant businesses in appropriate initiatives and Partners, particularly Scottish Enterprise Ayrshire, are considering how a business reference group might best be developed, supported and taken forward to inform the community planning process, including the development and implementation of the ROA.

Community Engagement in the Integration Process and the Development of the ROA

To ensure the widest possible engagement in the integration process and the development of the ROA, a range of events and seminars were organised. Option Finder technology was utilised to allow all sections of the community to record their views in a simple and confidential manner. This technology was particularly helpful with hard to reach groups, such as the visually impaired and individuals with literacy problems, who find it difficult to express their views through written media such as surveys and questionnaires. The following events were held over the summer 2004 and the feedback from all events has been collated and has informed the local regeneration priorities articulated within the ROA.

- The SIP Board participated in a half-day seminar to review the existing SIP priorities and ensure that continuing priorities and good practice were taken forward under Community Planning and through the ROA. The SIP Board is chaired by an Elected Member and brings together community representatives and other stakeholders active in the local area.
- A briefing session was held for the Coalfield Communities Federation to ensure their understanding of the integration process and to review the priorities for the communities, which they represent. This is a representative forum, the members of which have a remit to articulate the views of, and take information back to, their organisations, thus ensuring a flow of information and comment to and from communities.

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- Briefing papers have been regularly prepared for the Community Planning Core Partners' and Joint Officers' Group and for Elected Members.
- Three half-day participative workshops have been held to identify future priorities in the SIP area from the perspective of those who live and work there, involving:
 - communities;
 - SIP projects;
 - partner agencies; and
 - the private sector.

These sessions brought together a wide range of community representatives, residents, project staff, who work and frequently live locally, local businesses and other stakeholders. During the sessions, participants reviewed existing priorities and identified gaps and emerging future priorities from their perspective.

- A full-day Working Together Learning Together session for the SIP Board and Community Planning Partners was held to consider the findings of the consultation exercise and to allow members of these groups to feed into the process.
- In March 2004, a community consultation open evening was held to review and assess the progress to date of existing BNSF projects and to inform the content of the LOA Phase 2. The event was attended by all project Lead Officers and a workshop format allowed for focused discussion with local residents around the main themes of the programme. Feedback from this session has also been useful in respect of identifying priorities for the target areas of North West Kilmarnock and Shortlees/Riccarton.
- In June 2004, a Youth Transition Event was held involving young people and a range of stakeholders involved in delivering services to young people, to ensure that we gathered the perspective of young people moving from education to work, on the future priorities.
- A large scale event involving residents and groups from across the north of the Authority was hosted in June 2004 by the North Board, to review its existing priorities and record emerging priorities for communities in the north of the authority.
- The BNSF Survey and two associated open evenings in the Pathfinder area have provided valuable information on the views and priorities of the residents of these two communities.
- During October and November 2003, a series of local events were held to inform the development of the Building Strong, Safe and Attractive Communities initiative. These events provided excellent information on the priorities of local people in relation to anti-social behaviour and environmental issues.
- In addition, it is proposed that there should be a second half-day Working Together Learning Together session in late November, again involving a full range of stakeholders, where final decisions will be made about which initiatives and projects should be included in the final ROA.

Community Planning in East Ayrshire – October 2004

We are confident that communities and other stakeholders have been fully engaged in the ROA development process. The information within this draft of the ROA has been prepared and endorsed by all of these groups and processes.

SECTION 5 - MANAGING THE TRANSITION

Since its inception, the SIP has routinely worked with the projects and initiatives, which it funds, to ensure their sustainability, where appropriate, beyond SIP funding. In particular cases, consultants have been commissioned to work with project staff to develop sustainability plans. In addition, several SIP funded initiatives have already been mainstreamed by relevant Community Planning Partners.

To assess the potential of initiatives currently funded through the BNSF or SIP programmes to contribute to the identified regeneration outcomes and to addressing local and national priorities, all initiatives will be reviewed as follows.

- All projects will be grouped under the Community Planning theme with which they fit most closely.
- Each grouping will be allocated a Project Review Group, comprising a Community Plan Action Plan Lead Officer, a member of the SIP Board, a community representative and a member of the Community Planning and Partnership Unit, which will review the projects.
- Each project will be tasked with demonstrating, through written material and a presentation to the Project Review Group, how it will fit in future with the national and local priorities, how its performance will make an impact and assist in achieving the identified outcomes, and why it should be funded.
- Following the reviews, the Project Review Groups will assign projects a priority rating and make recommendations in respect of future funding, mainstream finance from Partner Organisations and monitoring and evaluation timescales.
- The project reviews will be undertaken during the last week in October and the first week in November 2004.
- It is proposed that there should be a second half-day WTLT session in the third week in November, where final decisions will be made about which projects should be included in the final ROA.

This process has been agreed by the Community Planning Joint Officers' Group and the SIP Board, and we are confident that this will be a strategic and thorough process.

CONCLUSION

In conclusion, there is a solid commitment from Community Planning Partners to tackling disadvantage and closing the opportunity gap. We are confident that this initial draft of the ROA for East Ayrshire lays a robust foundation for the further development of the final ROA due for submission on 20 December 2004.

LINKS BETWEEN LOCAL AND NATIONAL REGENERATION OBJECTIVES

Local Community Planning Priorities	Closing the Opportunity Gap Objectives	National Priorities for Community Regeneration
<p>Overarching vision for East Ayrshire</p>	<p>Regenerating the most disadvantaged neighbourhoods, so that people living there can take advantage of job opportunities and improve their quality of life</p>	<p>Engaging young people Effective community engagement</p>
<p>Promoting community learning</p>	<p>Reducing the vulnerability of low income families to financial exclusion and multiple debts – in order to prevent them becoming over-indebted and/or to lift them out of poverty</p> <p>Increasing the chances of sustained employment for vulnerable and disadvantaged groups – in order to lift them permanently out of poverty</p> <p>Improving the confidence and skills of the most disadvantaged young people – in order them with the greatest chance of avoiding poverty when they leave school</p> <p>Improving access to high quality services for the most disadvantaged groups and individuals in rural communities</p>	<p>Getting people back into work</p> <p>Raising educational attainment</p> <p>Engaging young people</p> <p>Effective community engagement</p>

REGENERATION OUTCOME AGREEMENT – OCTOBER 2004

LINKS BETWEEN LOCAL AND NATIONAL REGENERATION OBJECTIVES

Local Community Planning Priorities	Closing the Opportunity Gap Objectives	National Priorities for Community Regeneration
<p>Improving opportunities</p>	<p>Reducing the vulnerability of low income families to financial exclusion and multiple debts – in order to prevent them becoming over-indebted and/or to lift them out of poverty</p> <p>Increasing the chances of sustained employment for vulnerable and disadvantaged groups – in order to lift them permanently out of poverty</p> <p>Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects</p> <p>Improving the confidence and skills of the most disadvantaged young people – in order them with the greatest chance of avoiding poverty when they leave school</p> <p>Improving access to high quality services for the most disadvantaged groups and individuals in rural communities</p>	<p>Getting people back into work</p> <p>Raising educational attainment</p> <p>Engaging young people</p> <p>Effective community engagement</p>
<p>Improving community safety</p>	<p>Improving access to high quality services for the most disadvantaged groups and individuals in rural communities</p>	<p>Building strong, safe and attractive communities</p> <p>Engaging young people</p> <p>Effective community engagement</p>

REGENERATION OUTCOME AGREEMENT – OCTOBER 2004

LINKS BETWEEN LOCAL AND NATIONAL REGENERATION OBJECTIVES

Local Community Planning Priorities	Closing the Opportunity Gap Objectives	National Priorities for Community Regeneration
<p>Improving health</p>	<p>Reducing the vulnerability of low income families to financial exclusion and multiple debts – in order to prevent them becoming over-indebted and/or to lift them out of poverty</p> <p>Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects</p> <p>Improving access to high quality services for the most disadvantaged groups and individuals in rural communities</p>	<p>Improving health</p> <p>Engaging young people</p> <p>Effective community engagement</p>
<p>Eliminating poverty</p>	<p>Reducing the vulnerability of low income families to financial exclusion and multiple debts – in order to prevent them becoming over-indebted and/or to lift them out of poverty</p> <p>Increasing the chances of sustained employment for vulnerable and disadvantaged groups – in order to lift them permanently out of poverty</p> <p>Increasing the improvement of the health status of people living in the most deprived communities – in order to improve their quality of life, including their employability prospects</p> <p>Improving the confidence and skills of the most disadvantaged young people – in order them with the greatest chance of avoiding poverty when they leave school</p> <p>Improving access to high quality services for the most disadvantaged groups and individuals in rural communities</p>	<p>Building strong, safe and attractive communities</p> <p>Getting people back into work</p> <p>Engaging young people</p> <p>Effective community engagement</p>

REGENERATION OUTCOME AGREEMENT – OCTOBER 2004

LINKS BETWEEN LOCAL AND NATIONAL REGENERATION OBJECTIVES

Local Community Planning Priorities	Closing the Opportunity Gap Objectives	National Priorities for Community Regeneration
Improving the environment	Improving access to high quality services for the most disadvantaged groups and individuals in rural communities	Building strong, safe and attractive communities Engaging young people Effective community engagement

REGENERATION OUTCOME AGREEMENT

EAST AYRSHIRE COMMUNITY HEALTH AND WELL-BEING PROFILE

WORST 15% DATA ZONES		
Community/Neighbourhood	Data Zones in Top 15%	Total Population (Census 2001)
Bellsbank	SO1001271	802
	SO1001270	817
Auchinleck	SO1001309	761
	SO1001308	999
	SO1001310	747
Catrine	SO1001312	774
	SO1001313	673
Patna	SO1001274	732
	SO1001275	702
Muirkirk	SO1001316	981
New Cumnock	SO1001279	987
	SO1001281	835
Lugar & Logan	SO1001306	701
Drongan	SO1001287	901
Kilmarnock North	SO1001388	917
	SO1001392	520
	SO1001382	618
	SO1001397	827
	SO1001399	902
	SO1001394	545
	SO1001400	927
SO1001386	872	

REGENERATION OUTCOME AGREEMENT

EAST AYRSHIRE COMMUNITY HEALTH AND WELL-BEING PROFILE

Community/Neighbourhood	Data Zones in Top 15%	Total Population (Census 2001)
Kilmarnock South	SO1001324	946
	SO1001325	731
	SO1001333	860
	SO1001328	823
Galston	SO1001338	814
Cumnock	SO1001292	948

15% TO 30% MOST DEPRIVED DATA ZONES

Areas to be targeted include neighbourhoods within the following communities:

Kilmarnock Central
New Farm Loch
Bellfield
Gatehead/Knockentiber
Crookedholm
Hurlford
Galston

Newmilns
Stewarton
Mauchline
Rankinston
Dalrymple
Dalmellington

Further more specific information on the communities and neighbourhoods to be targeted will be included in the final ROA.

Source: Scottish Index of Multiple Deprivation 2004.