

## **EAST AYRSHIRE COUNCIL**

### **EMERGENCY POWERS COMMITTEE – 22 NOVEMBER 2001**

#### **BETTER NEIGHBOURHOOD SERVICES FUND**

#### **Report by the Depute Chief Executive/Director of Corporate Resources**

#### **1. PURPOSE OF REPORT**

- 1.1 To update members on the outcome of the Community Consultation exercise carried out in relation to Better Neighbourhood Services Funding (BNSF) and seek approval for the Local Outcome Agreement and associated programme of projects relating to the Funding package for submission to the Scottish Executive.

#### **2. BACKGROUND**

- 2.1 At the Policy and Resources Committee meeting of 14 June 2001 members received a report on the timetable of actions associated with the Better Neighbourhood Services Fund relating to North-West Kilmarnock and Shortlees/Riccarton. After consideration, members remitted the Chief Executive, in consultation with the Chair of Policy and Resources, Local Elected Members and the council's community planning partners, to determine appropriate mechanisms for consultation with the communities concerned and to present a report on the consultation and proposed Local Outcome Agreement to a future committee meeting.

#### **3. THE PATHFINDER AREA**

- 3.1 The Council, in consultation with its community planning partners presented a case to the Scottish Executive which identified the communities of North-West Kilmarnock (Wards 6 + 7) and Shortlees/Riccarton (Wards 16 +17) as the Better Neighbourhood Services Pathfinder Area. A total population of 15,747.
- 3.2 The Scottish Executive has expressed concern that the pathfinder area exceeds the 10,000 threshold set by them. Following discussions with the Executive, it was recognised that there are parts of the wards that are not typical of the demographic make up of the pathfinder and therefore there will be a requirement to target resources. A map delineating the pathfinder will be prepared in consultation with the Chair of Policy and Resources Committee and Local Elected Members and forwarded to the Scottish Executive.
- 3.3 On the basis of these reassurances the Scottish Executive has indicated that it is satisfied with the defined pathfinder area. It will be noted however that many of the proposed measures will have a wider impact within the community and accordingly all residents will benefit.

### 3. CONSULTATION PROCESS

- 3.1 There has been a need to ensure that local people are actively involved in shaping the proposals for action relating to Better Neighbourhood Services Funding, therefore, at its meeting on 27 June 2001, the Community Planning Core Partners Group agreed to initiate a consultation exercise within the proposed pathfinder area to help identify services that should receive investment from the Better Neighbourhood Services Fund.
- 3.2 The following consultation process was prepared and implemented by the council on behalf of the community planning partners:
- Background Paper on BNSF presented to the North Social Inclusion Initiative Board on 16 August 2001;
  - Four consultation meetings were held with voluntary and community groups, with over 60 groups in attendance;
  - A consultation document, questionnaire and self return envelope were produced and circulated to every household, shop and local office in the 2 pathfinder areas (6200 in total), 401 questionnaires were returned;
  - An action day was organised, targeted at members of the general public, over 40 individuals attended.
- 3.3 All of the above events were advertised via the local media and posters and a personal invitation to attend the action day was sent to every household.
- 3.4 The consultation document asked residents whether they would be interested in participating on a citizens' panel, 92 individuals have replied of which the majority are not known community activists.
- 3.5 Individuals were also asked how the community planning partners could keep them advised of developments. The majority of responses indicated that local meetings, the production of a newsletter and representative forums would be the most suitable mediums. Individuals also agreed with the proposals to carry out more in depth consultations at the mid-point and end of the process to ensure that actions taken are effective.

### 4. OUTCOMES OF CONSULTATION EXERCISE

- 4.1 65% of respondents (272) agreed with the four themes identified by the community planning partners for priority action. These were:
- Children
  - Young People
  - Older People
  - Communities
- 4.2 Given a choice of identifying the "most important issue and theme", **53% of respondents (214) said that crime rates were the most important issue**

**we could tackle and 32% (128) indicated that communities should be the priority theme.**

- 4.3 A common element of the improvements suggested by the community for children, young people and older people was centred on the provision of positive social, educational and recreational activities, accessible for those on low wages and those without transport.

**Children:**

- 62% of respondents (392) indicated that children would benefit from a variety of activities e.g. – playschemes, activity/sports programmes and playparks.
- 15% of respondents (69) highlighted concerns about crime and safety particularly in respect of road safety and maintenance of play provision.
- 8% of respondents (53) highlighted issues regarding education, particularly in respect of moral/social education, pre and after school care and extra local support for special needs.

**Young people:**

- 58% of respondents (391) detailed a variety of positive activities from which young people would benefit, with an emphasis on allowing young people to help design these programmes and recognition that it was important they had their own 'safe' place.
- 15% of respondents (102) highlighted concerns in respect of education and careers and (7.5%) raised issues about young people and drugs and alcohol.

**Older People:**

- 31% of respondents (231) highlighted the need for centre based activity which would stimulate as well as provide social contact.
- 22% of respondents (162) highlighted concerns about crime and safety both inside and out with the home. Support in the home/social care received 13% of responses.

**Communities**

- 43% of responses (448) related to direct action against crime - more police officers, eradicating drugs, stopping vandalism.
- In asking 'what improvements can we make to the community' the highest issue was 'improve the environment' and covered, specifically, cleaner public areas, better pavements, safer roads, tackling empty housing stock, garden management, litter picking and landscaping.

- 4.4 The consultation meetings with community and voluntary groups concurred with the issues raised above with additional emphasis being given to improved access to locally based service provision, particularly health

provision via the development of multi-purpose area centres.

- 4.5 To ensure the continued involvement of local communities in the development and implementation of BNSF, a half-day planning event has been convened for Saturday 8 December 2001.

## **5. LOCAL OUTCOME AGREEMENT (LOA)**

- 5.1 The Scottish Executive has advised councils that the success of the Better Neighbourhood Services Fund pathfinders will be measured against Local Outcome Agreements established for each pathfinder area.

- 5.2 In response to the results of the community consultation exercise, the council's officers and its community planning partners have prepared a range of project proposals which they consider will make a significant impact on the pathfinder areas. These project proposals have been grouped under the following themes and incorporated into the draft LOA for the pathfinder area:

- An Active Community
- An Attractive Community
- A Safe Community

- 5.3 The LOA requires to be submitted to the Scottish Executive by 23 November 2001. The draft LOA for East Ayrshire BNSF pathfinder and a summary of the associated programme of projects is attached at Appendix 1. A detailed implementation plan will be presented to the Scottish Executive as part of the LOA.

- 5.4 Members will note that the LOA makes no detailed reference to tackling employment related issues or addiction issues. This is due to an increased level of activity, in the pathfinder area, as a result of the expansion of the Jobs Action Team and of substantial additional resources currently being deployed in respect of addiction services.

- 5.5 It is envisaged that the LOA will be an evolving document and as projects are implemented and progress monitored, the council in conjunction with its community planning partners will have the opportunity to reallocate resources. Particular attention will be given to monitoring the roll out of the Jobs Action Team and addiction services work to ensure that, if there is a requirement to reallocate BNSF resources to these areas, this is appropriately considered.

- 5.6 Community planning partners have been actively involved in drafting the Local Outcome Agreement and associated programme of projects and have indicated their support for the content of the draft LOA.

## **6. IMPLEMENTATION ARRANGEMENTS**

- 6.1. An announcement on the outcome of the Executive's consideration of the LOA and confirmed allocation of resources is expected at the end of November or early December 2001.

- 6.2 Executive officials have confirmed that there will be end of year flexibility on year 1 spend (2001/02). However, it is also expected that councils and their partners will implement a significant amount of their programme with immediate effect.
- 6.3 To allow officers to deliver on project proposals immediately after Executive approval members are asked to delegate responsibility for the implementation of year 1 programmes to the Chief Executive, in consultation with community planning partners, the Chair of Policy and Resources Committee and Local Elected Members.

## **7. BASELINE STUDIES**

- 7.1 As part of the LOA, a range of baseline information on current levels of activity and resource deployment requires to be presented and work is currently underway to ensure this information is collated. The Scottish Executive, however, has recognised the onerous task placed upon councils and their partners to supply this information. Therefore, an additional £25,000 has been allocated to the council, by the Executive, to assist with this task. It is proposed to utilise these resources to provide accountancy support between now and March 2002 to co-ordinate the production of the necessary budget information across the range of partner agencies involved.

## **8. LEGAL IMPLICATIONS**

- 8.1 Nil

## **9. FINANCIAL IMPLICATIONS**

- 9.1 All costs associated with the implementation of the BNSF proposals can be met from the new funding package.

## **10. POLICY IMPLICATIONS**

- 10.1 The Better Neighbourhood Services Fund provides an opportunity for the council, working hand in hand with its community planning partners, to progress within selected communities a range of priorities identified in the council plan and its key strategies.

## **11. RECOMMENDATIONS**

11. It is recommended that the committee:
- i) note the outcome of the community consultation exercise detailed at section 4;
  - ii) note the terms of the approval of the pathfinder area by the Scottish Executive;
  - iii) note the organisation of a community planning event to ensure the continued involvement of local people in the BNSF process;

- iv) note that community planning partners have agreed the range of projects set out in the draft Local Outcome Agreement;
- v) approve the draft Local Outcome Agreement and summary of associated programme of projects as detailed in Appendix 1 for submission to the Scottish Executive;
- vi) remit to the Chief Executive, in consultation with the Chair of Policy Resources, Local Elected Members and community planning partners, to implement the year 1 programme of projects immediately on receipt of approval of the LOA;
- vii) note the additional resources allocated to the council, by the Executive, to assist with the collation of relevant baseline information and approve this money being utilised to secure short term accountancy support;
- viii) report on progress to a future meeting of the Policy and Resources Committee; and
- viii) otherwise note the content of the report.

**Fiona Lees**  
**Depute Chief Executive/Director of Corporate Resources**  
**19 November 2001**

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## INTRODUCTION

The Scottish Executive has allocated £6.75 million, between 2001 and 2004, to East Ayrshire Council to work hand in hand with its community planning partners in East Ayrshire to improve services in the pathfinder area defined as North West Kilmarnock and Shortlees/Riccarton.<sup>1</sup>

Community Planning involves the Council working with its partners in the public sector to better plan and deliver services that meet the needs and aspirations of communities. The core community planning partners in East Ayrshire are Scottish Enterprise Ayrshire, Ayrshire & Arran Health Board, Ayrshire & Arran Primary Care NHS Trust, Strathclyde Police and East Ayrshire Council.

There is a good history of community involvement in shaping service delivery within East Ayrshire and the community planning partners will build on this foundation to ensure that local communities continue to be at the heart of local development.

We are committed to a dynamic process that is adaptable to changing social, economic and environmental circumstances and community need.

## OUR VISION

By 2004, the quality of life for people staying in North West Kilmarnock and Shortlees/Riccarton will be better.

Our communities will be:

### **Safe Communities**

...where crime and the fear of crime, either at home or on the streets, is reduced

### **Attractive Communities**

...where residents feel proud to stay

### **Active Communities**

...where there are increased opportunities that raise the quality of life for all residents.

## OUTCOMES

Local communities have given us a clear message about what we must achieve. The programmes developed, in response to community consultation, will produce the following outcomes.

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<sup>1</sup> Annexe 1 provides demographic information on the pathfinder area.

### *A Safe Community*

- Reduced crime levels
- Increased detection rates, with special attention to those crimes and offences which cause greatest public concern
- Reduced fear of crime both inside and outside the home
- Minimised impact of substance abuse on the community

### *An Attractive Community*

- Improved estate management
- Improved upkeep of open and public spaces
- Rapid response to vandalism, graffiti and litter
- Reduction in potential environmental hazards
- Improved road safety

### *An Active Community*

- Increased level of social, educational and recreational provision for children, young people and older people
- Increased information and action to reduce the level of drug and alcohol misuse
- Increased centre based activity for children, young people and older people
- Improved access to health provision
- Increased educational activity for children and young people
- Increase levels of home support for older people.

Detailed research is currently underway to identify baseline information relative to each outcome and to set targets for change which are challenging but achievable.<sup>2</sup>

## **OUR PLANNED ACTION**

We know the problems of poverty and deprivation are complex and deep-rooted. The solutions to these problems require both early actions and longer-term policies. The Better Neighbourhood Services Fund gives us the opportunity to address issues that have been raised as part of the consultation process quickly.<sup>3</sup>

Our vision and programme of projects have been developed in response to the results of an extensive community consultation process comprising:

- Four consultation meetings held with voluntary and community groups, with over 60 groups in attendance;
- A consultation document, questionnaire and self return envelope was produced and circulated to every household, shop and local office in the pathfinder area, 401 questionnaires were returned;
- An Action Day, targeted at members of the general public, with over 40 individuals in attendance.

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<sup>2</sup> Annexe 2 provides timescales for the collation of baseline information.

<sup>3</sup> Annexe 3 is the detailed programme of activities.

We are committed to ongoing community involvement to ensure that the programme of projects continues to meet developing local, social and economic circumstances.

Two particularly pressing problems within our pathfinder area are unemployment and addiction. As a result of effective community planning, we have recently secured the establishment of the Employment Service's Jobs Action Team within the pathfinder area and substantial addiction resources. This means that Funding from BNSF has not been allocated to tackle these major issues, at this stage. As these programmes are implemented we will review their progress to determine whether there requires to be any realignment of the Better Neighbourhood Services Fund to deliver the targeted outcomes.

The community has been clear about the most pressing problems within their neighbourhoods. In response, the community planning partners' approach will ensure that "making life better" and "demonstrating improvements in our communities" is equally clear.

## **MONITORING AND EVALUATION**

East Ayrshire Council, as the grant recipient, will have overall responsibility for ensuring the effective monitoring and evaluation of the programmes delivered via Better Neighbourhood Services Funding and for rigorous review of associated budgets.

To assist the Council carry out these tasks, a dedicated monitoring, evaluation and research officer will be appointed. The officer will be line managed by the Council's Head of Corporate Development and Communication.

Community planning partners currently collect and use a range of social, economic and health information. In order to get a clearer picture of the social inequality that exists, our multi-agency Research and Information Group will ensure the consolidation of this information so that we can track changes over time and make it more easily accessible to local communities. The new monitoring, evaluation and research officer will co-ordinate and support the development of the Research and Information Group.

Regular performance reports will be presented to the relevant Council Committee, Community Planning Core Partners Group and local communities thus ensuring that performance targets are being met. The Council will have responsibility for scrutinising these reports and for ensuring that all necessary actions are taken, reporting regularly to community planning partners. The Council, in consultation with the Community Planning Core Partners Group, will also require to re-configure services in response to local needs and targets, as appropriate.

To ensure the effective implementation of programmes lead agencies and departments have been identified for each initiative. These organisations will have responsibility for local implementation, local spend, effective user involvement in project programmes and for ensuring a multi-agency/ disciplinary approach is adopted thus ensuring maximum benefit and impact in programme delivery.

We are committed to engaging with the community throughout the life of the BNSF programme. During the local consultation process within the pathfinder area, residents approved the following consultation process.

### **When will we consult?**

**At the beginning** to make sure that those who know most about the area have an opportunity to shape the way ahead by agreeing on the projects that need to happen.

**Throughout the life** of the Better Neighbourhood funding, to make sure that if things are not working, we have the opportunity to change.

**At the end** of the project to see whether people feel their Neighbourhood has changed for the better.

### **Who will we consult?**

**Local households** who are in the best position to know what needs improved in their Neighbourhood.

**Community Groups and Voluntary Organisations** who provide a range of services for their members and for the public.

**Local Staff** who know the issues about which local people have spoken to them about.

### **How will we consult?**

Our consultation will take different forms. We will consult differently for each of the groups of people we have mentioned. Residents have expressed views on how best community planning partners can keep them involved. The following actions were highlighted as the key mechanisms by which community involvement should take place.

Throughout the life of the programme we will, as a minimum carry out the following:

<b>Action</b>	<b>Timescale</b>	<b>Target Audience</b>	<b>Purpose</b>
3 Surveys	August 2001 June 2002 July 2003	All residents	To identify issues, priority actions and satisfaction levels.
3 Action days	August 2001 August 2002 August 2003	All residents	To identify issues, priority actions and satisfaction levels.
3 Community Conferences / Planning Events	December 2001 November 2002 March 2004	Citizens Panel, Community Groups and Voluntary Organisations	To present programme of projects, headline outcomes, implementation arrangements and review performance.
6 Focus Groups	As required	Target groups and residents	To present programmes, implementation arrangements and review performance.
Citizens Panel	Bi-annual	Representative panel	To identify issues, consider performance, implementation arrangements and realignment of programmes as necessary.

To assist communities fully participate in the above initiatives a development programme to build and develop the capacity of communities, particularly young people will be implemented.

## **THE WAY FORWARD**

Our existing commitment to partnership working and community involvement will ensure the effective implementation of the programme of projects identified for funding via the Better Neighbourhood Services Fund. To ensure maximum impact from programme activity community planning partners will, wherever possible, reconfigure existing services and draw in external funding to enhance project delivery.

We will significantly improve the quality of life for residents within the pathfinder area by 2004 by ensuring that we are flexible and innovative in our approach to service delivery. As a Community Planning Partnership we will ensure that Better Neighbourhood Services Funding provides a solid foundation on which to secure lasting change for our local communities.

Item	Agency	Target Group	Area	Project Title	Project Detail	Financial Allocation 2001/02	Financial Allocation 2002/03	Financial Allocation 2003/04	Total Funding
1	East Ayrshire Council	All	Shortlees/Riccarton	Neighbourhood Centre	A new build to encompass a range of community defined needs, including but not limited to - community hall, youth centre, local service provision. The centre will also benefit from enhanced e-community capacity and arrangements for electronic service delivery. Particular design attention will be given to the creation of space/spaces for the development of a variety of art forms.	0	0	1,025,000	1,025,000
2	Education & Social Services/Voluntary Sector	Young People	Shortlees	Shortlees/Riccarton Youth Outreach	An outreach programme designed to identify and include young people with severe anti-social behaviour, and involve them in tailored/defined activities within a variety of settings. The programme will also support young people to plan and design the youth facility within the new neighbourhood centre.	20,000	100,000	100,000	220,000
3	Community Services	Young People	Pathfinder	Teenage Recreation Areas	To provide informal and safe outdoor sport and recreation facilities within the pathfinder area, promoting physical activities.	50,000	50,000	0	100,000
4	Community Services	All	Pathfinder	Lifestyle Zones	The project will focus upon the promotion of positive lifestyles within the community with a particular emphasis on coronary heart disease risk factors. Two specific service approaches will be employed via a network of community based lifestyle clinics and a targeted programme for older people.	0	46,000	41,000	87,000
5	Education & Social Services	Children	Pathfinder	Wraparound Early Years Care	The three nurseries in Shortlees and NW Kilmarnock will extend provision to a 52 week year. This will be offered to the most vulnerable families in the area and allow parents to access employment, further education or training. Home link workers will be an integral part of this service offering direct support to parents. This project is developed in response to consultation conducted under the auspices of the children's service plan. Dedicated funding will be directed to provide flexible children's carers for 8-12 year olds to prevent them being accommodated.	80,000	329,000	344,000	753,000
6	Education & Social Services/Voluntary Sector	Older People	Pathfinder	Older Peoples Liaison Service	To provide advice, practical support, information and access to services for older people in the pathfinder area, by a combination of referral and door-step calling. General raising of awareness of the existing and created opportunities to both overcome social isolation and reduce the fear of crime.	10,000	30,000	30,000	70,000
7	Housing and Technical Services	All	Pathfinder	Supported Tenancies	The project will provide a range of services to the most vulnerable groups ie. young people, lone parents who move into council housing. This service will provide cross-cutting, multi-agency intensive support to help them maintain their tenancy.	25,000	170,000	175,000	370,000
8	East Ayrshire Council	All	NW Kilmarnock	Neighbourhood Service Centre	A Neighbourhood Service Centre will be established to improve access to services ie. GP and Dental facilities, Family Centre, Day Care for Older People, Housing, Social Work, Information point, Community Services and local policing. There will be an open café in the foyer to encourage the local community to access the building and services within it. The centre will also benefit from enhanced e-community capacity and arrangements for electronic service delivery from the Inland Revenue, Benefits Agency and Employment Service. Particular design attention will be given to the creation of space/spaces for the development of a variety of art forms.	0	454,000	570,000	1,024,000
9	Education & Social Services/Voluntary Sector	All	NW Kilmarnock	North West Learning Centre	To part fund the development of a community learning centre within the North West Area. The centre will benefit from enhanced e-community capacity and promote digital inclusion.	0	50,000	50,000	100,000

Item	Agency	Target Group	Area	Project Title	Project Detail	Financial Allocation 2001/02	Financial Allocation 2002/03	Financial Allocation 2003/04	Total Funding
10	Education & Social Services/Voluntary Sector	Young People	NW Kilmarnock	North West Youth Centre	To redevelop/rebuild the North West Youth Centre to provide enhanced development, educational and social activities for young people. The facility will benefit from close links with the proposed community learning centre and will maximise external funding opportunities to support development. Particular design attention will be given to the creation of space/spaces for the development of a variety of art forms.	0	20,000	280,000	300,000
11	Education & Social Services/Voluntary Sector	Young People	NW Kilmarnock	North West Kilmarnock Youth Outreach	An outreach programme designed to identify and include young people with severe anti-social behaviour, and involve them in tailored/defined activities, complements the building. The programme will also support young people to participate in the planning and design of the local youth centre.	20,000	100,000	100,000	220,000
12	Community Services/Development Services/Housing & Technical Services	All	Pathfinder	Community Directed Environmental Improvement Budget	The citizens panel, or an alternative group, will direct the budget to provide long term sustainable improvements within the area. The community will be supported in this by access to quality and innovative information. There will be opportunities to lever in extra funding. Dedicated resources have been allocated to increase the grass cuts in open spaces by 10 cuts per year and to carry out a range of quick response, localised environmental improvement projects.	0	140,000	102,000	242,000
13	Housing and Technical Services	All	Pathfinder	Void Housing Environmental Scheme	To carry out a range of environmental improvements relating to housing voids within the pathfinder area.	8,000	126,000	190,000	324,000
14	Community Services/Housing & Technical Services	All	Pathfinder	Environmental Hit Squad	The team will provide a rapid response to environmental problems such as fly-tipping, litter picking, graffiti removal, needle removal and responding to other environmental hazards. The feasibility of establishing a social enterprise to continue this work will be explored.	48,000	190,000	206,000	444,000
15	Development Services	All	Pathfinder	Major Road Safety Improvements	To carry out a range of road safety programmes within the pathfinder area relating to defined and expressed community need and in consultation with the Road Safety Officer.	50,000	100,000	50,000	200,000
16	Development Services	Children	Pathfinder	Road Safety Officer	This post will concentrate on educational activities which directly promote road safety awareness amongst children. In addition, the Road Safety Officer will work in consultation with schools, community groups and agencies to identify what physical measures are required.	0	30,000	30,000	60,000
17	Development Services	All	Pathfinder	Street Lighting	300 New Street Lighting units of an innovative design which spread the light available will be installed.	175,000	100,000	5,000	280,000
18	Community Services/Housing & Technical Services	All	Pathfinder	CCTV Cameras	To develop a range of CCTV provision throughout the pathfinder area.	0	55,000	55,000	110,000
19	Housing & Technical Services/Strathclyde Police	All	Pathfinder	Mobile Security Team	The team will provide a mobile security service for the council to inspect housing and other properties. The team will deal with vandalism issues as they arise, and by providing a known presence, provide a deterrent against further vandalism. The project will work closely with Strathclyde Police and contribute to the development of environmental safety audits.	35,000	138,000	71,000	244,000
20	Strathclyde Police	All	Pathfinder	Additional Police Resource	To provide additional police resources to promote public reassurance, tackle crime and the fear of crime. Particular emphasis will be given to tackling the underlying issues of drug misuse and related crime in NW Kilmarnock and youth disorder and related issues in Shortlees/Riccarton.	31,000	150,000	130,000	311,000

Item	Agency	Target Group	Area	Project Title	Project Detail	Financial Allocation 2001/02	Financial Allocation 2002/03	Financial Allocation 2003/04	Total Funding
21	Corporate Resources	All	Pathfinder	Central Unit	To ensure effective monitoring and evaluation of the BNSF programme and associated budgets. To develop the capacity of the local community within the pathfinder area and to ensure effective participation in the implementation and monitoring of BNSF.	41,000	100,000	125,000	266,000
						<b>593,000</b>	<b>2,478,000</b>	<b>3,679,000</b>	<b>6,750,000</b>

## EAST AYRSHIRE – BETTER NEIGHBOURHOOD SERVICES FUND

### PATHFINDER AREA – DEMOGRAPHIC INFORMATION

#### Introduction

The Council in full consultation with its community planning partners, MSP and North Social Inclusion Initiative identified the geographical communities of North West Kilmarnock and Shortlees/Riccarton as the communities which should be targeted for Better Neighbourhood Services Funding. The defined pathfinder area has, in many instances, the highest poverty and deprivation levels across the whole of the East Ayrshire area, a full summary of which was presented as part of the case to the Executive for pathfinder definition.

#### The Pathfinder Area

The pathfinder area is made up of the following defined neighbourhoods:

- North-West Kilmarnock, and
- Shortlees/Riccarton, Kilmarnock.

These neighbourhoods are naturally defined communities however do not neatly equate to defined electoral wards or postcode areas. Electoral wards 6 and 7 form North West Kilmarnock and Ward 16 and 17 Shortlees and Riccarton respectively.

The total population of these wards is as follows:

Ward	Ward 6	Ward 7	Ward 16	Ward 17
<b>Households</b>	1353	1255	1838	1730
<b>Population</b>	2405	3931	2846	4189

Source: Population = Voluntary Population Survey 1998  
Households= GRO Postcode Figure May 2001

It is recognised that there is a need to target resources within these communities to ensure maximum impact as a result of Better Neighbourhood Services Funding particularly. Where appropriate and possible, the parts of the wards that are not typical of the area as a whole (because, for example, they have higher rates of employment or lower levels of council tax benefit claims) will not be included in targeted activity. Maps highlighting the boundaries relating to the local pathfinder will be forwarded to the Executive by the end of the calendar year.

#### Council Tax Benefit

35.8% of households are in receipt of council tax benefit in North-West Kilmarnock and 34% in Shortlees/Riccarton. This figure rises to 43.4% and 39.4% of households when part ward figures i.e. Excluding atypical areas within the pathfinder are removed.

Source: Council Tax Benefit System as at May 2001

#### Unemployment Rates

The highest unemployment rate of all wards in East Ayrshire in March 2001 was ward 7 Onthank at 15.9% with wards 6 and 16 approx 14.5%.

Source: Slims March 2001.

#### Crime and the Fear of Crime

Strathclyde Police Beat 5 & 7 closely relate to the pathfinder area. North West Kilmarnock has the highest overall crime rate per head of population across the wider Kilmarnock area, and by far, the greatest number of violent incidents per head of population than any other area in Kilmarnock.

The level of vandalism in Shortlees and Riccarton and North West Kilmarnock is amongst the very highest across the wider Kilmarnock area and North West Kilmarnock has the greatest number of motor vehicle thefts per head of population.

## EAST AYRSHIRE – BETTER NEIGHBOURHOOD SERVICES FUND

### BASELINE & OUTCOME INFORMATION

#### Outcomes:

A number of outcomes have been identified relating to the core activity programme for Better Neighbourhood Service Funding, mainly:

#### A safe community

- Reduced crime levels
- Increased detection rates, with special attention to those crimes and offences which cause greatest public concern
- Reduced fear of crime both inside and outside the home
- Minimised impact of substance abuse on the community

Baseline Source: Strathclyde Police Crime Statistics, MORI poll, Better Neighbourhood Services Consultation Questionnaire, Addiction services.

#### **An Attractive Community**

- Improved estate management
- Improved upkeep of open and public spaces
- Rapid response to vandalism, graffiti and litter
- Reduction in potential environmental hazards
- Improved road safety

Baseline Source: MORI poll, Better Neighbourhood Services Consultation Questionnaire, East Ayrshire Council Departmental Service Reviews

#### An Active Community

- Increased level of social, education and recreational provision for children, young people and older people
- Increased information and action to reduce the level of drug and alcohol misuse
- Increased centre based activity for children, young people and older people,
- Improved access to health provision
- Increased educational activity for children and young people
- Increased levels of home support for older people.

Baseline Source: MORI poll, Better Neighbourhood Services Consultation Questionnaire, East Ayrshire Council Departmental Service Reviews, Children Service Plan and Community Care planning consultation exercises, Health Service stats.

#### Mainline budget allocation in pathfinder area

Source: All community planning partners

## **Timescales**

Community planning partners are actively working to collate relevant baseline information and it is anticipated that a significant proportion of this information will be available by the end of the calendar year, with the outstanding information completed by the end of March 2002.

Discussions are currently underway to identify targets relating to baseline information which are challenging but achievable. The anticipated timescale for the completion of this work is similar to that outlined for the completion of the baseline information.

**AGENDA**