



**EAST AYRSHIRE NORTH SOCIAL  
INCLUSION INITIATIVE DRAFT WORK  
PLAN 2004/05**

**Board Meeting – 5 February 2004**

**1. PURPOSE OF REPORT**

- 1.1 To present to Board members a draft work plan for 2004/2005 for the North Social Inclusion Initiative.

**2. BACKGROUND**

- 2.1 At its meeting of Thursday 13 November 2003, the North Initiative Board agreed that a short term working group be convened, comprising of 3 or 4 Board members and supported by the North Social Inclusion Co-ordinator. The remit of this working group was to devise a work plan for the Initiative focussing on points raised during the planning event which took place on Thursday 14 August 2003.
- 2.2 Board members present at the inaugural meeting of the group on Monday 8 December 2003 included Graham Piggott, Maurice Ashbridge and Linda McFadzean. The group members discussed a range of proposed activity in respect of the following three identified priorities:
- Getting people into work;
  - Promoting positive health and social wellbeing, particularly for those dependent on alcohol and drugs; and
  - The formation of the Community Federation for the North, under the priority of community participation.
- 2.3 Subsequent meetings of the group took place on Thursday 8 January 2004 and Monday 19 January 2004, with discussion focussing on the identification of pockets of deprivation within the North of East Ayrshire and on the implementation of actions pertaining to the previously identified priority areas.

**3. DRAFT WORK PLAN**

The draft work plan (Appendix 1) contains actions relating to driving forward the work of the North Social Inclusion Initiative in 2004/2005 under the priorities as specified in section 2.2. An analysis of deprivation within wards located in the North of East Ayrshire (Appendices 2) was also undertaken with wards ranked according to the Scottish Multiple Deprivation Index, unemployment, crime and void housing levels.

3.1 A summary of the actions detailed within the Draft Work Plan are as follows:

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

- The organisation of a planning / development event to identify measures to assist young people in their transition between school and work.
- Expansion of 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.
- Establishment of a drama programme to assist unemployed individuals to develop skills to assist them with the job application and interview process.

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

- Expansion of the Momentum run Energiser Plus project throughout the North of East Ayrshire aimed at supporting individuals who have misused, or are misusing drugs to move forward in their lives.
- Explore opportunities to assist people with an addiction problem, in particular alcohol related aftercare initiatives as per previous Board commitment.

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

- The organisation of an 'Open Event' with the aim of identifying community concerns and highlighting priority areas within the North of East Ayrshire.
- The provision of training for community representatives' on the Board, as and when necessary.
- The delivery of a series of presentation as part of the North Initiative 'Road Show' on the work of the North Social Inclusion Initiative and the development of a Community Federation for the North.
- The continuation of funding for the post of North Social Inclusion Co-ordinator.

3.2 North Social Inclusion Initiative priorities also include, within the work plan, Aim 4 which is to implement measures to improve the environment within the North of East Ayrshire and Aim 5 which is to promote community learning. Actions for Aims 4 and 5 are still to be determined and will be presented to the Board for consideration at a future meeting.

#### **4. CONTINUATION OF THE WORKING GROUP**

4.1 The working group has proved very effective in driving forward issues and identifying appropriate actions within the pre-defined priority areas. In light of its success it is proposed that the group continue to meet with the purpose of adding to the existing work plan and ensuring that the planning events in relation to both employment and the Community Federation are progressed and take place according to the time scales as detailed in the work plan.

#### **5. RECOMMENDATIONS**

5.1 It is recommended that the North Social Inclusion Initiative Board:

- i) agree to the actions as detailed in the work plan;
- ii) note the analysis of deprivation, contained in Appendices 2 and ensure that future funded initiatives give consideration to the identified priority areas;
- iii) express their interest in participating in the working group; and
- iv) otherwise, note the content of the report.

**Gwen Barker**  
**Community Planning and Partnership Manager**  
**27 January 2004**

## EAST AYRSHIRE NORTH SOCIAL INCLUSION INITIATIVE

## DRAFT WORK PLAN – 2004/05

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
<b>Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.</b>						
1.1	<b>Planning/Development Event</b>  Organise a planning and development event to identify the measures to assist vulnerable young people in their transition between school and work.	<ul style="list-style-type: none"> <li>• Co-ordinate participation at the event of local employment/careers services, colleges, training providers, employers and young people</li> <li>• Identify priorities to assist young people in the school to work transition process</li> </ul>	Priorities for the North Social Inclusion Initiative established.  Key partners and project proposals identified.  Increased partnership working from all agencies towards the identified aims.	April / May 2004	Kilmarnock College Scottish Enterprise Ayrshire Employment Services East Ayrshire Council Local Colleges Careers Service	TBC
1.2	<b>Project Proposal: EAEI North Area Individual Employment Fund</b>  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.	<ul style="list-style-type: none"> <li>• 20 unemployed residents from the North of East Ayrshire aged between 16-65 years supported</li> <li>• 14 unemployed residents secure employment</li> </ul>	Unemployed individuals residing in disadvantaged areas secure employment.	February to December 2004	East Ayrshire Employment Initiative Scottish Enterprise Ayrshire Action Team for Jobs	TBC

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
<b>Aim 1: To assist people to get into work through the development of skills, training and employment opportunities.</b>						
1.3	<p><b>Project Proposal CONDUIT North Area Drama Project</b></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"> <li>• 12 unemployed residents from the North of East Ayrshire aged 18-64 years participate in the Drama Programme.</li> <li>• 65% of participants secure employment/further education/vocational training</li> </ul>	<p>Improved individual skills, which lead to employability.</p> <p>Unemployed individuals from disadvantaged areas secure employment.</p>	April 2004 to March 2005	N/A	TBC
<b>Aim 2: To pursue the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs.</b>						
2.1	<p><b>Project Proposal: Momentum Energiser Plus Programme</b></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"> <li>• 12 beneficiaries at any given time participate in Group Work activities</li> <li>• 16 additional beneficiaries at any given time receive one to one support</li> <li>• Provide each beneficiary with a package of individual support</li> <li>• Establish and support a Beneficiary Council comprising a committee of 8 representatives with a developing membership of current and former service users</li> </ul>	<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>	January to December 2004	East Ayrshire Council Other Addiction Services Employment, Training and Educational Establishments ADAT	TBC

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
<b>Aim 2: To pursue the promotion of positive health and social well-being, particularly for those dependent on alcohol and drugs.</b>						
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"> <li>• Monitor funding opportunities</li> <li>• Identify opportunities for partnership working</li> </ul>	Funding opportunities identified and the Addiction Working Group reconvened to submit appropriate applications to funders.	Ongoing	Addiction Services Providers East Ayrshire Council	TBC
<b>Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.</b>						
3.1	<b>Open Event</b>  Organise an 'Open Event' with the aim of identifying community concerns and highlighting priority areas within the North of East Ayrshire.	<ul style="list-style-type: none"> <li>• Co-ordinate participation at the event of Community Councils, Community Groups and Local Committees</li> <li>• Identify priorities from the community</li> <li>• Consider the appropriateness / purpose of a Community Federation for the North of East Ayrshire</li> </ul>	<p>Priority issues identified and some indication of the appropriateness / purpose.</p> <p>Increased community involvement in local planning processes.</p>	May / June 2004	Community Councils Community Groups Local Committees Forums	TBC
3.2	<b>Community Representatives' Training</b>  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'.	<ul style="list-style-type: none"> <li>• Arrange training, which is responsive to the requirements of Community Representatives on the Board</li> <li>• Provide appropriate funding to support fact finding visits to other projects</li> <li>• Ensure that ICT provision is maintained and updated where appropriate.</li> </ul>	<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	TBC

	Actions	Targets	Outcomes	Timescales	Current / Future Partners	Budget
<b>Aim 3: To ensure a high level of Community Participation in the work of the North Social Inclusion Initiative.</b>						
3.3	<b>North Initiative Road Show</b>  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.	<ul style="list-style-type: none"> <li>Deliver the presentation and question / answer session relating to the work of the North Social Inclusion Initiative to all interested committees / groups</li> <li>Investigate support to establish a Community Federation for the North of East Ayrshire</li> </ul>	<p>Increased awareness within the local community of the work of the North Social Inclusion Initiative.</p> <p>Establishment of a Community Federation for the North.</p> <p>Improved integration with the wider community.</p>	<p>March / April 2004</p> <p>April 2004 to March 2005</p>	Communities	TBC
3.4	<b>North Social Inclusion Co-ordinator</b>  Continue to part fund the post of North Social Inclusion Co-ordinator.	<ul style="list-style-type: none"> <li>Take responsibility for driving forward the inclusion and regeneration agenda across the North of East Ayrshire</li> <li>Implement actions and operational matters arising from the Social Inclusion Board</li> </ul>	<p>Increased responsiveness to the needs of the Board and the drafting of Board Papers.</p> <p>Research undertaken into funding opportunities and opportunities for partnership working.</p> <p>Co-ordination and administrative support to Board related working groups.</p>	April 2004 to March 2005	N/A	TBC
<b>Aim 4: To implement measures to improve the Environment within the North of East Ayrshire</b>						
Actions to be determined						
<b>Aim 5: To promote Community Learning within the North of East Ayrshire</b>						
Actions to be determined						

A monitoring and evaluation framework, detailing progress against targets for expenditure and planned outcomes, number of beneficiaries assisted, type of support provided etc...will be put into place to ensure that the North Social Inclusion Initiative Board is kept up to date on all projects that it contributes to. Progress reports will be submitted to the North Board on a bi-annual basis.

**EAST AYRSHIRE NORTH SOCIAL INCLUSION INITIATIVE**  
**AREAS OF DEPRIVATION IN THE NORTH OF EAST AYRSHIRE**

COMMUNITIES INVOLVED AND INDICATORS OF DEPRIVATION												
TOP 5 WARDS IN DESCENDING ORDER	SCOTTISH INDICES OF MULTIPLE DEPRIVATION RANKING* (SCORE OUT OF 1222 WARDS**)		TOP 5 WARDS IN DESCENDING ORDER	UNEMPLOYMENT LEVELS OCTOBER 2003 BY ACTIVE POPULATION PERCENTAGE		TOP 5 AREAS IN DESCENDING ORDER	NUMBERS OF LONG TERM VOID PROPERTY (OVER 6 MONTHS) AS OF MARCH 2003		TOP 5 AREAS IN DESCENDING ORDER	NUMBER OF REPORTED CRIMES APRIL TO SEPTEMBER 2003	NUMBER OF DETECTED CRIMES APRIL TO SEPTEMBER 2003	PERCENTAGE OF CRIME DETECTED APRIL TO SEPTEMBER 2003
ALTONHILL, HILLHEAD AND LONGPARK WARD	48		ONTHANK WARD	13.5		RICCARTON WEST	115		BEAT 31-34 KILMARNOCK TOWN CENTRE AND PERIPHERY	1145	839	73
ONTHANK WARD	53		ALTONHILL, HILLHEAD AND LONGPARK WARD	12.9		LONGPARK	81		BEAT 35 NORTH WEST KILMARNOCK	1056	688	65
SHORTLEES WARD	62		SHORTLEES WARD	11.6		NEW FARM LOCH	46		BEAT 37 SHORTLESS / BELLFIELD / RICCARTON	800	550	69
HURLFORD WARD	227		RICCARTON WARD	7.4		GALSTON (MAXWOOD, CASTLEVIEW)	18		BEAT 36 NEW FARM LOCH / HURLFORD / CROOKEDHOLM	695	399	57
CROOKEDHOLM, MOSCOW, GALSTON WEST AND HURLFORD NORTH	300		KILMARNOCK CENTRAL WEST WARD	6.9		ONTHANK	12		BEAT 40 GALSTON / DARVEL / NEWMILNS	483	340	70

\*THE MULTIPLE DEPRIVATION RANKING UTILISES DATA FROM THE FOLLOWING FIVE DOMAIN AREAS: INCOME DEPRIVATION; EMPLOYMENT DEPRIVATION; HEALTH DEPRIVATION AND DISABILITY; EDUCATION, SKILLS AND TRAINING DEPRIVATION AND GEOGRAPHICAL ACCESS TO SERVICES.

\*\* THE LOWER THE NUMBER THE HIGHER THE LEVEL OF DEPRIVATION

## EAST AYRSHIRE NORTH SOCIAL INCLUSION INITIATIVE

## AREAS OF DEPRIVATION IN THE NORTH OF EAST AYRSHIRE

DEPRIVATION COMPARISON DATA	DEPRIVATION	UNEMPLOYMENT
	ALTONHILL, HILLHEAD AND LONGPARK	48
ONTHANK	53	13.5
SHORTLEES	62	11.6
HURLFORD	227	6.4
CROOKEDHOLM, MOSCOW, GALSTON WEST AND HURLFORD NORTH	300	6.1
KILMARNOCK CENTRAL WEST	328	6.9
BELLFIELD	352	5.4
SOUTH NEW FARM LOCH	358	5.2
RICCARTON	377	7.4
NEWMILNS	380	5.5
CROSSHOUSE, GATEHEAD AND KNOCKENTIBER	486	4.6
NORTH NEW FARM LOCH AND DEAN	540	4.7
STEWARTON CENTRAL	554	5.6
KILMARNOCK CENTRAL EAST	582	5.3
KILMARNOCK CENTRAL SOUTH	597	5.9
GALSTON EAST	602	3.4
DARVEL	645	4.1
KILMAURS, STEWARTON SOUTH	765	3.4
STEWARTON EAST, DUNLOP	891	3.6
NORTH KILMARNOCK, FENWICK AND WATERSIDE	1000	1.5
GRANGE/HOWARD WARD	1140	1.7

## EAST AYRSHIRE NORTH SOCIAL INCLUSION INITIATIVE

## AREAS OF DEPRIVATION IN THE NORTH OF EAST AYRSHIRE

CRIME DATA - UC SUB DIVISION BEATS 31-34 COMBINED, 35,36,37,38,39 & 40  
APRIL TO SEPTEMBER 2003 - REP (REPORTED) and DET (DETECTED)

	BEAT 31-34		BEAT 35		BEAT 36		BEAT 37		BEAT 38		BEAT 39		BEAT 40	
	REP	DET	REP	DET	REP	DET	REP	DET	REP	DET	REP	DET	REP	DET
<b>GROUP 1</b>	32	23	47	41	20	17	21	18	4	3	13	12	18	16
<b>GROUP 2</b>	5	4	9	5	6	2	4	3	2	2	1	1	0	0
<b>GROUP 3</b>	476	238	364	101	309	96	270	105	167	60	122	30	114	30
<b>GROUP 4</b>	73	33	105	39	76	19	98	31	37	10	49	21	62	22
<b>GROUP 5</b>	37	37	131	128	79	76	68	64	10	10	24	24	43	42
<b>GROUP 6</b>	403	385	270	244	134	118	223	214	69	67	84	72	126	115
<b>GROUP 7</b>	119	119	130	130	71	71	116	115	50	50	60	58	120	115

**BEAT 31-34** KILMARNOCK TOWN CENTRE AND PERIPHERY

**BEAT 35** NORTH WEST KILMARNOCK

**BEAT 36** NEW FARM LOCH, HURLFORD AND CROOKEDHOLM

**BEAT 37** SHORTLEES / BELLFIELD / RICcartON

**BEAT 38** GRANGE AND HOWARD, CROSSHOUSE, BONNYTON, GATEHEAD, KNOCKENTIBER

**BEAT 39** STEWARTON, KILMAURS, FENWICK

**BEAT 40** GALSTON / DARVEL / NEWMILNS

**GROUP 1** MURDER, ATTEMPT MURDER, CULPABLE HOMICIDE, SERIOUS ASSAULT, ROBBERY

**GROUP 2** RAPE, ASSAULT WITH INTENT TO RAVISH, INDECENT ASSAULT, LEWD AND LIBIDINOUS PRACTICES, PROSTITUTION

**GROUP 3** HOUSEBREAKING, THEFT OF A MOTOR VEHICLE, COMMON THEFT, MOTOR VEHICLE CRIME, THEFT BY SHOPLIFTING, FRAUD ETC...

**GROUP 4** FIRERAISING AND VANDALISM

**GROUP 5** POSSESSION OF OFFENSIVE WEAPONS, CARRYING OF KNIVES / BLADES, SUPPLY OF DRUGS, POSSESSION OF DRUGS ETC...

**GROUP 6** PETTY ASSAULT, BREACH OF THE PEACE, URINATING, RACIALLY AGGRAVATED INCIDENTS, DRUNK AND INCAPABLE ETC...

**GROUP 7** DANGEROUS DRIVING OFFENCES, DRINK DRIVING OFFENCES, SPEEDING OFFENCES, SEAT BELT OFFENCES