



Community Planning in
EAST AYRSHIRE

**LOCAL OUTCOMES
IMPROVEMENT
PLAN**
2021-24

East Ayrshire is a place with strong, safe, vibrant communities where everyone has a good quality of life and access to opportunities, chances and high quality services which are sustainable, accessible and meet people's needs.

19 Introduction

East Ayrshire Community Plan is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services across the local area. The Community Plan, which sits centrally within the Community Planning Framework, is our plan for place and sets out how we will work to realise our shared Vision for the area for the period from 2015 to 2030.

Our Community Plan is underpinned by three thematic **Delivery Plans** which set out the detail of the actions that will be taken forward by partners to achieve this shared vision.

Our Delivery Plans are developed for shorter, three yearly planning cycles. This allows us to ensure that these plans remain up-to-date and appropriate for delivering improvement on the key priorities which reflect current and emerging local needs.

The 2020/21 review of our Community Plan reaffirmed our shared commitment to our existing three themes and a thematic Delivery Plan has been developed for each theme, as a framework for our partnership activity in the three year period 2021-24.





Economy and Skills

Safer Communities

Wellbeing

Alongside the Delivery Plans sits this **Local Outcomes Improvement Plan (LOIP)**, which sets out the performance management framework which allows us **to account publicly to our communities for community planning in East Ayrshire** and the work that we are doing together to tackle inequalities.

Through this LOIP we will

- Demonstrate our understanding of local needs, circumstances and aspirations;
- Link this understanding to the key, high level priority outcomes that we are working in partnership to achieve, setting this in the context of the National Outcomes
- Set out the agreed performance measures that will allow us to demonstrate our ambitions for our local communities and our impact in meeting these ambitions.

The second three yearly review of our Community Plan took place in 2020/21, within the challenging context of the Covid-19 pandemic, an emerging recovery and renewal agenda and the uncertainty of the final UK withdrawal from the European Union. This background is reflected in this new LOIP, and in the associated Delivery Plans which have been developed to set the high level framework for the work of our partnership over the next three years, 2021-2024.

East Ayrshire People and Place

East Ayrshire is a vibrant place to live, with a varied landscape and a range of towns and villages which are all characterised by a strong sense of community.

Our people are our key assets and we benefit from high levels of community engagement and activism. For us, community planning is about working with our communities and supporting and empowering them to achieve the best possible outcomes.

At a regional level we also work closely with our neighbouring authority areas, in particular North and South Ayrshire, to maximise opportunities for our local residents, through for example the Ayrshire Growth Deal and Caring for Ayrshire.

While many parts of East Ayrshire are prosperous, social, economic and health inequalities continue to exist within and between our communities.

The recent Covid-19 pandemic has exacerbated some of these challenges, and set back some areas of work where previously we were achieving good progress.



Our strategic planning is informed by a suite of **local statistical profiles** which are regularly reviewed and updated to allow us to meaningfully track and analyse available data on living and working in East Ayrshire. In line with our commitment to better use of data, these profiles are currently being augmented into a more comprehensive set of analyses based on a much wider range of data and other evidence. They will encompass:

- a refresh of the current **East Ayrshire by Numbers** data profile;
- a renewed **East Ayrshire Area Report** and associated Locality and ward area reports;
- information contained within **strategic needs assessments**, such as those carried out by Health and Social Care Partnership and Housing colleagues;
- the **Children and Young People data compendium**;
- relevant **management information** that partners are able to share; and
- information from **engagement with communities**.

An important addition to our evidence base will be associated commentary and insight provided by the community planning partners, making sense of the data and highlighting areas of concern and areas of progress.

This represents a substantial increase in the quantity and quality of information available to us, allowing us to make better decisions, informed about the complex current, emerging and interrelated challenges and opportunities faced by our communities, at both East Ayrshire and locality levels.

The latest area profiles are available here (link to be inserted)

POPULATION



East Ayrshire **122,010** Scotland 5,463,300



NUMBER OVER 65

East Ayrshire **24,952** Scotland 1,044,145

% OVER 65

East Ayrshire **20.5%** Scotland 19.1%

EXPECTED RISE by 2036

East Ayrshire **116,810**

Scotland 5,570,442

NUMBER OVER 65

East Ayrshire **31,385**

Scotland 1,377,090

% OVER 65

East Ayrshire **26.9%**

Scotland 24.7%

Source: NRS

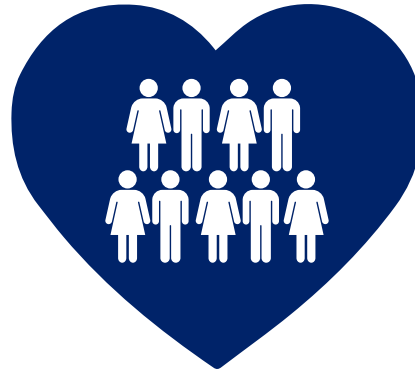
COMMUNITY LED ACTION PLANS



Quintile 1 Datazones **50**
Total Datazones **163**

30.7% of datazones are in Most Deprived Quintile

Source: SIMD 2020



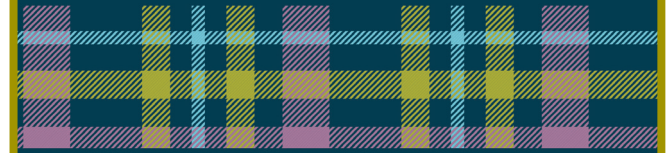
SENSE OF COMMUNITY BELONGING

% of adults who feel no real sense of belonging

East Ayrshire **18%** Scotland 21%

Source: Scottish Household Survey

AYRSHIRE GROWTH DEAL



VAT REGISTERED BUSINESSES

(per 10,000 adults)

East Ayrshire **371** Scotland 462

Business Survival Rates (after 3 years)

East Ayrshire **49.4%** Scotland 56.5%

Source: ONS Business Demography 2019

LIFE EXPECTANCY AT BIRTH



HIGH

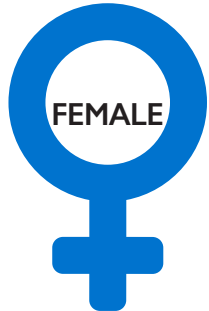
East Ayrshire **81.8** Scotland 87.2

LOW

East Ayrshire **69.7** Scotland 63.4

GAP

East Ayrshire **12.1** Scotland 23.8



HIGH

East Ayrshire **85.1** Scotland 96.2

LOW

East Ayrshire **74.6** Scotland 70.9

GAP

East Ayrshire **10.5** Scotland 25.3

Source: Scotpho

COVID IMPACT



UNEMPLOYMENT

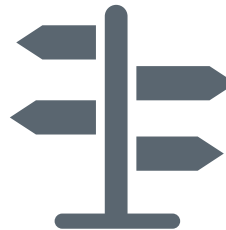
16 - 64 years

East Ayrshire **7.7%** Scotland 6.1%

Source: LOIP Data

DELIVERY PLANS

Economy & Skills
SCHOOL LEAVERS in a
POSITIVE DESTINATION



East Ayrshire **94.7%**

Scotland 93.4%

Source: Insight

DELIVERY PLANS

Economy & Skills
ECONOMIC INACTIVITY BY REASON



LONG TERM SICK

East Ayrshire **41%** Scotland 28.1%

Source: Annual Population Survey

Safer Communities
DOMESTIC ABUSE per 10,000 population



East Ayrshire **120** Scotland 112

Source: Scottish Government

TOTAL DRUG CRIME per 10,000 population



East Ayrshire **68.3** Scotland 64.9

Source: Police Scotland



Working with and for our communities

24 **Community Planning**

Effective participation by local people and communities is embedded in the Community Planning process in East Ayrshire, and strengthens our understanding of the distinctive needs of communities of place and interest, and of the importance of involving local people and communities in decisions which affect their lives.

Community Voices

The views of local people about the key priority areas to be addressed are identified through, but not exclusively limited to, the following:

- Community Led Action Plans, which set out the priorities for improving local communities as identified by the residents themselves;
- Rapid Residents Survey
- Vibrant Voices
- Ayrshire Shared Equality Outcomes Consultation
- East Ayrshire Wellbeing Conversation
- Police and Fire Consultations
- Tenants and Residents Federation Survey

Listening to local people adds to the body of statistical evidence that we hold as a partnership and helps us to make sense of it in a local context. Working together with our communities we can identify our shared challenges and also – most importantly – we can come up with local solutions that we can deliver together.

Understanding our Localities

Locality planning is fundamental to ensure that our work to address inequalities is targeted where it is most needed and that the aspirations identified in our Community Plan are delivered at local level right across our communities. The Community Led Action Plans developed by our local communities themselves provide the foundation of our locality planning approach in East Ayrshire, with 'wrap around' tailored public sector provision, based on a robust analysis of current and future need, within the most deprived 0-5% data zones.

Our multi-agency working is also co-ordinated on a geographical basis on the 3 boundaries adopted by the Integrated Health and Social Care Partnership, which ultimately align to consolidated Electoral Ward Boundaries: Northern, Kilmarnock and Southern Localities.

Improving Local Outcomes 2021-2024

Through our 2020/21 review of our Community Plan, we asked our communities, partners and stakeholders about their priorities for the next three years. This is what they told us that they want us to focus on in partnership over the next three years:



Each and every one of our community planning partners has its own clear role to play in driving forward these shared high level priorities, but we know that it is through collective action that we will have the greatest impact.

Our crosscutting themes of Alcohol and Drugs, Child Poverty, Equality, Lifelong Learning, Youth Employment and Sustainability are all reflected within the headline priorities above and will continue to be driven forward in the work of our partnership.

This work will be underpinned by our shared underlying commitment to the principles of the **Community Empowerment (Scotland) Act 2015** (supporting our communities do more for themselves and have more say in the decisions that affect them) and **our Fairer Scotland Duty** (tackling poverty and building a fairer and more inclusive East Ayrshire).

We have identified a suite of high level priority outcomes which set out our shared ambitions for East Ayrshire in relation to these priorities for 2021-24 and a concise set of performance measures against which we will assess our future partnership performance.

25 Our High Level Priority Outcomes

'East Ayrshire is a place with strong, safe and 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'

Economy and Skills

Working together, we will seek to deliver sustained economic growth and build and retain wealth across all East Ayrshire communities. Our evidence suggests the greatest impact will be achieved by focusing on the following key priorities:

- Supporting the resilience and recovery of our business base and stimulating the development of existing and new businesses across the economy.
- Developing a highly skilled, qualified and resilient workforce to meet the needs of current and emerging demands and opportunities.
- Delivering quality infrastructure projects and leveraging further investment to accelerate economic recovery, support inclusive growth and transition to a low carbon economy
- Supporting wider community-led regeneration by working with our communities and businesses to optimise how resources are used for their benefit.

Safer Communities

Working together, we will seek to deliver improved community safety and to support our communities to be resilient, inclusive and empowered. Our evidence suggests the greatest impact will be achieved by focusing on the following key priorities:

- Ensuring East Ayrshire residents are safe and protected from crime and antisocial behaviour in their communities.
- Ensuring East Ayrshire residents are safe and supported in their homes and communities.
- Ensuring vulnerable people are safe and protected from harm.



26 Wellbeing

Working together, we will seek to improve and sustain wellbeing, care and promote equity. Our evidence suggests the greatest impact will be achieved by focusing on the following key priorities:

- Ensuring children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages
- Ensuring all residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices
- Ensuring older people and adults who require support and their carers are included and empowered to live the healthiest life possible
- Ensuring communities are supported to address the impact that inequalities has on the health and wellbeing of our residents

Local Outcomes Improvement: Measures of Success

We have identified a concise suite of high level performance indicators which we will use to measure the success of our partnership activity in relation to achieving our high level priority outcomes for people living and working in East Ayrshire, and tackling inequalities in the years ahead. The actions identified within our thematic Delivery Plans will drive improvement in relation to each of the indicators shown below and this will allow us to reflect the wide and cross cutting contribution of each of our partners to this shared improvement agenda in our future performance reporting. These indicators also align to the national performance framework, and these links are illustrated at Appendix 1.

These performance indicators will provide the basis of our annual performance reporting to our communities, which will be presented for consideration and endorsement by Members of East Ayrshire Community Planning Partnership Board and Elected Members of East Ayrshire Council annually in September each year.

Our performance reporting on these key performance indicators is supported by fuller and wider evidence base covering all aspects of living and working in East Ayrshire. As well as providing a comprehensive reference resource, this developing evidence base will provide a deeper understanding of the impact our work is having, as well as highlighting emerging priorities. It will take the form of data compendiums, analytical reports, thematic briefings and strategic needs assessments, based on best practice in accessible information and meeting open data standards. Information in this evidence base will come from published data, informal data sources, relevant management information from all partners, and feedback from community engagement. It will be subject to review and interpretation by all of the community planning partners on an ongoing basis, to support agile and informed decision making across our CPP.



Measures of outcome	Current East Ayrshire	Current Scotland	Outcomes	Priorities for tackling inequalities
Life expectancy (years) <ul style="list-style-type: none"> • males • females (National Records of Scotland)	Males 75.9 (2017-19) Females 79.8 (2017-19)	Males 77.2 (2017-19) Females 81.1 (2017-19)	Males Increased by 2030 Reduce the gap with Scotland Females Increased by 2030 Reduce the gap with Scotland	<ul style="list-style-type: none"> • Understand the low life expectancies in Kilmarnock North and Doon Valley • Address women's health in Southern Locality • Address older men's health
Unemployment rate (%) (DWP – Stat-xplore)	16-64 7.7% (Apr-Nov 2020)	16-64 6.1% (Apr-Nov 2020)	16-64 Reduced by 2024 Reduce the gap with Scotland	<ul style="list-style-type: none"> • Youth unemployment • The disability employment gap • Overcoming the COVID impact • Longstanding high levels of unemployment in Kilmarnock South
% of children in living in relative poverty (after housing costs) (DWP – Stat-xplore)	Children 0-15 23% (2019/20)	Children 0-15 19% (2019/20)	Children 0-15 Reduced by 2024 Reduce the gap with Scotland	High levels of child poverty in: <ul style="list-style-type: none"> • Southern Locality • Kilmarnock South • Lone parent families
Sense of community belonging % of adults who feel no real sense of belonging (Scottish Household Survey)	All adults 18% (2019)	All adults 21% (2019)	All adults Reduced by 2024	<ul style="list-style-type: none"> • Households with children • Communities in the most deprived SIMD quintiles
Feeling safe in neighbourhood % of adults who feel unsafe (Scottish Household Survey)	All adults 14% (2019)	All adults 12% (2019)	All adults Reduced by 2024	<ul style="list-style-type: none"> • Women's perceptions of safety • Perceptions of safety within communities in most deprived SIMD quintiles

Measures of outcome	Current East Ayrshire	Current Scotland	Outcomes	Priorities for tackling inequalities
<p>Perceptions of local crime</p> <p>% adults who think it's increased over the past two years</p> <p>(Scottish Crime & Justice Survey)</p>	<p>All</p> <p>19.3%</p> <p>(2019)</p>	<p>All</p> <p>20.9%</p> <p>(2019)</p>	<p>All</p> <p>Reduced by 2024</p> <p>Threats to public safety / wellbeing are resolved</p> <p>Needs of the Communities are addressed</p> <p>Public / Partners have Confidence in Policing</p>	<ul style="list-style-type: none"> • Support victims of Hate Crime • Focus on gender based violence • Address harm from substance use
<p>Feeling safe at home</p> <p>% of adults who feel unsafe</p> <p>(Scottish Household Survey)</p>	<p>All adults</p> <p>2%</p> <p>(2019)</p>	<p>All adults</p> <p>3%</p> <p>(2019)</p>	<p>All adults</p> <p>Maintain low levels</p>	<ul style="list-style-type: none"> • Tbc (examples might include falls prevention, violence against women)
<p>Accidental dwelling fires</p> <p>Per 100,000 dwellings</p> <p>(Scottish Fire and Rescue Service)</p>	<p>142.0</p>	<p>177.0</p>	<p>Reduced by 2024</p>	<p>Understand the aspects contributing to the high level of accidental fires in Kilmarnock South</p>
<p>Reconvictions</p> <p>% of cohort reconvicted</p> <p>(Scottish Government)</p>	<p>All</p> <p>27.8%</p> <p>(2020)</p>	<p>All</p> <p>26.3%</p> <p>(2020)</p>	<p>All</p> <p>Reduced by 2024</p>	<ul style="list-style-type: none"> • Reverse the rising trend for women • Reduce the higher rate for older age groups

Measures of outcome	Current East Ayrshire	Current Scotland	Outcomes	Priorities for tackling inequalities
General health % of adults who say their health is poor or very poor (Scottish Household Survey)	16-64 7.3% 65+ 16.4% (2019)	16-64 6.9% 65+ 12.3% (2019)	16-64 Reduced by 2024 65+ Reduced by 2024	<ul style="list-style-type: none"> • Tenants • Poorer health in the Cumnock & New Cumnock ward population • Men
Mental wellbeing SWEMWB scores (Scottish Health Survey)	16+ 23.57 (2017)	16+ 24.23 (2017)	16+ Increased by 2024	<ul style="list-style-type: none"> • Younger age groups • People with a limiting health condition
Environmental sustainability % of adults who say climate change is more of a problem for the future (Scottish Household Survey)	20% (2019)	14% (2019)	Reduced by 2024 Reduce the gap with Scotland	<ul style="list-style-type: none"> • tbc
Developmental Concerns at 27-30 Month Review % with a concern (ScotPHO)	20.8% (2018/19)	15.9% (2018/19)	Decreased by 2024 Reduce the gap with Scotland	<ul style="list-style-type: none"> • Concerns by SIMD quintile • Concerns in LAC children • Understand the high level of concerns in Cumnock & New Cumnock
% of adults supported at home who agree that they are supported to live as independently as possible (Health and Care Experience Survey)	Agreed or strongly agreed 70%	Agreed or strongly agreed 70%	Increase by 2024	Falls prevention in the Southern Locality

Measures of outcome	Current East Ayrshire	Current Scotland	Outcomes	Priorities for tackling inequalities
Readmissions to hospital within 28 days Per 1,000 discharges (ISD Scotland)	Emergency 115.6 (2019/20)	Emergency 104.7 (2019/20)	Emergency Reduced by 2024 Reduce the gap with Scotland	Data relating to top contributing factors to hospital readmissions to be included to inform targeted action to address this
Premature mortality Deaths per 100,000 under 75 (ISD)	Under 75 492 (2019)	Under 75 426 (2019)	Under 75 Reduced by 2030 Reduce the gap with Scotland	Address the high rate of early mortality in Southern Locality, especially alcohol specific mortality
% of school leavers in positive and sustained destinations (Scottish Government)	91.5% (2018/19)	92.9% (2018/19)	Increased by 2024 Aim for 100%	Address the high levels of unemployment amongst East Ayrshire school leavers; the poorer outcomes for those living in the most deprived SIMD areas; and the poorer outcomes for males generally. Understand more about outcomes for care experienced school leavers, in the context of small numbers.
% of enrolled college students successfully achieving a recognised qualification FT PT Source: Ayrshire College	16-19 66.2% 71.2% (2018-19)		16-19 72.0% 75% (2022-23)	Tbc

Measures of outcome	Current East Ayrshire	Current Scotland	Outcomes	Priorities for tackling inequalities
Tenancy Sustainment % of new tenancies sustained for more than one year (EAC, Pentana)	85.6% (at Feb 2021)		Increased by 2024	Young tenants and care experienced young people Monitoring of Housing First for tenants with diverse, complex needs Tenants entering and leaving prison
% of carers who say they feel supported in their role (Health and Care Experience Survey)	36% (2020)	34% (2020)	Increased by 2024	Tbc

LOIP outcome measures	National Outcomes										
	Human Rights	Culture	Environment	Health	Fair Work &	Education	Children	Communities	Poverty	International	Economy
Life expectancy (years)				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
General health				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Mental wellbeing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Developmental Concerns at 27-30 Month Review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
% of school leavers in positive and sustained Destinations	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
College students achieve recognised qualifications					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Unemployment rate (%)				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
% of children in living in relative poverty	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Sense of community belonging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Feeling safe at home											
Feeling safe in neighbourhood			<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Perceptions of local crime			<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>			
Accidental dwelling fires			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Tenancy Sustainment	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Reconvictions	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
% of adults supported to live as independently as possible	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			
Carers feel supported	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
Readmissions to hospital within 28 days Per 1,000 discharges	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			
Environmental sustainability (perceptions of climate change)			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Premature mortality	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		