



EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP



SINGLE OUTCOME AGREEMENT 2008 – 2011

Annual Performance Report 2008/09



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**Annex: Single Outcome Agreement - Outcome Templates and
Concordat Commitments**

1. INTRODUCTION

1. COMMUNITY PLANNING IN EAST AYRSHIRE: 'ONE COUNCIL, ONE PLAN'

Our Vision:

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.

- 1.1 In response to the requirements set out within the Concordat of November 2007, which committed local and national government to develop a Single Outcome Agreement for each local authority area, and as result of the status of the Community Plan – 'One Council, One Plan', East Ayrshire Council and its Planning Partners took a collective view from the outset that a Community Planning Partnership Single Outcome Agreement would be developed for the local area, covering the three-year period from 1 April 2008 to 31 March 2011.
- 1.2 Community Planning Partners in East Ayrshire welcomed the opportunity to develop a Single Outcome Agreement with joint accountability for delivery shared with the Scottish Government. Consequently, the East Ayrshire Community Planning Partnership Single Outcome Agreement (SOA) was signed off by John Swinney, MSP and Cabinet Secretary for Finance and Sustainable Growth, on behalf of the Scottish Government, on 2 July 2009 – one year ahead of the requirement to do so.
- 1.3 Within East Ayrshire, the Community Plan is recognised as the strategic planning document for the delivery of public services and sets out the overall vision for the local area. The SOA builds on and strengthens the strategic priorities articulated in the Community Plan and is regarded as a robust management tool, which will ensure a more streamlined approach to external scrutiny and effective performance management and reporting. In addition, our SOA ensures that Community Planning Partners and the Scottish Government are working closer together to deliver better services, outcomes and quality of life for local people across the East Ayrshire area.
- 1.4 The first Annual Performance Report (2008/09) provides an opportunity to summarise progress and achievement in relation to the implementation and development of our SOA since 1 April 2008, and to demonstrate how Community Planning Partners, either jointly or individually, are working towards improving national outcomes for local people in a way which reflects local needs, circumstances and priorities.

2. PARTNERSHIP WORKING

2. FURTHER OPPORTUNITIES FOR PARTNERSHIP WORKING

- 2.1 The overarching Community Plan provides the foundation for effective partnership working to provide a range of quality public services in East Ayrshire. Within the framework of Community Planning, the SOA approach has provided further opportunities for Planning Partners to ensure maximum benefit for service users and achievement of better outcomes for local communities. This can be demonstrated as follows:

- The Community Planning Partnership (CPP) Board drives forward the implementation and development of the SOA and ensures effective roll out and reporting across Partner agencies.
- The SOA is a standing item on the CPP Board agenda, and implementation/progress reports are routinely submitted to the Council's Cabinet and Partner Agency Boards/Committees for consideration and endorsement.
- New and effective operating arrangements for the Community Health Partnership (CHP) have been implemented and strengthened working relationships across the partnership. The CHP assumes a lead responsibility for driving forward the community planning agenda in respect of improving health and well-being.
- Identified and potential risks arising from the SOA are addressed by Partners through the Community Planning Risk Register, which is also a standing item at the CPP Board.
- Work continues to be taken forward to strengthen relationships at a local level between all relevant partners, including a range of partner agencies and the community and voluntary sectors. In particular, work is ongoing to establish an effective Third Sector interface between the voluntary sector, Community Planning Partnership and Scottish Government.
- The community and voluntary sectors are fully briefed and engaged in the ongoing development of the SOA, demonstrated by their involvement in the mid-term review of the Community Plan Action Plans and by their active participation on Community Planning structures.
- The establishment of new structures for engaging children and young people, equalities groups and the wider community have contributed to the overall development of priorities contained within the mid-term review of the Community Plan Action Plans and SOA.
- The results of the Community Planning Partnership Residents' Survey and Residents' Panel consultations continue to influence the ongoing development of local services and strategic priorities.
- As a result of the ongoing development of the SOA, membership of the Community Planning Joint Officers' Group has been extended to include the Community Justice Authority and further and higher education is now represented on the Community Planning Partnership Board. This will provide further and effective integration of partnership activity at a strategic level.
- The SOA has facilitated better joint working between members of the multi-agency Research, Information and Performance Group, which has a key role in the ongoing development and reporting of the SOA.

3. COMMUNITY PLANNING MID TERM REVIEW

3. MID-TERM REVIEW OF THE COMMUNITY PLAN ACTION PLANS

- 3.1 East Ayrshire's Community Plan has a lifespan of twelve years, effective from 1 April 2003. The six related Action Plans have a four year lifespan, with a mid-term review progressed during each four-year period to take cognisance of new and emerging priorities.
- 3.2 In the context of changing national priorities such as the move to a Community Planning Single Outcome Agreement, and the consequent requirement to facilitate reporting arrangements, the CPP Board agreed to radically review the current

thematic Action Plans (2007-2011) and consider how they could potentially be rationalised as part of the Mid-Term Review of Community Planning, which was fully implemented by 1 April 2009.

- 3.3 As part of the review process, Lead Officers were remitted to ensure robust links and alignment to the agreed National and Local Outcomes in the SOA in the revision and further development of the Action Plans.
- 3.4 The new action plans have been developed by Lead Officers and the Community Plan Action Plan Working Groups, comprising a range of stakeholders from the public, community and voluntary sectors. The new Plans, which were endorsed by all Community Planning Partners and operate from 1 April 2009 to 31 March 2011, are as follows:
- **Improving Health and Wellbeing Action Plan** with lead responsibility sitting with the Community Health Partnership.
 - **Promoting Lifelong Learning Action Plan** with lead responsibility sitting with the Council's Educational and Social Services.
 - **Delivering Community Regeneration Action Plan** with lead responsibility sitting with the Council's Department of Corporate Support.
 - **Improving Community Safety Action Plan** with lead responsibility sitting with Strathclyde Police.

4. COMMUNITY ENGAGEMENT

4. SYSTEMATIC COMMUNITY ENGAGEMENT

- 4.1 Community Planning Partners in East Ayrshire have adopted the National Standards for Community Engagement and apply these across all aspects of their work with local communities.
- 4.2 Effective and systematic engagement of communities lies at the heart of the Community Planning process in East Ayrshire and a wide range of community involvement has facilitated the development and implementation of our SOA as follows:
- **Federations of Community Groups:** comprising representation from communities across East Ayrshire, the Federations of Community Groups ensure that the views of communities are represented in strategic planning and decision making. Each of the two Federations is represented on the CPP Board.
 - **Local Community Planning Forums:** provide a robust mechanism for interactive community engagement and balanced participation from Elected Members, community representatives through the Federations of Community Groups and the Equalities Forum, the voluntary sector and Community Planning Partners. To date, the Forums have met on six occasions to discuss, share good practice and consider solutions to a range of issues, which they have identified as requiring action in their respective areas. Themes have included Sport and Leisure for Young People; Tourism; Regeneration; Community Safety/Anti-social Behaviour; Drugs, Alcohol and Access to Health Services; and Community Regeneration.
 - **Equalities Forum and Young People's Forum:** support provided to these new structures has been essential in ensuring community engagement in the overall

Community Planning/SOA process. Underpinning the overall Young People's Forum are four Local Youth Forums, ensuring appropriate representation from community/youth organisations across East Ayrshire. Key issues to be taken forward in 2008/09 were considered at a workshop of the Young People's Forum in April 2008 and a programme of training prepared to develop confidence, skills and personal development. Close links are established with the Local Community Planning Forums, Young People's Forum and the Equalities Forum.

- **Community Planning Residents' Survey:** the results of the first joint East Ayrshire Community Planning Residents' Survey in 2005 have been used to establish SOA baseline data in respect of local priorities and views of residents on public service provision/satisfaction. To ensure currency of data, the Residents' Survey is progressed every three years and the results of the 2008 survey will be used to inform reporting, as appropriate, in relation to SOA outcome indicators.
- **Residents' Panel:** comprising approximately 1,000 individuals from a cross section of the wider general public, East Ayrshire Residents' Panel was established in 2005 to provide an increased understanding of residents' views, and increase community consultation in the planning and development of services. Four panel consultations have been progressed by a range of partners in 2008/09, including:
 - A National Conversation (East Ayrshire Council/Dialogue Youth);
 - Community Service Awareness and Understanding (Community Justice Authority);
 - Leisure and Cultural Strategy (East Ayrshire Council); and
 - Residents' Panel Survey (East Ayrshire Public Partnership Forum)

Currently, the Residents' Panel is being utilised by the Skills Development and Employability Service to inform the development of its employability and training services and, specifically, a bid for European Structural Funds.

In addition, the following consultations will be progressed in autumn 2009:

- Community Based Adult Learning (East Ayrshire Council); and
- Primary Care Strategy (NHS Ayrshire and Arran).

5. GOVERNANCE AND SCRUTINY

5. GOVERNANCE AND SCRUTINY

- 5.1 Effective corporate governance and scrutiny is to be assured through the Council's Cabinet, and Governance and Scrutiny Committee, the Boards of individual partner agencies and the CPP Board.
- 5.2 In addition, as grant recipient for funds allocated under the auspices of Community Planning, the Council continues to implement robust monitoring arrangements to ensure and demonstrate that funds are spent appropriately. Elected members have a scrutiny role in respect of these funds. Funding allocated to initiatives led by Partners is subject to the relevant agency's monitoring and scrutiny arrangements, with overall review and scrutiny undertaken by the CPP Board.

- 5.3 The advice note issued by the Scottish Government on 5 February 2009, in respect of 'Governance and Accountability for SOAs', clearly sets out what Councils and their partners are signing up to when they sign the SOA with Scottish Ministers. "At a minimum, this includes:
- that partners are signing up to the whole SOA, not selected parts of it;
 - that signing up is equivalent to adopting the SOA as a formal corporate commitment of the Council or Board;
 - that such a commitment is to support the delivery of the SOA in all possible ways compatible with their duties and responsibilities;
 - that all partners are willing to review their pre-existing structures, processes and resource deployment to optimise delivery of outcomes."
- 5.4 With full cognisance of the above guidance, all Community Planning Partners in East Ayrshire have endorsed our updated SOA, which was approved by the Scottish Government on 16 June 2009 and officially signed off as part of the Ministerial Summer Tour on 23 June 2009.
- 5.5 As part of our responsibilities in respect of public performance reporting and duty of Best Value, our annual performance report on progress towards the agreed outcomes and commitments in the SOA has been endorsed by the Council's Cabinet, Partner Agency Boards/Committees and the CPP Board. Information resulting from the annual report to the Scottish Government will also be used to shape the Council's annual Public Performance Report.

6. PERFORMANCE MANAGEMENT

6. IT-BASED PERFORMANCE MANAGEMENT SYSTEM

- 6.1 Recognising the need to report timeously and accurately to the Scottish Government in respect of outcome achievement, as part of its Improvement Action Plan, the Council has procured an IT-Based Performance Management System.
- 6.2 Work is currently being progressed within Council to establish appropriate internal systems to ensure that the Council is in a position to report annually on the outcomes set within the SOA.
- 6.3 It is the intention that Community Planning Partners will ultimately have access to the system through a secure web portal with defined users, Scorecards for key staff and a Partnership reporting protocol. This will involve training for partners' staff on data input, entering analysis and running reports. Interim arrangements have been implemented to ensure effective reporting in respect of 2008/09 annual reporting, with the Community Planning and Partnership Unit collating Partner Agency SOA performance data for consolidation into the overall East Ayrshire annual performance report.
- 6.4 In addition, systems have been established to ensure required monitoring and reporting on the outcomes associated with the Fairer Scotland Fund.

7. FAIRER SCOTLAND FUND

7. FAIRER SCOTLAND FUND PROGRAMME REVIEW 2008

- 7.1 Following the announcement of the implementation of the new Fairer Scotland Fund from 1 April 2008, the CPP Board agreed at its meeting on 6 March 2008 that full reviews of all existing projects and initiatives should be progressed to ensure that the Community Planning/SOA strategic priorities are progressed effectively.
- 7.2 The review meetings were progressed in May 2008, and project/initiative activity, performance, staffing and financial requirements were reviewed jointly under the related Community Planning theme. In addition, relevant information from the Council's exercise to review the future needs of all temporary posts informed the overall review process for those projects funded from the Fairer Scotland Fund.
- 7.3 To assess the impact of the work and make recommendations to the Board on future funding, a review panel was established for each Community Planning theme, comprising the relevant Community Planning Action Plan Lead Officer, Partner Agency representatives, the Council's Executive Head of Finance and Asset Management or Financial Controller, and the Community Planning and Partnership Manager. The review meetings were chaired by Executive Directors/Partners' agency representatives, as appropriate.
- 7.4 Recommendations on future funding allocations in respect of the Fairer Scotland Fund three-year programme (from 2008/09 to 2010/11) were presented for consideration to and endorsed by the CPP Board on 10 June 2008.
- 7.5 The future sustainability of essential, high quality services linked directly to Community Planning priorities has been an ongoing concern for Community Planning Partners in East Ayrshire. To ensure the effective transition of projects to mainstream service, as appropriate, when ring-fencing of the Fairer Scotland Fund is removed in 2010/11, recommendations arising from the review process also included a proposal to transfer responsibility for the management of future Fairer Scotland Fund resource allocations to relevant departments within the Council. This will ensure that appropriate services, including those which will contribute to the achievement of outcomes in our SOA, will be taken forward beyond the ring-fenced funding period.
- 7.6 As a consequence of this transfer, departments have been working in partnership with the Community Planning and Partnership Unit to ensure that appropriate outputs, linked to relevant local outcomes in the SOA, are developed in respect of projects/programmes of activity funded via the Fairer Scotland Fund.
- 7.7 Community Planning Partners will carry out a further programme review during 2010/11 to ensure that effective progress is being made and that services continue to meet local need.

8. OUTCOMES: PROGRESS AND ACHIEVEMENT 2008/09

8. SUMMARY OF PROGRESS AND ACHIEVEMENT 2008/09

8.1 The detailed annual performance report in respect of our progress towards SOA outcome achievement is attached in the templates under each of the National Outcomes.

8.2 Key highlights in respect of overall performance in 2008/09, which address the high level strategic priorities and outcomes identified by the Community Planning Partners include the following:

Community Planning Partnership – Strategic Priority: Improving educational and skills attainment in schools

8.3 Significant progress in the achievement of improved educational attainment has been demonstrated between 2006/07 and 2008/09, including improved levels in reading (from 79% to 82%), writing (from 71% to 75%) and maths (from 83% to 85%) in primary schools; and reading (from 67% to 71%), writing (50% to 54%) and maths (69% to 71%) in secondary schools.

8.4 An overall improvement is also demonstrated in respect of Cumulative attainment of national qualifications by secondary pupils, including an increase from 89% to 92% in Scottish Credit and Qualifications Framework (SCQF)³ (English and Maths). In conjunction with schools, early years, community learning and development, colleges and voluntary organisations, a range of programmes are provided which meet the needs of individual young people through the Curriculum for Excellence and alternative curricular programmes.

8.5 An extended curriculum providing a range of vocational courses at Ayr College and Kilmarnock College can be accessed by pupils from all nine secondary schools in East Ayrshire, with 735 pupils (15% of the S3 to S6 cohort) attending the colleges in 2008/09.

Community Planning Partnership – Strategic Priority: Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work

8.6 A successful Community Planning Partnership European Bid secured £2.8 million additional resources to provide a range of employability services across East Ayrshire. As a consequence of this, the Skills Development and Employability Service has been established, which working with a range of Partners, including local colleges and the Careers Service, provides local people with opportunities to access the most appropriate support to meet their individual requirements linked to opportunities available within the labour market.

8.7 In 2008/09, a total of 645 individuals, including 420 people with multiple barriers to employment and 203 young people in the More Choices: More Chances category, have been supported, with positive outcomes recorded for 88 people who progressed into education/training, for 102 individuals who have gained recognised qualifications and 93 individuals who have secured employment.

Community Planning Partnership – Strategic Priority: Promoting economic regeneration

- 8.8 East Ayrshire unemployment rates are above the Scottish average; which, until the recent economic downturn, had been declining faster than the Scottish trend. In taking a partnership and proactive approach to address the effects of the recent economic downturn, which saw the claimant count unemployment rate in East Ayrshire dramatically increase from 3.3% in April 2008 to 5.5% at March 2009 and rising, an Ayrshire Employment Task Force, which was established initially within East Ayrshire and has been extended to cover North Ayrshire and South Ayrshire, has been formed to ensure that effective, co-ordinated support is made available to sustain local businesses and support employees affected by the recession.
- 8.9 Tourism is of undoubted value to the East Ayrshire economy, contributing £55.75 million to the local economy in 2006. Estimated tourism expenditure in East Ayrshire increased by 8.6% from the baseline position to £60.57 million in 2008 or 2.6% in real terms (linked to the Consumer Price Index [CPI]).
- 8.10 East Ayrshire Tourism Strategy and Action Plan 'The Way Ahead 2009-2015' outlines that there is considerable potential to grow tourism revenues in East Ayrshire, provides a strategic framework for tourism and forms the basis for collaborative work by East Ayrshire Council, other public sector agencies and private sector tourism operators.

Community Planning Partnership – Strategic Priority: Regenerating our town centres

- 8.11 In East Ayrshire, a range of activity is being taken forward to regenerate and improve our town centres and villages, and deal with run down areas. At November 2006, there were 210 vacant and derelict town centre buildings in East Ayrshire compared to 152 vacant and derelict buildings in June 2009.
- 8.12 Key projects have been the establishment of the Conservation Area Regeneration Scheme (CARS) and Townscape Heritage Initiative (THI) within Kilmarnock town centre and a CARS in Cumnock town centre. These are significant and nationally important partnership projects, with Historic Scotland and the Heritage Lottery Fund among other funders, and will have a significant positive effect on the built heritage within both towns. Both projects are part of wider regeneration strategies for each town.
- 8.13 The Scottish Government recently announced that one of the key development sites, namely the 'Knockroon' site, identified in the Local Plan Alteration as an 'exemplar project' under the Scottish Sustainable Communities Initiative. The 'Knockroon' site has the potential to raise the profile of Scotland internationally in relation to sustainable developments. A master plan has been prepared by the Prince's Foundation for the Built Environment on behalf of the Prince's Charities which own the site and demonstrates that 'Knockroon' will be a walkable, mixed use, mixed housing community with homes, jobs and local shops. Employment uses include small workshops and offices for start up businesses, and retail and skills training in association with Kilmarnock and Ayr Community Colleges.

Community Planning Partnership – Strategic Priority: Protecting and sustaining our environment

- 8.14 Recycling rates have been improving and East Ayrshire is currently regarded as one of the leading authorities in Scotland. To date, East Ayrshire Council has complied with and exceeded all European and national landfill diversion and recycling targets.
- 8.15 With the implementation of kerbside recycling and complementary schemes, and utilising clean and efficient technologies, landfill diversion and recycling within East Ayrshire has increased significantly (from approximately 7% at March 2004 to 36.6% at 2006/07, to 42.1% at March 2009). The tonnage of biodegradable waste land filled was reduced from 33,775 tonnes in 2006 to 26,042 tonnes in 2008/09 and the total tonnage diverted from landfill (recycled/composted) was 30,281 tonnes in 2008/09.

Community Planning Partnership – Strategic Priority: Improving community safety in neighbourhoods and homes and protecting our most vulnerable residents

- 8.16 In East Ayrshire, the rate per 1,000 population that are 'looked after' by the local authority is higher than the average rate for Scotland. Educational attainment of looked after children in East Ayrshire is below the Scottish average and that of comparator authorities. In 2008/09, 38.2% of looked after children in East Ayrshire left care with at least one Foundation award, in any subject, compared to 39.5% in 2006/07.
- 8.17 Following the release of the Scottish Government publication: 'These are our Bairns: a guide for community planning partnerships on being a good corporate parent' (September 2008), a series of seminars was convened to raise awareness of the Council, Elected Member and Community Planning Partnership's responsibilities in respect of corporate parenting and provide an opportunity for members to focus attention on the needs of Looked After and Accommodated children and young people and care leavers from an East Ayrshire perspective. The results of the seminars were increased understanding and awareness and the development of a corporate parenting action plan for implementation across the range of local partners.

Community Planning Partnership – Strategic Priority: Reducing crime and anti-social behaviour

- 8.18 There has been a significant reduction in violent crime which can partly be attributed to an increase in the number of Police patrols on the streets carrying out proactive stop/searches, visiting licensed premises and implementing the Breaking the Circle of Violence action plans as part of the ongoing Campaign against Violence. Crimes of violence have reduced from 330 in 2007/08 to 245 in 2008/09. In addition, incidents of antisocial behaviour have reduced from 6,862 in 2007/08 to 6,695 in 2008/09.

Community Planning Partnership – Strategic Priority: Reducing fatalities and casualties as a result of road traffic collisions

- 8.19 A range of initiatives for young people is ongoing to reduce the number of road casualties, including Reckless Driving Wrecks Lives; the Hero to Zero Campaign,

Kerbcraft; and the Scottish Cycling Training Scheme. No children have been killed in road accidents in East Ayrshire since 1996; however, there has been a slight increase in those seriously injured from 4 in 2007/08 to 5 in 2008/09. Strathclyde Police has implemented additional Police patrols to reinforce the drink drive message particularly during the festive season; 106 individuals were reported for speeding offences and 181 for drink driving offences in 2008/09.

Community Planning Partnership – Strategic Priority: Shifting the balance of care for older people and community care groups

- 8.20 Partners are committed to implementing the National Community Care Outcomes Framework (CCOF) and the Partnership has demonstrated consistently high levels of performance in previous years though the Joint Performance Information Assessment Framework (JPIAF) and CCOF returns. For example, the indicator in relation to 'delayed discharge' represents a continued level of 'best in class' performance. In practical terms, this means that individuals are not required to remain in hospital due to a lack of availability of community based provision and further evidences the continued commitment to 'shifting the balance of care' away from institutional to community based provision.
- 8.21 Support to carers is provided by a range of statutory and voluntary organisations, including The Princess Royal Trust East Ayrshire Carers Centre. Over 5,700 carers in East Ayrshire were supported by the Carers Centre in 2008/09 compared to 4,500 carers supported in 2006/07.

Community Planning Partnership – Strategic Priority: Improving health and reducing health inequalities

- 8.22 We have recently reviewed and revised our Community Health Partnership (CHP) structure in East Ayrshire, which allows better planning and collaborative working with partners from NHS Ayrshire and Arran, East Ayrshire Council and the voluntary and community sectors, to address local health issues.
- 8.23 Within East Ayrshire, there is growing concern in relation to substance misuse. Consequently, over the two years from 1 April 2008 to 31 March 2010, Community Planning Partners have pledged to focus increased attention and resources on making a difference to the issues caused by the misuse of alcohol and drugs, with a particular focus on alcohol as the main issue identified in East Ayrshire. Alcohol awareness training was delivered to 42 Community Pharmacy staff; over 300 people received information during alcohol awareness week 2008 and 5 national campaigns were supported to reflect national priorities. This work will be further enhanced by the establishment of a Locality Alcohol and Drugs Partnership, which will form part of the CHP.
- 8.24 Significant work has been taken forward in 2008/09 through a partnership approach to address health inequalities in our disadvantaged communities. For example, the national anticipatory care programme 'Keepwell', targets the 45–64 years age group within the 0–15% most deprived data zones and this programme is being progressed locally. In addition, a range of activity is in place to support smoking cessation, including 10 specialist smoking cessation support groups, individual support provided in rural areas and a hospital advisor available 5 days per week. Over 1,500 clients were also supported to stop smoking through the community pharmacy smoking cessation scheme from January 2009. Results from the 2008

Residents' Survey demonstrate 43% of adults aged 16 plus in the most deprived areas smoking, which indicates a maintained position from 2005.

9. DEVELOPMENT OF THE SOA

9. ONGOING DEVELOPMENT OF THE SOA AND CONTINUOUS IMPROVEMENT

- 9.1 As previously noted, our SOA has a three year lifespan from 2008-2011, which has been agreed with the Scottish Government and is consistent with the next formal review of the Community Plan Action Plans scheduled for March 2011.
- 9.2 In taking full cognisance of the revised SOA Guidance (October 2008), the following revisions/additions were included within the updated document signed off by the Scottish Government on 23 June 2009:
- an integrated area profile;
 - revisions to current indicators and targets, where appropriate;
 - further refinement of the HEAT targets;
 - the inclusion of 'end' targets;
 - the completion of outstanding baselines and targets;
 - reference to how issues are being addressed in relation to the current economic climate; and
 - links to other related strategic plans.
- 9.3 In addition, our updated SOA includes information in respect of the twelve commitments contained in the Concordat; progress against which will be reported on an annual basis.
- 9.4 In response to comments received by the Scottish Government in respect of the prioritisation of the outcomes contained within our SOA, the CPP Board, over the summer period identified and agreed a set of high level strategic priorities for the Partnership, as identified in section 8 above, and is as follows:
- Improving educational and skills attainment in schools.
 - Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work.
 - Promoting economic regeneration.
 - Regenerating our town centres.
 - Protecting and sustaining our environment.
 - Improving community safety in neighbourhoods and homes and protecting our most vulnerable residents.
 - Reducing crime and anti-social behaviour.
 - Reducing fatalities and casualties as a result of road traffic collisions.
 - Shifting the balance of care for older people and community care groups.
 - Improving health and reducing health inequalities.
- 9.5 A range of work streams to address issues in relation to Single Outcome Agreements is being taken forward nationally with a view to identifying and promoting good practice, rather than prescribing procedures. These will be considered from an East Ayrshire perspective as they are received.

- 9.6 Our SOA is ambitious and challenging and it is essential that we learn from our experience of the outcomes approach and build on our successes. We will require to demonstrate that our work, either jointly or individually, has contributed to achieving better outcomes for communities and to improving the quality of life for people living and working in East Ayrshire.
- 9.7 Through the ongoing development of the SOA, we will be able to measure our performance and track our progress, and demonstrate to local people how we are achieving agreed targets and making a real and lasting difference in our communities.
- 9.8 Further work will be taken forward in 2008/09 to facilitate, develop and refine future performance reporting of progress in respect of the SOA outcomes, including further alignment with Community Planning performance reporting.
- 9.9 Partners are committed to ensuring continuous improvement and progress against the relevant indicators will be subject to review by the Community Planning Partnership Board, the Council's Cabinet and Partner Agency Boards. Consequently, action will be taken to ensure that opportunities are taken forward to progress required activity through the Community Planning Thematic Action Plans and relevant Service Plans as appropriate.
- 9.10 In addition, opportunities will be afforded to a range of partners from agencies, and the community and voluntary sectors, as appropriate, to contribute to the continuous assessment process.
- 9.11 By continually reviewing our SOA in respect of efficiency, effectiveness and flexibility, change can be managed effectively and will allow us to focus on our aims, priorities and performance; all to the benefit of local people.

10. CHALLENGES – ECONOMIC DOWNTURN

10. ECONOMIC DOWNTURN

- 10.1 The current global economic downturn has presented significant challenges for East Ayrshire, with a considerable increase in unemployment over recent months to 5.5% (third highest in Scotland) compared to 3.9% in Scotland as at March 2009. In addition, the gap between East Ayrshire and the national average has widened. Specific work by Partners to address the issue includes:
- providing assistance to support the continued trading position of existing business;
 - working with the Scottish Government, Scottish Enterprise, the Business Gateway and other agencies to maximise packages to support existing and start-up businesses; and
 - working with Jobcentre Plus, the local colleges and a range of local providers to deliver assistance and support to individuals to enhance skills development and employability prospects, both with existing employment and in seeking future employment.
- 10.2 In addition, a multi-agency Ayrshire Employment Task Force was established in January 2009 in response to the effects of the economic downturn, particularly in

the manufacturing sector where over 300 job losses in East Ayrshire were announced in the first two months of 2009. Its principal role is to ensure that effective, co-ordinated support is made available to sustain the businesses and support the employees affected.

- 10.3 No new jobs were created through inward investment in 2008/09 due to the reduction in the inward investment market as a result of the economic recession, which has resulted in strategic business investment decisions being driven principally by cost reduction through location in developing countries. However, activity to promote strategic business locations for new and growing businesses will continue to be taken forward through the Community Planning process.
- 10.4 Following the announcement by Diageo plc of its intention to close its Kilmarnock plant with the loss of 700 jobs and the consequent impact on the local economy, the Council and its Community Planning Partners, in partnership with the Scottish Government, have taken a proactive approach to convincing the company to reverse its decision. With the objective of keeping Johnnie Walker in Kilmarnock, a range of actions has been progressed, as follows:
- commissioning of an independent review of Diageo's Business Case and financial assumptions, led by Scottish Enterprise with the Council and Scottish Government contributing throughout the process;
 - commissioning by the Council of an independent Economic Impact Assessment to assess the implications of the closures and job losses on the local economy;
 - the development of a national strategy for promoting the long-term sustainability of the drinks industry in Scotland, co-ordinated jointly by the Scottish Government and the Scottish Office; and
 - the development of a local community campaign led by the Council.
- 10.5 The local community campaign has received high levels of support locally, nationally and internationally and has included:
- a march and rally in Kilmarnock on Sunday 26 July 2009 attended by 20,000 people, including the First Minister and local and national politicians;
 - a dedicated website at .johnniewalkerinkilmarnock.com and a poster and leaflet campaign;
 - a petition started by Kilmarnock Football Club, with organised petition signings in Kilmarnock Town Centre every Saturday, in a range of other venues such as Glasgow City Centre and at a high profile events including Ayr Flower Show; and
 - the distribution of campaign material nationally and globally to ensure maximum impact from the campaign.
- 10.6 On 3 September 2009, Diageo announced that they had considered and rejected the Task Force's proposal document for retaining Diageo jobs in Kilmarnock. The Task Force will now focus on developing proposals to support the development of new jobs in Kilmarnock.

11. CONCLUSION

11. CONCLUSION

- 11.1 As demonstrated within the first annual performance report, significant progress has been made against the planned outcomes contained within the Single Outcome Agreement.
- 11.2 Community Planning Partners have also taken the opportunity to strengthen and develop their commitment to partnership working to ensure that their operating arrangements, both strategically and operationally, continue to be fit for purpose.
- 11.3 The Partnership has also ensured a proactive response to the challenges encountered as a result of the global economic downturn and work will continue across the Partnership to ensure that all necessary action can be taken to counter the effects of the global recession on the East Ayrshire area.
- 11.4 There is a resolute commitment within East Ayrshire Community Planning Partnership to continue to develop and ensure the delivery of quality services for the residents of East Ayrshire. We will continue our work across the Partnership and with the Scottish Government to address and meet the priorities contained within our Community Plan and related Single Outcome Agreement, all within the framework of the agreed national outcomes.

September 2009