



# **EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**

## **SINGLE OUTCOME AGREEMENT 2011 – 2014**

Outcome Templates

## EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP: DRAFT SINGLE OUTCOME AGREEMENT 2011-14

**National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.**

### Local Context:

Community Planning Partners are committed to developing the economy as a whole, with a particular focus on business and industry as well as maximising the opportunities available to East Ayrshire in terms of its natural and built environment, its heritage and culture, and its location in relation to regional assets, such as areas of business growth and new jobs.

The Ayrshire Economic Partnership was established to identify areas of future opportunity and undertake work where a high level collective approach is needed and will make a difference locally, to create the right infrastructure and environment for enterprise to flourish.

Operating within the strategic context of Community Planning, the 'Make It Kilmarnock' programme will ensure the delivery of a co-ordinated range of projects, with the overall objective of supporting sustainable economic growth in Kilmarnock. The focus going forward will be to further develop and improve Kilmarnock as the prime location for business, commerce, retail, learning and employment within East Ayrshire and will include the drive to relocate Kilmarnock College to the town centre.

1. In 2005, the '**Business Start Up Rate**' in East Ayrshire was 2.5/1,000 adult population (below the Scottish average of 2.8/1,000 population). The most recent figures (2008) demonstrate that the business start up rate remained unchanged at 2.5/1,000 adult population, compared to the Scottish average which has increased to 3.8/1,000 adult population reflecting a widening gap.
2. The VAT registered business base in East Ayrshire has grown at a much slower rate than for Scotland. There were 28 '**VAT Registered Businesses**' per 1,000 adults in East Ayrshire in 2008, below the Scottish rate of 34 per 1,000 adults.
3. In terms of '**Business Survival Rates**', 65.5% of companies registering in East Ayrshire in 2006 survived for more than three years (Scottish rate is 65.7%). Successfully increasing the number of small business has the potential to play an important role in securing future employment growth and diversifying the local economy.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Local economy improved</b>	1. Business start-up rate Annual/Scottish Government  Business start-up is the number of new VAT/PAYE registrations per 1,000 adult population.	2.5 per 1,000 adults (2005)	2.5 per 1,000 adults (2008)	<b>Increase</b> in business start up by 2014	<b>Increase</b> in business start up

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Local economy improved	2. Net number of active enterprises Annual/Office for National Statistics (ONS) Business Demography	2,600 VAT registered companies (2006)	2,705 Active enterprises (2009)	Increase in the net number of active enterprises by 2014	Increase in the net number of active enterprises
	3. Business survival rate (3 years after start up) Annual/Office for National Statistics (ONS) Business Demography	New indicator for 2011/12	65.5% (2009)	Maintain/Increase business survival rate	Maintain/Increase business survival rate
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcome through a range of agreed actions, as follows:</p> <p><b>Positive intervention by the public sector to sustain and promote economic growth of businesses</b></p> <ul style="list-style-type: none"> <li>• Nurturing and growing existing businesses</li> <li>• Further promoting the development of the local food and drink sector</li> <li>• Promoting self-reliance and growth in the local business base.</li> </ul> <p><b>Growing our business base by new investment</b></p> <ul style="list-style-type: none"> <li>• Growing our business base and increasing the number of new jobs by encouraging and supporting inward investment through a one door approach to Economic Development</li> <li>• Developing a one door approach to economic development activity</li> <li>• Promoting entrepreneurship.</li> </ul> <p><b>Public transport solutions to promote economic growth</b></p> <ul style="list-style-type: none"> <li>• Promoting accessibility to employment, education and service opportunities, particularly in rural communities</li> <li>• Implementing an Ayrshire Integrated Transport Study</li> <li>• Enhancing physical integration for bus services</li> <li>• Developing Park and Ride facilities</li> <li>• Developing community transport.</li> </ul>				

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15
- Scottish Enterprise Business Plan 2010-13
- East Ayrshire Local Development Plan
- 'Make It Kilmarnock' Plan
- Integrated Urban Development Plan (Kilmarnock)
- East Ayrshire Tourism Strategy and Action Plan – The Way Ahead 2009-2015
- Ayrshire Economic Partnership Action Plans (pan Ayrshire)
- The Government Economic Strategy (2007)
- The Scottish Economic Recovery Plan: Accelerating Recovery (2010)

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## National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.

### Local Context:

East Ayrshire Employability Forum has been established, as a formal sub-group of the Delivering Community Regeneration Action Plan Working Group, to ensure effective partnership working across key employability services and provide a strategic and co-ordinated response to delivering effective employability services to meet the needs of local people and the local labour market.

On an operational basis, the Skills Development and Employability Service (SDES) addresses the need to ensure that the skills base of local people, in particular those who are unemployed, meets the needs of existing local businesses and potential inward investors. The SDES merged a range of existing projects and initiatives to deliver a full spectrum of employability services across East Ayrshire. Individuals are able to access the most appropriate support to meet their needs linked to the opportunities available within the local labour market.

Linked to this, the introduction of the Integrating Employment and Skills programme, which brings together the employment and skills services of Jobcentre Plus and Skills Development Scotland, will ensure easy access to skills assessments and careers advice, and support the newly unemployed and the low-skilled unemployed to improve their skills and move more quickly back into employment.

Claimant count data provides an indication of the relative nature of the labour market adjustment across local authority areas. Every Scottish region has experienced a rise in the number of people claiming unemployment benefit. In East Ayrshire, where pre-recession unemployment levels were above the Scottish average, claimant count unemployment has increased further. Unemployment is likely to continue to rise as businesses continue to feel the impact of the economic challenges they have been facing.

1. The '**Claimant Count Unemployment Rate**' has increased from 3.3% at January 2008 to 5.0% at January 2009 to 5.9% at January 2010 and 6.1% at January 2011, compared to the Scottish average of 2.2%, 3.2%, 4.2% and 4.3% respectively.
2. East Ayrshire's '**Employment Rate**' stood at 71% in 2006/07, and 74.4% in 2007/08 and 71.4% in 2009/10. (Scottish average: 76%, 76.3% and 74.3% respectively).
3. '**Median Weekly Earnings**' for full time employees in East Ayrshire (workplace) in 2009 were lower (£440) than the Scottish average (£473), compared to East Ayrshire (residents) full time earnings (£481) which were higher than the Scottish average (£472).
4. The '**Skills Development and Employability Service**' leads the new Community Planning Partnership European Structural Funds Priority 5 project, which will operate from 1 July 2011 to 30 June 2013, providing local people with a range of support and opportunities to meet individual requirements linked to the labour market.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Skills development and employability improved	1. Claimant count unemployment Monthly/Nomis	3.9% (April 2007)	6.1% (March 2010)	<b>Reduction</b> in claimant count unemployment by 2014	<b>Reduction</b> in claimant count unemployment
	2. Employment rate Annual/SLIMS	71%	74.4%	<b>Increase</b> in employment rate by 2014	<b>Increase</b> in employment rate
	3. Median weekly earnings for full time employees Annual/Annual Survey of Hours and Earnings/Scottish Neighbourhood Statistics	£444 EA residents  £432 Sco residents  £439 EA workplace  £428 Sco workplace  (2006)	£481 EA residents  £472 Sco residents  £440 EA workplace  £473 Sco workplace  (2009)	East Ayrshire to <b>maintain level</b> with or above the national median weekly residents earnings and <b>reduce</b> the gap in median weekly workplace earnings by 2014	East Ayrshire to <b>maintain level</b> with or above the national median weekly residents earnings and <b>reduce</b> the gap in median weekly workplace earnings

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Skills development and employability improved	4. Number of Skills Development and Employability Service (SDES) participants entering employment Quarterly/East Ayrshire Council	New indicator for 2011/12	0 New programme at 1 July 2011	<b>Increase</b> – 2,000 SDES participants entering employment by 30 June 2013	<b>Increase</b> – 2,000 SDES participants entering employment by 30 June 2013
	5. Number of SDES participants entering education or training Quarterly/East Ayrshire Council	New indicator for 2011/12	0 New programme at 1 July 2011	<b>Increase</b> – 2,400 SDES participants entering education or training by 30 June 2013	<b>Increase</b> – 2,400 SDES participants entering education or training by 30 June 2013

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

#### **Skills Development**

- Improving achievement and progression rates within the National Training Programmes
- Linking Social Enterprise/Third Sector organisations with employability measures through the Community Planning Partnership European Social Fund Priority 5 bid
- Developing a Single Employer Engagement strategy
- Establishing the Integrated Employment and Skills joint Skills Development Scotland (SDS) and Jobcentre Plus (JCP) Initiative
- Developing a Centre of Excellence for traditional and rural skills.

#### **Employability**

- Increasing employment opportunities for young people in the More Choices More Chances (MCMC) cohort, including Looked After and Accommodated Children (LAAC)
- Delivering the Jobcentre Plus “Work for You project” in North West Kilmarnock and rolling out as appropriate
- Prioritising Financial Inclusion support for unemployed people
- Securing European Social Fund (ESF) Priority 5 funding for the delivery of the Strategic Skills Pipeline activities across East Ayrshire
- Securing European Regional Development Fund Priority 3 funding for the delivery of a Job Brokerage programme to support and complement the ESF Priority 5 Strategic Skills Pipeline
- Raising the employability awareness of frontline staff, including health, social care, leisure services, criminal justice, housing and community learning
- Improving access to and awareness of training support, skills development and employment opportunities in East Ayrshire
- Increasing opportunities to employment for people with disabilities/mental health issues through the national Supported Employment Framework.

#### **Relevant strategic plans include:**

- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15
- Skills Development Scotland Local Service Delivery Agreement
- Scottish Enterprise Business Plan 2010-2013
- More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland)
- The Government Economic Strategy (2007)
- The Scottish Economic Recovery Plan: Accelerating Recovery (2010).



**National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.**

**Local Context:**

Access to lifelong learning, including through training, further and higher education, and community learning and development, ensures that as well as gaining skills and qualifications, individuals and communities are offered opportunities to develop their potential and improve the quality of their lives.

Within education, our efforts and available resources are directed at providing sustained destinations for our young people by strengthening the links between education and learning, and employability. To this end, we are working to build a strong partnership involving the University of the West of Scotland, the local colleges, our secondary schools and local business partners, the core aim of which is to develop an enterprising culture and ensure that our young people acquire the skills which are in demand in the labour market, particularly within East Ayrshire.

It is widely recognised that basic literacy and numeracy skills are central to the prosperity and welfare of our society, impacting on priorities such as social justice, health, lifelong learning and economic development. Consequently, a key priority for the Partnership is to increase attainment in literacy and numeracy skills for children, young people and adults, in particular in relation to their importance in building the skills of the existing workforce and improving the employability of those seeking work.

1. Between 2006/07 and 2008/09, around 85% of **'School Leavers'** entered a positive destination compared to the Scottish average of 86%. Over this period, the number of school leavers in East Ayrshire entering employment (12.7%) was significantly lower than for Scotland (18.4%) in 2009.
2. In East Ayrshire, 18.6% of the working age population had **'No Qualifications'** in 2006, which had decreased to 16.2% by 2009, which is higher than the Scottish average (13.7% and 12.3% respectively).
3. In addition, 12.7% of East Ayrshire's working age population had **'Degree/Professional Qualifications'** in 2009, significantly lower than in Scotland (21.0%).
4. **'Student Achievement and Retention'** rates in our local colleges remain at or near the Scottish average.
5. The number of adult learners supported in **'Literacy Learning'**, including family learning and ESOL (English for speakers of other languages), has increased from 1,095 in 2008/09 to 1,569 in 2009/10.
6. At December 2008, 29% of East Ayrshire residents had taken part in a **'Training or Learning Experience'** in the last two years.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Positive and sustained destinations for learners improved	1. Percentage of school leavers in positive and sustained destinations Annual/Scottish Government	85%	84.7%	<b>Increase</b> by 2% <b>in</b> the number of school leavers in positive destinations by 2014	<b>Increase</b> in the number of school leavers in positive destinations
	2. Percentage of economically active working age persons with no qualifications Annual/Annual Population Survey/Scottish Government	18.6% (2006)	16.2% (2009)	<b>Reduction</b> in the percentage of economically active working age persons with no qualifications	<b>Reduction</b> in the percentage of economically active working age persons with no qualifications
	3. Percentage of economically active working age persons with degree/professional qualifications Annual/Annual Population Survey/Scottish Government	10.9% (2006)	12.7% (2009)	<b>Increase</b> in the percentage of economically active working age persons with degree/professional qualifications	<b>Increase</b> in the percentage of economically active working age persons with degree/professional qualifications

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Positive and sustained destinations for learners improved	4. Number of Skills Development and Employability Service (SDES) participants achieving full qualifications Quarterly/East Ayrshire Council	New indicator for 2011/12	0 New programme at 1 July 2011	Increase – 4,087 SDES participants achieving full qualifications by 30 June 2013	Increase – 4,087 SDES participants achieving full qualifications by 30 June 2013
	5. Percentage of students successfully completing courses or able to continue to the next year in further education establishments Annual/Scottish Funding Council	Completion or pass rates for previous years are not provided as they are not directly comparable with 2008/09 results due the management of student outcomes.	Ayr College: FE: 81%; HE: 85% (2008/09)  Kilmarnock College: FE: 87%; HE:82% (2008/09)	Maintain/Increase successful course completion/progression rates	Maintain/Increase successful course completion/progression rates
	6. Percentage of students successfully completing courses or able to continue to the next year in higher education establishments Annual/University of the West of Scotland	N/A	University of the West of Scotland: 85% (2008/09)	Maintain level – 85% course completion /progressions	Maintain level – 85% course completion/progressions

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Positive and sustained destinations for learners improved	7. Student retention rates in further education establishments Annual/Scottish Funding Council	Ayr College: FE/FT: 74% FE/PT: 88% HE/FT: 71% HE/PT: 88% (2005/06)  Kilmarnock College: FE/FT: 75% FE/PT: 93% HE/FT: 79% HE/PT: 97% (2005/06)	Ayr College: FE/FT: 82% FE/PT: 90% HE/FT: 84% HE/PT: 93% (2008/09)  Kilmarnock College: FE/FT: 79% FE/PT: 92% HE/FT: 84% HE/PT: 97% (2008/09)	Maintain course retention rates by 2014	Maintain course retention rates
	8. Student retention rates in higher education establishments Annual/University of the West of Scotland	N/A	University of the West of Scotland: 85% (2008/09)	Maintain level – 85% course retention rates	Maintain level – 85% course retention rates

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Literacy and numeracy skills for children, young people and adults improved</b>	9. Total number of adult learners assisted with adult literacy (including English for speakers of other languages [ESOL] learners) and numeracy skills Annual/Community Learning and Development Management Reporting/East Ayrshire Council	1,870 (adults and children)	593 adults supported through the Essential Skills Service  Baseline at 2009/10 revised to reflect the Essential Skills Service only due to a reduced budget for 2011/12.	<b>Increase</b> by 4% the number of adult learners assisted with adult literacy and numeracy skills by 2014	<b>Increase</b> by 5% the number of adult learners assisted with adult literacy and numeracy skills by 2015
	10. Percentage of adult literacy learners (Essential Skills Service) achieving intermediary outcomes set in individual learning plans Annual/Community Learning and Development Management Reporting/East Ayrshire Council	N/A	84% New indicator for 2009/10	<b>Maintain</b> the percentage of adult literacy learners achieving outcomes	<b>Maintain</b> the percentage of adult literacy learners achieving outcomes

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Develop skills for life, learning and work**

- Embedding the principles and practice of Curriculum for Excellence in all learning environments for children, young people and adults
- Supporting young people in senior phase education (S4-S6) to attain appropriate qualifications which help them move to a positive and sustainable destination
- Improving retention and completion rates at local colleges and the University of the West of Scotland
- Strengthening employer engagement to help young people and adults move into sustained employment
- Utilising the Business Enterprise Fund to support young people into sustained vocational destinations
- Further developing business links to build on skills for work, life and learning.

**Increase attainment in literacy and numeracy skills for children, young people and adults**

- Implementing agreed literacy programmes across all learning establishments and learning providers
- Delivering a range of ICT literacy skills programmes for children, young people and adults
- Developing a range of literacy and numeracy programmes for adults (aged 16+ years)
- Working with parents/carers to improve the development of literacy and numeracy skills for children and young people at home.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Promoting Lifelong Learning Action Plan 2011-15
- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15
- Ayr College Strategic Plan 2009-2012
- Kilmarnock College Strategic Plan 2009-2012
- University of the West of Scotland Strategic Plan 2008-2015
- Skills Development Scotland Local Service Delivery Agreement
- Adult Literacies in Scotland 2020: Strategic Guidance (Scottish Government) 2010
- Literacies Action Plan: An Action Plan to Improve Literacy in Scotland (Scottish Government) 2010
- Literacy Across the Curriculum (Scottish Government and Learning Teaching Scotland) 2008
- Numeracy Across the Curriculum (Scottish Government and Learning Teaching Scotland) 2007
- More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) 2006.

## National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

### Local Context:

In session 2010/11, all East Ayrshire educational establishments are implementing Curriculum for Excellence and preparing for future developments in the programme which will inspire, challenge and provide choice to our young people.

### Pupil Attainment (5-14):

1. At **Primary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 79%; '**Writing**' – 71%; and '**Mathematics**' – 83% and in 2009/10 reported 84%, 77% and 86% respectively.
2. At **Secondary** level for 2006/07, East Ayrshire reported performance in '**Reading**' – 67%; '**Writing**' - 50%; and '**Mathematics**' – 69% and in 2009/10 reported 76%, 55% and 72% respectively.

### Examination Results:

1. The percentage of pupils achieving '**English and Maths at Standard Grade Level**' has increased from 89% in 2006/07, to 92% in 2008/09 and decreased to 88% in 2009/10. (National Average in 2009/10 is 92% and Comparator\* Average is 94%).
2. The percentage of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 3 (Foundation)**' has remained steady at around 89% (National Average in 2009/10 is 92%; and Comparator Average is 94%).
3. The percentage of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 4 (General)**' increased from 73% in 2006/07 to 74% in 2008/09 and decreased to 70% in 2009/10. (National Average in 2009/10 is 78%; and Comparator Average is 77%).
4. The percentage of '**S4 Pupils Attaining 5 or More Awards at SCQF Level 5 (Credit)**' increased from 28% in 2006/07 to 31% in 2008/09 and decreased to 28% in 2009/10. (National Average in 2009/10 is 35%; and Comparator Average is 31%).
5. The percentage of '**S5 Pupils Attaining 1 or More Awards at SCQF Level 6 (Higher)**' has decreased from 36% in 2006/07 to 34% in 2008/9 and increased to 41% in 2009/10. (National Average in 2009/10 is 43%; and Comparator Average is 40%).
6. The percentage of '**S5 Pupils Attaining 3 or More Awards at SCQF Level 6**' increased from 19% in 2006/07 and 2008/09 to 22 % in 2009/10. (National Average in 2009/10 is 24%; and Comparator Average is 21%).
7. The percentage of '**S5 Pupils attaining five or more awards at SCQF Level 6**' increased from 8% at 2006/07 and 2008/09 and increased to 9% in 2009/10. (National Average in 2009/10 is 11%; and Comparator Average is 9%).

\*Comparator local authorities are: Clackmannanshire; Falkirk; North Ayrshire; North Lanarkshire; and West Lothian.

8. In 2006/07, there were 724 pupils from East Ayrshire in the S3-S6 cohort undertaking a range of '**Vocational Courses**' at Ayr College and Kilmarnock College. Building the capacity of individuals, groups and young people, in particular, to participate in decision making and actively influence the Community Planning agenda has been identified as a priority. A total of 89% of respondents stated that they had not undertaken work or activities on a voluntary basis at any time in the past 12 months in 2008 (Community Planning Residents' Survey, December 2008). The number of young people actively participating in active citizenship increased from 66 young people in 2006/07 to 203 in 2008/09 to 511 in 2009/10.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Positive and sustained destinations for learners improved	1. Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S4 Annual/SCOTXED Scottish Government/East Ayrshire Council	<b>SCQF 3:</b> (English & Maths) 89%; <b>(5+ awards):</b> 89% <b>SCQF 4 (5+ awards):</b> 73% <b>SCQF 5 (5+ awards):</b> 28%	<b>SCQF 3:</b> (English & Maths) 88%; <b>(5+ awards):</b> 89% <b>SCQF 4 (5+ awards):</b> 70% <b>SCQF 5 (5+ awards):</b> 28%	<b>Increase</b> in cumulative attainment of S4 pupils by 3% by 2014	<b>Increase</b> in cumulative attainment of S4 pupils
	2. Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S5 Annual/SCOTXED Scottish Government/East Ayrshire Council	<b>SCQF 6:</b> <b>(1+ awards):</b> S5: 36% <b>(3+ awards):</b> S5: 19% <b>(5+ awards):</b> S5: 8%	<b>SCQF 6:</b> <b>(1+ awards):</b> S5: 41% <b>(3+ awards):</b> S5: 22% <b>(5+ awards):</b> S5: 9%	<b>Increase</b> in cumulative attainment of S5 pupils by 3% by 2014	<b>Increase</b> in cumulative attainment of S5 pupils



Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Positive and sustained destinations for learners improved	3. Pupil attendance rates Monthly/SEEMIS/East Ayrshire Council and Annual/Scottish Government	<b>Attendance Rates:</b>  Primary: 95% Secondary: 87%	<b>Attendance Rates:</b>  Primary: 95% Secondary: 91%	<b>Increase</b> in pupil attendance rates by 1% by 2014	<b>Increase</b> in pupil attendance rates
	4. Pupil exclusion rates Monthly/SEEMIS/East Ayrshire Council and Annual/Scottish Government	<b>Exclusion Rates:</b>  Primary: 16 per 1,000 pupils Secondary: 133 per 1,000 pupils	<b>Exclusion Rates:</b>  Primary: 13 per 1,000 pupils Secondary: 85 per 1,000 pupils	<b>Reduction</b> in pupil exclusion rates by 2014 to:  Primary: 10 per 1,000 pupils Secondary: 82 per 1,000 pupils	<b>Reduction</b> in pupil exclusion rates

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Community spirit and developed capacity, cohesion	5. Number of young people participating in flexible community based learning opportunities Annual/Community Learning and Development Management Reporting/East Ayrshire Council	265	367	Increase in the number of young people participating in community based learning opportunities	Increase in the number of young people participating in community based learning opportunities
	6. Percentage of young people who report improved confidence and skills as a result of community based learning opportunities Annual/Community Learning and Development Management Reporting/East Ayrshire Council	N/A	0 New programme	Increase in the percentage of young people who report improved confidence and skills as a result of community based learning	Increase in the percentage of young people who report improved confidence and skills as a result of community based learning

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Develop skills for life, learning and work**

- Embedding the principles and practice of Curriculum for Excellence in all learning environments for children, young people and adults
- Supporting young people in senior phase education (S4-S6) to attain appropriate qualifications which help them move to a positive and sustainable destination
- Providing support systems to assist the more vulnerable into positive and sustained destinations
- Implementing a range of activities to deliver community based learning recognising wider achievement
- Strengthening employer engagement to help young people and adults move into sustained employment
- Utilising the Business Enterprise Fund to support young people into sustained vocational destinations
- Further developing business links to build on skills for work, life and learning
- Promoting Arts and Culture as part of the whole school ethos to complement and enrich children and young people's learning experiences
- Developing the number and range of arts and cultural opportunities for children and young people.

**Children, young people and adults volunteering in the community enhanced**

- Implementing activities to recruit and train new volunteers to meet the demands of the community
- Working in partnership to improve the diversity and range of volunteering opportunities
- Providing a range of upskilling opportunities to existing volunteers to improve their skills
- Increasing the number of children and young people who gain experience in volunteering
- Establishing measures to evaluate the increase in skills and confidence of volunteers and the overall impact of volunteering on the local community.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Promoting Lifelong Learning Action Plan 2011-15
- East Ayrshire Children and Young People's Service Plan
- A Curriculum for Excellence (Scottish Government) 2004
- Determined to Succeed Phase 2 (Scottish Government) 2008
- More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland) 2006.

## National Outcome 5: Our children have the best start in life and are ready to succeed.

### Local Context:

Community Planning Partners in East Ayrshire recognise that the earliest years of life are crucial to a child's development. Furthermore, it is increasingly evident that it is in the first years of life that inequalities in health, education and employment opportunities are passed from one generation to another. The Early Years Framework signals local and national government's joint commitment to breaking this cycle through prevention and early intervention. The Framework marks a fundamental shift away from dealing with the symptoms of inequality – violence, poor physical and mental health, low achievement and attainment at school – and shifts our focus towards identifying and managing the risks early in life that perpetuate inequality. In short, we aim to give every child the best start in life.

The purpose of an Early Intervention approach is to work in partnership to improve outcomes for children, young people, adults and families who are very likely to experience difficulties and to break the intergenerational cycle of problems in the long-term. Early intervention must start in the early years, where it is most effective. Our focus on early years and early intervention will mean a shift of resources from dealing with symptoms to addressing the root causes of problems such as poverty and inequalities. This is a long term approach and many of the benefits will only become apparent over the course of a generation. We need to start investing now in order to change. Investment in prevention and early intervention will reduce the demand on specialist services, reducing costs in the long-term.

1. Requirement to **'Upskill the Childcare Workforce to Gain Qualifications'** to register with the Scottish Social Services Council. At March 2010, a total of 11% of early education and childcare services managers/lead practitioners were qualified to Scottish Credit Qualification Framework (SCQF) Level 9 and 28 managers/lead practitioners were being supported to SCQF Level 8.
2. Integrated package of health, early education and care is available for **'Vulnerable Children Aged 0-3 years.'**
3. *In East Ayrshire 'Child Dental Health in Primary 1' was worse than the Scottish average (58.8% children in East Ayrshire showed no obvious decay, compared to 61.8% in Scotland).*
4. **'Child Obesity'** in school children in Primary 1 is not significantly different from the Scottish average -7.7% in East Ayrshire compared to 8.0% in Scotland.
5. The percentage of **'Babies Exclusively Breastfed'** at 6-8 weeks is significantly worse than average – 19.2% in East Ayrshire, compared with 26.4% in Scotland.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included</b>	1. Percentage early education and childcare services managers/lead practitioners with or working towards qualifications at SCQF (Scottish Credit Qualifications Framework) Level 9 Annual/Early Education and Childcare Workforce Audit	48% Managers qualified to degree level (2006)	11% Managers/Lead Practitioners hold a qualification at SCQF Level 9  and  89% Managers/Lead Practitioners working towards a qualification at SCQF Level 9	<b>Increase</b> – 40% early education and childcare services managers/lead practitioners will have SCQF Level 9 qualifications by 2015	<b>Increase</b> – 40% of early education and childcare services managers/lead practitioners will have SCQF Level 9 qualifications by 2015
	2. Number of parents using the Rickter scale to evaluate if they have increased confidence in their relationship with their children Annual/East Ayrshire Council	N/A	To be established	<b>Percentage increase</b> of parents who state they have increased confidence in their relationship with their children	<b>Percentage increase</b> of parents who state they have increased confidence in their relationship with their children
	3. Number of 0-8 year old children involved in nurture approaches Annual/East Ayrshire Council	N/A	27	<b>Increase</b> in the number of children 0-8 years involved in nurture approaches	<b>Increase</b> in the number of children 0-8 years involved in nurture approaches

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included	4. Percentage of children with dental caries in Primary 1 Every 2 years/NHS Ayrshire and Arran (National Dental Inspection Programme)	54.2% (2006/07)	38.7% (2007/08)	<b>Reduction</b> in the percentage of children with dental caries in Primary 1	<b>Reduction</b> in the percentage of children with dental caries in Primary 1
	5. Estimated percentage of obese children in Primary 1 Annual/NHS Ayrshire and Arran (ISD Scotland)	8.7% (2007/08)	7.7% (2008/09)	<b>Reduction</b> in the percentage of obese children in Primary 1	<b>Reduction</b> in the percentage of obese children in Primary 1
	6. Percentage of new-born children exclusively breastfed at 6-8 weeks Annual/NHS Ayrshire and Arran (ISD Scotland)	18.6% (2007)	17.5% (2009)  ISD provisional figure	<b>Increase</b> in new-born children exclusively breastfed at 6-8 weeks	<b>Increase</b> in breast feeding rates at 6-8 weeks

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Improving the health and wellbeing of children and young people**

- Providing opportunities to improve the health and wellbeing of children and young people through encouraging them to adopt an active and healthy lifestyle
- Working in partnership to address the health needs of vulnerable children and young people and facilitate integration into mainstream services
- Delivering smoking prevention initiatives
- Rolling out 'Search for a Smile' to all primary and special needs schools
- Rolling out community development oral health pilot project (North West Kilmarnock) to Dalmellington and Doon Valley, including establishment of: Baby bottle swap; and Dental role play
- Implementing Fluoride Varnish Application Programme in targeted nurseries and primary schools to achieve HEAT H9 target by 2014
- Implementing nursery and school tooth brushing programme.

**Corporate Parenting**

- Implementing the Corporate Parenting Action Plan, which seeks to improve the lives of looked after children

**Early Years**

- Improving joint working and communication across agencies and increase capacity of practitioners working within early years
- Reviewing and monitoring the impact of the Solihull Model on the effectiveness of joint working and practice
- Increasing positive parenting skills across the East Ayrshire area
- Further developing a nurture approach in a child's early years.

**Getting It Right for Every Child (GIRFEC)**

- Monitoring the effectiveness of the Integrated Assessment Framework in East Ayrshire in relation to setting outcomes for children and young people.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Improving Health and Wellbeing Action Plan 2011-15
- The Early Years Framework (Scottish Government) 2008
- Equally Well
- Children and Young People's Services Plan
- Child Health Strategy for Ayrshire and Arran
- Corporate Parenting Action Plan
- East Ayrshire Early Years Framework for Parenting and Family Support (in development)
- Joining the dots - A better start for Scotland's children, 2011

## National Outcome 6: We live longer, healthier lives.

### Local Context:

Within East Ayrshire, we recognise that health is a very complex issue and when planning for health improvement all factors that influence health are considered. We can only make a positive impact on health through the sustained efforts of all partners.

In terms of identifying the main issues and prioritising our efforts locally, we have introduced a new and dynamic structure for our Community Health Partnership (CHP) in East Ayrshire which is fully integrated with our Community Planning arrangements, enabling us to share intelligence with partners, including the voluntary and community sector, and plan together to improve local health issues. In particular, the CHP focuses on 'Shifting the Balance of Care', tackling health inequalities and improving the health and wellbeing of our local residents.

1. The overall health of the population in East Ayrshire is improving, where average '**Life Expectancy**' for males has increased in recent years to 74.6 years; this is slightly less than the life expectancy for males across Scotland. Female life expectancy has also increased over the same period and is 78.5 years in East Ayrshire; this is lower than the life expectancy of 79.5 years for females across Scotland.
2. '**All Cause Mortality**' in East Ayrshire is significantly worse than the Scottish average (765.9 per 100,000 population, compared with 707.8 per 100,000 for Scotland). Mortality rates from coronary heart disease, cancer and cerebrovascular disease (under 75s) are above but not significantly different from the Scottish average.
3. An estimated 25% of '**Adults Smoke**', which is comparable with the Scottish average(25%).
4. The proportion of the population hospitalised with '**Alcohol Conditions**' (1,538 standardised rate per 100,000 population) and '**Drug Related Conditions**' (173.0 standardised rate per 100,000 population - the third highest of all CHPs) is significantly worse than the Scotland average (1,088 and 85.1 standardised rate per 100,000 population respectively).
5. The rate for patients hospitalised with '**Chronic Obstructive Pulmonary Disease**' (COPD) is significantly worse than average (231.5 standardised rate per 100,000 population compared with the Scottish average of 158.6).
6. '**Diabetes**' is significantly worse than the Scottish average and the proportion of patients hospitalised with asthma is the highest of any CHP.
7. The percentage of adults claiming '**Incapacity Benefit**' or '**Severe Disability Allowance**' is higher than the Scottish average (9.6% compared to 8.9%).
8. The percentage of '**Mothers Smoking in Pregnancy**' is significantly higher than the Scotland average (27.2% compared to 22.6%).
9. The percentage of patients '**Prescribed Drugs for Anxiety, Depression or Psychosis**' is higher than the Scottish average (10.2% compared to 9.7%).
10. Rates of '**Teenage Pregnancy**' in East Ayrshire are not significantly different when compared to the Scottish average; however, recent statistics reflect higher rates in our more disadvantaged areas.
11. Despite overall improvements in health, the most deprived are falling behind and there is evidence to suggest that the biggest challenge for East Ayrshire, and Scotland as a whole, is the need to tackle '**Health Inequalities**' and close the gap between the most and least deprived communities. Our programme of activity will seek to reduce health inequalities and reverse this trend.
12. '**Deprivation**' - East Ayrshire is one of four Local Authorities to have seen large increases in the number of datazones in the 0-15% most deprived on the health domain between 2006 and 2009, with over a quarter of the datazones in East Ayrshire featuring among Scotland's 0-15% most health deprived.



Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Active, healthy lifestyles and positive behaviour change promoted</b>	1. Life expectancy at birth - males/females Annual/NHS Ayrshire and Arran (General Register Office for Scotland – Life Expectancy for Administrative Area within Scotland)	74.5 years males 78.2 years females (2004-2006)	74.6 years males 78.5 years females (2006-2008)	<b>Increase</b> in life expectancy	<b>Increase</b> in life expectancy
	2. Deaths per 100,000 population from coronary heart disease (CHD) (under 75 years) Annual/NHS Ayrshire and Arran (ISD Scotland)	89.9 per 100,000 population (2006) Revised baseline provided based on codes used for CHD	64.9 per 100,000 population (2008) Revised baseline provided based on codes used for CHD	<b>Reduction</b> in mortality rate for coronary heart disease	<b>Reduction</b> in coronary heart disease
	3. Deaths per 100,000 population from all cancers (under 75 years) Annual/NHS Ayrshire and Arran (Scottish National Statistics)	171.8 per 100,000 population (2006)	181.2 per 100,000 population (2008)	<b>Reduction</b> in mortality rate for cancer	<b>Reduction</b> in cancers
	4. Smoking prevalence Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	N/A	25% (2007/08)	<b>Reduction</b> in smoking	<b>Reduction</b> in smoking
	5. Teenage pregnancies (under 16 years) Every 2 years/NHS Ayrshire and Arran (ISD Scotland)	4.1 per 1,000 females aged 13-15 years (2003-2005)	11.2 per 1,000 females aged 13-15 years (2006-2008)	<b>Reduction</b> in teenage pregnancy rates (under 18s) by 2014	<b>Reduction</b> in teenage pregnancy rates (under 18s)

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Alcohol and drug related harm reduced	6. Patients hospitalised with alcohol conditions Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	1,106.3 per 100,000 population (1997-99 to 2004-06)	1,538 per 100,000 population (1997-99 to 2007-09)	<b>Reduction</b> in patients hospitalised with alcohol conditions	<b>Reduction</b> in patients hospitalised with alcohol conditions
	7. Deaths per 100,000 population from alcohol related diseases Annual/NHS Ayrshire and Arran (Scottish National Statistics Office)	28.5 per 100,000 population (2006)	25.0 per 100,000 population (2008)	<b>Reduction</b> in deaths from alcohol related diseases	<b>Reduction</b> in alcohol related diseases
	8. Patients hospitalised with drug related conditions Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	153.3 per 100,000 population (2004-2006)	173.0 per 100,000 population (2007-2009)	<b>Reduction</b> in patients hospitalised with drug related conditions	<b>Reduction</b> in patients hospitalised with drug related conditions

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible	9. Patients hospitalised with Chronic Obstructive Pulmonary Disease (COPD) Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	N/A	231.5 per 100,000 population (1997-99 to 2007-09)	<b>Reduction</b> in patients hospitalised with COPD by 2014	<b>Reduction</b> in patients hospitalised with COPD
	10. Patients hospitalised with asthma Every 2 years/Scottish Public Health Observatory (ScotPho) - East Ayrshire CHP Health and Wellbeing Profiles	N/A	1,056.5 per 100,000 population (1997-99 to 2007-09)	<b>Reduction</b> in patients hospitalised with asthma by 2014	<b>Reduction</b> in patients hospitalised with asthma
	11. Deaths from suicide Every 2 years/Scottish Public Health Observatory (ScotPho) - East Ayrshire CHP Health and Wellbeing Profiles	11.2 per 100,000 population (2004-2006)	13.0 per 100,000 population (2005-2009)	<b>Reduction</b> in suicide rates by 2014	<b>Reduction</b> in suicide rates
	12. Patients prescribed drugs for anxiety/depression psychosis Every 2 years/ Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	7.8% (2006)	10.2% (2009)	<b>Reduction</b> in patients prescribed drugs for anxiety/depression psychosis by 2014	<b>Reduction</b> in patients prescribed drugs for anxiety/depression psychosis by
	13. Number of patients diagnosed with dementia Annual/NHS Ayrshire and Arran (ISD Scotland)	660 (March 2007)	766 (2008/09)	<b>Increase</b> in the number of patients diagnosed with dementia by 2014	<b>Increase</b> in the number of patients diagnosed with dementia

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed workstreams, as follows:

**Active healthy lifestyles and positive behaviour change promoted**

- Physical activity and healthy eating
- Oral Health
- Tobacco
- Sexual Health

**Alcohol and drug related harm reduced**

- Recognising and building on the skills of all stakeholders within the Alcohol and Drug Partnership
- Education: Preventing alcohol and drug use in young people
- Prevention Community Focused: Positive attitudes positive choices
- Prevention Early Intervention: Supporting families and communities
- Treatment and Recovery: Promoting Recovery
- Protection: Reducing consumption and law enforcement

**Older people, vulnerable adults and their carers supported, included and encouraged to live the healthiest life possible**

- Mental Health and Learning Disability Partnership
- Long Term Conditions
- Older People – Dementia.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Improving Health and Wellbeing Action Plan 2011-15
- Children and Young People's Services Plan
- East Ayrshire Culture and Leisure Strategy
- Integrated Resource Framework Action Plan
- Equally Well
- Changing Lives – Report of the 21<sup>st</sup> Century Social Work Review
- Your Health We're in it Together- Primary Care Strategy for Ayrshire and Arran
- Road to Recovery
- Towards a Mentally Flourishing Ayrshire and Arran
- National Dementia Strategy

## National Outcome 7: We have tackled the significant inequalities in Scottish society.

### Local Context:

**Poverty and Deprivation:** There are sharp contrasts in the prosperity of communities across East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in our most disadvantaged communities with a view to closing the opportunity gap between them and the least disadvantaged communities.

**Financial Inclusion:** Recognising the adverse effect which the current economic climate and planned changes to the welfare system will have on the financial position of many individuals and their families in the longer term, we are committed to tackling poverty, maximising income and promoting Financial Inclusion.

**Health and Health Inequalities:** There is evidence to suggest that the biggest challenge for Scotland and East Ayrshire is the need to tackle health inequalities and close the gap between the most and least deprived communities.

1. Relative to the Scottish average, East Ayrshire has higher numbers of **'Benefits Claimants'**. In May 2010, 20.1% of the working age population in East Ayrshire claimed out of work benefits compared to 16.7% across Scotland and 9.4% of adults claimed incapacity Benefit/Severe Disability Allowance, compared to 8.3% across Scotland.
2. There were 17.3% of children living in workless households in 2006, compared to 19.1% in 2007 (Scottish average is 16.1% and 15.3% respectively).
3. 15,364 residents were in receipt of **'Council Tax Benefit'** in February 2007, which increased to 16,300 residents in February 2011.
4. **'Carers'** often experience disadvantage and financial hardship as a direct result of their caring role. In the 2008 Residents' Survey, 64% of respondents indicated that they believed more financial support would improve the quality of life for carers.
5. 18.2% of the population in East Ayrshire are **'Income Deprived'**, compared with 15.1% in Scotland.
6. In the 2008 Residents Survey, 26% of residents said that their **'Household Income'** was below £15,600 before tax and deductions.
7. **'The Scottish Index of Multiple Deprivation 2009'** highlights that East Ayrshire has 27 datazones in the 0-15% most deprived in Scotland, with 16.9% (approximately 1 in 5.5) of East Ayrshire's population living in these areas.
8. Ten of East Ayrshire's datazones are among the **'0-5% Most Deprived'** areas in Scotland in 2009.  
**'Health Inequalities'** between the most and least deprived in East Ayrshire can be demonstrated. For example, the decline in death rates from common conditions, such as heart disease, has been more rapid among the more affluent. In addition, smoking is most prevalent among people living in the 0-15% datazones, 43% smoking compared with 32% among those living outwith these datazones (Residents Survey, 2008).

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Impact of multiple deprivation and poverty on the health and well being of the most vulnerable individuals and communities addressed	1. Number of claimants in receipt of out of work benefits as percentage of working age population Quarterly/Department for Work and Pensions/Nomis	20.7% (February 2007)	22.2% (February 2010)	<b>Reduction</b> in the number of people claiming out of work benefits by 2014	<b>Reduction</b> in the number of people claiming out of work benefits
	2. Percentage of children living in households that are dependent on out of work benefits or child tax credit Annual/HM Revenue and Customs/ Scottish Government	19.1%	13.2% (2008)	<b>Reduction</b> in the percentage of children living in workless households by 2014	<b>Reduction</b> in the percentage of children living in workless household
	3. Total number of Credit Union members Annual/East Ayrshire Credit Unions	909 (October 2006)	2,210 (March 2010)	<b>Increase</b> Credit Union membership by 15% on an annual basis	<b>Increase</b> Credit Union membership
	4. Percentage of tenants in severe rent arrears Monthly/East Ayrshire Council	1.3%	1.1%	<b>Maintain</b> baseline levels and SPI quartile 1 performance	<b>Maintain</b> baseline levels and SPI quartile 1 performance

NB: Health Inequalities: The health related indicators identified at National Outcome 6 will be used to report progress in respect of health inequalities between the most and least disadvantaged communities in East Ayrshire (where data is available).

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

East Ayrshire Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Income Maximisation and Benefit Take Up**

- Providing benefit checks for all new carers who register with the Carers Centre
- Providing support and assistance in the form of benefits advice, income maximisation and energy efficiency to young carers; those not in education, employment or training; and those who are in the process of setting up their own tenancy
- Supporting and improving the systems that are in place to maximise income from benefit and debt counselling and money advice
- Further developing Joint Team partnership working arrangements for the provision of benefit checks and income maximisation services
- Promoting and raising awareness of basic benefits and local sources of appropriate information, advice and assistance
- Providing benefit checks and income maximisation, including better off calculations for those seeking employment - Citizens Advice Bureau (CAB).

**Tackling the causes of poverty and building financial capability**

- Supporting the roll out of 'Money Made Clear' information within the local community
- Tackling worklessness for households or individuals within NW Kilmarnock (Subject to confirmation of funding)
- Providing advice, support and assistance to help people deal with debts, manage their money more effectively and make maximum use of the income available to them
- Targeting local Credit Union activity at increasing membership and working further toward operational sustainability
- Providing information on Credit Union financial products and services
- Providing appropriate information, advice and assistance to individuals and families in order to prevent fuel poverty.

**Improving the health and wellbeing of vulnerable groups**

- Working in partnership to address the health needs of vulnerable client groups and facilitate integration into mainstream services
- Providing anticipatory care interventions for the most vulnerable groups

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Improving Health and Wellbeing Action Plan 2011-15
- East Ayrshire Children and Young People's Service Plan
- East Ayrshire Culture and Leisure Strategy
- East Ayrshire Council Local Housing Strategy
- 'Achieving our Potential', the national framework to tackle poverty and income inequality in Scotland, November 2008.
- Equal Communities in a Fairer Scotland, April 2008

## National Outcome 8: We have improved the life chances for children, young people and families at risk.

### Local Context:

1. **'Child Protection'** remains a key priority in the Improving Community Safety Action Plan, building on the role of the Getting it Right for Every Child (GIRFEC) multi agency group to ensure effective communication across agencies and a continuing quick response to ensure that our vulnerable children have the best protection available, with approximately 20 referrals each week.
2. East Ayrshire has seen a significant reduction (from 17 children in 2006/07 to 8 in 2009/10) in the number of children aged 0-15 years whose names were placed on the **'Child Protection Register'**.
3. The rate per 1,000 of the population aged 0-15 years that are **'Looked After'** by the Local Authority in East Ayrshire is higher than the average rate for Scotland. The numbers have been increasing year on year since 2004 and currently stand at 477 (1 March 2011). A higher proportion of these children are looked after at home with parents or with friends and relatives, compared to the proportion who are looked after and accommodated.
4. **'School Attendance'** rates for looked after and looked after and accommodated children improved between 2006/07 and 2009/10 from 87% to 90%; compared to East Ayrshire as a whole (91% and 93% respectively).
5. The **'Educational Attainment'** of looked after children is significantly lower than the East Ayrshire average. In 2009/10, 31% of looked after children achieved Standard Grades in English and Maths, while attainment for all S4 pupils was 88%. In addition, looked after children demonstrate poorer attendance rates and a higher number of exclusions from school.
6. In 2009/10, approximately 87% of school leavers in East Ayrshire entered education, employment or training, compared to 64% of looked after school leavers who entered a positive destination.
7. Rates of **'Domestic Abuse'** incidents reported to the police increased from 85 per 10,000 population in 2006/07 to 106 per 10,000 population in 2009/10. The number of contacts with Women's Aid has reduced from 3,836 in 2008/09 to 1,988 in 2009/10. Every incident of domestic abuse continues to be treated by the police as a 'high priority'.
8. While there was a reduction in the percentage of **'Repeat Homelessness'** presentations between 2006/07 (11.6%) and 2009/10 (8.7%), the downturn in the economy is likely to affect those requiring homelessness services. Preventing homelessness (linked to eviction and repossession) is an important feature of the prevention agenda, which mitigates against the negative impact that this can have on families and children. In addition, in ensuring the prevention of homelessness through the delivery of effective intervention, a particular area of focus is the provision of services for young people and, in particular, young people leaving care.



Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Protection of children and the safety of vulnerable adults, individuals and families promoted	1. Number of child protection re-registrations in year Annual/Scottish Government Education Directorate Child Protection Returns	17	8	Reduction in child protection re-registrations by 2% per year	Reduction in child protection re-registrations by 2% per year
	2. Rates of domestic abuse incidents reported to the police per 10,000 population Annual/Strathclyde Police/Total number of domestic abuse incidents per 10,000 population	85 incidents per 10,000 population (5 year average 2003-2008)	100 incidents per 10,000 population (5 year average 2005-2010)	Increase in reported incidents of domestic abuse to the police over the 5 year average	Increase in reported incidents of domestic abuse to the police over the 5 year average
Positive and sustained destinations for learners improved	3. Average tariff score (Unified Points Score) of all looked after and looked after and accommodated children Annual/East Ayrshire Council	N/A	37	Increase the average tariff score by 10% by 2014	Increase the average tariff score by 10% by 2014
	4. Attendance rates for looked after and looked after and accommodated children Monthly/East Ayrshire Council	87%	90%	Improve by 3% levels of attendance by 2014	Improve by 3% levels of attendance by 2014

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Positive and sustained destinations for learners improved</b>	5. Percentage of exclusion incidents involving looked after and looked after and accommodated children Monthly/East Ayrshire Council	15%	21%	<b>Reduction</b> of 3% in exclusion incidents by 2014	<b>Reduction</b> of 3% in exclusion incidents by 2014
	6. Proportion of looked after school leavers going into education/employment/training Annual/East Ayrshire Council (Destinations of School Leavers from Scottish Schools Report)	46%	64%	<b>Increase</b> to 76% the percentage of looked after school leavers going into education, employment or training by 2014	<b>Positive destinations</b> for all young people
<b>Sustainable and affordable housing solutions delivered</b>	7. Number and percentage of repeat homelessness within one year Annual/East Ayrshire Council	99 (11.6%)	58 (8.7%)	<b>Reduction</b> to 6.5% of repeat homelessness by 2014	<b>Reduction</b> in repeat homelessness

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Protection of children and the safety of vulnerable adults, individuals and families promoted**

- Implementing the Adult Protection Business Plan
- Implementing the Child Protection Business Plan
- Implementing the Strategic Oversight Group Action Plan - Multi Agency Public Protection Arrangements (MAPPA)
- Addressing the needs of victims of crime, including victims of domestic abuse
- Establishing the East Ayrshire Violence Against Women Partnership.

**Children and young people with additional support needs (including profound and complex needs) supported**

- Supporting young people with additional support needs to secure a sustainable destination that meets their needs
- Supporting young people with profound and complex needs to secure a sustainable destination that meets their needs
- Continuing to support partners to improve the attainment and attendance of Looked After Children.

**Matching Housing Demand and Supply**

- Continuing to ensure an understanding of current levels of local housing need and development site availability
- Providing affordable and accessible housing
- Continuing to ensure that housing supply matches needs
- Preventing and tackling homelessness.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Improving Community Safety Action Plan 2011-15
- East Ayrshire Community Plan: Promoting Lifelong Learning Action Plan 2011-15
- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15
- East Ayrshire Adult Protection Business Plan
- East Ayrshire Child Protection Business Plan
- East Ayrshire Corporate Parenting Action Plan
- Multi Agency Public Protection Arrangements (MAPPA)
- East Ayrshire Council Local Housing Strategy
- Getting It Right for Every Child (Scottish Government) 2007
- A Curriculum for Excellence (Scottish Government) 2004
- More Choices, More Chances (a Scottish Government Strategy to reduce the proportion of young people not in education, employment or training in Scotland).

## National Outcome 9: We live our lives safe from crime, disorder and danger.

### Local Context:

All sections of the community in East Ayrshire continue to highlight that crime and safety issues should be one of the top priorities for action. The main issues which require to be addressed include:

- Crimes of violence, anti-social behaviour, acts of vandalism and drug crime;
  - Fear of crime, despite falling rates in crime;
  - Fire prevention; and
  - Road safety and road traffic collisions.
1. **'Crimes of Violence'** continue to be a focus for the Police within East Ayrshire. The number of crimes of violence increased by 4% between 2008/09 and 2009/10 in East Ayrshire, compared to a reduction of 0.4% across the Ayrshire Division. In addition, the proportion of the population hospitalised after an assault is higher than average (135.4 per 100,000 population) compared to 95.2 per 100,000 in Scotland.
  2. The rate of referrals to the Children's Reporter for violence related offences is higher than average (10.5 and 8.4 per 1,000 population 8-15 years respectively).
  3. In relation to **'Drug Crime'**, the number of drug supply crimes increased by 2.8% between 2008/09 and 2009/10 in East Ayrshire, compared to a 2.6% increase across the Ayrshire Division.
  4. **'Anti-social Behaviour'** and **'Acts of Vandalism'** continue to cause problems within communities and during 2009/10 there were 231 detections for Anti-social behaviour per 10,000 population and 190 crimes of vandalism per 10,000 population.
  5. The Police remain committed to seizing **'Knives and Offensive Weapons'**. Between 2008/09 and 2009/10 in East Ayrshire, detections for carrying of knives increased by 6.2% compared to a reduction of 22.9% across the Ayrshire Division.
  6. The number of people **'Stopped and Searched'** for drugs, alcohol and knives/offensive weapons in East Ayrshire was 10,685 (five year average), with positive searches as follows: 24% for drugs; 34% for alcohol and 30% for weapons/knives.
  7. In 2006/07, the **'Reconviction'** rate for Ayrshire was 47% (Scottish average 44.5%); this is one of the highest rates in Scotland. This increased to 48% in 2009/10.
  8. **'Diversionary Activity'** for young people through initiatives such as New Sporting Futures continues to be highly effective. In 2007/08, there were 15,874 attendances by young people at specific night time and diversionary activities organised through Leisure Services, including Night Leagues, Streetsport Express, and Multi-use Games Areas, which increased to 19,684 attendances in 2008/09 and 21,327 attendances in 2009/10.
  9. Across East Ayrshire, there were 127 **'Dwelling Fires'** during 2008/09, of which three quarters were classified as accidental. This was an increase from the previous year (113) and on the five year average as a whole (118). While the instances of deliberate fire raising have reduced between 2004/05 and 2008/09, the challenge for East Ayrshire will be to maintain this downward trend.
  10. By 2008, East Ayrshire had achieved the Scottish Government **'Road Casualty'** targets, including fatal and serious road casualties down by 53%, exceeding the 40% target. By the end of 2009, there had been a reduction of 66%. The Scottish Government announced new Scottish casualty reduction targets in its Road Safety Framework, published in 2009. In East Ayrshire, we will continue to implement schemes locally to further reduce road casualties and contribute to the achievement of national targets.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Crime and anti-social behaviour tackled, and the fear of crime and anti-social behaviour reduced</b>	1. Crimes of Violence Annual/Strathclyde Police/ Group 1  <ul style="list-style-type: none"> <li>• Serious assaults</li> <li>• Robbery</li> <li>• Common assaults</li> </ul>	26 per 10,000 population (5 year average 2003-2008)  N/A  N/A  N/A	24 per 10,000 population (5 year average 2005-2010)  14 per 10,000 population (5 year average 2005-2010)  4.4 per 10,000 population (5 year average 2005-2010)  140 per 10,000 population (5 year average 2005-2010)	<b>Reduction</b> in crimes of violence below the 5 year average	<b>Reduction</b> in crimes of violence below the 5 year average
	2. Crimes of Vandalism Annual/Strathclyde Police/ Group 4	227 per 10,000 population (5 year average 2003-08)	214 per 10,000 population (5 year average 2005-2010)	<b>Reduction</b> in crimes of vandalism below the 5 year average	<b>Reduction</b> in crimes of vandalism below the 5 year average
	3. Drug Crime (Supply) Annual/Strathclyde Police /Detections for Drug-related Crime	20 detections for drug supply per 10,000 population (5 year average 2003-2008)	22 detections per 10,000 population for drug supply, including importation and production (5 year average 2005-2010)	<b>Increase</b> in detections for drug related crime (supply) above the 5 year average	<b>Increase</b> in detections for drug related crime (supply) above the 5 year average

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Crime and anti-social behaviour tackled, and the fear of crime and anti-social behaviour reduced</b>	4. Anti-social behaviour (including Breach of the Peace, Urinating and Consuming Alcohol in a public place) Annual/Strathclyde Police/ Detections for Anti-social behaviour	231 detections per 10,000 population (5 year average 2003-2008)	255 detections per 10,000 population (5 year average 2005-2010)	<b>Increase</b> in detections for anti-social behaviour above the 5 year average	<b>Increase</b> in detections for anti-social behaviour above the 5 year average
	Stop searches Annual/Strathclyde Police  <ul style="list-style-type: none"> <li>• Possession of drugs as a result of stop searches</li> <li>• Possession of offensive weapons/knives as a result of stop searches</li> <li>• Possession of alcohol as a result of stop searches</li> </ul>	N/A  N/A  N/A  N/A	10,685 (5 year average 2005-2010)  2,579 (24%) (5 year average 2005-2010)  3,221 (30%) (5 year average 2005-2010)  3,611 (34%) (5 year average 2005-2010)	<b>Increase</b> in detections for stop searches above the 5 year average	<b>Increase</b> in detections for stop searches above the 5 year average
	5. Reconviction rates Annual/South West Scotland Community Justice Authority	47% Ayrshire figure provided	48% (Ayrshire figure provided)	<b>Reduction</b> in reconviction rates by 2% by 2014	<b>Reduction</b> in reconviction rates by 2% by 2014

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Preventative and diversionary activity delivered	6. Incidents of youth disorder reported to the police Annual/Strathclyde Police	N/A	217 per 10,000 population (5 year average 2005-2010)	Reduction in incidents of youth disorder below the 5 year average	Reduction in incidents of youth disorder below the 5 year average
	7. Incidents of street drinking reported to the police Annual/Strathclyde Police	N/A	68 per 10,000 population (5 year average 2005-2010)	Reduction in incidents of street drinking below the 5 year average	Reduction incidents of street drinking below the 5 year average
Community safety in neighbourhoods and homes improved	8. Number of fire related fatalities and injuries Annual/Strathclyde Fire and Rescue	35	15	Reduction of 5% in fire fatalities and injuries per year	Reduction of 5% in fire fatalities and injuries per year
	9. Number of fire related incidents Annual/Strathclyde Fire and Rescue	Incidents: 1,468	Primary fires: 296 Secondary fires: 868	Reduction of 2% in primary fires and 2.5% in secondary fires per year	Reduction of 2% in primary fires and 2.5% in secondary fires per year
	10. Number of people killed and seriously injured in road accidents Annual/Scottish Government	140 (1994-98 average remains the Scottish Government baseline)	People killed: 8 People seriously injured: 56 Children killed: 0 Children seriously injured: 8	Reduction of 30% people killed; 43% people seriously injured; and 50% children seriously injured by 2015 Maintain level for children killed	Reduction of 40% people killed; 55% people seriously injured; and 65% children seriously injured by 2020 Maintain level for children killed

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Crime and anti-social behaviour tackled, and the fear of crime and anti-social behaviour reduced**

- Tackling the fear of crime and anti-social behaviour through visible, responsive policing
- Implementing a range of actions to tackle violent crime
- Implementing a range of actions to tackle disorder and anti-social behaviour
- Tackling alcohol and drug related crime
- Preventing re-offending.

**Preventative and diversionary activity delivered**

- Providing opportunities for children, young people, families and communities to participate in a diverse range of positive activities
- Preventing and diverting children and young people from crime and anti-social behaviour through early intervention
- Supporting vulnerable children, young people and families to be involved in positive activities.

**Community safety in neighbourhoods and homes improved**

- Improving road safety through education, engineering and enforcement
- Improving fire safety through education and awareness raising
- Improving home safety and personal safety
- Maximising the benefit of the Risk Management Centre
- Enhancing community resilience in addressing severe winter weather.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Improving Community Safety Action Plan 2011-15
- East Ayrshire Anti-social Behaviour Strategy
- Strathclyde Fire and Rescue Corporate Strategy 2010-13 and Integrated Risk Management Plan 2010-13
- Strathclyde Police: Force Control Strategy and Divisional Control Strategy
- Strathclyde Police: Force Strategic Assessment and Divisional Strategic Assessment
- South West Scotland Community Justice Authority Area Plan
- South West Scotland Community Justice Authority Action Plan
- Accessing a sustainable future – East Ayrshire Local Transport Strategy 2009-2014
- Regional Transport Strategy.



## National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.

### Local Context:

**Transport solutions improved:** While the condition of roads within East Ayrshire has remained fairly consistent over recent years, they are still 6% poorer than the Scottish average. The Council's Roads and Transportation Service has been allocated an investment programme of £45.64 million over the next 10 year period to reflect the challenges of meeting the current and backlog maintenance of the road and bridge infrastructure, improving road safety, improving the A70 and A71 strategic routes and mitigating flooding. In particular, over the next 10 years, £21 million of the investment programme has been allocated for carriageway structural maintenance to improve the condition of the road network, with a three year rolling programme being brought forward to address the worst areas. Planned maintenance programmes will also be carried out to assist in improving the situation.

**Public accessibility** issues are given high priority within the Council. Since 2004/05, the number of public service buildings that are suitable and accessible to people with a disability has improved from 26.6 % to 66% at March 2010. Much of East Ayrshire is rural, and transport difficulties can make it harder for people to access jobs and a full range of activities and services.

**Sustainable and affordable housing:** To ensure planned provision of sustainable housing across East Ayrshire, a Strategic Housing Investment Plan was prepared; submitted to Scottish Government in November 2009 and subsequently approved. Considerable progress has been achieved in the construction of quality, affordable housing; however, the degree to which this can be supplied by the private sector in the future is an issue for further consideration.

1. Although there has been a reduction from 43.5% in 2007/08 to 40.1% in 2009/10 in the proportion of the '**Road Network**' that should be considered for maintenance treatment, the condition of our roads has been severely challenged by the worst winter weather conditions for many years. The Council has made additional investment to tackle these problems.
2. There has been a significant increase over the last three years in the number of '**Council Buildings**' where the Council delivers services to the public, including new build properties that have replaced their lower graded counterparts, and accurate independent access surveys carried out on the majority of the Council's portfolio. Work is ongoing to review the Access Action Plan and to meet objectives set out in individual action plans.
3. The Council remains committed to tenant satisfaction and full compliance with the '**Scottish Housing Quality Standard**' (SHQS) by the required deadline of 2015. At 31 March 2010, 58.4% of Council dwellings met the SHQS, an increase on the previous year (55.1%). In addition, the building of affordable housing continued to be progressed with 206 new houses built in accordance with the improved quality standards in 2009/10.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Connectivity and local transport improved</b>	1. Percentage of the road network considered for maintenance treatment Annual/Road Condition Survey/East Ayrshire Council	43.5% (2007/08)	40.1%	<b>Reduction</b> of 5% (from the 2007/08 baseline position) in the proportion of the road network that should be considered for maintenance treatment by 2014	<b>Reduction</b> of 10% (from the 2007/08 baseline position) in the proportion of the road network that should be considered for maintenance treatment by 2019
<b>Quality and accessibility ensured</b>	2. Number of council buildings where the Council delivers services to the public and percentage of these with full public area suitability for, and accessible to, people with a disability Annual/East Ayrshire Council	45.9%	66.0%	<b>Increase</b> on an annual basis	<b>Increase</b> in the number of buildings accessible to people with a disability
<b>Sustainable and affordable housing solutions delivered</b>	3. Number and percentage of Council houses meeting the Scottish Housing Quality Standard Annual/East Ayrshire Council	7,205 (55.1%) (April 2009)	7,585 (58.4%) (March 2010)	<b>Increase</b> in the total number of Council houses meeting the Scottish Housing Quality Standard	<b>All</b> Council houses to meet the Scottish Housing Quality Standard by 2015

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:

**Transportation and land use planning**

- Seeking enhancements to the A76 trunk route from the Bellfield Interchange to boundary with Dumfries and Galloway with developer contributions and funding from Transport Scotland
- Developing road improvement schemes on the A70 and A71 routes with developer contributions and other external funding
- Developing road improvement schemes on the B778 with developer contributions
- Requiring developers of major developments to provide pedestrian links to bus stops and public transport interchanges
- Requiring major developers to provide links to East Ayrshire paths network.

**Network and infrastructure management**

- Undertaking a prioritised programme for structural maintenance of carriageways
- Implementing a bridge strengthening and replacement programme.

**Parking**

- Implementing a range of actions to improve parking across East Ayrshire.

**Improving the Quality of Local Housing**

- Achieving the Scottish Quality Housing Standard
- Ensuring accommodation is suitable for changing needs.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-2015
- Accessing a sustainable future – East Ayrshire Local Transport Strategy 2009-2014
- Regional Transport Strategy
- East Ayrshire Council Local Housing Strategy.

**National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.**

**Local Context:**

In a move towards community resilience, the challenge will be to build on existing arrangements in respect of community support and to facilitate community and voluntary groups to plan, fund and manage appropriate projects/services, through which the benefit to community assets could be considerable.

East Ayrshire's population is ageing significantly, with the local working age population projected to fall by 6.6% between 2008 and 2033 compared with a 2.2% increase across Scotland. It is estimated that the proportion of those of pensionable age will increase to around 27% by 2033, compared to 17% in 2008 and the age group that is projected to increase the most in size between 2008 and 2033 in East Ayrshire is the 75+ age group. This will increase the pressure on partner budgets, particularly those for health and social care.

1. Low levels of '**Community Involvement**' – 11% of residents stated that they have undertaken work or activities on a voluntary basis in the last 12 months (Residents' Survey, 2008).
2. Two '**Federations of Community Groups**', one representing the north and one representing the south of the authority, independently manage their own premises and have progressed a range of activity to the benefit of local communities; for example, the North Federation (23 members) has a partnership agreement with East Ayrshire Council to manage Kilmarnock Shopmobility; and the Coalfield Communities Federation (16 members) manages the Coalfield Community Transport initiative.
3. There has been an increase of 13% in the number of Personal Life Plans developed, from 179 to 202; and outcome focused care plans have been developed for older people and other community care groups. In addition, there were over 6,000 '**Carers and Young Carers**' registered with East Ayrshire Carers Centre at March 2010 and it anticipated that approximately 400 new carers will register with the Centre on an annual basis.
4. In 2010, we reached our 2011 target of zero patients waiting more than 6 weeks for discharge to an appropriate setting. As a result of this, the target for '**Delayed Discharge**' has been revised from 6 to 4 weeks.
5. In East Ayrshire, 41.2% of '**Older People**' with intensive care needs are cared for at home, rather than in care homes or geriatric long stay hospitals (Scotland 31.7%).
6. Rates for the following indicators are worse than average: older patients (65 and over) with multiple hospitalisations (5,184.0 per 100,000 population) and patients aged 65 and over hospitalised after a fall in the home (1,281.1 per 100,000 population). (Scotland 4,607.6 and 710.4 per 100,000 population respectively.)

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Community capacity, spirit and cohesion developed	1. Number of community/voluntary groups managing their own facilities Annual/East Ayrshire Council	0	2	<b>Increase</b> in the number of community/voluntary groups managing their own facilities	<b>Increase</b> in the number of community/voluntary groups managing their own facilities
Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible	2. Uptake of carers support plans (assessments) Annual/East Ayrshire Council	N/A	56	<b>Increase</b> by 100% the uptake of carers support plans (assessments) by 2012/13	<b>Increase</b> the uptake of carers support plans (assessments).
	3. Bed days lost to delayed discharge Annual/NHS Ayrshire and Arran (Change Fund Metric)	N/A	To be established following the outcome of the Change Fund bid	<b>Reduction</b> in patients waiting more than 4 weeks for discharge to appropriate setting (national target is 6 weeks)	<b>Reduction</b> in patients waiting more than 4 weeks for discharge to appropriate setting
	4. Percentage of people aged 65+ with intensive needs receiving care at home Annual/East Ayrshire Council ((Change Fund Metric)	N/A	To be established following the outcome of the Change Fund bid	<b>Increase</b> in people aged 65+ with intensive needs receiving care at home	<b>Increase</b> in people aged 65+ with intensive needs receiving care at home
	5. Number of bed days utilised for over 75 years population Annual/NHS Ayrshire and Arran (Change Fund Metric)	N/A	To be established following the outcome of the Change Fund bid	<b>Reduction</b> in number of bed days utilised for over 75 years population	<b>Reduction</b> in number of bed days utilised for over 75 years population
	6. Number of emergency admissions of over 75 years population Annual/NHS Ayrshire and Arran (Change Fund Metric)	3,136 (2006/07)	3,385 (2008/09) Provisional data provided	<b>Reduction</b> in number of emergency admissions of over 75 years population	<b>Reduction</b> in number of emergency admissions of over 75 years population

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible</b>	7. Length of stay for emergency admissions of over 75 years Annual/NHS Ayrshire and Arran (Change Fund Metric)	N/A	To be established following the outcome of the Change Fund bid	<b>Reduction</b> in length of stay for emergency admissions of over 75 years	<b>Reduction</b> in length of stay for emergency admissions of over 75 years
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:</p> <p><b>Support to community and voluntary organisations promoted</b></p> <ul style="list-style-type: none"> <li>• Redoubling efforts to support community and voluntary organisations</li> <li>• Promoting community capacity and resilience</li> <li>• Continuing to support the strategic engagement of the community in the planning and decision making of Community Planning Partners.</li> </ul> <p><b>Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible</b></p> <ul style="list-style-type: none"> <li>• Telehealthcare</li> <li>• Older People - Reshaping Care for Older People</li> <li>• Rehabilitation and Enablement.</li> </ul> <p><b>Relevant strategic plans include:</b></p> <ul style="list-style-type: none"> <li>• East Ayrshire Community Plan: Promoting Lifelong Learning Action Plan 2011-15</li> <li>• East Ayrshire Community Plan: Improving Health and Wellbeing Action Plan 2011-15</li> <li>• National Standards for Community Engagement</li> <li>• East Ayrshire Carers Action Plan</li> <li>• Reshaping Care for Older People</li> <li>• National Strategies on Falls and Rehabilitation and Enablement.</li> </ul>				

**National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations.**

**Local Context:**

In East Ayrshire, regeneration of our towns is a key priority for the Council and its Community Planning Partners. In this regard, targeted resources have been made available to enable effective progress to be made within Kilmarnock and Cumnock, the two main towns. These resources have been matched and integrated with successful Town Centre Regeneration Fund submissions in relation to Kilmarnock, Cumnock and Galston, and substantive funding relating to heritage led regeneration through the Townscape Heritage Initiative (THI)/Conservation Regeneration Scheme (CARS) in Kilmarnock and the CARS scheme in Cumnock.

In addition, the development at Knockroon and the associated projects from the Four Towns Enquiry by Design for Cumnock, New Cumnock, Auchinleck and Mauchline will have a significant impact in the area.

Anticipated challenges for future years continue to include the impact of the current recession on the built environment with an increase in vacancies and a further deterioration anticipated in the condition of buildings within urban areas, particularly those that are listed or within conservation areas. Vacant and derelict land is also likely to increase.

In respect of the natural environment, the availability of funding through the Scottish Rural Development Programme has enabled projects to be developed by the Coalfield Environment Initiative.

1. A small increase in the amount of '**Derelict and Vacant Land**' has been identified since 2006, and this is expected to continue to increase as a result of the current economic recession with closures already announced at a range of employment locations.
2. Despite the impact of the recession, substantive progress has been made in Kilmarnock and Cumnock in accordance with the Town Centre Regeneration Strategies. The number of '**Vacant and Derelict Town Centre Buildings**' reduced from 210 at November 2006 to 152 at July 2009.
3. The '**LEAMS Index**' (monitored by Keep Scotland Beautiful) score for cleanliness of local authority streets has increased from 70 in 2006/07 to 73 in 2009/10.
4. East Ayrshire Woodlands currently manages 72 publicly accessible '**Woodland Green Space**' sites extending to 532 hectares, including 45% establishing woodland under 10 years and 55% mature woodland and other habitats. In addition, 32 kilometres of access trails constructed within sites are maintained and 45 kilometres of march/boundary stock fencing.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Our town centres and villages are sustainably regenerated	1. Percentage vacant and derelict urban land Annual/East Ayrshire Council	7.2% ha (2006)	8.09% ha	Maintain levels at 8%	Reduction to 7.5% by 2015
	2. Number of vacant and derelict town centre buildings Annual/East Ayrshire Council	210 (November 2006)	66 (September 2010)  Revised baseline at September 2010 to reflect the boundaries of town centres within the Local Development Plan.	Reduction by 3% in vacant and derelict town centre buildings by 2014	Reduction by 6% in vacant and derelict town centre buildings by 2015
	3. Cleanliness of local authority streets and other relevant land – index recorded by the Local Environmental Audit and Management System (LEAMS) Annual/Keep Scotland Beautiful and Accounts Commission/East Ayrshire Council	LEAMS index: 70	LEAMS index: 73	Maintain index level at 72	Maintain index level at 72
The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated	4. Total of new woodland created each year in hectares (ha) Annual/Forestry Commission	715 ha	424 ha woodland created in 2009/10  20/21% woodland cover	Increase by 310 ha per year - 22.5% woodland cover by 2014	Increase woodland cover by 25% by 2050 (Scottish Government national target)



<p>Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)</p>	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcomes through a range of agreed actions, as follows:</p> <ul style="list-style-type: none"><li>• Marketing and promoting East Ayrshire</li><li>• Further developing and improving Kilmarnock as the prime location for business, commerce, retail, learning and employment within East Ayrshire</li><li>• Further developing and improving Cumnock as the second main town in East Ayrshire</li><li>• Undertaking key regeneration projects arising from the 4 Towns Enquiry by Design report</li><li>• Regenerating Galston as the service centre for the Irvine Valley</li><li>• Undertaking exemplar community scale renewable energy projects</li><li>• Increasing the biodiversity value of our green networks and key habitats.</li></ul> <p><b>Relevant strategic plans include:</b></p> <ul style="list-style-type: none"><li>• East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15</li><li>• East Ayrshire Local Development Plan</li><li>• Integrated Urban Development Plan (Kilmarnock)</li><li>• Cumnock Town Centre Regeneration Masterplan.</li></ul>
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**National Outcome 13: We take pride in a strong, fair and inclusive national identity.**

**Local Context:**

Community Planning Partners recognise that tourism has a significant contribution to make in developing the East Ayrshire economy in terms of both revenue and jobs. The area has unique attractions and features to exploit and a clear focus over the next period will be on attracting visitors from overseas and the home market where the 'staycation' is becoming increasingly popular.

1. The value of the '**Tourism Industry**' to the local economy has steadily grown since the 2006 baseline position to £62.9 million as at 2009. Estimated tourism expenditure in East Ayrshire increased by around 13% from the baseline position or 4.2% in real terms, which takes into account the effect of inflation.
2. The total number of visitors to East Ayrshire has increased by 2.9%, from 858,800 in 2008 to 884,070 as reported in 2009
3. The total number employees in the tourism sector has increased by 4.2%, from 1,425 in 2008 to 1,488 as reported in 2009.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Baseline at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Tourism and leisure potential promoted and developed	1. Growth in tourism revenue Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	£55.75m (2006)	£62.9m (2009)	Increase by 8% (from the 2006 baseline) by 2014	Increase by 10% (from the 2006 baseline) by 2015
	2. Annual number of visitors to the area Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	858,800 (2008)	884,070	901,740 visitors by 2012/13	944,680 visitors by 2014/15
	3. Employment supported by tourism activity Annual/ East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	1,425 jobs (2008)	1,488 jobs	1,496 jobs by 2012/13	1,568 jobs by 2014/15

Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)

In East Ayrshire, Community Planning Partners are committed to achieving the above outcome through a range of agreed actions, as follows:

**Increasing economic benefit from tourism in Ayrshire**

- Developing a pan-Ayrshire approach to the development and promotion of tourism.

**Increasing economic impact of leisure, culture and tourism**

- Developing East Ayrshire as an established destination for outdoor activities and nature tourism
- Improving existing accommodation in East Ayrshire through increased quality and standards
- Increasing visitor numbers and economic impact from tour operators
- Sustaining existing and creating new jobs in the leisure, culture and tourism sector.

**Increasing visitor numbers to each of our key attractions and area**

- Developing exhibition and event packages that support programme development and enhance visitor experience across all our venues
- Marketing East Ayrshire tourism product(s) to attract greater visitor numbers and improve the perception of the area as an attractive place to visit
- Improving destination signage and interpretation across our key towns
- Sustaining existing and developing new web based information solutions that drive audiences to visitor attractions
- Supporting and developing key festivals in the area
- Maximising links and benefits from Glasgow 2014 Commonwealth Games.

**Relevant strategic plans include:**

- East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15
- East Ayrshire Tourism Strategy and Action Plan – The Way Ahead 2009-2015
- Ayrshire Economic Partnership Tourism Strategy and Action Plan (pan Ayrshire).

## National Outcome 14: We reduce the local and global environmental impact of our consumption and production.

### Local Context:

**Recycling and landfill diversion:** To comply with future waste minimisation and recycling obligations, the Council continues to optimise kerbside recycling to further increase waste diversion from landfill, including the removal of biodegradable wastes from the residual waste stream. In order to meet longer term targets, culminating in 70% recycling by 2025, East Ayrshire Council continues to work in partnership with the other two Ayrshire authorities, through the Ayrshire Joint Strategic Waste Management Group (AJSWVG), to identify and implement the best long term waste treatment solution for Ayrshire.

The Authority's Sustainable Development strategy continues to be actively promoted to ensure all establishments are engaged in reduction of consumption and waste minimisation. There is emphasis on involvement of the wider community to increase awareness and lead to more effective outcomes.

**Environmental effect of public transport:** The proportion of people who travel to work or education by public transport or active travel (walking or cycling) continue to contribute to reducing the carbon dioxide (CO<sub>2</sub>) impact on the global environment. Practical progress towards improving the attractiveness of public transport and active travel in East Ayrshire continues to be taken forward, which contributes to reducing the local and global impact of consumption and production, including:

- the promotion of sustainable travel awareness and active travel;
- a joint agreement to deliver Strathclyde Partnership for Transport's 6 point step change for bus strategy;
- the promotion of improved rail infrastructure and rail services with Transport Scotland and Network Rail; and
- the development of sustainable travel plans for all schools.

1. In East Ayrshire, '**Recycling Rates**' have continued to improve year on year and the 2009/10 target of increasing to 43% was met. East Ayrshire Council continues to comply with all European and national landfill diversion and recycling targets.
2. The Council has maintained provision of the kerbside recycling collection service to its domestic and commercial customers. In addition, with further development of the service, including improvements to recycling centres/points, the Council and its Community Planning Partners are taking proactive steps towards attaining future landfill diversion and recycling targets while providing a comprehensive service.
3. At the end of March 2009/10, a total of 32 '**Sustainable Travel Plans**' had been prepared for the 59 Schools across East Ayrshire.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Progress at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
<b>The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated</b>	1. Proportion of municipal waste recycled Annual/East Ayrshire Council	36.6%	43%	<b>Increase</b> in recycling rates to 50% by 2013; and 51.4% by 2014	<b>Increase</b> in recycling rates to 52.8% by 2015 and 60% by 2020
	2. Tonnage of biodegradable municipal waste land filled Annual/East Ayrshire Council	29,920 tonnes	25,602 tonnes	<b>Reduction</b> to 19,451 tonnes by 2013; and 18,630 tonnes by 2014	<b>Reduction</b> to 17,809 tonnes by 2015 and 13,704 tonnes by 2020
	3. Proportion of pupils walking or cycling to school Annual/Sustrans Hands Up Survey/East Ayrshire Council	43.0%	44.9%	<b>Increase</b> to 47% the number of pupils walking or cycling to school	<b>Increase</b> in the number of pupils walking or cycling to school
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>In East Ayrshire, Community Planning Partners are committed to achieving the above outcome through a range of agreed actions, as follows:</p> <ul style="list-style-type: none"> <li>Lowering the energy consumption and carbon emissions arising from the Council's activities</li> <li>Lowering energy consumption and carbon emissions throughout the East Ayrshire community</li> <li>Predicting the potential effects of the changing climate on communities in East Ayrshire</li> <li>Developing a Climate Change Adaptation Response to ensure preparedness for the effects of climate change impacts across Council services</li> <li>Developing and promoting cycling in East Ayrshire</li> <li>Developing Sustainable Travel Plans.</li> </ul> <p><b>Relevant strategic plans include:</b></p> <ul style="list-style-type: none"> <li>East Ayrshire Community Plan: Delivering Community Regeneration Action Plan 2011-15</li> <li>East Ayrshire Local Development Plan</li> <li>East Ayrshire Council Sustainability Development Strategy</li> <li>Scottish Government Zero Waste Plan 2010</li> <li>Accessing a sustainable future – East Ayrshire Local Transport Strategy 2009-14</li> <li>Regional Transport Strategy.</li> </ul>				

## National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

### Local context:

Public Sector Reform is being taken forward in East Ayrshire through the identification of changes which will transform service delivery and make a real difference to service users and communities. The work taken forward to date is entirely consistent with the Scottish Government's drive for delivering transformational Shared Services across the Public Sector.

Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. Building on the sound and successful partnership working through Community Planning in East Ayrshire, the Partners have identified a range of strategic commitments, including the following, which ensures the provision of better and more informed services for local communities:

- Shared services with shared management arrangements: working together to better plan develop and jointly deliver local services.
  - Shared premises: ensuring improved access to a range of public services through co-location.
1. **Shared services** is a key contributor to driving efficiencies and tackling budget pressures in the current economic climate. We must continue to deliver good quality public services that are valued by customers and ensure that efficiencies are consistently and proactively applied across the whole public sector, and across all services. All public sector organisations must challenge themselves to collaborate and engage in sharing services as an integral part of their continuous improvement agenda.
  2. The most significant and high profile of our joint initiatives is where, as Community Planning Partners, we **co-locate services**. East Ayrshire has been at the forefront of delivering **joint services**, by **joint teams**, in **joint premises**, where staff from a range of public sector agencies are co-located and working effectively together in shared premises. These 'one stop shop' facilities provide seamless access to public services within local communities and offer staff a base from which to provide fully **integrated service delivery**. The following projects are already established, while a range of others are in the planning stages:
    - Dalmellington Area Centre, which was the first of its kind in Scotland and has been recognised as the benchmark against which integrated public service provision is judged;
    - Drongan Resource Centre;
    - Rankinston Health Clinic;
    - North West Kilmarnock Area Centre, the most ambitious co-location development in Ayrshire, to date; and
    - Stewarton Area Centre.

Local Outcome/s	Indicator/s Frequency/Type/Source	Baseline at 2006/07	Progress at 2009/10	'Progress' target/s to 2013/14	'End' target/s Direction of travel
Resources and services delivered maximised through shared premises; and shared services with shared management arrangements	1. Number of shared services arrangements established Annual/East Ayrshire Council	N/A	128	Increase in the number of shared services arrangements in place by 2014	Increase in the number of shared services arrangements in place by 2014
	2. Total number of co-location facilities established Annual/East Ayrshire Council	4	5	Increase in the number of co-location facilities established by 2014	Increase in the number of co-location facilities established by 2014
Brief links to relevant plans or other commitments of the local partners to support delivery of these outcome/s (with hyperlinks if possible)	<p>Within East Ayrshire, Community Planning Partners have six strategic commitments which contribute to the ongoing improvement of quality services by improving all services through joint working, including:</p> <ul style="list-style-type: none"> <li>• shared services with shared management arrangements;</li> <li>• shared premises;</li> <li>• rationalisation of plans and structures;</li> <li>• joint consultation and engagement;</li> <li>• joint training; and</li> <li>• joint information sharing.</li> </ul> <p><b>Relevant strategic plans include:</b></p> <ul style="list-style-type: none"> <li>• East Ayrshire Community Plan 2003-2015.</li> </ul>				

## National Outcome 15: Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Community Planning Partners have in place a range of effective structures and operating arrangements to ensure effective progress against the planned local outcomes and related national outcomes contained in the Single Outcome Agreement. The key drivers for change are summarised below:

- Community Planning Partners in East Ayrshire are committed to improving the services provided to meet people's needs, while at the same time seeking to balance the cost considerations. This ensures that in delivering these services, we take care to consider economy, efficiency, effectiveness, equity and their effect on the local environment.
- It is the intention of the Council and its partners to report annually on a suite of indicators that best demonstrates internal and external performance. National Outcome 15, therefore, provides additional information on progress in delivering National Outcomes 1 to 14.
- The 2008 Direction from the Accounts Commission, covering the reporting years 2009/10 and 2010/11, requires councils to report on 25 existing National Statutory Performance Indicators (indicated by 'NS' below), and on a range of performance information identified at local level to complement those prescribed nationally, and to reflect local circumstances (indicated by 'LS' below). Updated guidance will be issued by the Accounts Commission on an annual basis.
  - **Table 1** contains the Corporate Management National SPIs for the Council. This information is based on overall rankings and, as such, the latest available data is for 2009/10. This table will be updated annually.
  - **Table 2** contains the Service Performance National SPIs for the Council. As above, the latest available data is for 2009/10. This table will be updated annually.
  - **Table 3** contains 2009/10 performance data in relation to SPI 1 (Corporate Management). 2009/10 will be used as our baseline measure of performance and this will be updated annually.
  - **Table 4** contains 2009/10 performance data in relation to SPI 2 (Service Performance). 2009/10 will be used as our baseline measure of performance, and this will be updated annually.

**Table 1 – National Statutory Performance Indicators: SPI 1**

Reporting Areas / Indicators	Quartile						Comments
	06/07	09/10	10/11	11/12	12/13	13/14	
<b>SPI 1 CORPORATE MANAGEMENT - Each council will report a range of information, sufficient to demonstrate that it is securing Best Value in relation to:</b>							
<b>Responsiveness to communities</b>							<b>There are no National SPIs in this area</b>
<b>Revenues and service costs</b>							
<b>NS1</b> No. of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid.	2	4					
<b>NS2</b> Cost per dwelling of collecting Council Tax.	1	2					
<b>NS3</b> Income due from Council Tax for the year, net of reliefs and rebates, and the percentage of that which was received during the year.	4	3					
<b>Employees</b>							
<b>NS4</b> The average number of working days per employee lost through sickness absence for:							
(a) Teachers.	1	1					
(b) All other local government employees.		3					<b>Changed indicator in 2008/09</b>
<b>NS5</b>	3	4					



Reporting Areas / Indicators	Quartile						Comments
	06/07	09/10	10/11	11/12	12/13	13/14	
The percentage of the highest paid 2% of earners among council employees that are women.							
The percentage of the highest paid 5% of earners among council employees that are women.	2	3					
<b>Assets</b>							
<b>NS6</b> Proportion of operational accommodation that is:							
(a) In a satisfactory condition.	1	1					
(b) Suitable for its current use.	2	1					
<b>Procurement</b>							There are no National SPIs in this area
<b>Sustainable Development</b>							There are no National SPIs in this area
<b>Equalities and diversity</b>							
<b>NS7</b> The percentage of council buildings in which all public areas are suitable for, and accessible to, people with a disability	3	3					

**Table 2 - National Statutory Performance Indicators: SPI 2**

Reporting Areas / Indicators	Strategic Objective	Quartile						Comments
		06/07	09/10	10/11	11/12	12/13	13/14	
<b>SPI 2 SERVICE PERFORMANCE - Each council will report a range of information sufficient to demonstrate that it is securing Best Value in providing the following services (in partnership with others where appropriate):</b>								
<b>Benefits Administration</b>		<b>Wealthier &amp; Fairer</b>						
<b>NS8</b> Gross cost per case for benefits administration.		3	2					
<b>Community Care</b>		<b>Healthier Safer &amp; Stronger</b>						
<b>NS9</b> The number of homecare hours per 1000 population aged 65+.		1	2					
As a proportion of homecare clients aged 65+ , the number receiving:								
(i) Personal care.		2	1					
(ii) A service in the evenings / overnight.		1	2					
(iii) A service at weekends.		1	1					
<b>Criminal Justice Social Work</b>		<b>Wealthier &amp; Fairer</b>						There are no National SPIs in this area
<b>Cultural and Community Services</b>		<b>Healthier Smarter</b>						
<b>NS10</b> Number of attendances per 1,000 population for:								
(a) Pools.		4	4					
(b) Other indoor sports & leisure facilities, excluding pools in a combined complex.		2	1					

Reporting Areas / Indicators	Strategic Objective	Quartile						Comments
		06/07	09/10	10/11	11/12	12/13	13/14	
<b>NS11</b> (a) The number of visits to/usages of council funded or part funded museums per 1,000 population, and,		1	1					
(b) The number of those visits that were in person per 1,000 population.		1	1					
<b>NS12</b> The number of visits to council libraries per 1,000 population.		4	4					
<b>Planning</b>	<b>Wealthier &amp; Fairer Greener</b>							
<b>NS13</b> The proportion of householder planning applications that were dealt with within two months.		3	4					
The proportion of non-householder planning applications that were dealt with within two months.		4	4					
<b>The Education of Children</b>	<b>Smarter</b>							There are no National SPIs in this area
<b>Child protection and children's social work</b>	<b>Safer &amp; Stronger</b>							There are no National SPIs in this area
<b>Housing and homelessness</b>	<b>Wealthier &amp; Fairer Safer &amp; Stronger Greener</b>							
<b>NS14</b> Proportion of housing stock that is of tolerable standard			1					New indicator 08/09
Proportion of housing stock that is free from serious disrepair			3					New indicator 08/09
Proportion of housing stock that is energy efficient			1					New indicator 08/09
Proportion of housing stock with modern facilities & services			2					New indicator 08/09
Proportion of housing stock that is healthy, safe and secure			1					New indicator 08/09
Total dwellings meeting the Scottish Housing Quality Standard			1					New indicator 08/09
<b>NS15</b> Rent arrears:								
(a) Current tenant arrears as a percentage of the net amount of rent due in the year.		1	1					
(b) The percentage of current tenants owing more than 13 weeks rent at the year end, excluding those owing less than £250.		1	1					
(c) The proportion of those tenants giving up their tenancy during the year that were in rent arrears.	4	4						
(d) The average debt owed by tenants leaving in arrears, as a proportion of the average weekly rent.	1	1						
(e) The percentage of arrears owed by former tenants that was either written off or collected during the year.	3	2						
<b>NS16</b> Homelessness - secure permanent accommodation:								
(ii) % decision notifications issued within 28 days of initial presentation.		4					Changed indicator	

Reporting Areas / Indicators	Strategic Objective	Quartile						Comments	
		06/07	09/10	10/11	11/12	12/13	13/14		
(iii) The % who are housed.	Wealthier & Fairer Safer & Stronger Greener		2						
(iv) % of cases reassessed within 12 months of completion of duty.			4						
Homelessness – temporary accommodation:									
(ii) % decision notifications issued within 28 days of initial presentation.			4						
(iv) % of cases reassessed within 12 months of completion of duty.			4						
The proportion of those provided with permanent accommodation in council stock who maintained their tenancy for at least 12 months.			4						
<b>NS17</b> Total rent loss due to voids expressed as a % of the total amount of rent due in the year.			2	3					
<b>NS18</b> Response repairs to council houses:									
(b) Overall % of repairs completed within the target times.				3					Changed indicator
<b>NS19 Managing tenancy changes:</b>									
Average time to let not low demand stock			3				Changed indicator		
Average time to let low demand stock			2						
Average period low demand properties were void			3						
<b>Protective services</b>	Safer & Stronger Healthier Greener								
<b>NS20 Domestic Noise Complaints:</b>									
Average time (hours) between the time of the complaint and attendance on site, for those requiring attendance on site				1				Changed indicator	
Average time (hours) between the time of the complaint and attendance on site, for those dealt with under the Antisocial Behaviour Act 2004				3				Changed indicator	
<b>NS21</b> The number of Trading Standards complaint and advice requests received, and the proportion completed within 14 days:									
(ii) Consumer complaints - proportion completed within 14 days.				4				New indicator 07/08	
(iv) Business advice requests - proportion completed within 14 days.			1				Changed indicator		
<b>Roads and lighting</b>	Safer & Stronger Greener								
<b>NS22</b> The percentage of the road network that should be considered for maintenance treatment.			3	3					
<b>Waste Management</b>	Healthier Greener								
<b>NS23</b> The net cost per premises for									

Reporting Areas / Indicators	Strategic Objective	Quartile					Comments
		06/07	09/10	10/11	11/12	12/13	
(a) Refuse collection.		2	2				
(b) Refuse disposal.		3	3				
<b>NS24</b> The percentage of municipal waste collected during the year that was recycled or composted.		1	1				
<b>NS25</b> The cleanliness index achieved following inspection of a sample of streets and other relevant land.		3	3				

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Table 3 – National and Local Statutory Performance Indicators: SPI 1

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
<b>CORPORATE MANAGEMENT</b>						
<b>RESPONSIVENESS TO COMMUNITIES</b>						
1	<b>Complaints:</b> Number of Customers expressing dissatisfaction formally. Percentage of formal complaints classed as “justified” following investigation Percentage of formal complaints responded to within agreed time-scale. Percentage of formal complaints relating to any form of discrimination. Number of positive comments received. Number of improvements implemented as a result of complaints.	145 44.8% 64.1% 2% 1,241 28				
2	<b>Freedom of Information:</b> percentage of FOI requests responded to in 20 working days	91.7%				
<b>REVENUES AND SERVICE COSTS</b>						
3	<b>Council Tax:</b> cost of collecting Council Tax per dwelling	£11.45				
4	<b>Council Tax:</b> percentage of income due that was received during the year	94.1				
5	<b>Invoices:</b> number of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid	80.7				
6	<b>Home care:</b> the unit cost of home care	£14.30				
7	<b>Arts &amp; museums:</b> cost per visit across Arts and Museums facilities	£2.95				
8	<b>School transport:</b> cost per pupil per day Primary Secondary Special school	£3.76 £3.25 £18.73				
9	<b>School meals:</b> Average cost of producing school meals Satisfaction levels	£2.66 95.8%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
10	<b>Winter maintenance:</b> Cost of winter maintenance per km of road network Cost per gritted km of priority roads network	£1360 £2427				
11	<b>Road condition:</b> Percentage of actual maintenance expenditure that is planned/proactive Percentage of actual maintenance expenditure that is reactive	82% 18%				
12	<b>Recycling:</b> net cost of recycling	£862,018				
<b>EMPLOYEES</b>						
13	<b>Sickness absence:</b> Average number of days lost for teachers Average number of days lost for other local government employees	5.7 12.0				
14	<b>Equal opportunities:</b> Percentage of highest paid 2% of earners among council employees that are women Percentage of highest paid 5% of earners among council employees that are women	29.4% 39.8%				
15	<b>Turnover:</b> Leavers in the last year as a percentage of the average total staff	6.3%				
<b>ASSETS</b>						
16	<b>Assets:</b> Proportion of operational accommodation that is in a satisfactory condition Proportion of operational accommodation that is suitable for its current use	94.1% 96.6%				
17	<b>Energy performance:</b> percentage of buildings rated 'F' or above	85%				
18	<b>Occupancy:</b> Occupancy rates for office accommodation expressed as square metres per FTE	21.9				
19	<b>Operational Portfolio:</b> Extent of operational portfolio expressed in square metres	318,801				
20	<b>Condition of School Estate:</b> Percentage of schools graded A (Good)	19.3				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
	Percentage of schools graded B (Satisfactory)	59.6				
	Percentage of schools graded C (Poor)	19.3				
	Percentage of schools graded D (Bad)	1.8				
21	<b>School capacity:</b> Percentage of primary schools where ratio of pupils to places is: 0-40% 41-60% 61-80% 81-100% 101% or more  Percentage of secondary schools where ratio of pupils to places is: 0-40% 41-60% 61-80% 81-100% 101% or more	11.6% 32.6% 39.5% 16.3% 0%  0% 0% 77.8% 22.2% 0%				
<b>PROCUREMENT</b>						
22	<b>PECOS:</b> Value of spend through PECOS as a percentage of council (non-pay) spend	21.6%				
<b>SUSTAINABLE DEVELOPMENT</b>						
23	<b>Eco-schools:</b> Percentage of schools registered to become eco schools: Primary Secondary Special	97.7% 100% 100%				
<b>EQUALITIES AND DIVERSITY</b>						
24	<b>Accessibility:</b> Percentage of council buildings in which all public areas are suitable for and accessible to disabled people	66.0%				
25	<b>Ethnic minority:</b> Percentage of the local population who are from an ethnic minority	0.7%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
	Percentage of the total workforce who are from an ethnic minority	0.4%				
26	<b>Disabilities:</b> percentage of workforce who have declared they are disabled under the terms of the Disability Discrimination Act 1995	0.7%				
27	<b>Discrimination:</b> Percentage of formal complaints relating to any form of discrimination.	2%				

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Table 4 – National and Local Statutory Performance Indicators: SPI 2

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
<b>SERVICE PERFORMANCE</b>						
<b>BENEFITS ADMINISTRATION</b>						
28	<b>Administration costs:</b> gross administration costs per benefits case	£42.60				
29	Average time to process change events	8.0 days				
30	Average time to process new claims and change events	10.6 days				
31	Average time to process new benefit claims	24.4 days				
<b>COMMUNITY CARE</b>						
32	<b>Homecare:</b> The number of homecare hours per 1,000 population age 65+ As a proportion of home care clients age 65+, the number receiving: - personal care. - a service during evenings/overnight. - a service at weekends.	558.5  97.1% 39.7% 84.7%				
33	<b>Accessibility:</b> Number of people waiting longer than target for assessment per '000 population. Number of people waiting longer than target time for service per '000 population.	3.4 0.6				
34	<b>Staff qualifications:</b> The percentage of personal carers who are qualified to SSSC standard	52.2%				
35	<b>Respite care:</b> Total number of daytime respite hours provided for adults (18-64) per 1,000 population. Total number daytime respite hours provided for older people (65+) per 1,000 population. Total number of overnight respite nights provided for adults (18-64) per 1,000 population. Total number of overnight respite nights provided for older people (+65) per 1,000 population.	2,076 4,047 66 315				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
<b>CRIMINAL JUSTICE SOCIAL WORK</b>						
36	<b>Social Enquiry Reports:</b> (a) The number of reports submitted to the courts during the year. (b) The percentage of these submitted by the due date.	1,092 99.2%				
<b>CULTURAL &amp; COMMUNITY SERVICES</b>						
37	<b>Pools/other leisure facility attendances:</b> Number of attendances per 1,000 population for - pools. - other indoor sports and leisure facilities, excluding pools in a combined complex.	2,393 7,070				
38	<b>Visits to and use of museums:</b> The number of visits to/usages of council funded or part funded museums per 1,000 population. The number of those visits that were in person per 1,000 population.	2,184 1,589				
39	<b>Library usage:</b> a) Number of visits per 1,000 population. b) Borrowers as a percentage of the resident population.	4,748 18.1%				
40	<b>Grounds Maintenance:</b> cost per hectare of land maintained (including CEC).	£3,180				
41	<b>Adult Literacy:</b> Number of adult literacy learners achieving intermediary outcomes as set in their Individual Learning Plans.	87%				
42	<b>Learning Centres:</b> Number of times Learning Centre terminals are used per 1,000 population. Percentage of resident population who use Learning Centres.	476.0 5.2%				
43	<b>Playgrounds:</b> Number of playgrounds per 1,000 Children.	3.9				
<b>PLANNING</b>						
44	<b>Planning applications:</b> The percentage of planning applications dealt with within 2 months.	51.5%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
45	<b>Building warrants:</b> Percentage of warrants determined within 6 days of receipt of all outstanding information. Percentage of applications responded to within 20 days of being valid Average income per warrant. Income as a percentage of the value of development plans submitted.	96.4% 97.2% £380 0.8%				
<b>EDUCATION OF CHILDREN</b>						
46	<b>Additional Support:</b> Percentage of pupils with Individual Education Plans meeting targets.	85%				
47	<b>Destination of school leavers (%):</b> (a) Full-time higher education. (b) Full-time further education. (c) Training. (d) Employment. (e) Other known destination. (f) Destination unknown.	34% 32% 8% 14% 12% 0%				
48	<b>Looked after children:</b> Percentage of young people ceasing to be looked after who achieved at least one SCQF level 3 in any subject. Percentage of young people ceasing to be looked after who achieved at least one SCQF level 3 in English and Maths.	57.1% 30.9%				
49	<b>Exclusion rates:</b> Number of exclusions incidents per 1,000 pupils Primary Secondary Special	12.9 85.1 83.8				
50	<b>Staff to pupil ratios:</b> Staff to pupil ratio in educational establishments Primary Secondary Special	15.5 12.2 3.8				
51	<b>School transport:</b> Percentage of primary school roll receiving school	12.8%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
	transport	51.8%				
	Percentage of secondary school roll receiving school transport	100%				
	Percentage of special school roll receiving school transport					
<b>CHILD PROTECTION AND CHILDREN'S SOCIAL WORK</b>						
52	<b>Supervision:</b> The number of new supervision requirements made in the year. The percentage of children seen by their supervising officer within 15 days.	90 100%				
53	<b>Child Protection registrations &amp; deregistrations:</b> Total number of children on Protection Register. Number of Child Protection de-registrations per 1,000 population. Number of Child Protection Referrals per 1,000 population. Number of Child Protection referrals resulted in a case conference per 1,000 population. Number of Child Protection registrations following a case conference per 1,000 population.	42 4.7 7.8 4.4 3.2				
54	<b>Children's Reporter Liaison:</b> Percentage of reports submitted to SCRA by the due date. Percentage of Child Protection Orders made within 24 hours.	37.4% 100%				
<b>HOUSING AND HOMELESSNESS</b>						
55	<b>Repairs to council dwellings:</b> the overall percentage of repairs completed within target	86.7%				
56	<b>Housing Quality:</b> proportion of the council's housing stock which meets the Scottish Housing Quality Standard	58.4%				
57	<b>Voids:</b> total annual rent loss (from council dwellings) due to voids, expressed as a percentage of the total amount of rent due in the year.	1.8%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
58	<b>Re-lets:</b> Average re-let time for non low demand stock Average re-let time for low demand stock Average period that low demand properties were void	41 days 61 days 464 days				
59	<b>Tenant arrears:</b> Current tenant arrears as a percentage of the net amount of rent due in the year. Percentage of current tenants owing more than 13 weeks rent at year end, excluding those owing less than £250. Proportion of those tenants giving up their tenancy during the year that were in rent arrears. Average number of weeks rent owed by tenants leaving in arrears Proportion of arrears owed by former tenants that was either written off or collected during the year.	2.5% 1.1% 60.2% 7.2 weeks 39.7%				
60	<b>Homelessness:</b> Permanent accommodation Number of households assessed during the year. % of decision notifications issued within 28 days of initial presentation. % who are housed. % of cases reassessed within 12 months of completion of duty.  Temporary accommodation Number of households assessed during the year. % of decision notifications issued within 28 days of initial presentation. % who are housed. % of cases reassessed within 12 months of completion of duty.  Proportion of those provided with permanent accommodation in council stock who maintained their tenancy for at least 12 months.	523 62.0% 64.0% 10.9%  182 63.7% - 17.2%  71.7%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
61	<b>Repairs:</b> The % of repairs appointment kept.	96.8%				
62	<b>Repairs:</b> Average End to end time taken to complete a repair, from the time that the repair is logged to completion of the job to the tenants' satisfaction.	3.4 days				
63	<b>Gas Safety:</b> The % of gas safety checks carried out within 12 months.	99.7%				
64	<b>Council House Sales:</b> Percentage of Council House Sales concluded within 26 weeks. Average timescale for conclusion of Council House Sales.	92.8% 21 weeks				
<b>PROTECTIVE SERVICES</b>						
65	<b>Domestic noise complaints:</b> a) The number of domestic noise complaints received during the year: i) Settled without the need for attendance on site. ii) Requiring attendance on site. iii) Dealt with under part V of the Antisocial Behaviour Scotland Act 2004. b) For those in a)ii above, the average time (hours) between the time of the complaint and attendance on site. For those in a)iii above, the average time (hours) between the time of the complaint and attendance on site.	1,075 531 9 535 0.6 0.7				
66	<b>Trading Standards:</b> Percentage of consumer complaints completed within 14 days Percentage of business advice requests completed within 14 days	65.0% 99.5%				
67	<b>Non domestic noise complaints:</b> The number of complaints of non domestic noise received during the year: (i) Settled without the need for formal action. (ii) Requiring formal action. (b) For those in (a) (ii) above, the average time	66 1 1 day				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
	(calendar days) to institute formal action.					
68	<b>Antisocial behaviour:</b> Number of Antisocial Behaviour Orders Applications. Percentage of Antisocial Behaviour Orders Applications raised within 7 working days from agreeing instruction with Housing.	12 91.7%				
69	<b>Food Hygiene Inspections:</b> Percentage of premises with a minimum inspection frequency of 12 months or less, that were inspected on time: 6 months 12 months	100% 97%				
<b>ROADS &amp; LIGHTING</b>						
70	<b>Roads maintenance:</b> Percentage of the road network that should be considered for maintenance treatment.	40.1%				
71	<b>Street Lighting Failure:</b> the percentage of repairs completed within 7 days.	98.1%				
72	<b>Bridges:</b> The percentage of council bridges not meeting the European Standard of 40 tonnes The percentage of council bridges that have a weight or width restriction placed on them The percentage of private bridges not meeting the European Standard of 40 tonnes The percentage of private bridges that have a weight or width restriction placed on them	11.7% 1.9% 9.1% 3.0%				
73	<b>Street Lighting:</b> Percentage of street lighting columns over 30 years old. Percentage of Traffic Light repairs completed within 48 hours.	46.3% 99.1%				
74	<b>Road Condition:</b> Number of reactive maintenance repairs. Percentage of reactive maintenance repairs responded to within target	5,534 52%				

Measure		2009/10 Performance	2010/11 Performance	2011/12 Performance	2012/13 Performance	2013/14 Performance
<b>WASTE MANAGEMENT SERVICES</b>						
75	<b>Refuse collection and disposal:</b> Net cost per premises of refuse collection. Net cost per premises of refuse disposal.	£60.87 £89.09				
76	<b>Waste Recycling:</b> Percentage of municipal waste collected that was recycled and composted.	43.0%				
77	<b>Cleanliness:</b> The cleanliness index achieved following inspection of a sample of streets and other relevant land.	73				

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## COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT 2011-2014

### GLOSSARY OF TERMS

ADP	Alcohol and Drug Partnership	GIRFEC	Getting It Right For Every Child
AJSWMG	Ayrshire Joint Strategic Waste Management Group	HE	Higher Education
CAB	Citizens Advice Bureau	HEAT targets	Health Improvement, Efficiency, Access and Treatment targets
CARS	Conservation Area Regeneration Scheme	ISD	Information Services Division (NHS National Services Division)
CCF	Coalfield Communities Federation	JCP	Jobcentre Plus
CCT	Coalfield Community Transport	KSB	Keep Scotland Beautiful
CfE	Curriculum for Excellence	LAAC	Looked After and Accommodated
CHP	Community Health Partnership	LEAMS	Local Environmental Audit and Management System
COPD	Chronic Obstructive Pulmonary Disease	MCMC	More Choices More Chance
ERDF	European Regional Development Fund	NOMIS	Official labour market statistics provided by the Office for National Statistics
ESF	European Social Fund	RCP	Restoring Communities Programme
ESOL	English for Speakers of other Languages	ScotPHO	Scottish Public Health Observatory
FE	Further Education	SCOTXED	Scottish Exchange of Educational Data
FSF	Fairer Scotland Fund	SCQF	Scottish Credit and Qualifications Framework
FTE	Full Time Equivalent		

SCRA	Scottish Children’s Reporter Administration
SDES	Skills Development and Employability Service
SDS	Skills Development Scotland
SEEMIS	Education Management Software
SGED	Scottish Government Education Directorate
SHQS	Scottish Housing Quality Standard
SIMD	Scottish Index of Multiple Deprivation
SLIMS	Consultancy services specialising in economic and labour market analysis and policy development
SOA	Single Outcome Agreement
SPI	Statutory Performance Indicator
STEAM	Scottish Tourism Economic Assessment Model
SWSCJA	South West Scotland, Community Justice Authority
THI	Townscape Heritage Initiative
UPS	Unified Points Score