



**EAST AYRSHIRE  
COMMUNITY PLANNING PARTNERSHIP**

**SINGLE OUTCOME AGREEMENT  
2013 – 2015**

**28 March 2013**

# CONTENTS

	<b>Page</b>
<b>1. Introduction</b>	<b>3</b>
<b>2. Commission on the Future Delivery of Public Services</b>	<b>4</b>
<b>3. Single Outcome Agreement</b>	<b>4</b>
<b>4. Scope of the Single Outcome Agreement</b>	<b>5</b>
<b>5. A Clear Understanding of Place - Area Profile</b>	<b>12</b>
<b>6. Planning and Delivering Outcomes</b>	<b>12</b>
<b>7. Policy Priorities and Local Challenges</b>	<b>13</b>
<b>8. Prevention and Early Intervention</b>	<b>19</b>
<b>9. Community Engagement</b>	<b>21</b>
<b>10. Equalities</b>	<b>22</b>
<b>11. Governance and Scrutiny Arrangements</b>	<b>23</b>
<b>12. Performance Management and Reporting</b>	<b>25</b>
<b>13. Community Planning: Going Forward</b>	<b>25</b>
<b>Annex 1: Area Profile</b>	
<b>Annex 2: Single Outcome Agreement Templates</b>	
<b>Annex 3: Early Intervention/Prevention Activity</b>	

## 1. INTRODUCTION

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

- 1.1 The East Ayrshire Community Plan is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services in East Ayrshire. The Plan covers 12 years from 2003 to 2015 and sets out the overall vision for the local area as follows:

*“East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”*

(East Ayrshire Community Plan 2003-2015)

Recognising the principle of 'One Council, One Plan', the Council has adopted the Community Plan as its Corporate Plan.

- 1.2 The adoption of the Community Plan as the strategic planning mechanism in East Ayrshire signals the commitment of the Partners to partnership working through the Community Planning process and ensures:
- clarity of purpose and strategic direction;
  - a clear and common basis for partnership working;
  - a framework for achievement;
  - a basis for rationalising the strategic landscape; and
  - a focus for co-ordinated action.
- 1.3 Consequently, the Community Planning Partnership took a collective view from the outset that a Community Planning Partnership Single Outcome Agreement (SOA) would be developed for the local area, covering the three year period 1 April 2008 to 31 March 2011.
- 1.4 As part of Partners' commitment to ongoing review, our SOA was updated in 2010/11 as part of the Four-Yearly Review of our Community Plan, for implementation from 1 April 2011.
- 1.5 The Community Plan Mid Term Review progressed in 2012/13 and the national review of Community Planning and SOAs has provided a further opportunity to reshape our SOA for the period from 1 April 2013 to 31 March 2015, the final two years of our current Community Plan.
- 1.6 This updated SOA continues to be based on the East Ayrshire Community Plan and the key plans of the Community Planning Partners, and reflects the National Guidance issued on 4 December 2012.
- 1.7 The SOA sets out East Ayrshire Community Planning Partnership's ambition for our local communities through the achievement of agreed outcomes; and our ongoing commitment to effective partnership working through Community Planning to ensure that we are focused on meeting these challenges.

## **2. COMMISSION ON THE FUTURE DELIVERY OF PUBLIC SERVICES**

### **2. CHRISTIE COMMISSION**

- 2.1 In November 2010, the Scottish Government launched the establishment of a high level Commission to examine how Scotland's public services can be delivered in the future to secure improved outcomes for communities across Scotland. The report on the Commission's work was published on 29 June 2011.
- 2.2 The report identifies four key objectives of reform as follows:
- Public services built around people and communities, their needs, aspirations, capacities and skills, and work to build up their resilience.
  - Public sector organisations work together to achieve outcomes.
  - Public service organisations prioritise prevention, reduce inequalities and promote equality.
  - All public services constantly seek to improve performance and reduce costs, and are open and accountable.
- 2.3 These four strategic priorities underpin the development of our SOA and activity in this regard is reflected throughout this document.

## **3. SINGLE OUTCOME AGREEMENT**

### **3. PURPOSE OF THE SINGLE OUTCOME AGREEMENT**

- 3.1 East Ayrshire Community Planning Partners are committed to supporting progress at national level, through improvement in outcomes at a local level. Our SOA sets out how our agreed local outcomes will help support the Scottish Government's sixteen national outcomes, while taking account of local priorities.
- 3.2 The SOA underpins the Community Plan and provides a robust performance management framework ensuring effective links to the national outcomes, which will allow the Community Planning Partnership (CPP) to:
- further improve the quality of life across our communities;
  - deliver better outcomes for local people;
  - secure opportunities for reducing bureaucracy;
  - make more efficient use of our resources;
  - make a difference by removing barriers to improved service delivery; and
  - identify areas for improvement.
- 3.3 As part of Partners' commitment to ongoing review, our SOA was reviewed and developed in the context of the Four Yearly Review of the Community Plan in 2010/11 to ensure alignment with identified and agreed strategic priorities and high level local outcomes.
- 3.4 The reshaping of our Single Outcome Agreement 2013-15 to meet the requirements of the National Review of Community Planning and SOAs has been taken forward

in East Ayrshire in the context of the Community Plan Mid Term Review 2012/13, informed by updated guidance in this regard received from the Scottish Government on 4 December 2012.

- 3.5 Consequently, our SOA has been updated for implementation from 1 April 2013 onwards, which is aligned to the final two years of our current Community Plan. Longer term targets have been included where available. It is the Partnership's intention to carry out a fundamental review of our Community Plan during 2014/15 to develop a new strategic framework beyond 2015. Partners will update their Single Outcome Agreement to align a new SOA to the revised strategic framework from 2015 onwards.
- 3.6 The work of Community Planning Partnerships and their commitment to delivering an outcomes focused approach as set out in Single Outcome Agreements is the key mechanism for delivering change at local level. East Ayrshire Community Planning Partnership remains committed to the process.

## 4. SCOPE OF THE SINGLE OUTCOME AGREEMENT

### 4. SCOPE OF THE SINGLE OUTCOME AGREEMENT

#### Statement of Ambition

*“Effective community planning arrangements will be at the core of public service reform. They will drive the pace of service integration, increase the focus on prevention and secure continuous improvement in public service delivery, in order to achieve better outcomes for communities. Community planning and SOAs will provide the foundation for effective partnership working within which wider reform initiatives, such as the integration of health and social care and the establishment of single police and fire services, will happen.”*

(Scottish Government/COSLA Statement of Ambition, 15 March 2012)

- 4.1 The shared Statement of Ambition (15 March 2012) makes clear the commitment of the Scottish Government, COSLA and representatives of Community Planning Partnerships to retain and develop Community Planning and SOAs as the foundation of an outcomes based approach to public services in Scotland. It also sets out what is required from the Community Planning and SOA framework, and of national government, for these aspirations to be fully and effectively realised.
- 4.2 In line with the requirements of the Statement of Ambition, East Ayrshire Community Planning Partnership Single Outcome Agreement 2013-15 is a binding 'plan for place' and includes clear and formally agreed outcomes, indicators and targets, for which all partners are jointly accountable in line with their respective contributions.
- 4.3 East Ayrshire's SOA, which is subject to review on an annual basis, builds on the strategic priorities of the Community Plan, including those delivered by the public sector and the services delivered on behalf of the Partnership by the voluntary and community sectors.

- 4.4 The current Community Plan covers the period 2003 to 2015. A fundamental and comprehensive review of the Community Plan and the SOA will be undertaken in 2014/15 to ensure that our Community Plan and SOA are fit for purpose going forward in the context of a much changed economic and policy context. In this regard, our SOA will clearly reflect the outcomes to be achieved in the long term, and contributory outcomes, indicators and targets by which progress towards these will be demonstrated in the short and medium terms, to ensure better outcomes and reduced inequalities for our communities through the delivery of high quality public services.

#### **Four Yearly Review of the Community Plan**

- 4.5 Wide ranging consultation and engagement with communities, partners and key stakeholders, undertaken during the comprehensive Community Plan Four-yearly Review in 2010/11 informed the preparation of an updated Community Plan and revised set of Action Plans for full implementation by 1 April 2011. The Community Planning Partnership Single Outcome Agreement 2011-14, developed as part of the Four-yearly Review, underpins the Community Plan and provides a robust performance management framework, ensuring effective links to the national outcomes.

#### **Community Plan Mid Term Review**

- 4.6 The Community Plan Mid Term Review 2012/13 has been implemented against a background of unprecedented financial challenges, with significant real term reductions in public sector expenditure being implemented and further reductions anticipated at a time when demand for many public services is increasing. As a consequence of this, an important outcome of the Mid Term Review has been recognition of the need to prioritise resources against the actions which are key to achieving the National and Local Outcomes.
- 4.7 The Mid Term Review was taken forward in the context of the National Review of Community Planning, a key ambition of which is to deliver better outcomes for communities through strengthening duties on individual partners to work together to improve outcomes for local communities through participation in Community Planning Partnerships and the provision of resources to deliver the Single Outcome Agreement.
- 4.8 Our SOA has been reshaped in the context of the Mid Term Review and will continue to provide a robust performance management framework; ensuring effective links to the National Performance Framework for the remaining lifetime of the Community Plan.

#### **Guiding Principles**

- 4.9 As a Community Planning Partnership, we work in partnership with the community, the voluntary sector and all relevant partners to plan and deliver high quality, local services which are accessible and meet people's needs. We routinely review our policies, practices and structures to ensure that we deliver continuous improvement and best value. The Community Plan Guiding Principles, reviewed and amended as part of the 2010/11 Four-yearly Review, underpin all of our activity and ensure that we work in a way which:

- promotes equality of opportunity, social justice and social inclusion;
  - ensures effective community engagement in the planning and development of local services;
  - ensures quality and accessibility;
  - builds sustainability into what we do;
  - delivers continuous improvement and best value while improving efficiency and productivity; and
  - promotes early intervention in the delivery of services.
- **Equality of Opportunity:** The work of the Community Planning Partnership is underpinned by a commitment to equality of opportunity, social justice and social inclusion. We will continue to pursue an ‘equalities’ agenda which ensures that the needs of all residents are taken into account and are committed to promoting equality duties within our partnership working and improving the position of everyone who is currently disadvantaged or excluded from opportunities.
  - **Effective community engagement:** We recognise that the involvement of local people in making decisions about their local area and East Ayrshire as a whole, and in shaping the development and delivery of the services which impact on their lives, is essential. Robust systems are in place to promote and support the involvement of local people in decision making at both the strategic and local levels, including the Federations of Community Groups, the Equalities Forum and Equalities Networks and the Children and Young People’s Forum. The application of the National Standards for Community Engagement across all community engagement activity ensures an effective approach.

The National Standards of Community Engagement have been adopted by the Partnership and underpin our consultation and engagement work with local communities.

- **Quality and Accessibility:** We are committed to ensuring that the people of East Ayrshire have access to high quality, accessible services. This involves working together and listening to the people who use our services when planning, developing and delivering them. East Ayrshire’s policy of co-locating services is highly regarded as an efficient use of resources and an effective means of ensuring a ‘one stop’ approach to the complex issues facing many of our residents, and is a good example of our commitment to ensuring that services are accessible. In addition, collaboration between different agencies and professionals helps deliver seamless, joined-up services for the public and improved integration allows a better response to the wide ranging needs of particular groups, such as children and young people, disabled people and people with learning disabilities, and older people, than working within traditional professional and organisational silos. Effective partnership working at all levels through Community Planning is fundamental to taking such an integrated approach.
- **Sustainability:** The Community Plan has provided the strategic context for the delivery of sustainable development with the principles of sustainability at the heart of its Vision. To achieve this, it is essential that we balance carefully achieving long term positive impacts for our communities and the local economy against the social and environmental consequences of the services we provide.

- **Continuous Improvement and Best Value:** While we are proud of our successes to date, we are not complacent and are committed to learning from our experiences of joint working and building on our achievements to ensure performance improvement and continuous improvement, with robust self assessment as a starting point. The established review processes for Community Planning allow Partners, communities and key stakeholders to reflect on what is working and what is not, and to identify priorities and challenges for the way forward. We have set challenging Local Outcomes against which to measure progress through all of the activity of Community Planning Partners over the longer term. There are robust systems in place through the Single Outcome Agreement to allow us to measure our performance in delivering them and, most importantly, to let the people of East Ayrshire, including local communities, elected members and CPP partners, as well as the Scottish Government, judge how well we are doing, both year on year and over the life of the Community Plan.
- **Early Intervention/Prevention:** Within the context of Community Planning in East Ayrshire, there is a longstanding and continuing commitment to and culture of early intervention and prevention across the services delivered by Community Planning Partners. This commitment is demonstrated through the broad range of activity delivered within our communities and strategically by the inclusion of 'the promotion of early intervention in the delivery of services' as a Guiding Principle of our Community Plan underpinning all of our activity. For example, we have always known that the earliest years of life are crucial to a child's development. 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. Our focus on early years and early intervention requires a longer-term shift to focusing on the causes rather than symptoms within cycles of challenge. Investment in prevention and early intervention, for example through parenting and nurturing services, will reduce the demand on specialist services, reducing costs in the long-term.

4.10 To date, the East Ayrshire Community Planning Partnership has agreed six strategic commitments. Building on the success of partnership working, Partners have agreed that our current range of strategic commitments remain relevant, as follows:

- **Shared services with shared management arrangements:** much progress has been made through working together to better plan, develop and jointly deliver local services – an increased focus will be given over 2013-15 to exploring further shared management arrangements. In addition, across the partnership, Community Planning Partners have identified a need to review their property assets in line with a planned reduction in estate portfolios, with reduced running costs and optimum use of facilities, including co-location.
- **Shared premises** across East Ayrshire have ensured improved access to a range of public services – further opportunities for co-location will be considered as we move forward.
- **Rationalisation of plans and structures:** opportunities have been taken to rationalise and reduce the number of plans and strategies developed - ensuring that the Community Plan is the sovereign strategic planning document for



East Ayrshire encompassing local, regional and national priorities will be a continued focus of our attention.

- **Joint consultation and engagement:** decision-making in the public sector in East Ayrshire has benefited greatly from the active engagement of communities and we can highlight tangible examples of comprehensive and meaningful engagement with local communities – we will continue to ensure that our systems and structures ensure an effective and co-ordinated approach to local consultation and engagement.
- **Joint training:** some progress has been made in providing joint training opportunities across Partner agencies - Partners have recognised this as an area where the Partnership should provide an increased focus over 2013-15 to avoid duplication of activity and maximise resources.
- **Joint information sharing:** significant progress has been made in this regard with a range of information sharing protocols in place – we will ensure that information sharing at all levels continues to be robust.

### Key Themes

- 4.11 As part of our ongoing commitment to partnership working, early in 2010, we worked with our communities, our partners and other key stakeholders to identify local priorities for the four year period from 2011-2015. Everyone agreed that the key themes listed below should continue to be the focus of effort by Community Planning Partners and, under each of these themes, identified key Local Outcomes.
- 4.12 The 2012/13 Mid Term Review process commenced with a review of the Local Outcomes, which confirmed that these remained relevant going forward over 2013-15, the final two years of the current Community Plan. These are as follows:

### Promoting Lifelong Learning

#### Local Outcomes

- Literacy and numeracy skills for children, young people and adults improved
- Positive and sustained destinations for learners improved
- Community capacity, spirit and cohesion developed

### Delivering Community Regeneration

#### Local Outcomes

- Our town centres and villages sustainably regenerated
- Local economy improved
- Skills development and employability improved
- Leisure, culture and tourism potential promoted and developed
- Connectivity and local transport solutions improved
- Sustainable and affordable housing solutions delivered
- The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated

## Community Safety

### Local Outcomes

- Crime and anti-social behaviour tackled, and the fear of crime and anti-social behaviour reduced
- Preventative and diversionary activity delivered
- Community safety in neighbourhoods and homes improved
- Protection of children and the safety of vulnerable adults, individuals and families promoted

## Improving Health and Wellbeing

### Local Outcomes

- Active, healthy lifestyles and positive behaviour change promoted
- Alcohol and drug related harm reduced
- Impact of multiple deprivation and poverty on the health and wellbeing of the most vulnerable individuals and communities addressed
- Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible
- Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included

4.13 The development of the SOA has been built on the results of the wide ranging consultation and engagement with Communities, Partners and other key stakeholders carried out as part of the Community Planning Four Yearly Review and the more recent Mid Term Review process. The results reconfirmed the relevance of priorities set for East Ayrshire. The SOA provides Community Planning Partners in East Ayrshire with opportunities to:

- further maximise benefits from partnership working;
- deliver continuous improvement based on clear and shared objectives;
- demonstrate better ways of measuring and reporting on our performance; and
- reflect progress and impact across communities.

### SOA links to other strategic plans

4.14 The mainstream core activity of individual organisations is detailed within the range of Partner Agency strategic documents and service plans, all linked to the overarching Community Plan. Within the framework of Community Planning, further opportunities to integrate services to ensure the maximum benefit for service users are afforded through a range of other local and national strategies and plans linked to the SOA. The key drivers include:

- East Ayrshire Council Transformation Strategy, which sets out the following three Strategic Priorities:
  - Raise educational attainment and equip our young people for the world of work

- Promote town centre living
- Support older people to live independently in the community
- East Ayrshire Economic Development Strategy
- Children and Young People’s Service Plan
- East Ayrshire Corporate Parenting Strategy
- Early Years Framework, including Early Years Collaborative
- A Curriculum for Excellence
- East Ayrshire Local Development Plan
- East Ayrshire Council Local Housing Strategy
- Regional Transport Strategy and Transport Outcomes Report
- East Ayrshire Transport Strategy
- Local Police and Fire and Rescue Plans
- South West Scotland Community Justice Authority Area Plan – Working in partnership to reduce offending
- Your Health We are in it Together – Primary Care Strategy for Ayrshire and Arran
- Looking After Every Child – Child Health Strategy for Ayrshire and Arran
- Reshaping Care for Older People.

4.15 Community Planning Partners in East Ayrshire are committed to tackling poverty and the significant inequalities which cut across our local communities. A range of national social policy frameworks provide the strategic framework for tackling the long standing inequalities that exist in Scotland through collaborative working and early intervention. This approach is consistent with the priorities for action identified within the East Ayrshire Community Planning/SOA process.

4.16 The Scottish Government’s Economic Strategy is focused on stimulating growth in Scotland’s long term economic potential and the Government’s Economic Recovery Plan sets out the approach to bringing about economic recovery and growth. East Ayrshire Community Planning Partnership provides the robust partnership approach between public sector organisations, the community and the business and voluntary sectors required to support business growth and ensure that everyone has the opportunity to work, improve their skills and make a positive contribution to communities; and ensure progress towards the key national outcome in the National Performance Framework: *‘We realise our full economic potential with more and better employment opportunities for our people’*.

4.17 Single Outcome Agreements and the Community Planning process are the key local mechanisms for putting these frameworks into practice. Locally, activity to address the issues highlighted in these documents is taken forward through our Community Plan Action Plans, including encouraging work by removing barriers to employment; implementing curriculum for excellence; regenerating our five hubs; and addressing the misuse of alcohol.

## **5. A CLEAR UNDERSTANDING OF PLACE – AREA PROFILE**

### **5. EAST AYRSHIRE AREA PROFILE**

- 5.1 An integrated profile of the social, economic and environmental conditions in East Ayrshire forms the basis of our SOA. The Area Profile provided at Annex 1 presents an evidence base for identifying past trends and future challenges and opportunities, and subsequently the strategic local priorities expressed as local outcomes.
- 5.2 The Area Profile takes into account the information contained in the Community Plan and the corporate and service plans of the local Partners; draws on a range of indicators which are relevant, robust and measurable, and evidences the views of communities via the Community Planning Residents' Survey.
- 5.3 In addition, our work continues to be informed by our recognition and understanding of the social, economic and health inequalities facing different areas and population groups across East Ayrshire, supporting further opportunities to identify priorities, target resources and service provision, and contribute to the delivery of improved outcomes for local people. The Community Profiling tools recently launched by the new national Improving Evidence and Data Group will assist us to better identify and understand the scale, combinations and concentrations of inequalities between and within the communities in East Ayrshire.

## **6. PLANNING AND DELIVERING OUTCOMES**

### **6. PLANNING AND DELIVERING OUTCOMES**

- 6.1 The report on the Christie Commission's work highlights that a key objective of public sector reform should be to ensure that public service organisations work together to achieve outcomes, specifically by delivering integrated services which help secure improvements in the quality of life, and the social and economic wellbeing, of the people and communities of Scotland. Within East Ayrshire Partnership working is strongly embedded.
- 6.2 The Community Planning Mid Term Review has been implemented against a background of unprecedented financial challenges, with significant real term reductions in public sector expenditure being implemented and further reductions anticipated at a time when demand for many public services is increasing. As a consequence, an important outcome of the Mid Term Review has been a recognition of the need to prioritise resources against our agreed actions, which are key to achieving agreed National and Local Outcomes.
- 6.3 Our updated SOA has been developed in partnership, including the involvement of the public sector, local communities and other stakeholders, including the third and private sectors, in the context of the National Performance Framework, providing us with further opportunities to make a significant contribution to the achievement of local and national outcomes, reduce inequalities and achieve performance improvement.

- 6.4 Our priorities are reflected in the Local Outcome information, including indicators and targets, presented at Annex 2.
- 6.5 Targets have initially been set for 2013/14 and 2014/15 (recognising that circumstances will change from year to year and be accounted for in the SOA annual review process), with longer term targets provided, where appropriate, through which the achievement of the local outcome/s can be demonstrated. Reporting of progress is scheduled on an annual basis over the next two years, linked to our public performance reporting arrangements. In the main, quantified projections have been provided. In the cases where this has not been possible, 'direction of travel' ambition has been set out.
- 6.6 Moving forward, we will continue to work to provide quantified targets through which we will be able to demonstrate progress towards outcomes in the short, medium and longer term.
- 6.7 Our SOA will be developed for the longer term linked to the full review of our Community Planning arrangements to be progressed in 2014/15.

## 7. POLICY PRIORITIES AND LOCAL CHALLENGES

### 7. POLICY PRIORITIES AND LOCAL CHALLENGES

- 7.1 The priorities identified for East Ayrshire are clearly in alignment with the key policy priorities identified within the SOA Guidance as demonstrated below.

### ECONOMIC RECOVERY AND GROWTH

- 7.2 **Sustainable economic growth** - Developing the economy and achieving sustainable economic growth are key priorities for Partners in East Ayrshire. Community Planning Partners are committed to developing the economy as a whole, with a particular focus on inward investment, local business nurture and wider economic regeneration. Any reduction in effort in these areas is likely to result in local economic challenges persisting for longer than they otherwise might.
- 7.3 **Economic Development Strategy for East Ayrshire 2012-17** – The Council has led the development of the Strategy on behalf of its partners and it reflects and complements the work of a wide range of key partners. It sets out the ambitions of East Ayrshire for transforming the local economy, clearly articulating our priorities and alignment with the themes of the Scottish Government's Economic Strategy and the plans of our Community Planning Partnership. The associated action plan will direct available resources towards agreed key outcomes contained within the Community Plan and the SOA.
- 7.4 **Connectivity** - Good transport is essential to economic growth; improved levels of employment and employability; reducing carbon emissions; cohesive, sustainable communities; and healthy, active, independent lives. The challenge in terms of transport infrastructure is to build on the good transport connections which we currently have and develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. In recognition of the

economic importance of external transport links, work will continue to plan and implement improvements to the strategic transport infrastructure. Strathclyde Partnership for Transport is working in partnership with East Ayrshire Council to invest in and deliver transport services and infrastructure.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Sustaining and promoting economic growth of business through positive intervention
- Growing our business base and supporting inward investment
- Improving the quality of the tourism offer
- Developing the social economy to increase economic participation in our communities

## **EMPLOYMENT**

- 7.5 **Claimant Count Unemployment** - 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.
- 7.6 **Youth Employment** – Recognising the rise in youth unemployment at national and local level, there will be a focus on minimising the effects on young people aged 16-24 years of early disengagement from the labour market and building on the excellent work which is already being taken forward jointly to support young people into further education, training and employment. This activity will be informed by the outcome of the Youth Employment Summit hosted by the Community Planning Partnership in August 2012 and the Mid Term Review has allowed key actions arising from the Summit to be incorporated into the new Delivering Community Regeneration Action Plan. 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.
- 7.7 Improving positive and sustained destinations for learners remains a key priority. There will be a continuing focus on embedding the Curriculum for Excellence and on raising educational attainment, one of the Council's top three strategic priorities. Recognising the rising levels of youth unemployment, there is a continuing commitment to preparing young people for the world of work. Consequently, there will be a continued focus on engaging with employers, progressions to employment, further education and training, and promoting entrepreneurship through the curriculum in schools and colleges, and within community based learning. In particular, going forward there will be a focus on the STEM subjects, namely Science, Technology, Engineering and Mathematics, from early years education onwards. With the establishment of the Supporting Vibrant Communities Team, the focus of community based activity in relation to wider achievement will be on increasing the number and range of youth achievement programmes.
- 7.8 **Post 16 Education Reform** - To improve life chances for young people, support economic growth and increase the number of jobs, the Scottish Government has

implemented the reform of the post-16 education system. This will see the establishment of a new Ayrshire regional college, bringing together Kilmarnock, Ayr and James Watt Colleges to better serve students and focus on the needs of employers. Outcome agreements with college regions and universities will provide improved public accountability with a single body in each college region receiving funding and being responsible for delivery. Going forward we will ensure that the outcome agreements with college regions have robust links to the Promoting Lifelong Learning Action Plan and our SOA, and that we maximise the benefit of Post 16 Education Reform with the merger of the three colleges.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Promoting self-employment and business start up
- Improving the employability of school leavers
- Facilitating closer partnership working between the private sector and support providers
- Increasing skills investment in growth sectors, including food and drink and engineering
- Increasing the availability of work placements
- Providing additional support for our most vulnerable young people
- Working with business leaders to build an enterprise culture in schools

## **EARLY YEARS**

7.9 **Early Years** - The Early Years Framework, established in 2008, signified an important milestone in encouraging partnership working to deliver shared commitments to giving children the best start in life and to improving the life chances of children, young people and families at risk. In November 2011, the Early Years Taskforce was established alongside the Early Years Change Fund by the Scottish Government, in partnership with Local Government, the NHS, the Police and the Third Sector to take forward a significant change programme to help deliver the joint commitment to prioritising the early years of children's lives and to early intervention, originally set out in the Early Years Framework. Within this context, the aim of the Early Years Collaborative, recently established within each Community Planning Partnership, is to accelerate the conversion of the high level principles of the Early Years Framework into practical action that will help to create the conditions, which will enable and facilitate the activity to deliver better outcomes for children in their early years and their families.

7.10 **Children and Young People Bill** - Legislation to deliver the best package of early learning and childcare in the UK will be introduced in the Scottish Parliament this year as part of the new Children and Young People Bill, a single, comprehensive piece of legislation, which strengthens the ways in which we support children and deliver an improved package of early learning and childcare by increasing the amount provided free from 475 hours a year to a minimum of 600 hours. In addition, the Bill will increase a child's right to be heard through embedding the 'Getting it right for every child' (GIRFEC) approach so children's voices are considered whenever decisions are taken that affect them. We will further embed the GIRFEC

model across services and agencies. Work will be taken forward to prepare for the implementation of the requirements of the new Bill.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Encouraging children and young people to adopt a healthy lifestyle
- Establishing and developing Early Childhood Networks
- Developing the nurture approach in a child's early years
- Developing and implementing the work of the multi-agency Early Years Collaborative
- Implementing 600 hours of early learning and childcare (subject to statute)

**SAFER AND STRONGER COMMUNITIES AND REDUCING REOFFENDING**

- 7.11 **Police and Fire Reform** – As a result of the Police and Fire Reform (Scotland) Act 2012, the new Police Service of Scotland and the single Scottish Fire and Rescue Service will be operational from 1 April 2013. Our focus going forward will be to sustain and build on the current strong relationship with both the Police and Fire and Rescue Services to ensure continued improvement in the safety and wellbeing of our communities. This will be achieved by aligning the Local Police and Fire and Rescue Plans for East Ayrshire with the outcomes and actions in the Improving Community Safety Action Plan to ensure effective, integrated working involving the full range of partners in addressing the complex problems facing our communities.
- 7.12 **Antisocial Behaviour Strategy** - Part 1 of the Antisocial Behaviour Etc (Scotland) (Act) 2004 places a statutory duty on East Ayrshire Council and the Chief Constable to prepare a strategy for dealing with antisocial behaviour in the local authority area. Recognising the strong foundations of the work already undertaken jointly in East Ayrshire by Community Planning Partners in tackling antisocial behaviour through the Improving Community Safety Action Plan and the national drive for integration, it has been agreed that the Improving Community Safety Action Plan will now act as our strategy for driving forward activity in relation to antisocial behaviour.
- 7.13 **Reoffending** – The Reducing Reoffending Programme has been established in order to deliver change across the whole of the criminal justice system in Scotland. The programme goals are to prevent reoffending by young people; divert cases from the courts system; ensure the availability of effective community disposals; ensure the effective management of offenders in custody; ensure effective re-integration into the community; and secure equality by ensuring that systems and services are designed to meet the specific needs of all offenders.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Tackling serious and organised crime, including drug dealing/use
- Implementing action to tackle violent crime, disorder and antisocial behaviour



- Tackling alcohol and drug related crime
- Tackling housebreaking and theft
- Improving fire safety and fire prevention
- Improving road safety
- Ensuring that offenders have appropriate access to services; consistent provision of interventions; and access to support their integration into the community by ensuring that employment, health, accommodation and other needs are met
- Implementing a systematic range of diversionary activities for young people, including targeted work in 'hot spot' areas

## HEALTH AND HEALTH INEQUALITIES AND PHYSICAL ACTIVITY

- 7.14 **Health Inequalities** - One of the biggest challenges for Scotland and East Ayrshire is the need to tackle persistent health inequalities and close the gap between the most and least deprived communities. Within East Ayrshire, we recognise that the most important factor in tackling health inequalities is to reduce the economic and social inequalities prevalent in our communities. Given that structural inequalities (including income and wealth inequalities) are the key determinants of health inequalities, we will require leadership and the sustained efforts of all the partners at all levels (national and local) if we are to have a positive impact on addressing this challenge.
- 7.15 **Alcohol and Drugs Misuse** - A move from treatment to recovery will be embedded within initiatives that seek to promote recovery and will be a continuing priority, building on the initial positive results of the focused pilot Methadone Cessation programme in North West Kilmarnock. In addition, an action has been added in relation to measuring positive outcomes for people participating in recovery programmes.
- 7.16 The Substance Misuse Education programme has been embedded into the school curriculum in all secondary schools and will continue to deliver preventative programmes. Activity for children and young people will also continue to focus on prevention in the community setting through positive sport and leisure activities in partnership with the new Supporting Vibrant Communities Team. Alcohol Brief Interventions will continue to be offered in primary care settings and in the community through for example the Community Health Improvement Partnership (CHIP) Van. Prevention and early intervention activity for children and families affected by parental substance misuse continues to be a priority.
- 7.17 **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 and maximising income. The challenge will be improving provision of Financial Inclusion support by ensuring maximum, co-ordinated effort through further strengthening collaborative working arrangements.

7.18 **Welfare Reform** - The Welfare Reform Bill received Royal Assent in March 2012, with the major aspects of welfare reform to be implemented between 2013 and 2017. East Ayrshire Council commissioned a redesign of Financial Inclusion services across the Council with a view to maximising the capacity of the Council to respond to the impact of Welfare Reform on its residents and communities. A Financial Inclusion Strategy is in development which will take forward key actions within the Improving Health and Wellbeing Action Plan in partnership with independent and voluntary sector partners. In addition, financial inclusion activity has been mainstreamed into the strategic pipeline approach to employability services and is standard practice in the work of all partners. The Partnership will continue its focus on supporting people move into work.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Tackling alcohol and drugs misuse, including the implementation of recovery treatment options for people with alcohol and/or drug problems
- Implementing a range of activities and interventions to support and encourage physical activity, healthy eating and healthy lifestyles
- Delivering a smoking cessation service across East Ayrshire
- Providing benefits checks and income maximisation services
- Providing advice, support and assistance to help people deal with debt and build financial capability

## **OUTCOMES FOR OLDER PEOPLE**

7.19 **Changing Demographics** - East Ayrshire's population is ageing significantly, with the local working age population projected to fall by 13.8% between 2010 and 2035 compared with a relatively static working age population across Scotland. In addition, it is estimated that the proportion of those of pensionable age will increase to around 28% by 2035, compared to 18% in 2010, with the 75+ age group projected to increase from 8% to 14% of the population over the 25 year period. This will present a range of challenges to Partners, which will increase the pressure on partner budgets, particularly those for health and social care. As a partnership, we continue to plan and work together to ensure we deliver services which are relevant going forward.

7.20 **Integration of Health and Social Care** - The Integration of Health and Social Care Bill, with the creation of a new Health and Social Care Partnership and the introduction of national outcomes, is planned for publication in summer 2013, with a timescale for implementation by either April 2014 or July 2014 at the latest. A major driver in the proposals for Integration of Adult Health and Social Care is the need to address the impact of demographic change. This specific workstream is being progressed through the Reshaping Care for Older People Programme and also through partnership work with North and South Ayrshire Councils, NHS Ayrshire and Arran, East Ayrshire Council of Voluntary Organisations and Scottish Care. Through this wider partnership, East Ayrshire Community Health Partnership is progressing in the development of a 10 Year Vision for Older People's Services that fully incorporates the Reshaping Care for Older People Programme and associated

Change Fund agenda. Our local priority of supporting older people to live independently in the community provides a clear strategic link to the national Reshaping Care for Older People's agenda, the principal goal of which is to "optimise independence and wellbeing for older people at home or in a homely setting". As the full details of the new Bill are received, further consideration will be given to ensuring that actions within the Community Plan Health and wellbeing Action Plan reflect the national outcomes. This will ensure that key actions within the Improving Health and Wellbeing Action Plan continue to be progressed by the new 10 Year Vision for Older People's Services and the Health and Social Care Partnership.

**In East Ayrshire, we will address these priorities by 2015 by:**

- Re-ablement, providing care supports to maximise independence rather than providing services that perpetuate dependence
- Telehealth / Telecare, utilising technology to provide 24 hour access to services
- Integrated Resource Framework, working to bring public resources together to efficiently and effectively meet community need
- Single Point of Contact, providing easy access and referral routes to services across agencies
- Long Term Conditions Plan, developing anticipatory care plans to support people manage their health needs in the community
- Rehabilitation Framework, promoting recovery of independence
- Dementia strategy, providing information, care and support from diagnosis to end of life care

7.21 In addition, there continue to be sharp contrasts in the prosperity of communities within East Ayrshire, with some experiencing significant deprivation while others are relatively affluent. The Scottish Index of Multiple Deprivation (SIMD) 2012 highlights that 20% (1 in 5) of East Ayrshire residents live in the 0-15% most deprived areas in Scotland. The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in our most disadvantaged communities.

## **8. PREVENTION AND EARLY INTERVENTION**

### **8. PREVENTION AND EARLY INTERVENTION**

- 8.1 The report on the Christie Commission's work highlights that a key objective of public sector reform should be to ensure that public service organisations prioritise prevention to reduce demand and lessen inequalities.
- 8.2 Within the context of Community Planning in East Ayrshire, there has been a culture of early intervention and preventative spend and a commitment over time to shifting the balance of care and resources to prevention across a range of services. The

Getting it Right for Every Child (GIRFEC) programme is founded on the principles of early intervention, namely appropriate, proportionate and timely intervention, and provides a framework for putting these principles into action for all children and young people at the individual level. Similarly, we are already some way down the road to putting these principles into action within the education system through Curriculum for Excellence and within the NHS through Health for all Children. These principles also underpin work to provide More Choices and More Chances for children and young people at risk. Following a robust period of evaluation, training in respect of the Solihull Approach, an integrated psychodynamic and behavioural approach for professionals working with children and families who are affected by behavioural and emotional difficulties, has been rolled out around the five Nursery and Family Centres.

- 8.3 In addition, significant resources have been committed over time to diverting young people from crime and antisocial behaviour and, while no formal evaluation has been undertaken of the impact of the activity, anecdotal evidence from the police and communities points to the value of this work. Allied to this work, there has been a focus on awareness raising and education with young people in schools and community based settings in relation to the misuse of alcohol and drugs.
- 8.4 Within the context of Community Planning in East Ayrshire, there is a longstanding and continuing commitment to and culture of early intervention and prevention across the services delivered by Community Planning Partners. This commitment is demonstrated through the activity delivered within our communities and also by the inclusion of 'the promotion of early intervention in the delivery of services' as a Guiding Principle of our Community Plan underpinning all of our activity.
- 8.5 Community Planning Partners in East Ayrshire are committed to improving outcomes and reducing future demand in our communities through early intervention and preventative actions. Consequently, partners' resources are aligned to the agreed outcomes identified in our SOA and in partners' individual strategies and plans, with significant resources already committed over time to increasing early intervention and prevention across a range of services.
- 8.6 All partners take shared responsibility for the development and delivery of our SOA and the provision of resources to do this. As a partnership, we will take work forward to further evidence our decisive shift to prevention and progress in improving outcomes, reducing future need, controlling costs and releasing savings.
- 8.7 In taking this work forward, East Ayrshire Community Planning Partnership will continue to engage with a range of partners and investors, including the third and independent sectors and other key stakeholders, who we recognise have an important role in promoting and contributing to early intervention and preventative approaches.
- 8.8 The focus of the Community Planning Partnership going forward will be on further embedding an outcome-based approach to planning and resourcing services, which will necessitate changing not only what we deliver but also how we deliver both within and across partner organisations. There is a significant shift to early intervention and prevention in the activity which will be implemented to achieve these outcomes and outcome inequalities.

- 8.9 Annex 3 reflects a sample of the range of intervention and prevention activity being taken forward and planned in East Ayrshire, grouped under each of the key policy priorities, as outlined in the SOA Guidance (December 2012).

## 9. COMMUNITY ENGAGEMENT

### 9. COMMUNITY ENGAGEMENT

- 9.1 Effective community engagement lies at the heart of the Community Planning process in East Ayrshire and we continue to recognise that the involvement of local people in making decisions about their area, and East Ayrshire as a whole, and in shaping the delivery of services which impact on their lives, is essential. The application of the National Standards for Community Engagement across all community engagement activity ensures an effective approach. Robust systems are in place to promote and support the involvement of local people at both strategic and local levels, including:

- **Federations of Community Groups** - Comprising representation from communities across East Ayrshire, the Federations of Community Groups will continue to ensure that the views of communities are represented in strategic planning and decision making. Each of the two Federations is represented on the CPP Board, ensuring embedded and sustained ownership of the Community Plan/SOA.
- **Equalities Forum and Young People's Forum** - Ensure community engagement in the overall Community Planning/SOA process and appropriate representation from community/youth organisations across East Ayrshire.
- **Third Sector Interface** - Work continues to be taken forward to strengthen the Third Sector's role in planning and delivering our SOA. This work is facilitated through representation of the Third Sector Interface on the CPP Board, affording an opportunity for the sector to operate at a more strategic level and to effectively inform decision making and the planning and delivery of services. In addition, third sector organisations are actively involved in the Community Plan Action Plan Working Groups.
- **Business sector** - We continue to benefit from supportive, enthusiastic and valuable partnership working with the local business community, including through 'Business Breakfasts' and 'Business Banter', linked to: the Ayrshire Chamber of Commerce, which supports the needs of local business and provides a business network across Ayrshire; the Ayrshire Economic Partnership, a public/private partnership, providing strategic direction and support to grow the Ayrshire economy, in particular in relation to food and drink, tourism, renewables, and engineering; and the Business Enterprise and Skills Centres, which have been established in each of our nine secondary schools.

- 9.2 The development of our SOA has been informed by a comprehensive and ongoing consultation process as part of the Community Planning Mid Term Review, including the engagement of the community and voluntary sectors.

- 9.3 In particular, a Voluntary Sector event, convened on 20 February 2013 and facilitated jointly by Voluntary Action East Ayrshire and the Council's Policy, Planning and Performance Division, afforded the opportunity for Third Sector

Partners to engage in the development of the new SOA; and highlight the range of activity they are taking forward to progress Local and National Outcomes.

- 9.4 The Community Planning Residents' Survey provides robust local information about resident satisfaction and their current and future needs. In addition, a Residents' Panel of 1,000 members provides an increased understanding of residents' views and consultation in the planning and development of services. Panel consultations have informed the Community Planning Review process, including the 2012/13 Mid Term Review, and informed the ongoing development of our SOA.

### **Transforming our relationship with communities**

- 9.5 In a move towards community resilience, Community Planning Partners will continue to build on existing arrangements for the delivery of community based services, which ensure that we focus on empowering our communities and neighbourhoods and the need to move away from a culture of dependency to social integration, enhanced community cohesion, co-production and the promotion of local ownership, responsibility and participation. Work continues to be taken forward in this regard, including an increasing emphasis on working with community groups and community associations to build capacity of community representatives, and to explore ownership of local facilities and the establishment of community trusts.
- 9.6 **Supporting Vibrant Communities** - The Council's new Supporting Vibrant Communities Team brings together a range of staff who work directly with communities. This Team will have a key role in developing the capacity and resilience of communities by taking an asset based approach, which focuses on harnessing the strengths and potential of local people to make positive, sustainable change and play an active role in the regeneration of their local communities.
- 9.7 The following set of Guiding Principles underpins our new relationship with our communities:
- Taking a community development approach to our activity – working with rather than for communities.
  - Listening to our communities and valuing their knowledge skills and expertise.
  - Empowering communities and building their resilience.
  - Focusing on reducing inequalities in our most deprived communities.
  - Prioritising prevention and early intervention approaches.
  - Building sustainability into all that we do.

## **10. EQUALITIES**

### **10. EQUALITIES AGENDA**

- 10.1 The work of the Community Planning Partnership is underpinned by a commitment to equality of opportunity, social justice and social inclusion. We will continue to pursue an 'equalities' agenda which recognises diversity within our communities and ensures that the needs of all residents are taken into account irrespective of disability, gender, ethnic origin, sexual orientation, age, religion and belief, gender reassignment, pregnancy or maternity, or economic circumstances.

- 10.2 Partners recognise that there are substantial differences between communities, groups and individuals and the opportunities they enjoy in respect of health, employment, education, learning, safety and quality of their local environment. We are committed to promoting the equality duty within our partnership working and improving the position of everyone who is currently disadvantaged or excluded from opportunities. Target groups include older people, carers, ethnic minorities, people with a disability and women, particularly with regard to domestic abuse.
- 10.3 The Guidance on Single Outcome Agreements, published in December 2012, clearly states that equalities considerations should run through all the activities of the Community Planning Partnership and be included in the development of SOAs.
- 10.4 The development of equality outcomes in East Ayrshire will contribute to developing a broader understanding of the equality agenda and building the capacity of our communities and employees to work in a way which promotes equality of opportunity, social justice and social inclusion, a Guiding Principle of the Community Plan.
- 10.5 The equalities outcomes have been linked to our SOA, which will ensure that information and data collected as part of this process will be used to support wider planning and delivery of activity, and that we are moving forward in relation to mainstreaming equality within Community Planning as part of the ongoing development of our SOA. Further work is planned and will be taken forward to build on this activity.

## **11. GOVERNANCE AND SCRUTINY ARRANGEMENTS**

### **11. GOVERNANCE AND SCRUTINY ARRANGEMENTS**

- 11.1 The report on the work of the Christie Commission highlights that reform is required to ensure that all public services constantly seek to improve performance and reduce costs, and are open, transparent and accountable. Annual reporting is carried out on a routine basis, with improvement plans developed to ensure continuous improvement.
- 11.2 The Community Planning Partnership (CPP) Board comprises representation at chief executive level (or equivalent) from the Core Partner organisations and community representation from the Federations of Community Groups as well as representation from the voluntary sector. Chaired by the Council Leader, the Board sets the strategic direction for Community Planning in East Ayrshire and ensures effective partnership working. In addition, planning and decision making are influenced both strategically and locally by the Children and Young People's Forum and the Equalities Forum.
- 11.3 Effective corporate governance and scrutiny is assured through the Council's Cabinet, and Governance and Scrutiny Committee, the Boards of individual Partner agencies and the CPP Board. Decisions are reported to Partner agencies through their representatives on the CPP Board and supporting CPP structures. Representatives of the Federations of Community Groups participate in the CPP Board and are fully involved in decision making, with responsibility for

cascading information to their members, and affiliated community and voluntary groups.

- 11.4 As grant recipient for funds allocated under the auspices of Community Planning, the Council has established robust and proper monitoring arrangements to ensure and demonstrate that funds are spent appropriately. Funding allocated to initiatives led by Partners is subject to the relevant agency's monitoring and scrutiny arrangements, with overall review and scrutiny undertaken by the CPP Board.
- 11.5 East Ayrshire's SOA has been endorsed by all Community Planning Partner agencies individually, and signed off both by the Council and the CPP Board. At the time of writing, our Community Planning Partners in East Ayrshire are as follows:
- East Ayrshire Council
  - NHS Ayrshire and Arran
  - Scottish Enterprise
  - Skills Development Scotland
  - Strathclyde Fire and Rescue (Scottish Fire and Rescue Service from 1 April 2013)
  - Strathclyde Police (Scottish Police Service from 1 April 2013)
  - Strathclyde Partnership for Transport
  - Kilmarnock College (Ayrshire College from 1 August 2013)
  - Coalfield Communities Federation
  - East Ayrshire North Communities Federation
  - Voluntary Action East Ayrshire
  - The Scottish Government.
- 11.6 As per the advice note issued by the Scottish Government on 5 February 2009 in respect of 'Governance and Accountability for SOAs', in signing up to the SOA, Community Planning Partners are:
- signing up to the whole SOA, not selected parts of it;
  - adopting the SOA as a formal corporate commitment of the Council or Board;
  - giving a commitment to support the delivery of the SOA in all possible ways compatible with their duties and responsibilities; and
  - willing to review their pre-existing structures, processes and resource deployments to optimise delivery of outcomes.
- 11.7 In addition, the Statement of Ambition outlines that all partners are expected to contribute effectively and take shared responsibility for the effectiveness of the CPP, including for the development and delivery of new SOAs and the provision of resources to do this. Community Planning Partners in East Ayrshire are committed to this process.
- 11.8 Management arrangements and systems will ensure that the East Ayrshire CPP will monitor, measure and review progress in taking forward the SOA. Through our Public Performance Reporting arrangements, we will meet the timescales for reporting progress to communities, the CPP Board and the Scottish Government.



## **12. PERFORMANCE MANAGEMENT AND REPORTING**

### **12. REPORTING ON PROGRESS TO THE SCOTTISH GOVERNMENT, STAKEHOLDERS AND COMMUNITIES**

- 12.1 Through the Single Outcome Agreement, which in East Ayrshire acts as the performance monitoring framework for the Community Plan, Community Planning Partners will continue to jointly review and report on a focused range of performance measures to communities on an annual basis and to meet the requirements of the Scottish Government. Through this process, progress and changing circumstances can be considered.
- 12.2 Where appropriate, actions will be identified in respect of areas for improvement in the Community Planning/SOA Annual Performance Report and remedial action taken forward to facilitate the achievement of the local outcomes in our two year SOA by March 2015.

## **13. COMMUNITY PLANNING: GOING FORWARD**

### **13. COMMUNITY PLANNING: GOING FORWARD**

- 13.1 The targets set by the Partnership in our SOA are ambitious and challenging, and we recognise that achievement of our agreed outcomes will be demanding and influenced by a range of external factors outwith our control, for example, the global economic downturn and Welfare Reform. In East Ayrshire, our focus will be to work in partnership to address this challenging agenda as we go forward.
- 13.2 March 2015 will see the conclusion of our current Community Plan. A fundamental review of our Community Plan and Community Planning arrangements will be driven forward over 2014/15 to ensure the development of a new visionary plan, which will meet the needs of our communities going forward.
- 13.3 Our Single Outcome Agreement for implementation from 1 April 2015 will be developed for the longer term within the context of the development of our Community Plan to support the delivery of improved outcomes for local people and communities.

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# **EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**

## **SINGLE OUTCOME AGREEMENT 2013 – 2015**

Area Profile

**Introduction**



**Introduction**

East Ayrshire covers an area of 490 square miles from Lugton in the north to Loch Doon in the south. It has a population of 120,240 who live in a mixture of urban, rural and isolated communities. Kilmarnock is the major urban area with a population of around 43,500. The remainder of the population lives in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock.

East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services, and a strong community spirit. This was confirmed by the Community Planning Residents' Survey 2011, which demonstrated that 84% of respondents felt that the quality of life in their town or village was good.

These are valuable assets upon which we can continue to build and Community Planning Partners are committed to working together to make a real difference to the lives of local people.

**Our Vision**

*“East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs.”*

## Key Themes

During 2008, in recognition of changing national priorities such as the move to a Community Planning Partnership Single Outcome Agreement, and the resulting need to streamline reporting arrangements, the Community Planning Partnership agreed to radically review and rationalise the existing thematic Action Plans as part of the Mid Term Review of Community Planning. As a consequence of the planned programme of change, the Partnership agreed to move from six thematic Action Plans to four from 1 April 2009, as follows:

- Promoting Lifelong Learning
- Delivering Community Regeneration
- Improving Community Safety
- Promoting Health and Wellbeing.

Early in 2010, we worked with our communities, our partners and other key stakeholders to identify our priorities for the four year period from 2011-2015. Everyone agreed that the key themes listed above should continue to be the focus of effort by Community Planning Partners during this period.

## Challenges

A number of key challenges have been identified, which will require to be addressed, if we are to achieve the vision for East Ayrshire, including:

- sustainable economic growth;
- employment/unemployment;
- changing demographics, in particular an ageing population;
- health and health inequalities;
- poverty and deprivation;
- financial inclusion;
- connectivity; and
- support for community groups.

## Area Profile

The following integrated profile of the social, economic and environmental conditions of East Ayrshire forms the basis for our Community Planning Partnership Single Outcome Agreement (SOA) 2013-2015, which highlights past and projected trends, and evidences the views of local communities through the Community Planning Residents' Survey.

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## Changing Demographics

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### Population

The 2011 population for East Ayrshire is 120,200, a decrease of 0.2% since 2008. The population of East Ayrshire accounts for 2.3% of the total population of Scotland.

In East Ayrshire, 17.3% of the population are aged 16-29 years, compared to 18.7% in Scotland. Persons aged 60 and over make up 24.8% of the East Ayrshire population, compared to 23.3% in Scotland.

### Population Projections

Contrary to previous trends, the latest available estimates indicate that the population of East Ayrshire is likely to remain relatively static between 2010 and 2035. By contrast, the population of Scotland is projected to increase by 10.2% between 2010 and 2035.

East Ayrshire's population is ageing significantly, with the local working age population (16-64) projected to fall by 13.8% between 2010 and 2035, compared with a relatively static working age population across Scotland. These statistics are compounded by the fact that the over 65 population is expected to increase significantly over the same timeframe.

It is estimated that the number of residents aged 65 and over in East Ayrshire will increase by 59%, and will account for around 28% of the total population by 2035, compared to 18% in 2010.

Over the 25 year period, the age group that is projected to increase the most in size in East Ayrshire is the 75+ age group. This is the same as Scotland as a whole.

The population aged under 16 years in East Ayrshire is projected to decline by 4.3% between 2010 to 2035.

Source: National Records of Scotland: East Ayrshire Council Demographic Area – Demographic Factsheet, December 2012

### Age Structure

Mid year estimates 2011.

Age	Male	Female	All	East Ayrshire	Scotland
0-4	3,480	3,265	6,745	5.6%	5.7%
5-9	3,251	3,126	6,377	5.3%	5.2%
10-14	4,082	3,814	7,896	6.6%	6.5%
15-19	3,169	2,965	6,134	5.1%	4.9%
20-24	4,037	3,756	7,793	6.5%	7.0%
25-29	3,449	3,420	6,869	5.7%	6.8%
30-34	2,873	3,226	6,099	5.1%	6.1%
35-39	3,559	3,695	7,254	6.0%	6.1%
40-44	4,424	4,895	9,319	7.8%	7.3%
45-49	4,563	4,974	9,537	7.9%	7.7%
50-54	4,168	4,567	8,735	7.3%	7.1%
55-59	3,700	3,928	7,628	6.3%	6.2%
60-64	4,142	4,252	8,394	7.0%	6.3%
65-69	3,098	3,412	6,510	5.4%	5.0%
70-74	2,498	2,901	5,399	4.5%	4.1%
75-79	1,860	2,443	4,303	3.6%	3.4%
80-84	1,111	1,654	2,765	2.3%	2.4%
85-89	545	1,074	1,619	1.3%	1.4%
90+	221	603	824	0.7%	0.7%
<b>All Ages</b>	<b>58,230</b>	<b>61,970</b>	<b>120,200</b>	<b>100%</b>	<b>100%</b>

Source: National Records of Scotland

### Ethnic Grouping

Percentage of population.

	East Ayrshire %	Scotland %
<b>White Scottish</b>	94.22	88.09
<b>Other White British</b>	3.94	7.38
<b>White Irish</b>	0.57	0.98
<b>Other White</b>	0.59	1.54
<b>Indian</b>	0.07	0.30
<b>Pakistani</b>	0.14	0.63
<b>Bangladeshi</b>	0.00	0.04
<b>Other South Asian</b>	0.04	0.12
<b>Chinese</b>	0.18	0.32
<b>Caribbean</b>	0.01	0.04
<b>African</b>	0.02	0.10
<b>Black Scottish or Other Black</b>	0.01	0.02
<b>Any Mixed Background</b>	0.15	0.25
<b>Other Ethnic Group</b>	0.05	0.19

Source: National Records of Scotland (Census 2001)

- Analysis:** In East Ayrshire, the ethnic minority population is significantly lower than Scotland for all ethnic minority groupings. In addition, in the 2011 Residents' Survey, 94% of respondents said they are 'White Scottish', 5% said they are 'White Other British', 0.5% 'Irish' and 0.5% 'Other Ethnic Background'.

### Projected Population

Population in 1,000s (2010 based projections).

	East Ayrshire			Scotland		
	2010	2025	2035	2010	2025	2035
<b>All Ages</b>	120.2	122.2	121.1	5,222.1	5,595.6	5,755.5
<b>0-15</b>	21.1	21.5	20.2	911.8	967.5	941.4
<b>16-29</b>	20.7	17.7	18.3	975.4	895.4	944.3
<b>30-49</b>	32.8	28.8	28.5	1,437.7	1,442.8	1,437.4
<b>50-64</b>	24.5	25.9	20.4	1,017.7	1,099.5	1,001.8
<b>65-74</b>	11.8	14.1	16.7	473.9	601.6	692.8
<b>75+</b>	9.4	14.1	17.0	405.6	588.9	737.9

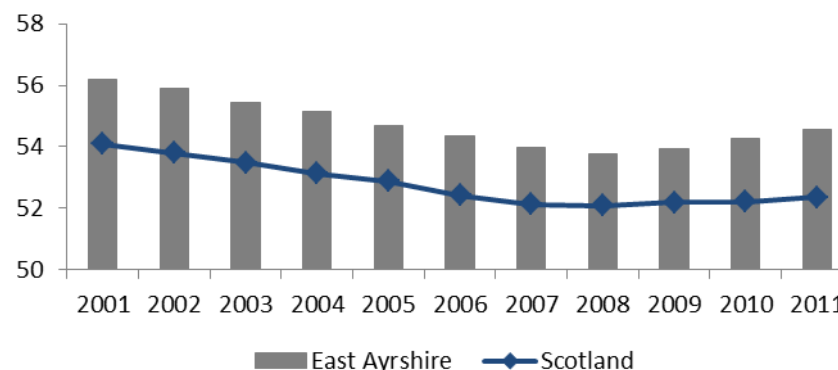
Source: National Records of Scotland

- Analysis:** Contrary to previous trends, population projections indicate that the total population in East Ayrshire will remain relatively static between 2010 and 2035; however, by 2035 around 28% of the population will be 65 or over compared to 18% in 2010.

### Dependency Ratio

Children aged 0-15 and people aged 65 and over as percentage of the working age population.

	East Ayrshire %	Scotland %
<b>2001</b>	56.2	54.1
<b>2002</b>	55.9	53.8
<b>2003</b>	55.4	53.5
<b>2004</b>	55.1	53.1
<b>2005</b>	54.7	52.9
<b>2006</b>	54.4	52.4
<b>2007</b>	54.0	52.1
<b>2008</b>	53.8	52.1
<b>2009</b>	53.9	52.2
<b>2010</b>	54.3	52.2



Source: National Records of Scotland, 2011

- Analysis:** Dependency ratio has remained relatively consistent over the last ten years, but is projected to increase significantly to 84% by 2035, demonstrating in particular the impact of an ageing population.

**Key Themes and Challenges: Promoting Lifelong Learning**

**Education and Learning**

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.

School leavers are often at disproportionate risk from reductions in employment opportunities. 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 continue to work to build a strong partnership involving relevant universities, the local colleges, our secondary schools and 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.

As employment opportunities have declined, pressure has increased on education as a positive alternative. Curriculum for Excellence, a major educational reform, is designed to nurture successful, effective, confident and responsible young people, future-proofed for life in the 21st century and means that young people staying in education post-16 will develop a much greater range of skills and qualifications, which will equip them well for the world of work.

**Qualifications**

Percentage of working age people with no qualifications.

	East Ayrshire %	Scotland %
2007	21.3	13.9
2008	18.5	14.0
2009	17.5	13.3
2010	16.5	12.4
2011	17.1	11.6



Source: Annual Population Survey, Scottish Government

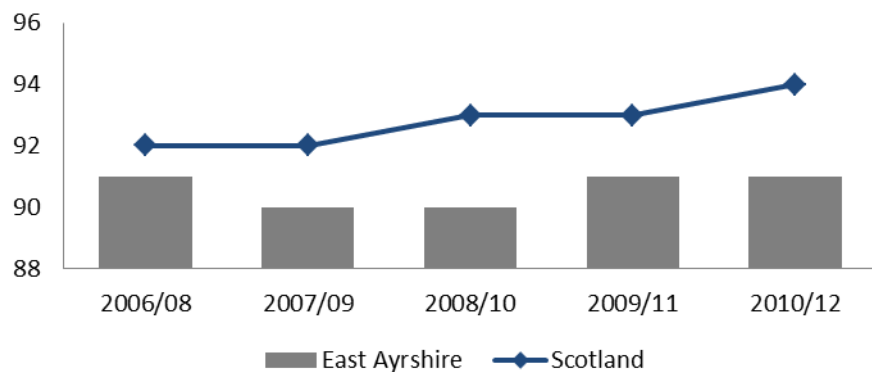
- **Analysis:** East Ayrshire rates for working age people with no qualifications are declining; although are above the Scottish average.



### School Qualifications

Percentage of pupils achieving English and Maths at SCQF Level 3 (Standard Grade Foundation) or better by the end of S6 (3 year average).

	East Ayrshire %	Scotland %
2006/08	91	92
2007/09	90	92
2008/10	90	93
2009/11	91	93
2010/12	91	94



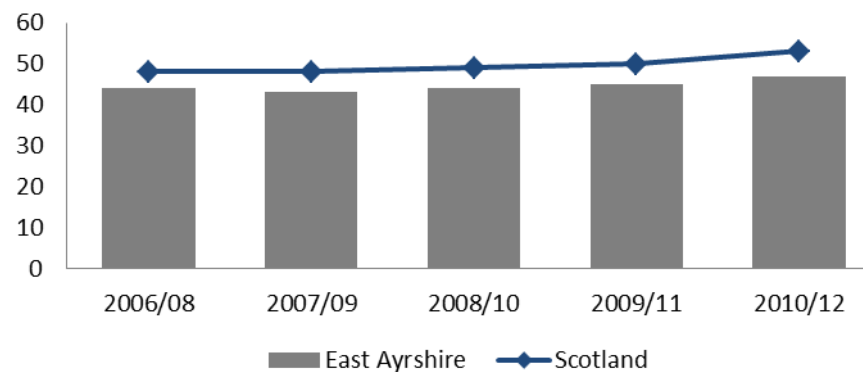
Source: Scottish Government

- **Analysis:** East Ayrshire rates have remained consistent over the last five years and generally lower than the Scottish average.

### School Qualifications

Percentage of pupils achieving 5+ Awards at SCQF Level 5 (Standard Grade Credit) or better by the end of S6 (3 year average).

	East Ayrshire %	Scotland %
2006/08	44	48
2007/09	43	48
2008/10	44	49
2009/11	45	50
2010/12	47	53



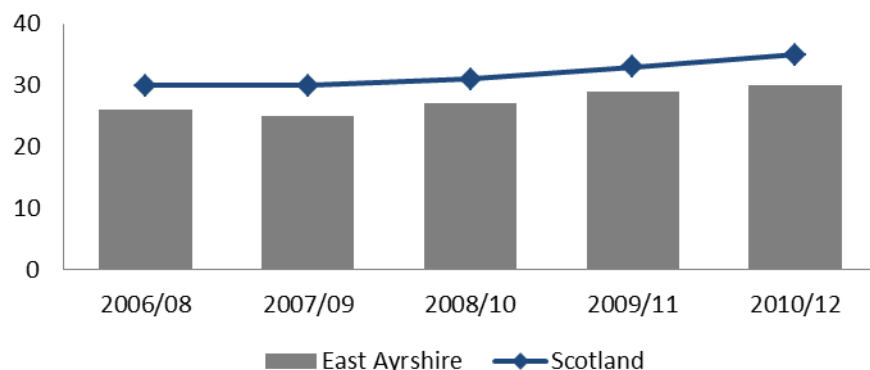
Source: Scottish Government

- **Analysis:** East Ayrshire rates have improved over the last four years but remain lower than the Scottish average.

### School Qualifications

Percentage of pupils achieving 3+ Awards at SCQF Level 6 (Higher Grade) or better by the end of S6 (3 year average).

	East Ayrshire %	Scotland %
2006/08	26	30
2007/09	25	30
2008/10	27	31
2009/11	29	33
2010/12	30	35



Source: Scottish Government

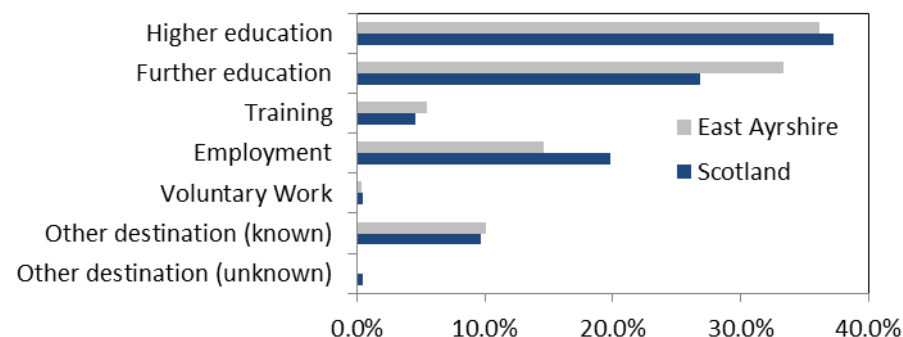
- **Analysis:** Ayrshire rates have improved over the last four years but remain lower than the Scottish average.

### School Leaver Destinations

Percentage of school leavers from publicly funded secondary schools 2011/12.

	East Ayrshire %	Scotland %
Higher education	36.2	37.3
Further education	33.4	26.8
Training	5.5	4.6
Employment	14.6	19.8
Voluntary Work	0.3	0.4
Other destination (known)	10.1	9.7
Other destination (unknown)	0.0	0.4

Figures are subject to rounding and may not add up to totals for positive destinations.



Source: Destinations of Leavers from Scottish Schools, Scottish Government

- **Analysis:** In East Ayrshire, 89.9 % of school leavers went into a positive destinations (education, employment, training, voluntary work) in 2011/12, in line with Scotland. A higher proportion (38.9%) of school leavers in East Ayrshire entered further education or training compared to those who entered employment (14.6%).

### **Support for community groups and active citizenship**

In a move towards community resilience, Community Planning Partners will continue to build on existing arrangements to support the community and voluntary sector to plan, fund and manage appropriate projects/services, through which the benefit to community assets could be considerable.

Going forward, the key workstream around 'Transforming our relationship with communities' provides a new approach focusing on empowering our communities and neighbourhoods and the need to move away from a culture of dependency to social integration, enhanced community cohesion, co-production and the promotion of local ownership, responsibility and participation. The Council's new Supporting Vibrant Communities Team will have a key role in developing the capacity and resilience of communities in this regard.

- Over 500 community based organisations were supported to build community capacity in 2011/12.

Source: East Ayrshire Council

- A total of 1,831 young people in East Ayrshire were involved in community learning opportunities in 2011/12.

Source: East Ayrshire Council

- The two Federations of Community Groups are actively engaged in Community Planning and the ongoing development of the Single Outcome Agreement through involvement in the Community Planning Partnership Board.

Source: East Ayrshire Council

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## Strategic Priorities and Challenges: Delivering Community Regeneration

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### The Economy

Community Planning Partners are committed to developing the economy as a whole and achieving sustainable economic growth, 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.

In addition, tourism has a significant contribution to make to developing the East Ayrshire economy in terms of both revenue and jobs.

### Unemployment

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 already above the Scottish average, claimant count unemployment increased from 3.5% at January 2008, to 6.3% at January 2012, compared to the Scottish average of 2.2% and 4.3% respectively. (Source: Nomis, January 2013.)

Youth unemployment (16-24) has also demonstrated a significant increase from 6.0% in January 2008 to 10.6% in January 2012, compared to the Scottish average of 3.6% and 6.9% respectively.

These averages mask significantly higher levels of unemployment and deprivation in communities across the

area, and are likely to continue to rise as businesses continue to feel the impact of the economic challenges they have been facing.

### Connectivity

The challenge in terms of transport infrastructure is to build on the good transport connections which we currently have and develop an integrated and sustainable transport system to further improve accessibility to town centres, particularly Kilmarnock, and the road and rail links between East Ayrshire communities and beyond. In recognition of the economic importance of external transport links, work will continue to plan and implement improvements to the strategic transport infrastructure, including key road and rail corridors.

### The Environment

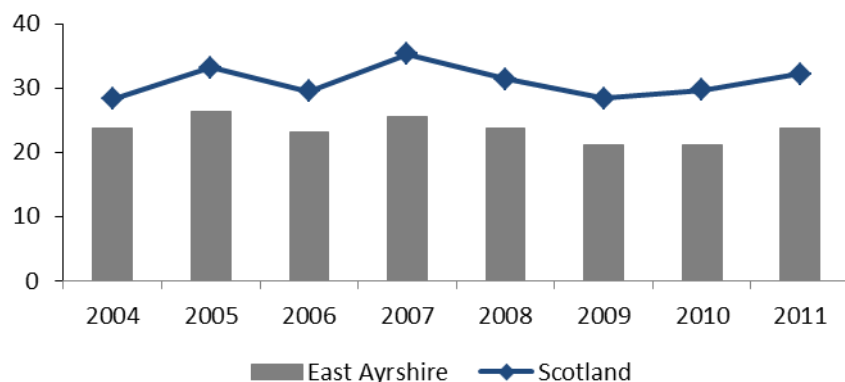
East Ayrshire has a rich and varied landscape. The area has much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character. In addition, many areas benefit from good quality local services, such as sports facilities and libraries, parks and open spaces, and path networks, which make a positive contribution to the local environment in many areas.

Despite the development which is taking place in many of our communities, East Ayrshire, like many other areas in Scotland as a whole, has many empty and run down properties on our main streets which make the area look unattractive. We also face challenges in relation to recycling waste, increasing energy efficiency, caring for our natural resources and tackling run-down industrial areas.

### Company Birth Rates

Rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2004	23.8	28.3
2005	26.4	33.2
2006	23.1	29.5
2007	25.5	35.3
2008	23.8	31.4
2009	21.2	28.4
2010	21.2	29.7
2011	23.7	32.2



Source: Office for National Statistics Business Demography, 2011

- **Analysis:** East Ayrshire rates of business start-up increased between 2010 and 2011, in line with the increase across Scotland, although the East Ayrshire rates are below the Scottish average.

### Tourism

Arts and Museums attendance figures.

Venue	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
The Baird	7,203	4,950	2,067	2,470	2,017	1,520
Burns House Museum	5,134	4,931	4,912	5,188	4,204	4,444
Dean Castle	20,643	22,277	24,701	33,471	33,171	37,038
The Dick	165,218	163,474	173,299	147,994	148,789	137,794
Doon Valley	1,720	1,877	1,350	1,517	1,562	1,566
Future Museum	49,060	81,180	120,558	66,474	75,535	83,326
Palace and Grand Hall Complex	251,131	257,137	233,443	189,061	152,634	188,950
<b>Total attendances</b>	<b>500,109</b>	<b>535,826</b>	<b>560,330</b>	<b>446,175</b>	<b>417,912</b>	<b>454,638</b>

Source: East Ayrshire Council

- **Analysis:** Audience figures across East Ayrshire Arts and Museum venues have generally increased between 2010/11 and 2011/12.

The following statistical information is also significant in relation to tourism:

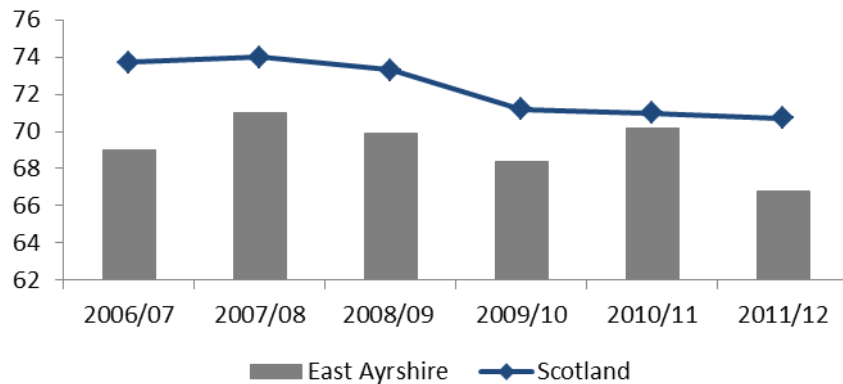
- The value of the tourism industry to the East Ayrshire local economy has steadily grown from £55.75 million in 2006 to £73.51 million in 2011.
- The total number of visitors to the area has increased by 24.7% from 858,800 in 2008 to 1,071,290 visitors in 2011.
- The total number of jobs in the tourism sector has increased by 10.5% from 1,425 in 2008 to 1,575 in 2011.

Source: East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report

**Employment**

Percentage of 16-64 population in employment.

	East Ayrshire %	Scotland %
2006/07	69.0	73.7
2007/08	71.0	74.0
2008/09	69.9	73.3
2009/10	68.4	71.2
2010/11	70.2	71.0
2011/12	66.8	70.9



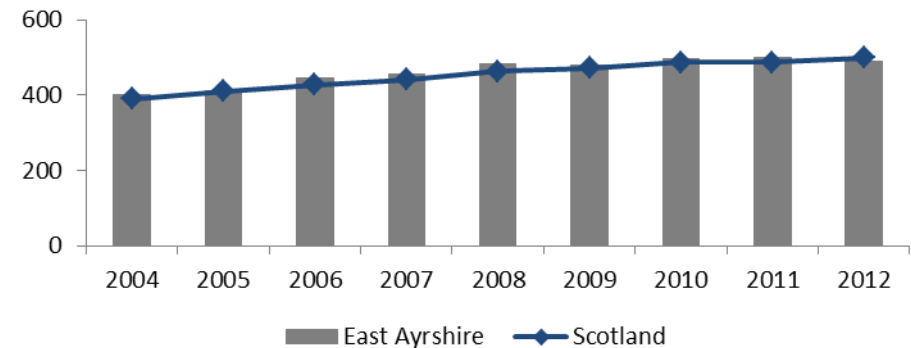
Source: Office for National Statistics Annual Population Survey, Nomis

- **Analysis:** East Ayrshire rates for employment are below the Scottish rate and the ongoing economic downturn continues to have an impact. In addition, the closure of the Diageo plant in Kilmarnock in March 2012 saw the loss of some 700 jobs to the area.

**Income (residents)**

Resident median full-time gross weekly earnings.

	East Ayrshire £	Scotland £
2004	401.5	390.6
2005	412.1	409.8
2006	444.2	427.9
2007	454.1	440.9
2008	482.8	462.9
2009	481.1	471.2
2010	496.3	486.6
2011	500.0	487.2
2012	489.5	498.3



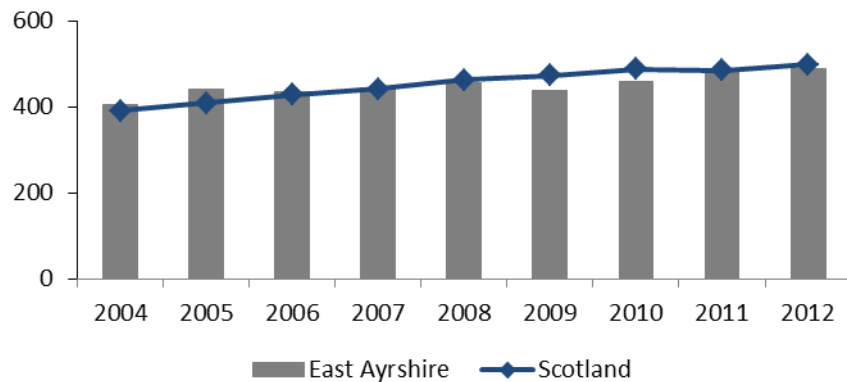
Source: Office for National Statistics Annual Survey of Hours and Earnings – Resident Analysis

- **Analysis:** Full-time gross median earnings for residents in East Ayrshire have consistently been higher or near to those for Scotland a whole.

**Income (workplace)**

Employee median full-time gross weekly earnings.

	East Ayrshire £	Scotland £
2004	406.3	390.4
2005	440.9	408.6
2006	436.1	428.1
2007	444.1	441.7
2008	455.8	462.6
2009	438.5	472.8
2010	457.9	488.0
2011	482.5	485.0
2012	489.0	497.6



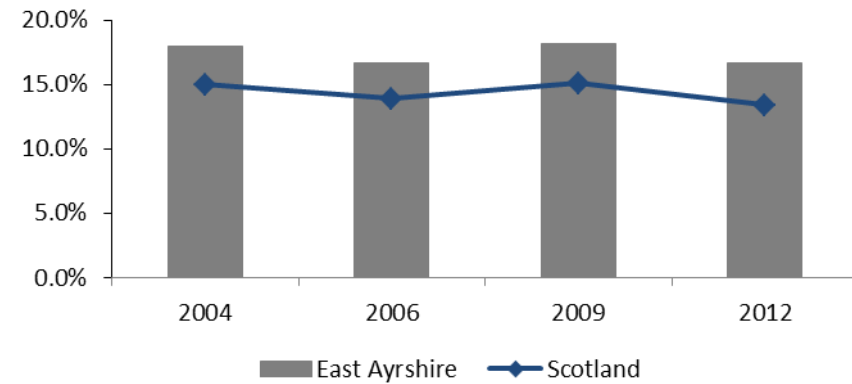
Source: Office for National Statistics Annual Survey of Hours and Earnings

- **Analysis:** Full time gross workplace earnings in East Ayrshire have continued to rise since 2009, although are lower than the Scottish average.

**Income Deprivation**

Percentage of the population who are income deprived.

	East Ayrshire %	Scotland %
2004	18.0	15.0
2006	16.7	13.9
2009	18.2	15.1
2012	16.7	13.4



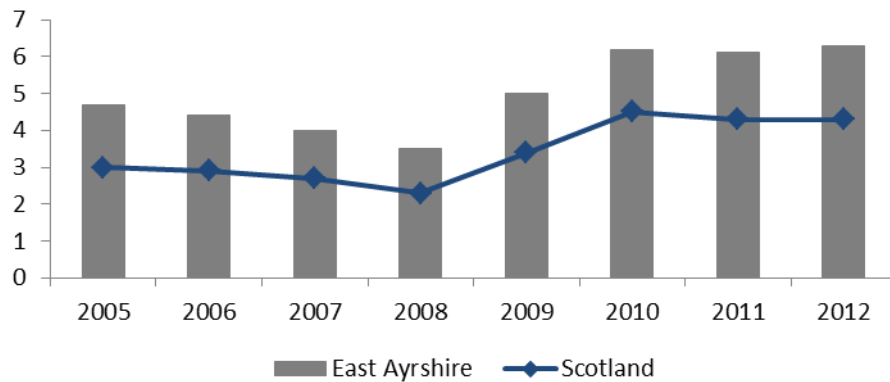
Source: Scottish Index of Multiple Deprivation 2012, Income Domain, Scottish Government

- **Analysis:** The percentage of the population defined as income deprived (16.7%) has declined over the last three years, but remains above the Scottish average (13.4%).

**Unemployment**

Percentage claimant count unemployment (January data).

	East Ayrshire %	Scotland %
2005	4.7	3.0
2006	4.2	2.8
2007	3.8	2.6
2008	3.3	2.2
2009	4.7	3.2
2010	5.9	4.2
2011	6.1	4.3
2012	6.3	4.3



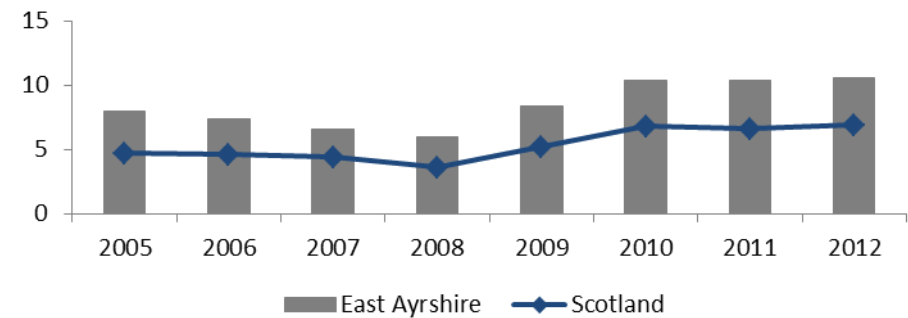
Source: Nomis

- **Analysis:** The claimant count unemployment rate in East Ayrshire has been consistently higher than the Scottish rate, with both on a similar downward trend until 2008; after which the rates began to rise as a result of the economic downturn and this trend is expected to continue.

**Youth Unemployment**

Percentage claimant count unemployment (16-24) (January data).

	East Ayrshire %	Scotland %
2005	8.0	4.7
2006	7.4	4.6
2007	6.6	4.4
2008	6.0	3.6
2009	8.4	5.2
2010	10.4	6.8
2011	10.4	6.6
2012	10.6	6.9



Source: Nomis

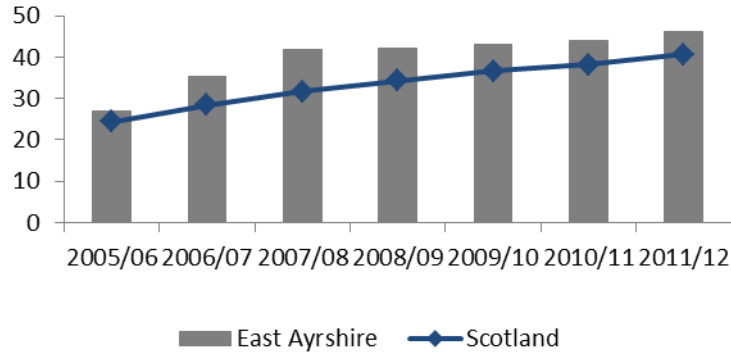
- **Analysis:** The youth claimant count unemployment rate in East Ayrshire has been consistently higher than the Scottish rate, with both on a similar downward trend until 2008; after which the rates began to rise as result of the economic downturn and this trend is expected to continue.



### Recycling Rates

Percentage of Municipal Solid Waste recycled.

	East Ayrshire %	Scotland %
2005/06	27.1	24.4
2006/07	35.3	28.4
2007/08	41.8	31.7
2008/09	42.1	34.3
2009/10	43.0	36.7
2010/11	43.9	38.2
2011/12	46.2	40.7



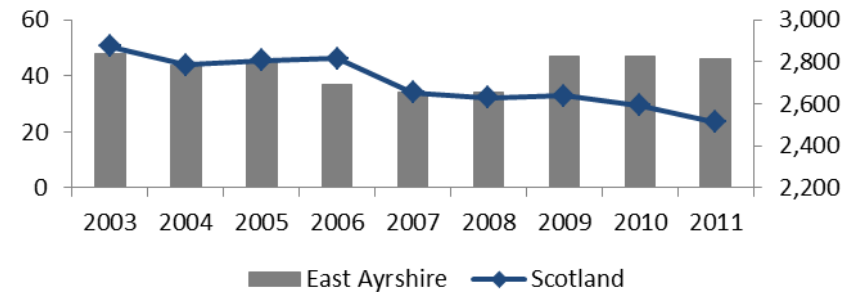
Source: Scottish Government

- **Analysis:** East Ayrshire rates for recycling have been significantly and consistently higher than the Scottish rate since 2006/07.

### Urban Vacant Land

Area in hectares.

	East Ayrshire	Scotland
Area in hectares		
2003	48	2,875
2004	44	2,784
2005	45	2,808
2006	37	2,815
2007	34	2,654
2008	34	2,630
2009	47	2,640
2010	47	2,592
2011	46	2,513



Source: Scottish Government, Vacant and Derelict Land Surveys

- **Analysis:** The area of urban vacant land in East Ayrshire has been generally consistent over the last 3 years, with a slight decline recorded between 2010 and 2011.

**Derelict Land**

Area in hectares.

	East Ayrshire	Scotland
Area in hectares		
2004	275	7,786
2005	287	7,742
2006	280	8,252
2007	278	8,236
2008	278	8,203
2009	282	8,224
2010	282	8,179
2011	280	8,297



Source: Scottish Government, Vacant and Derelict Land Surveys

- **Analysis:** The total area of derelict land in East Ayrshire has remained relatively consistent since 2006.

The following statistical information is also significant in relation to the environment:

- East Ayrshire’s total land area of 127,033 hectares comprises 3% urban land and 97% rural land.
- There are 68 vacant and derelict town centre buildings in East Ayrshire within the area of the Local Development Plan (2011); and 751 listed buildings (2011).
- There are 26 conservation areas in East Ayrshire (8 of which are outstanding); 2 special areas of conservation; 1 special protection area; 20 sites of special scientific interest; and 128 provisional wildlife sites.
- The ‘Keep Scotland Beautiful’ Street Cleanliness Index, which compares street cleanliness throughout Scotland based on the amount of litter found during seven inspections carried out each year, demonstrates an improvement in street cleanliness from the recorded index of 70 in 2006/07 to 76 in 2011/12.
- 42.8% of the road network in East Ayrshire was considered as requiring maintenance treatment in 2010/12, compared with 43.5% in 2007/08. The severe weather during winter 2010 has left a substantial recovery for the future.

Source: East Ayrshire Council

**Key Strategic Priorities and Challenges: Improving Community Safety**

**Crime and Community Safety**

Crimes of violence, disorder and antisocial behaviour, acts of vandalism and serious organised crime, including drug supply, continue to be of concern to our communities. Despite falling crime rates, local people continue to have a fear of crime.

In the 2011 Residents' Survey, 11% of respondents said they felt threatened by crime in their area. We recognise the damaging effect this can have on people's quality of life.

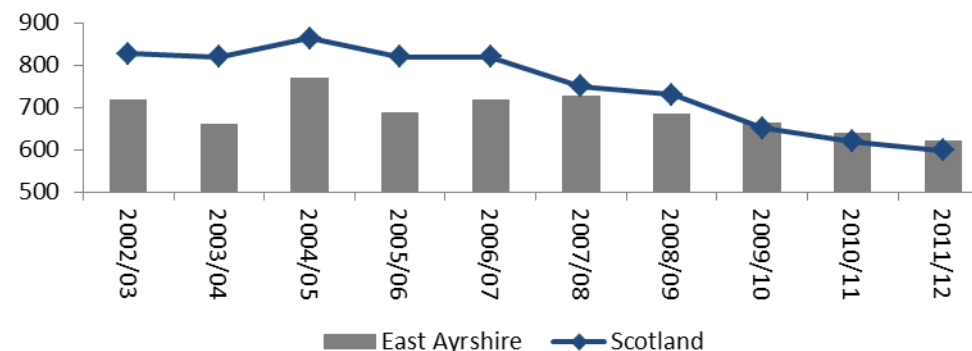
Domestic abuse rates have increased over a number of years and protection of children and vulnerable adults continues to be a matter of public concern.

Fire prevention is a key issue being addressed in East Ayrshire. In addition, while there has been a reduction in the number of road casualties, deaths and serious injuries in East Ayrshire as a result of road accidents and road traffic collisions continue to be a matter of concern.

**Crime**

Overall recorded crime rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2002/03	716	827
2003/04	660	819
2004/05	770	863
2005/06	688	820
2006/07	716	819
2007/08	725	749
2008/09	683	730
2009/10	663	651
2010/11	638	619
2011/12	620	598



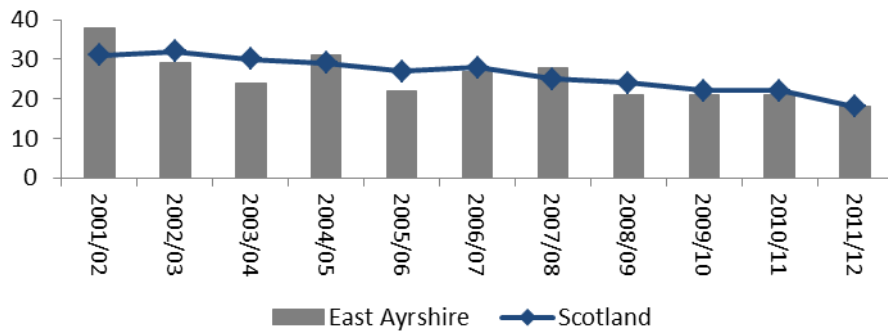
Source: Recorded Crimes in Scotland Series, Scottish Government

- **Analysis:** East Ayrshire crime levels are generally declining and are near or below the Scottish rates.

**Crimes of Violence (non sexual)**

Rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2002/03	29	32
2003/04	24	30
2004/05	31	29
2005/06	22	27
2006/07	27	28
2007/08	28	25
2008/09	21	24
2009/10	21	22
2010/11	21	22
2011/12	18	18



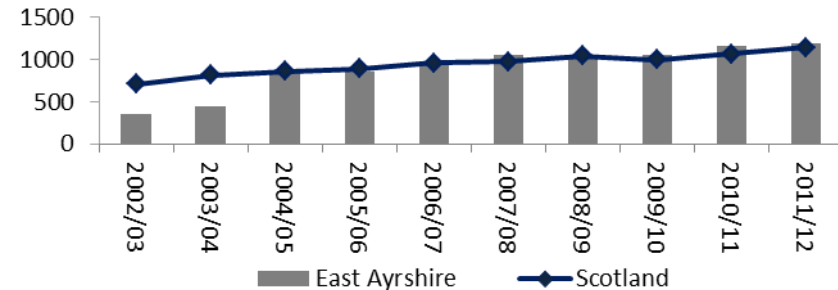
Source: Recorded Crimes in Scotland Series, Scottish Government

- **Analysis:** East Ayrshire rates of crimes of violence are decreasing generally in line with Scotland. In the 2011 Residents' Survey, 19% of respondents said that they were very or slightly worried about being subjected to a physical attack.

**Domestic Abuse**

Recorded domestic abuse rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2002/03	355	708
2003/04	446	816
2004/05	879	863
2005/06	858	893
2006/07	962	958
2007/08	1,050	976
2008/09	1,044	1,043
2009/10	1,059	1,000
2010/11	1,154	1,067
2011/12	1,190	1,139



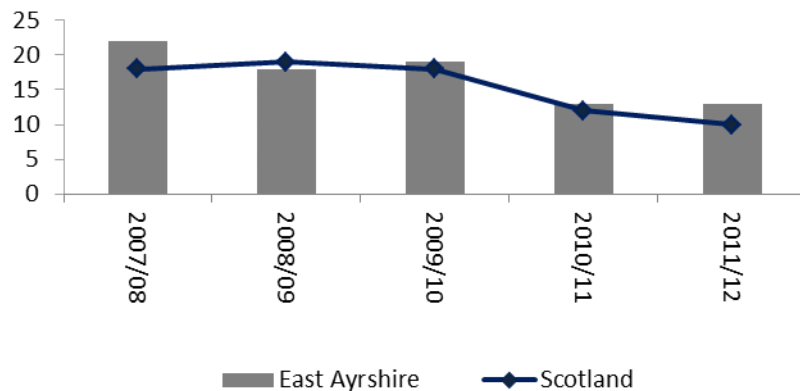
Source: Domestic Abuse Data, Scottish Government

- **Analysis:** In line with Scotland, East Ayrshire rates of recorded domestic abuse incidents have increased over the last 6 years, which can be attributed to a local focus on raising awareness and addressing this issue. Our rates have been generally close to the Scottish average.

**Supply of Drugs**

Supply of drugs rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2007/08	22	18
2008/09	18	19
2009/10	19	18
2010/11	13	12
2011/12	13	10



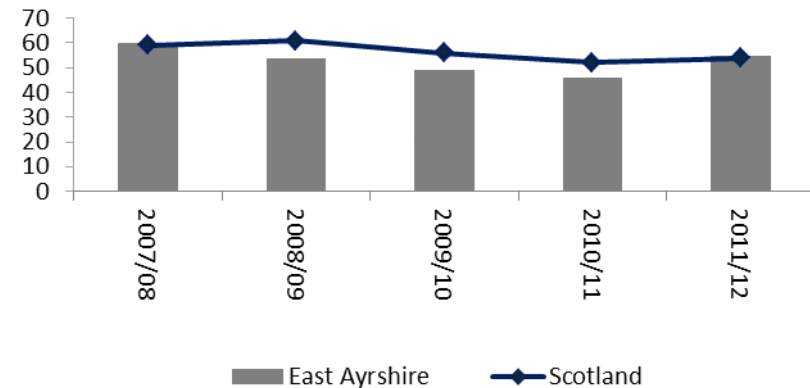
Source: Strathclyde Police Information Management – Recorded Crimes and Offences

- **Analysis:** The rate for supply of drugs has been declining in East Ayrshire in the last five years and is near to the Scottish average.

**Possession of Drugs**

Possession of drugs rate per 10,000 population.

	East Ayrshire	Scotland
Rate per 10,000 population		
2007/08	60	59
2008/09	54	61
2009/10	49	56
2010/11	46	52
2011/12	55	54



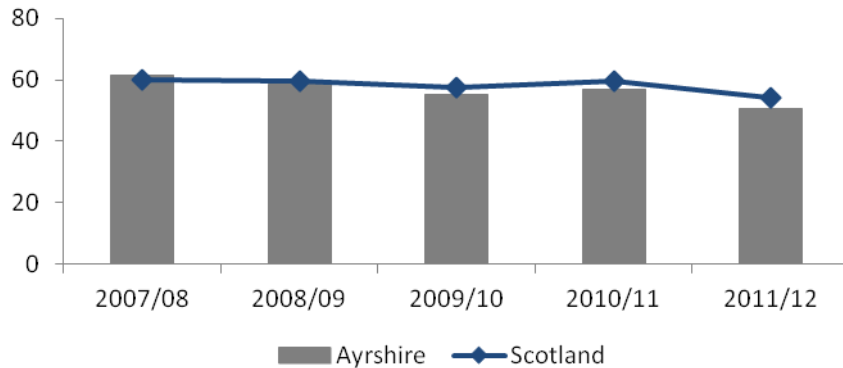
Source: Strathclyde Police Information Management – Recorded Crimes and Offences

- **Analysis:** The rate for possession of drugs in East Ayrshire in the last five years has been near or below the Scottish average.

### Reconviction of Offenders

One year reconviction frequency rate per 100 offenders.  
(Data is not available at East Ayrshire level.)

	Ayrshire	Scotland
Rate per 100 offenders		
2007/08	61.5	60.1
2008/09	58.5	59.7
2009/10	55.3	57.3
2010/11	57.0	59.6
2011/12	50.7	54.0



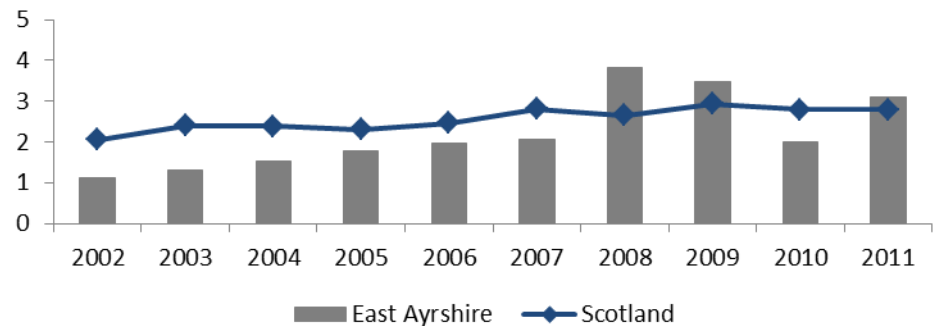
Source: Reconviction of Offenders, Scottish Government

- **Analysis:** The long term trend in the one year reconviction frequency rate is downward in Ayrshire, despite a slight rise in 2010/11, and in line with Scotland.

### Children on the Child Protection Registers

Rate per 1,000 population aged 0-15.

	East Ayrshire	Scotland
Rate per 1,000 population		
2002	1.1	2.1
2003	1.3	2.4
2004	1.5	2.4
2005	1.8	2.3
2006	2.0	2.5
2007	2.1	2.8
2008	3.8	2.7
2009	3.5	2.9
2010	2.0	2.8
2011	3.1	2.8



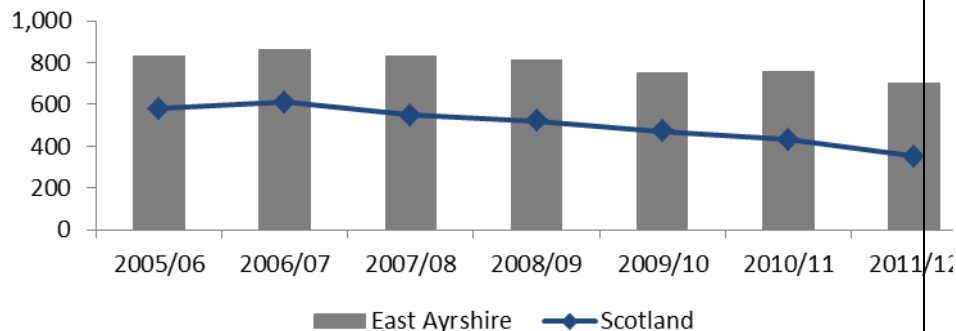
Source: Scottish Government (Children's Social Work Statistics 2009/10)

- **Analysis:** The rate of children on the child protection registers in East Ayrshire has declined between 2008 and 2011; although they remain higher than the Scotland rate for three of the last four years.

### Children Referred to Children’s Reporter

All referrals, rate per 10,000 children.

	East Ayrshire	Scotland
Rate per 10,000 children		
2005/06	830	580
2006/07	860	610
2007/08	830	550
2008/09	810	520
2009/10	750	470
2010/11	760	430
2011/12	700	350



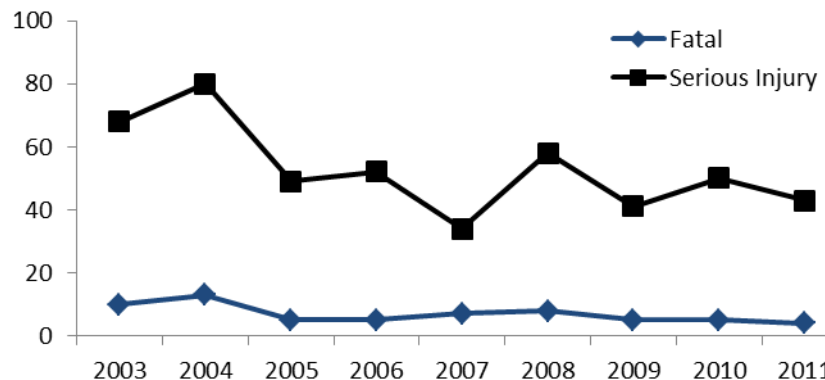
Source: Scottish Children's Reporter Administration (SCRA)

- **Analysis:** The rate of children referred to the Children’s Reporter in East Ayrshire, for both offence and non offence reasons, is above the Scottish average.

### Road Casualties

Number of casualties per year for East Ayrshire.

	Fatal	Serious Injury
Number of casualties		
2003	10	68
2004	13	80
2005	5	49
2006	5	52
2007	7	34
2008	8	58
2009	5	41
2010	5	50
2011	4	43



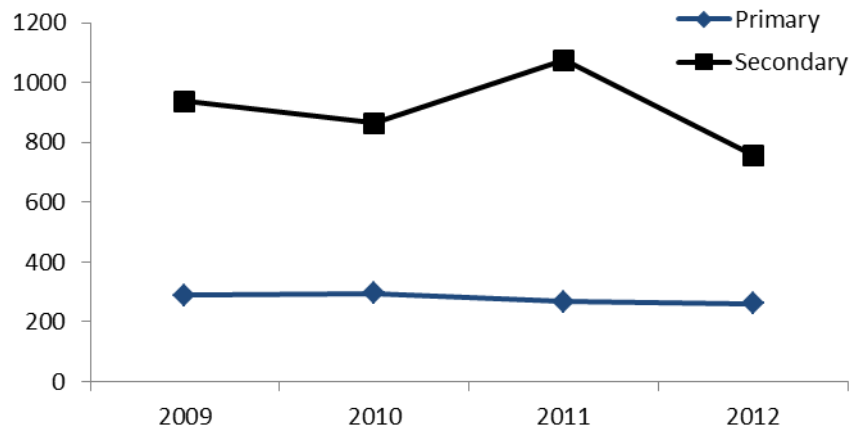
Source: Reported Road Casualties Scotland 2011, Transport Scotland

- **Analysis:** The number of road accidents resulting in fatalities or serious injuries in East Ayrshire has been decreasing since 2004. There have been no children have been killed on East Ayrshire’s roads since 1995.

**Primary and Secondary Fires**

Number of primary and secondary fires recorded per year in East Ayrshire.

	Primary	Secondary
Number of fires		
<b>2009</b>	289	937
<b>2010</b>	296	865
<b>2011</b>	268	1,075
<b>2012</b>	260	756



Source: East Ayrshire Performance Management Report 2011/12, Strathclyde Fire and Rescue

- **Analysis:** The number of primary and secondary fires in East Ayrshire have generally declined over the last four years



## Strategic Priorities and Challenges: Improving Health and Wellbeing

### Health and Health Inequalities

As in Scotland, the pattern of ill health is changing in East Ayrshire. People are living longer and there has been a decrease in many of the illnesses that in the past resulted in death.

Average life expectancy for males has increased from 72.8 years in 2000-02 to 75.4 years in 2008-10; this is slightly less than the life expectancy for males across Scotland, which was 73.3 years in 2000-02 and 75.8 years in 2008-10). Female life expectancy has also increased over the same period and was 79.5 years in East Ayrshire in 2008-10; however, this is lower than the life expectancy of 80.4 years for females across Scotland. (National Records of Scotland, 2012)

In terms of the three main causes of premature mortality rates in Scotland, namely cancer, coronary heart disease and stroke, national trends are moving in a downward direction. This downward trend in relation to coronary heart disease and stroke is mirrored in East Ayrshire; and while deaths from cancer have declined in recent years, the latest data reflects a return to the higher rates recorded in 2007.

Although life expectancy as a whole is improving, there are health issues that continue to give cause for concern. In terms of health indicators, for East Ayrshire:

- the rate 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) is worse than the Scottish average (1,088 and 85.1 standardised rate

- per 100,000 population respectively) and the third highest of all CHP;
- the rate for patients hospitalised with chronic obstructive pulmonary disease (COPD) is worse than average (231.5 standardised rate per 100,000 population compared with the Scottish average of 158.6);
- older patients (65 and over) with multiple hospitalisations (3,398.4 standardised rate per 100,000 population); and patients aged 65 and over hospitalised after a fall in the home (1,128.1 standardised rate per 100,000 population) are worse than the Scottish average (3,110.4 and 710.4 standardised rate per 100,000 population respectively);
- the percentage of mothers smoking in pregnancy is higher than the Scottish average (27.7% compared to 18.8%);
- the percentage of babies exclusively breastfed at 6-8 weeks is lower than the Scottish average (19.2% compared to 26.4%); and
- 58.8% of Primary 1 children in East Ayrshire have no obvious dental disease, compared to 61.8% in Scotland.

Source: Scottish Public Health Observatory - Health and Wellbeing Profiles 2010: East Ayrshire Community Health Partnership

Obesity is a health issue that can lead to physical and mental health problems. In addition, tobacco and poor mental health problems continue to pose challenges.

East Ayrshire also has a higher estimated prevalence of drug use than other rural Council areas ('Estimating the National and Local Prevalence of Problem Drug Use in Scotland 2009/10, NHS Information Services Division).

Despite overall improvements in health, the most deprived individuals and communities are falling behind. East Ayrshire is one of four local authorities to have seen large increases in the percentage of datazones in the 0-15% most deprived on the health domain between 2006 and 2012, with 29% of the datazones in East Ayrshire featuring among Scotland's 0-15% most health deprived.

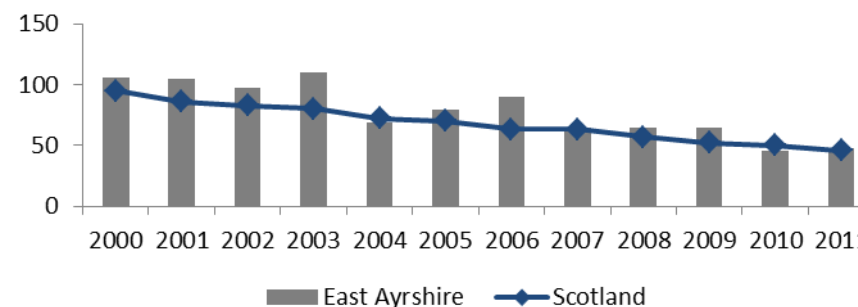
Consequently, there is evidence to suggest that the biggest challenge for East Ayrshire, and Scotland as a whole, is the need to tackle health inequalities in our communities. Our programme of activity will seek to reduce this trend.

Within East Ayrshire, we recognise that structural inequalities, including income and wealth inequalities, are the key determinants of health inequalities. With the major aspects of welfare reform to be implemented between 2013 and 2017, the challenge will be to maximise our capacity to respond to the impact of welfare reform on our residents and communities.

### Deaths due to (Ischaemic) Coronary Heart Disease – under 75s

Age-sex standardised mortality rate per 100,000 population

	East Ayrshire	Scotland
Rate per 100,000 population <75		
2002	97.1	82.5
2003	109.8	79.8
2004	68.7	72.2
2005	79.2	69.4
2006	89.9	63.3
2007	64.7	62.8
2008	64.9	57.3
2009	63.8	51.6
2010	45.7	50.2
2011	47.7	45.8



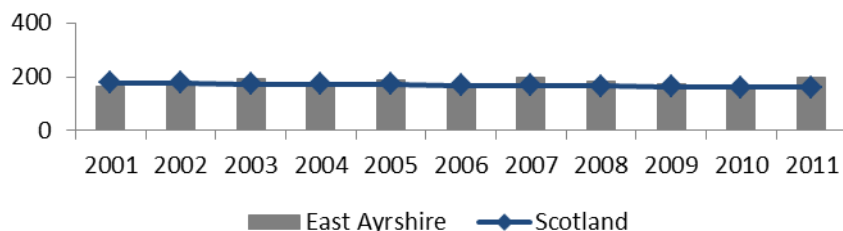
Source: Information Services Division (NHS Scotland)

- **Analysis:** Death rates due to heart disease in East Ayrshire have been declining in line with the Scottish trend; although remain above the Scottish average.

**Deaths due to Cancer – under 75s**

Rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population <75		
2001	164.6	176.9
2002	168.1	176.8
2003	192.8	173.1
2004	166.4	172.2
2005	187.6	172.1
2006	171.8	166.7
2007	196.8	167.6
2008	181.2	165.9
2009	173.8	163.9
2010	161.5	161.0
2011	196.9	161.4



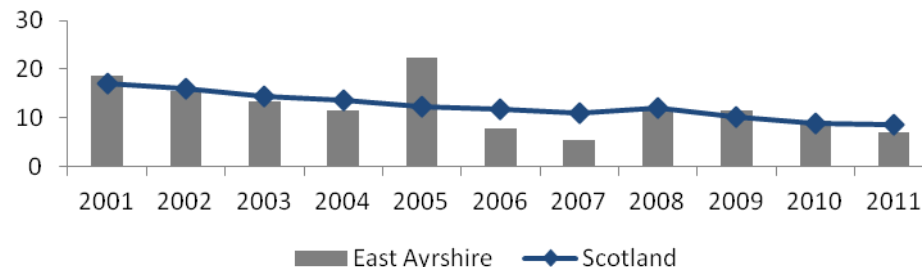
Source: Information Services Division (NHS Scotland)

- **Analysis:** Death rates due to cancer in East Ayrshire are generally above the Scottish average.

**Deaths due to Stroke – under 75s**

Age-sex standardised mortality rate per 100,000 population

	East Ayrshire	Scotland
Rate per 100,000 population <75		
2001	18.7	17.0
2002	15.6	15.9
2003	13.4	14.5
2004	11.5	13.6
2005	22.3	12.3
2006	7.9	11.8
2007	5.4	11.1
2008	11.8	12.1
2009	11.5	10.3
2010	9.5	9.0
2011	6.9	8.7



Source: Information Services Division (NHS Scotland)

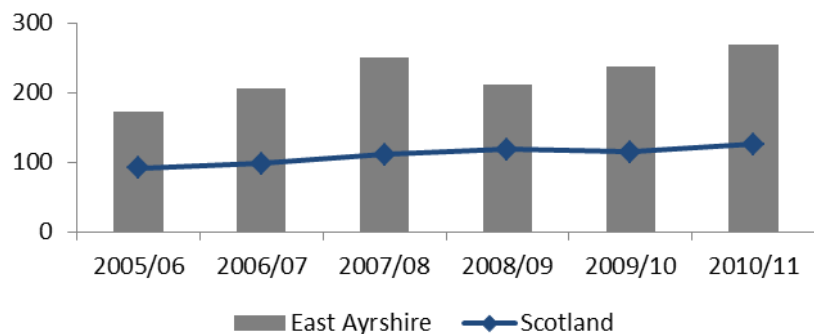
- **Analysis:** Death rates due to stroke in East Ayrshire are generally comparable with Scotland and have been declining in line with the Scottish trend.

**Drug related hospital discharges**

European Age standardised rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population		
2005/06	172	91
2006/07	206	98
2007/08	251	111
2008/09	212	119
2009/10	238	115
2010/11	268	123 (p)

(p) denotes provisional figure



Source: Information Services Division (NHS Scotland)

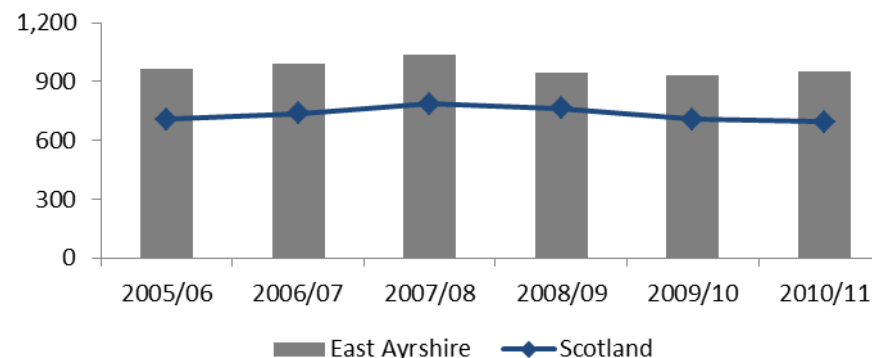
- **Analysis:** East Ayrshire rates for drug related hospital discharges are higher than the rates for Scotland.

**Alcohol related hospital discharges**

European Age standardised rate per 100,000 population.

	East Ayrshire	Scotland
Rate per 100,000 population		
2005/06	965	707
2006/07	990	736
2007/08	1,034	788
2008/09	945	763
2009/10	932	710
2010/11	950	695

(p) denotes provisional figure



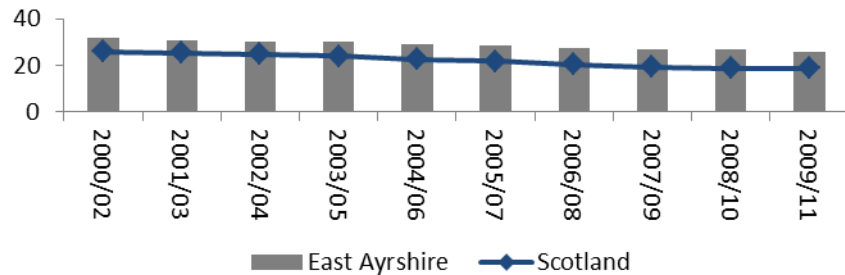
Source: Information Services Division (NHS Scotland)

- **Analysis:** East Ayrshire rates for alcohol related hospital discharges are higher than the rates for Scotland.

**Smoking**

Percentage of pregnant women smoking at their ante-natal booking visit.

	East Ayrshire %	Scotland %
2000/02	31.6	25.9
2001/03	30.5	25.4
2002/04	29.9	24.9
2003/05	30.0	23.9
2004/06	29.3	22.7
2005/07	28.3	21.7
2006/08	27.4	20.5
2007/09	26.6	19.4
2008/10	26.6	18.7
2009/11	26.0	18.8



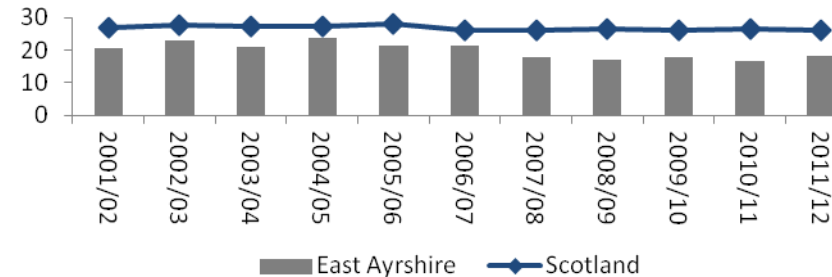
Source: Information Services Division (NHS Scotland)

- **Analysis:** In East Ayrshire, smoking during pregnancy is declining in line with the national trend, although is higher than the Scottish average.

**Breastfeeding**

Percentage of babies exclusively breastfed at the 6-8 week review.

	East Ayrshire %	Scotland %
2001/02	20.5	26.9
2002/03	22.8	27.5
2003/04	20.9	27.1
2004/05	23.7	27.2
2005/06	21.4	27.9
2006/07	21.5	26.2
2007/08	18.0	26.2
2008/09	17.0	26.6
2009/10	18.0	26.1
2010/11	16.8	26.5
2011/12	18.2	26.2



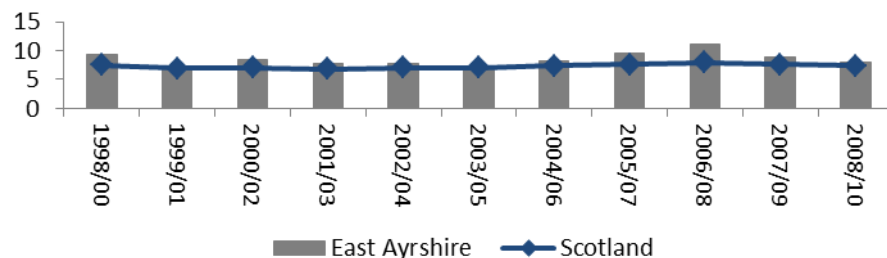
Source: Information Services Division (NHS Scotland)

- **Analysis:** In East Ayrshire, breastfeeding rates have generally declined and are below the Scottish average.

### Teenage Pregnancies

Pregnancies per 1,000 women aged under 16.

	East Ayrshire	Scotland
Rate per 1,000 population		
1998/00	9.3	7.5
1999/01	7.4	6.9
2000/02	8.5	7.0
2001/03	7.7	6.8
2002/04	7.8	7.1
2003/05	6.6	7.0
2004/06	8.2	7.4
2005/07	9.6	7.6
2006/08	11.1	7.9
2007/09	9.0	7.6
2008/10	7.9	7.4



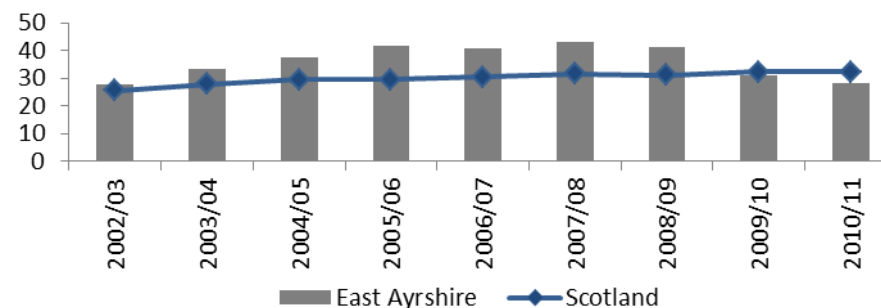
Source: Information Services Division (NHS Scotland)

- **Analysis:** Teenage pregnancy rates in East Ayrshire are historically above the Scottish average.

### Cared for at home – over 65

Percentage of people aged 65+ with high levels of care needs who are cared for at home.

	East Ayrshire %	Scotland %
2002/03	27.8	25.6
2003/04	33.3	27.9
2004/05	37.7	29.4
2005/06	41.8	29.4
2006/07	40.6	30.5
2007/08	43.3	31.6
2008/09	41.2	31.2
2009/10	30.8	32.3
2010/11	28.0	32.3



Source: Scottish Neighbourhood Statistics

- **Analysis:** Rates of people receiving intensive support at home in East Ayrshire has decreased over the last three years following a planned move to intensive short term support.

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## Strategic Priorities and Challenges: Poverty and Deprivation

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### 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. In the north of the Authority, high levels of deprivation co-exist with the relatively wealthy commuting population, which continues to increase.

The challenge for Partners, therefore, is to provide high quality services for all, while specifically targeting additional resources in the most disadvantaged communities, as defined by the Scottish Index of Multiple Deprivation, with a view to closing the opportunity gap between them and the least disadvantaged communities.

### Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) measures income, education, employment, health, crime, housing and access to services to establish an overall score for each datazone.

There are 154 datazones in East Ayrshire (2.4% of the Scottish total). There are 32 datazones in the 0-15% most deprived and 41 datazones in the 15-30% most deprived, identified in SIMD 2012 as follows:

- 12 datazones in the most deprived 0-5%
- 8 datazones in the most deprived 5-10%
- 12 datazones in the most deprived 10-15%
- 16 datazones in the most deprived 15-20%
- 11 datazones in the most deprived 20-25%

- 14 datazones in the most deprived 25-30%

The Scottish Index of Multiple Deprivation 2012 highlights that 20% (1 in 5) of East Ayrshire residents live in the 0-15% most deprived areas in Scotland and we have the tenth largest proportion of population categorised as most deprived.

The following statistical information is significant in terms of poverty and deprivation:

- 16,453 East Ayrshire residents were in receipt of Council Tax Benefit and/or Housing Benefit in December 2012.
- 1.4% tenants in severe rent arrears in 2011/12.
- 6.7% repeat homelessness in 2011/12.

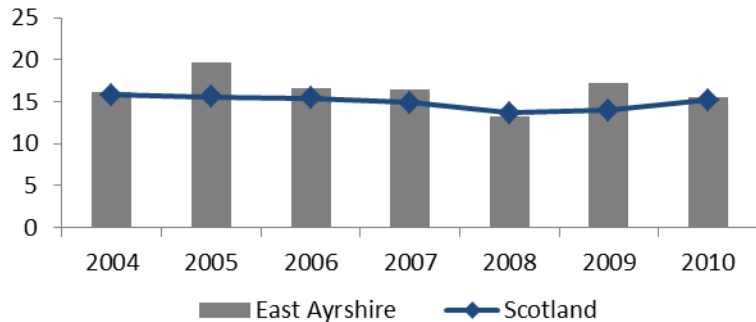
Source: East Ayrshire Council

- The number of long term Jobseeker's Allowance Claimants (claiming for 12 months or more) has more than tripled since January 2009 to 1,125 claimants at January 2012. Source: Nomis
- Almost 5,700 children in East Ayrshire are estimated to be living in poverty, representing 23% of the child population. This is the sixth highest proportion of all local authority areas in Scotland and higher than the national average rate of 20%. Source: Child Poverty Action Group, 2011

**Children living in workless households**

Percentage of children living in workless households.

	East Ayrshire %	Scotland %
2004	16.2	15.8
2005	19.7	15.6
2006	16.6	15.4
2007	16.4	14.9
2008	13.2	13.7
2009	17.3	14.0
2010	15.6	15.2



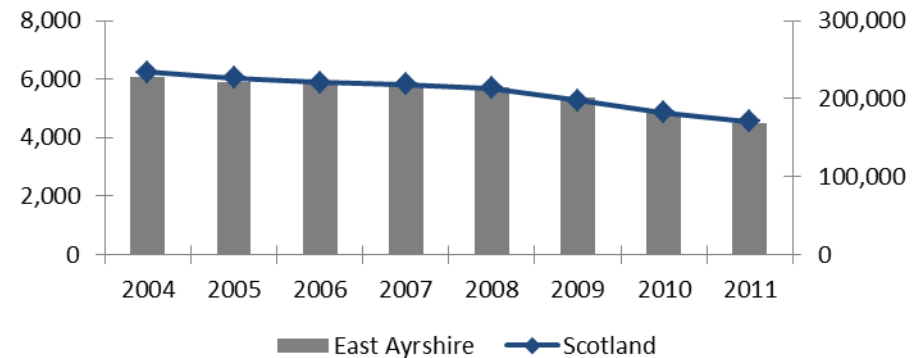
Source: Scottish Government, Work and Worklessness Report 2009

- **Analysis:** In East Ayrshire, the percentage of children living in workless households is generally higher than the Scottish average.

**Income Support Claimants**

Number of claimants (February data).

	East Ayrshire	Scotland
Number of claimants		
2004	6,140	237,470
2005	6,010	228,260
2006	6,010	221,880
2007	5,880	219,560
2008	5,700	214,110
2009	5,480	204,000
2010	4,970	185,990
2011	4,490	170,540



Source: Nomis

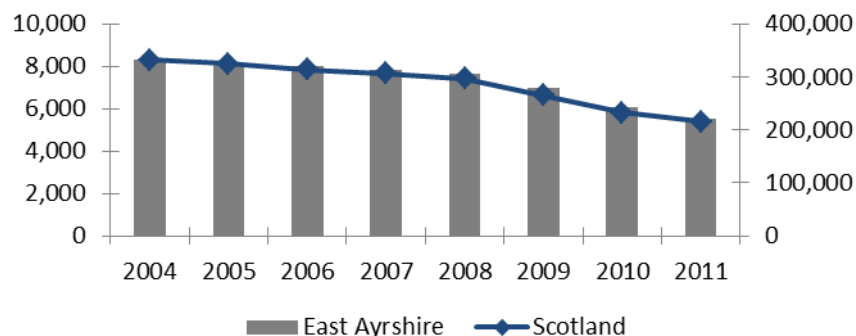
- **Analysis:** The number of Income Support Claimants in East Ayrshire is decreasing, in line with the Scottish trend.



### Incapacity Benefit

Number of claimants (February data).

	East Ayrshire	Scotland
Number of claimants		
2004	8,370	332,490
2005	8,350	327,380
2006	8,020	316,590
2007	7,850	308,630
2008	7,670	300,000
2009	7,160	275,980
2010	6,280	239,550
2011	5,550	215,680



Source: Nomis

- **Analysis:** The number of Incapacity Benefit Claimants in East Ayrshire is decreasing, in line with the Scottish trend.

### Household Income

The following extract from the 2011 Residents' Survey highlights low-income households; 21% of households have income of less than £15,600.

What would you say your total household income is before tax and other deductions?	
Up to £5,199	2%
£5,200 and up to £10,399	12%
£10,400 and up to £15,599	7%
£15,600 and up to £20,799	11%
£20,800 and up to £25,999	10%
£26,000 and up to £31,199	2%
£31,200 and up to £36,399	1%
£36,400 and up to £51,999	2%
£52,000 and above	1%
Refused	33%
Don't Know	19%

In addition, 16.7% of the East Ayrshire population is considered income deprived, compared to 13.4% in Scotland.

Source: Scottish Public Health Observatory - Health and Wellbeing Profiles 2010: East Ayrshire Community Health Partnership

For more information on Community Planning in East Ayrshire, log on to

[www.eastayshirecommunityplan.org](http://www.eastayshirecommunityplan.org)



# **EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP**

## **SINGLE OUTCOME AGREEMENT 2013 – 2015**

Outcomes, Indicators and Targets

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP: SINGLE OUTCOME AGREEMENT 2012-15**

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.</b>				
<b>National Outcome 13: We take pride in a strong, fair and inclusive national identity.</b>				
<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.	2.6 per 1,000 adults (2010)	<b>Increase</b> to 2.7 per 1,000 adults by 2014  <b>Increase</b> to 2.8 per 1,000 adults by 2015	<b>Increase</b> in business start up
	2. Net number of active enterprises Annual/Office for National Statistics (ONS) Business Demography	2,670 (2010)	<b>Increase</b> to 2,920 by 2014  <b>Increase</b> to 3,000 by 2015	<b>Increase</b> in the net number of active enterprises
	3. Business survival rate (3 years after start up) Annual/Office for National Statistics (ONS) Business Demography	66.9% (2010)	<b>Increase</b> to 67.2% by 2014  <b>Increase</b> to 67.5% by 2015	<b>Increase</b> business survival rate
<b>Tourism and leisure potential promoted and developed</b>	4. Growth in tourism revenue Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	£73.51m (2011)	<b>Increase</b> by 5% (from the 2011 baseline) by 2014  <b>Increase</b> by 5% (from the 2012 baseline) by 2015	<b>Increase</b> in tourism revenue
	5. Annual number of visitors to the area Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report	1,071,290 (2011)	<b>Increase</b> to 1,120,000 by 2014  <b>Increase</b> to 1,180,000 by 2015	<b>Increase</b> in visitors to the area
<b>National Outcome 2: We realise our full economic potential with more and better employment opportunities for our people.</b>				
<b>Skills development and employability improved</b>	1. Employment rate Annual/Nomis	70.2% (March 2012)	<b>Increase</b> to 71% by 2014  <b>Increase</b> to 72% by 2015	<b>Increase</b> in employment rate
	2. Claimant count unemployment Monthly/Nomis	6.2% (March 2012)	<b>Reduction</b> to 5.9% by 2014  <b>Reduction</b> to 5.8% by 2015	<b>Reduction</b> in claimant count unemployment
	3. Youth claimant count unemployment Monthly/Nomis	13.4% (March 2012)	<b>Reduction</b> to 13.0% by 2014  <b>Reduction</b> to 12.6% by 2015	<b>Reduction</b> in claimant count youth unemployment

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
	4. Number of Skills Development and Employability Service (SDES) participants entering employment Quarterly/East Ayrshire Council (E: Gender, Disability* and Race*)	90 (2011/12)	<b>Increase</b> to 700 participants by 30 June 2013  New programme to be established at 1 July 2014	Targets from July 2014 to be agreed with the Scottish Government
	5. Number of SDES participants entering education or training Quarterly/East Ayrshire Council (E: Gender, Disability* and Race*)	330 (2011/12)	<b>Increase to</b> 990 participants by 30 June 2013  New programme to be established at 1 July 2014	Targets from 1 July 2014 to be agreed with the Scottish Government
<b>National Outcome 3: We are better educated, more skilled and more successful, renowned for our research and innovation.</b>				
<b>National Outcome 8: We have improved the life chances for children, young people and families at risk.</b>				
<b>Positive and sustained destinations for learners improved</b>	1. Percentage of school leavers in positive and sustained destinations Annual/Scottish Government (E: Gender, Disability* and Race*)	89.9% (2011/12)	<b>Increase</b> to 94% by 2014  <b>Increase</b> to 96% by 2015	All school leavers into positive destinations by 2016/17
	2. Proportion of looked after school leavers going into positive and sustained destinations Annual/Scottish Government	64% (2011/12)	<b>Increase</b> to 75% by 2014  <b>Increase</b> to 85% by 2015	All looked after school leavers into positive destinations by 2016/17
	3. Percentage of students successfully completing courses at SCQF 6 (FE) and below within Ayrshire colleges Annual/Ayrshire Colleges	Ayr College  FE/FT: 71% FE/PT: 79% (2011/12 unpublished data)  Kilmarnock College FE/FT: 69% FE/PT: 81% (2011/12 unpublished data)	<b>Maintain/Increase</b> successful course completion rates  Quantified targets for 2013/14 have been agreed for Ayrshire – disaggregated targets for each of the three Ayrshire colleges are not available at this time.	<b>Maintain/Increase</b> successful course completion rates  Quantified targets for 2013/14 have been agreed for Ayrshire – disaggregated targets for each of the three Ayrshire colleges are not available at this time.

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
	4. Percentage of students successfully completing courses at SCQF 7 (HE) and above within Ayrshire colleges Annual/Ayrshire Colleges	Ayr College  FE/FT: 76% FE/PT: 86% (2011/12 unpublished data)  Kilmarnock College FE/FT: 71% FE/PT: 84% (2011/12 unpublished data)	<b>Maintain/Increase</b> successful course completion/progression rates  Quantified targets for 2013/14 have been agreed for Ayrshire – disaggregated targets for each of the three Ayrshire colleges are not available at this time.	<b>Maintain/Increase</b> successful course completion/progression rates  Quantified targets for 2013/14 have been agreed for Ayrshire – disaggregated targets for each of the three Ayrshire colleges are not available at this time.
	5. Number of Skills Development and Employability Service (SDES) participants achieving full qualifications Quarterly/East Ayrshire Council (E: Gender, Disability* and Race*)	210 (March 2012)	<b>Increase</b> to 1,555 participants by 30 June 2013  New programme to be established at 1 July 2014	Targets from 1 July 2014 to be agreed with the Scottish Government
	6. Percentage of economically active working age persons with no qualifications Annual/Annual Population Survey/Scottish Government (E: Gender)	16.5% (2010)	<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
<b>National Outcome 4: Our young people are successful learners, confident individuals, effective contributors and responsible citizens.</b>				
<b>National Outcome 8: We have improved the life chances for children, young people and families at risk.</b>				
<b>Literacy and numeracy skills for children, young people and adults improved</b>	1. Cumulative attainment of National Qualifications by all pupils in publicly funded secondary schools for S6 (3 year average) Annual/SCOTXED/STACS Scottish Government (E: Gender, Disability* and Race*)	SCQF3 (5+ awards): 90% SCQF4 (5+ awards): 76% SCQF5 (5+ awards): 47%  SCQF6 (1+ Highers): 45% SCQF6 (3+ Highers): 30% SCQF6 (5+ Highers): 20% (2011/12)	92% by 2014; 93% by 2015 78% by 2014; 79% by 2015 49% by 2014; 50% by 2015  47% by 2014; 48% by 2015 32% by 2014; 33% by 2015 22% by 2014; 23% by 2015	<b>Increase</b> cumulative attainment by 5% by 2016/17
	2. Average tariff score (Unified Points Score) of all looked after and looked after and accommodated children Annual/Scottish Government	69 UPS (2010/11)	<b>Increase</b> to 73 UPS by 2014  <b>Increase</b> to 74 UPS by 2015	<b>Increase</b> average tariff score of all looked after children by 15% by 2016/17

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 5: Our children have the best start in life and are ready to succeed.</b>				
<b>Children and young people, including those in early years and their carers, assisted to be active, healthy, nurtured and included</b>	1. Percentage of children in primary 1 with no obvious dental decay experience Every 2 years/NHS Ayrshire and Arran (National Dental Inspection Programme)	64.1% (2010)	<b>Maintain/Increase</b> the percentage of children in primary 1 with no obvious dental decay experience  The 60% HEAT target (2010) is now a standard, which is to be maintained.	It is anticipated that the Oral Health Strategy Steering Group will have developed and published future targets by Autumn 2013.
	2. Estimated percentage of children with a healthy weight in primary 1 Annual/NHS Ayrshire and Arran (ISD Scotland)	ISD has recently advised that data will be published at local authority level on 30 April 2013.	Targets to be considered when data are available.	Targets to be considered when data are available.
	3. Percentage of new-born children exclusively breastfed at 6-8 weeks Annual/NHS Ayrshire and Arran (ISD Scotland) (E: Pregnancy and Maternity)	18.2% (2011/12)	<b>Maintain</b> level of new born children exclusively breast fed at 6-8 weeks  Targets to be considered by the multi-agency Maternal and Infant Nutrition Programme Board and the agreed position confirmed during May 2013.	Targets to be considered by the multi-agency Maternal and Infant Nutrition Programme Board and the agreed position confirmed during May 2013.
	4. Percentage of babies with a healthy birthweight Annual/NHS Ayrshire and Arran (ISD Scotland)	ISD has advised that data should be available by late March 2013.	Targets to be considered when data are available.	Targets to be considered when data are available.

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 6: We live longer, healthier lives.</b>				
<b>National Outcome 7: We have tackled the significant inequalities in Scottish society.</b>				
<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)	75.4 years males 79.5 years females (2008-2010)	<b>Increase</b> in life expectancy  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.	<b>Increase</b> in life expectancy  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.
	2. Deaths per 100,000 population from coronary heart disease (CHD) (under 75 years) Annual/NHS Ayrshire and Arran (ISD Scotland)	47.7 per 100,000 population (2011)	<b>Reduction</b> in mortality rate for coronary heart disease  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.	<b>Reduction</b> in mortality rate for coronary heart disease  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.
	3. Deaths per 100,000 population from all cancers (under 75 years) Annual/NHS Ayrshire and Arran (Scottish Neighbourhood Statistics)	196.9 per 100,000 population (2011)	<b>Reduction</b> in mortality rate for cancer  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.	<b>Reduction</b> in mortality rate for cancer  Quantified targets currently being considered by NHS Ayrshire and Arran Public Health.
	4. Smoking prevalence Every 2 years/Scottish Public Health Observatory (ScotPho ) – East Ayrshire CHP Health and Wellbeing Profiles/Scottish Household Survey	27% (2009/10))	<b>Reduction</b> by one percentage point per year in smoking prevalence (provisional target)	<b>Reduction</b> in smoking prevalence
	5. Pregnancy rates per 1,000 population among under 16 year olds (annual reporting of 3 year rolling average) Annual/NHS Ayrshire and Arran (ISD Scotland)	7.9 per 1,000 females aged 13–15 years (2008-2010)	<b>Maintain</b> pregnancy rates among under 16 year olds	Longer term targets to be further considered by the Multi Agency Sexual Health Programme Board.

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
Alcohol and drug related harm reduced	6. Patients hospitalised with alcohol conditions per 100,000 population Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	1,538 per 100,000 population (2007-2009)	<b>Reduction</b> in alcohol related hospital admissions  Quantified targets to be considered by East Ayrshire Alcohol and Drug Partnership.	<b>Reduction</b> in alcohol related hospital admissions  Quantified targets to be considered by East Ayrshire Alcohol and Drug Partnership.
	7. Patients hospitalised with drug related conditions per 100,000 population Every 2 years/Scottish Public Health Observatory (ScotPho) – East Ayrshire CHP Health and Wellbeing Profiles	173.0 per 100,000 population (2007-2009)	<b>Reduction</b> in patients hospitalised with drug related conditions  Quantified targets to be considered by East Ayrshire Alcohol and Drug Partnership.	<b>Reduction</b> in patients hospitalised with drug related conditions  Quantified targets to be considered by East Ayrshire Alcohol and Drug Partnership.
	8. Number of people who voluntarily have been detoxified to zero from prescribed medication Annual/NHS Addiction Services	39 (2011/12)	<b>Increase</b> in the number of people who have been detoxified to zero from prescribed medication	<b>Increase</b> in the number of people who have been detoxified to zero from prescribed medication
Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible	9. Number of people newly diagnosed with dementia offered Post Diagnostic Support; and number and percentage of people receiving the offer accepting this support Monthly/NHS Ayrshire and Arran	New baselines to be developed	All people newly diagnosed with dementia will have a minimum of one year's Post Diagnostic Support co-ordinated by a link worker, including the development of a Person Centred Support Plan by 2016. (NHS HEAT Target)	An increasing number of people with dementia who wish to remain at home will be supported appropriately to achieve their outcomes.



Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 7: We have tackled the significant inequalities in Scottish society.</b>				
<b>National Outcome 8: We have improved the life chances for children, young people and families at risk.</b>				
<b>Impact of multiple deprivation and poverty on the health and well being of the most vulnerable individuals and communities addressed</b>	1. Number of claimants in receipt of out of work benefits as percentage of working age population Quarterly/Department for Work and Pensions/Nomis	20.4% (February 2011)	<b>Reduction</b> in the number of people claiming out of work benefits by 2015	<b>Reduction</b> in the number of people claiming out of work benefits
	2. Percentage of tenants in severe rent arrears Monthly/East Ayrshire Council	1.4% (2011/12)	<b>Maintain</b> baseline levels and SPI quartile 1 performance	<b>Maintain</b> baseline levels and SPI quartile 1 performance
<b>Sustainable and affordable housing solutions delivered</b>	3. Number and percentage of repeat homelessness within one year Annual/East Ayrshire Council	37 (6.7%) (2011/12)	<b>Reduction</b> to 6.5% of repeat homelessness by 2014 and maintain level for 2015	<b>Reduction</b> in repeat homelessness
<b>National Outcome 8: We have improved the life chances for children, young people and families at risk.</b>				
<b>Protection of children and the safety of vulnerable adults, individuals and families promoted</b>	1. Number of child protection re-registrations in year Annual/Scottish Government Education Directorate Child Protection Returns	12 (2011/12)	<b>Reduction</b> in child protection re-registrations by 2% per year	<b>Maintain</b> low levels of child protection re-registrations
	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 (E: Gender)	111 per 10,000 population (5 year average 2007-2012)	<b>Increase</b> in reported incidents of domestic abuse to the police over the 5 year average	<b>Increase</b> in reported incidents of domestic abuse to the police over the 5 year average

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 9: We live our lives safe from crime, disorder and danger.</b>				
<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>	22 per 10,000 population (5 year average 2007-2012)  12 per 10,000 population (5 year average 2007-2012)  4 per 10,000 population (5 year average 2007-2012)  142 per 10,000 population (5 year average 2007-2012)	<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	187 per 10,000 population (5 year average 2007-2012)	<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. Serious Organised Crime Annual/Strathclyde Police <ul style="list-style-type: none"> <li>• Seizure of monies through Proceeds of Crime Act 2002</li> <li>• Value of enterprise denied to Serious Organised Crime groups</li> </ul>	New baseline to be developed  New baseline to be developed	<b>Increase</b> seizure of monies under Proceeds of Crime  <b>Increase</b> value of enterprise denied to Serious Organised Crime groups	<b>Increase</b> seizure of monies under Proceeds of Crime  <b>Increase</b> seizure of monies under Proceeds of Crime
	<ul style="list-style-type: none"> <li>• Drug supply detections Annual/Strathclyde Police/ Detections for Drug-related Crime</li> </ul>	16 per 10,000 population (5 year average 2007-2012)	<b>Increase</b> in detections for drug supply above the 5 year average	<b>Increase</b> in detections for drug supply above the 5 year average

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
	4. Anti-social behaviour detections (including Breach of the Peace, Urinating and Consuming Alcohol in a public place) Annual/Strathclyde Police/ Detections for Anti-social behaviour	255 per 10,000 population (5 year average 2007-2012)	<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
	5. Acquisitive crime Annual/Strathclyde Police			
	• Thefts by housebreaking	59 per 10,000 population (5 year average 2007-2012)	<b>Reduction</b> in thefts by housebreaking below the 5 year average	<b>Reduction</b> in thefts by housebreaking below the 5 year average
	• Detections for crimes of housebreaking	11 per 10,000 population (5 year average 2007-2012)	<b>Increase</b> in detections for crimes of housebreaking above the 5 year average	<b>Increase</b> in detections for crimes of housebreaking above the 5 year average
	6. Hate crime rate Annual/Strathclyde Police	7 per 10,000 population (5 year average 2007-2012)	<b>Reduction</b> in hate crime below the 5 year average	<b>Reduction</b> in hate crime below the 5 year average
	7. Reconviction rates per 100 offenders Annual/South West Scotland Community Justice Authority	50.7 (2011-12) (Ayrshire figure provided)	<b>Reduction</b> to 42.7 per 100 offenders by 2014-15	<b>Reduction</b> in reconviction rates
<b>Preventative and diversionary activity delivered</b>	8. Incidents of youth disorder reported to the police Annual/Strathclyde Police	187 per 10,000 population (5 year average 2007-2012)	<b>Reduction</b> in incidents of youth disorder below the 5 year average	<b>Reduction</b> in incidents of youth disorder below the 5 year average
	9. Incidents of street drinking reported to the police Annual/Strathclyde Police	129 per 10,000 population (5 year average 2007-2012)	<b>Reduction</b> in incidents of street drinking below the 5 year average	<b>Reduction</b> incidents of street drinking below the 5 year average
<b>Community safety in neighbourhoods and homes improved</b>	10. Number of fire related fatalities and injuries Annual/Strathclyde Fire and Rescue	17 (3 year average 2009-12)	<b>Reduction</b> of 11% in fire fatalities and injuries per year	<b>Reduction</b> in fire fatalities and injuries year on year

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
	11. Number of fire related incidents Annual/Strathclyde Fire and Rescue	Primary fires: 102 (3 year average 2009-12)  Secondary fires: 801 (3 year average 2009-12))	<b>Reduction</b> of 11% in primary fires and in secondary fires per year	<b>Reduction</b> in primary fires and in secondary fires year on year
	12. Number of people killed and seriously injured in road accidents Annual/Scottish Government	People killed: 7 People seriously injured: 56  Children killed: 0 Children seriously injured: 9 (2004-2008 is the Scottish Government baseline against which targets are set)	<b>Reduction</b> of 30% people killed; 43% people seriously injured; and 50% children seriously injured by 2015 <b>Maintain</b> level for children killed	<b>Reduction</b> of 40% people killed; 55% people seriously injured; and 65% children seriously injured by 2020 <b>Maintain</b> level for children killed
<b>National Outcome 10: We live in well-designed, sustainable places where we are able to access the amenities and services we need.</b>				
<b>Connectivity and local transport solutions improved</b>	1. Percentage of the road network considered for maintenance treatment Annual/Road Condition Survey/East Ayrshire Council	43.5% (2007/08)  42.8% (2011/12)	<b>Reduction</b> to 39.0% by 2013/14  <b>Reduction</b> to 38.5% by 2014/15	<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>Sustainable and affordable housing solutions delivered</b>	2. Number and percentage of Council houses meeting the Scottish Housing Quality Standard Annual/East Ayrshire Council	10,069 (78.1%) (2011/12)	<b>All</b> Council houses to meet the Scottish Housing Quality Standard by 2015	<b>All</b> Council houses to meet the Scottish Housing Quality Standard by 2015
	3. Number of town centre residential dwellings Annual/East Ayrshire Council	New baseline to be developed	To be developed	To be developed

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 11: We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.</b>				
<b>Community capacity, spirit and cohesion developed</b>	1. Number of community/voluntary groups managing their own facilities Annual/East Ayrshire Council	6 (2011/12)	<b>Increase</b> to 11 community/voluntary groups by 2014  <b>Increase</b> to 16 community/voluntary groups by 2015	<b>Increase</b> in the number of community/voluntary groups managing their own facilities
	2. Number of volunteers Annual/Volunteer Centre East Ayrshire	551 registered volunteers (2011/12)	<b>Increase</b> in the number of volunteers	<b>Increase</b> in the number of volunteers
<b>Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible</b>	3. Uptake of carers support plans (assessments) Annual/East Ayrshire Council	106 (2011/12)	<b>Increase</b> in uptake by 10% each year	Increased support to unpaid carers will result in more people with social and health care needs being supported to live at home
<b>National Outcome 12: We value and enjoy our built and natural environment and protect it and enhance it for future generations.</b>				
<b>Our town centres and villages are sustainably regenerated</b>	1. Percentage of vacant and derelict urban land Annual/East Ayrshire Council	7.4% ha (2011/12)	<b>Maintain levels</b> at 7.5% by 2014  <b>Reduction</b> to 7.0% by 2015	<b>Maintain</b> level at 7.0%
	2. Number of vacant and derelict town centre buildings Annual/East Ayrshire Council	68 (September 2011)	<b>Reduction</b> to 64 by 2014  <b>Reduction</b> to 60 by 2015	<b>Reduction</b> in vacant and derelict town centre buildings
	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: 76 (Quartile 2 performance) (2011/12)	<b>Increase</b> to Quartile 1 performance by 2015	<b>Maintain</b> top quartile performance

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
<b>National Outcome 13: We take pride in a strong, fair and inclusive national identity</b>				
Refer to National Outcome 1 above.				
<b>National Outcome 14: We reduce the local and global environmental impact of our consumption and production.</b>				
<b>The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated.</b>	1. Proportion of household waste recycled Annual/East Ayrshire Council	46.2% (2011/12)	<b>Increase</b> in recycling rates to 50% by 2014  <b>Increase</b> in recycling rates to 52.8% by 2015	<b>Increase</b> in recycling rates to 60% by 2020
	2. Number of domestic properties receiving waste and dry recycle collection Annual/East Ayrshire Council	10,000 (2011/12)	<b>Increase</b> collections to 30,000 by 31 March 2014  <b>All</b> domestic properties to receive collections by 30 September 2014	<b>All</b> domestic properties to receive collections by 30 September 2014
	3. CO2 emissions per capita (tonnes) Annual/Scottish Neighbourhood Statistics	6.6 tonnes (2010)	<b>Reduction</b> in carbon emissions per capita (tonnes)	<b>Reduction</b> in carbon emissions per capita (tonnes)
<b>National Outcome 15: Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it.</b>				
<b>Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible</b>	1. Number of patients waiting more than 4 weeks for discharge to appropriate setting Annual/NHS Ayrshire and Arran (Change Fund Metric)	4 (January 2012)	<b>Reduction</b> to no patients waiting more than 4 weeks from April 2013 to March 2015	<b>Reduction</b> to 14 day maximum waiting time from April 2015
	2. Percentage of older people aged 65 years and over living in housing (rather than a care home or hospital setting) Annual/East Ayrshire Council	96.5%	<b>Maintain</b> level in 2014 and 2015	<b>Maintain</b> level in 2014 and 2015

Local Outcome	Indicator	Baseline	'Progress' target/s to 2014/15	'End' target/s Direction of travel
	3. Emergency inpatient bed day rates for people aged 75+- NHS HEAT 2011/12 Annual/NHS Ayrshire and Arran (Change Fund Metric)	4,671 per 1,000 population Provisional data (2011/12)	<b>Reduction</b> in the emergency inpatient bed day rate for people aged 75+  Targets currently being considered through the Reshaping Care for Older People/Change Fund process.	<b>Reduction</b> in the emergency inpatient bed day rate for people aged 75+  Targets currently being considered through the Reshaping Care for Older People/Change Fund process.
	4. Percentage of time in the last 6 months of life spent at home or in a community setting (as appropriate to the individual) Annual/NHS Ayrshire and Arran (Change Fund Metric)	90.4% people aged 75+ years (2009/10)	Targets currently being considered through the Reshaping Care for Older People/Change Fund process.	Targets currently being considered through the Reshaping Care for Older People/Change Fund process.

**National Outcome 16: Our public services are high quality, continually improving, efficient and responsive to local people's needs.**

<b>Resources and services delivered maximised through shared premises and shared services with shared management arrangements</b>	1. Number of shared services arrangements established Annual/East Ayrshire Council	135 (2011/12)	<b>Increase</b> in the number of shared services arrangements in place by 2014 and 2015	<b>Increase</b> in the number of shared services arrangements
	2. Proportion of local outcomes progressed through the delivery of the Single Outcome Agreement Annual/East Ayrshire Council	Zero  New SOA to be implemented from 1 April 2013	<b>Increase</b> in the proportion of local outcomes progressed through the delivery of the Single Outcome Agreement	<b>Increase</b> in the proportion of local outcomes progressed through the delivery of the Single Outcome Agreement
	3. Percentage of adult residents stating their neighbourhood as a 'very good' place to live Biennial/Scottish Household Survey	41.9% (2009/10)	<b>Increase</b> in adult residents stating their neighbourhood as a 'very good' place to live	<b>Increase</b> in adult residents stating their neighbourhood as a 'very good' place to live

'E' denotes equality indicators.

\* denotes that information in respect of the identified protected characteristics is redacted due to confidentiality as the numbers are low.

**National Outcome 16: Our public services are high quality, continually improving, efficient and responsive to local people's needs.**

The 2008 Direction from the Accounts Commission, covering the reporting year 2011/12, 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 the latest available data is for 2011/12. 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 2011/12. This table will be updated annually.
- **Table 3** contains 2011/12 performance data in relation to SPI 1 (Corporate Management).
- **Table 4** contains 2011/12 performance data in relation to SPI 2 (Service Performance).

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

Reporting Areas/Indicators	Quartile				Comments
	2011/12	2012/13	2013/14	2014/15	
<b>Revenues and service costs</b>					
<b>NS1</b> Number. of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid	3				
<b>NS2</b> Cost per dwelling of collecting Council Tax	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	3				
<b>Employees</b>					
<b>NS4</b> The average number of working days per employee lost through sickness absence for:					
(a) Teachers	1				
(b) All other local government employees	3				
<b>NS5</b> Percentage of the highest paid 2% of earners among council employees that are women	3				
Percentage of the highest paid 5% of earners among council employees that are women	3				
<b>Assets</b>					
<b>NS6</b> Proportion of operational accommodation that is:					
(a) In a satisfactory condition	1				
(b) Suitable for its current use	3				
<b>Equalities and diversity</b>					
<b>NS7</b> Percentage of council buildings in which all public areas are suitable for, and accessible to, people with a disability	3				



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

Reporting Areas/Indicators	Quartile				Comments
	2011/12	2012/13	2013/14	2014/15	
<b>Benefits Administration</b>					
<b>NS8</b> Gross cost per case for benefits administration	2				
<b>Community Care</b>					
<b>NS9</b> Number of homecare hours per 1,000 population aged 65+.	2				
As a proportion of homecare clients aged 65+, the number receiving:					
(i) Personal care	1				
(ii) A service in the evenings/overnight	2				
(iii) A service at weekends	1				
<b>Cultural and Community Services</b>					
<b>NS10</b> Number of attendances per 1,000 population for:					
(a) Pools	4				
(b) Other indoor sports and leisure facilities, excluding pools in a combined complex	2				
<b>NS11</b> (a) Number of visits to/usages of council funded or part funded museums per 1,000 population	2				
(b) Number of those visits that were in person per 1,000 population	1				
<b>NS12</b> Number of visits to council libraries per 1,000 population	4				
<b>Planning</b>					
<b>NS13</b> Proportion of householder planning applications that were dealt with within two months	4				
Proportion of non-householder planning applications that were dealt with within two months	4				
<b>Housing and homelessness</b>					
<b>NS14</b> Proportion of housing stock that is of tolerable standard	4				
Proportion of housing stock that is free from serious disrepair	4				
Proportion of housing stock that is energy efficient	1				

Reporting Areas/Indicators	Quartile				Comments
	2011/12	2012/13	2013/14	2014/15	
Proportion of housing stock with modern facilities & services	2				
Proportion of housing stock that is healthy, safe and secure	1				
Total dwellings meeting the Scottish Housing Quality Standard	2				
<b>NS15</b> Rent arrears:					
(a) Current tenant arrears as a percentage of the net amount of rent due in the year	1				
(b) Percentage of current tenants owing more than 13 weeks rent at the year end, excluding those owing less than £250	1				
(c) Proportion of those tenants giving up their tenancy during the year that were in rent arrears	4				
(d) Average debt owed by tenants leaving in arrears, as a proportion of the average weekly rent	2				
(e) Percentage of arrears owed by former tenants that was either written off or collected during the year	1				
<b>NS16</b> Homelessness - secure permanent accommodation:					
(i) Percentage decision notifications issued within 28 days of initial presentation	1				
(ii) Percentage who are housed	3				
(iii) Percentage of cases reassessed within 12 months of completion of duty	3				
Homelessness – temporary accommodation:					
(i) Percentage of decision notifications issued within 28 days of initial presentation	1				
(ii) Percentage of cases reassessed within 12 months of completion of duty	4				
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 percentage of the total amount of rent due in the year	4				
<b>NS18</b> Response repairs to council houses:					
Overall percentage of repairs completed within the target times.	4				
<b>NS19</b> Managing tenancy changes:					
Average time to let not low demand stock	4				

Reporting Areas/Indicators	Quartile				Comments
	2011/12	2012/13	2013/14	2014/15	
Average time to let low demand stock	4				
Average period low demand properties were void	4				
<b>Protective services</b>					
<b>NS20</b> Domestic Noise Complaints:					
Average time (hours) between the time of the complaint and attendance on site, for those requiring attendance on site	2				
Average time (hours) between the time of the complaint and attendance on site, for those dealt with under the Antisocial Behaviour Act 2004	4				
<b>NS21</b> Number of Trading Standards complaint and advice requests received, and the proportion completed within 14 days:					
(i) Consumer complaints - proportion completed within 14 days	4				
(ii) Business advice requests - proportion completed within 14 days	2				
<b>Roads and lighting</b>					
<b>NS22</b> Percentage of the road network that should be considered for maintenance treatment	3				
<b>Waste Management</b>					
<b>NS23</b> Net cost per premises for:					
(a) Refuse collection	3				
(b) Refuse disposal	3				
<b>NS24</b> Percentage of municipal waste collected during the year that was recycled or composted	2				
<b>NS25</b> Cleanliness index achieved following inspection of a sample of streets and other relevant land	2				

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

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 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 timescale Percentage of formal complaints relating to any form of discrimination Number of positive comments received Number of improvements implemented as a result of complaints	181 47.5 69.1% 0.6% 2,655 55			
2.	<b>Freedom of Information:</b> Percentage of FOI requests responded to in 20 working days	89.9			
<b>REVENUES AND SERVICE COSTS</b>					
3.	<b>Council Tax:</b> Cost of collecting Council Tax per dwelling	£11.44			
4.	<b>Council Tax:</b> Percentage of income due that was received during the year Overall percentage of Council Tax income for all prior years that was received	94.3% 97.4%			
5.	<b>Invoices:</b> Number of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid	88.1			
6.	<b>Home care:</b> the unit cost of home care	£14.69			
7.	<b>Arts &amp; museums:</b> Cost per visit across Arts and Museums facilities	£2.69			
8.	<b>School meals:</b> Average cost of producing school meals Satisfaction levels	£2.87 96.8%			
9.	<b>Winter maintenance:</b> Cost of winter maintenance per km of road network Cost per gritted km of priority roads network	£694 £1,747			
10.	<b>Road condition:</b> Percentage of actual maintenance expenditure that is planned/proactive Percentage of actual maintenance expenditure that is reactive	93% 7%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
11.	<b>Recycling:</b> Net cost of recycling	£2.63			
<b>EMPLOYEES</b>					
12.	<b>Sickness absence:</b> Average number of days lost for teachers Average number of days lost for other local government employees	5.1 10.8			
13.	<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	35.9% 43.7%			
14.	<b>Turnover:</b> Leavers in the last year as a percentage of the average total staff	8.2%			
<b>ASSETS</b>					
15.	<b>Assets:</b> Proportion of operational accommodation that is in a satisfactory condition Proportion of operational accommodation that is suitable for its current use	94.3% 78.9%			
16.	<b>Energy performance:</b> Percentage of buildings rated 'F' or above	85.3%			
17.	<b>Occupancy:</b> Occupancy rates for office accommodation expressed as square metres per Full Time Employee (FTE)	23.2			
18.	<b>Operational Portfolio:</b> Extent of operational portfolio expressed in square metres	319,948			
19.	<b>Condition of School Estate:</b> Percentage of schools graded A (Good) Percentage of schools graded B (Satisfactory) Percentage of schools graded C (Poor) Percentage of schools graded D (Bad)	18.2% 65.5% 14.5% 1.8%			
20.	<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	9.3% 25.6% 51.2% 14% 0%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>ASSETS</b>					
20. Cont.	Percentage of secondary schools where ratio of pupils to places is: 0-40% 41-60% 61-80% 81-100% 101% or more	0% 22% 55.6% 22.2% 0%			
<b>PROCUREMENT</b>					
21.	<b>PECOS:</b> Value of spend through PECOS (the Council's electronic purchasing system) as a percentage of council (non-pay) spend	46.8%			
<b>SUSTAINABLE DEVELOPMENT</b>					
22.	<b>Eco-schools:</b> Percentage of schools registered to become eco-schools: Primary Secondary Special	78.6% 71.4% 35.7%			
<b>EQUALITIES AND DIVERSITY</b>					
23.	<b>Accessibility:</b> Percentage of council buildings in which all public areas are suitable for and accessible to disabled people	66%			
24.	<b>Ethnic minority:</b> Percentage of the local population who are from an ethnic minority Percentage of the total workforce who are from an ethnic minority	0.7% 0.4%			
25.	<b>Disabilities:</b> Percentage of workforce who have declared they are disabled under the terms of the Disability Discrimination Act 1995	0.7%			

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

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>SERVICE PERFORMANCE</b>					
<b>BENEFITS ADMINISTRATION</b>					
26.	<b>Administration costs:</b> Gross administration costs per benefits case	£38.65			
27.	<b>Benefits Processing:</b> Average time for processing claims Percentage of claims processed within 14 days of receiving all information Percentage of claims processed accurately	14.5 days  83.9% 94.9%			
<b>COMMUNITY CARE</b>					
28.	<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	571.1  98.5% 47.1% 89.9%			
29.	<b>Accessibility:</b> Number of people waiting longer than target for assessment per 1,000 population Number of people waiting longer than target time for service per 1,000 population	3.9  0			
30.	<b>Staff qualifications:</b> Percentage of personal carers who are qualified to Scottish Social Services Council (SSSC) standard	73.3%			
31.	<b>Respite care:</b> Total number of overnight respite weeks provided: 18-64 Total number of overnight respite weeks provided: 65+ Total number of daytime respite weeks provided: 18-64 Total number of daytime respite weeks provided: 65+ Total number of respite weeks provided: 18-64 Total number of respite weeks provided: 65+	684 1,048 3,073 1,590 3,757 2,638			
<b>CRIMINAL JUSTICE SOCIAL WORK</b>					
32.	<b>Social Enquiry Reports:</b> (a) Number of reports submitted to the courts during the year (b) Percentage of these submitted by the due date	1,092 88.7%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>CULTURAL AND COMMUNITY SERVICES</b>					
33.	<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	2,722 7,970			
34.	<b>Visits to and use of museums:</b> Number of visits to/usages of council funded or part funded museums per 1,000 population Number of those visits that were in person per 1,000 population	2,235 1,525			
35.	<b>Library usage:</b> a) Number of visits per 1,000 population b) Borrowers as a percentage of the resident population	4,274 16.7%			
36.	<b>Adult Literacy:</b> Number of adult literacy learners achieving intermediary outcomes as set in their Individual Learning Plans	97%			
37.	<b>Learning Centres:</b> Number of times Learning Centre terminals are used per 1,000 population Percentage of resident population who use Learning Centres	588.3 4.6%			
<b>PLANNING</b>					
38.	<b>Planning applications:</b> Percentage of planning applications dealt with within 2 months Average time to process planning applications	41.8% 19.7 weeks			
39.	<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 Average time to process building warrants	96.8% 99% £356 0.8% 15.4 weeks			
<b>EDUCATION OF CHILDREN</b>					
40.	<b>Additional Support:</b> Percentage of pupils with Individual Education Plans meeting targets	83%			



	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>EDUCATION OF CHILDREN</b>					
41.	<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	36.2% 33.4% 5.5% 14.6% 10.4% 0%			
42.	<b>Looked after children:</b> Average tariff scores of all looked after children in S4 and S5 in the current academic year	76.3 UPS			
43.	<b>Exclusion rates:</b> Number of exclusions incidents per 1,000 pupils Primary Secondary Special	10.6 92.4 82.1			
44.	<b>Staff to pupil ratios:</b> Staff to pupil ratio in educational establishments Primary Secondary Special	16 12.6 4.2			
<b>CHILD PROTECTION AND CHILDREN'S SOCIAL WORK</b>					
45.	<b>Child Protection registrations:</b> Number of Child Protection re-registrations in-year	12			
46.	<b>Children's Reporter Liaison:</b> Percentage of reports submitted to Scottish Children's Reporter Administration (SCRA) by the due date	68%			
47.	<b>Child Protection Orders:</b> Number and percentage of Child Protection Orders made within 24 hours	11 (100%)			
<b>HOUSING AND HOMELESSNESS</b>					
48.	<b>Repairs to council dwellings:</b> Overall percentage of repairs completed within target	88.6%			
49.	<b>Housing Quality:</b> Proportion of the council's housing stock which meets the Scottish Housing Quality Standard	78.1%			
50.	<b>Void:</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	2.6%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>HOUSING AND HOMELESSNESS</b>					
51.	<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	56 days 90 days 326 days			
52.	<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	2.8% 1.4% 59.1% 7.5 55.2%			
53.	<b>Homelessness:</b> Permanent accommodation: Number of households assessed during the year Percentage of decision notifications issued within 28 days of initial presentation. Percentage who are housed Percentage of cases reassessed within 12 months of completion of duty.  Temporary accommodation: Number of households assessed during the year Percentage of decision notifications issued within 28 days of initial presentation Percentage 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	349 100% 50.9% 6.3%  205 100% 8.8% 63.4%			
54.	<b>Repairs:</b> Percentage of repairs appointment kept 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 Housing repairs – first time fix rate	92.1% 5.4 days 94.6%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>HOUSING AND HOMELESSNESS</b>					
55.	<b>Gas Safety:</b> Percentage of gas safety checks carried out within 12 months	99.9%			
56.	<b>Council House Sales:</b> Percentage of Council House Sales concluded within 26 weeks Average timescale for conclusion of Council House Sales	96.7% 18.4 weeks			
<b>PROTECTIVE SERVICES</b>					
57.	<b>Domestic noise complaints:</b> a) 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	921  504 13 404  2.5  1.0			
58.	<b>Trading Standards:</b> Percentage of consumer complaints completed within 14 days Percentage of business advice requests completed within 14 days	67.7% 97.8%			
59.	<b>Non domestic noise complaints:</b> 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 (calendar days) to institute formal action	56 4  30 days			
60.	<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	10 80%			
<b>PROTECTIVE SERVICES</b>					
61.	<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% 97.6%			

	Measure	2011/12 Performance	2012/13 Performance	2013/14 Performance	2014/15 Performance
<b>ROADS AND LIGHTING</b>					
62.	<b>Roads maintenance:</b> Percentage of the road network that should be considered for maintenance treatment	42.8%			
63.	<b>Street Lighting Failure:</b> Percentage of repairs completed within 7 days	95.3%			
64.	<b>Bridges:</b> Percentage of council bridges not meeting the European Standard of 40 tonnes Percentage of council bridges that have a weight or width restriction placed on them Percentage of private bridges not meeting the European Standard of 40 tonnes Percentage of private bridges that have a weight or width restriction placed on them	13.6% 1.9% 5.7% 2.9%			
65.	<b>Street Lighting:</b> Percentage of street lighting columns over 30 years old Percentage of Traffic Light repairs completed within 48 hours	40.6% 94.6%			
66.	<b>Road Condition:</b> Number of emergency maintenance repairs Percentage of emergency maintenance repairs responded to within target	150 83%			
<b>WASTE MANAGEMENT SERVICES</b>					
67.	<b>Refuse collection and disposal:</b> Net cost per premises of refuse collection Net cost per premises of refuse disposal	£67.92 £93.04			
68.	<b>Waste Recycling:</b> Percentage of municipal waste collected that was recycled and composted	46.2%			
69.	<b>Cleanliness:</b> Cleanliness index achieved following inspection of a sample of streets and other relevant land	76			



**EAST AYRSHIRE  
COMMUNITY PLANNING PARTNERSHIP**

**SINGLE OUTCOME AGREEMENT  
2013 – 2015**

Early Intervention and Prevention

## INTRODUCTION

Within the context of Community Planning in East Ayrshire, there is a longstanding and continuing commitment to and culture of early intervention and prevention across the services delivered by Community Planning Partners. This commitment is demonstrated through the activity delivered within our communities and strategically by the inclusion of 'the promotion of early intervention in the delivery of services' as a Guiding Principle of our Community Plan underpinning all of our activity.

Going forward, there will be a further significant shift to early intervention and prevention in the activity, which will be implemented to achieve the jointly agreed Local Outcomes within our Community Plan and Single Outcome Agreement (SOA) and reduce outcome inequalities.

Highlighted below is a range of initiatives/programmes, which are being delivered or are planned. In the main, they are or will be taken forward on a partnership basis as the issues, which they address are multi-faceted and will not be addressed by one agency working alone. In taking this work forward, we will build on our recognised track record of effective and positive partnership working. These initiatives/programmes are grouped under the key policy priorities as outlined in the SOA Guidance.

## ECONOMIC RECOVERY AND GROWTH

As a Partnership, the focus of our work is on developing our existing business base, and raising the profile of and promoting the area of East Ayrshire as a business location of choice, by building on our strengths to shape and deliver an enhanced infrastructure that will support more businesses to start up, grow or be attracted to the area. Early intervention is a key element of our strategy for working with both employers and individuals.

**Ayrshire Economic Partnership** is a private/public partnership providing strategic direction and support to the Ayrshire economy. Its focus is on the growth sectors of Food and Drink (led by East Ayrshire Council), Tourism, Renewables and Engineering.

**Business Grants** - Our Business Development Team works closely with companies to help them grow. The support available includes small business development grants. We support new and developing businesses with a clear growth potential and target businesses with the ability to generate employment opportunities and with a commitment to improving the skills base of the area.

**Ayrshire Employer Offer** provides a comprehensive and co-ordinated offer and a single point of contact for employers. It is hosted on the Ayrshire Chamber of Commerce website. It is also linked to and complements the national employer offer that has recently been developed and hosted on 'Our Skillsforce' website, recently launched by Skills Development Scotland.

**West Coast Hatchery** – We support the West Coast Hatchery, a free facility where our entrepreneurs can access the range of advice they require to turn their ideas into successful businesses.

**Encouraging Entrepreneurship** – Kilmarnock College has in place a range of measures to encourage students to consider self-employment as a career option. These include:

- enterprise units across a wide range of courses;
- a new shop opened in the College in partnership with the British Heart Foundation, which is run as a business by Supported Learning students;
- participation in national Micro Tyco events for all students;
- the development and delivery of bespoke enterprise related courses, working closely with the West Coast Hatchery to develop entrepreneurial spirit and understand the business start-up process; and
- working closely with Prince's Scottish Youth Business Trust to provide support for students who have business ideas they wish to develop.

## EMPLOYMENT

Developing skills and improving employability continue to be key priorities for partners in East Ayrshire and are inextricably linked to economic growth and recovery. Highlighted below is a range of activity and initiatives, which promote an early intervention/prevention approach in relation to supporting individuals into employment.

**Youth Employment**—Recognising the rise in youth unemployment both nationally and locally, a key priority for the Partnership is supporting young people into employment. Our activity in this regard is informed by the outcome of the Youth Employment Summit hosted by the Community Planning Partnership in August 2012 and includes: the implementation of a Single Employer Offer to ensure that employers are supported effectively to provide employment opportunities for local people; increasing the number and uptake of Modern Apprenticeships, and the availability of work placements and pre-employment activity; and the provision of support to our most vulnerable young people.

**Modern Apprenticeships (MAs)** - The Council traditionally supports around 50 MAs per year. To stimulate demand and create new jobs, the Opportunities for All resource is creating an additional 100 MA opportunities in the private and third sectors. Employers within the travel to work areas for East Ayrshire residents are able to access a 100% wage contribution and, where participants have additional support needs, are young carers or are looked after and accommodated, their support is supplemented to meet their travel or tenancies costs.

**East Ayrshire's Employability Forum** was 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; and to ensure that resources are being used to provide maximum benefit to our resident and business communities. Given the priority on youth employment, a key strand of this work is youth employment.

**Kilmarnock College and Employability** - a key priority for the College is ensuring that learning and skills support employability. A range of activity is in place to ensure that learning is linked to employment opportunities, including:

- working closely with partners to develop and deliver courses which meet labour market needs, including 'Step into Engineering' designed to meet specific employer needs with a number of fully funded Modern Apprenticeship places at the end of the course; and 'Get into Hospitality' developed and delivered in partnership with the Prince's Trust and Dumfries House;
- facilitated volunteering opportunities for students both within and outwith the college to help them gain valuable work experience; and

- work placements as an integral part of a wide range of programmes to provide students with real work experience.

**Business Enterprise and Skills Centres** –Each of our nine secondary schools delivers initiatives and programmes tailored to suit their requirements and talents of their students to ensure they are equipped with the essential ‘business ready’ skills and knowledge that will allow them to realise their full potential and prepare them for the world of work. The focus is on helping young people to ‘make their own jobs’ by building the development of entrepreneurial skills into their education. Programmes are backed by accredited SQA qualifications at a range of levels, right up to Higher. Such qualifications not only make young people more desirable in the eyes of employers, but also develop their personal awareness and skills such as communication, team working and leadership. Local business leaders play a great part by acting as role models, offering their experience and support in mentoring students and backing this ambitious education initiative.

**Engineering** - Recognising that wealth creation within the economy is to a degree dependent on the maintenance of a pool of suitably qualified people with a STEM (Science, Technology, Engineering and Mathematics) background, there is now an increased focus in the curriculum of our secondary, primary and early years establishments, as well as in our colleges, on the STEM subjects with the aim of increasing the number of young people choosing engineering as a career.

- **The Primary Engineer Programme** delivers practical maths and science through ‘design and make’ activities for young people. Schools in East Ayrshire support the belief that STEM subjects are key to securing positive opportunities and career paths for future generations and that this begins in primary school. Whole-class projects are mapped to the Curriculum for Excellence and designed to inspire and enthuse. The programme provides children with the opportunity to apply practical maths and science to design and technology projects. All projects are linked to practising engineers to bring the ‘wow’ factor into the classroom and provide a real-world context for learning.
- **The Interaction Initiative**, supported by one of our Business Leaders, is running in schools 2012-13. Secondary pupils are challenged to design innovative and fit-for-purpose structures for use in selling enterprise products created in schools.
- **Improving Skills and Training** - Working with Kilmarnock and Ayr Colleges, and Skills Development Scotland, the Council’s Economic Development team is supporting local companies to ensure that training delivered to young people is closely aligned to employers’ requirements. The Council also provides grant support to companies wishing to upskill employees and make their jobs more sustainable.

**Literacy across Learning Initiative**–The lack of good literacy and numeracy is frequently highlighted as a problem by employers and within East Ayrshire we are intervening early to address this issue. In 2012, Doon Academy in Dalmellington won the Literacy across Learning Award, the most prestigious national award in Scottish education, for its pioneering project which tackled the literacy difficulties of a group of S1 pupils. Significant gains in reading, writing and spelling were achieved by all pupils involved in the project. The initiative also improved pupils’ confidence and determination to succeed, which will help them progress in all subjects across the curriculum.

**The Hive**, standing for (Hope, Inspiration and Vision in Education), is a dedicated learning space within Kilmarnock College where staff focus on preparing young people with individual challenges for future success and supporting them to remain in education. A range of programmes, aimed at different age groups and at different levels, aims to meet individual needs. Many of the students in the HIVE have behavioural challenges and/or



offending backgrounds. Some students are the first in three family generations to be in further education. By delivering learning in a non-threatening way, the students are encouraged to see the value of education and develop the confidence to have aspirations. For a high percentage of students, the College gives them a focus and keeps them out of trouble.

## EARLY YEARS

In East Ayrshire, we advocate an evidence and attachment based approach to parenting and family support. Our approach to early intervention recognises that there requires to be a universal approach to supporting parents; targeted interventions which are preventative and reactive to support children and young people experiencing or at risk of developing social, emotional and behavioural difficulties; and specialist interventions to promote positive parenting and assist parents in managing children's challenging behaviour. Highlighted below is a range of programmes/initiatives, which take an early intervention/prevention approach.

**Getting it Right for Every Child** – The GIRFEC programme is founded on the principles of early intervention, namely appropriate, proportionate and timely intervention, and provides a framework for putting these principles into action for all children and young people at the individual level. In East Ayrshire, the development of GIRFEC is taken forward through the Community Health Partnership structure, which also has responsibility for children's services planning and development, ensuring an integrated approach across partner agencies.

**The Solihull Approach** is an integrated psychodynamic and behavioural approach for professionals working with children and families who are affected by behavioural and emotional difficulties. This is our universal approach to parenting support and has been rolled out on a multi-agency basis across early years, educational psychological services, health and social work services, and is being used in our nursery and family centres, where staff work alongside parents and children to encourage play and early literacy. The Approach builds the capacity of individuals, families and communities to secure the best outcomes for children and young people and is founded on the principles of early intervention to ensure that every child gets the best start in life. The outcomes for the programme are:

- increased positive parenting skills across the East Ayrshire area, confident parents and positive attachment between parents and children;
- strengthened levels of community contact and support for families; and
- improved joint working between and across agencies.

**Nurture Programme** – The East Ayrshire Nurture Framework provides both a preventative and pro-active approach to supporting children and young people experiencing, or at risk of developing social, emotional and behavioural difficulties. The framework supports practitioners to embed attachment theory and a relational approach in their practice.

The programme targets the most vulnerable children within our local authority by delivering evidence based theory and practice through the universal service of Education to meet children's needs at the appropriate developmental level. In East Ayrshire, this approach is also being used innovatively on a multi-agency basis to support children at high risk of negative life experiences in both specialist education and in the early years setting, with a particular focus on early intervention by supporting children and families at the birth to

three stage. In addition, the most vulnerable children and families in East Ayrshire experience this approach from social work services staff, particularly in East Ayrshire's children's houses and foster care settings. Through nurturing and supporting vulnerable children, we have the opportunity to help them to achieve in life and play their part in the community.

**Roots of Empathy** teaches schoolchildren to understand their own feelings and the feelings of others by using a baby as the 'tiny teacher'. This raises levels of empathy among classmates, resulting in more respectful relationships. The programme is delivered in primary schools in East Ayrshire in partnership with Action for Children and sits very well with our approach to nurturing.

**Incredible Years** parent training intervention is a series of proven research-based programmes focused on strengthening parenting competencies (monitoring, positive discipline, confidence) and fostering parents' involvement in children's school experiences in order to promote children's academic, social and emotional competencies and reduce conduct problems.

**Early Years Change Fund and Early Years Collaborative**—Partners in East Ayrshire are fully committed to driving forward change in outcomes for children and young people through the Early Years Change Fund and Early Years Collaborative.

## **SAFER AND STRONGER COMMUNITIES AND REDUCING OFFENDING**

Early intervention and prevention have long been at the heart of our approach to keeping our communities safer and stronger and we are committed to building on the success of this approach. Significant resources have been committed over time to diverting young people from crime and anti-social behaviour and, while no formal evaluation has been undertaken of the impact of the activity, anecdotal evidence from the police and communities among others points to the value of this work. Allied to this work, there has been a focus on awareness raising and education with young people in schools and community based settings in relation to the misuse of alcohol and drugs. Highlighted below is a range of initiatives taken forward in this regard.

**StreetSport Cage Network** - we have had in place a systematic programme of diversionary activities across the authority since 2007. The StreetSport Cage Network comprises free to use multi-use games areas spread across twenty-three communities offering a combination of informal and organised sports activities delivered virtually on the doorsteps of young people; and StreetSport Express, a transit sized van loaded with sports gear, which tours across the authority targeting hotspot areas with on the spot positive sports activities.

**Caledonian System**— The Caledonian System is an integrated approach to address men's domestic abuse and to improve the lives of women, children and men. It does this by working with men convicted of domestic abuse related offences on a programme to reduce their re-offending while offering integrated services to women and children.

**Positive Steps to Stop Offending** is an accredited groupwork programme for men over the age of 18 subject to probation or a Community Payback Order. The programme works with medium to high risk persistent offenders and aims to achieve a measurable reduction in offending, improve problem solving skills, challenge pro-criminal attitudes and beliefs, and promote a pro-social lifestyle.

**No Knives, Better Lives** aims to educate young people about the dangers of carrying a knife and the devastating personal consequences it can have on their future, as well as on their family and friends. The campaign in East Ayrshire will build on our existing work and activities locally and maximise current resources to add value and deliver these important messages to young people. Work will be taken forward in partnership and will involve the Council's Supporting Vibrant Communities, Education and Leisure Services, Health and the Police. A high profile advertising campaign in hotspot areas identified by the Police and Leisure Services, using chalk stencils and advertising on buses, bus shelters, phone kiosks and banners at identified sport areas, has already commenced. No Knives, Better Lives will influence attitudes and change behaviours and values about knife carrying. Our young people will be equipped with knowledge about the negative consequences of picking up a knife and empowered to choose positive options.

**Play in Prison** programme at HMP Kilmarnock seeks to improve the quality of visits between prisoners and their children and promote family playtimes among prisoners and their families. The overall outcome is improved bonding/relationships leading to better anchors in the community upon release and more/better reasons not to reoffend. To supplement this work, there is a further range of interventions with prisoners, including play related training, leadership training and the establishment of a satellite sports clubs inside the prison connected to sports clubs in the community – creating a direct pathway on release.

**Fire Safety** – The approach of the Fire and Rescue Service in East Ayrshire to fire safety is firmly rooted in prevention and a wide range of initiatives/interventions are driven forward in partnership to ensure that the people of East Ayrshire are safe in their homes and neighbourhoods.

- **Fire Safety Experiential Training** enables staff working with people in their homes and a range of settings to identify 'fire risk' and understand the referral path.
- **Fire Reach** targets young people's awareness of the role of the Fire Service and other linked agencies in their communities, and provides training and development opportunities through participation in fire related activities. Participation in the programme builds self-esteem, confidence and leadership skills; and encourages young people to make the best use of their abilities and become more responsible, safer and caring members of their communities. The project is designed to change behaviours in young people and referrals are made through Education.
- **Fire Safety Initiative (Telecare)** – the Fire and Rescue Service is currently working in partnership with Community Planning Partners, through the Community Health Partnership, on the joint installation of linked smoke detectors in the homes of vulnerable and older residents in East Ayrshire. Through the initiative, vulnerable and older residents who have a community alarm system already fitted are identified and the alarm is upgraded to include a linked smoke detector. This ensures that fires are detected as early as possible by linking the installation into the Risk Management Centre.
- **Domestic Violence** – Recognising that fire fighters are often first responders to incidents where domestic violence may be an issue and can instigate early intervention/prevention measure, awareness raising training has been delivered in relation to spotting the signs and symptoms, and links have been established with East Ayrshire Women's Aid. In addition, recognising their vulnerability, joint Home Fire Safety Visits and advice sessions are delivered to victims.
- **Home Fire Safety Visits** are promoted through leaflet drops to residents' homes, community events, fire safety talks and Post Domestic Incident Response. To increase

the uptake of Home Fire Safety Visits by vulnerable groups, a systematic, partnership approach is in place. A Home Fire Safety Visit is offered by the Risk Management Centre to all callers. Referral pathways are in place through Housing and Social Work Services building on the Fire Safety Experiential Training.

- **Nursery and School Setting** – A range of interventions is in place through the nursery and school setting which take an early intervention/preventative approach to fire safety, including: early learning pack distribution; ‘People who help us’ talks; grass fire and fireworks awareness talks; the Danger Detectives programme; ‘Cut it out’ Reckless driving wrecks lives initiative; the Firesetters Programme; and the Centrestage Musical ‘ReACT to fire’.
- **College Setting** – A range of initiatives is also taken forward in partnership with Kilmarnock College, including the Fire Reach, community engagement projects, mentoring projects; peer education project; fire safety training and Road Traffic Crash training.
- **National/Local Media Campaigns**, including seasonal campaigns, are utilised to promote fire safety.

**Safer, Stronger Communities in the college setting** – Kilmarnock College has a range of initiatives in place in this regard, including:

- a cross college Peer Mentoring Programme, encouraging more experienced students to be role models for younger, less experienced students;
- intergenerational projects to provide opportunities for different age groups to get to know and understand each other better, such as the ‘Still Game’ programme through Kilmarnock Football Club;
- involvement in community projects to help students take pride in and respect their local community;
- an Innovative Behaviour Standards procedure with a focus on promoting positive behaviours and using peer mentors to support students with challenging behaviours; and
- a wide range of visits and workshops involving organisations such as the Lighthouse Foundation, the Police Service, the Prison Service and the NHS to educate students on a wide range of social issues.

**Danger Detectives** is an experiential learning event that takes place annually at Dean Castle Country Park in Kilmarnock. The event, supported by a range of partners including Strathclyde Police, Strathclyde Fire and Rescue and East Ayrshire Council and Stagecoach, is attended by primary six pupils from all East Ayrshire schools. Pupils participate in a number of scenarios that deal with everyday issues facing young people today, such as:

- safety on the internet
- cycle and road safety
- safety in the countryside
- fire safety
- respect for our surroundings
- safety in and around water
- home safety
- vandalism.

## HEALTH INEQUALITIES AND PHYSICAL ACTIVITY

Significant progress has been made in delivering activities to support and encourage healthy lifestyles and promote behaviour change in adults, young people and children; and, within East Ayrshire, we have prioritised our work with partners to ensure that prevention and early intervention approaches are in place. Action in relation to lifestyle factors such as healthy weight, oral health, tobacco and sexual health is focused on prevention, with activity targeted to the most disadvantaged and vulnerable groups. A continuing priority in relation to Reshaping Care for Older People is to optimise their independence and wellbeing at home or in a homely setting, the Invigor8 Falls Management Programme; home based rehabilitation and enablement services; and the development of sustainable social networks and opportunities for older people. Highlighted below is a sample of the initiatives which take an early intervention/ prevention approach.

**MEND Programme** -The MEND (Mind, Exercise Nutrition Do it!) Programme has been implemented in East Ayrshire since 2008 to ensure that we intervene early to address the growing problem of obesity. It is a community, family-based programme for children aged 7 – 13 years, who are above their ideal healthy weight, and their families. The evidence based, outcome driven programme combines all the elements known to be vital in treating and preventing overweight and obesity in children, including family involvement, practical education in nutrition, encouragement of physical activity and support for behaviour change. The programme places emphasis on practical, fun learning and delivers sustained improvements in families' diets, fitness levels and overall health. In addition, there are a number of wider social benefits for the participants, including a reported increase in self-confidence and feelings of self-worth; and improvements in behaviour and sleep patterns.

In addition to delivering the planned health outcomes, the community assets based approach of MEND has resulted in benefits for whole families and communities in East Ayrshire. The programme of bespoke leadership training for all MEND graduates and their parents/carers and siblings has led to an increase in local volunteering, with people confident enough in their achievements to want to support others to lead fitter and healthier lives.

**SHOUT Card** is a membership card issued free to all P1-P7 children living in, or attending primary school in, East Ayrshire and aims to improve the health and wellbeing of children by ensuring that they have free or discounted access to a range of services, including physical or cultural activities and discounts at retail outlets and events. The take up of our SHOUT card is excellent with 97% of children in East Ayrshire primary schools having one.

**EA Positive Play - Early Years Initiative** is a support service to parents/carers and pre-school children throughout East Ayrshire and has made a real and lasting difference to the lives of some of the most deprived families and groups. It is a community based project which provides sustainable, positive play opportunities for children 0-5 years and their parents/carers. It helps improve the skills and competencies of children and families, as well as improving their knowledge about the long term benefits of play, exercise, health, social interaction and bonding.

**StreetSport Alcohol Brief Interventions** - Building on positive relationships established through the StreetSport Cage Network, StreetSport Brief Interventions have been developed as a way to tackle growing concern about the alcohol/drug intake of young people between the ages of 12-18 years. Trained StreetSport Leaders deliver

interventions both on a planned basis during set times of the year when there is known to be an increased uptake of alcohol, as well as on an 'as and when required' basis should a young person's behaviour cause concern.

**Alcohol and Drug Partnership Strategy** is being developed with a clear focus on prevention. It takes a whole population approach to tackling alcohol as a wider social problem. Joint action includes partnership efforts to examine issues such as overprovision, diversionary activities and education. Our move from treatment to recovery involves a holistic approach to tackling the wider social determinants of addiction. Individual agency examples include the development of a CAMHS alcohol service for young people and peer education work through Community Learning and Development. There is also a significant focus on harm reduction for young people through a programme approach.

**Fresh Air-shire** - The smoking prevention and cessation service covers all of Ayrshire and Arran and provides a service to the community through, for example, hospitals, further education establishments, schools, workplaces, pharmacies and the prison. A wide range of support systems helps people who want to stop smoking, or help them make the right decision about not starting. This support is provided by a team of Specialist Smoking Cessation Advisors, Community Pharmacy Advisors and Support Services Officers.

**Kilmarnock College** is focused on supporting good health and physical activity. A key aim of this activity is preventing students from withdrawing from courses. A range of measures is in place, including:

- a Healthy Living afternoon for a number of Access programmes to encourage physical activity, including fishing, mountain biking and work outs;
- acting as a Registered C Card distributor;
- registration as a Food Bank distributor; and
- a cross College RESPECT group, providing students with information and strategies of how to keep physically and mentally healthy.

**Community Health Improvement Partnership (CHIP)** –The CHIP team delivers a range of services to improve the health of communities, support vulnerable groups and offer advice and support to individuals. There are a number of strands to the work of the team, as detailed below.

- **The CHIP Van** is a unique mobile healthy living centre, which takes health promotion to the doorstep of East Ayrshire's communities. It aims to help people stay healthy, live a healthy lifestyle, prevent illness and prevent any existing illness from becoming worse by identifying risk factors (high blood pressure, obesity, smoking) early and supporting change in behaviour to prevent the onset of diseases such as diabetes, heart disease and stroke. Staff on the CHIP Van can provide a health check and suggest possible changes to current lifestyle habits to improve measurements and reduce the risk of developing chronic medical conditions. This includes advice on healthy lifestyle choices, such as being more active, eating a healthier diet, stopping smoking and losing weight, and signposting to other groups and activities which are available locally. Each month the CHIP Van promotes a particular topic area such as Choose Life, alcohol awareness or diabetes awareness.
- **Community outreach programme** - Incorporating walking groups, community-based exercise classes, group visits and attendance at events.

- **Activity on prescription** - A service which works in partnership with health colleagues to identify those at risk of disease and supporting them to make lifestyle changes which could prevent or delay the onset of chronic medical conditions.
- **Alcohol and drugs (addictions)** - Raising awareness of issues and supporting individuals to change their behaviour through brief interventions and signposting to relevant groups and organisations.
- **Mental health and wellbeing** -Raising awareness of issues associated with improving mental health and reducing the stigma attached to suicide and self harm.
- **Older adults** -Encouraging older adults to maintain or improve their physical and mental health and wellbeing.
- **Volunteer programme** –Training and supporting individuals who wish to support the work of the team.
- **Health Works** –Providing health checks and delivering events within workplaces.

## OUTCOMES FOR OLDER PEOPLE

In East Ayrshire, we have recognised for a number of years the challenges of demographic change and have implemented a strategic direction to develop a health and social care infrastructure to support older people in our communities and reduce admissions to hospital. Our partnership work already extends beyond community health and social care services and includes acute and primary health, housing, leisure and other vital stakeholders, including family carers and the independent, voluntary and community sectors. Early intervention/prevention has been key to supporting older people to live independently in their communities. The focus going forward is on anticipatory care planning, ensuring that we catch people before they require to be admitted to hospital and plan with them to meet their health and social needs.

**Intermediate Care and Enablement Service** - In December 2011, an integrated model of rehabilitation and enablement services was established in East Ayrshire. This is a multi-agency service involving the NHS, the Local Authority and the third and independent sectors. The early intervention approach is aimed at encouraging early discharge from hospital by providing intermediate support and rehabilitation at home and therefore freeing up beds in the hospital setting. In the first eight months of the service, there was a 14% increase in referrals (from 873 to 1,138) and an 8% increase in early supported discharge from hospital allowing for assessments/treatments and rehabilitation to take place at home. This has resulted in an 8% increase in saved bed days. Intensive support, rehabilitation and enablement has also improved the numbers of people who are able to be maintained at home with the further result of increasing independence and reducing the level of homecare required; 84% of homecare was stopped completely, 10% was reduced, 4% remained the same and 2% required an increase. This enablement approach has demonstrated that more older people are being returned to independence rather than requiring ongoing support at home.

**Invigor8** - the Council in partnership with NHS Ayrshire and Arran, has been Invigor8-ing the over 65s with a life-changing new exercise initiative called Invigor8, which concentrates on improving the balance, strength and endurance of older adults to help them avoid falls. This activity complements Motiv8, the starting point for people who need some extra motivation to become more active, especially those who have had a barrier to exercise such as a long term medical condition; Altern8 which offers a slightly more active programme; and Activ8 to allow people to really challenge themselves. In addition, the Health Walks programme offers low impact walks throughout East Ayrshire, suitable for all levels of fitness.

**Community Ward** - The Community Ward service focuses on anticipating and avoiding repeat and recurrent emergency admission to hospital through multidisciplinary team working and anticipatory care planning. This service is supported by a GP, Social Worker, Advanced Nurse Practitioner and Community Administrator.

**Telehealth/Telecare** - Approximately 24% of local people aged 75+ have a telecare package, the impact of which is seen in more older people achieving their chosen outcome to remain at home and significantly less admissions of older people to care homes both from home and directly from hospital. Focused self-management and telehealth development work provides intensive, targeted support to people with chronic obstructive pulmonary disease (COPD) and reduces repeat hospital admissions. Our pilot work in the community of Dalmellington will be evaluated and rolled out thereafter.

**Building Capacity in the Community** - Recognising that the majority of older people do not receive or require direct social care services, we are working to build capacity within the community, including through:

- increased direct and indirect support to carers;
- development of leisure/lifestyle/capacity building services;
- support to voluntary organisations/social enterprises to build future capacity;
- development of a Well-connected and Befriending Project, with the Voluntary Sector; and
- inclusive and preventative approaches such as Home Buddying, garden schemes, community transport and Alcohol Brief Interventions.

**Virtual Team** – An East Ayrshire Care Homes ‘virtual team’ has been developed, which includes Social Work, district nursing, pharmacy, clinical improvement, dementia liaison nurses and commissioning to support and develop care home services and improve outcomes for residents. Staff are working in partnership with Scottish Care and care home providers to improve the quality of care for older people within care home settings. Support has been provided by community dieticians to assist nutritional and fluid support for residents. Dementia liaison nurses are working with care home managers to deliver training for care home staff to improve care for the growing number of residents with dementia. A named link district nurse has been appointed within each Care Home, providing improved communication with GP practices and supporting the development of Anticipatory Care Plans.

**East Ayrshire Care and Repair Service** carries out works and offers information and advice to help older and disabled owners make their homes safer, and assist in preventing admissions to hospital, as a result of accidents. It also assists individuals in hospital get back into their own homes, through the provision of works in the home to make them suitable for their return. The project can help by:

- offering free information and advice about the service;
- commissioning the preparation of surveys or drawings;
- obtaining competitive quotations for works from contractors, using our approved contractor list, which covers all trades;
- assisting with sourcing and completing grant application forms;
- supervising and inspecting all works through to completion;
- approaching other agencies, which may be able to help; and
- offering help through a small repair service, which is available to carry out the everyday jobs that are too small to qualify for housing grants.