



**Community Planning in
EAST AYRSHIRE**

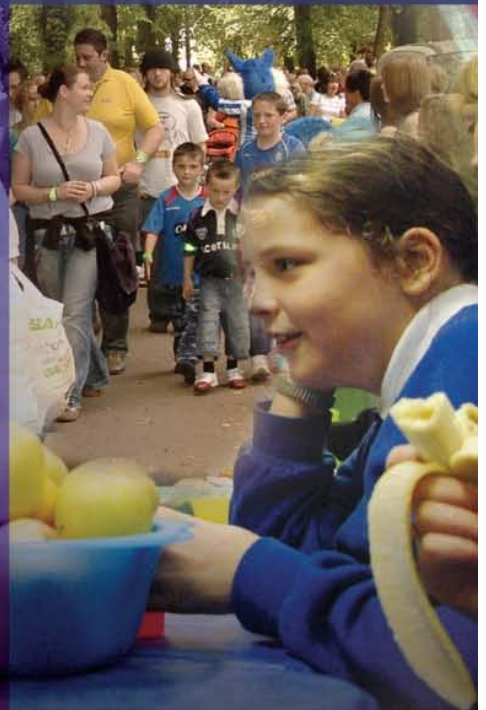


**COMMUNITY PLAN FOUR-YEARLY REVIEW
NEW STRATEGIC PRIORITIES AND LOCAL
OUTCOMES**

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COMMUNITY PLAN FOUR-YEARLY REVIEW

As Local Community Planning Forum members are aware, Community Planning Partners have given a commitment to carrying out a review of the Community Plan and related thematic Action Plans on a four-yearly basis. The current review requires to be carried out over 2010/11 to ensure that an updated Community Plan and revised set of Action Plans are ready for full implementation by 1 April 2011.

A three-stage review process has been agreed, summarised as follows:

Stage 1 – January – June 2010

- A review of the Community Plan, including the Vision, Aims, Aspirations, Strategic Priorities and themes. In addition, a review of local and national policy direction and Community Planning operating arrangements and structures.

Stage 2 – July – December 2010

- Preparation of an updated Community Planning Review Supplement, the development of new thematic Action Plans and a review of the Fairer Scotland Fund.

Stage 3 – January – March 2011

- Formal endorsement of the Community Planning Review Supplement and thematic Action Plans. Single Outcome Agreement updated.

At the joint Local Community Planning Forum meeting on Tuesday 11 May 2010, Forum members and other key stakeholders had the opportunity to consider the Strategic Priorities and Local Outcomes for the four-year period from 2011 to 2015 as part of Stage 1 of the Review process.

This information bulletin details the findings of Stage 1 and the revisions made as a result of the consultation and engagement exercise carried out during Jan-June 2010. The revisions, where appropriate, to the Vision, Aims, Strategic Priorities and Local Outcomes were endorsed by the Community Planning Partnership Board on 24 June 2010.

OUR VISION

The findings of the consultation and engagement process have confirmed that the overarching Vision of the Community Plan remains relevant and is 'fit for purpose' as we move into the period 2011-2015. As a result, the vision remains as:

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

GUIDING PRINCIPLES

Reflecting the comments received as part of the Stage 1 consultation and engagement process and the context within which the Council and its Partners currently operate the following changes have been made to the Community Plan Guiding Principles.

Current Guiding Principle	New Guiding Principle
Promoting social justice and social inclusion	Promoting equality of opportunity, social justice and social inclusion
Ensuring effective community engagement in the planning and development of local services	Ensuring effective community engagement in the planning and development of local services
Succeeding in joint working and engaging people	-
Ensuring quality and accessibility	Ensuring quality and accessibility
Building sustainability into what we do	Building sustainability into what we do
Delivering continuous improvement and best value	Delivering continuous improvement and best value while improving efficiency and productivity
-	Promoting early intervention in the delivery of services

PROMOTING LIFELONG LEARNING

The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Promoting Lifelong Learning** are as follows:

- Stronger links are required between education and learning, and employability in particular in relation to the skills which are in demand in the labour market.
- Community engagement in local decision making, community empowerment and capacity building require an increased focus.
- The skills base and community spirit in local communities should be harnessed and support given to volunteering and mentoring.

Current Strategic Priorities	New Strategic Priorities
Improving educational and skills attainment in schools	Improving educational/skills attainment and achievement, and ensuring our young people are properly prepared for the world of work
Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world work	Increasing the capacity of the local workforce

Current Aims	New Local Outcomes
To raise education attainment in all educational establishments and centres and ensure education providers, Third Sector and voluntary groups, and businesses work together to support all learners to achieve a positive destination post 16 and develop effective skills for learning, life and work	Education attainment and achievement improved
	Links between educational establishments, communities, skills and work improved
To support individuals to gain literacy, numeracy, ICT and skills for work/vocational skills	Individuals supported to gain skills for work, including literacy, numeracy and ICT skills
To increase participation by young people in wider achievement and active citizenship	-
To support the development and continuation of community based organisations	Community capacity, spirit and cohesion developed
To encourage individuals to access learning opportunities to improve the quality of their lives and their wellbeing	-
To maximise the use of existing community facilities for community learning and development by all partners	-

DELIVERING COMMUNITY REGENERATION

The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Delivering Community Regeneration** are as follows:

- Regeneration of town centres and villages is a high priority (not purely physical regeneration but community regeneration).
- Education, skills development and training require to be tailored to labour market needs.
- Support to businesses, particularly existing businesses, is essential to keep local jobs.
- Connectivity and effective local transport solutions are essential to attracting businesses and visitors, and accessing employment.
- Sustainable housing is required.

Current Strategic Priorities	New Strategic Priorities
Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work	Increasing the capacity of the local workforce and ensuring our young people are properly prepared for the world of work
Promoting economic regeneration	Promoting economic and community regeneration, and protecting and sustaining our environment
Regenerating our town centres	-
Protecting and sustaining our environment	-

Current Aims	New Local Outcomes
To regenerate our town centres and villages, and deal with run down areas	Our towns centres and villages sustainably regenerated
To grow and support, new and existing businesses, including the social economy	Local economy improved
To develop employability initiatives, including within the social economy	Skills development and employability improved
To grow tourism and increase visits and participation in cultural and leisure activities	Tourism and leisure potential promoted and developed
To promote transport solutions, particularly in the rural areas, ensuring good quality affordable choices are available	Connectivity and local transport solutions improved
To support the provision of sustainable housing solutions	Sustainable and affordable housing solutions delivered
To protect, conserve and enhance the natural environment	The natural environment protected, conserved and enhanced, and the negative effects of climate change mitigated
To mitigate against and adapt to the negative effects of climate change	-
To support parents and carers, communities, service providers and agencies to break intergenerational cycles of poverty and inequality and poor outcomes in and through the early years	-

IMPROVING COMMUNITY SAFETY

The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Improving Community Safety** are as follows:

- A visible police presence on the streets is essential, not only in town centres.
- A continued focus on early intervention and diversionary activity is essential.
- Alcohol and drug misuse is a continuing priority, as is the associated anti-social behaviour.
- Enforcement of existing powers in relation to issues such as littering, graffiti and dog fouling was a consistent message.
- Child protection and the protection of vulnerable adults continue to be a high priority.

Current Strategic Priorities	New Strategic Priorities
Improving community safety in neighbourhoods and homes, and protecting our most vulnerable residents	Improving community safety in neighbourhoods and homes, and protecting our most vulnerable individuals and families
Reducing crime and anti-social behaviour	-
Reducing fatalities and casualties as a result of road traffic collisions	-

Current Aims	New Local Outcomes
To tackle crime and anti-social behaviour and the fear of crime and anti-social behaviour	Crime and anti-social behaviour tackled and the fear of crime and anti-social behaviour reduced
To work with young people to reduce the likelihood of them getting involved in crime and anti-social behaviour	Preventative and diversionary activity delivered
To improve community safety in neighbourhoods and homes improved	Community safety in neighbourhoods and homes improved
To promote child protection and the safety of vulnerable adults	Protection of children and the safety of vulnerable adults, individuals and families promoted

IMPROVING HEALTH AND WELLBEING

The key messages from the findings of the consultation/engagement with the range of stakeholders in respect of **Improving Health and Wellbeing** are as follows:

- Early years and early intervention continue to be important.
- Care for older people is consistently highlighted as a high priority.
- There requires to be a greater focus on and resourcing of preventative measures and health education.
- Alcohol and drug misuse is a continuing priority.
- The need to encourage physical activity and healthy eating is a continuing priority.

Current Strategic Priorities	New Strategic Priorities
Shifting the balance of care for older people and community care groups	-
Improving health and reducing health inequalities	Improving physical and mental health, wellbeing and care, and reducing health inequalities

Current Aims	New Local Outcomes
To ensure that information is available in a suitable format and that services are provided when and where required for those who need them to enable people to make healthy lifestyle choices	Active, healthy lifestyles and positive behaviour change improved
-	Alcohol and drug related harm reduced
To strive for equality in health for the most disadvantaged in East Ayrshire by targeting activity to address factors that contribute to the most prevalent health problems and improving support and care services for the most vulnerable groups	Impact of multiple deprivation and poverty on the health and wellbeing of the most vulnerable individuals and communities addressed
To work in partnership to improve the balance of care for older people	Older people, vulnerable adults and their carers supported, included and empowered to live the healthiest life possible
To promote wellbeing by providing financial inclusion services which target our most deprived communities and populations	-
To improve the balance of care and quality of life for people who have Long Term Conditions	-
-	Children and young people including those in early years and their carers assisted to be active, healthy, nurtured and included

COMMUNITY PLAN FOUR-YEARLY REVIEW - STAGE 2

Stage 2 of the Four-yearly Review process will be implemented between July and December 2010 and will include:

- the preparation of an updated Community Plan Review Supplement;
- the development of new thematic Action Plans; and
- a review of the Fairer Scotland Fund.

Development of the Action Plans will build on the work undertaken with your involvement to develop the new Strategic Priorities and Local Outcomes detailed in this information bulletin, and will focus on developing the activity and actions which will be necessary to achieve the Local Outcomes. Arrangements will be made to ensure your continued involvement in the process.



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For further information, please contact:

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At the time of production our Core Community Planning Partners are:

