

EAST AYRSHIRE COMMUNITY PLAN

Local Outcomes Improvement Plan 2024-27

Year One Annual Performance Update - 2024/25

CASE STUDIES



These are just a few of the case studies that have been captured by our Delivery Plan Working Groups, to give a flavour of the wide range of work that takes place across our CPP, and its impact on local individuals, businesses and communities.

Partnership Supporting Economic Growth: Bridge Johnson

Bridge Johnson is a well established regional packaging distributor who had been based in Glasgow for many years. In 2024/25, the company were assisted by East Ayrshire Council's Business Support and Property Teams and decided to relocate to Moorfield Park, Kilmarnock where they were able to secure a sizeable warehouse and office unit. The move was completed in June 2024 after new offices were built within the building and fitted out by Ayrshire companies LC Shopfitters and Rakkaus Furniture.



Jon McKechnie, Chief Executive said that the move back to the family's hometown has been an exciting journey, with East Ayrshire Council being incredibly supportive along the way.

"I'd like to particularly give mention to East Ayrshire Council who could not have been more supportive. They seem incredibly pro-active and offer many business-friendly initiatives that support sound commercial growth. Their Business Support Team is hands-on and switched-on and definitely worth a call if you're looking to expand in the

West of Scotland.

"We look forward to supporting our clients from our new distribution centre and thank our fantastic team for all their effort in making this such a success".

Jon McKechnie, Chief Executive, Bridge Johnson



Partnership Supporting Business Development and Connectivity: Scotia Windows and Doors



Scotia Windows and Doors currently employs 175 people at its Moorfield Park base in Kilmarnock. The company successfully secured funding from the 5GIR programme to address a need for improved quality assurance measures at each stage of production, a reduction in manufacturing process waste and improvements to safety, quality and output.

Funding was used to purchase 5G Routers and wireless access points, server stacks and user equipment to enable advanced communication across site. As a result of this investment in the business which would not otherwise have been able to proceed, efficiency savings have been reported, including a saving of 21 minutes on aborted installation checklist processes, a 75% reduction in paper, optimised energy use and smarter logistics.



Partnership Supporting Local People into Work: Me2U

ME2U operates as a partnership between DWP, Ayrshire College and East Ayrshire Council to identify unemployed people who would benefit from participating in a project designed to enhance their work-readiness. 10 learners completed ME2U training at the Barony Campus, Cumnock in September 2024 and 11 completed the same training at Shortlees Campus, Kilmarnock in February 2025. The individuals taking part ranged in ages from 18 to 60, with varying levels of previous qualifications.



The impact of this programme is clear: all participants were moving onto employment or further education and felt that taking part in the course had given them more confidence about taking these next steps.

“Courtney was great to have in class. As the weeks progressed, she became more confident interacting with the children and built-up good relationships. She was able to support the children appropriately and model strategies she had seen being used by the class teacher. We were really grateful to have Courtney”.

Louise



Partnership Supporting Local People into Work: Gary Hunter



Gary, a Stage 4 client, contacted East Ayrshire Council's Employability Team to find out about training opportunities that would help him to secure a job. He was assigned a work coach who worked closely with Gary to build a clear pathway to work. From the outset Gary demonstrated an enthusiasm and commitment which would prove to be crucial in successfully completing his Dump Truck training and quickly thereafter, Gary gained a job in his chosen field.

"Working with East Ayrshire Employability and my Work Coach Trudy changed my life around again. It was great to do the training and to be back to working and having money. It was a quick process and I enjoyed meeting Trudy to work on finding the best way back to work. I'd like to thank her for her support and helping me get back to work quickly. It's a great service and I would recommend it to anyone needing help with training and getting back into work"

Partnership Supporting Local People into Work: Eilidh Burrow



'I started with East Ayrshire Council as an Apprentice Electrician within the Street Lighting service.

I grew to love the variety of work and different places I can be on a daily basis. I completed my apprenticeship and successfully completed my trades exam after four years. I was lucky enough that an opportunity for a full time electrician within Street Lighting arose and due to my knowledge, experience and confidence I had gained within my apprenticeship, I applied for the post and was successful.

I have been happily working with East Ayrshire Council since. I enjoy working outside and the challenges my job can bring.

time'.

I would recommend an apprenticeship to anyone who is looking to learn, gain a qualification and get paid at the same



Partnership Supporting Net Zero Ambitions: Net Zero Accelerator

East Ayrshire Council's Net Zero Accelerator programme, which was launched in partnership with Scottish Enterprise and Net Zero Nation, was designed to mobilise local small and medium enterprises (SMEs) on their journey towards achieving Net Zero, addressing the challenges posed by climate change while fostering economic resilience and growth.

The Net Zero Accelerator is a 12 month initiative offering participating businesses structured guidance through in person and online sessions. The programme focuses on reducing carbon emissions, enhancing business sustainability and equipping SMEs with the tools and confidence to thrive in a low carbon economy.



It has delivered a wide range of environmental, economic and social benefits. In terms of carbon reduction, there has been a reduction of over 14,500 tonnes across the 50 participating businesses. Participation has also assisted those companies to secure over £37 million in new contracts, creating over 100 jobs. The programme's success and scalability are evident in plans to expand into 2025. Its structured framework, combining local partnerships and expert consultancy, offers a replicable model for other councils aiming to address the climate crisis while supporting their local economies. The programme was recently shortlisted as a finalist at the 2025 Local Government Chronicle (LGC) awards. [Financial support for businesses · East Ayrshire Council](#)

Going forward, Net Zero programmes will be focussed around three products: Net Zero Ready; Net Zero Business Grant; and Energy Audit vouchers. These aim to build on the successes, to scale the scope of the coverage, and to demonstrate a replicable model for other councils aiming to address the climate crisis while supporting their local economies.



Partnership Supporting Sustainable Housing: Kennedy Drive, Kilmarnock

In January 2025, the final handovers were completed of 48 affordable homes on the site of the former Silverwood Primary School, Kennedy Drive, Kilmarnock. The homes were specially designed to meet a range of needs and requirements of the local community including general needs, wheelchair accessible and older ambulant disabled residents.



The development is also the third and largest development that is designed to achieve (regulated) operational net zero carbon. In order to achieve net zero emissions from regulated energy, each home utilises fabric first design principles with insulated wall zones, triple-glazed windows and enhanced door sets, as well as renewable technologies including the installation of air source heat pumps and solar PV panels on each roof. The combination of these measures means the homes are compliant with affordable house building standards in Scotland to tackle fuel poverty.

“Kennedy Drive is the Council’s third Net Zero project with full consideration being given to low carbon technologies. This includes the installation of Air Source Heat Pumps instead of gas boilers, the use of Scottish products and materials wherever possible to reduce transport energy and solar panels installed on all roof spaces.”

“These homes are life changing for local people. They really suit the local area but more importantly they have been designed to meet net zero regulations, helping to lower fuel bills and also are specially designed to meet community care needs of local people.”

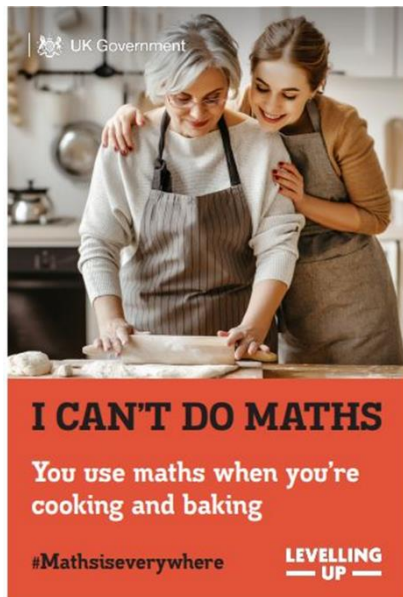
Councillor Douglas Reid, Leader, East Ayrshire Council



Partnership Supporting Lifelong Learning: Money MOT

The Money MOT course is run by Vibrant Communities within East Ayrshire Council. Its Lifeskills and Inclusion team secured funding through the UK Government Levelling Up Multiply scheme to provide numeracy learning opportunities for parents, families and adults aged 16 and over who live in East Ayrshire. The Money MOT awards, credit-rated by the SQA, are available at SCQF level 3, 4 and 5. The course allows learners to achieve 1 SCQF credit (per award) by undertaking 10 hours of learning and assessment.

The qualification provides support for adults to build confidence and knowledge with numeracy in everyday life, focusing on personal banking, saving, best value shopping, borrowing, paying bills and budgeting.



The Vibrant Communities team takes an asset-based approach to learning, which recognises people's unique personal experiences and builds on their strengths, talents and aspirations. In recognition of their work with Patchwork learners, Money MOT received an award from Scotland's Learning Partnership Adult Learners Award in May 2024. This award recognised the barriers individuals had overcome to participate in learning and the difference it has made to their lives.

"[Money MOT] showed me I can do anything I can put my mind to. Showed me I can remember things and learning wasn't ever a part of my upbringing. Books were not even in my childhood but now I'm thinking about higher education. All because of this course".

"Before the course, I lived day to day and saved nothing. Saving didn't even come into my mind as I didn't think it was possible for someone like me to save and I just lived day to day, but now I plan for my future and budget out my month and I am even able to save a little each month."

Money MOT SCQF Level 4 participants



Partnership Supporting Recovery from Addiction: The Role of Peer Support in Person B's Recovery Journey

This case study examines Person B's journey of recovery and highlights the importance of a person-centred approach under the GIRFE framework, with a particular focus on the benefits of 'peer support'. The emphasis is on how the "team around the person," including peer volunteers, staff, and external services from across the ROSC, played a pivotal role in supporting his progress and journey into recovery.

Background

Person B joined MUMO Recovery Group a year ago, grappling with severe addiction challenges and a history of involvement with the criminal justice system. Upon his initial visit, he presented with suicidal ideation, having written notes for his children and locked his house in preparation for ending his life. His initial visit was intended as a final goodbye to a group member of whom he was returning a borrowed item to.

Fortunately, the safety and warmth of the 'safe space' encouraged him to stay and share his emotional story. Peer volunteers responded promptly and compassionately, initiating critical interventions that set the foundation for his recovery journey.

Coming Together/ Assessment of Needs

Upon arrival at the MUMO group, the immediate needs for Person B identified included:

1. Emotional support - Overwhelming feelings of hopelessness and isolation.
2. Access to addiction services - Urgent need for structured treatment, including a methadone prescription.
3. Practical support - Assistance with transportation and appointments.
4. A safe space - A welcoming and non-judgmental environment to build trust and stability.
5. Social reintegration - Opportunities to reconnect with the community and rebuild relationships.

Interventions and Support - TAP

The team around Person B comprised peer volunteers, staff of The Nest, and the wider ROSC/ external services. A family member was also included to enable an informed, coordinated and holistic approach to improving the wellbeing of Person B.

A peer volunteer assisted Person B in scheduling and attending his first addiction service appointment with EA RADAR, this included accompanying him for the 40-minute bus journey from Cumnock to Kilmarnock. Person B felt at this stage the peer volunteer understood what he was experiencing and said he felt safe and advocated for being it was his first engagement with treatment services.



He was prescribed a methadone prescription for the first time, initiating medical support for his addiction and regular 1:1 sessions with a peer volunteer and staff member were set up to build trust and bring about stability/ structure. The peer volunteer offered continuous encouragement, serving as relatable role models giving hope for recovery and fostering the development of the therapeutic relationship between the peer volunteer and Person B.

REFLECTIVE OBSERVATION

Over time, the peer worker gradually linked in Person B with other staff members of The Nest and wider community activity to further meet his needs alongside the clinical treatment.

This included:

- Participation in group activities such as mindfulness, personal development, and acudetox provided emotional regulation and helped develop coping strategies for Person B.
- Completion of training in food hygiene and stepping into a mentoring role for others seeking recovery.
- Person B now actively contributes to consultations in the community and with wider ADP and H&SCP partners, finding empowerment in having a voice in community initiatives.

Outcomes- Impact

Person B's progress exemplifies the importance of, and the transformative impact of having a 'team around the person' approach and peer support available at the initial presentation.

Stability in Recovery - Consistent attendance at recovery groups and ongoing reduction in his methadone script.

Increased Self-Worth - A sense of pride in maintaining the building's exterior and contributing to community projects.

Social Integration - Building positive relationships with peers, police officers, and community members.

Empowerment - Advocacy for the group and encouragement of others to engage with recovery services.

Future Aspirations - Person B is actively pursuing further training opportunities and looking forward to new challenges.

Identified gaps – Through Person B engaging a gap in family support for the person being supported was identified, and family support group created.



Partnership Tackling Anti-Social Behaviour: Firesetters Programme

In February 2024, YP was involved in several incidents, particularly over the weekends out in the community with a large group of their peers during the evening. YP had a “Big Man” bravado attitude due to being of a large stature amongst his group of friends and felt quite protective over these perceived friends, always getting involved whenever a situation escalated into verbal abuse or even violence. YP was identified after being arrested and charged for causing disruption in a key hotspot for ASB, with the theft of bins and fire-setting behaviour being common amongst the young people who attend this area.

The investigating officer contacted YP’s pastoral support teacher to arrange a meeting with YP and his parents to discuss his behaviour. The investigating officer was made aware of issues in the home life and concerns from the parents that YP was hanging around with friends who were a negative influence. After the initial meeting and considering the nature of the ASB, the investigating officer contacted Scottish Fire Rescue and was informed of the Fire Setters program they provide. YP’s pastoral teacher was made aware of the resource and a referral was submitted for YP to take part in the programme. As the investigating officer had already met YP and begun to build a positive relationship, it was also decided that the investigating officer should be actively-involved around these sessions also.

YP took part in Fire Setters program which lasted several weeks. Each session had varied themes and some of the information covered issues around the risks of fire setting and the impact on the community. Other sessions were more focused on engaging one to one with YP and further developing positive relationships with both the investigating officer and the SFRS officer.

Since completing Fire Setters, the investigating ASB officer has monitored YP’s involvement for any other incidents of ASB. To date, YP has not been involved in any further incidents and has not required any input from the ASB team. This is a positive example of the work being undertaken by the investigating officer and partners around ASB and the young person.



Partnership Work to Address Violence Against Women and Girls



R was referred by multiple agencies. She was considered high risk because her partner had assaulted her and knocked her unconscious. She was admitted to hospital and kept in for a few days with a head wound. She did not report to the police. She had told agencies the information in confidence and became upset when it was raised as a child protection concern. She became very defensive, and she closed down, not responding to calls or texts, not opening the door for visits and not sending the children to school. There were multiple people contacting her about her safety.

East Ayrshire Women's Aid initially contacted her by phone and text, she didn't respond. I thought she would be overwhelmed by the volume of people trying to contact her and I sent a text saying so. I let her know that she didn't have to respond to me, but that I wanted to help her navigate through the many agencies involved. She agreed to see me, and we arranged for her health visitor to come with her for support.

She was estranged from her partner who was the father of her youngest child. It took time for her to accept that her partner was violent, she believed it was only while drunk and never when the children were around. She believed the risk was all hers and she had the right to make her own decisions and that her ex-partner had rights to see his child. We worked from that point of view and incorporated the perspective of social work mapped to the decline in her mental health.

I spoke to her social worker and let her know that R felt vulnerable because so many agencies were now involved and all of them calling her. She had trusted someone by disclosing what had been happening in her relationship and then she felt alone and unsupported with everyone negatively judging her choices. Her social worker reassured her that she is a great mum and the children are thriving. Free to look at her situation without pressure, she accepted that without controlling his access into her life, she would never be well or safe. The realisation was a shock, and she has looked at putting a contact regime in place which avoids him turning up whenever he wants.



Partnership Work to Tackle Child Poverty: Income Maximisation and Whole Family Support

Mrs A was 5 months pregnant and was looking for assistance and advice to overcome the employment barriers she was facing to allow her to be able to sustain employment. She was contracted to work 36 hours a week however was often having to work 42 hour weeks due to staffing issues. Mrs A was looking to reduce her hours, however needed assistance on how this would affect her income and was looking for benefit entitlement checks. The barriers Mrs A was facing was the number of hours worked per week, public transport issues which were increasing her working day by a further two hours and child care for when her child was born.

The Financial Inclusion Officer made contact with Mrs A and carried out “what if” calculations. The calculations showed what her income may be if she was to reduce her hours to part-time and what benefits this would then entitle her to. A breakdown was provided of what her wages may look like based on a 16 hour week and what her Universal Credit entitlement would be both before and after her child was born. Statutory Maternity Pay projections were also provided to show both full-time and part-time equivalents. A breakdown of Scottish benefits were also provided to the client including Best Start Grant payments and Scottish Child Payment. The information provided to Mrs A empowered her to make a more confident decision and allowed her to be able to sustain her employment. Once fully informed, she was able to claim Universal Credit and Scottish Benefits once her child was born to maximise her income.

Partnership Supporting Young Carers: Targeted support for our young carers

Mr. S, a young person who cares for his mother with epilepsy, plays a vital role in providing her with emotional support. He is protective of his mother as she struggles to control her seizures. Her neurodiversity also brings various complications, so he ensures that people are patient with her. Additionally, he makes an effort to understand and empathise with her feelings.



He has attended weekly young carers groups in recent years and recently joined an additional music group. It has been remarkable to witness his growth in confidence. Initially, he was reserved and hesitant to sing or participate in dancing, however in recent months he has progressed significantly. He now has solos in shows and actively participates in the dances. Moreover, he has become more comfortable and engaged in group conversations, even helping others when he notices someone struggling.



Partnership Support for Community Justice: Mentorship Unlocking Potential at the GRAFT Project

One participant directed to the GRAFT Project under a community payback order, was assigned to attend the program one day a week. His duties involved landscaping, gardening, and providing logistical support in the foodbank warehouse. Initially, he exhibited signs of social discomfort and had personal challenges, including daily alcohol consumption, poor dietary habits, and strained family relationships.

During his induction, the participant's reserved nature was apparent as he struggled with eye contact and communicating his struggles with alcohol and lifestyle. His personal life was marred by deteriorating family connections, impacting his emotional and psychological well-being.

The GRAFT Project provided him with a structured environment to not only contribute through physical labour but also to receive support in improving his physical and mental health. This support included setting personal and professional goals through the Unlocking Potential programme, fostering a sense of accountability and growth.

As the participant's involvement in the project increased, so did his confidence. His initial commitment of one day a week soon turned into full-time participation. He became a key player in constructing the project's new boxing gym, which rekindled his interest in personal health and fitness. Subsequently, he ceased his alcohol consumption and engaged in regular fitness training.

By the time he had fulfilled his mandated hours, he had transformed his life both personally and professionally. Recognising his dedication and the impact of his journey, the GRAFT Project offered him a full-time role as a mentor and supporter for others facing similar challenges. He now plays a crucial role in guiding new participants through their rehabilitation, using his lived experience as a foundation for empathy and encouragement.

He continues to mend his family relationships and maintains robust health. His newfound confidence was prominently displayed when he represented the GRAFT Project at our Third Sector Forum, showcasing the success of the program and the profound personal transformation which can be achieved through participation in the course.

His story exemplifies the transformative power of targeted lived experience support and personal resilience. His journey from a participant in a payback order to a mentor and representative of the GRAFT Project underscores the potential of rehabilitation programs to fundamentally alter lives, providing hope and practical pathways for those looking to change their circumstances.

