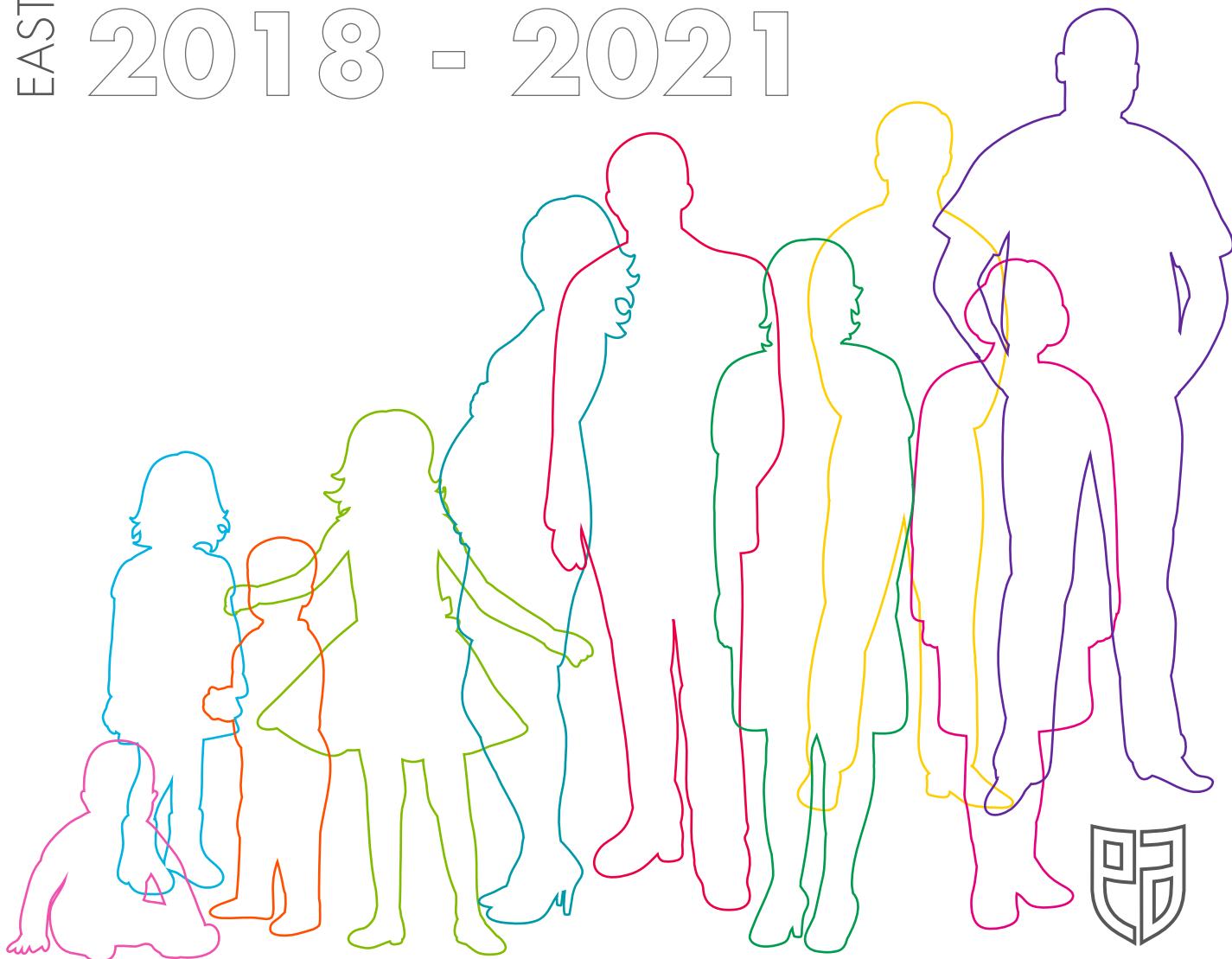


EAST AYRSHIRE

COMMUNITY LEARNING AND DEVELOPMENT

FRAMEWORK

2018 - 2021



INTRODUCTION

This is the second East Ayrshire Community Learning and Development Framework, produced in response to the requirements for Community Learning and Development (Scotland) Regulations 2013. The Regulations place a requirement on every Local Authority to publish a plan every three years, outlining how it will coordinate and secure Community Learning and Development (CLD) provision with other sector partners. The plan can be either standalone or incorporated into other plans. The first framework was prepared in 2015 and this one covers the period 2018-2021.

The East Ayrshire Community Plan is the sovereign and overarching planning document for the East Ayrshire area, providing the strategic policy framework for the delivery of public services by all the Partners. As with the previous Community Learning and Development Framework, a separate plan for community learning and development has not been developed, as the Regulations and the work of the Local Authority and its partners including the community has been incorporated into the Community Plan and the associated Delivery Plans.

Community learning and development has an extensive reach in East Ayrshire and is at the heart of transforming our relationship with communities. Vibrant Communities is the Authority's commitment to community learning and development and is also the cornerstone of transformation with our communities across East Ayrshire. Vibrant Communities works "with and for" local communities rather than "doing to" them. With the aim to balance the relationship between those who design and deliver services and the people who ultimately use them.

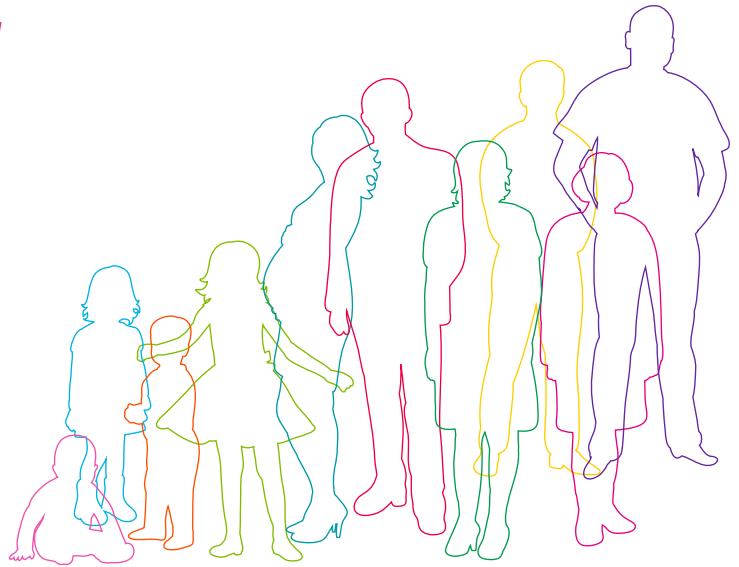
The new Framework is not intended to detail all the work of those delivering community learning and development but rather outline and reference the response of the Local Authority, the community and partners to the Community Learning and Development (Scotland) Regulations 2013. It also sets out the shared improvement priorities for those involved in the delivery of community learning and development activity in East Ayrshire for the period 2018-2021.

In 2015, we published our first East Ayrshire Community Learning and Development Framework covering the period 2015-2018. The Framework was well received and recognised the extensive role that community learning and development activity and engagement by Vibrant Communities and partners played in supporting and developing our children, young people, adults and communities across East Ayrshire.

Since the publication of our last Framework, we have undergone a Joint Inspection of Services for Children and Young People in East Ayrshire and a Best Value Audit. The Joint Inspection of Services for Children and Young People covered the range of partners in the area who had a role in providing services for children, young people and families. The Inspection Report contains positive statements about the work in East Ayrshire to support children, young people and their families, including that:

- *The number of looked after children has reduced and of these, a significantly higher proportion are in kinship care*
- *There is a strong downward trend in the percentage of 15 year old pupils who report consuming alcohol on a weekly basis*
- *The attainment gap is closing between the lowest attaining 20% of all East Ayrshire school leavers and the national figure;*
- *Services are having an excellent impact on family wellbeing*
- *How children and young people spoke positively of their inclusion and of their views being valued and used to improve services*

The Council also received an excellent Best Value Assurance Report which recognised that the Council continues to; work well with its partners; are fully committed to empowering its residents, helping them develop the skills and confidence to deal with local priorities; have a culture of self-assessment and improvement and looks beyond its boundaries to improve and works with local communities, to make communities more sustainable in the long-term.



DEFINING COMMUNITY LEARNING AND DEVELOPMENT

The focus of Community Learning and Development work in line with the Government's National Performance Framework is:

- *Improving the life chances for people of all ages, through learning, personal development and active citizenship*
- *Building stronger, more resilient, supportive, influential and inclusive communities*

Community Learning and Development's role is to empower people of all ages, individually and collectively, to make positive changes in their lives and in their communities, through learning. The term refers to a distinctive process of engagement and support, with a learning content that is negotiated with learners which has strong focus on early intervention, prevention, empowerment and tackling inequalities. This could include volunteer development, community based accredited learning, youth achievement and transition programmes, sports development, anti-poverty work, support to voluntary and community based organisations including social enterprises, play and early years, literacies, family learning, health, and environmental initiatives.

Whatever the CLD focus, practice should be underpinned by the following values and principles, which are embodied in the competences and ethics for CLD practice set out by the CLD Standards Council for Scotland. They are the professional body for people who work or volunteer in community learning and development

- **Self-determination** – *respecting the individual and valuing the right of people to make their own choices*
- **Inclusion** – *valuing equality of both opportunity and outcome, and challenging discriminatory practice*

- **Empowerment** – *increasing the ability of individuals and groups to influence issues that affect them and their communities through individual and/or collective action*
- **Working collaboratively** – *maximising collaborative working relationships in partnerships between the many agencies which contribute to CLD, including collaborative work with participants, learners and communities*
- **Promotion of learning as a lifelong activity** – *ensuring that individuals are aware of a range of learning opportunities and are able to access relevant options at any stage of their life*

Community Learning and Development supports primarily disadvantaged or vulnerable groups and individuals of all ages to engage in learning, personal development and active citizenship with a focus on bringing about change in their lives and communities and is reflected in the broad range of activities within the community. The term refers to a distinctive process of engagement and support, with a learning content that is negotiated with our children, young people, adults and communities.

The policy landscape for community learning and development is extensive and is listed in appendix 2. In the past three years, there has been significant policy development namely, the Community Empowerment (Scotland) Act 2015, the Scottish Attainment Challenge and the National Improvement Framework (NIF) 2015. All of which is reflected in the work being undertaken by Vibrant Communities and partners.

OUR PLACE AND PARTNERS

East Ayrshire has a population of 122,200 and the area is a mix of both urban and rural communities, covering 490 square miles. Kilmarnock is the main town with a population of 46,770. There are over 30 smaller towns and villages across the authority area with populations ranging from less than a hundred people to 8,830 in Cumnock. The population is projected to remain relatively static but we know that we have an increasingly ageing and vulnerable population.

Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live, work and visit; although inequalities continue to exist within and between our communities. We have seen pockets of growth within the relatively wealthy commuting population in the north of our authority, this has created a sharper contrast in the economic characteristics of other communities.

There are 163 datazones in East Ayrshire, of these; 10 are in the most deprived 0-5%; 8 are in the most deprived 5-10%; 18 datazones in the most deprived 10-15% and 17 in the most deprived 15-20%. Targeted work is being focused in the following communities in East Ayrshire, which include datazones in the most deprived 0-5% as identified in the overall SIMD 2016 and experiencing significantly poorer outcomes than the rest of the area:

- *Kilmarnock North*
- *Kilmarnock South*
- *Bellsbank / Dalmellington*
- *Muirkirk*

Public sector partners are also working in a financially challenging climate. However, it is recognised that this can also create opportunities to engage and work differently with each other and with our communities.

AYRSHIRE GROWTH DEAL

The Ayrshire Growth Deal (AGD) is a partnership being driven forward by East, North, and South Ayrshire Councils. With confirmed investment from UK and Scottish Governments of £100m each, along with investment from the three Ayrshire councils, bringing the total package to over £240m, it presents a once in a generation opportunity to transform the economic prospects of the area.

Inclusive growth is at the core of the AGD and through key projects and investment, coordinated throughout Ayrshire, it will act as a powerful catalyst to stimulate growth, attract new business to set up shop, support existing companies to expand, create more jobs and bring new opportunities to the area - all of which will benefit people and places right across Ayrshire.

Community learning and development partners are involved in the some of the projects being developed around the key themes of the Deal which focus on Aerospace and space; Tourism; Manufacturing and engineering; Skills and employability; Digital infrastructure; and Energy.

We know from our community engagement through Future East Ayrshire and Vibrant Voices that people are passionate about their communities, its history, environment and its sense of community spirit. The closeness and friendliness of people and the desire to get the best for their community, also comes through strongly. The Community Planning Residents' Survey 2017, also highlighted that 98% of respondents felt that their town or village was a good place to live.

There is a strong natural approach to partnership working across East Ayrshire. Those involved in community learning and development work are involved in a range of groups and partnerships that are linked to the Community Plan, a sample of these can be found in appendix 3. Partners are working and planning with communities to create new ways of working, to target those most in need and to ensure that people are at the heart of everything we do.

Partners involved in the delivery of community learning and development work -

- *Ayrshire College*
- *EA Council of Voluntary Organisation*
- *Volunteer Centre East Ayrshire*
- *Housing and Communities*
- *EAC- Education*
- *EAC - Economic Development*
- *EAC - Vibrant Communities*
- *Skills Development Scotland*
- *East Ayrshire Leisure*
- *East Ayrshire Tenants & Residents Federation*
- *Health & Social Care Partnership*
- *NHS Ayrshire and Arran –Public Health*
- *Department of Work and Pension (DWP)*
- *Youth Work Providers*
- *Community Safety Partners*
- *Range of community and voluntary organisations and groups including the faith community*



EAC VIBRANT COMMUNITIES

People @ the  of everything we do

The Requirements for Community Learning and Development (Scotland) Regulations 2013 places a duty on local authorities to secure the delivery of community learning and development in their area, working with other CLD providers and communities. Vibrant Communities is the Authority's commitment to community learning and development and is also the cornerstone of transformation with our communities across East Ayrshire. Vibrant Communities works "with and for" local communities rather than "doing to" them. With the aim to balance the relationship between those who design and deliver services and the people who ultimately use them.

Vibrant Communities works with all sectors of the community including children and young people, adults and older people and the wider community to develop sustainable communities and reduce inequalities through prevention and early intervention. Over the past three years, Vibrant Communities has supported other Council sections to build upon their successful approach to community engagement, integration and developing connections across partners and our communities. This connectedness has led to the realignment of services, including aspects of Housing Services and Scottish Attainment Challenge supports now being hosted within Vibrant Communities. As a result the service has expanded to over 140 staff working with communities using an asset based approach, cultivating a range of skills and talents.

With the commitment and energy of the Vibrant Communities Teams and partners, the focus will continue on the journey to people powered transformation in East Ayrshire by:

- *Harnessing the opportunities linked to Community Empowerment Legislation*
- *Further embedding and sharing the Vibrant approach across the workforce, our communities and with other councils*
- *Focusing on simplification and integration*
- *Increasing natural, inclusive supports and connections for the most vulnerable people to reduce the need for formal interventions and reduce inequalities*
- *Creating and enabling conditions for people powered transformation*

**Empowering
communities to make
informed choices
about how public
money is spent**

PLANNING IN EAST AYRSHIRE

“East Ayrshire is a place with strong, safe and 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.”

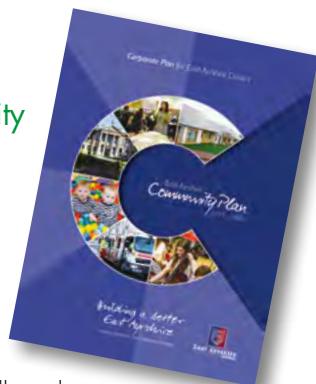
Shared Vision for East Ayrshire

One Plan - The East Ayrshire Community Plan 2015 - 2030

The East Ayrshire Community Plan is recognised by all Community Planning Partners as the sovereign strategic planning document for the delivery of public services across the local area. The Community Plan, which sits centrally within the Community Planning Framework and sets out how we will work to realise our shared vision for the area for the period from 2015 to 2030.

In East Ayrshire, the Local Outcomes Improvement Plan 2018 -2021 underpins our Community Plan, providing the formal performance management framework against which partnership activity is measured. The Local Outcomes Improvement Plan will demonstrate progress towards the achievement of agreed local outcomes for our communities and how we address inequality and is aligned to the three Thematic Community Plan Delivery Plans: Economy and Skills, Safer Communities and Wellbeing.

As the Partnership’s performance management framework, the Plan will also include indicators relevant to other partnership plans, for example, the Children and Young People’s Service



Plan, partners’ operational/service improvement plans and Community Led Action Plans. The cross cutting themes of early intervention and prevention, tackling inequalities and lifelong learning permeate each of the Delivery Plans.



There are ten data zones in the 0-5% most deprived areas of East Ayrshire, which have been targeted for specific attention through locality planning arrangements and to tackle the complex issues facing our most deprived communities. These are Kilmarnock North, Kilmarnock South, Bellsbank/Dalmellington and Muirkirk.

All partners take shared responsibility for the development and delivery of the Community Plan and as such the associated Local Outcomes Improvement Plan. Our focus continues to be directed to where our collective efforts as a partnership can add most value in improving local outcomes and tackling inequalities.

Locality Planning

Locality Planning is based on the boundaries adopted by East Ayrshire Health and Social Care Partnerships, as set below.

- **Northern Locality:**
Annick; and Irvine Valley
- **Kilmarnock Locality:**
*Kilmarnock North; Kilmarnock West and Crosshouse;
Kilmarnock East and Hurlford; and Kilmarnock South*
- **Southern Locality:**
Ballochmyle; Cumnock and New Cumnock; and Doon Valley.



Community learning and development partners are actively involved in the established Locality Groups for each area. They provide the opportunity for services and partners to work collectively with local communities to deliver the Community Plan priorities and community priorities identified through Community Led Action Plans, with a view to achieve better outcomes for our most disadvantaged communities and address inequality.

COMMUNITY LED ACTION PLANS

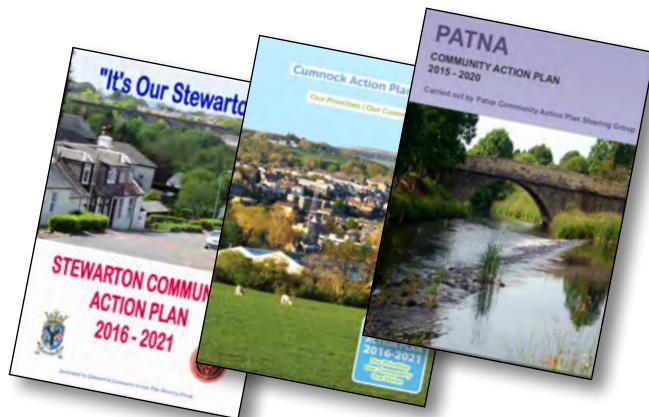
Community Led Action Plans are integral to Community Planning in East Ayrshire and there are clear links with our Community Planning arrangements, ensuring that local people have a real voice and can influence the decisions which impact on their communities. The Action Plans also underpin the Community Planning Partnership's approach to locality based planning, in line with the Community Empowerment (Scotland) Act, ensuring communities are empowered to plan, prioritise and progress community led regeneration in their area. Representatives from both the Community Councils and the Community Action Plan Forum now sit on the Community Planning Partnership Board.

The strength of Community Led Action Plans is that they uniquely belong to the community and are informed by extensive community engagement to prior to them being published. The plans identify the priorities that the community feel are important to them and set out how they wish to pursue their goals and aspirations. This process is ensuring that local people have a real voice and can influence the decisions which impact on their communities.

There are now 20 Community Led Action Plans across the authority, with at least two new plans being developed each year. Work has also started on supporting communities to develop their second generation of plans. The development of a community led action plan is entirely voluntary but Vibrant Communities has given a commitment to support any community who wants to develop a community led action plan. Vibrant Communities support local communities through a process which empowers and builds the capacity of local people and facilitates the development of a five year community led action plan.

The Annual Communities Conference and the Community Action Plan Forum meetings have become important fixtures in the calendar as they provide the opportunity for community representatives involved in the plans to come together to connect and share practice and make new connections and discuss and debate issues of importance to communities with a wide range of stakeholders.

The recently adopted East Ayrshire Local Development Plan (LDP) 2017 took full account where appropriate of community led action plans, particularly with regards to placemaking interventions. In rolling out placemaking maps for all settlements, the community led action plans will be an important contributor. Placemaking will be included as a theme in the development of all new community led action plans and support the implementation of the LDP proposals.



LOCAL NEED AND SHAPING OF SERVICES

Over the past three years, community learning and development partners have used a range of approaches to engage with individuals, groups and communities to help shape the design and delivery of their work. The community learning and development priorities contained in the Community Plan Delivery Plans were identified as a result of this extensive engagement.

Local community priorities have been identified as a result of the engagement activity that has taken place as part of the process of producing a community led action plan. This has provided local steering groups with a mandate to take forward their priorities and engage with partners as appropriate, to progress.

Within the Council, a dedicated Transformation Team has been established to drive the transformation, to challenge traditional approaches and engage deeply with our workforce and communities to unlock the collective knowledge, skills and experiences of our people and to hear their ideas on how to simplify and change the way we do things to better serve our communities.



Vibrant Voices is a new and innovative approach to 'Always On' engagement designed to capture views, ideas and suggestions on how we work together to shape the future of East Ayrshire. A more inclusive and participatory approach to engagement, it has brought together Elected Members, employees, partners and communities. Over 3,500 responses were received to the initial Vibrant Voices engagement and this helped to identify the following six transformational

workstreams which will be taken forward and involve both EAC staff, partners and the wider community.

- *A Fairer, Kinder and Connected East Ayrshire*
- *Workforce Planning - Cultural Change and Service Re - design*
- *A Digitally Connected East Ayrshire*
- *A Vibrant and Empowered East Ayrshire*
- *Property and Estate*
- *Income and Commercialisation*

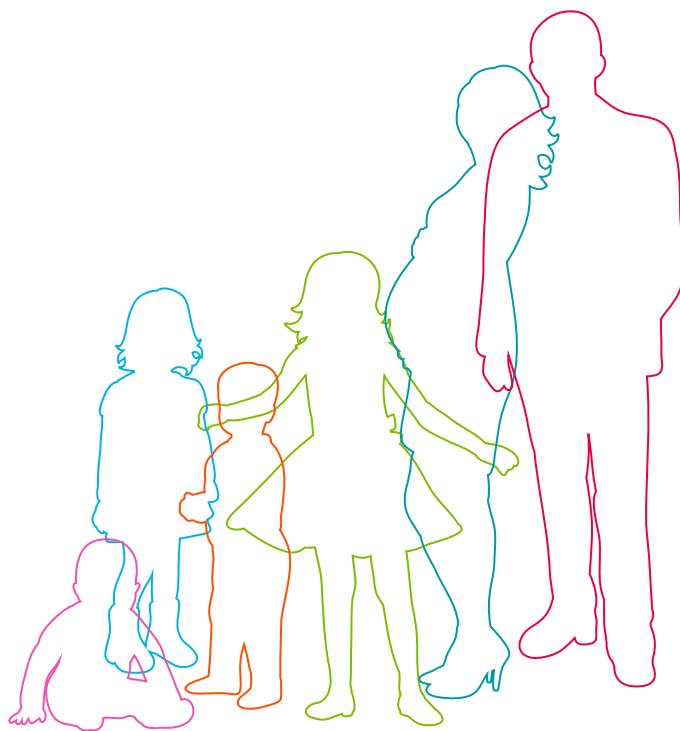
With the level of engagement taking place across partners, we will continue to share local intelligence and data in order to identify and respond to local needs or gaps in provision with communities.

As previously stated, the East Ayrshire Community Plan is the sovereign and overarching planning document for East Ayrshire, therefore the community learning and development work of the local authority, partners including the community has been subsumed into the Community Plan and Delivery Plans and is set out in appendix 4 of this framework.

COMMUNITY LEARNING AND DEVELOPMENT IMPROVEMENT PRIORITIES

Partners have identified the following improvement priorities for the next three years, however, we also recognise the need to remain flexibility in order to respond to the changing needs and opportunities of both our communities and workforce.

- Continue to share and develop practice with community learning and development partners across East Ayrshire and the South West Network to strengthen connections and develop the skills and knowledge of our volunteers and staff;
- Further embed the use of data to identify gaps or the need for new approaches for our work, which will have a positive impact on our communities;
- Work with the community and partners to widen the reach and opportunities for volunteers, with a particular focus on young people;
- Explore the opportunity to extend community learning opportunities for STEM and
- Support the development of the Ayrshire Growth Deal for our communities



MONITORING AND EVALUATION

The work of community learning and development partners will continue to be evaluated through the monitoring arrangements for the Local Outcome Improvement Plan and the Community Plan Delivery Plans on an annual basis.

Key areas of work involving cld partners within the East Ayrshire Transformation Strategy 2017-2022 'Closing the Gap' will also be monitored and reported on a regular basis

Community learning and development partners will continue to use self-evaluation to evaluate progress, strengths and areas for development. External scrutiny of community learning and development work will also continue to take place through inspection models such as Care Inspectorate and Education Scotland.

“We have found the strengths of the community and we are moving forward to make the plan happen and deal with the challenges we face.”

PEOPLE ARE AT
THE HEART OF
EVERYTHING
WE DO 

APPENDICES

Appendix 1

Community Learning and Development Partner Key Achievements 2015-2018

- Systematic focus on early intervention & prevention and developing sustainable communities within Vibrant Communities and across partners
- Strengthening community empowerment through the development of 18 community led action plans and supporting 49 community asset transfers.
- Development of a new Strategic Partnership with a number of key Voluntary Youth Work Providers allowing for a sustainable and equitable youth work offer for East Ayrshire.
- Vibrant Communities became a key delivery partner within the authority in the delivery of Scottish Attainment Challenge objectives. The Service supports raising attainment through literacy, numeracy and health & wellbeing using youth work, literacies and parental and family supports.
- Development and delivery of training with partners to strengthen community empowerment
- Representatives from both Community Councils and Community Action Plan Forum sitting on the Community Planning Partnership Board, ensuring that local people have a real voice and can influence the decisions which impact on their communities.
- Establishing strong foundations for participatory budgeting with our communities and partners as part of the empowerment agenda. Securing funding from Scottish Government for community Participatory Budgeting events which was match funded by Health and Social Care Partnership and EAC.
- Work with partners to develop programmes and support Syrian Refugees and development of ESOL provision
- Partners using support networks in and across Ayrshire to develop practice and working to each other's strengths to take forward initiatives such as volunteering, participatory budgeting and community capacity building.
- The establishment of a CLD South West Network, involving the three Ayrshires and Dumfries and Galloway to share clld practice and improve workforce development.
- A new 'Engaging our Communities' Framework developed and adopted by Community Planning Partnership based on new National Standards for Community Engagement
- Creation of new programmes with partners to support people back in to employment such as ME2U with Ayrshire College, Education, DWP and Vibrant Communities
- Tackling inequalities through the development of digital skills programmes in relation to universal credit with Housing, Financial Inclusion and Vibrant Communities
- Series of celebration events to recognise and celebrate individual and community achievements and also the increase in community events to positively engage with the wider community and celebrate local communities.

Appendix 2

Policy Drivers for Community Learning and Development

- Strategic Guidance for Community Planning Partnerships: Community Learning and Development (2012)
- The Requirements for Community Learning and Development (Scotland) Regulations 2013
- Community Empowerment (Scotland) Act 2015
- The Scottish Attainment Challenge
- Adult Learning in Scotland Statement of Ambition(2014)
- Adult Literacies in Scotland 2020 (2010)
- Scotland's Adult Literacies Curriculum Framework Guidelines (2016)
- Welcoming our Learners: Scotland's ESOL Strategy 2015 -2020
- National Improvement Framework (NIF) 2015
- New Scots Integration Strategy
- Children and Young People (Scotland) Act (2014)
- National Youth Work Strategy: Our Ambitions for Improving the Life Chances of Young People in Scotland (2014)
- Curriculum for Excellence (CfE) including Briefing 10: The role of Community Learning and Development and partnership working
- Early Years Framework (2009)
- The Welfare Reform Act 2012;
- GIRFEC – Getting it Right for Every Child
- Opportunities for All Supporting all young people to participate in post-16 learning, training or work, Nov 2012
- Developing the Young Workforce - Scotland's Youth Employment Strategy, December 2014
- Giving Children and Young People a Sporting Chance, June 2014
- National Standards for Community Engagement (2016)
- Place Standard

Appendix 3

East Ayrshire Groups and Partnerships

This is not an exhaustive list but reflects the range of partnership working in East Ayrshire.

- East Ayrshire Drug and Alcohol Partnership
- Mental Health and Learning Disability Partnership
- Children and Young People's Strategic Partnership
- Community Plan Delivery Working Groups
- East Ayrshire Violence Against Women Partnership
- Early Years Collaborative
- Locality Planning Groups
- East Ayrshire Sports Council
- Digital Participation Network
- East Ayrshire Client Liaison
- East Ayrshire Works Partnership
- Universal Credit Working Party
- Healthy Weight Strategy Implementation Group
- Scottish Attainment Challenge Programme Board

Appendix 4

The Community Learning & Development activity contained in the Delivery Plans of East Ayrshire Community Plan have been mapped out in this section. The Action Point reference numbers reflect those in each of the Delivery Plans.

Community Plan Delivery Plan: Economy & Skills	
Key Priorities	<ul style="list-style-type: none"> • Promote East Ayrshire as a great place to live, work and visit • Attract, grow and retain business • Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors • Deliver the Ayrshire Growth Deal, through a regional partnership
Local Outcome 1	LOCAL ECONOMIC ACTIVITY INCREASED
Priority 1.1:	GROW THE BUSINESS BASE IN EAST AYRSHIRE
Actions	
1. Work collaboratively across the public, private and third sectors to nurture and develop business capacity to grow.	
2. Enhance growth through wider and proactive engagement of the private sector and representative business organisations, particularly maximising opportunities through the private sector commitment to the Ayrshire Growth Deal Business Pledge and recognising shared goals and values.	
4. Market and promote East Ayrshire as a place to live, work and visit.	
Priority 1.3:	REVITALISE AND DIVERSIFY OUR TOWN CENTRES
Actions	
2. Improve the retail, cultural, leisure and educational experience in our town centres, building on and maximising the benefit of previous investment.	
6. Facilitate the development of community led regeneration and town centre improvement.	
Local Outcome 2	SKILLS, QUALIFICATIONS AND EMPLOYABILITY IMPROVED FOR ALL LEARNERS
Priority 2.1:	ENSURE EAST AYRSHIRE RESIDENTS, PARTICULARLY OUR YOUNG PEOPLE, HAVE THE RELEVANT SKILLS AND QUALIFICATIONS AND POSITIVE ATTITUDE NEEDED FOR THE WORLD OF WORK
Actions	
1. Improve educational attainment and achievement for all children and young people in East Ayrshire at an improvement rate higher than the Scottish average with enhanced focus in areas of deprivation.	
2. Provide every young person leaving school the opportunity of a positive destination.	

3.	Ensure provision of appropriate support to those young people who are care experienced until the age of 26 or who have additional support needs to succeed in further education and the world of work.
4.	Establish a comprehensive one door approach for employability services.
5.	Optimise the volume of the Apprenticeship Family and college provision to align with the demands of the local economy, and learner needs and aspirations.
6.	Increase the proportion of high quality work placements (aligned to the work placement standard) to provide individuals with a meaningful experience of the world of work and ensure young people have the appropriate basic skills expected by employers.
7.	Ensure provision of appropriate support to unemployed people aged 25+ to secure skills, training and employment opportunities.
8.	Engage with employers and provide access to a range of flexible provision to support succession planning and the continuous professional development of their workforce.
Priority 2.2:	INCREASE INNOVATION AND ENTREPRENEURSHIP
Actions	
1.	Increase opportunities in school provision, college provision and apprenticeships to meet forthcoming early years expansion by 2020/21.
2.	Expand the range of qualifications, opportunities in the curriculum and apprenticeships to respond to labour market intelligence and STEM developments.
3.	Ensure support for those with specific talents who would benefit from additional or focused interventions.
4.	Build on the opportunities provided by the Hunter Foundation in supporting innovation and entrepreneurship in schools.
5.	Provide specific innovation and entrepreneurial skills to support key sectors.
6.	Increase the number of start-up enterprises through the development and enhancement of a clear pathway for skills support.
7.	Provide all learners with the opportunity to develop the skills to meet the challenge of emerging technologies and increase our working relationship with Universities in this regard.

Community Plan Delivery Plan: Wellbeing

Key Priorities	<ul style="list-style-type: none"> • Children and young people, including those in early years, and their carers are supported to be active, healthy and to reach their potential at all life stages • All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices • Older people and adults who require support and their carers are included and empowered to live the healthiest life possible • Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents
Local Outcome 1	STARTING WELL
Priority 1	CHILDREN HAVE THE BEST START IN LIFE.
Actions	
1. Children and Young People’s Service Plan We will make an active contribution to all wellbeing aspects of the delivery of the stretch aims set out in the Children and Young People’s Service Plan 2017-20.	
2. Protecting Children We will support effective delivery of all wellbeing elements of the Child Protection Committee’s prioritised areas of neglect, internet Safety and Safeguarding.	
3. Corporate Parenting We will ensure that wellbeing partners play their part in the Corporate Parenting ambition of there being no discernible difference between outcomes for our looked after children and their peers.	
4. Multi Agency Action Plans Implementation of supporting multi-agency action plans linked to the Children and young people’s Service Plan 2017-20 and covering GIRFEC Practice Model: Emotional Health and Well Being; the Whole Systems Approach; Kinship Care; Corporate Parenting; Best Start in Life (Early Learning and Child Care Plan) and Young Carers.	
5. Universal Services Build on the strengths of the Health Visiting Universal Pathway, education Services and Community Led Action Plans to connect up partners, communities and strategic planning.	
6. Enablers Implement a ‘Wellbeing Champion’ role from the membership of the Wellbeing Delivery Group to influence direction in partnerships related to Starting Well. Starting well ‘Champion’ to develop a work programme and provide regular progress reports to the Wellbeing Group.	

Local Outcome 2	LIVING WELL
Priority 2	PEOPLE ARE ABLE TO LOOK AFTER AND IMPROVE THEIR OWN HEALTH AND WELLBEING AND LIVE IN GOOD HEALTH FOR LONGER
Actions	
<p>1. A Healthier Future</p> <ul style="list-style-type: none"> • Scale-up universal prevention and early intervention work across Alcohol, Tobacco, Obesity and Mental Health (ATOM), with a focus on enabling more children and adults to have healthy weight, be physically active, and tackling stigma and addressing our relationship with alcohol. • Develop action plans across the ATOM themes of creating the environment, coproduction with communities, and service support. • Develop knowledge and skills of our workforce in the use of self-management and health literacy tools. • Develop and implement a communications strategy to ensure consistency in health and wellbeing messages. • Recruit and train peer researchers in localities to provide insight into what matters most for people’s wellbeing in localities. • Establish a self-care campaign to increase awareness of the steps people can take to improve their wellbeing and reduce preventable ill-health. 	
<p>2. A Connected East Ayrshire</p> <ul style="list-style-type: none"> • Work with the voluntary and community sector to develop capacity and solutions to combat loneliness and social isolation as part of creating a fair, kind and connected East Ayrshire. • Promote on-line/digital resources that connect with community assets and sources of support in communities, including financial inclusion. • Empower individuals and families to access and use technology to maximise independence and reduce need for supports by rolling-out ‘Think TEC First’ campaign. • Work across financial inclusion partners to offset the impact of Welfare reform in our communities, including participation in the ‘Menu for Change’ programme aimed at tackling food insecurity. • Engage with unpaid carers in the coproduction and implementation of the East Ayrshire Carers Strategy 2018-21. 	
<p>3. Work and Wellbeing</p> <ul style="list-style-type: none"> • Improve links between wellbeing and the range of employability supports through a health and wellbeing literacy programme and Community Connectors. • Act as exemplar models in supporting pathways to employability. • Increase participation in education, employment and training for people with learning disabilities, mental health problems and long-term conditions. 	

4. **Integrated Supports**

- Integrated models of care, including embedding the new multi-disciplinary front door arrangements in Community Health and Care.
- Implement the East Ayrshire Models of Care Programme for Rehabilitation and Reablement.
- Continue to redesign intermediate care at home services, modernise day hospitals and develop community based rehabilitation.
- Work together to reduce the levels of delayed discharges, ensure services are in place to facilitate early discharge and avoid preventable admissions in the first place.
- Develop and implement the Primary Care Improvement Plan in line with the new GP contract and Memorandum of Understanding.

6. **Enablers**

- Prepare a comprehensive workforce plan across partners.
- Implement a 'Wellbeing Champion' role from the membership of the Wellbeing Delivery Group to influence direction in partnerships related to the priority areas for Living Well.
- Living Well 'Champions' to develop work programmes and provide regular progress to the Wellbeing Group.

Community Plan Delivery Plan: Safer Communities

Key Priorities	<ul style="list-style-type: none"> • Make East Ayrshire a safe, secure and attractive place to live, work and visit • Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families • Promote our vibrant communities by encouraging active and responsible citizenship
Local Outcome 1	EAST AYRSHIRE RESIDENTS ARE SAFE AND PROTECTED FROM CRIME IN THEIR COMMUNITIES.
Priority 1	TACKLE CRIME AND THE FEAR OF CRIME ACROSS EAST AYRSHIRE.
Actions	
4. Maximise community engagement and create the capacity for communities to develop and become involved in their own local solutions.	
5. Engage key stakeholders and communities in order to encourage inclusion and integration for people involved in the justice system, in turn reducing reoffending.	
6. Reduce the numbers of people entering the formal criminal justice system by promoting diversion/early intervention opportunities.	
7. Promote the wellbeing of children affected by the criminal justice system.	
Local Outcome 2	EAST AYRSHIRE RESIDENTS ARE SAFE AND SUPPORTED IN THEIR HOMES AND COMMUNITIES.
Priority 2	SUPPORT RESIDENTS TO LIVE SAFELY AND INDEPENDENTLY IN THEIR HOMES AND COMMUNITIES.
Actions	
6. Provide additional measures to support independent living, where vulnerability, neglect and abuse have been identified.	
8. Increase awareness across all of our communities of the importance of remaining safe online.	
Local Outcome 3	ROAD SAFETY IMPROVED THROUGH ENFORCEMENT, ENGINEERING, EDUCATION, POSITIVELY INFLUENCING DRIVER BEHAVIOUR AND EFFECTIVE EARLY INTERVENTION.
Priority 3	REDUCE ROAD CASUALTIES
Actions	
5. Ensure safe routes to school and workplaces promoting walking, cycling and healthy lifestyles.	

Local Outcome 4	DRUG SUPPLY AND MISUSE PREVENTED THROUGH EFFECTIVE ENFORCEMENT, PREVENTION AND EARLY INTERVENTION.
Priority 4	TACKLE DRUG SUPPLY AND MINIMISE THE IMPACT OF DRUG MISUSE ON INDIVIDUALS, FAMILIES AND COMMUNITIES.
Actions	
3. Improve access to and uptake of drug prevention and diversionary activities within our communities.	
4. Develop and promote drug awareness training among partner agencies, with young people and key stakeholders.	
5. Promote community understanding of recovery, challenging community perceptions about service users and drugs misuse.	
Local Outcome 5	ADULTS AND CHILDREN AT RISK PROTECTED FROM DOMESTIC ABUSE.
Priority 5	FACILITATE EFFECTIVE ACTION AGAINST OFFENDERS OF DOMESTIC ABUSE, AND IMPROVE THE RESPONSE AND SUPPORT PROVIDED FOR VICTIMS OF DOMESTIC ABUSE AND THEIR FAMILIES.
Actions	
5. Ensure that the experiences of local women and young people continue to inform partnership service planning to tackle Violence against Women.	
6. Support and promote local and national campaigns around the prevention and detection of domestic abuse and Violence Against Women.	
7. Review the balance of provision between prevention, early intervention and protection work of all forms of violence with the aim of ensuring resources to continue to meet local need.	
Local Outcome 6	IMPROVED WELLBEING AND LIFE CHANCES FOR INDIVIDUALS WHO ARE AT RISK OF HARM.
Priority 6	SUPPORT AND PROTECT VULNERABLE INDIVIDUALS AND FAMILIES.
Actions	
1. Ensure children and young people are involved in service planning and delivery, giving them the best opportunities in life.	
2. Promote an early intervention, prevention and protection approach to the safeguarding themes of Child Sexual Exploitation, human trafficking, forced marriage, Female Genital Mutilation, suicide, self-harm, prevent, LGBT, MAPPA, Financial Harm, Missing persons, Self-neglect.	
4. Support the community to recognise and report where a person is thought to be at risk of danger and harm.	
5. Support the Whole Systems Approach through early intervention and prevention to continue to divert children and young people away from the Criminal Justice system.	
7. Implement a 'safeguarding' approach, which focuses on early intervention, prevention and protection.	

Local Outcome 7	EAST AYRSHIRE RESIDENTS ARE SAFE AND PROTECTED FROM ANTI-SOCIAL BEHAVIOUR.
Priority 7	REDUCE INCIDENTS OF VANDALISM, DISORDER AND ANTI-SOCIAL BEHAVIOUR
Actions	
1. Work collaboratively to tackle anti-social behaviour in our town centres.	
3. Promote responsible behaviour across all communities within East Ayrshire.	
5. Increase the awareness and uptake of social, sports and other diversionary activities to discourage involvement in anti-social behaviour, and promote healthy living and positive social engagement by young people.	
6. Encourage and promote a culture of responsible alcohol consumption and positive behaviour.	

