

EAST AYRSHIRE COUNCIL

# COMMUNITY LEARNING AND DEVELOPMENT FRAMEWORK 2021 - 2024





Young People, Sport & Diversion Team Park Visit during the Summer Hubs in 2020



Grounds4Play October 2021 Event



Netherthorpe Food Larder



Outdoor Cinema Summer event

# INTRODUCTION

This is the third 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 first framework was prepared in 2015, the second in 2018, and this one covers the period 2021-2024.

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 Frameworks, 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 also is 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 2021-2024.

In 2018, we published our second [East Ayrshire Community Learning and Development Framework covering the period 2018-2021](#). 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.

Within the last three years, East Ayrshire had a positive [CLD Inspection](#) in the Cumnock area that recognised the positive relationship CLD partners had with each other, with local community groups, learners and activists. This inspection also noted the strong and resilient third sector and community planning partner organisations that were delivering services designed with and for our local communities, through extensive 'always on' engagement.



# 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

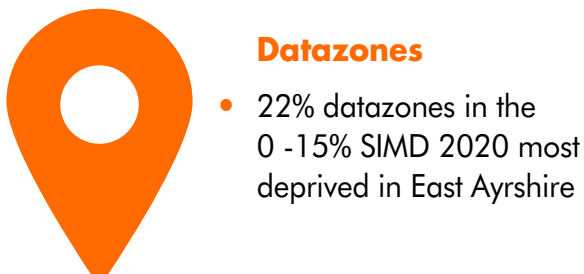
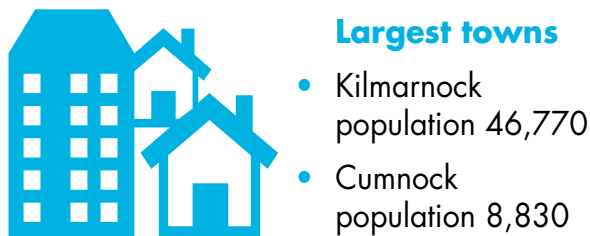
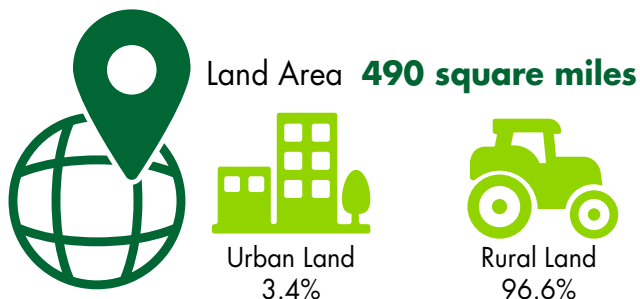
- Empowerment – increasing the ability of individuals and groups to influence issues that affect them and their communities through individual and/or collective action
- Working collaboratively – maximising collaborative working relationships in partnerships between the many agencies which contribute 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 B. 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%; 15 are in the most deprived 5-10%; 12 datazones in the most deprived 10-15% and 13 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 2020 and experiencing significantly poorer outcomes than the rest of the area:

- [Kilmarnock North](#)
- [Kilmarnock South](#)
- [Bellsbank / Dalmellington](#)
- [Muirkirk](#)

Public sector partners are 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 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 [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.

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 C. 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 \(DWP\)](#)
- [Workers Educational Association \(WEA\)](#)
- [CORRA](#)
- [SHIRE Housing Association](#)
- [Youth Work Providers \(Youth Work Network\)](#)
- [Community Safety Partners \(Police Scotland, Scottish Fire & Rescue\)](#)
- [Range of community and voluntary organisations and groups including the faith community](#)

# VIBRANT COMMUNITIES

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 Support 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.

Vibrant Communities works alongside CLD delivery partners and community planning partners to meet the needs of local people and the outcomes of the Community Plan and associated delivery plans. Shared learning and resourcing is key to the vibrant approach in East Ayrshire across partners and communities.

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

active connected  
**vibrant**  
COMMUNITIES

# COMMUNITY PLANNING IN EAST AYRSHIRE

## Vision

**“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.”**

## Overview

Community Planning is about a range of partners in the public and voluntary sectors working together to better plan, resource and deliver quality services that meet the needs of people who live and work in East Ayrshire.

The Community Plan is recognised by all Partners as the sovereign strategic planning document for the delivery of public services in East Ayrshire over the 15 years from 2015 to 2030 and sets out how we will work to realise our shared vision for the area. This is the second [Community Plan for East Ayrshire](#), and builds on the longstanding and solid foundation of strong and effective partnership working in the delivery of the first twelve-year Community Plan (2003-2015).

## Governance Arrangements

[Community Planning Partnership Board](#) comprises representation at elected member/non-executive Board level from core partner organisations as well as community and voluntary sector representation. The Board sets the strategic

direction for Community Planning in East Ayrshire and ensures effective performance through robust scrutiny, partnership working and leadership.

Delivery Plan Working Groups comprise of a designated Lead Officer and multi-agency / multi-disciplinary representation, to drive forward the activity and actions contained within the Delivery Plans, ensuring achievement of positive outcomes.

Our current Community Planning Partners are:

- East Ayrshire Council
- East Ayrshire Health and Social Care Partnership
- Police Scotland
- Scottish Enterprise
- Ayrshire College
- Ayrshire Chamber of Commerce and Industry
- NHS Ayrshire and Arran
- Strathclyde Partnership for Transport
- Scottish Fire and Rescue Service
- Skills Development Scotland
- Council of Voluntary Services (East Ayrshire) - Third Sector Interface
- Local Community - Community Council and Community Action Plan representatives

The second three yearly [review of our Community Plan](#) took place in 2020/21, within the challenging context of the Covid-19 pandemic, an emerging recovery and renewal



agenda and the uncertainty of the final UK withdrawal from the European Union. This background is reflected in the new LOIP, and in the associated Delivery Plans which have been developed to set the high level framework for the work of our partnership over the next three years, 2021-2024.

### **Local Outcome Improvement Plan**

Section 6 (1) of the [Community Empowerment \(Scotland\) Act 2015](#) requires each Community Planning Partnership to develop a Local Outcomes Improvement Plan (LOIP). The LOIP is a key element in the delivery of public service reform at local level. Each new LOIP must demonstrate a clear, evidence based and strong understanding of the local needs, circumstances and aspirations of local communities.

In East Ayrshire, the Local Outcomes Improvement Plan 2021-2024 underpins our Community Plan, providing the formal performance management framework against which partnership activity is measured.

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.

### **Thematic Delivery Plans**

Our Community Plan is underpinned by three thematic Delivery Plans which set out the detail of the actions that will be taken forward by partners to achieve this shared vision. Our Delivery Plans are developed for shorter, three yearly planning cycles. This allows us to ensure that these plans remain up-to-date and appropriate for delivering improvement on the key priorities which reflect current and emerging local needs.

The 2020/21 review of our Community Plan reaffirmed our shared commitment to our existing three themes and a thematic Delivery Plan has been developed for each theme, as a framework for our partnership activity in the three year period 2021-24.

### **Locality Planning**

Locality planning is fundamental to ensure that our work to address inequalities is targeted where it is most needed and that the aspirations identified in our Community Plan are delivered at local level right across our communities. The Community Action Plans developed by our local communities themselves provide the foundation of our locality planning approach in East Ayrshire with an increased partner wide focus on place-based approaches.

Our multi-agency working is also co-ordinated on a geographical basis on the 3 boundaries adopted by the Integrated Health and Social Care Partnership, which ultimately align to consolidated Electoral Ward Boundaries: Northern, Kilmarnock and Southern localities.

Further scoping work is taking place across services and partners to enhance our Locality Planning arrangements to ensure strong community representation and further integration with locally-led community planning.

### **Links to Community Learning and Development**

Community learning and development partners are involved in the established engagement processes and actively support the delivery of CLD activity across the Delivery Plans. 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 Action Plans, with a view to achieve better outcomes for our most disadvantaged communities and address inequality.

The Lead for Community Learning and Development sits with the Service Manager, Vibrant Communities, however key services and organisations sit across multiple Council departments, community planning partners, community learning and development delivery partners and community organisations. The Communities Partnership has joint responsibility for carrying out and monitoring the actions within this framework.

# COMMUNITY ACTION PLANS

**Community 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 locally led Community Action Plans is that they uniquely belong to the community and are informed by extensive community engagement prior to them being published. A plan is not active until at least 40% of households respond, certifying a community wide mandate. 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 23 active Community 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, with two plans launched for their next phase in the last 18 months. The development of a Community Action Plan is entirely voluntary but Vibrant Communities has given a commitment to support any community who want to develop a 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 Action Plan.



## Communities Conference and Community Action Plan Forum

The annual Communities Conference and the quarterly Community Action Plan Forum meetings have become important fixtures in the calendar.

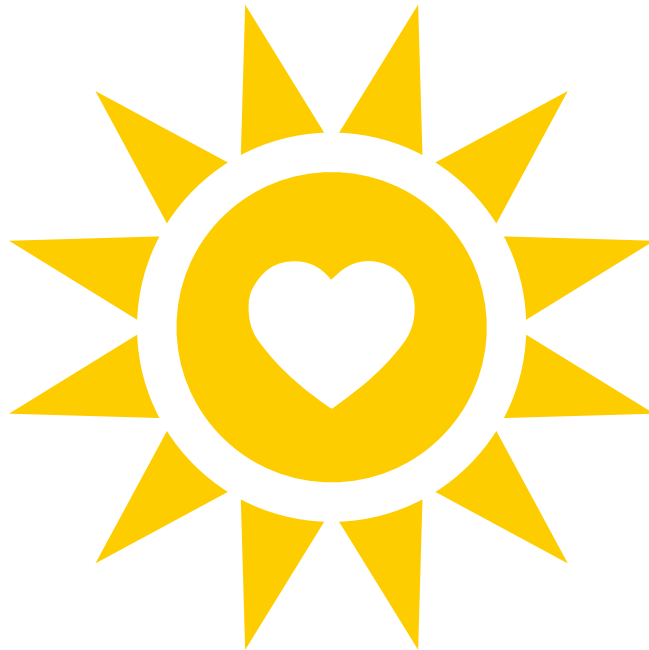
The Communities Conference now includes representatives from Community Action Plan groups, Community Councils, Development Trusts, Community Associations and other community organisations and offers a time for community representatives to network and share practice with each other. It also gives the opportunity for training and development and an opportunity to meet with wider stakeholders, including community planning partners.

The Community Action Plan Forum brings together representatives from each locally led Community Action Plan and allows a space to come together to connect, share practice and discuss joint projects and issues important to our local communities. This is also where representatives are elected to sit on the Community Planning Partnership Board.

## Placemaking

In preparation for the introduction of [Local Place Plans as set out in the Planning \(Scotland\) Act](#), work has been under way with our local communities, Planning and Economic Development and Vibrant Communities in how to best support communities to take part in spatial Placemaking activity across East Ayrshire.

Placemaking is already integrated into the Community Action Plan process and acts as supplementary guidance to the Local Development Plan in East Ayrshire. The first Placemaking Plan was adopted in April 2019 and there are now currently 5 active plans.



# IDENTIFYING LOCAL PRIORITIES

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 locally led community action plan. This has provided local steering groups with a mandate to take forward their priorities and engage with partners as appropriate, to progress.

[Vibrant Voices](#) continues the 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 has evolved over the past five years

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. You can see some of this data in Appendix B.

As previously stated, the [East Ayrshire Community Plan](#) is the sovereign and overarching planning document for East Ayrshire, therefore the community learning and development activity of the local authority, partners including the community has been subsumed into the Community Plan and Delivery Plans and is set out in Appendix D of this framework. The latest three-year review of the Community Plan and Delivery Plans acts as a basis for identifying CLD activity priorities within this framework.

The newly established Communities Partnership brings together CLD delivery partners across East Ayrshire to identify, deliver and review local priorities. This also brings an opportunity to share practice and shape peer-to-peer review and reflective practice.







# TARGET GROUPS AND STATEMENT OF UNMET NEED

This framework is reflective to the current identified need, but the partnership recognises that local and national need can change depending on circumstances out with the control of those involved with shaping and delivering the CLD Framework. This will be reviewed as part of our annual evaluation of the CLD Framework and Community Plan Delivery Plans alongside our 'always on' engagement activities.

As part of the review of the [Community Plan](#), priority was given to interact, engage and evolve the target groups detailed below. These groups of people are often underrepresented in traditional engagement exercise and special cognisance should be taken to ensure everyone's voices are heard.

- LGBT+ young people
- Adults and young people with learning disabilities
- Gypsy travellers
- Homeless
- Prisoners and families
- Care experienced young people
- Looked after children
- Older people
- Mental health and wellbeing
- People with disabilities
- Refugees
- Vulnerable children and families
- Women fleeing domestic violence
- Families
- Scottish Attainment Challenge linked in inequalities

Community planning and community learning and development delivery partners will continue to work together to ensure everyone's voices are heard and valued, and that access to CLD activity is open to all. Activity for targeted groups will be promoted in the ways best suited to that group, across partners and providers.





# COMMUNITY LEARNING AND DEVELOPMENT PRIORITIES

Partners have identified the following improvement priorities for the next three years, however, we also recognise the need to remain flexible 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 CLD 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
- Support the development of the [Ayrshire Growth Deal](#) for our communities



## Inspection Lessons Learned

Community learning and development (CLD) partners within East Ayrshire Council and the area of Cumnock were [inspected by Education Scotland](#) during May and June 2019.

This inspection of CLD in East Ayrshire Council found the following key strengths:

- A shared community development vision empowering communities
- Effective leadership of cultural change within services resulting in positive relationships with communities
- Confident community and youth representatives who are equal partners in community planning
- Ambitious and highly skilled community organisations delivering services and improving infrastructure
- An inclusive and learner centred approach to community learning

The following improvement points were agreed with CLD Partners:

- Develop a systematic approach to shared self-evaluation and performance monitoring amongst CLD partners
- Improve volunteering and accreditation opportunities for young people
- Further strengthen the CLD contribution to lifelong learning

These priorities will continue to form the development work of partners throughout the course of the 2021-2024 CLD Framework.

# WORKFORCE DEVELOPMENT

In East Ayrshire we recognise the importance of continuous professional development for our staff, partners and volunteers. East Ayrshire Council of Voluntary Organisations and Vibrant Communities offer training throughout the calendar year for staff and volunteers. East Ayrshire Council's Organisational Development service also offers training for staff and partner officers that has recently been extended to voluntary groups and volunteers.

Over the last three years staff have been involved with professional development activity through the CLD Standards Council, South West CLD Network and Educational Improvement Collaborative, Ayrshire Community of Practice and many others. Partners will continue to engage and utilise the support from the CLD Standards Council to help further our priority of professional development and succession planning.

## **South West Educational Improvement Collaborative**

Over the last few years close relationships have been formed between East Ayrshire Council and North, South and Dumfries and Galloway Councils as part of the CLD South West Network and South West Educational Improvement Collaborative (SWEIC).

This has led to CLD becoming more embedded within the [SWEIC 2021/22 Recovery Plan](#) and particularly across the following areas:

- CLD Contribution to Developing the Young Workforce
- CLD Contribution to Closing the Poverty related Attainment Gap
- Development of joint Professional Learning workshops with education
- Exploring opportunities around Family Learning & Engagement including digital, health & wellbeing, literacy, numeracy and STEM

## **CLD South West Network**

The network continues to meet on a quarterly basis and membership has recently been expanded to include Team Leaders from across the various local authority areas and including representation from Education Scotland and the SWEIC. The main focus continues to be on:

- Sharing best practice
- Identifying needs of our CLD Workforce
- CLD Planning and Quality Improvement
- Maximising funding opportunities
- Developing the evidence base for CLD
- Digital skills

More specialised practitioner groups have also been formed around the key areas of ESOL, Adult Learning and Family Learning.

## **Student Placements**

Partners in East Ayrshire have made a commitment to host placements for CLD Students. Over the last three years there have been students studying HND, Degree and Masters level qualifications based within the Vibrant Communities Service and across partners.

Our community workers are still required to hold an accredited CLD qualification and are recommended to join the CLD Standards Council as active members.

# MONITORING AND EVALUATION

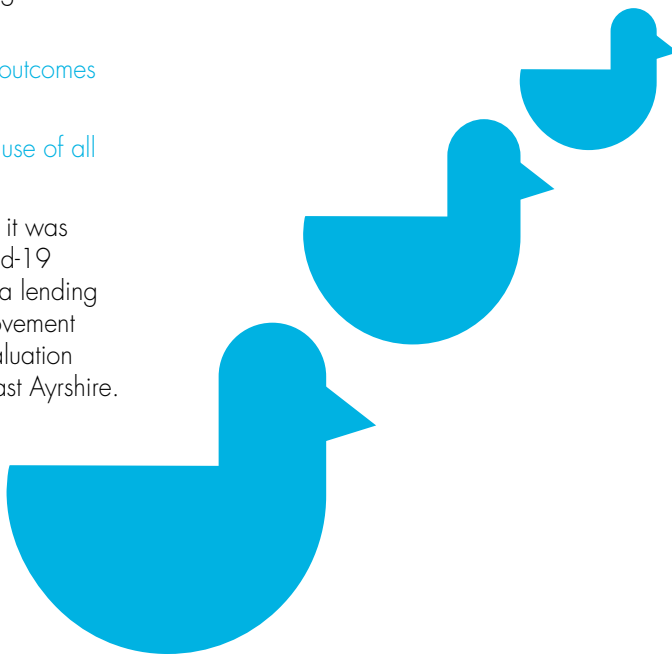
The work of community learning and development partners will continue to be evaluated through the monitoring arrangements for the [Local Outcome Improvement Plan](#) and the [Community Plan Delivery Plans](#) on an annual basis. In addition to this, the Communities Partnership will review progress annually on all CLD Activity.

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.

The South West Educational Improvement Collaborative has been around for almost five years. The Collaborative adds value by bringing the four local authority areas together to meet, share practice and provide peer to peer learning opportunities. The aim of these RIC's is to bring together a range of professionals with a focus on:

- Improving wellbeing, attainment and positive outcomes for young people
- Driving improvements in performance making use of all available evidence and data

In the [Collaborative 2021/22 Improvement Plan](#) it was noted that engagement had risen amidst the Covid-19 pandemic, likely due to the wide geographic area lending itself to virtual opportunities. These ongoing improvement actions form another basis for monitoring and evaluation throughout the course of the CLD Framework in East Ayrshire.



# RECOVERY AND RENEWAL FROM COVID-19 PANDEMIC

## Our Continuing Pandemic Response

The pandemic will continue to impact on the delivery of services across our CPP in the years ahead, placing demands on our shared resources and impacting on our partnership agenda for 2021-24.

Within health and social care and with support from other providers, services will require to continue to support our communities in relation to Covid, dealing with longer term health impacts, delivering vaccination programmes and standing ready to meet the challenges of any future outbreaks; while also resuming normal levels of health and social care services.

We are also working hard to understand the mental health impacts of the pandemic and to ensure that the right care is available across our partnership to support people as these emerge. Supporting our children and young people, in particular, to move on from the disruption that the pandemic has caused in their lives will be a key focus of our work in the years ahead.

Education provision has been disrupted. Students will require to be supported to resume and to complete their courses; and education and skills providers will require to work closely with local employers to support our young people into positive destinations, at a time when local businesses themselves are struggling to survive.

The business and economic impacts of the pandemic will be most keenly felt by those who were already struggling, and our work to address poverty and to support those in greatest need is more important than ever. This is reflected in the priorities that have been identified for our Community Planning Partnership and Communities Partnership for the next three year period.

Since the start of the pandemic, many CLD delivery partners formed the emergency response to the pandemic. Temporarily moving away from their normal provision to support individuals and communities with emergency food parcels, medication, financial assistance, affordable food and bereavement and counselling support. Many delivery partners are still delivering a blended model of CLD Activity, emergency response and Covid-19 recovery priorities and will continue to do so for some time yet.



**FACE:** Flexible; Approachable; Caring; Empowered emerged from our initial Vibrant Voices campaign and Transformation work and were identified by our workforce as the qualities and behaviours that best represent the Council and its partners. The FACE qualities and behaviours were very much to the fore as our workforce and partners naturally aligned with each other to support our communities by working across organisational and service boundaries, and quickly adopted new ways of working.

Below are some of the key achievements that were possible due to the resilience, flexibility and resourcefulness of our CLD partners throughout the Covid-19 pandemic.

## Key Achievements

Vibrant Communities and CLD partners have been involved in COVID Response through the following:

- Caring, Kind & Connected Hit Team/Triage
- PPE support to care homes

- Checked Calls to shielding and vulnerable individuals.
- Test and Protect outbound calls to those self Isolating.
- Support to vulnerable groups – literacy learners, LAC learners, ESOL, CBAL learners.
- Wellbeing packs created and delivered to care home staff, shielding individuals, prisoners and children and families.
- Set up and utilised online platforms for learning and sharing information. YouTube site set up for learners to access. Print and Post as well as phone calls to learners who were continuing with their learning throughout restrictions.
- 6 COVID Volunteering roles established to support the work of COVID Response.
- Partners quickly reacted to ensure that the young people in East Ayrshire had access to support, resources and provision via online platforms. Where possible our youth clubs/groups moved to a secure online platform and this allowed for a continuity of provision and support for these young people who needed it the most. It allowed them to have direct communication with peers and friends and also their youth worker, which was vital in terms of providing emotional support and guidance where it was required.
- Vibrant Communities created a chat function for young people who were feeling lonely and isolated and they could text a dedicated phone number and a youth worker would text/call them back and support that young person through their challenging times. This is an invaluable service that has seen many young people given guidance and advice whilst being signposted and directed to the appropriate professional supports.
- The pandemic has been the catalyst for a much more collaborative approach to working, not only between Council services but also with key stakeholders such as; HSCP, Police/Fire & Rescue, 3rd Sector Interface and

Local Resilience Groups. This approach has seen partner agencies share skills, expertise, resource, not only with each other but within our communities, meaning that those vulnerable individuals in our communities got the support that they required.

- Whilst we may not have been necessarily equipped to deal with this global pandemic at the very beginning, East Ayrshire Council quickly adapted to this and created a model of business continuity, ensuring that mission critical functions were still being delivered whilst being in a position to respond to the urgent cases that we were receiving on a daily basis. The Vibrant Communities and Caring, Kind & Connected COVID support has been recognised as good practice and is a finalist in the national IESE 2021 Awards which are to be announced in September.
- Throughout the pandemic, Home Link Team provided a tailored support where it was needed most to 193 children, young people and their families on a weekly basis including 6,591 phone calls, 539 garden visits, 982 supportive emails and 270 requests from parents/carers for further general wellbeing support.
- Regular contact with volunteers and learners as part of tackling isolation and loneliness work.
- Community Work staff and partner organisations helped build capacity of Local Resilience Groups and Community Ladders and will continue to offer this support going forward.
- Staff and Volunteer support to Vaccination Centres.
- Youth Work provision was digitalised through secure video conferencing software and additional check ins with young people were established.
- Collaborative approach to working has been enhanced across services and partners meaning those who are vulnerable in our communities get the support they require.





Make Carine Sparkle



Newmilns and Greenholm Community Action Plan launch



Ochilree Community Action Plan launch



Catrine Community Action Plan litter pick and grounds maintenance project



# APPENDICES

## Appendix A: CLD Delivery Partner Achievements

### Key Achievements 2018-2021

- Representatives from Community Councils and Community Action Plan Groups continue to sit on Community Planning Partnership Board.
- Vibrant Communities continues to be a key delivery partner for the delivery of Scottish Attainment Challenge objectives. The service, alongside partners, supports raising attainment through literacy, numeracy, and health and wellbeing using youth work, literacies and parental and family supports.
- Building on the strong foundations for participatory budgeting with our communities and partners as part of the empowerment agenda. This approach has been widened over the last three years to include decision making on Greener Communities service provision and Housing Environmental Improvement Projects.
- Increased engagement with CLD South West Network to share practice, access training and improve workforce development.
- Creation of a Housing Support service point.
- During the COVID-19 pandemic, Barnardos were awarded a total of 243 digital devices via the Connecting Scotland initiative which were provided to service users, including vulnerable young people, their families and care leavers.
- The development and implementation of a 'Peer Mentoring' programme was successfully delivered within Barnardos, where 15 young people were extensively trained as peer mentors to support their service users. Their relationship with partners from Education, Social Work and HSCP saw them provided with adequate resources that equipped them for their role.
- The Zone, a strategic youth work partner in East Ayrshire, successfully gained Inspiring Futures funding from BBC Children in Need to work closely with 10 of the 'hardest to reach' young people to prepare them for employment opportunities.
- The Zone and Barnardos established a counselling service and support for young people who had experienced bereavement and were suffering from grief. Peer mentors and staff provided support to service users who require the use of these trained staff member.
- The essential continuation of the Youth Work sector delivery by all partners throughout the pandemic was significant in providing young people with support, an escape and maintaining relationships with family and friends.
- Over 11,000 young people participated in Young People, Sport & Diversion consultations, where they had their say on service provision, improvements and considerations for future Council priorities.
- The East Ayrshire Children & Young People's Cabinet have been leading figures on youth voice in the last year and this continues. They attend the Council's Joint Children and Young People's Cabinet meetings, which is attended by Elected Members and Council's SMT and contribute effectively to discussions. They have been and continue to be actively engaged and promote Council consultations.

## Economy and Skills

- Strengthening Community Empowerment through the development of 25 Community Action Plans and supporting 55 Community Asset Transfers.
- Developed and delivered English Language Tuition support for English Speakers of Other Languages (ESOL) including Resettled Refugees in the Community through 4 Introduction English Language Levels up to National 2.
- Supported approximately 150 individuals with Learning Disabilities to live a full and independent life in the community.
- Successful rollout of Parental Engagement Framework across all East Ayrshire Schools.
- Increased number of businesses signed up for Keep Safe Initiative - signed up (awaiting figure).
- Accessed digital technology through various funding providers such as Ayrshire Leader - Enabling Rural Communities, Lintel Trust and Connecting Scotland for Adults with disabilities, Older people and English as a Second Other language learners – 65 devices received. These individuals are supported by a digital champion so they are better able to use digital technologies making them more equipped which in turn reduces social isolation and loneliness.
- 3 Digital and Employability Hubs set up in Centres in East Ayrshire.

## Safer Communities

- The Youth Action Team, a dedicated team of Vibrant Communities staff who are deployed into communities that are identified as 'areas of concern' by Police and Elected Members, provided a suite of diversionary activities and engagement opportunities to children and young people.
- Over 40,000 children and young people have positively engaged with the Councils diversionary provision in their communities.

- Communities across East Ayrshire have benefitted from an increased presence by Council staff and partners all contributing towards improving their confidence and their safety in their own communities. Joint patrols have been hugely popular in developing and maintaining relationships between young people and Police.
- The Whole Systems Approach working group, consisting of Vibrant Communities, Criminal Justice, HSCP/SW, Police, Fire Service, Education and third sector partners has enjoyed the success of joint working and an integrated approach to supporting young people and communities with a skilled and experienced multi agency approach.
- Successful multi agency partnership approach in implementing the annual Danger Detectives programme with all East Ayrshire schools participating with an estimated 1300 primary 6 children attending every year.

## Wellbeing

- The Year of Young People steering group developed the criteria for a HSCP funded Participatory Funding event, where 34 projects were democratically voted to share £60,000 for youth activities throughout 2018.
- At the 'Youth Engagement Masterclasses' that were delivered by Vibrant Communities in partnership with East Ayrshire Carers, 100% of attendees stated that they were more aware of the UNCRC rights, 86% felt that they were more involved in their community and 86% said they felt that they had become a more responsible person.
- 365 young people participated in Year of Young People consultations in 2018, ensuring that events were co-designed and co-delivered by and with young people at the heart of the decision making process.
- 96% of young people who completed Young People, Sport & Diversion evaluation forms reported an improvement in their wellbeing This includes improvements in their confidence, communication and teamwork.

- Understanding that young people's mental health has been adversely affected, Members of the Children and Young Peoples Cabinet have been designing their own Mental Health Toolkit which would enable peer mentoring to young people who required intervention, strategies and support. Once completed, this will be shared with colleagues in Education and wider CLD partners for their use.
- Over 450,000 attendances of children and young people have been recorded in participation of Young People, Sport & Diversion's sport, physical activity and CLD led youth work programmes in East Ayrshire.
- Throughout the pandemic, Home Link Team provided a tailored support where it was needed most to 193 children, young people and their families on a weekly basis including 6,591 phone calls, 539 garden visits, 982 supportive emails and 270 requests from parents/carers for further general wellbeing support.
- Development and Launch of Parental Engagement Framework (2018-2021).
- Working in partnership with Columba 1400, parents and staff to co-produce a bespoke East Ayrshire values based Parental Empowerment Programme. Parents can create their own tailor made empowerment journey by selecting relevant sessions from a suite of workshops which can be delivered face to face or virtually. PE site.
- Systemic sharing of approaches has ensured progress continues across all 6 Groups with the Home Link Workers (HLW) supporting a total of 830 children, young people and their families, with 605 of those families now no longer requiring Home Link support.



## Appendix B : Policy Drivers

### Policy Drivers for Community Learning and Development

The policy drivers for Community Learning and Development continue to evolve in a positive direction. Below is not an exhaustive list, but shows the depth of involvement Community Learning and Development activity has across national and local policy. This section also notes the data, learning and local intelligence that helps us to make informed decisions regarding the CLD Framework 2021-2024 and associated priorities.

#### National Policy Context

- The Early Years Framework (2009)
- Curriculum for Excellence (2010)
- Adult literacies in Scotland 2020 (2010)
- Commission on the future delivery of public services - Christie Report (2011)
- Strategic guidance for community planning partnerships: community learning and development (2012)
- The Welfare Reform Act (2012)
- Police and Fire Reform (Scotland) Act (2012)
- Community Planning Review - Statement of Ambition (2012)
- The Requirements for Community Learning and Development (Scotland) Regulations (2013)
- The Requirements for Community Learning and Development (Scotland) Regulations 2013: Guidance for local Authorities (2014)
- Getting it right for every child - Children and Young People's Act (2014)
- The commission on strengthening local democracy (2014)
- Adult Learning in Scotland Statement of Ambition (2014)
- Developing the young workforce: Scotland's youth employment strategy (2014)
- Giving Young People a Sporting Chance (2014);
- Public Bodies (Joint Working) (Scotland) Act (2014);
- Our ambitions for improving the life chances of young people in Scotland: National Youth Work Strategy (2014 - 2019)
- Community Empowerment (Scotland) Act (2015)
- National Improvement Framework (NIF) (2015)
- Scottish Attainment Challenge (2015)
- Welcoming our Learners: Scotland's ESOL Strategy (2015 - 2020)
- Delivering Excellence and Equity in Scottish Education: A Delivery Plan for Scotland (2016)
- National Standards for Community Engagement (2016)
- Community Justice (Scotland) Act (2016)
- Revised Guidance Note on Community Learning & Development Planning (2018-2021)
- A More Active Scotland: Scotland's Physical Activity Delivery Plan (2018)
- Science, Technology, Engineering and Mathematics: education and training strategy (2017)
- Education Governance: Next Steps: Empowering our Teachers, Parents and Communities to deliver excellence and equity for our children (2017)
- Pupil Equity Fund (2017)
- New Scots: refugee integration strategy (2018-2022)
- National Gaelic Language Plan (2018- 2023)
- Planning (Scotland) Act (2019)

- Fairer Scotland Duty (2020)
- Place Standard Tool: Strategic Plan (2020-2023)
- Independent Review of Adult Social Care (2021)
- UNCRC
- Learning Together' – Scotland's national action plan on parental involvement, parental engagement, family learning and learning at home (2018 – 2021)
- Play Strategy for Scotland (2013)

### **Future Considerations - National**

- National Youth Work Strategy (2021-2026)
- Adult Learning Strategy (2021-2026)
- Lifelong Learning Framework (2022-2027)
- Community Development Strategy
- Local Place Plans – secondary legislation to Planning (Scotland) Act

### **Local Policy Context**

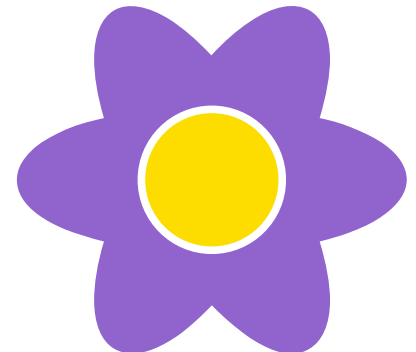
- East Ayrshire Community Plan (2015-2030)
- Transformation Strategy (2017-2022)
- Children and Young People's Service Plan (2020-2023)
- Child Poverty Action Report (2020)
- Alcohol and Drugs Partnership: Strategic Improvement Plan (2020-2024)
- Community Planning Review (2021)
- Local Outcome Improvement Plans (2021-2024)
- Thematic Delivery Plans (2021-2024)
- Parental Engagement Framework (2018-2021)

### **Future Considerations - Local**

- Locality Planning (2021/22)
- Community Power, Place and Partnership (2021/22)

### **Learning, Data and Intelligence**

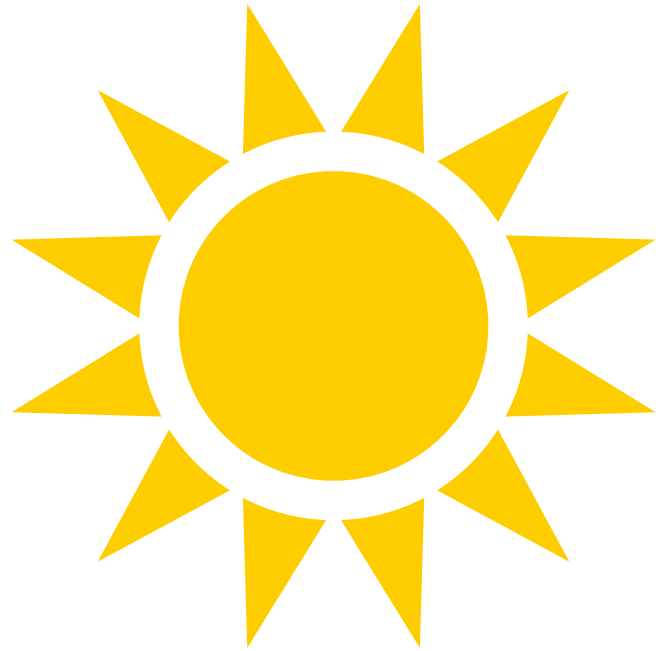
- South-West Educational Improvement Collaborative
- Children and Young People's Inspection - Care Inspectorate
- Tenant Satisfaction Survey
- East Ayrshire Area Profiles
- East Ayrshire Community Plan Locality Profiles
- Community Learning and Development in East Ayrshire - Education Scotland Inspection Report (2019)
- Communities Conference
- East Ayrshire Residents Panel and Survey
- Scottish Index of Multiple Deprivation
- Communities Partnership and partner engagement exercise (2021)
- Vibrant Voices (Ongoing)
- Community Action Plans (Ongoing)



## Appendix C : Groups and Partnerships

### East Ayrshire Groups and Partnerships

- East Ayrshire Alcohol and Drugs Partnership
- Children and Young People's Strategic Partnership
- Community Plan Delivery Plan Working Groups
- East Ayrshire Violence Against Women Partnership
- Early Years Collaborative
- Locality Planning Groups
- East Ayrshire Sports Council
- Digital Participation Network
- East Ayrshire Works Partnership (Skills Development Scotland)
- Healthy Weight Strategy Implementation Group
- Scottish Attainment Challenge Programme Board
- East Ayrshire Youth Work Network
- Community Action Plan Forum
- Community Council Forum
- Corporate Parent Strategic Group
  - Corporate Parenting Work Streams Groups
  - Pizza & Coke
- Kinship Care Panel
- Supported Carers Panel
- Children and Families Strategic Group
- Active Scotland Framework Working Group
- Covid Strategic Group
- Poverty Working Group (Community Ladders)
- Infant, Children and Young People Transformational Change Programme Board
- Children and Young People Cabinet
- Public Mental Health and Wellbeing Network
- Health and Social Care Locality Groupings
- What Matters to You
- East Ayrshire Community Play Forum
- Children's Wellbeing Model Group
- Council Operational Oversight Groups
- GIRFEC Steering group





## Appendix D : CLD Delivery Partner Activity

### Our Priorities for 2021-2024

Through our 2020/21 review of our Community Plan, we asked our communities, partners and stakeholders about their priorities for the next three years. These are the priorities that were important to our local people:

- Ayrshire Growth Deal and Community Wealth Building
- Caring for East Ayrshire
- Children and Young People
- Inclusive Economic Growth
- Community Wellbeing
- Covid-19 Pandemic Recovery
- Sustainability and the Environment
- Renewal and Transformation
- Poverty and Inequality

Each and every one of our community planning partners has its own clear role to play in driving forward these shared high level priorities, but we know that it is through collective action that we will have the greatest impact. The below actions will focus on our CLD Activity contribution to the East Ayrshire Community Plan.

The Community Learning and Development activity contained in the Delivery Plans of the 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 and Skills

Action	CLD Activity	Partners
<b>ES14:</b> Work alongside our communities to deliver Placemaking and Local Place Plans which set out proposals for development of land and assets.	<ul style="list-style-type: none"> <li>• 5 Placemaking Plans adopted (Ochiltree; Catrine; Newmilns and Greenholm; New Cumnock; Dalrymple, Skeldon and Hollybush)</li> <li>• 6 Placemaking Plans in early development.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Planning &amp; Economic Development</li> <li>• Community Groups</li> <li>• Local Stakeholders</li> </ul>
<b>ES15:</b> Strengthen community led regeneration through the development of community action plans.	<ul style="list-style-type: none"> <li>• 25 Community Action Plans produced across East Ayrshire, including 1 thematic plan (EACHA) and 2 refreshed plans (Fenwick and Darvel);</li> <li>• Offer communities the opportunity to create their first community action plans to reflect local priorities and support other communities to develop second generation five year plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Groups</li> <li>• Local Stakeholders</li> </ul>
<b>ES16:</b> Adapt the provision of employability services and provide re-training and upskilling opportunities for people whose work or learning has been affected by the Covid-19 pandemic and for those most at risk of poverty.	<ul style="list-style-type: none"> <li>• Support applications to the UK Government's Levelling Up Fund and Community Renewal Fund, and ensure that Partnership resources are mobilised to take advantage of new investments in skills.</li> <li>• Support the over-25s to take up a range of opportunities, including the National Transition Training Fund as an integral part of our economic recovery.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Town Centre Team</li> <li>• Community Groups</li> <li>• Community Planning Partners</li> </ul>
<b>ES18:</b> Tackle digital exclusion to promote equality, counter social isolation and unlock access to education, healthcare and employment opportunities.	<ul style="list-style-type: none"> <li>• Recognise the impact of digital poverty and ensure there is a focus on digital access, literacy, numeracy and inter-personal skills via community-based learning for all age groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>

Action	CLD Activity	Partners
<b>ES21:</b> Accelerate the transformation of key digital public services, recognising the transformation that has taken place as a result of Covid-19.	<ul style="list-style-type: none"> <li>Utilise learning and good practice from the pandemic to deepen collaboration and partnership working, and strengthen place and systems-based working across East Ayrshire.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Groups</li> <li>Community Planning Partners</li> </ul>
<b>ES22:</b> Support the Young Person's Guarantee by ensuring that every young person has access to a job, education, training or development programme.		<ul style="list-style-type: none"> <li>Community Planning Partners</li> </ul>
<b>ES23:</b> Expand provision of school, college and apprenticeship places to meet emerging demands in new and high-growth areas.	<ul style="list-style-type: none"> <li>Foundation, Modern and Graduate Apprenticeships. Embed Foundation Apprenticeships within the core senior phase curriculum offer in East Ayrshire Schools. Offer and ensure pathways to Modern Apprenticeships specifically highlighted as areas of significance for the Ayrshire region. Embed Graduate Apprenticeships within the core further and higher education curriculum offer from 2021/22.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Education</li> <li>Community Planning Partners</li> </ul>

## Community Plan Delivery Plan - Safer Communities

Action	CLD Activity	Partners
<b>SC1:</b> Deliver an effective policing response and work in partnership to reduce violence and prevent further offending.	<ul style="list-style-type: none"> <li>Enhanced prevention and early intervention activity, mobilising the full partnership presence within our communities.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>SC2:</b> Engage with the community and partners to identify address and prevent anti-social behaviour (ASB).	<ul style="list-style-type: none"> <li>Identify opportunities to further develop partnership reporting and analysis structures to tackle community concerns; develop and implement targeted partnership response initiatives; and make better use of social media to challenge and raise awareness of ASB.</li> <li>Utilise the Youth Action Team to deploy youth workers in identified 'hotspot' areas to engage with young people and communities where there are known instances of ASB and disorder.</li> <li>Support communities to become resilient and equipped to implement interventions to decrease levels of ASB and disorder.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>SC4:</b> Support people who have committed offences to move away from offending behaviour.	<ul style="list-style-type: none"> <li>Promote both the principles and systems of the Whole System Approach to Early and Effective Intervention (EEI) and Diversion from prosecution;</li> <li>Support the ongoing development and implementation of the Community Justice Ayrshire Outcomes Improvement Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>

Action	CLD Activity	Partners
<b>SC6:</b> Promote increased awareness of partnership work to improve community safety.	<ul style="list-style-type: none"> <li>• Development of a communication and engagement strategy that meets the needs of local communities.</li> <li>• Delivery of annual Danger Detectives programme across all East Ayrshire Primary schools for P6 pupils (incorporating action SC8)</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>
<b>SC7:</b> Work collaboratively to promote, support and facilitate community resilience.	<ul style="list-style-type: none"> <li>• Continued development and support of Community Led Action Plans;</li> <li>• Proactive support for local people and groups with neighbourhood coaching, advice and training, and provision of equipment;</li> <li>• Continued support for communities to develop Community Ladders and wider dignified food provision.</li> <li>• Consider the role of EA Tenants and Residents Federation and other community based groups for information sharing.</li> <li>• Continue to link with financial inclusion team in order to support families across EA.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>SC8:</b> Work proactively to encourage positive road safety behaviour.	<ul style="list-style-type: none"> <li>• Explore further partnership opportunities to raise awareness of road safety issues.</li> <li>• In partnership with Ayrshire Roads Alliance, the safe delivery of 'Bikeability'/cycling proficiency will be delivered in primary schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>

Action	CLD Activity	Partners
<b>SC10:</b> Further embed place-based multi-agency working in the heart of our communities and strengthen partnership capacity for frontline response.	<ul style="list-style-type: none"> <li>• Maximise partnership involvement in joint public facing community initiatives;</li> <li>• Enhanced communication to ensure service users are aware of available supports/referred appropriately at first point of contact.</li> <li>• Continue to build on the partnership with Scottish Attainment Challenge, Education and Vibrant Communities.</li> <li>• Maximise the reach of the Parental Engagement Framework.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>SC11:</b> Proactive multi agency response to meet housing needs and support tenancy sustainment.	<ul style="list-style-type: none"> <li>• Continued implementation and development of Housing First, to ensure that people are settled in their homes and linked in to all appropriate partnership services and community supports.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>
<b>SC12:</b> Minimise the impact of drugs use and the excessive consumption of alcohol.	<ul style="list-style-type: none"> <li>• Implementation of the East Ayrshire Alcohol and Drugs Partnership Strategic Improvement Plan 2020-24;</li> <li>• Launch of new joint service, Rapid Access to Drugs and Alcohol Recovery (RADAR);</li> <li>• Support those in contact with the criminal justice system to address drug and alcohol problems;</li> <li>• EAC Education Service &amp; partner delivery of the Substance misuse curriculum;</li> <li>• Continued implementation of a range of Health and Homelessness Service initiatives.</li> <li>• Partnership working within Education to raise awareness of the dangers of alcohol and drug misuse amongst young people.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>



Action	CLD Activity	Partners
<b>SC14:</b> Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families.	<ul style="list-style-type: none"> <li>Proactively support implementation of the East Ayrshire Violence Against Women Partnership Strategic Plan 2021-24;</li> <li>Continued delivery of the Caledonian programme for those convicted of domestic abuse.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>SC15:</b> Proactive Partnership Activity to prevent unintended harm at home.	<ul style="list-style-type: none"> <li>Innovative use of community alarm technology and housing adaptations to assist individuals in their own home in prevention and alert of harm;</li> <li>Development and implementation of the SFRS Safe and Well Strategy and enhanced home safety visit provision;</li> <li>Explore opportunities for a community home safety check to include advice and support around personal safety as well as environmental safety (a 'danger detectives' approach for adults).</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>SC16:</b> Improve understanding of the prevalence and impact of Hate Crime in East Ayrshire.	<ul style="list-style-type: none"> <li>Implement the partnership activity identified within the Ayrshire Shared Equalities Outcomes 2021-25.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>SC17:</b> Raise awareness of cyber-crime and develop increased cyber resilience.	<ul style="list-style-type: none"> <li>Support implementation of the Child Protection Committee Digital Resilience Action Plan;</li> <li>Circulate regular advice and warnings about current scams, utilising social media;</li> <li>Scope and identify vulnerable groups to promote safe use of digital media.</li> <li>Digital champions identified to support vulnerable/elderly residents to increase resilience with digital devices.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>

Action	CLD Activity	Partners
<b>SC18:</b> Enhanced partnership activity to protect vulnerable people from fraud & financial harm.	<ul style="list-style-type: none"> <li>• Use social media and Granicus to advise of current scams and how to protect against them;</li> <li>• Implementation of partnership initiatives such as "Shut out Scammers" and the provision of call blockers to vulnerable people;</li> <li>• Maintain monthly contact with older adults in supported or amenity housing to monitor potential financial harms;</li> <li>• Targeted engagement with East Ayrshire Tenants and Residents Federation and other community based groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>SC19:</b> Improve understanding and responses to hoarding across partner agencies.	<ul style="list-style-type: none"> <li>• Roll out of Ayrshire Wide Hoarding Guidance and related multiagency training;</li> <li>• SFRS Home Safety visits to support people with hoarding issues to live as safely as possible in their homes;</li> <li>• Delivery of CVO 'Cleaning with a Conscience' Service.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• CVO East Ayrshire</li> </ul>

## Community Plan Delivery Plan - Wellbeing

Action	CLD Activity	Partners
<b>WB1:</b> Third and Voluntary Sector Resilience (Procurement) – Develop and diversify contract  Management arrangements and support for social enterprises.	<ul style="list-style-type: none"> <li>Identify new opportunities to further develop collaborative commissioning, new contract arrangements and support for social enterprises with the third sector, independent care sector and community partners.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>CVO East Ayrshire</li> </ul>
<b>WB2:</b> Community Wealth Building (Financial Power) - Direct Community Wealth Building investment and resources towards wellbeing to build capacity and strengthen community power.	<ul style="list-style-type: none"> <li>Promote access to Community Wealth Building funding for community initiatives to increase resilience, promote innovation and strengthen community power, recognising the valued contribution to wellbeing by communities, the third sector and the independent care sector.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Planning and Economic Development</li> <li>Community Groups</li> </ul>
<b>WB3:</b> Embed a place-based approach to the planning and delivery of community wellbeing programmes, supports and initiatives through Locality Groups.	<ul style="list-style-type: none"> <li>Provide further opportunities for local leadership on community health and wellbeing through Locality Groups, as place-based, decision-making delivery networks</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>
<b>WB4:</b> Transform how we support adults and older people through a shared commitment to human rights based service redesign, delivery and practice.	<ul style="list-style-type: none"> <li>Promote and embed a place-based, multi-disciplinary approach to service redesign across all wellbeing, health and social care services; Maximise opportunities for collaboration and joint working with people, families and carers to achieve their outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>
<b>WB5:</b> Promote and support local and national Suicide Prevention Programmes.	<ul style="list-style-type: none"> <li>Work collaboratively with communities, partners and recovery networks to reduce suicide rates and address the stigma associated with suicide and mental health.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>

Action	CLD Activity	Partners
<b>WB6:</b> Engage with partners to develop innovative, creative and community-led approaches to prevent drug-related deaths.	<ul style="list-style-type: none"> <li>Support the implementation of the ADP Drug Death Action Plan across partnerships and services, including the roll-out of the opioid reversal drug naloxone.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>WB7:</b> Address the stigma experienced by people affected by problem alcohol and drug use including family members, people in prison and people affected by homelessness.	<ul style="list-style-type: none"> <li>Address the stigma and discrimination faced by people in recovery from problem alcohol and drug use and improve access to treatment services and community supports.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> </ul>
<b>WB8:</b> Promote and develop self-management approaches to mental health and wellbeing.	<ul style="list-style-type: none"> <li>Promote self-management for good mental health and wellbeing through person-centred, community-led responses.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>
<b>WB9:</b> Prioritise partnership activity on physical activity and healthy weight	<ul style="list-style-type: none"> <li>Support the adoption of a whole system approach to diet, healthy weight and physical activity across local partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>
<b>WB10:</b> Continue to progress partnership actions on social isolation and loneliness.	<ul style="list-style-type: none"> <li>Work with partners and communities to create and sustain connections across all age groups;</li> <li>Provide opportunities that build positive social networks and connections to mitigate the impact of social isolation and loneliness on physical and mental health.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>
<b>WB11:</b> Sustain and embed the cross-cutting partnership delivery arrangements that were established during Covid19 to ensure continuity of the wellbeing and recovery legacy actions.	<ul style="list-style-type: none"> <li>Ensure that wellbeing remains a central focus for action and activity across services, partnerships and communities, with an emphasis on practical, community-led responses;</li> <li>Continue to focus on taking care of our people, volunteers and wider workforce and on prioritising services to the most vulnerable and in need.</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant Communities</li> <li>Community Planning Partners</li> <li>Community Groups</li> </ul>

Action	CLD Activity	Partners
<b>WB12:</b> Increase access to information and advice on financial inclusion across all partnerships.	<ul style="list-style-type: none"> <li>• Develop a Financial Health Check resource and provide information and training on financial inclusion across local partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Financial Inclusion Team</li> <li>• Community Planning Partners</li> </ul>
<b>WB13:</b> Improve access for people who are unable to use mainstream services.	<ul style="list-style-type: none"> <li>• Implement targeted interventions to deliver support to people who are unable to access mainstream services.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>WB14:</b> Address child poverty with ambitious targets and actions to shift the child poverty curve.	<ul style="list-style-type: none"> <li>• Develop targeted partnership initiatives in response to identified high levels of child poverty in:               <ul style="list-style-type: none"> <li>○ Southern Locality;</li> <li>○ Kilmarnock South;</li> <li>○ Lone Parent Families.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Education</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>WB15:</b> Develop and embed an inequalities sensitive culture and approach across all partnerships.	<ul style="list-style-type: none"> <li>• Identify and develop collaborative initiatives that address health inequalities at a locality level.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>WB16:</b> Transform how we support child and family wellbeing through a shared commitment to the emerging integrated Children's Services Delivery Model.	<ul style="list-style-type: none"> <li>• Engage with, and contribute to:               <ul style="list-style-type: none"> <li>○ communities places that are attractive, welcoming to families and offer easy access to supports through which people can develop and commission their own family support services;</li> <li>○ New and expanded multi-disciplinary teams working around school clusters with communities places at the centre.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>

Action	CLD Activity	Partners
<b>WB17:</b> #KeepThePromise – Transform how we care for our children and young people through a shared commitment to the recommendations of the Independent Care Review.	<p>Implement arrangements to demonstrate:</p> <ul style="list-style-type: none"> <li>• organisational working from the perspective of what matters to</li> <li>• children and families: <ul style="list-style-type: none"> <li>○ organisational working from the perspective of what matters to children and families;</li> <li>○ the voices of children and families and de-stigmatising language are embedded in everything relating to care experienced children and families and those on the edge of care;</li> <li>○ UNCRC rights are being consistently upheld.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>
<b>WB18:</b> Achieve step change from trauma-aware to trauma-responsive service design, delivery and practice.	<ul style="list-style-type: none"> <li>• Support partners to develop culturally sensitive, trauma informed and trauma responsive services;</li> <li>• Promote proactive early intervention with children, young people and their families;</li> <li>• Embed and apply the principles of a whole system approach to trauma informed and trauma responsive practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>WB19:</b> Increase digital access and connectivity to reduce digital exclusion and inequality.	<ul style="list-style-type: none"> <li>• Maximise opportunities for collaboration on digital transformation and increase connectivity by targeting resources towards digitally excluded communities and groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> <li>• Community Groups</li> </ul>
<b>WB20:</b> Improve access to information and support on health and wellbeing through digital solutions and new technology.	<ul style="list-style-type: none"> <li>• Support the use of digital solutions and new technology to increase health literacy, promote self-management and facilitate self-referral.</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant Communities</li> <li>• Community Planning Partners</li> </ul>



Action	CLD Activity	Partners
<b>WB21:</b> Explore opportunities to build health literate communities.	<ul style="list-style-type: none"><li>• Work with partners and communities to implement programmes that build good health literacy, targeting groups at greater risk of low health literacy.</li></ul>	<ul style="list-style-type: none"><li>• Vibrant Communities</li><li>• Community Planning Partners</li></ul>



