

COMMUNITY PLAN REVIEW SUPPLEMENT 2024 - 2027



growthwellbeingfairnesssustainability



Community Planning in
EAST AYRSHIRE



Introduction

'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'



We remain committed to our community planning vision for East Ayrshire and to the shared values and guiding principles articulated with our Community Plan.

However realising that vision is more challenging than ever before, with all partners feeling real financial pressures on the everyday provision of core services.

The Christie Commission, reporting in 2011, noted that *'A combination of rising demand and cost pressures compounds the impact of Scotland's tightening budget. Some of these pressures are cyclical and arise as a consequence of the current economic downturn. Others are longer-term and structural in character, and will affect permanently the financial sustainability of public services as presently delivered.'*

This prescient statement is just as true today, and as a Community Planning Partnership our challenge is now to put in place the plans that will deliver against our shared ambitions for our communities over the next three years, while also seeking to ensure the longer term sustainability of the services that we provide and of the very communities that we serve.

When faced as we are with unprecedented financial constraints, the instinct is to retract, to stop or limit the services that are being provided, to save and to cut.

Save, we must. Cut, we may. Change and innovate, we will.

We will also remain true to the guiding principles set out in our Community Plan; in particular promoting equality and tackling inequality; early intervention and prevention; and working with and strengthening the resilience that is at the heart of our local communities.

These principles are more important than ever now, and are clearly reflected in our partnership plans for 2024-2027.

Most importantly we will do all this in partnership, working with our communities and other stakeholders in future East Ayrshire to maximise the impact of the shared partnership resource.

Partnership relationships across our CPP are stronger than ever and our commitment to a common purpose remains strong.

Effective community planning focuses on where partners' collective efforts can add most value for their local communities, with particular emphasis on reducing inequalities. The Community Planning Partnership (CPP) should have a clear and ambitious vision for its local area. This focuses community planning on a small number of local priorities where the CPP will add most value as a partnership - in particular by improving outcomes for its most vulnerable communities. (Community Planning definition, Community Empowerment (Scotland) Act 2015, Part 2: Community Planning Guidance)

Our priorities for 2024-2027

Looking ahead now to the next three years the following areas of priority have been identified through engagement with our key stakeholders.



growth wellbeing fairness sustainability

The agreed priorities remain reflective of the Community Planning Vision and fit well within the original framework of the East Ayrshire Community Plan for 2015-2030.

However the context for this planned three yearly review of our Community Plan, and the development the new Local Outcomes Improvement Plan and related Delivery Plans for 2024-2027, has changed.

“
Since 1994/95, the percentage of people in poverty who are in very deep poverty has increased, and now makes up the largest group of people in poverty
UK Poverty 2024, The Essential Guide to Understanding Poverty in the UK, Joseph Rowntree Foundation

“
Economic growth will remain fragile in the near term with living standards set to see the largest fall on record between 2021-22 and 2023-24 and not return to their 2021-22 level until 2026-27.
Scotland's Economic and Fiscal Forecasts December 2023, Scottish Fiscal Commission

“
The covid-19 pandemic has exacerbated existing inequalities, created new ones and revealed critical societal needs as well as strengths...public health restrictions introduced to limit the spread of COVID-19 had an impact on the mental health of many
'Mental Health in the Pandemic' Mental Health Foundation

These are different times and as a partnership we recognise that we have to adapt to meet the challenges ahead.



Creating the Conditions for Success

Leaders across our CPP recognise that we need to create a culture that supports innovation, that effectively allows partners to come together to take risks, share information and break down the remaining barriers to true and meaningful collaboration at a local level.

During 2024-2027, our Community Planning Partnership Board and Executive Officers Group have committed to:

- **Maintaining our Commitment to Prevention and Early Intervention:**
This commitment was set as a guiding principle in our Community Plan 2015-2030 and, notwithstanding the current financial pressures, remains of fundamental importance to the longer term sustainability of our partnership services, and that of our very communities themselves. If we are not to be in the position of restating the Christie report recommendations in future reviews, we need to fulfil this commitment and take innovative action now.

East Ayrshire Council has already committed c£40 million to be spent over the next ten years on prevention and early intervention or other innovations to the benefit of our communities. This money will be spent in consultation with the CPP and local people, rather than being held close by the Council.
- **Reviewing and resetting our partnership approach to risk.**
If we are to allow innovation to flourish then we need to reset our risk appetite, to understand and accept an appropriate level of risk to enable change. Our partnership approach to risk will be reviewed and reset, to enable us responsibly to achieve our partnership ambitions.
- **Strengthening our partnership approach to data.**
We will build our capability to use data, to inform our decision making and better understand the impact of the work that we do. We will seek to improve data sharing between partners and with our wider communities. We will also explore and further develop our expertise in benefits realisation, to inform and support future investment in prevention, early intervention and innovation.

Our success in creating this enabling culture will be fundamental to the achievement of our identified priorities for 2024-2027, which are set out in more detail on the following pages.



Delivering against our Priorities



Growth

Sustained economic growth remains central to our ambitions for East Ayrshire. We will work in partnership to deliver the education and skills reform needed to allow us to grow our own future workforce.

So what will we do?

- Support inclusive economic growth through implementation of the Regional Ayrshire Economic Strategy
- Grow the future workforce through skills and education reform
- Community wealth building

Regional Ayrshire Economic Strategy

Partnership working beyond our own local authority area, with our neighbours in North and South Ayrshire, allowed us to secure the Ayrshire Growth Deal and to develop the Community Wealth Building Commission. The Ayrshire Regional Economic Strategy now offers further opportunities to build on this work and to address our shared economic challenges in a unique and pioneering way that focuses on creating a wellbeing economy.

The 10 year strategy will see the three Councils working with local and national partners to deliver meaningful and on-going economic regeneration throughout the region, transforming the regional economy by creating wealth for everyone in Ayrshire. Our CPP has a key role to play in supporting delivery of the Strategy and maximising its impact on the people and communities of East Ayrshire.

Skills and Education Reform

We will support all children and young people, particularly those most at risk, to make best use of our support pathways for learning, work and wellbeing, maintaining our emphasis on improving the attainment gap and achievement outcomes for children and young people and building life chances for communities & families.

In particular we will provide opportunities for children and young people where poverty is a barrier to learning to engage in activities within and beyond their communities which increase positive achievements and outcomes.

To ensure that we have the future workforce needed to realise our ambitions for East Ayrshire we will also expand provision of school, college and apprenticeship places to meet emerging demands in new and high-growth areas.

Maximising the Economic Potential of our Towns

We will invest in our town centres to encourage the return of visitors by day and night, and reimagine our vacant shops and public buildings as housing, business or community space. This will include the development of a 10 year plan for the delivery of the £20 million investment in Kilmarnock via the UK Government's Long Term Plan for Towns; and actively engaging with communities to advance their Placemaking Plans.



Wellbeing

Population health is fundamental to the achievement of our ambitions for East Ayrshire and we will continue to take a life-course approach to improving health and wellbeing.

STARTING WELL - LIVING WELL - AGING WELL - DYING WELL

So what will we do?

- Ensure that all children and young people in East Ayrshire get the best start in life (**Starting Well**)
- Support local people to live healthy lives with access to the services that they need close to home (**Living Well**)
- Embed a human-rights approach to supporting adults and older people (**Aging Well**)
- Ensure that people are cared for with dignity, respect and compassion through palliative and end of life care (**Dying Well**)

Caring for East Ayrshire

We remain committed to the principles of the caring for Ayrshire transformational change programme, ensuring that health and social care is delivered as close to home as possible, in a way that promotes wellbeing and suits people and families. We will promote and embed a place-based, multi-disciplinary approach to health and wellbeing across all supports and interventions, maximising opportunities for collaboration and joint working with people, families and carers to achieve their outcomes.

We also recognise that poverty, low paid work, unhealthy environments and a whole range of other factors impact negatively on people's health and wellbeing, and that our CPP needs to lead with a holistic approach to wider health related inequalities.

Integrated Children's Services Delivery

We will continue to embed partnership approaches to supporting children and young people and their families, based on what matters to them, ensuring that their voices are heard and acted upon to bring services closer to families through the HEART model. We will also ensure that UNCRC rights are being consistently upheld, and sustain the commitment to The Promise. Importantly we will also support and promote the mental health and wellbeing of children and young people of all abilities and ages across East Ayrshire.

Community Voices

We will provide further opportunities for local leadership on community health and wellbeing through locality networks, as place-based, decision-making delivery networks; and ensure the continued integration of this within our wider Community Planning Partnership approach to locality planning and community power.



Fairness

Community Planning is at its heart about addressing inequalities, but the flip side of this is wanting to build a more equitable society where everyone has a chance in life.

So what will we do?

- Develop a sustainable approach to tackling poverty
- Promote equity and inclusion across the life cycle
- Prioritise protecting people and supporting the most vulnerable
- Tackle Crime and Anti-social behaviour

Anti-Poverty and Inequalities Strategy

We recognise that the challenges of addressing poverty and inequality in East Ayrshire continue to require the combined effort of the whole range of community planning partners. To strengthen strategic oversight of this essential work, an Anti-Poverty and Inequalities Oversight Group will be established, reporting directly to the CPP Board.

An East Ayrshire Anti-Poverty and Inequality Strategy will be developed, feeding into the CP thematic Delivery Plans and partners' own operational and strategic plans, to allow poverty focused objectives to be mainstreamed and embedded within the work of the CPP. The strategy, when developed, will include a clear focus on ambition and a commitment to early intervention and prevention.

Protecting People

It's only fair that people are able to live safely in their local homes and communities, and protecting people remains a key priority for our partnership. Collectively we will tackle the stigma attached to alcohol and drugs misuse and mental health; and will build our collective understanding of hate crime and its impacts in our communities.

Importantly we will continue to support delivery of the related partnership plans developed specifically to coordinate the partnership response to shared issues such as alcohol and drugs; violence against women; and both child and adult protection - these links are articulated in our Safer Communities Delivery Plan 2024-2027.

Crime and Anti-Social Behaviour

It's not fair for people's lives to be impacted by crime and anti-social behaviour and we recognise that a partnership wide approach is needed to understand and address both cause and effect.

We will deliver enhanced prevention and early intervention activity, mobilising the full partnership presence within our communities; and we will continue to support the Ayrshire Community Justice Partnership in their related strategic aims.

However we also challenge perceptions, where appropriate to do so, again tackling stigma and championing the voice and achievements of our amazing children and young people, who feel that they are often wrongly painted in the media and wider public consciousness.



Sustainability

Sustainability and resilience are key themes that have recurred under various guises in the recent consultation activity, and are recognised together under this cross cutting priority. This priority seeks to capture several different but complimentary challenges that we now face - the sustainability and resilience of our communities, of our environment and of the partnership services that we deliver.

So what will we do?

- Build community resilience
- Support environmental sustainability
- Innovate to ensure sustainability in partnership services
- Fully assess and respond to the impact of demographic change

Community Resilience

Our communities are our greatest assets and we will continue to work collaboratively to promote, support and facilitate community resilience and sustainability. Community Action Plans remain fundamental to our locality planning approach in East Ayrshire, and partners will continue to support our communities in the development and implementation of these plans, and the realisation of their ambitions for their local area.

Environmental Sustainability

It is when we speak to our children and young people, that climate change comes through most strongly as a priority, and the most recent neighbourhood survey showed that 75% of adults in East Ayrshire view climate change as an 'immediate and urgent problem'.

We will continue to work with regional and national partners, including the local business community, to support the green economy. We will also work to deliver the Just Transition to a low carbon society by repurposing the area's existing assets (industrial and natural) to create energy self-sufficient communities. Our Executive Officers' Group commitment to making better use of the shared partnership estate will also contribute to both environmental sustainability and the sustainability of the services that we provide.

Demographic Change

We will work in partnership to better understand our changing population at a local level. We know that our overall population is aging and declining, but that this change will not be reflected evenly across the authority area, with some communities expanding while others contract. These changes will impact on the sustainability and resilience of the areas affected and of the partnership services delivered in those areas.

We have a duty as a CPP to analyse and understand the impact of these changes, and this work will be undertaken over the next three years.

Measuring Success and Understanding the Impact of Our Work

Our new Local Outcomes Plan 2024-2027 (LOIP) sets out the high level outcomes that we are seeking to achieve, and the indicator data that we will use to assess our progress. This LOIP has been developed as an early part of the new partnership approach to data referenced above, and will continue to evolve with the data maturity of our Community Planning Partnership itself - another ambition for us to work towards in 2024-2027.

The priorities identified are significant and progress will require concerted partnership action across our widest range of stakeholders. Our more detailed work programme is set out in three new Thematic Delivery Plans. It is noted that these are iterative plans that will continue to evolve and be developed by our thematic Delivery Plan Working Groups to ensure that we remain on course to deliver against our shared ambitions.

The further Plans referenced within this document, including the LOIP and Thematic Delivery Plans 2024-2027, and our annual performance reports, are available on our [community planning website](#).

