



*Community Planning*  
in East Ayrshire

**EAST AYRSHIRE COUNCIL  
AND  
EAST AYRSHIRE COMMUNITY PLANNING  
PARTNERSHIP BOARD**

**JOINT PERFORMANCE EVENT –  
19 SEPTEMBER 2019**



**EAST AYRSHIRE COUNCIL  
EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP BOARD**

**JOINT PERFORMANCE EVENT - 19 SEPTEMBER 2019**

**COMMUNITY PLANNING DELIVERY PLAN AND LOCAL OUTCOMES IMPROVEMENT  
PLAN ANNUAL REPORT 2018/19**

**Report by the Depute Chief Executive (Economy and Skills) and  
Chief Financial Officer, East Ayrshire Council**

**PURPOSE**

1. The purpose of the report is to present for consideration and endorsement, a summary of the consolidated Annual Report for 2018/19 in respect of the Community Plan thematic Delivery Plans and East Ayrshire Community Planning Partnership Local Outcomes Improvement Plan (LOIP).

**BACKGROUND**

2. Members will be aware that the 2018/19 annual performance report will represent the first year of reporting against the LOIP and the refreshed Community Plan thematic Delivery Plans 2018-21.
3. The Local Government in Scotland Act 2003 placed a duty on local authorities to initiate, lead and facilitate community planning and a specific statutory duty on Enterprise Companies, Health, Police, Fire Bodies and Strathclyde Passenger Transport Authority to participate in the process. Within East Ayrshire, a successful history of and firm commitment to partnership working was at that time formalised through the community planning process.
4. The Community Empowerment (Scotland) Act 2015 placed Community Planning Partnerships (CPPs) on a statutory footing and placed duties on CPPs around the planning and delivery of local outcomes. Under the 2015 Act, community planning is about:

**“how public bodies work together and with the local communities to plan for, resource and provide or secure provision of services, which improve local outcomes in a local authority area, with a view to reducing inequalities.”**

The 2015 Act places an equal duty on community planning partners, including local authorities, Health, Police Service, regional colleges, Enterprise Companies, Integration Joint Boards, Fire and Rescue Service and regional Transport Partnerships, to participate in community planning in each local authority area.

5. Section 6(1) of the 2015 Act required each Community Planning Partnership to produce a Local Outcomes Improvement Plan (LOIP). The LOIP (which replaces the Single Outcome Agreement) is a key element in the delivery of public service reform and provides the focal point on which the CPP and partners account publically to local communities in their area, in accordance with section 8 of the 2015 Act.
6. Annual performance reports have been routinely presented to Council and the CPP Board for consideration and endorsement since September 2009, with submission of

the first Single Outcome Agreement Annual (SOA) Performance for the 2008/09 reporting year, with the final year of reporting on the SOA in 2017/18.

## **LOCAL OUTCOMES IMPROVEMENT PLAN**

7. As previously noted at paragraph 5, the Community Empowerment (Scotland) Act 2015 provided the statutory framework for the development of the new LOIPs. Members will recall that the East Ayrshire Local Outcomes Improvement Plan 2018-2021 was developed as part of the 2017/18 Community Plan Review, incorporating the performance indicators and targets identified within the three Community Plan thematic Delivery Plans, and replacing the Single Outcome Agreement.
8. The new Local Outcomes Improvement Plan became effective from 1 April 2018, following endorsement by the Council and the CPP Board on 22 and 29 March 2018 respectively.
9. Members will be aware of the partnership commitment to annual review and as part of that process, over 2018/19, there has been an opportunity for Delivery Plan Working Groups to review and refine the original performance measures identified in the LOIP under the respective Community Plan Themes, namely Economy and Skills, Safer Communities and Wellbeing, to ensure that that they remain fit for purpose. The refreshed measures of success are presented in the LOIP Annual Report 2018/19.

## **STATUTORY REPORTING REQUIREMENTS**

10. With regard to performance reporting, the Act requires that each community planning partnership must prepare and publish a LOIP progress report for each reporting year and, specifically, that such performance reports should set out the following:
  - The Community Planning Partnership's assessment of whether there has been any improvement in the achievement of each local outcome during the reporting year; and
  - The extent to which the Community Planning Partnership has participated with community bodies in carrying out its functions during the reporting year and the extent to which this participation has been effective in enabling community bodies to contribute to community planning.
11. The supporting guidance which accompanies the Act states that each CPP is accountable to communities for the progress it makes towards community planning ambitions for the local area. The CPP, therefore, is required to demonstrate clearly within its annual progress report, the ways in which it has improved the lives of local people. The report should be 'accessible and readily available to communities in formats which enable communities to understand the direction and scale of progress' allowing local residents 'to see and understand the impact of community planning activity on their lives'.
12. The Act also requires community planning partnerships to 'act with a view to reducing inequalities of outcome which result in socio-economic disadvantage' and this activity should be reflected within the annual progress report.
13. In addition, the publication of the new East Ayrshire Annual Child Poverty report has been aligned with the wider LOIP annual reporting framework.

## LOIP ANNUAL REPORTING ARRANGEMENTS 2018/19

14. This report presents a summary of the 2018/19 consolidated annual performance report in respect of the Community Plan thematic Delivery Plans, which were developed as part of the three-year review of the Community Plan in 2017/18, and East Ayrshire Community Planning Partnership Local Outcomes Improvement Plan.
15. Work has been taken forward to prepare the consolidated 2018/19 Annual Report to meet the requirements of our local governance arrangements and the guidance in respect of reporting on Local Outcomes Improvement Plans provided by the Scottish Government. A total of 113 performance measures are included in the Annual Report 2018/19 and progress from an identified baseline position to March 2019 has been measured against a total of 112 measures, which is summarised as follows:
- Improving progress (67 performance measures – 59.8%)
  - Maintaining progress (11 performance measures – 9.8%)
  - Review or Improvement required (34 performance measures – 30.4%)
16. Data updates are not available at this time for one performance measure, which is currently under review.
17. The information requested from Council services/Partner agencies to complete the reporting templates and meet the requirements of the LOIP guidance includes:
- progress at 31 March 2019 on local outcomes;
  - progress at 31 March 2019 in respect of Community Plan Delivery Plan actions and outputs; and
  - narrative on the participation and contribution of communities in the community planning process.
18. The following table provides the agreed timescales for annual reporting in respect of the Local Outcomes Improvement Plan to meet the requirements of the CPP Board and the LOIP Guidance.

| <b>Action</b>  | <b>Responsibility</b>                                | <b>Timescale</b>                             |
|--|--|--|
| <i>Confirm nominated data/information providers for each thematic Delivery Plan</i>  | <i>EAC Policy, Planning and Performance Division</i> | <i>March/April 2019 - <b>(Completed)</b></i> |
| <i>Community Planning/SOA annual performance reporting framework approved by the Executive Officers' Group</i>                 | <i>EAC Policy, Planning and Performance Division</i> | <i>9 May 2019 – <b>(Completed)</b></i>       |
| <i>Issue prepopulated reporting templates to nominated data/information providers</i>  | <i>EAC Policy, Planning and Performance Division</i> | <i>May 2019 - <b>(Completed)</b></i>         |
| <i>Data/information providers complete reporting templates and return to PPP Division</i>                                      | <i>Data/information providers</i>                    | <i>27 June 2019 – <b>(Completed)</b></i>     |
| <i>Prepare the consolidated interim summary annual report for consideration by the Executive Officers' Group and CPP Board</i> | <i>EAC Policy, Planning and Performance Division</i> | <i>June 2019 <b>(Completed)</b></i>          |
| <i>Circulate interim report for consideration by the Executive Officers' Group and Community Planning Partnership Board</i>    | <i>EAC Policy, Planning and Performance Division</i> | <i>July 2019 <b>(Completed)</b></i>          |

| Action   | Responsibility                                | Timescale   |
|--|---|---|
| Consider areas for improvement and identify improvement actions, as required, to inform the development of the LOIP Improvement Agenda                             | Executive Officers' Group<br>CPP Board        | 6 August 2019<br><b>(Completed)</b><br>16 August 2019<br><b>(Completed)</b>   |
| Submit residual data/information to the PPP Division   | Data/information providers                    | July – September 2019<br><b>(Completed)</b>   |
| Prepare consolidated templates for consideration and approval by Strategic Lead Officers   | EAC Policy, Planning and Performance Division | September 2019<br><b>(Completed)</b>  |
| Prepare the full consolidated CP/SOA Annual Performance Report for submission to:  | EAC Policy, Planning and Performance Division | June – September 2019   |
| <ul style="list-style-type: none"> <li>Partner agencies/Integration Joint Board</li> <li>CPP Board/East Ayrshire Council Joint Event</li> <li>CPP Board</li> </ul> |   | <ul style="list-style-type: none"> <li>August/September 2019</li> <li>19 Sept 2019</li> <li>26 Sept 2019</li> </ul> |
| Consider and agree improvement actions, as appropriate, to inform the development of an SOA Improvement Plan   | East Ayrshire Council<br>CPP Board            | 19 September 2019<br>26 September 2019  |

19. The Health and Social Care Partnership and Wellbeing Delivery Plan Annual Report 2018/19 was approved by the Audit and Performance Committee of the Integration Joint Board (IJB) at its meeting on 13 August 2019 and considered by the IJB at its meeting on 28 August 2019.

## STRATEGIC PRIORITIES

20. Members will recall that it was agreed to align future Council priorities with the Community Planning Partnership priorities for 2018-2021. The new strategic priorities for 2018-2021 were confirmed as follows:
- Improving outcomes for vulnerable children and young people, with a particular focus on looked after children and young people and young carers;
  - Older people: adding life to years - tackling social isolation; and
  - Community led regeneration: empowering communities and building community resilience.
21. A high-level update has been provided in the cover report in respect of the Council's and Community Planning Partnership Board's identified strategic priorities for 2018-2021. These updates are attached at **Appendices 1a, 1b** and **1c** of this report.
22. Planned work continues to be taken forward to identify additional actions, indicators and targets, as appropriate, to support the achievement of improved performance in these priority areas of activity.
23. In addition, a summary of how local people, community bodies and the wider community has contributed to Community Planning East Ayrshire is provided at **Appendix 2**.

## LOIP IMPROVEMENT PLAN 2019

24. As reported in previous years, where appropriate, actions were identified in respect of areas for review or improvement in the SOA Annual Performance Report and remedial action taken forward to facilitate progress and achievement towards the local outcomes in our SOA. Some of the key areas for review or improvement in the LOIP Annual Report 2018/19 include the following, a number of which will require to be addressed over the longer term.
- Improving the business survival rate
  - Unemployment rate, specifically 25-49 age group
  - Crimes of violence (detections)
  - Drug crime
  - Reducing fire related casualties and road accident casualties
  - Improving healthy lifestyles and wellbeing, in particular in relation to women drinking alcohol in pregnancy, breastfeeding, mental health, care and support services, problematic drug use and hospital readmissions.
25. Remedial action to address areas identified for improvement in the 2018/19 annual report was considered by the Community Planning Executive Officers' Group at its meeting on 6 August 2019 and the Community Planning Partnership Board at a development session on 16 August 2019. Subsequently, the proposed improvement actions at **Appendix 3** are provided for consideration by Council and the CPP Board.
26. Final improvement actions, informed by comment from the Council and CPP Board at the joint performance event, will be incorporated into relevant thematic Delivery Plans.
27. Attached at **Appendix 4**, for Council's interest only, are the 2018/19 Statutory Performance Indicators for consideration and endorsement.

## NATIONAL PERFORMANCE FRAMEWORK

28. The Community Empowerment (Scotland) Act 2015 placed the outcomes-based approach on a national footing. This provided the context for a collaborative and cross-party approach to the development of the new National Performance Framework (NPF), and ensures that the current outcomes-based approach to government will continue in the long term.
29. The refreshed NPF was published on 11 June 2018 and established 11 National Outcomes and 81 associated indicators. The 2018 NPF is a full review of the performance framework and is available on the Scottish Government website at: <http://nationalperformance.gov.scot/>
30. Further to the publication of the new NPF in June 2018, work has been progressed to align the new National Outcomes and Indicators to the East Ayrshire LOIP, as appropriate. In addition, development of the LOIP has been aligned to the six Public Health Priorities agreed by the Scottish Government and COSLA to support work to improve healthy life expectancy and reduce health inequalities in communities, also published in June 2018.
31. Development of the first Local Child Poverty Action Report (LCPAR) for East Ayrshire has been taken forward to meet the requirements of the Child Poverty (Scotland) Act

2017. The LCPAR seeks to highlight some of the key activity taken forward during the 2018/19 reporting year to reduce child poverty in East Ayrshire; and to set out further activity which is planned for the year ahead, to meet the challenging child poverty reduction targets which have been set within the Act. The LCPAR 2018/19 is presented for Member consideration as part of the wider LOIP reporting materials, at **Appendix 5**.

## **COMMUNITY PLANNING/POLICY/LEGAL IMPLICATIONS**

32. The Community Plan is the sovereign strategic planning document for the East Ayrshire area, providing the overarching strategic policy framework for the delivery of services by all Partners, and sets out the partnership Vision for the area for the period from 2015 to 2030.
33. The Local Outcomes Improvement Plan in East Ayrshire underpins the Community Plan and provides the formal performance management framework against which partnership activity is measured, to demonstrate progress towards the achievement of local outcomes and how inequality is addressed in communities.
34. The Community Empowerment (Scotland) Act 2015, enacted in July 2015, places specific duties on CPPs, including a requirement to prepare and publish a Local Outcomes Improvement Plan, which sets out the local outcomes that the CPP will prioritise for improvement; prepare and publish locality plans for communities which experience the poorest outcomes; and review and report publicly on progress towards their LOIP and locality plans. Activity in this regard has been progressed in 2018/19 and further work is being taken forward.
35. The 2015 Act places specific duties on community planning partners to work collectively and with communities, to add value and deliver change, which will reduce inequalities and improve outcomes for communities. In East Ayrshire, Partners continue to take collective ownership for delivering the Community Plan and achieving improved outcomes for local communities.

## **FINANCIAL IMPLICATIONS**

36. The high level outcomes included in the Community Plan 2015-2030 and the Local Outcomes Improvement Plan 2018-2021 will inform the development of partners' future budget strategies.
37. The development of the LOIP provided an opportunity to review and prioritise actions within the context of the challenging budgetary position across the public sector and increase in public demand.

## **EQUALITIES IMPLICATIONS**

38. Equality Impact Assessment (EQIA) screening is not applicable.
39. The activity set out within the annual performance report promotes equality of opportunity, social justice and social inclusion, a Guiding Principle of the Community Plan. In addition, the report reflects equality and inclusiveness as we continue to work with all of our partners to tackle the root causes of inequality and to build a fair and inclusive East Ayrshire.



## **HUMAN RESOURCES IMPLICATIONS/RISK IMPLICATIONS**

40. Nil

## **TRANSFORMATION STRATEGY**

41. The Community Plan 2015-2030 provides the overarching strategic framework for the delivery of services by all Partners in East Ayrshire and sets out the vision for the local area. The Community Plan is delivered through three thematic Delivery Plans, namely Economy and Skills, Safer Communities and Wellbeing, and the Partners' strategic and operational plans. The Delivery Plans have a three-year lifespan to allow amendment, where appropriate, to take account of changing circumstances.
42. The transformational change agendas for the Council and individual agencies are aligned to the Community Plan, to ensure clarity and consistency across our strategic priorities and reflect how services will be delivered in the future. This approach is designed to reduce the budget gap and ensure that services remain financially sustainable.

## **RECOMMENDATIONS TO COUNCIL (to be considered on 19 September 2019):**

43. **Council is requested to:**

- i) consider and endorse, from a Council perspective, the consolidated Community Planning/LOIP Annual Performance Report for 2018/19 (presented at the Joint Performance Event), subject to minor textual amendment;
- ii) note the update provided in respect of the Council's and Community Planning Partnership Board's Strategic Priorities 2018-2021 at Appendices 1a, 1b and 1c;
- iii) note the update provided in respect of how local people, community bodies and the wider community have contributed to Community Planning in East Ayrshire, which is provided at Appendix 2;
- iv) consider the proposed improvement actions at Appendix 3 and agree remedial action to be taken forward to address areas identified for improvement to facilitate achievement of agreed local outcomes;
- v) for Council's interest, approve the Statutory Performance Indicators for 2018/19 at Appendix 4;
- vi) note that, following the publication of the new National Performance Framework (NPF) and Public Health Priorities by the Scottish Government on June 2018, work has been progressed to ensure alignment with the East Ayrshire Local Outcomes Improvement Plan, where appropriate; and
- vii) otherwise, note the content of the report.

## **RECOMMENDATIONS TO THE COMMUNITY PLANNING PARTNERSHIP BOARD (to be considered on 26 September 2019)**

44. **The Community Planning Partnership Board is requested to:**

- i) consider and endorse the consolidated Community Planning/LOIP Annual Report for 2018/19 (presented at the Joint Performance Event) subject to minor textual amendment;
- ii) note the update provided in respect of the Council's and Community Planning Partnership Board's Strategic Priorities 2018-2021 at Appendices 1a, 1b and 1c;

- iii) actions at Appendix 3 and agree remedial action to be taken forward to address areas identified for improvement to facilitate achievement of agreed local outcomes;
- iv) note that, following the publication of the new National Performance Framework (NPF) and Public Health Priorities by the Scottish Government on June 2018, work has been progressed to ensure alignment with the East Ayrshire Local Outcomes Improvement Plan, where appropriate; and
- v) otherwise, note the content of the report.

**Alex McPhee**  
**Depute Chief Executive and Chief Financial Officer**  
**Economy and Skills**  
**East Ayrshire Council**  
**12 September 2019**

### **List of Background Papers**

1. Community Empowerment (Scotland) Act 2015, Royal assent: 24 July 2015.
2. Community Empowerment (Scotland) Act 2015, Part 2 Community Planning: Guidance, Published 20 December 2016.

Any person wishing to inspect the above background papers or to seek further information on this report should contact Gwen Barker, Policy, Planning and Performance Manager, (Tel: 01563 554602) or Ann Robertson, Partnership and Performance team Leader (Tel: 01563 576108)..

**Implementation Officer:** Gwen Barker, Policy, Planning and Performance Manager.



## IMPROVING OUTCOMES FOR VULNERABLE CHILDREN AND YOUNG PEOPLE WITH A PARTICULAR FOCUS ON LOOKED AFTER CHILDREN AND YOUNG PEOPLE AND YOUNG CARERS



### Children in poverty

Decreased from 28% to 26%



### Young Carers

903 young carers registered with East Ayrshire Carers Centre at March 2019



### Children Looked After

381 children and young people at March 2019



### Unemployment (16-24 age group)

Decreased from 23.2% to 16.5%



### Looked After Young People in Positive Destinations

Increased from 61.8% to 88.9%



### Home Link Worker Support

500 vulnerable families supported, 90% cases with a positive outcome

## Practice Examples

Supported by a Parental Engagement Officer, **Home Link Workers** are funded through the Scottish Attainment Challenge, with priority given to primary and secondary school pupils in our most disadvantaged areas and a focus on closing the poverty related attainment gap. Home Link Workers provide support for **vulnerable children and young people** through key stages/transitioning, whether that is early years to primary, primary to secondary, or post-secondary into positive destinations. There is a **flexible approach** to meeting the needs of vulnerable children and their families, within schools as well as in community settings, including one-to-one work with individual pupils, small group work programmes, project work, extra-curricular activities, supporting attendance and family support. This support continues throughout the school holiday periods, providing an element of continuity to connect vulnerable children and families into community

activities. To date, over **500 families have been supported** by our Home Link Worker team with over 90% of cases closed after a positive outcome.

**Shannon's Box** was created to make **entering care a little easier** for children and young people. The box contains items carefully selected by Shannon, a member of our **Connected Voices Group**, alongside a personal letter from her, to help **comfort children and young people** going into care and manage their emotions. The box was influenced by Shannon's **own experience** of entering care, with input from other young people with care experience. The box has gained significant attention nationally and has now been launched in East Ayrshire.

# COMMENTARY

**Improving outcomes for vulnerable children and young people, including those who are care experienced or have caring responsibilities, is embedded in the work of the Community Planning Partnership (CPP). A sample of activity, which was progressed in 2018/19, to support our vulnerable children and young people is provided below.**

- East Ayrshire was allocated £3.465m of **Pupil Equity Funding** for 2018/19 from the Scottish Government to address the poverty related attainment gap. A significant range of activity has been progressed to support improved and consistent teaching in literacy and numeracy, increased parental engagement and empowerment, and the extension of the curriculum to include third sector organisations, which offer individualised approaches for targeted young people.
- The priority given to tackling child poverty in East Ayrshire was demonstrated through alternative models of provision to tackle '**holiday hunger**', with **14,000** free meals provided during the school holidays in 2018. A range of sporting and physical activity, with provision of a free lunch, was provided at the **Activity Holiday Programme in 2018**; and the **iLunch Programme**, also seeks to address holiday hunger through family and community based programmes, but with a more intense focus on learning and skills development for children and their families.
- The Council and the CPP Board endorsed the **Corporate Parenting Promise 2018**, which was developed in partnership with '**Connected Voices**', a group of local care experienced young people, which represents our shared commitment to ensure that children looked after have the best opportunities to develop to their full potential.
- Close partnership working has been developed with **East Ayrshire Carers Centre** to provide a framework that ensures carers and young carers receive the right support at the right time.
- **Play in Prison** allows fathers currently imprisoned within HMP Kilmarnock to have the opportunity to foster or **maintain bonding and attachments** with the child/children in their lives through using the medium of play, offering opportunities to maintain contact with their loved ones and helping to improve the health and wellbeing of the family as a whole.
- Police officers have been receiving training in adverse childhood experiences (**ACEs**) and how they could limit the trauma received by a child during policing activities. In addition, all **police campus officers** are trained in **Early and Effective Intervention** and continue to engage with high tariff young people across the local authority.
- Partners in East Ayrshire have been working to support and maximise the impact of the national '**Every Child, Every Chance**' Delivery Plan, including the introduction of automated systems to facilitate **school clothing grant** and **free school meal** applications, maximising uptake; and **expanding early education and child care** provision across the local authority area.
- **What Matters to You** is an innovative new programme, developed during 2018/19 by East Ayrshire Council, in partnership with **The Hunter Foundation** and **BBC Children in Need**, and will be implemented over the next 3 years, initially in the Cumnock and Auchinleck areas, linked to the new Barony Campus. The success of the initiative will be demonstrated through an increase in **positive destinations** for those most impacted by negative underlying circumstances, with a particular **focus on families with children at the edges of care**.

## OLDER PEOPLE: ADDING LIFE TO YEARS - TACKLING SOCIAL ISOLATION



### Community Belonging

*1 in 4 adults have strong sense of community belonging*



### Healthy Life Expectancy (Males at 65)

*55.6% in East Ayrshire, compared with 57.2% in Scotland*



### Mental Wellbeing Score (Older people - over 65)

*Improved from 23.7 to 24.4 (Scotland: 24.5)*



### Let's Get Together Events

*400 (100%) of participants thought loneliness was an issue in their community*



### Healthy Life Expectancy (Females at 65)

*40.1% in East Ayrshire, compared to 54.4% in Scotland*



### Mental Wellbeing Score (Younger adults - 16-34)

*Fallen from 23.5 to 23.2 (Scotland: 24.1)*

## Practice Example

**Connect Call** has reduced social isolation and loneliness and maintained safety for 127 people who previously received nuisance calls that are now blocked, through its **telephone befriending service**.

The 14 volunteers, in addition to their befriending and signposting offer, have developed a weekly 'Brew and Blether' drop in at WG13 in Kilmarnock to give people an informal and relaxed opportunity to come together and connect.

Jennifer is 73 years old, has a chronically ill son and recently lost her husband. She was struggling to cope on her own, **experiencing loneliness and anxiety** that prevented her from going out.

Through a referral by the Scottish Fire and Rescue Service Community Action Team, Connect Call engaged with Jennifer on a twice weekly basis, helping her to attend the '**Brew and Blether**' drop in, expanding her peer network and encouraging her to join a computing class where she learned to Facetime her daughter who lives overseas.

Connect Call now only engages with Jennifer once a week as she is now more confident and is actively getting out and about in her local community.

# COMMENTARY

**Loneliness and social isolation can have significant impacts on local people, particularly in terms of health and wellbeing. In East Ayrshire, a dedicated steering group has been taking forward to address loneliness and social isolation, among older people and the wider community, building on and adding value to the existing work taking place in local communities. A sample of activity progressed in 2018/19 is provided below.**

- From the available baseline data and other research, it was recognised that loneliness and social isolation **affect all age groups** and it was agreed to widen the scope. This ensured alignment with the national **End Loneliness Together** campaign, to tackle stigma, raise awareness, normalise the experience and support and encourage re-connection.
- Building capacity across our workforce to build confidence about having **caring conversations**. Examples include:
  - A **Wellbeing Check** at East Ayrshire Community Hospital Day Service, including discussions about loneliness, supported by Public Health staff.
  - Better Health work within University Hospital Crosshouse includes raising awareness of social isolation and loneliness with staff and encouraging the use of the **Better Health Hub** as a referral pathway to provide support at critical moments.
- **Raising awareness** among communities, in particular older people, to increase understanding, reduce stigma and promote kindness and self-care. Examples include:
  - Developing a training pack, which aims to support communities to promote ways to **build individual resilience** in relation to loneliness and tackle stigma.
  - Exploring funding opportunities through the Digital Charter Fund to support individuals to build up digital knowledge, skills and understanding, thereby **reducing social isolation and loneliness**. A Digital Skills Survey is underway with residents from each of the Supported Accommodation Units.
- The three Locality Planning Groups across East Ayrshire (Northern, Southern and Kilmarnock) hosted four **'Get Together' Engagement events**, with 400 participants, which provided information from local and national organisations, groups and services. These events raised awareness of loneliness among communities as well as the support and opportunities available for local people.
- Developing the **support pathways** for the most **disadvantaged and lonely** local people. Examples include:
  - Continuing to **map local assets, activities and services** across East Ayrshire, to understand where **opportunities and gaps** exist that can directly or indirectly impact on social isolation and loneliness.
  - **Walking Football** has been established in East Ayrshire and is delivered via the Community Sports Hubs in Stewarton, North West Kilmarnock and Cumnock, which has been well attended, predominantly by older adults. **Badminton for older adults** has been established at the Grange Leisure Centre and Doon Leisure Centre via the Community Sports Hubs and is free of charge, reducing any cost barriers.
  - Over the coming year, the aim is to develop an easy and reliable **referral service** and support pathways for critical moments of transition: particularly traumatic life events.

## COMMUNITY LED REGENERATION: EMPOWER COMMUNITIES AND BUILD COMMUNITY RESILIENCE



### Neighbourhood Satisfaction

98% of residents consider their town or village a good place to live



### Volunteering

11% of residents provided unpaid work to various organisations



### Community Participation

24% of residents willing to take part in activities to benefit their local community



### Community Led Action Plans

20 published at March 2019



### Community Asset Transfers

50 approved at March 2019



### Town Centre Vacancy Rates

Decreased from 14.5% to 14.0%

## Practice Example

### Ochiltree Community Hub

Ochiltree's new Community Hub opened to the public on 22 July 2019 and is already making a real and positive difference to the whole community and the surrounding area.

Since its inception in 2013, a group of dedicated local volunteers and trustees worked together to make this new community facility a reality. The centre was in the building process for approximately one year, following six years of project planning and development, and the full facility is now open to everyone.

Following a successful community asset transfer of the site of the former community centre, and £1.8 million raised from various sources, this brand new facility on the main street of Ochiltree, boasts Café@45; a book point; versatile space, which can be used for corporate events, meetings and

social functions; and outdoor space. The Hub also provides employment and volunteering opportunities within the village.

The project is a noteworthy example of what can be done when a community is empowered to make its own decisions.

**Ochiltree Community Hub** is being run:

- For the Community: Aiming to improve health and wellbeing, social inclusion and social capital, and reinvesting profits to provide sustainable activity.
- With the Community: Listening to the community and valuing their skills and experience, and respecting their involvement in managing and operating the new facility.
- By the Community: Sharing a common agenda and combining resources to further improve community wellbeing.

## COMMENTARY

The Council and the Community Planning Partnership has a strong track record of working with and supporting communities to realise their ambition, recognising that each community has its own unique strengths and assets. **Successful community-based regeneration** is rooted in the particular identity, culture, assets and connections of people and place. A sample of our activity in 2018/19 is provided below.

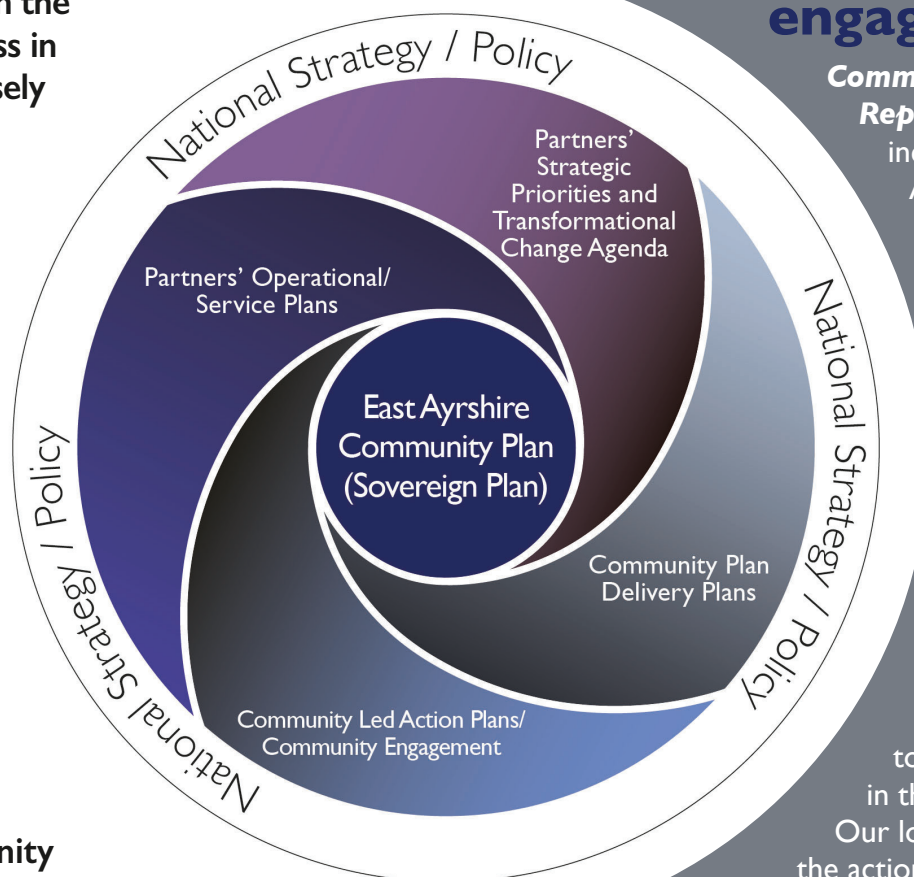
- The development of 20 **Community Led Action Plans** across East Ayrshire, including one thematic plan, building capacity in communities and developing community led initiatives.
- **Placemaking plans**, delivered in tandem with the development of Community Led Action Plans, are adopted as statutory guidance to the Local Development Plan.
- 50 **Community Asset Transfer** applications have been approved including the transfer of community facilities, areas of green space as well as sports facilities.
- Support is provided to local development groups and trusts, business stakeholder groups and community interest groups, which has been key to attracting Conservation Area Regeneration Schemes (CARS) funding for a number of communities, including most recently Galston and Mauchline.
- **Regeneration Capital Grant Fund** funding has been competitively secured to acquire and redevelop vacant buildings or to build new community hubs, which are operated by the community for the community.
- The delivery of identified **affordable housing in town centres** across East Ayrshire is being complemented by the provision of Community Benefits that, where possible, respond to existing Community Action Plans.
- Outdoor Services have been working in a new way to create **clean, green and vibrant communities**. In future, they will be working in place-based teams starting in the Doon Valley area, where they will be working more closely with communities to agree priorities and service provision as part of the mainstreaming of Participatory Budgeting. In conjunction with our communities, teams will be able to agree on what needs to be done and when.
- A new and innovative approach to the delivery of major projects within the Housing Improvement Programme through effective and **meaningful community engagement** has taken place, enabling the community to identify issues and opportunities for change in their local areas.
- **Participatory Budgeting** (PB) has supported and encouraged communities to engage in different conversations around **meeting local priorities**. To date, 26 community events have taken place and 319 projects were supported. Work is being progressed to identify opportunities to 'mainstream' the PB approach by 2021.
- Support for **Social Enterprises**, which has the potential to deliver a range of crucial services in our towns and villages, improving land and house values, attracting new investment and providing new services and job opportunities, continues to be provided.
- A **Community Led Regeneration Implementation Plan** has been developed to support future activity, which will be subject to further and more detailed engagement with communities in 2019/20.



# DELIVERING COMMUNITY PLANNING IN EAST AYRSHIRE – ENGAGING AND EMPOWERING COMMUNITIES

Meaningful, sustained and effective engagement with local people and communities is embedded in the Community Planning process in East Ayrshire. We work closely with our communities to ensure that our local residents are empowered to shape the decisions which affect their lives.

Communities across East Ayrshire can expect to see a clear line of sight between their local priorities and the work of the Community Planning Partnership. Importantly, the action plans of our communities are aligned to the Community Plan and contribute to achieving our shared Vision for East Ayrshire.



East Ayrshire Community Planning Framework

## Community participation, engagement and empowerment

### Community Planning Partnership Board

**Representation:** Four community representatives, including two representatives from the Community Led Action Plan Steering Groups and two representatives from Community Councils, sit as full members of the Community Planning Partnership (CPP) Board, providing a direct community voice at the heart of the strategic decision making of our partnership.

**Community Led Action Plans:** Communities are actively engaged in developing community led action plans for their local area, which are designed to reflect the needs and aspirations of local people. Community Led Action Plans are used as the foundation of our locality planning approach in East Ayrshire, with 20 plans published through participation of community representatives across East Ayrshire.

**Locality Planning:** Locality planning is fundamental to our approach to ensure that the aspirations identified in the Community Plan are delivered at local level. Our locality planning arrangements are 'wrapped around' the actions and priorities which are identified by our local communities, including tackling poverty and inequality, social isolation and community regeneration.

## Further examples of community consultation and engagement

- **Targeted Local Engagement:** Across our CPP, we are making increasing use of locality based consultation and engagement exercises, including a recent series of Health and Social Care Partnership 'Get Together' events. We are also working proactively to engage with communities of interest and vulnerable groups. Targeted local engagement sessions have also been used by our partnership to inform development of our local child poverty action report.
- **Community Planning Conference:** Each year, community planning partners in East Ayrshire host a formal 'conference' which provides an opportunity for a range of stakeholders to come together with partners to shape the wider partnership agenda. In 2017, colleagues from across the community and voluntary sector participated in the conference; in 2018 the Children and Young People's Cabinet set the agenda; and most recently, in May 2019, the conference had a regeneration focus, with participation by representatives of the local business and retail community.
- **Children and Young People's Cabinet:** Following the 2018 Community Planning Conference, Members of the Children and Young People's Cabinet met with the Community Planning Executive Officers' Group and other key stakeholders in February 2019, to share with partners their 'ask' of the Partnership over the next year. Topics of discussion included transport issues, including timetables and cost, and school meals/catering provision.
- **Principles of Our Community Engagement Activity:** All our community engagement activity is taken forward in accordance with the principles and standards set out in: '**A framework for Community Engagement in East Ayrshire**', which was approved and adopted by East Ayrshire Community Planning Partnership in November 2016. In addition, the '**Charter for Involvement**', which sets out how supported people want to be involved in the support that they get, in the organisations that provide their services, and in the wider community, was adopted by the CPP Board in September 2018.
- **Connected Voices:** Recognising that all community planning partners have a role in supporting our care experienced children and young people to

achieve their full potential, the East Ayrshire Corporate Parenting Promise was endorsed by the CPP Board at its meeting of 7 March 2019. The Promise was developed in partnership with Connected Voices, a participation group of local care experienced young people, who used their own experiences to inform the development of the Promise, which focused on improving the experience for a young person entering and leaving care, and reflecting what is important to the young people themselves.

- **Residents' Survey:** The East Ayrshire Community Planning Partnership carries out a Residents' Survey every three years. The last survey, implemented in 2017, was based on over 2,300 interviews with a representative sample of the population. Our Residents Panel comprises a representative sample of around 1,000 residents across East Ayrshire, with at least four consultation exercises convened each year. In 2018/19 the panel was consulted on the Domestic Abuse Policy, the Digital Strategy, Digital Inclusion and the Alcohol and Drug Partnership Alcohol in the Community consultation.

### Independent Evaluation

"The Council empowers its communities through its Vibrant Communities approach. It helps communities develop the skills and confidence to deal with local needs and priorities. The council also includes local people in planning services and spending public money. This has led to community groups having a positive attitude and a sense of control in shaping their own area."

(The Best Value Assurance Report, East Ayrshire Council, Prepared by Audit Scotland, May 2018.)

"The extent of participation by children, young people, families and other stakeholders in policy, planning and service development was excellent. .... The partnership's participation and engagement strategy effectively promoted and supported the systematic participation, meaningful involvement and engagement of children, young people and families across universal and targeted services."

(The Care Inspectorate Inspection of Services for Children and Young People in East Ayrshire, March 2018.)



**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP  
LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021:**

**IMPROVEMENT AGENDA 2019**

**EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP LOCAL OUTCOMES IMPROVEMENT PLAN:**

**IMPROVEMENT AGENDA 2019**

| <b>Area for improvement</b>  | <b>Proposed Action</b>  | <b>Timescale</b> | <b>Lead Responsibility</b>   |
|--|---|------------------|--|
| <b>ECONOMY AND SKILLS</b>  |   |                  |  |
| <b>Local Outcome 1 : Local economic activity increased</b>   |   |                  |  |
| <b>Priority 1.1: Grow the business base in East Ayrshire</b>   |   |                  |  |
| <b>Business survival rate</b><br>(Increase to 62% by 2019)   | <ul style="list-style-type: none"> <li>Explore and implement opportunities to provide more business space for new and growing companies.</li> </ul>   | 2019/20          | East Ayrshire Council<br>Planning and Economic Development<br><br>Scottish Enterprise                    |
|  | <ul style="list-style-type: none"> <li>Provide strategic and operational advice to business through the beReady programme, and funding and loans provision.</li> </ul>  | 2019-21          | East Ayrshire Council<br>Planning and Economic Development   |
|  | <ul style="list-style-type: none"> <li>Signpost companies to information sources specific to Brexit in an effort to reduce uncertainty around the UK leaving the European Union.</li> </ul>                       | 2019             | East Ayrshire Council<br>Planning and Economic Development   |
|  | <ul style="list-style-type: none"> <li>Provide opportunities through the Ayrshire Growth Deal through supply chains and innovative projects aimed at delivering inclusive growth.</li> </ul>                      | 2019-21          | East Ayrshire Council<br>Planning and Economic Development<br><br>Ayrshire Regional Economic Partnership |
| <b>Local Outcome 2: Skills, qualifications and employability improved for all learners</b>   |   |                  |  |
| <b>Priority 2.1: Ensure East Ayrshire residents, particularly our young people, have the relevant skills and qualifications and positive attitude needed for the world of work</b> |   |                  |  |
| <b>Unemployment rate (25-49)</b><br>(Reduce- close the gap with Scotland)  | <ul style="list-style-type: none"> <li>Continue to provide engagement, barrier removal, vocational training job matching and in-work support, with an increased focus on the 25-49 age group.</li> </ul>          | 2019-21          | East Ayrshire Council<br>Planning and Economic Development   |
|  | <ul style="list-style-type: none"> <li>Liaise with employers to secure work placements, by providing wage subsidies, work and job coaching, with an increased focus on supporting the 25-49 age group.</li> </ul> |                  | Strategic Skills Pipeline  |

| Area for improvement  | Proposed Action   | Timescale | Lead Responsibility   |
|---|---|-----------|---|
|   | <ul style="list-style-type: none"> <li>Support individuals who are made redundant, through for example the PACE (Partnership Action for Continuing Employment) process.</li> </ul>  | 2019-21   | East Ayrshire Council<br>Planning and Economic Development<br><br>Skills Development Scotland (Local PACE Team) |
|   | <ul style="list-style-type: none"> <li>Work with Criminal Justice services to support offenders with careers choices and job applications, and provision of skills workshops, mock interviews, work experience, volunteering opportunities, job brokerage and access to vocational funding.</li> </ul>  | 2019-21   | East Ayrshire Council<br>Planning and Economic Development/Strategic Skills Pipeline                            |
|   | <ul style="list-style-type: none"> <li>Maximise opportunities arising from the Ayrshire Growth Deal to support inclusive growth and better and more jobs.</li> </ul>  | 2019-21   | East Ayrshire Council<br>Planning and Economic Development<br><br>Ayrshire Regional Economic Partnership        |
| <b>Primary Literacy (P1, P4, P7 combined)</b> (Increase by 73% by 2020)<br><br><b>Primary Numeracy (P1, P4, P7 combined)</b> (Increase by 75% by 2020)                      | <ul style="list-style-type: none"> <li>Quality Assurance: Ensure strategic scrutiny of Teacher Judgement Survey Returns and that School Improvement Plans reflect appropriate action.</li> <li>Quality Assurance Programme: Ensure all education groups have access to the team of Quality Assurance Moderation Support Officers to support robust teacher judgements at all levels based on rigorous standards of moderation.</li> <li>Continue to maximise use of the tracking system, which provides all establishments with detailed analysis from school level through to individual pupil data analysis and implement appropriate action and support, in particular to address areas of concern.</li> </ul> | 2019-21   | East Ayrshire Council<br>Education Leadership Team/<br>Heads of Establishment                                   |
| School attainment and achievement:<br><br><b>SCQF 4 (1 or more on leaving school)</b><br><b>SQQF 5 (1 or more on leaving school)</b><br>(In line with the Scottish average) | <ul style="list-style-type: none"> <li>Continue to maximise use of the tracking system, which provides all establishments with detailed analysis from school level through to individual pupil data analysis and implement appropriate action and support, in particular to address areas of concern.</li> <li>Continue to maximise the impact of the resources made available through the Scottish Attainment Challenge and Pupil Equity Fund.</li> </ul>  | 2019-21   | East Ayrshire Council<br>Education Service  |

| Area for improvement   | Proposed Action   | Timescale | Lead Responsibility  |
|--|---|-----------|--|
| <b>Percentage of children in positive (initial) destinations</b> (Increase to 95% by 2019)   | <ul style="list-style-type: none"> <li>Increase the focus of activity to support young people, in particular vulnerable young people, through the Economy and Skills Delivery Plan.</li> </ul>  | 2019-2021 | Community Planning Partnership Board<br>Economy and Skills Delivery Plan Group   |
|  | <ul style="list-style-type: none"> <li>Provide employability skills in all schools through the Developing the Young Workforce projects, with a particular focus on growth sectors.</li> </ul>   | 2019-21   | Ayrshire Chamber of Commerce and Industry<br>Developing the Young Workforce<br><br>East Ayrshire Council<br>Education Service                |
|  | <ul style="list-style-type: none"> <li>Target support by Home Link Workers at pupils who are not engaging in school to stimulate and support positive progress.</li> </ul>  | 2019-21   | East Ayrshire Council<br>Education Service   |
|  | <ul style="list-style-type: none"> <li>Continue to track individuals who are identified as destination unconfirmed/unknown within the tracking system to support reengagement.</li> </ul>   | 2019-21   | Skills Development Scotland<br><br>East Ayrshire Council<br>Education Service  |
| <b>Participation Measure: Proportion of 16-19 year olds participating in education, training or employment over the whole year</b> (Increase to 90% by 2019) | <ul style="list-style-type: none"> <li>Progress detailed analysis of the results of the 2019 Participation Measure for East Ayrshire, which was published on 27 August 2019, linked to the local tracking system, to identify areas of concern and implement action, as appropriate.</li> </ul> | 2019/20   | Economy and Skills Delivery Plan Group<br>East Ayrshire Council (Education Service/Employability Service)<br><br>Skills Development Scotland |

| Area for improvement  | Proposed Action   | Timescale | Lead Responsibility   |
|---|---|-----------|---|
| <b>SAFER COMMUNITIES</b>  |   |           |   |
| <b>Local Outcome 2: East Ayrshire residents are safe and supported in their own homes and communities</b>   |   |           |   |
| <b>Priority 2: Support residents to live safely and independently in their homes and communities</b>  |   |           |   |
| <b>Accidental dwelling fires</b> (Reduce by 5% annually in the rolling three year average)  | <ul style="list-style-type: none"> <li>Review and analyse historical (five years) data in relation to accidental dwelling fires and develop referral pathways with targeted housing providers and other relevant agencies.</li> <li>Continue to provide risk recognition training to 'Care in the Home' staff, who provide support to individuals at risk.</li> <li>Scottish Fire and Rescue (SFRS) Community Action Team to continue to target 'at risk' individuals through partnership arrangements with the Community Connectors Team.</li> </ul> | 2019/20   | Scottish Fire and Rescue Service  |
| <b>Fire related casualties and fire fatalities as a result of accidental dwelling fires</b> (Reduce by 5% annually in the rolling three year average)               | <ul style="list-style-type: none"> <li>Continue to offer annual home fire safety visits, particularly to individuals deemed to be of high risk.</li> <li>Focus on domestic fire safety to support the reduction of casualties through accidental dwelling fires.</li> <li>Further develop additional actions, through partnership working with key agencies such as the Alcohol and Drugs Partnership.</li> </ul>   | 2019/20   | Scottish Fire and Rescue Service  |
| <b>Local Outcome 3: Road safety improved through enforcement , engineering, education, positively influencing driver behaviour and effective early intervention</b> |   |           |   |
| <b>Priority 3: Reduce road casualties in East Ayrshire</b>  |   |           |   |
| <b>People killed or seriously injured in road accidents</b> (Reduction)   | <ul style="list-style-type: none"> <li>Continue to develop and implement actions and road safety schemes, as appropriate, at locations where there has been recent history of road accidents.</li> </ul>  | 2019-21   | Ayrshire Roads Alliance<br><br>Police Scotland<br><br>Safer Communities Delivery Plan Group |

| Area for improvement  | Proposed Action   | Timescale | Lead Responsibility  |
|---|---|-----------|--|
| <b>Local Outcome 7: East Ayrshire residents are safe and protected from anti-social behaviour</b> |   |           |  |
| <b>Priority 7: Reduce incidents of vandalism, disorder and anti-social behaviour</b>              |   |           |  |
| <b>Deliberate primary fires</b> (Reduce by 3% annually on in the rolling three year average)      | <ul style="list-style-type: none"> <li>Scottish Fire and Rescue Service to continue to engage with schools and Community Action Plan Groups to support the reduction of fire raising issues in targeted areas.</li> </ul> | 2019-21   | Scottish Fire and Rescue Service<br><br>East Ayrshire Council<br>Vibrant Communities |
|   | <ul style="list-style-type: none"> <li>SFRS Community Action Team to continue to work with staff at HMP Bowhouse, Kilmarnock to raise awareness of the issues and impact of deliberate primary fires.</li> </ul>          | 2019/20   | Scottish Fire and Rescue Service<br><br>HMP Bowhouse                                 |



| Area for improvement  | Proposed Actions  | Timescale | Lead Responsibility   |
|---|---|-----------|---|
| <b>WELLBEING</b>  |   |           |   |
| <b>Local Outcome 1: Starting Well</b>   |   |           |   |
| <b>Priority 1: Our children have the best start in life</b>   |   |           |   |
| <b>Percentage of pregnant women drinking 1+ units of alcohol per day in pregnancy</b> (Reduce by 50% by 2020) | <ul style="list-style-type: none"> <li>Working with NHS Midwifery Services, maximise opportunities to highlight the risks of drinking alcohol in pregnancy and appropriate interventions.</li> </ul>  | 2019/20   | East Ayrshire Health and Social Care Partnership<br><br>NHS Ayrshire and Arran                  |
|   | <ul style="list-style-type: none"> <li>Revisit the work around the Alcohol Brief Interventions preventative approach and screening to highlight the risks of harm.</li> </ul>   |           |   |
| <b>Percentage of new born children exclusively breastfed at 6-8 weeks</b> (Increase to 28.2% by 2020)         | <ul style="list-style-type: none"> <li>Maintain UNICEF UK Baby Friendly Accreditation.</li> </ul>   | 2019/20   | East Ayrshire Health and Social Care Partnership  |
|   | <ul style="list-style-type: none"> <li>Strengthen the links between peer support for breastfeeding through the Breastfeeding Network (BfN), Health Visiting Team and 'BabyChat' groups.</li> </ul>  |           |   |
|   | <ul style="list-style-type: none"> <li>Expand on the innovative, attachment-focused and strengths-based, 'BabyChat' support groups spreading to areas with the lowest rates of breastfeeding.</li> </ul>  |           | East Ayrshire Health and Social Care Partnership  |
|   | <ul style="list-style-type: none"> <li>Build on the opportunities of the Universal Health Visiting Pathway to increase breastfeeding.</li> </ul>  |           | East Ayrshire Early Years Collaborative   |
| <b>Percentage of two year olds registered with a dentist</b> (Increase to 60% by 2020)                        | <ul style="list-style-type: none"> <li>Identify and implement actions linked to the Oral Health Strategy to increase the proportion of 0-2 year olds registered with a dentist.</li> <li>Promote and develop joint working in relation to Childsmile referral to identify and encourage new opportunities for referral, supporting this with education sessions.</li> </ul> | 2019/20   | Children and Young People's Strategic Partnership   |
| <b>Number of referrals to CAMHS</b> (Reduce to 20% by 2020)   | <ul style="list-style-type: none"> <li>Development of community infrastructure will provide young people/families/teachers/GPs with an alternative to CAMHS for early intervention. Work through the Children and Young People's Service Plan to develop models. An initial rise in numbers is anticipated, with subsequent reduction as models develop.</li> </ul>         | 2019-21   | East Ayrshire Health and Social Care Partnership<br><br>East Ayrshire Council Education Service |
|   | <ul style="list-style-type: none"> <li>Explore and research models of mental health and wellbeing services across the UK and identify and implement good practice.</li> </ul>   | 2019/20   | East Ayrshire Health and Social Care Partnership  |

| Area for improvement  | Proposed Actions  | Timescale | Lead Responsibility   |
|---|---|-----------|---|
| <b>Local Outcome 2: Living Well</b>   |   |           |   |
| <b>Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer</b>  |   |           |   |
| <b>Percentage of adults able to look after their health very well or quite well (Increase to 95% by 2021)</b>   | <ul style="list-style-type: none"> <li>Continue to implement a the Primary Care Improvement Plan, to invest in and improve capacity in both primary and community care, delivering the benefits of the Scottish General Medical Services contract and surrounding multi-disciplinary teams.</li> </ul>  | 2019-21   | East Ayrshire Health and Social Care Partnership                                    |
| <b>Percentage of adults supported at home who agree that:</b> <ul style="list-style-type: none"> <li>they are supported to live as independently as possible</li> <li>they had a say in how their help, care and support was provided</li> <li>their Health and Care Services seemed to be well coordinated</li> <li>any care or support was excellent or good</li> <li>their services are improving or maintaining their quality of life</li> </ul> (Increase) | <ul style="list-style-type: none"> <li>Continue to implement a the Primary Care Improvement Plan, to invest in and improve capacity in both primary and community care, delivering the benefits of the Scottish General Medical Services contract and surrounding multi-disciplinary teams.</li> </ul>  | 2019-21   | East Ayrshire Health and Social Care Partnership                                    |
| <b>Percentage of carers who feel supported to continue in their caring role (Increase to 55% by 2021)</b>   | <ul style="list-style-type: none"> <li>Continue to deliver the local Carers Strategy, based on the lived experience of local carers.</li> <li>Maximise support provided through the two peer mentors employed by the Carers Centre.</li> </ul>  | 2019/20   | East Ayrshire Health and Social Care Partnership<br><br>East Ayrshire Carers Centre |
| <b>Re-admission to hospital within 28 days of discharge (Reduce to 9.2% by 2021)</b>  | <ul style="list-style-type: none"> <li>Continue to implement a range of cross cutting improvement programmes to support improvement, including the implementation of the Primary Care Improvement Programme alongside implementation of Enhanced Intermediate Care and Rehabilitation Services to shift the balance of intensive community based intervention towards prevention, for example implementation of community based pulmonary rehabilitation for COPD and other lung conditions.</li> </ul> | 2019-21   | East Ayrshire Health and Social Care Partnership                                    |

| Area for improvement  | Proposed Actions   | Timescale | Lead Responsibility                              |
|---|--|-----------|--|
|   | <ul style="list-style-type: none"> <li>Ensure that the detailed analysis of re-admission to hospital, which is currently being progressed informs future action, in particular in relation to avoidable re-admissions.</li> </ul>  | 2019/20   | East Ayrshire Health and Social Care Partnership |
| <b>Proportion of care services graded 'good (4) or better' in Care Inspectorate Inspections</b> (Increase to 89.4%) | <ul style="list-style-type: none"> <li>Review results of each inspection and identify and implement appropriate action to address issues and support improved performance, as appropriate.</li> <li>Re-establish baseline and targets for this performance measure due to the new care standards introduced in 2018, which are not comparable with previous data.</li> </ul> | 2019/20   | East Ayrshire Health and Social Care Partnership |
| <b>Rate for general acute and day case stays with a diagnosis of drug misuse</b> (Reduction)                        | <ul style="list-style-type: none"> <li>Carry out a review of actions and projects, which are currently in place to address drug misuse, to identify any gaps in provision and opportunities for future development.</li> </ul>   | 2019/20   | East Ayrshire Health and Social Care Partnership |
|   | <ul style="list-style-type: none"> <li>Put in place a robust action plan to address the increase in drug misuse and drug deaths across communities.</li> </ul>   | 2019/20   | Alcohol and Drugs Partnership                    |
|   | <ul style="list-style-type: none"> <li>Plan and implement action to meet current and emerging challenges of an older population affected by drugs and multiple morbidity.</li> </ul>   | 2019-21   |  |
|   | <ul style="list-style-type: none"> <li>Maximise links to the prioritisation of Adverse Childhood Experiences (ACEs) and trauma-informed practice, to address the significant contribution of drugs to adverse childhood experiences.</li> </ul>  | 2019-21   |  |

12 September 2019

### Introduction

In the pages which follow, detailed information is provided on the full range of performance information that is reported by the Council. This data falls into two categories, namely 'Corporate Management' and 'Service Performance'.

It should be noted that for a number of indicators, 2018/19 performance data is not yet available. This is due to a time lag in the production of the data and relates mainly to indicators which are collected by agencies external to East Ayrshire Council or data which requires external validation.

Further to the review of the Statutory Performance Indicators (SPIs) and reporting arrangements carried out in 2018/19, the SPI framework has been revised and reduced from 66 performance indicators reported in 2017/18 to 55 performance indicators reported in 2018/19, as endorsed by the Governance and Scrutiny Committee at its meeting on 25 April 2019. Statistics previously presented to Cabinet may differ due to new and revised indicators and the application of updated methodology. Where available, comparable data for previous years has been provided.

Performance data covering the last three financial years is included, where available. Additional information in relation to performance has been provided in the Notes Section, which follows the table below. Figures in bold denote changes to results previously reported to Cabinet on 12 June 2019.

|                                      |  | 2016/17 | 2017/18 | 2018/19 |
|--------------------------------------|--|---------|---------|---------|
| <b>CORPORATE MANAGEMENT</b>          |  |         |         |         |
| <b>RESPONSIVENESS TO COMMUNITIES</b> |  |         |         |         |
| 1.                                   | <b>Complaints (Note 1):</b>  |         |         |         |
|                                      | Percentage of Stage 1 complaints responded to in full within 5 working days.                     | 55.7%   | 78.3%   | 69.4%   |
|                                      | Percentage of Stage 2 complaints responded to in full within 20 working days.                    | 63.6%   | 62.5%   | 66.7%   |
|                                      | Percentage of Escalated complaints responded to in full within 20 working days.                  | 69.2%   | 64.7%   | 100%    |
| 2.                                   | <b>Freedom of Information (FOI):</b>   |         |         |         |
|                                      | Percentage of FOI requests responded to in 20 working days.                                      | 92.0%   | 97.3%   | 97.3%   |
| <b>REVENUES AND SERVICE COSTS</b>    |  |         |         |         |
| 3.                                   | <b>Council Tax - Cost:</b>   |         |         |         |
|                                      | Cost of collecting Council Tax per dwelling.   | £5.82   | £4.01   | £3.87   |
| 4.                                   | <b>Council Tax - Income:</b>   |         |         |         |
|                                      | Percentage of Council Tax that was received during the year.                                     | 94.1%   | 94.2%   | 94.1%   |
| 5.                                   | <b>Invoices:</b>   |         |         |         |
|                                      | Number of invoices paid within 30 calendar days of receipt as a percentage of all invoices paid. | 92.3%   | 94.9%   | 94.6%   |
| 6.                                   | <b>Home Care - Unit Cost:</b>  |         |         |         |
|                                      | The unit cost of home care.  | £15.98  | £16.29  | £16.83  |
| 7.                                   | <b>Arts and Museums - Cost:</b>  |         |         |         |
|                                      | Cost per visit across Arts and Museums facilities.   | £2.01   | £1.65   | £2.00   |

|                    |   | 2016/17 | 2017/18 | 2018/19                |
|--------------------|---|---------|---------|------------------------|
| 8.                 | <b>School Meals:</b>  |         |         |                        |
|                    | Average cost of producing school meals.   | £3.11   | £3.04   | £3.03                  |
|                    | School meal satisfaction levels.  | 97.7%   | 94.4%   | 96.9%                  |
| 9.                 | <b>Winter Maintenance (Roads):</b>  |         |         |                        |
|                    | Cost of winter maintenance per km of road network.  | £365    | £625    | Available October 2019 |
|                    | Cost per gritted km of priority roads network.  | £780    | £1,337  |                        |
| <b>EMPLOYEES</b>   |   |         |         |                        |
| 10.                | <b>Sickness Absence:</b>  |         |         |                        |
|                    | Average sickness absence days per employee (teacher).   | 4.1     | 4.2     | 4.9                    |
|                    | Average sickness absence days per employee (non-teacher).   | 8.8     | 8.4     | 9.0                    |
| 11.                | <b>Equal Opportunities and Gender Gap (Note 2):</b>   |         |         |                        |
|                    | Percentage of highest paid 5% of earners among council employees that are women.                    | 51.0%   | 52.1%   | 52.2%                  |
|                    | Gender Pay Gap.   | 5.7%    | 5.0%    | 5.0%                   |
| <b>ASSETS</b>      |   |         |         |                        |
| 12.                | <b>Assets - Operational Accommodation:</b>  |         |         |                        |
|                    | Percentage of internal floor area of operational buildings in a satisfactory condition.             | 98.2%   | 98.0%   | 99.1%                  |
|                    | Percentage of operational buildings that are suitable for their current use.                        | 81.4%   | 83.7%   | 88.6%                  |
| 13.                | <b>Energy Performance (Note 3):</b>   |         |         |                        |
|                    | Average actual energy usage (kg/CO2/M2) across the Council estate.                                  | -       | -       | Available October 2019 |
|                    | Total carbon footprint (tonnes of CO2).   | -       | -       |                        |
| 14.                | <b>Office Accommodation:</b>  |         |         |                        |
|                    | Occupancy rates for office accommodation expressed as square metres per Full Time Equivalent (FTE). | 18.1    | 19.8    | 17.2                   |
|                    | Size of operational estate (square metres).   | 316,827 | 315,477 | 299,559                |
| 15.                | <b>Condition of the School Estate:</b>  |         |         |                        |
|                    | Percentage of schools graded A (Good) and B (Satisfactory).   | 98.1%   | 98.1%   | 96.1%                  |
| 16.                | <b>School Capacity (Primary and Secondary Schools):</b>   |         |         |                        |
|                    | Percentage of primary schools with occupancy levels above 60%.                                      | 69.0%   | 73.2%   | 80.0%                  |
|                    | Percentage of secondary schools with occupancy levels above 60%.                                    | 55.6%   | 66.6%   | 75.0%                  |
| <b>PROCUREMENT</b> |   |         |         |                        |
| 17.                | <b>PECOS:</b>   |         |         |                        |
|                    | Value of spend through PECOS as a percentage of council (non-pay) spend.                            | 68.4%   | 77.9%   | 87.2%                  |

|                                 |  | 2016/17  | 2017/18  | 2018/19  |
|---------------------------------|--|----------|----------|----------|
| <b>SUSTAINABILITY</b>           |  |          |          |          |
| 18.                             | <b>Fleet Management:</b>   |          |          |          |
|                                 | Number of electric vehicles as a proportion of the Council fleet.  | -        | 2.3%     | 5.8%     |
| <b>EQUALITIES AND DIVERSITY</b> |  |          |          |          |
| 19.                             | <b>Accessibility:</b>  |          |          |          |
|                                 | Percentage of council buildings in which all public areas are suitable for and accessible to disabled people.          | 82.8%    | 86.1%    | 88.1%    |
| 20.                             | <b>Ethnic Minorities:</b>  |          |          |          |
|                                 | Percentage of the total workforce who are from an ethnic minority.   | 1.8%     | 1.7%     | 1.9%     |
|                                 | Percentage of the local population who are from an ethnic minority.  | 2.4%     | 2.4%     | 2.4%     |
| 21.                             | <b>Disabilities:</b>   |          |          |          |
|                                 | Percentage of workforce who have declared they are disabled under the terms of the Disability Discrimination Act 1995. | 1.3%     | 1.4%     | 2.1%     |
| <b>SERVICE PERFORMANCE</b>      |  |          |          |          |
| <b>BENEFITS ADMINISTRATION</b>  |  |          |          |          |
| 22.                             | <b>Benefits Processing / Administration Costs:</b>   |          |          |          |
|                                 | Average time for processing claims.  | 6.8 days | 5.9 days | 4.6 days |
|                                 | Gross administration costs per benefits case.  | £42.42   | £50.84   | £51.23   |
| <b>COMMUNITY CARE</b>           |  |          |          |          |
| 23.                             | <b>Homecare:</b>   |          |          |          |
|                                 | Number of homecare hours per 1,000 population age 65+.   | 533.4    | 489.3    | 481.6    |
| 24.                             | <b>Delayed Discharge (Note 4):</b>   |          |          |          |
|                                 | Number of bed days lost as a result of delayed discharge during reporting period.                                      | -        | 4,730    | 5,038    |
| 25.                             | <b>Living at Home:</b>   |          |          |          |
|                                 | Percentage of older people aged 65 or older, who live in housing rather than a care home or hospital setting.          | 96.8%    | 97.1%    | 97.2%    |
| 26.                             | <b>Employee Qualifications - Personal Carers:</b>  |          |          |          |
|                                 | The percentage of personal carers who are qualified to SSSC Scottish Social Services Council (SSSC) standard.          | 82.4%    | 69.5%    | 69.9%    |
| <b>CRIMINAL JUSTICE</b>         |  |          |          |          |
| 27.                             | <b>Social Enquiry Reports:</b>   |          |          |          |
|                                 | Percentage of social enquiry reports submitted to the courts by the due date.  | 98.5%    | 99.0%    | 99.3%    |
| 28.                             | <b>Community Payback (Note 5):</b>   |          |          |          |
|                                 | Percentage of unpaid work which was successfully completed within timescales.  | -        | 76.3%    | 81.5%    |
|                                 | Percentage of community payback orders successfully completed within the year.   | -        | 77.0%    | 68.6%    |

|  |   | 2016/17    | 2017/18     | 2018/19    |
|--|---|------------|-------------|------------|
| <b>CULTURAL AND COMMUNITY SERVICES</b> |   |            |             |            |
| 29.                                    | <b>Pools/Other Leisure Facility Attendances:</b>  |            |             |            |
|  | Number of attendances per 1,000 population for pools.   | 2,416      | 2,195       | 2,243      |
|  | Number of attendances per 1,000 population for other indoor sports and leisure facilities, excluding pools in a combined complex. | 7,831      | 6,498       | 6,081      |
|  | Number of attendances per 1,000 population for outdoor sports facilities.   | -          | 1,627       | 1,956      |
| 30.                                    | <b>Museum Visits:</b>   |            |             |            |
|  | Total number of museum visits per 1,000 population.   | 3,724      | 5,047       | 3,499      |
|  | Number of those visits that were in person per 1,000 population.  | 1,332      | 1,156       | 1,009      |
|  | Number of online visits per 1,000 population.   | 1,392      | 3,891       | 2,490      |
| 31.                                    | <b>Library Usage:</b>   |            |             |            |
|  | Number of visits per 1,000 population.  | 2,836      | 2,382       | 2,414      |
|  | Borrowers as a percentage of the resident population.   | 9.2%       | 8.2%        | 7.9%       |
|  | Number of books borrowed per 1,000 population.  | -          | -           | 1,768      |
|  | Number of books borrowed electronically per 1,000 population.   | -          | -           | 78         |
| <b>PLANNING</b>                        |   |            |             |            |
| 32.                                    | <b>Planning Applications:</b>   |            |             |            |
|  | Average time (weeks) to deal with the major planning applications determined during the year.                                     | -          | <b>31.4</b> | 21.3       |
|  | Average time (weeks) to deal with local development (non- householder) planning applications determined during the year.          | -          | <b>11.4</b> | 11.7       |
|  | Average time (weeks) to deal with local development (householder) planning applications determined during the year.               | -          | <b>6.9</b>  | 7.3        |
|  | Total legacy cases cleared within the reporting period.   | -          | <b>11</b>   | 21         |
|  | Total legacy cases remaining at the end of the reporting period.  | -          | <b>27</b>   | 21         |
| 33.                                    | <b>Building Warrants:</b>   |            |             |            |
|  | Percentage of applications responded to within 20 days of being valid.  | 96.3%      | 96.1%       | 95.3%      |
|  | Percentage of completion certificates determined within 3 days.   | 69.3%      | 65.3%       | 71.3%      |
|  | Average time to process building warrants.  | 15.3 weeks | 15.2 weeks  | 10.7 weeks |

|  |   | 2016/17  | 2017/18  | 2018/19                 |
|--|---|----------|----------|-------------------------|
| <b>EDUCATION OF CHILDREN</b>                       |   |          |          |                         |
| 34.  | <b>Destination of School Leavers:</b>   |          |          |                         |
|  | Percentage of school leavers entering a positive initial destination (3 months after leaving school).                       | 93.6%    | 94.3%    | Available February 2020 |
|  | Percentage of school leavers not in a positive initial destination (3 months after leaving school).                         | 6.4%     | 5.7%     |                         |
| 35.  | <b>Annual Participation Measure (Note 6):</b>   |          |          |                         |
|  | Participation Measure: Proportion of 16-19 year olds participating in education, training or employment over the whole year | 89.3%    | 89.3%    | 87.7%                   |
| 36.  | <b>Educational Attainment:</b>  |          |          |                         |
|  | Percentage of pupils gaining 1 or more SCQF level 4 qualification by the time they leave school.                            | 95.5%    | 95.1%    | Available February 2020 |
|  | Percentage of pupils gaining 1 or more SCQF level 5 qualification by the time they leave school.                            | 85.1%    | 84.7%    |                         |
|  | Percentage of pupils gaining 1 or more SCQF level 6 qualification by the time they leave school.                            | 63.0%    | 65.6%    |                         |
| 37.  | <b>Exclusion Rates:</b>   |          |          |                         |
|  | Number of exclusion incidents per 1,000 pupils: Primary.  | 21.9     | 12.1     | 20.2                    |
|  | Number of exclusion incidents per 1,000 pupils: Secondary.  | 73.4     | 33.0     | 13.7                    |
|  | Number of exclusion incidents per 1,000 pupils: Special.  | 30.2     | 37.3     | 15.6                    |
| 38.  | <b>Pupil to Staff Ratios:</b>   |          |          |                         |
|  | Pupil to staff ratio in educational establishments: Primary.  | 16.6:1   | 16.5:1   | 16.2:1                  |
|  | Pupil to staff ratio in educational establishments: Secondary.  | 12.5:1   | 11.8:1   | 12.3:1                  |
|  | Pupil to staff ratio in educational establishments: Special.  | 4.5:1    | 4.7:1    | 4.8:1                   |
| <b>CHILD PROTECTION AND CHILDREN'S SOCIAL WORK</b> |   |          |          |                         |
| 39.  | <b>Child Protection Re-registrations:</b>   |          |          |                         |
|  | Proportion of child protection re-registrations within 12 months.   | 14.6%    | 12.0%    | 18.1%                   |
| 40.  | <b>Children's Reporter Liaison:</b>   |          |          |                         |
|  | Percentage of reports submitted to the Scottish Children's Reporter Administration (SCRA) by the due date.                  | 82.2%    | 80.9%    | 74.4%                   |
| 41.  | <b>Child Protection Orders:</b>   |          |          |                         |
|  | Number and percentage of Child Protection Orders made within 24 hours.  | 36 (86%) | 7 (100%) | 21 (100%)               |



|                                 |  | 2016/17   | 2017/18   | 2018/19   |
|---------------------------------|--|-----------|-----------|-----------|
| 42.                             | <b>Looked After Children - Accommodated:</b>   |           |           |           |
|                                 | Percentage of looked after children accommodated as at 31 March with 3 or more moves.  | -         | 47.4%     | 38.8%     |
| <b>HOUSING AND HOMELESSNESS</b> |  |           |           |           |
| 43.                             | <b>Repairs to Council Dwellings:</b>   |           |           |           |
|                                 | Average length of time taken (days) to complete non-emergency repairs.   | 7.5 days  | 5.4 days  | 6.9 days  |
| 44.                             | <b>Housing Quality:</b>  |           |           |           |
|                                 | Percentage of properties meeting Scotland's Energy Efficiency Standard for Social Housing  | 94.4%     | 97.2%     | 97.9%     |
| 45.                             | <b>Re-lets / Void Rent Loss:</b>   |           |           |           |
|                                 | Average length of time taken to re-let properties in the last year.  | 75.7 days | 66.2 days | 52.1 days |
|                                 | Total annual rent loss (from council dwellings) due to voids, expressed as a percentage of the total amount of rent due in the year. | 2.9%      | 1.7%      | 1.4%      |
| 46.                             | <b>Tenant Arrears:</b>   |           |           |           |
|                                 | Gross rent arrears (all tenants) as at 31 March each year as a percentage of rent due for the reporting year.                        | 5.7%      | 6.5%      | 7.5%      |
| 47.                             | <b>Homelessness:</b>   |           |           |           |
|                                 | Number of repeat homelessness reassessed within one year of their tenancy.   | 4.7%      | 2.7%      | 4.8%      |
|                                 | Percentage of council tenancies sustained for 12 months or more.   | 79.4%     | 81.2%     | 80.0%     |
| <b>PROTECTIVE SERVICES</b>      |  |           |           |           |
| 48.                             | <b>Noise Complaints (Note 7):</b>  |           |           |           |
|                                 | Total number of noise complaints received.   | -         | 218       | 225       |
|                                 | Number of noise complaints resulting in service of an abatement notice.  | -         | 3         | 2         |
|                                 | Average number of days between the identification of a statutory noise nuisance and the service of an abatement notice.              | -         | 2.3       | 8.2       |
| <b>TRADING STANDARDS</b>        |  |           |           |           |
| 49.                             | <b>Trading Standards:</b>  |           |           |           |
|                                 | Percentage of consumer complaints completed within 14 days.  | 71.3%     | 73.9%     | 71.8%     |
|                                 | Percentage of business advice requests completed within 14 days.   | 100%      | 100%      | 100%      |

|                                  |   | 2016/17 | 2017/18 | 2018/19 |
|----------------------------------|---|---------|---------|---------|
| <b>ROADS AND LIGHTING</b>        |   |         |         |         |
| 50.                              | <b>Roads Maintenance:</b>   |         |         |         |
|                                  | Percentage of the road network that should be considered for maintenance treatment. | 39.1%   | 39.0%   | 38.4%   |
|                                  | Number of reactive maintenance repairs.   | 236     | 335     | 223     |
|                                  | Percentage of reactive maintenance repairs responded to within target (2 hours).    | 78.0%   | 56.0%   | 88.3%   |
| 51.                              | <b>Street Lighting and Traffic Lights:</b>  |         |         |         |
|                                  | Percentage of street lighting columns over 30 years old.                            | 34.9%   | 35.5%   | 34.9%   |
|                                  | Percentage of street lighting with energy efficient (LED) lighting.                 | -       | 21.0%   | 33.7%   |
|                                  | Percentage of street lighting repairs completed within 7 days.                      | 96.5%   | 77.4%   | 95.9%   |
|                                  | Percentage of traffic light repairs completed within 48 hours.                      | 98.7%   | 98.0%   | 92.4%   |
| 52.                              | <b>Bridges:</b>   |         |         |         |
|                                  | Percentage of council bridges not meeting the European Standard of 40 tonnes.       | 12.3%   | 11.3%   | 11.3%   |
|                                  | Percentage of private bridges not meeting the European Standard of 40 tonnes.       | 4.5%    | 4.7%    | 4.7%    |
| <b>WASTE MANAGEMENT SERVICES</b> |   |         |         |         |
| 53.                              | <b>Cost of Waste Management:</b>  |         |         |         |
|                                  | Net cost per premises of refuse collection.   | £61.98  | £61.16  | £60.15  |
|                                  | Net cost per premises of refuse disposal.   | £69.05  | £70.81  | £73.29  |
|                                  | Net cost of recycling per premise.  | -       | £6.09   | £7.23   |
| 54.                              | <b>Waste Recycling:</b>   |         |         |         |
|                                  | Percentage of total household waste arising that is recycled.                       | 53.3%   | 52.9%   | 52.1%   |
| 55.                              | <b>Street Cleanliness (Note 8):</b>   |         |         |         |
|                                  | Cleanliness Score (Percentage of streets at an acceptable standard).                | 95.9%   | 91.7%   | 89.0%   |

## Statutory Performance Indicators

### Note 1: **(SPI 1)**

To ensure consistency in reporting, the SPI performance measures have been aligned to the performance indicators in the Scottish Public Services Ombudsman's National Performance Framework.

### Note 2: **(SPI 11)**

The gender pay gap is the percentage difference between men's and women's hourly rate of pay (excluding overtime). Gender pay gap was introduced to the LGBF indicator set from 2015/16 to provide a broader view of the gender pay balance across all employees within the council and a better representation of the progress councils are making in improving equality outcomes. This information is already gathered and published by local authorities as a result of the Equality Act, which has placed a duty on public bodies to publish a single gender pay gap figure and to report progress made in fulfilling the equality duty.

### Note 3: **(SPI 13)**

These new performance measures to the SPI Framework in 2018/19 are included in the Council's Climate Change Declaration, which is reported annually to the Scottish Government. The 'Average Actual Energy Used (Kg Co2/M2)' averages the actual annual energy consumption in use for each building, which is calculated and reported annually under the Carbon Reduction Commitment Scheme. This measure utilises figures from actual energy billing (final quarter billing due in June each year).

### Note 4: **(SPI 24)**

This new performance measure included in the SPI Framework in 2018/19 reflects performance in meeting the needs of patients being discharged from hospital. More effective service provision means that people can leave hospital as soon as they are ready.

### Note 5: **(SPI 28)**

Community Payback Orders replaced community service, probation and supervised attendance orders for offences committed from 2011 onwards. In the majority of cases, unpaid work is an element of a community payback order.

### Note 6: **(SPI 35)**

The Annual Participation Measure reports on the economic and employment activity of the wider 16-19 year old cohort, including those individuals still at school. This indicator is included in the Scottish Government's National Performance Framework.

### Note 7: **(SPI 48)**

The variation in length between determination of nuisance and service of notice varies depending on the complexity of the complaint and evidence/data to be considered.

### Note 8: **(SPI 55)**

The street Cleanliness Score is collected by Keep Scotland Beautiful/Local Environmental Audit and Management System (LEAMS) and allows local authorities to manage for improvement by tackling litter problems areas to achieve better results. The LEAMS measurement is the percentage of sites audited (footpaths, adjacent verges and channels within local authority ownership) achieving acceptable standards for litter presence.

**Local Child Poverty Action  
Report for East Ayrshire  
2018/19**

# Foreword

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**Growing up in poverty affects life chances** – in health, wellbeing, education and employment – it can mean feeling **cold, hungry** and **unable to take part** in the things that friend and neighbours do. Child poverty **affects everyone**, not just individuals experiencing it directly – it acts as a barrier to our aim of a 'Fairer, Kinder, Connected' East Ayrshire.

Within East Ayrshire we have long recognised the importance of a **partnership approach** to addressing these issues and consequently work to address poverty is already **embedded** throughout the work of our **community planning partnership** and is articulated in the East Ayrshire Community Plan 2015-2030. Over the last year, however, we have taken stock of this existing activity and have worked with our communities and local stakeholders to **challenge ourselves to do more** to meet the growing challenge of child poverty.

**It is not acceptable that almost 7,000 children in East Ayrshire are growing up in poverty.**

Our plans are ambitious. We recognise that wide ranging **structural change** is essential to meet the challenges of child poverty in the years ahead and are committed to taking all of the action that is within our gift to achieve this.

We are excited by the potential of the **Ayrshire Growth Deal** and the emerging **regional economic strategy**, which we believe will bring significant economic growth and opportunity to East Ayrshire. Ensuring that we are well placed to capitalise on these opportunities is central to our work on child poverty. As **key local employers** we also recognise the role of our partnership in leading on **fair working** practices and mobilising our wider staff group to **challenge** the **stigma** which can still be attached to modern day poverty

**Mitigating, preventing** and **undoing** the causes and consequences of child poverty will remain a key focus for our partnership in the years ahead and we remain committed to working effectively with the full range of local and national partners to ensure that all children growing up in East Ayrshire have the **best possible start in life**.

Chair of Community Planning Partnership

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# Introduction

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Under the Child Poverty (Scotland) Act 2017 ('the Act') Local Authorities and NHS Boards must jointly develop and publish annual **Local Child Poverty Action Reports** (LCPARs). Although this reporting duty is placed solely on local authorities and health boards, development of this East Ayrshire report has been undertaken across our wider community planning partnership, to reflect our existing partnership approach to child poverty.

In line with this approach, this Local Child Poverty Action Report (LCPAR) is presented as part of our partnership's wider suite of Local Outcomes Improvement Plan (LOIP) reporting materials for 2018/19, within the context of the Economy and Skills, Safer Communities and Wellbeing Delivery Plan updates. Across this suite of reports, a fuller picture of our wider partnership activity is presented, the totality of which is directed towards the achievement of our shared partnership priorities.

Central to this work, and embedded right across our partnership activity, is our common will to **prevent, mitigate and undo the impact of child poverty**.

In accordance with the requirements of the Act, this LCPAR seeks to highlight the key activity taken forward during the 2018/19 reporting year to reduce child poverty in East Ayrshire; and to outline the further activity which is planned for the year ahead, to meet the challenging **child poverty reduction targets**<sup>1</sup> which have been set within the Act. These are as follows:

## By 2030:

- Less than 10% of children living in relative poverty.
- Less than 5% of children living in absolute poverty.
- Less than 5% of children living in combined low income and material deprivation.
- Less than 5% of children living in persistent poverty.

Supporting these long-term targets are 'interim' **progress measures** to be met by **2023**. In summary these are:

- Less than 18% of children in relative poverty.
- Less than 14% of children in absolute poverty.
- Less than 8% of children in combined low income and material deprivation.  
Less than 8% of children in persistent poverty.

**There are currently almost 7,000 children (26%) living in poverty in East Ayrshire** ([End Child Poverty - May 2019](#)).

**To meet the ambitions of the Act, the aim across partners must be to take 1,900 children out of poverty by 2023 and a further 2,000 by 2030.**

<sup>1</sup> Further detail on the targets is available at <https://www2.gov.scot/Topics/Statistics/Browse/Social-Welfare/IncomePoverty/ChildPovertyStrategy>

# Strategic Context

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## COMMUNITY PLANNING PARTNERSHIP

Tackling child poverty is one of the biggest challenges facing our CPP and one which demands a concerted and strategic partnership response.

The significant levels of **child poverty** which currently exist **prevent our young people from reaching their true potential**. Childhood poverty is associated with poorer social, emotional and educational development and with long-term adverse consequences for children as they reach adulthood<sup>2</sup>.

The main **national policy** related to child poverty is '*Every Child, Every Chance: The Tackling Child Poverty Delivery Plan 2018-22*'. This sets out to address **the three main drivers** of child poverty, which are identified as 'income from employment', 'costs of living, and 'income from social security and benefits in kind'. It also aims to prevent poverty being transmitted to future generations, encouraging partnership working to deliver the radical change required to achieve the identified targets.

**Six new national Public Health priorities have been identified by Scottish Government following extensive engagement.** Priority 5 is 'A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all'. This priority is being taken forward by the wider public health workforce and will include actions to prevent and mitigate Child Poverty.

**In East Ayrshire** there is a track record of strong performance based on effective community planning and partnership working, underlined by a genuine commitment by partners to work with and empower local communities<sup>3</sup>.

**Child poverty is already embedded as a cross cutting theme of community planning in East Ayrshire and the development of this new child poverty action report must necessarily be set within the context of this existing activity – complementing and not duplicating what is already in place.**

The **East Ayrshire Community Plan 2015-30** is recognised as the sovereign planning document for the East Ayrshire area, providing the overarching strategic policy framework for the delivery of services by all Partners. The Community Plan commits all partners to “tackling deprivation and disadvantage wherever they exist, with a particular focus on working together to address the impact of the Welfare Reform programme on individuals, families and communities across East Ayrshire”.

<sup>2</sup> [http://www.healthscotland.scot/media/1256/inequality-briefing-2-good-work-for-all\\_sept2016\\_english.pdf](http://www.healthscotland.scot/media/1256/inequality-briefing-2-good-work-for-all_sept2016_english.pdf)

<sup>3</sup> [https://www.audit-scotland.gov.uk/uploads/docs/report/2018/bv\\_180529\\_east\\_ayrshire.pdf](https://www.audit-scotland.gov.uk/uploads/docs/report/2018/bv_180529_east_ayrshire.pdf)



Three Delivery Plans sit beneath the Community Plan, each with a three year life span, currently 2018-2021. The Delivery Plans set out the key activity to be taken forward by partners, to achieve the best possible outcomes for our local communities under each of the identified community planning themes, Economy and Skills, Safer Communities and Wellbeing.

**Action to address child poverty across our communities is reflected across each of the three Delivery Plans, as follows:**

- Our existing partnership activity in relation to **economic development, community led regeneration, skills development and employability and raising attainment** is set out under **Economy and Skills**.
- Our **Safer Communities Delivery Plan** reflects partnership activity to make East Ayrshire a **safe, secure and attractive place to live** and to **protect and support our most vulnerable individuals and families**.
- Our activity to ensure that East Ayrshire **children have the best start in life** is set out in our **Wellbeing Delivery Plan**.

Three thematic Delivery Plan Working Groups are in place to drive forward the Delivery Plan actions and performance is routinely monitored by the **Community Planning Executive Officers' Group**.

In addition to our core activity, the Community Planning Partnership Board identifies its own **Strategic Priorities** for each three year period, against which Members are looking for partners to achieve demonstrable progress. For 2018-2021 these are:

- Improving outcomes for **vulnerable children** and **young people**, with a particular focus on looked after children/young people and young carers.
- Older people: **adding life to years**, with a particular focus on tackling social isolation.
- **Community led regeneration**: empowering communities and building community resilience.

**Activity being taken forward in relation to these strategic priorities will impact positively on our work to address child poverty.**

Our **Local Outcomes Improvement Plan (LOIP) 2018-21** is the performance management framework through which our partnership activity, including progress against the identified Strategic Priorities, is reported to our communities and other key stakeholders. **The LOIP contains a range of performance measures and indicators which will allow us to demonstrate our progress in relation to addressing child poverty, and will be updated to reflect any emerging measures as these are identified by our partnership.**

## CHILDREN'S SERVICE PLANNING

The Children and Young People (Scotland) Act 2014 places a requirement on local authorities and health boards to prepare a children's services plan for each local authority area. Locally, in line with our partnership based approach, East Ayrshire Council and NHS Ayrshire and Arran agreed to delegate responsibility for the East Ayrshire Children and Young People's Service Plan to the CPP Board.

Our Children and Young People's Service Plan complements and supports the East Ayrshire Community Plan and is in full alignment with the Community Plan delivery plans. Delivery of the Children and Young People's Service Plan, on behalf of the Community Planning Partnership and within the context of our broader Wellbeing agenda, is led by the [Children and Young People's Strategic Partnership](#).

The current [Children and Young People's Service Plan-2017-2020](#) will be reviewed over the year ahead, in line with the requirements of the 2014 Act, and the new Plan for 2020-23 will continue to reflect the emerging child poverty agenda.

The Infant, Children and Young People's (ICYP) Transformational Change Programme Board has a Pan-Ayrshire Role in improving the health and social outcomes for infants, children and young people in Ayrshire and Arran, and provides a strategic view across children's health and social outcomes and health inequalities. The Programme Board is chaired by the Interim Director of Public Health, who is also the Child Health Commissioner for Ayrshire and Arran. The ICYPTC Programme Board's Work Programme has a number of priority areas, including child poverty.

## TRANSFORMING RELATIONSHIPS WITH OUR LOCAL COMMUNITIES

Across our partnership, staff are working closely with communities to design and deliver services to meet local needs. This **place-based approach** is fundamentally about **improving outcomes for communities** by empowering them to have more of a say in local affairs and promoting a shared sense of ownership and responsibility. This is an essential element of our work to address poverty – **supporting our communities to build resilience** and to **identify and develop solutions** which fit their local area.

Our approach places **individuals, families and communities at the heart of our services**. We have developed a range of work with individuals, families and communities to build on strengths and assets and reduce dependency on professionally-led services. The Council's Vibrant Communities team play a key role in this, working with all sectors of the community to **reduce inequalities** and **develop sustainable communities** through a wide range of **early intervention** services and programmes.

## LOCAL CHILD POVERTY ACTION REPORT

This **Local Child Poverty Action Report** is presented to **complement the information provided within the LOIP annual performance report** with the specific aims of:

i) highlighting the **additional** activity which has been progressed by our partnership over the course of 2018/19, with the specific aim of reducing child poverty in East Ayrshire and meeting the child poverty targets set out in the Child Poverty (Scotland) Act 2017; and

ii) outlining the **additional** planned partnership activity for 2019/20 and beyond, which has been identified by our partnership, with the aim of meeting the child poverty targets set out in the Child Poverty (Scotland) Act 2017.

In line with the requirements of the Act, this LCPAR will also highlight the particular activity which is being directed towards the priority groups identified within the legislation, namely

- Income maximisation activity for pregnant women and families with children.
- Children living in households affected by one or more protected characteristic.
- Priority groups (lone parents, 3 or more children, child under 1, mother under 25, minority ethnic or families affected by disability).
- Areas of high material deprivation.
- Children and families impacted by ACEs.

In addition, reflecting the particular makeup of East Ayrshire, there will be a focus on activity to address the extent to which child poverty is exacerbated in **our more rural communities**.

# Who are the partners involved in tackling child poverty in East Ayrshire?

Our core community planning partners – **East Ayrshire Council, NHS Ayrshire and Arran, Ayrshire College, Police Scotland, Scottish Fire and Rescue Service and Scottish Enterprise** – have been closely involved in the development of this report. We also recognised at an early stage that the involvement of our wider partnership would be essential to the development of an effective approach to addressing child poverty, particularly to ensure that **local people with experience of poverty** were, and continue to be, involved in the development of this work. The pre-existing Financial Inclusion Group – now renamed the Poverty Action Group – has played a key role in this, leading on the wider engagement activity which informs this LCPAR.

Some of the key stakeholders who are working in partnership with us in action related to tackling poverty in East Ayrshire are:

| <b>The Poverty Action Group – East Ayrshire</b>   | <b>Our Wider Partners</b>   |
|---|---|
| <ul style="list-style-type: none"><li>• East Ayrshire Health and Social Care Partnership (EAHSCP)</li><li>• East Ayrshire Council</li><li>• NHS Ayrshire and Arran</li><li>• East Ayrshire Citizen's Advice Bureau</li><li>• Council for Voluntary Organisations – East Ayrshire</li><li>• Ayrshire Credit Union</li><li>• Sovereign Credit Union</li><li>• East Ayrshire Carers Centre</li><li>• East Ayrshire Advocacy Service</li><li>• Atrium Homes</li><li>• Cunninghame Homes</li><li>• Shire Housing Association</li><li>• MacMillan Cancer Support</li><li>• East Ayrshire Works</li><li>• Citrus Energy</li><li>• Home Energy Scotland</li><li>• Menu for Change<ul style="list-style-type: none"><li>○ Oxfam Scotland, Nourish Scotland, the Poverty Alliance, Child Poverty Action Group in Scotland</li></ul></li><li>• Department of Work and Pensions</li></ul> | <ul style="list-style-type: none"><li>• Our Communities</li><li>• Social Security Scotland</li><li>• Centrestage</li><li>• The Hunter Foundation</li><li>• BBC Children In Need</li><li>• Skills Development Scotland</li><li>• Ayrshire Roads Alliance</li><li>• Strathclyde Partnership for Transport (SPT)</li><li>• Coalfield Community Transport</li><li>• Barclays</li><li>• EA Womens Aid</li><li>• Barnados</li><li>• YIPworld</li><li>• The Zone</li></ul> |

## Consultation and Engagement Activity

In preparing this LCPAR during 2018/19, partners took forward a range of research, consultation and engagement activity which is summarised below.

- A **mapping exercise** was undertaken, to identify existing activity aimed at addressing child poverty and any potential gaps in provision across East Ayrshire. The outcome of this **mapping work** is reflected throughout this LCPAR.
- An **Elected Members'** seminar was held, in October 2018, to allow Members the opportunity to consider the extent of child poverty in East Ayrshire and to identify potential actions to mitigate the impact of this, taking account of their individual knowledge of and experiences within their own Wards. Members were keen to ensure that the targeted work to address child poverty in our most deprived SIMD areas should be widened out as appropriate, to ensure that individual families within less deprived areas who are experiencing child poverty should not be overlooked.
- The **Community Planning Partnership Board** considered an appraisal of current activity to mitigate the impact of child poverty at its meeting of 6 December 2018, and requested particular activity to ensure sustainability of holiday hunger provision and further action in relation to transport, particularly lobbying for concessionary travel for young people.
- A challenge session with the CPP **Executive Officers' Group**<sup>4</sup> took place in January 2019, to test whether the existing/identified activity would deliver on our ambitions to address child poverty. As a consequence of these discussions, further opportunities to tackle in-work poverty, support priority groups and strengthen partnership relationships at community level were identified.
- A **'Turning the Curve'** workshop on tackling child poverty involving key partners was held in April 2019. This workshop reviewed existing and planned action on child poverty against the key drivers set out in 'Every Child, Every Chance'.

Four **public facing engagement** workshops took place in May 2019 in Bellsbank, Shortlees, Newmilns, and Netherthird. The themes emerging from this engagement are threaded through this report. **Across all of this engagement activity, stakeholders agreed that the aim of our child poverty activity should be for all children in East Ayrshire to be happy and fulfilled, free to enjoy their childhood and to fulfil their potential. Our role as partners, and the overarching aim of the activity set out within in this report, is to address the barriers which are preventing this aim from becoming a reality.**

<sup>4</sup> The CPP Executive Officers' Group comprises representation at chief officer level from the core community planning partner organisations, namely East Ayrshire Council, East Ayrshire Health and Social Care Partnership, NHS Ayrshire and Arran, Police Scotland, Scottish Enterprise and Scottish Fire and Rescue Service.

# What is the extent of child poverty in East Ayrshire?

**6,900**

Number of children living in relative poverty in 2018

**6 in 10**

Children living in poverty in households where someone is in paid employment

Hourly pay in East Ayrshire  
**£14.85**

(Scotland = £14.30)

## Percentage of children living in poverty by Multi Member Ward

|                              |     |
|------------------------------|-----|
| Irvine Valley                | 27% |
| Kilmarnock North             | 31% |
| Cumnock & New Cumnock        | 32% |
| Kilmarnock East & Hurlford   | 27% |
| Kilmarnock West & Crosshouse | 17% |
| Ballochmyle                  | 29% |
| Doon Valley                  | 31% |
| Annick                       | 19% |
| Kilmarnock South             | 33% |

Amount of income maximised or debt managed per year by partners

**£10.75 million**

By Financial Inclusion Team, Citizens' Advice Bureau, Carers Centre and Community Connectors

**26%**

Percentage of children living in relative poverty

Children fed through emergency food provision

**1,697 (2016)**  
**2,064 (2018)**

**8,900**

Number of children living in poverty in 2030 if we take no action

East Ayrshire has a level of relative child poverty of **26** per cent in 2019. Just over **one in every four** children lives in relative poverty as measured at 60 per cent of the national median income. The extent of child poverty in our communities underlines the challenge which this presents.

There has already been some progress, with a reported **reduction in child poverty of two percentage points since 2016** and East Ayrshire has moved from having the **third** highest level of relative child poverty to the **eighth** highest in Scotland.

This still means that almost **7,000** of our children and young people were living in households **with an income of less than £304** per week in 2017/18.

There is **variation** in the level of child poverty **across our communities**.

- In Kilmarnock South, **33 per cent** of children and young people are living in relative poverty; in Cumnock and New Cumnock the figure is **32 per cent**; and for Doon Valley, **31 per cent** of children live in relative poverty.
- In contrast to this, in Kilmarnock West and Crosshouse and also in the Annick Ward, relative child poverty currently stands at **17 per cent**.

This demonstrates that, even in what are considered more affluent areas, a significant number of our children and young people experience the impact of child poverty.

There has been a significant **increase** in the number of households experiencing **in-work poverty nationally**, particularly since 2010 with almost **two-thirds** of children in poverty being in households where someone is in paid work.

The **employment rate** in East Ayrshire, at 68.8, remains **below** that of Scotland as a whole, which stands at 74.1. Hourly pay rates for full-time employees are slightly higher than the national average at £14.85 compared with £14.30. The **claimant count** rate for East Ayrshire is **5.0 per cent** compared with **3.1 per cent** for Scotland (source: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)).

Children fed through **emergency food provision** by East Ayrshire Foodbanks **increased by 26 per cent** between 2016 and 2018, rising from 1,696 to **2,064**.

At a national level, **child poverty levels are forecast** to continue **to rise** over the next few years. Research commissioned by the Scottish Government on forecasting child poverty suggests that relative child poverty, after housing costs, will increase from the current level to between **35-38 per cent** by **2030** depending on the extent of policy implementation. Applying these estimates **locally** suggest that as many as **8,848** children and young people could be living in relative poverty by **2030** unless action is taken now to address this.

## What are our communities telling us about child poverty in East Ayrshire?

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The Locality<sup>5</sup> engagement events held in 2018/19 focused on the impact of child poverty across the three drivers contained in the national 'Every Child, Every Chance' delivery plan, namely income from employment, costs of living and income from social security and benefits in kind.

### INCOME FROM EMPLOYMENT

**Transport and rurality** were noted as presenting significant barriers to employment. In the Southern and Northern Localities in particular, people noted the cost and infrequency of transport. This was linked to quality of employment and the reduced potential for earning where the statutory **minimum wage** or **zero hours** contracts applied.

The Northern Locality engagement event noted **limited employment opportunities** in the Irvine Valley.

In some communities in the Southern Locality there was limited availability of **childcare** that was seen as a barrier affecting the ability to work or seek work.

***"It can cost £20 for a family to travel from Newmilns to Kilmarnock" (7.4 miles).***

<sup>5</sup> Information on locality planning can be accessed here <https://www.east-ayrshire.gov.uk/SocialCareAndHealth/Working-in-Localities/Working-in-localities.aspx> Locality profiles can be found at the following link <https://www.eastayrshirecommunityplan.org/Performance/Locality-Profiles.aspx>



## **COSTS OF LIVING**

A key concern emerging from locality engagement is **food poverty**. This in particular relates to the cost of accessing groceries at supermarket prices. **Transport costs** contribute to access issues and often **more expensive** local convenience stores offer **high calorie, high sugar foods** rather than healthier alternatives.

***“The same loaf of bread costs £1 in Kilmarnock but £1.80 in the local shop in Bellsbank”***

**Food poverty** is also highlighted by Foodbank representatives, who report an increase in the severity of hunger and **food insecurity** among people presenting to East Ayrshire Foodbank in the last year.

***“We have noticed a great increase at the St Matthews Foodbank and a growing despair among a whole range of people, many attending Foodbanks for the first time”***

**Fuel poverty** is a significant issue impacting on the costs of living.

***“Pre-payment meters mean a choice of food versus fuel when emergencies arise”***

Changes to **banking services** were flagged up as a contributory factor with branch **closures**, limited **mobile services** and limited access to free **ATMs** all mentioned in locality engagement events.

The challenges of the ‘**cost of the school day**’ were also raised, including **school uniform** as a significant cost for families; required **resources** for certain subjects, including textbooks or ingredients for health and food technology, putting **pressure on family budgets**; and the cost of **school trips** – even **small costs can mount up**.

Cashless payment systems have been key to inclusion and anonymity in relation to eligibility for free school meals, however some concerns were highlighted in relation to digital skills and the **operation** of cashless systems which can lead to **confusion**. Parents/Carers pointed out that additional costs for children’s participation in activities can affect **relationships** with peers and lead to **stigma**.

***“Stigma brings poverty to the child”***

Participation in community **leisure activities**, clubs and sports can be **difficult** for families on **low incomes** even where costs are reduced – the effect can be cumulative.

## **INCOME FROM SOCIAL SECURITY AND BENEFITS IN KIND**

People involved in locality engagement events said that there was **a lack of awareness of advice and support** on benefit issues available in communities, although health services, GPs in particular, were seen as a key source of information, advice and support.

**Transport and rurality** was again identified as an issue - making and maintaining claims may require travel to towns and, for example, DWP **travel warrants** are limited to **adult only** travel and do not cover dependent children.

Issues with **operation of the benefit system** were commonly cited in engagement.

***“The cap on benefits impacts on the whole family – all children”***

The transfer to **Universal Credit** has been noted as having a significant impact on families, both in terms of delays to payment, rent arrears, increasing debt and also family stress.

***“Without a doubt Universal Credit causes financial hardship for claimants, including increased debt and rent arrears, inflicting great misery on our most vulnerable and forcing people to use foodbanks”***

This is also linked to another theme around **digital exclusion**, with people stating that digital challenges were continuous in terms of **making and maintaining benefit claims**. This relates to digital **skills** and literacy, **coverage** and also to the **costs of broadband** for people with a low household income. For the same reasons digital exclusion was also an issue for **access to other supports** and services where information is primarily digital, and an issue for families with children in relation to homework.

# What do we do just now to mitigate the impact of child poverty in East Ayrshire?

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A wide range of activity is being undertaken, across our partnership, which will mitigate the impact of child poverty in East Ayrshire. The full scope of this work is articulated within our thematic Delivery Plans and Children and Young People's Service Plan; and progress during 2018/19 is set out in detail elsewhere, under the relevant reporting theme of our annual LOIP performance report. While much of this activity will contribute to the achievement of the prescribed child poverty targets in the short-medium term, the wider performance report also includes longer term strategic activity which seeks to reduce the chances of poverty for future generations.

Some of the key activity which has progressed over the last year, which we believe to be of particular significance in our journey towards achievement of the identified child poverty targets, is highlighted below.

For ease of reference, this activity is presented under the identified drivers of child poverty: Income from Employment; Costs of Living and Income from Social Security and Benefits in Kind.

## **INCOME FROM EMPLOYMENT**

### **Inclusive Economic Growth**

The recent confirmation of the **Ayrshire Growth Deal**, involving the three Ayrshire Councils and both the UK and Scottish Governments, represented the culmination of a number of years of planning and negotiation by local, regional and national partners.

The Deal is the first non-City Deal in Scotland and, with a financial commitment of £251.5m, represents the largest ever public sector investment into Ayrshire. This **investment** will help drive economic development across the region, **boosting jobs, creating opportunity and encouraging further inward investment**.

For East Ayrshire, it has been confirmed that four major projects will be supported by **Ayrshire Growth Deal** funding, namely The Halo, Kilmarnock; the National Energy Research and Demonstration Centre in Cumnock; a Food and Drink Innovation Centre and start up units at Bellfield, Kilmarnock; and phase 3 of Moorfield Business Park. In addition, local residents will benefit from the broader investment across Ayrshire which will, it is anticipated, bring **a wide range of employment opportunities and infrastructure improvements**.

While the direct impact of the **Ayrshire Growth Deal** will not be seen immediately, it has the potential to have a real and lasting positive effect on the prospects of children and families across East Ayrshire. The Deal features prominently within the new Ayrshire Regional Economic Strategy which is currently being developed by the Regional Economic Development Partnership. This strategy will shape how the three Ayrshire authorities and partners from the public and private sector work together to achieve the economic growth which will create new high quality jobs and opportunities across Ayrshire. The challenge going forward will be to ensure that the resultant economic growth is **truly inclusive**, to the benefit of all of our residents. Work in this regard, particularly in relation to the **identified priority groups** and our **more rural communities**, will be reported in future LCPARs.

### **What Matters to You**

This innovative new programme has been developed during 2018/19 by East Ayrshire Council, in partnership with **The Hunter Foundation** and **BBC Children in Need**, and will be implemented over the next 3 years, initially in the Cumnock and Auchinleck area, linked to the new Barony campus.

The overall aim of 'What Matters to You' is to deliver **systemic change** through investment in strategies that are tailored to the needs of children and families, who require significant support to enable **positive outcomes**. Work will combine a focused approach to an agreed number of **young people and families on the 'edges of care'**, alongside a more general support network for the entire community of young people and their families. The success of the initiative will be demonstrated through an increase in **positive destinations** for those most impacted by negative underlying circumstances, with a particular **focus on families with children at the edges of care**.

The Council has also sought the support of **Sir Harry Burns**, who has been working with the University of Strathclyde to trial **a complex data approach** to measuring outcomes, using predictive analytics and bringing together a wide range of data from across a range of service areas.

### **Raising Attainment**

East Ayrshire was allocated £3.465m of **Pupil Equity Funding** for 2018/19 from the Scottish Government to address the poverty related attainment gap. PEF funding is under the direct control of individual head teachers and has been directed to the children and communities in greatest need. In tandem with this, **Scottish Attainment Challenge Funding** of £3.763m was also secured for the same period.

A significant range of activity has been progressed to support improved and consistent teaching in literacy and numeracy, increased parental engagement and empowerment, and the extension of the curriculum to include third sector organisations who offer individualised approaches for targeted young people. Sustainability has been a key consideration in the design and implementation of this work, with proven interventions being embedded into practice across the local authority area. This has the advantage of ensuring that children living in poverty outwith the targeted SIMD areas are also able to benefit from SAC/PEF activity and that there will be a longer term legacy for this work.

By September 2019, 54 out of 54 (100%) of educational establishments will be trained and supported in either the Literacy or Numeracy pedagogies, with 49 out of 54 (88%) establishments trained and supported in both.

**Home Link Workers**, supported by a **Parental Engagement Officer** are also funded through the Scottish Attainment Challenge, with priority given to primary and secondary school pupils in SIMD 1 and 2 areas and a focus on **closing the poverty related attainment gap**. Home Link Workers provide support for vulnerable pupils through key transitioning, whether that be early years to primary, primary to secondary, or post-secondary into positive destination. This support is continued throughout the school holiday periods providing an element of continuity to connect vulnerable children and families into community activities. **To date, over 500 families have been supported by our Home Link Worker team with over 90% of cases closed due to a positive outcome.**

East Ayrshire is actively involved in the **South West Educational Improvement Collaborative (SWEIC)** with colleagues from Dumfries and Galloway and North and South Ayrshire. A key SWEIC workstream focuses on 'Closing the Gap', which includes the identification and sharing of effective planning, delivery and evaluation of Pupil Equity Fund spend, and this work will be further progressed during 2019/20. At a local, East Ayrshire level, a new joint programme board is also being established, to take shared strategic oversight of **Pupil Equity Fund, Scottish Attainment Challenge and Care Experienced Children and Young People Fund**. This holistic approach aims to maximise the impact of these funding streams, in relation to addressing the poverty related attainment gap across the authority area, and to ensure that proven approaches are embedded across our educational establishments.

### **Employability Pipeline and Poverty and Social Inclusion Programme**

The **Employability Pipeline** is an example of strong partnership working between the Economic Development Employability and Health and Social Care Financial Inclusion teams. The Employability Pipeline provides **universal and targeted support** to working and workless individuals who experience increased levels of poverty due to the rising costs of living, fuel, food and housing and low income.

In relation to employability, in 2018/19, **973 residents were supported to find employment**. This support included employability skills development, access to training and support via local Job Clubs. In relation to the priority groups identified within the child poverty legislation, those supported included 557 residents from areas of high material deprivation and remote rural areas; 91 lone parent families; 118 families which include a disabled adult or child; 10 Minority ethnic families; and 62 families where the mother is under 25 years of age.

Local European Social Fund (ESF) **In-Work Progression support** also recognises the issue of **rising in-work poverty** and evidence that those in low pay are often unable to sustainably progress into better paid work. The programme has been developed with the aim of supporting low paid workers to progress into better paid, more stable work through the provision of a tailored package of support including personalised advice, coaching and skills

support. There are a range of referral pathways onto the programme, including person-led pathways through outreach, self-referrals and partnerships with other support services and organisations. Employers are also encouraged to play a major role in the recruitment of low paid workers onto the programme.

The Financial Inclusion function within the Employability Pipeline provides **dedicated 1-2-1 support** and advice to assist individuals to maximise income, manage debts, improve money management skills and consider **gaining or improving employment** as a mechanism to **address poverty**, including **in-work poverty**.

Financial Inclusion activity recognises the adverse impact of **worklessness** and **in-work poverty** on the current and future **life chances** of **children and young people** in families affected. The focus is on **supporting people with multiple disadvantages** and **overcoming barriers to work**. The anticipated outcomes for this activity are participants entering employment, including self-employment, or entering education and training and gaining a formal qualification.

Households and individuals in these circumstances are supported to access training which can assist in securing sustainable employment or improving existing employment and living standards. The Financial Inclusion element of the Pipeline also contributes to wider health and wellbeing through supporting volunteering and peer support to develop skills and opportunities.

In the first phase of the Social Inclusion Programme (2016-19), income maximisation activity arising from current supports has achieved **£269,939.08** in **financial gains** for East Ayrshire residents. In the same period, **200** workless, lone parent or low income households have had their income maximised; **117** supported in managing debt; and **87** with budgeting. East Ayrshire Council is match funding the Programme to the end of December 2022.

## **COSTS OF LIVING**

### **Housing Services**

Housing Services play a key role in supporting families on low incomes to sustain their tenancies and to manage the costs and challenges of everyday living. Providing access to affordable social housing is an important element of our response to child poverty, recognising the significant impact of housing costs on families' disposable incomes.

1,162 general needs council homes were made available for let during 2018/19, providing good quality, warm, energy efficient and affordable homes for families across East Ayrshire and the Council's rents continue to be below the Scottish average.

A **Neighbourhood Coaching** model has been adopted, which has transformed the traditional Housing Officer Role. The Coaching approach seeks to shift the emphasis to the customer's strengths and potential, and focusses on connecting customers to local services and building community. There is also a clear emphasis on prevention measures, accessible housing options advice, robust partnership working and resourced, wrap-around housing support.

A range of support services are available for tenants that require some **support to maintain their tenancy** and people can be referred or self-refer to the **Housing Support Service**, delivered by the Council's **Vibrant Communities** department, in order to maximise tenancy sustainment and minimise the chances of homelessness occurring in the future.

If people find themselves at risk of becoming homeless, they are provided with support from a dedicated Housing Options Officer, with households affected by homelessness supported to move to suitable settled homes as quickly as possible. This support equips people with the **basic life and social skills and coping mechanisms** they will need to sustain their tenancy, engage with other services and move towards living independently.

The new **East Ayrshire Local Housing Strategy (2019-24)** will continue to ensure that East Ayrshire has a supply of **good quality, affordable housing** across all tenures based within **vibrant, empowered communities**, which is an essential part of our work to address child poverty. This strategy is informed by the **Strategic Housing Investment Plan (SHIP) 2019 – 2024**. The SHIP is the key document for identifying strategic housing priorities and seeks to deliver up to 836 new, rehabilitated and acquired affordable homes in East Ayrshire over the 5 year period to March 2024.

## Universal Holiday Food Provision

**East Ayrshire Council** introduced the **Activity Holiday Programme** in 2017, as part of a wider programme involving staff across **Vibrant Communities, Facilities and Property Management and Education**. In the first year, **5,000** lunches were provided over 4 weeks to children during the **2017** summer holidays. This provision was increased in **2018** to **14,000** lunches over the Easter, summer and October holidays, running in conjunction with **215 sessions of sporting and physical activity** delivered to the children. Sessions were delivered by a range of partners including **Barnardo's, Yipworld** and **School Establishments**.

The activities were **free and inclusive** of a free lunch provided by the council's catering service. The focus of the programme is for children to attend the holiday activities, with the secondary benefit of receiving a free packed lunch. This approach remains the most effective: **promoting positive activity as the basis of our approach** and **inclusive positive engagement** to support all families over the holiday period, not just those affected by hunger and food insecurity.

In addition, **the I-Lunch Programme**, supported by Scottish Attainment Challenge Funding, has been developed to provide a more intensive support programme for identified SIMD target communities. This programme also addresses holiday hunger through a programme of family and community based programmes, but with a more intense focus on learning and skills development for children and their families. Daily activities include book bug sessions, fun maths and cooking meals on a budget. This programme was piloted in North West Kilmarnock during the 2018/19 academic year and, following a positive evaluation which demonstrated significant improvements in parental involvement in supporting their children's learning at home, was adapted and expended to primary schools in the 9 most highly deprived areas within the authority area in 2019/20. Further evaluation of this approach and consideration its longer term sustainability will now be taken forward as part of the wider review and evaluation of our work to close the poverty related attainment gap in East Ayrshire.

The priority given to tackling child poverty in East Ayrshire was demonstrated in the Council's 2019/20 budget-setting process, where the sum of **£0.250m** was set aside to fund alternative models of provision to tackle **food insecurity** and make provision sustainable for the future<sup>6</sup>. It is anticipated that **20,000** meals will be provided during the school holidays in 2019.

<sup>6</sup> <https://docs.east-ayrshire.gov.uk/r/?f=https://docs.east-ayrshire.gov.uk/CRPADMMIN/2012%20AGENDAS/COUNCIL/28%20FEBRUARY%202019/transformation%20strategy%202017-22%20-%20revenue%20budget%202019-2022.pdf>



## Dignified Food Provision

During 2018/19 a ‘**food in communities**’ group was established in East Ayrshire, involving a range of partners including **Fareshare, Scottish Government, CVO East Ayrshire, Centrestage, East Ayrshire Health and Social Care Partnership and East Ayrshire Council** (Vibrant Communities and Communications). The group was initially established as part of our preparations for Brexit, to mitigate the impact of potential food shortages and price increases on our most vulnerable families; however a wider opportunity to develop an integrated approach to dignified food provision was soon identified: **linking a range of existing provision, including holiday hunger programmes, to better meet our communities’ needs, and maximising the potential to connect with those struggling with food insecurity.**

**An interactive mapping resource, [we hae food](#)** , was developed and is hosted on the Council’s website, **to publicise available community food provision** across East Ayrshire. Wider engagement activity is also taking place, to bring together all of the good work which is taking place across our communities and to make sure that it is reaching those in need.

Ongoing work is being taken forward between Fareshare, Centrestage and East Ayrshire Council to **maximise the use of surplus food** to meet the continuing challenges of food insecurity and to develop innovative approaches based on a ‘**take what you need, pay what you can**’ dignified food provision model. This work has included the Council supporting Centrestage with the production of an additional 500 meals per week using surplus food, which were made available for families attending the 2019 summer holiday activity programmes to take home. This is in addition to the 20,000 packed lunch meals previously referenced.

## Cost of the School Day

Awareness raising activity has taken place to ensure that staff across our educational establishments are well placed to address the particular challenges which the everyday costs of the school day can present to children and families in poverty. Head teachers have been empowered to develop their own response to these challenges, supported by central Education staff, and practical steps to address these issues have been taken in schools across the authority area, through informal initiatives such as **school uniform swaps**. **A dignified approach to food waste in schools** has also been introduced, where surplus food is packaged and young people can take free meals home. Several schools, in areas such as Kilmarnock, Muirkirk and New Cumnock, have also adopted a more formal ‘**poverty proofing**’ approach and the learning and good practice from these schools will be shared to allow proven approaches to be embedded across the wider establishment.

**Automated systems** to facilitate **school clothing grant** and **free school meal applications** have also been developed and introduced, and school clothing grants in East Ayrshire have been increased to **£110 per child**. Analysis of Council records to assess eligibility to Clothing Grants and Free School Meals was undertaken during summer 2018. This review highlighted a number of families who had an underlying entitlement to one or both

of these services, but had not submitted an application for either. Based on this work, an additional 246 Clothing Grants were awarded and 151 Free School Meals entitlements.

## **INCOME FROM SOCIAL SECURITY AND BENEFITS IN KIND**

### **Financial Inclusion**

The **Financial Inclusion Team (FIT)**, within the Health and Social Care Partnership, works to assist the most vulnerable individuals against the impact of the UK Government's Welfare Reform programme. Referrals to FIT are made primarily from **social work teams, housing officers and health staff**, with **financial advice/support** relating to **welfare benefits** and **income maximisation** provided. In 2018/19, within the challenging context of welfare reform, the FIT achieved financial gains totalling £4.6 million on behalf of service users in East Ayrshire. **Since the establishment of the FIT in 2013, the Team has generated income in excess of £24 million for East Ayrshire residents.**

In 2018/19 a **dedicated Financial Inclusion Officer** was appointed to undertake a lead role working with **Children and Families** Social Work teams; linking to third sector organisations who work with children; and working with Education colleagues in the development of their 'Poverty Proofing Our Establishments' approach. Investment in this additional resource will assist the FIT team to increase its proactive work to ensure that families with children, including **the target groups** identified within the Act, receive all of the information and help they need to claim their **benefit entitlements**. This will in turn support our contribution to the new child poverty targets.

Financial Inclusion officers are embedded in the Council's **Employability** and **Housing** teams and also a key part of the **In Court Advice Service** at **Kilmarnock Sheriff Court**, supporting **council, social and private tenants** who are facing eviction. Strong Financial Inclusion links also exist with local **Mental Health** staff and **McMillan Cancer Support**.

Local Area Coordinators, within the Vibrant Communities team, are also in place to support people who have disabilities and/or complex needs live a full life in their community by promoting inclusion and helping to develop their skills and abilities in relation to work, family, community and personal life. This includes support to fill in forms and to access benefit entitlements.

The Financial Inclusion Team also leads and co-ordinates the partnership wide '**Poverty Action Group – East Ayrshire**', which has played a key role in the development of this LCPAR. (Formerly the 'Financial Inclusion Group', this group of statutory and third sector partners took the decision, during 2018/19, to rebrand as **Poverty Action Group - East Ayrshire**).

## **Universal Credit**

The local authority has established a **Universal Credit Support Team** within the **Housing and Communities** service area of **Safer Communities**, to assist people to claim and maintain their Universal Credit entitlement, ensuring that they are supported throughout the process and that they continue **to pay their rent** to keep a roof over their heads. While the Financial Inclusion Team routinely deals with the more complex claims, including **vulnerable individuals** and those with **disabilities**, close partnership working with other services and providers is moving us to a more streamlined approach and a genuine 'one stop' approach to supporting local people to claim the benefits to which they are entitled.

With the introduction of Universal Credit, there has been a significant increase in the referral rates to local **Foodbanks**, particularly where there are children in the household. To support individuals and families who are received **multiple foodbank referrals**, the Financial Inclusion Team have also placed a part time **Financial Inclusion Officer** within the **Council of Voluntary Organisations East Ayrshire**, the organisation which operates the local foodbanks.

## **East Ayrshire Citizens Advice Bureau (CAB)**

East Ayrshire CAB provides citizens of East Ayrshire with **free impartial, independent advice and support** in a variety of areas, including benefits, budgeting and debt advice and representation in challenging decisions. The core funding for CAB is from local authority grant of around £0.400 million per annum. In recent years CAB has secured client financial gains from benefits totalling of around £3.7 million and debt reduction of around £1,9 million.

## **NHS Ayrshire & Arran Financial Inclusion Referral Pathways**

A referral tool has been developed to enable NHS staff to refer families in need directly to appropriate specialist advice, including income maximisation services, rather than just sign-posting people to specialist services. Direct referral has been shown to be much more effective in maximising income for families. Broader awareness-raising, in relation to social determinants of health (such as child poverty) and the impact of Adverse Childhood Experiences (ACEs), has also been taking place with NHS staff and more widely across the partnership.

**Midwives** and **Health Visitors** play a key role in supporting pregnant women and mothers/families with young children. Maternity Services are currently working with financial inclusion specialists across the three Ayrshires to develop a joined up approach to improving access to income maximisation services for pregnant women. Scottish Government funding is being used to support the development of capacity in Maternity Services electronic systems that will enable midwives to make direct referrals to specialist financial inclusion services. The new universal health visiting pathway also presents an opportunity to involve Health Visitors in the income maximisation referral pathways. These approaches build on the existing relationships which are in place between midwives, health visitors and pregnant women/women with young children, ensuring the most universal possible access to financial inclusion services for this target group.

## Every Child, Every Chance

In addition to the activity highlighted under the individual 'drivers' of child poverty, partners in East Ayrshire have been working to support and to maximise the impact of the national 'Every Child, Every Chance' Delivery Plan. This has included:

- Expanding **early education and child care** provision across the local authority area. This makes a practical difference to families, both in terms of saving them money and giving parents and carers greater opportunities to consider work, training or study.
- Raising awareness of the new **Best Start Grant Pregnancy and Baby Payment** and **supporting families to access their entitlements**: staff across **health services, early years establishments and schools** have played a key role in this;
- Development and implementation of the **East Ayrshire Housing Asset Management Framework (HAMF)** to ensure that East Ayrshire's housing stock meets current and future needs of tenants; the sustainability of tenancies is improved; and the best use of resources is made. Currently 97.9% of the Council houses meet the **Energy Efficiency** Standard for Social Housing (ESSH) and work is ongoing to identify properties that do not meet the ESSH and to ensure full compliance.
- Continuing to **map local assets, activities and services** across East Ayrshire, to understand where **opportunities and gaps** exist that can directly or indirectly impact on child poverty.

# What more can partners in East Ayrshire do to address child poverty?

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Work to address child poverty is **already embedded** across each the three thematic Delivery Plans which have been developed by community planning partners in East Ayrshire for the period 2018-2021. This '**routine business**' **will continue** to be progressed over the year ahead and will contribute significantly to both our interim and longer term child poverty reduction targets. We also recognise that, supported by the national 'Every Child Every Chance' agenda, we have **a genuine opportunity** to achieve **a step-change** in relation to child poverty. To this end we have identified **additional, targeted action** to be progressed during 2019/20 and beyond.

In developing this focused child poverty agenda, we have **listened** and **learned** from the feedback which has come from our consultation and **engagement** activity over the last year. Our stakeholders have helped us to **identify** some of the **barriers** which still need to be addressed to allow us **to reduce child poverty** levels in East Ayrshire; and they have **challenged** us to do everything within our power **to ensure that all children growing up in East Ayrshire are 'happy, fulfilled and free to be a child'**.

In response to our stakeholder feedback, the following themes have been identified and corresponding action developed.

**Transport**

**Employment**

**Financial Inclusion**

**Every Day Living Costs**

**Communication**

**TRANSPORT:** In each and every engagement session which we held, **access to affordable transport** was raised as an issue, particularly in relation to:

- The **cost, timetabling and provision of transport services** to allow financially challenged **parents, carers, young people and other vulnerable residents in rural communities** to **access employment, benefits, support services and other amenities** which more affluent residents take for granted.

**What we will do:**

- **An enhanced strategic focus on transport as a key local driver of child poverty, commencing with a ‘spotlight’ session on transport** to take place in August 2019 with members of the CPP **Executive Officers’ Group** (EAC, HSCP, NHS A&A, Ayrshire College, Scottish Enterprise, Police Scotland and SFRS) and colleagues from **SPT, Ayrshire Roads Alliance** and **EAC Planning team**. This session will focus particularly on transport challenges and opportunities related to the Ayrshire Growth Deal; Strategic Health Developments; and the Local Development Plan 2.
- An **options appraisal in relation to the development of a municipal bus service** will be implemented during 2019/20, involving **Ayrshire Roads Alliance, EAC, SPT and Coalfield Community Transport**, and opportunities for joint working with neighbouring authorities will also be explored.
- **A consistent lobbying position** in relation to transport for East Ayrshire will be developed to maximise the leverage of our CPP in relation to those **transport issues which are out with the direct gift of our partnership**. There will be a particular focus on **concessionary travel for young people; support for parents/carers/families to access benefits and advice services**; and supporting the recommendations identified within the Poverty and Inequality Commission’s recently published ‘**Transport and Poverty in Scotland Report**’.<sup>7</sup>
- We will act on the findings of the **planned comprehensive review** of an **extension of discounts on public transport** currently available to those aged 16-18 and extending it to those under the age of 26.

<sup>7</sup> <https://povertyinequality.scot/wp-content/uploads/2019/06/Transport-and-Poverty-in-Scotland-Report-of-the-Poverty-and-Inequality-Commission.pdf>

**EMPLOYMENT:** Access to **good quality employment opportunities** remains key to assisting people to move out of poverty.

- **'In work' poverty** has increased with stakeholders sharing concerns about **low paid employment** and **'zero hours contracts'**.
- We also need to continue to **provide effective pathways for people to move into employment**, linking this into the emerging growth sectors identified within the Ayrshire Growth Deal and making sure that our young people have the skills to allow them to benefit from the new opportunities which will be created.

**What we will do:**

- Continue to work with partners in the **Ayrshire Growth Deal** to ensure that the economic benefits are genuinely 'inclusive', combining increased prosperity with greater equality and **ensuring that the benefits of increased prosperity are distributed fairly across our communities**.
- **East Ayrshire Council, Ayrshire College, Scottish Enterprise** and **local businesses** will work with **Barclays** to deliver a three-year economic growth initiative in Kilmarnock, as part of its **'Thriving Local Economies'** scheme. This will support local residents to be ready for the future world of work, developing skills to match the needs of the local and national economy.
- **Role model good employer practices** across our CPP and work with colleagues in the third and private sectors to promote **fair working** practices.
- **Mitigate** the effects of child poverty through our **employment, commissioning and procurement** practices, through for example commitments to and building on existing commitments to the **Scottish Living Wage**.
- **Link tackling child poverty** with the national commitment to halve the **'disability employment gap'**.

**FINANCIAL INCLUSION:** Financial inclusion is about ensuring that our **residents are aware of their rights** to benefits, that they **receive their full entitlement** to those benefits. It is also about **fairness** and **equal treatment** and this involves **advocating** on behalf of citizens, **challenging decisions** and **representing** people in Appeals and Tribunals related to those decisions. **Digital exclusion** is an issue, as financial and technological change has seen a move towards digital in the financial sector which has **reduced physical service provision, particularly in rural communities**.

**What we will do:**

- Review and streamline **our financial inclusion services** to ensure **maximum reach** to excluded groups and communities.
- Formalise and implement joint working arrangements with **Social Security Scotland**, which will see SSS staff work alongside the Financial Inclusion Team in East Ayrshire.
- Promote **take-up** of new Social Security Scotland benefits including the recent **Best Start Grant** for low income families in infancy and early years, and the **Scottish Child Payment** for under 6s by 2021 and remaining under 16s by 2022.
- Promote **outreach** support from **Citizens' Advice Bureau** in communities that are in the 0-5% most deprived areas in East Ayrshire identified by the Scottish Index of Multiple Deprivation (SIMD) 2016.
- **Maternity services** will work jointly with financial inclusion specialist services using Scottish Government funding to develop e-systems to enable Midwives to refer women directly to services to maximise household income.
- Work in **partnership with Registered Social Landlords** through the Poverty Action Group to better support tenants in relation to financial inclusion.
- Work across partners in registration, midwifery, health visiting, early years, school nursing and others to provide **up-stream, early advice** and **support** to tackle child poverty.
- Appraise the **options** available around **alternative local currencies** (a local currency that can be spent in a definite geographic area) and **access to affordable credit** through the Poverty Action Group.
- Promote **Post Office financial services** in communities poorly served by ATMs or affected by bank closures.
- Deliver a **tiered anti-poverty training programme** across the workforce modelled on the Protecting People Framework.



**EVERY DAY LIVING COSTS:** Vulnerable families, particularly **lone parents, young parents, large families** and those living in **rural areas**, are struggling to meet the costs of day to day living - **demands on local foodbanks and other support services are increasing.**

- This impacts most on those **families with multiple characteristics which make them more likely to be in poverty** – for example those children living in families affected by disability, not in paid employment and in circumstances that may be further compounded by living in rural areas, where costs of living can be higher and access to transport more costly.

**What we will do:**

- **Continue to roll out national initiatives in relation to free P1-P3 meals and Early Years expansion.** A total of 779,799 free meals were provided in primary and secondary schools in 2018/19, which equates to 4,100 each day. However there remains a significant number of children not taking free meals and increasing uptake continues to be a key action. Early Years expansion offers a further opportunity to address food poverty and through our early implementation programme approximately 800 meals per day are already being provided. It is anticipated that this number will increase significantly in the year ahead and, by the end of 2020, a free meal will be offered to all children between the age of 3 and 7.
- **Continue to deliver good quality, affordable housing for families across East Ayrshire**, investing in new affordable homes with higher energy efficiency standards and digital connectivity; and delivering a range of regeneration projects to improve housing and the built environment in priority areas. We will continue to prioritise allocation of available housing for those in greatest need, including homeless households, those with urgent medical needs, disabled people, and will continue to implement joint-working through care protocol to prevent and reduce homelessness for care experienced young people.
- **Continue to support vulnerable individuals and families who are at risk of, or are experiencing, homelessness through the implementation of the Council's Rapid Rehousing Transition Plan.** This plan sets out the key actions and timescales which partners have identified to achieve the 5-year vision for rapid rehousing with an aim to increase focus on early intervention and prevention and reduce homeless presentations and applications.
- Work proactively with **Citrus Energy** (the energy advice arm of Cunninghame Housing Association) to address local issues surrounding fuel poverty.

- **Further align free sanitary provision and dignified food provision** and continue to work across partners to **reduce the reliance on foodbanks**.
- **Participate in a Health Scotland funded Cost of Pregnancy** research project to explore the experiences of pregnant women and women with infants of services provided by Midwives and Health Visitors working in Ayrshire and Arran . This project will explore the lived experiences of women from low-income families who are also living in rural communities. This will be compared with women from low income urban communities in Glasgow. A research company has been recruited to undertake the project, with field work taking place from June to August 2019, and reporting in October 2019.

**COMMUNICATION:** We need to get better at **sharing information** and **promoting a consistent anti-poverty message** - both across our communities and also within CPP agency staff groups.

- A wide range of support services are available for families across East Ayrshire but this message is **not consistently reaching people in need before they reach crisis point**.
- We know that there continues to be **stigma attached to being in poverty**, which can be particularly difficult for children and young people to cope with – children and young people who deserve the same chances in life and opportunities as their more affluent peers.
- We recognise that **strategic decisions** which are taken with the best of intentions can have **unintentional negative impacts on vulnerable families and children**. **A socio-economic impact assessment has already been incorporated within the East Ayrshire Council’s Equality Impact Assessment tool, to inform in future policy development, and more work will be done across our partnership to increase awareness of the poverty related challenges facing our local communities.**

**What we will do:**

- The **Poverty Action Group – East Ayrshire** will review [eamoney.co.uk](http://eamoney.co.uk)<sup>8</sup> with a view to relaunching the digital platform and ensuring that all practitioners across our partnership are aware of this resource as a ‘one stop shop’ which allows East Ayrshire residents to access a wide range of partner financial inclusion services, offering free and impartial financial and benefits advice and signposting to the appropriate supports. The focus will be on **maximising its reach to our most vulnerable families and target groups**.

<sup>8</sup> East Ayrshire Money is a partnership of agencies who provide information and advice and/or services relating to a wide range of issues to residents of East Ayrshire.

- Colleagues in NHS Ayrshire & Arran Public Health will **encourage use of locally developed referral tool to enable NHS staff to directly refer families in need to appropriate specialist services**, and incorporate this into routine practice. This includes developing the new maternity information system (Badgernet) to better record routine conversations related to money worries and refer women directly to income maximisation support.
- Colleagues in NHS Ayrshire & Arran will develop a **child poverty impact assessment tool** for strategies, policies and service improvement across **NHS Ayrshire and Arran**.
- A **shared approach** will be developed to **increasing awareness across CPP staff** of the **impact** that **child poverty** has on access to services.
- Colleagues from NHS Ayrshire & Arran Public Health and Communications departments are part of a **National Child Poverty Communications Group**, taking a '**Once for Scotland**' approach that is reframing information about child poverty to ensure **clear, consistent and effective messages** are being deployed with various stakeholders to increase understanding of the causes and consequences of child poverty.
- Promote **Challenge Poverty Week** across East Ayrshire in October 2019, with a view to raising awareness of child poverty in East Ayrshire and tackling stigma.
- **Lobby, advocate** and seek to **influence** wider **change** across all systems, including focus on new National Public Health Priorities: Priority 5 – An Ayrshire where we have a sustainable, inclusive economy with equality of outcomes for all, which will include Child Poverty.

# Future Development

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This LCPAR represents the first stage of our journey towards achieving the Scottish Government's ambitious child poverty targets by 2030. It seeks to build on the strong track record of partnership working in East Ayrshire in relation to this complex agenda and to provide a guide to action.

During 2019/20 our strategic approach to addressing child poverty will continue to be developed and, in particular, further consideration will be given to measuring and demonstrating the impact of this activity in the years ahead.

This will include the following:

- **Poverty Action Group – East Ayrshire:** There currently exists a strong partnership between statutory and third sector agencies in East Ayrshire. Over the year ahead, the Poverty Action Group East Ayrshire will work to further enhance that partnership ethos, to maximise the impact of our joint working to more effectively address issues surrounding child poverty. This will include examining how existing partners currently operate and identifying whether they have scope to apply a more holistic approach when assisting service users with financial inclusion matters. The Group will also seek to develop targeted approaches to addressing the poverty related issues raised in the recent engagement sessions, such as fuel poverty, and to ensure that we are reaching the identified priority groups. Our communities, in particular people with experience of poverty, will continue to play a key role in shaping this work
- **Children and Young People's Service Plan:** During 2019/20 the development of our new Children and Young People's Service Plan 2020-2023 will commence and relevant action areas will dovetail with the new plan.
- **The Poverty Related Attainment Gap:** Activity will be progressed, through the **South West Educational Improvement Collaborative (SWEIC)** and the new **Attainment Scotland Fund Programme Board**, to evaluate and to maximise the impact of Attainment Scotland funding in relation to addressing the poverty related attainment gap across the authority area, and to ensure that proven approaches are embedded across our educational establishments.
- **Multi-Agency Challenge Event:** Early in 2020, we will bring together representatives from each of the three strategic delivery plan working groups in East Ayrshire (Economy and Skills, Safer Communities and Wellbeing) for a focused review session to take stock of partnership activity to address our cross cutting themes and our current strategic priorities, including **Child Poverty**. National Partners will be invited to join this session, to provide valuable external challenge.

# Governance and Reporting

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East Ayrshire Council and NHS Ayrshire and Arran have devolved strategic oversight of this Child Poverty Action Plan to East Ayrshire Community Planning Partnership Board.

This Plan is presented as part of a wider suite of Community Planning Local Outcomes Improvement Plan (LOIP) reporting materials, to allow it to be considered within the context of the wider partnership activity which will contribute to achievement of the child poverty targets in East Ayrshire.

The governance arrangements are set out in the diagram below.



Note: The Pan Ayrshire Infant, Children and Young People's (ICYP) Transformational Change Programme Board has also taken an advisory role in the development of the three Ayrshire LCPARs.

Targets relating to child poverty have been incorporated within our Local Outcomes Improvement Plan, as the performance management framework which underpins all community planning activity in East Ayrshire. Routine monitoring of progress towards the achievement of this Plan will be undertaken by the Community Planning Executive Officers' Group and the formal annual performance report will be presented to Members of East Ayrshire Council and CPP Board as part of the existing Local Outcomes Improvement Plan reporting Framework, in September each year.

## Summary Action Plan 2019/20

| ACTION   | TIMESCALE  | PARTNERS   | POVERTY DRIVER   | HOW IMPACT WILL BE ASSESSED  | TARGET GROUPS  |
|--|--|--|--|--|--|
| <b>TRANSPORT</b>   |  |  |  |  |  |
| <ul style="list-style-type: none"> <li>An enhanced strategic focus on transport as a key local driver of child poverty, commencing with a CPP Executive Officers' Group 'Spotlight Session' on Transport, August 2019.</li> </ul>                                      | Spotlight session: August 2019<br><br>Follow up actions developed and Implemented: 2019/20 onwards | Core Community Planning Partners plus Ayrshire Roads Alliance and SPT.       | <ul style="list-style-type: none"> <li>Income from Employment (access)</li> <li>Costs of living</li> </ul>                               | <ul style="list-style-type: none"> <li>Actions identified</li> <li>Longer term consideration of impact, dependent on actions identified.</li> </ul>                                    | Universal  |
| <ul style="list-style-type: none"> <li>An options appraisal will be undertaken in relation to the establishment of a municipal bus service.</li> </ul>   | 2019/20  | EAC, Ayrshire Roads Alliance, SPT, Stagecoach, Coalfield Community Transport | <ul style="list-style-type: none"> <li>Income from Employment (access)</li> <li>Costs of living</li> </ul>                               | <ul style="list-style-type: none"> <li>Completion of appraisal.</li> <li>Longer term consideration of impact, dependent on outcome of appraisal exercise.</li> </ul>                   | Residents on low incomes, particularly in rural communities. |
| <ul style="list-style-type: none"> <li>A consistent lobbying position in relation to transport for East Ayrshire developed to maximise the leverage of our CPP in relation to those transport issues which are out with the direct gift of our partnership.</li> </ul> | 2019/20  | All community planning partners  | <ul style="list-style-type: none"> <li>Income from Employment (access)</li> <li>Costs of living</li> <li>Income from Benefits</li> </ul> | <ul style="list-style-type: none"> <li>Identification and implementation of lobbying strategy.</li> <li>Longer term consideration of impact, dependent on strategy adopted.</li> </ul> | Residents on low incomes, particularly in rural communities. |

|   |                               |   |  |  |   |
|---|-------------------------------|---|--|--|---|
| <ul style="list-style-type: none"> <li>Act on the findings of the planned comprehensive review of an extension of discounts on public transport currently available to those aged 16-18 and extending it to those under the age of 26.</li> </ul> | To national review timescales | All community planning partners   | <ul style="list-style-type: none"> <li>Income from Employment (access)</li> <li>Costs of living</li> </ul> | <ul style="list-style-type: none"> <li>Local action against recommendations of national review.</li> </ul>   | Residents on low incomes, particularly in rural communities.                        |
| <b>EMPLOYMENT</b>   |                               |   |  |  |   |
| <ul style="list-style-type: none"> <li>Work with partners in the Ayrshire Growth Deal to ensure that the economic benefits are genuinely 'inclusive'.</li> </ul>  | 2019-2030                     | All community planning partners<br><br>AGD partners                                       | <ul style="list-style-type: none"> <li>Income from Employment</li> </ul>                                   | <ul style="list-style-type: none"> <li>AGD impact measurement framework.</li> <li>LOIP 'Economy and Skills' indicators.</li> </ul>                     | Universal – including in particular residents on low incomes, in rural communities. |
| <ul style="list-style-type: none"> <li>Work with Barclays to deliver a three-year economic growth initiative in Kilmarnock, as part of the 'Thriving Local Economies' scheme</li> </ul>   | 2019-2022                     | Barclays, East Ayrshire Council, Ayrshire College, Scottish Enterprise, Local Businesses. | <ul style="list-style-type: none"> <li>Income from Employment</li> </ul>                                   | <ul style="list-style-type: none"> <li>Project impact measurement framework being developed.</li> <li>LOIP 'Economy and Skills' indicators.</li> </ul> | Universal   |
| <ul style="list-style-type: none"> <li>Role model good employer practices across our CPP and work with colleagues in the third and private sectors to promote fair working practices</li> </ul>   | 2019/20 and ongoing           | All community planning partners, Scottish Government.                                     | <ul style="list-style-type: none"> <li>Income from Employment</li> </ul>                                   | <ul style="list-style-type: none"> <li>LOIP 'Economy and Skills' indicators.</li> </ul>  | Universal   |
| <ul style="list-style-type: none"> <li>Mitigate the impact of child poverty through our employment, commissioning and procurement practices.</li> </ul>   | 2019/20 and ongoing           | All community planning partners   | <ul style="list-style-type: none"> <li>Income from Employment</li> </ul>                                   | <ul style="list-style-type: none"> <li>LOIP 'Economy and Skills' indicators.</li> </ul>  | Universal   |

|   |  |   |   |   |  |
|---|--|---|---|---|--|
| <ul style="list-style-type: none"> <li>Link tackling child poverty with the national commitment to halve the 'disability employment gap'.</li> </ul>  | 2019/20  | All community planning partners                                   | <ul style="list-style-type: none"> <li>Income from Employment</li> </ul>                        | <ul style="list-style-type: none"> <li>Disability related employment gap indicator</li> </ul>   | Children living in households affected by one or more protected characteristic |
| <b>FINANCIAL INCLUSION</b>  |  |   |   |   |  |
| <ul style="list-style-type: none"> <li>Review and streamline our financial inclusion services to ensure maximum reach to excluded groups and communities.</li> </ul>  | 2019/20  | EAHSCP, Child Poverty Action Group - EA, Social Security Scotland | <ul style="list-style-type: none"> <li>Income from Benefits</li> <li>Costs of Living</li> </ul> | <ul style="list-style-type: none"> <li>Feedback from ongoing engagement with locality groups and practitioners.</li> <li>LOIP Wellbeing Indicators (income maximisation)</li> <li>Benefits uptake data</li> </ul>         | Vulnerable residents and identified priority groups                            |
| <ul style="list-style-type: none"> <li>Formalise and implement joint working arrangements with Social Security Scotland.</li> </ul>   | 2019/20 and ongoing                                  | EAHSCP/Social Security Scotland                                   | <ul style="list-style-type: none"> <li>Income from benefits</li> </ul>                          | <ul style="list-style-type: none"> <li>Feedback from ongoing engagement with locality groups and practitioners.</li> <li>LOIP Wellbeing Indicators (income maximisation).</li> <li>SSS data on benefits uptake</li> </ul> | Residents on low incomes and identified priority groups                        |
| <ul style="list-style-type: none"> <li>Promote take-up of new Social Security Scotland benefits including the recent Best Start Grant for low income families in infancy and early years, and the Scottish Child Payment for under 6s by</li> </ul> | Best Start 2019/20<br>Scottish Child Payment 2020/21 | Poverty Action Group  | <ul style="list-style-type: none"> <li>Income from benefits</li> </ul>                          | <ul style="list-style-type: none"> <li>Social Security Scotland management information</li> </ul>   | Residents on low incomes and identified priority groups                        |



|  |                     |  |   |   |  |
|--|---------------------|--|---|---|--|
| 2021 and remaining under 16s by 2022.  |                     |  |   |   |  |
| <ul style="list-style-type: none"> <li>Promote outreach support from Citizens' Advice Bureau in communities that are in the 0-5% most deprived areas in East Ayrshire identified by the Scottish Index of Multiple Deprivation (SIMD) 2016.</li> </ul> | 2019/20             | Poverty Action Group   | <ul style="list-style-type: none"> <li>Income from benefits</li> </ul>                          | <ul style="list-style-type: none"> <li>Citizens' Advice Bureau management information</li> </ul>  | Residents on low incomes, particularly in rural communities. Areas of high material deprivation. |
| <ul style="list-style-type: none"> <li>Maternity Services and Income Maximisation joint working to integrate direct referral into new e-system, BadgerNet.</li> </ul>  | 2019/20 and ongoing | NHS Maternity Services<br>NHS Public Health<br>EAHSCP<br>ICYP<br>transformational Change Programme Board | <ul style="list-style-type: none"> <li>Income from benefits</li> </ul>                          | <ul style="list-style-type: none"> <li>Feedback from ongoing engagement with locality groups and practitioners</li> <li>LOIP Wellbeing Indicators (income maximisation) Benefits uptake data</li> </ul> | All pregnant women with a focus on those on low incomes and identified priority groups           |
| <ul style="list-style-type: none"> <li>Work in partnership with RSLs through the Poverty Action Group to better support tenants in relation to financial inclusion supports</li> </ul>   | 2019/20 and ongoing | Poverty Action Group – EA, Local RSLs  | <ul style="list-style-type: none"> <li>Costs of living</li> </ul>                               | <ul style="list-style-type: none"> <li>Income maximisation numbers for families in RSL properties</li> </ul>  | Residents on low incomes and identified priority groups  |
| <ul style="list-style-type: none"> <li>Work across partners in registration, midwifery, health visiting, early years, school nursing and others to provide up-stream, early advice and support to tackle child poverty.</li> </ul>                     | 2019/20             | Poverty Action Group   | <ul style="list-style-type: none"> <li>Income from benefits</li> <li>Costs of living</li> </ul> | <ul style="list-style-type: none"> <li>Financial Inclusion Team management information</li> </ul>   | Income maximisation for pregnant women and families with children<br>Priority groups             |

|  |                     |  |   |   |   |
|--|---------------------|--|---|---|---|
| <ul style="list-style-type: none"> <li>Appraise the options available around alternative local currencies and access to affordable credit through the Poverty Action Group.</li> </ul> | March 2020          | Poverty Action Group                   | <ul style="list-style-type: none"> <li>Costs of living</li> </ul>   | <ul style="list-style-type: none"> <li>Option appraisal report and recommendations produced</li> </ul>  | Children living in households affected by one or more protected characteristics. Priority groups. Areas of high material deprivation. |
| <ul style="list-style-type: none"> <li>Promote Post Office financial services in communities poorly served by ATMs or affected by bank closures.</li> </ul>                            | 2019/20             | Poverty Action Group                   | <ul style="list-style-type: none"> <li>Cost of living</li> </ul>  | <ul style="list-style-type: none"> <li>Promotion materials produced</li> <li>Social media activity</li> </ul>                                     | Priority groups<br>Areas of high material deprivation<br>Rural communities  |
| <ul style="list-style-type: none"> <li>Deliver a tiered anti-poverty training programme across the workforce modelled on the Protecting People Framework.</li> </ul>                   | March 2020          | Poverty Action Group                   | <ul style="list-style-type: none"> <li>Income from employment</li> <li>Income from benefits</li> <li>Costs of living</li> </ul> | <ul style="list-style-type: none"> <li>Training materials developed.</li> <li>Number of attendees by tier</li> <li>Training evaluation</li> </ul> | Universal   |
| <b>EVERY DAY LIVING COSTS</b>  |                     |  |   |   |   |
| <ul style="list-style-type: none"> <li>Continue to roll out national initiatives in relation to free P1-P3 meals and Early Years expansion.</li> </ul>                                 | 2019/20 and ongoing | East Ayrshire Council                  | <ul style="list-style-type: none"> <li>Costs of living</li> <li>Income from Employment</li> </ul>                               | <ul style="list-style-type: none"> <li>Uptake data.</li> </ul>  | Families across the local authority area  |
| <ul style="list-style-type: none"> <li>Continue to deliver good quality, affordable housing for families across East Ayrshire</li> </ul>   | 2019/20 and ongoing | East Ayrshire Council and key partners | <ul style="list-style-type: none"> <li>Costs of living</li> </ul>   | <ul style="list-style-type: none"> <li>Local housing data</li> </ul>  | Families across the local authority area  |
| <ul style="list-style-type: none"> <li>Continue to support vulnerable individuals and families who are at risk of</li> </ul>   | 2019/20 and ongoing | East Ayrshire Council and key partners | <ul style="list-style-type: none"> <li>Costs of living</li> </ul>   | <ul style="list-style-type: none"> <li>Local housing data</li> </ul>  | Vulnerable residents across the authority area.   |

|  |                   |  |   |   |  |
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| homelessness through the implementation of the Council's Rapid Rehousing Transition Plan.  |                   |  |   |   |  |
| <ul style="list-style-type: none"> <li>Work proactively with Citrus Energy to address local issues surrounding fuel poverty.</li> </ul>  | 2019/20           | Poverty Action Group - EA<br>Citrus Energy   | <ul style="list-style-type: none"> <li>Costs of Living</li> </ul>                               | <ul style="list-style-type: none"> <li>Number of families assisted with fuel poverty</li> </ul>   | Residents struggling with fuel bills, particularly in rural communities.               |
| <ul style="list-style-type: none"> <li>Further align free sanitary provision and dignified food provision and continue to work across partners to reduce the reliance on foodbanks.</li> </ul>                               | 2019/20           | EAC, HSCP,<br>CVO East<br>Ayrshire,<br>Centrestage   | <ul style="list-style-type: none"> <li>Costs of Living</li> </ul>                               | <ul style="list-style-type: none"> <li>Local food bank usage data.</li> <li>Feedback from ongoing engagement with locality groups and practitioners.</li> </ul>   | Residents on low incomes   |
| <ul style="list-style-type: none"> <li>Participate in the Cost of Pregnancy research project to identify barriers pregnant women and women with infants face when accessing midwifery and Health Visitor services</li> </ul> | June-October 2019 | NHS Ayrshire & Arran Public Health and Maternity services.<br>East HSCP – Health Visitors and Early Years Services<br>NHS GGC<br>Health Scotland | <ul style="list-style-type: none"> <li>Costs of Living</li> </ul>                               | <ul style="list-style-type: none"> <li>Research findings will be used to develop Cost of Pregnancy guidance and/or tool kit to enable services remove barriers and increase access of women to services.</li> </ul> | All pregnant women with a focus on those on low incomes and identified priority groups |
| <b>COMMUNICATION</b>   |                   |  |   |   |  |
| <ul style="list-style-type: none"> <li>Review and relaunch the eamoney digital platform as central 'one stop shop' for financial support across East Ayrshire.</li> </ul>  | 2019/20           | Child Poverty Action Group - EA, led by EAHSCP   | <ul style="list-style-type: none"> <li>Income from Benefits</li> <li>Costs of Living</li> </ul> | <ul style="list-style-type: none"> <li>Feedback from ongoing engagement with locality groups and practitioners.</li> </ul>  | Residents on low incomes across the authority area                                     |

|   |         |   |   |  |   |
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|   |         |   |   | <ul style="list-style-type: none"> <li>• LOIP Wellbeing Indicators (income maximisation)</li> <li>Benefits uptake data</li> </ul>                  |   |
| <ul style="list-style-type: none"> <li>• Encourage use of locally developed referral tool to enable NHS staff to directly refer families in need to appropriate specialist services, and incorporate this into routine practice.</li> </ul> | 2019/20 | NHS Public Health, Communications and other services, and EAHSCP                                    | <ul style="list-style-type: none"> <li>• Income from Benefits</li> <li>• Costs of Living</li> </ul> | <ul style="list-style-type: none"> <li>• Specialist financial inclusion services to track referral rates and income maximisation levels</li> </ul> | Universal with a focus on vulnerable families           |
| <ul style="list-style-type: none"> <li>• Develop a child poverty impact assessment tool for NHS strategies, policies and service improvement, as part of Fairer Scotland Duty work</li> </ul>   | 2020    | NHS A&A Public Health West of Scotland Public Health Child Poverty Leads (GGC, D&G and Lanarkshire) | Potentially all 3 Drivers   | <ul style="list-style-type: none"> <li>• Strategic decisions in NHS A&amp;A considered through lens of Fairer Scotland Duty</li> </ul>             | Universal   |
| <ul style="list-style-type: none"> <li>• Develop a shared approach to increasing awareness amongst CPP staff about the impact that child poverty has on access to services</li> </ul>   |         | All Community Planning Partner Agencies   | <ul style="list-style-type: none"> <li>• Potentially all 3 Drivers</li> </ul>                       |  | Residents on low incomes and identified priority groups |
| <ul style="list-style-type: none"> <li>• Develop a national “once for Scotland” Child Poverty Communications Plan</li> </ul>  | 2019/20 | NHS A&A Public Health and Communications Department CPAG Poverty Alliance                           | <ul style="list-style-type: none"> <li>• Potentially all 3 Drivers</li> </ul>                       | <ul style="list-style-type: none"> <li>• Development of the national Child Poverty Communications Plan</li> </ul>                                  | Universal   |

|   |                     |  |   |  |           |
|---|---------------------|--|---|--|-----------|
|   |                     | Health Scotland<br>NHS Greater<br>Glasgow & Clyde<br>NHS Lanarkshire   |   |  |           |
| <ul style="list-style-type: none"> <li>Promote Challenge Poverty Week across East Ayrshire in October 2019.</li> </ul>  | October 2019        | All Community Planning Partners  | <ul style="list-style-type: none"> <li>Potentially all 3 Drivers</li> </ul>                                   | <ul style="list-style-type: none"> <li>Stories demonstrating the reality of poverty in East Ayrshire</li> <li>Local stories that challenge stereotypes</li> <li>Publicise solutions to poverty</li> <li>Measures of public support for action to tackle poverty</li> </ul> | Universal |
| <ul style="list-style-type: none"> <li>Lobby, advocate and seek to influence wider change across all systems, including focus on new National Public Health Priorities: Priority 5 – An Ayrshire where we have a sustainable, inclusive economy with equality of outcomes for all, which will include Child Poverty.</li> </ul> | 2019/20 and ongoing | NHS A&A Public Health<br>NHS A&A CPP<br>HSCP<br>3 <sup>rd</sup> Sector | <ul style="list-style-type: none"> <li>All three priorities, but especially income from employment</li> </ul> | <ul style="list-style-type: none"> <li>Briefing Note for partners in Ayrshire on Public Health Priority 5 developed awareness-raising and engagement in partnership</li> </ul>   | Universal |

# *Building a better East Ayrshire*

*Inspiring Ambition and Delivering Change*





*Community Planning*  
in East Ayrshire

# ECONOMY AND SKILLS

East Ayrshire Council  
and  
East Ayrshire Community Planning Partnership Board  
Joint Performance Event: 19 September 2019

# EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021

## ECONOMY AND SKILLS

### Summary of Performance at March 2019

| Measures of Success   | Baseline                           | Progress at March 2018             | Progress at March 2019             | Current status |
|---|------------------------------------|------------------------------------|------------------------------------|----------------|
| <b>Economy and Skills</b>   |                                    |                                    |                                    |                |
| <b>Local Outcome 1: Local economic activity increased</b>   |                                    |                                    |                                    |                |
| <b>Links to National Outcomes:</b>  |                                    |                                    |                                    |                |
| We have thriving innovative businesses, with quality jobs and fair work for everyone  |                                    |                                    |                                    |                |
| We have a globally competitive, entrepreneurial, inclusive and sustainable economy  |                                    |                                    |                                    |                |
| We value, enjoy, protect and enhance our environment  |                                    |                                    |                                    |                |
| We are open, connected and make a positive contribution internationally   |                                    |                                    |                                    |                |
| <b>Priority 1.1: Grow the business base in East Ayrshire</b>  |                                    |                                    |                                    |                |
| 1. Business start-up rate per 10,000 population (Increase – close the gap with the Scottish average)<br>Annual/Scottish Government  | 39<br>(East Ayrshire)              | 40<br>(East Ayrshire)              | 42<br>(East Ayrshire)              |                |
|   | 49<br>(Scotland)<br>(2015)         | 50<br>(Scotland)<br>(2016)         | 48<br>(Scotland)<br>(2017)         |                |
| 2. VAT/PAYE registered businesses per 10,000 adult population (Increase - close the gap with the Scottish average)<br>Annual/Scottish Neighbourhood Statistics  | 333<br>(East Ayrshire)             | 338<br>(East Ayrshire)             | 347<br>(East Ayrshire)             |                |
|   | 382<br>(Scotland)<br>(2015)        | 388<br>(Scotland)<br>(2016)        | 391<br>(Scotland)<br>(2017)        |                |
| 3. Business survival rate (3 years after start up) (Increase to 62% by 2019)<br>Annual/Office for National Statistics (ONS) Business Demography   | 61.3%<br>(East Ayrshire)           | 62.9%<br>(East Ayrshire)           | 57.7%<br>(East Ayrshire)           |                |
|   | 62.0%<br>(Scotland)<br>(2015)      | 62.1%<br>(Scotland)<br>(2016)      | 60.4%<br>(Scotland)<br>(2017)      |                |
| 4. Median gross weekly earnings for full-time employees (residence based) (In line with or above the Scottish average)<br>Annual/Office for National Statistics (Annual Survey of Earnings and Hours) | £550<br>(East Ayrshire)            | £558<br>(East Ayrshire)            | £581<br>(East Ayrshire)            |                |
|   | £536<br>(Scotland)<br>(April 2016) | £547<br>(Scotland)<br>(April 2017) | £563<br>(Scotland)<br>(April 2018) |                |
| 5. Median gross weekly earnings for full-time employees (workplace based) (Close the gap with the Scottish average)<br>Annual/Office for National Statistics (Annual Survey of Earnings and Hours)    | £517<br>(East Ayrshire)            | £526<br>(East Ayrshire)            | £574<br>(East Ayrshire)            |                |
|   | £535<br>(Scotland)<br>(April 2016) | £547<br>(Scotland)<br>(April 2017) | £563<br>(Scotland)<br>(April 2018) |                |
| 6. Tourism generated income (Increase to £89m by 2019)<br>Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report  | £86.87m<br>(2016)                  | £92.8m<br>(2017)                   | £95.58m<br>(2018)                  |                |
| 7. Annual number of visitors to the area (Maintain at 1.03 million at 2019)<br>Annual/East Ayrshire STEAM (Scottish Tourism Economic Assessment Model) Report   | 1.0377m<br>(2016)                  | 1,0816m<br>(2017)                  | 1,0650<br>(2018)                   |                |

|            |  |  |
|------------|--|--|
| <b>Key</b> |  | Denotes improving progress and on target or target achieved.         |
|            |  | Denotes maintaining/improving progress although target not achieved. |
|            |  | Denotes area for review or improvement.                              |

Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.



## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Economy and Skills Delivery Plan 2018-2021 – Our Key Priorities

To address inclusive growth and embed ambition, aspiration, creativity and entrepreneurship in our culture, we will work in partnership to:

- Promote East Ayrshire as a great place to live, work and visit.
- Attract, grow and retain business.
- Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.
- Deliver the Ayrshire Growth Deal, through a regional partnership.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2019 is summarised as follows:

- **Business start-up** increased from 39 to 42 per 10,000 population and the gap with Scotland narrowed.
- **VAT/PAYE registered businesses** increased from 333 to 347 per 10,000 adult population and the gap with Scotland narrowed.
- **Business survival rate** decreased from 61.3% to 57.7%.
- **Average full-time earnings** increased and sit above the Scottish average.
- **Tourism generated income** in East Ayrshire increased by 10%, from £86.87 million to £95.58 million.
- **Visitors to the area** increased by 2.6% from 1.0377 million to 1.0650 million.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Economy and Skills Delivery Plan 2018-2021.

#### Business Support

- The partners are continuing their efforts to bring new business to East Ayrshire and to help established business to do even better. The **Invest East Ayrshire** website is the key marketing and promotion platform for economic development activities: [www.investeastayrshire.co.uk](http://www.investeastayrshire.co.uk). In addition, we continue to engage with Scottish Development International as the national trade and investment agency.
- The **beReady** business support programme is an integrated business development programme aimed at supporting businesses with growth potential: 199 one-to-one consultancy interventions delivered to businesses on Sales, Marketing, Digital Marketing, Procurement, Management, HR, Finance and Innovation; and 57 beReady grants awarded, with a total value of £57,990, matched by £188,980 private sector investment, safeguarding 389 jobs and 70 new jobs forecast.
- A range of support to **start-up business** is provided through the **Business Gateway**: 235 new businesses supported in 2018/19, with additional marketing campaigns implemented to ensure our target is reached in 2019/20; and 20 start-up grants to a value of £13,860 provided, matched by £53,780 private investment, safeguarding 26 jobs and 24 new jobs forecast.
- Seventeen **high growth businesses** supported through the **Business Gateway Growth Programme** and 45 Scottish Enterprise products were accessed by these companies, with products ranging from international strategy support, carbon footprint reduction and smarter exporter to organisational development reviews and market research; and 448 clients attended 44 workshops specifically delivered to support companies with growth ambitions.
- As part of a new regional approach to economic development, Scottish Enterprise is engaging with the three Ayrshire local authorities to develop an Accelerated Growth Programme, which aims to provide a more streamlined approach to support access to Scottish Enterprise support for Ayrshire businesses. Five workshops were held in 2018/19 to engage with a range of companies and support their growth aspirations.
- Working with 47 companies in East Ayrshire, Scottish Enterprise has provided support in relation to innovation, investment, international and inclusive growth, and through its Accelerated Growth pilot.
- Scottish Enterprise continued to support companies in terms of their **investment development**, with 10 companies receiving project support and manufacturing reviews to ensure suitable use of space, and an additional 5 firms using the Investment Specialist Support intervention.

- During 2018/19, Ayrshire Chamber of Commerce supported 18 East Ayrshire businesses via the Business Mentoring programme. This service gives businesses the confidence to develop and grow, with the support of a mentor from the business sector.
- Ayrshire Chamber launched Future Chamber, a new programme that provides free membership to business owners under 35-years old throughout Ayrshire for a period of one year. During 2018/19, 10 East Ayrshire companies were supported.

### Ayrshire Growth Deal




- The UK and Scottish Governments confirmed their commitment to the **Ayrshire Growth Deal (AGD)** in March 2019, which will bring £251 million funding into the local economy over 10-15 years, to support delivery of an estimated 7,000 new jobs, significant new business and innovation space, enhanced digital and transport infrastructure, business support and significant levels of private sector investment. The focus is now on developing full business cases for early project delivery and ensuring that appropriate governance arrangements are in place for the new Ayrshire Regional Economic Committee, comprising representation from a number of national agencies and private sector representation (operational from April 2019) to oversee the delivery of the AGD and the new Ayrshire Economic Strategy, which will provide the framework for economic development in the region.
- The Ayrshire Growth Deal has been designed to realise local ambitions for sustainable growth over the next 20 years and to address inherent inequalities in our economy. Project commitments are summarised as follows:
  - **£80 million** investment in **Aerospace and Space activity**, primarily focused around Prestwick;
  - **£69.5 million** to support **economic infrastructure** and the **engineering and manufacturing sectors** in Ayrshire;
  - **£34 million** for **tourism** development;
  - **£42.5 million** investment into innovation in **energy** products and development;
  - **£14 million** to support world class **digital infrastructure and connectivity** across the region;
  - **£8.5 million** programme for **skills and employability**; and
  - **£3.5 million** for a new **Community Wealth Building Programme**.
- The signing of the Ayrshire Growth Deal Heads of Terms took place on 8 March 2019 with full details available at:
 




<https://www.gov.uk/government/publications/ayrshire-growth-deal-heads-of-terms-agreement>.

### Tourism

The value of Tourism to the East Ayrshire economy in terms of both revenue and jobs is recognised. In 2018/19, key progress and achievement, including through the East Ayrshire Tourism Action Plan includes:

- a series of seasonal online marketing delivered, to promote tourism attractions across East Ayrshire, including Dean Castle, Dumfries House and the Scottish Dark Sky Observatory;
- the inclusion of Dean Castle Country Park, Kilmarnock in the Outlander Trail;
- in conjunction with VisitScotland, a campaign delivered to promote the Illuminight festival and the re-opening of Dean Castle Country Park, including social media advertising;
- 40 East Ayrshire businesses participated in Visit Scotland's Quality Assurance Scheme and 65 businesses promoted through [www.visitscotland.com](http://www.visitscotland.com);
- 60 businesses participated in a range of workshops to develop digital capabilities at the 'Ayrshire Tourism-Let's get digital' event;
- a new pan Ayrshire video and accompanying ebook featured on VisitScotland's destination page for Ayrshire and Arran;
- VisitScotland's new 'Delve into Scotland' ebook includes Ayrshire and Arran as one of its focus regions (as part of wider South West Scotland) and features, for example, the following attractions in East Ayrshire: Loudoun Hill, Dumfries House, Dean Castle Country Park and New Cumnock Pool;
- the East Ayrshire Cook School was featured in the Cook schools in Scotland: <http://www.visitscotland.com/blog/food-drink/cook-schools-scotland/>; and
- a wide range of exhibitions and events provided across our museums and performing arts venues; redevelopment of the Dick Institute, introducing a café and enhanced visitor experience; and £10 million secured to support the development of Dean Castle and Country Park, with completion of the work scheduled for 2021.

| Measures of Success   | Baseline  | Progress at March 2018  | Progress at March 2019  | Current status  |
|---|---|---|---|---|
| <b>Economy and Skills</b>   |   |   |   |   |
| <b>Local Outcome 1: Local economic activity increased</b>   |   |   |   |   |
| <b>Priority 1.2: Accelerate the pace of infrastructure improvements and maximise the benefit of existing resources</b>  |   |   |   |   |
| 1. Immediately available employment land as a % of total land allocated for employment purpose in the local development plan (Increase)<br>Annual/Local Government Benchmarking Framework | 16.75%<br>(East Ayrshire)<br><br>38.4%<br>(Scotland)<br>(2016/17)                                   | N/A   | 16.75%<br>(East Ayrshire)<br><br>40.8%<br>(Scotland)<br>(2017/18)                                   |  |
| 2. Percentage of premises with superfast broadband (Increase to 98% by 2019)<br>Annual/Local Government Benchmarking Framework  | 86.0%<br>(East Ayrshire)<br><br>78.6%<br>(Scotland)<br>(2015/16)                                    | 92.0%<br>(East Ayrshire)<br><br>85.9%<br>(Scotland)<br>(2016/17)                                    | 94.2%<br>(East Ayrshire)<br><br>91.1%<br>(Scotland)<br>(2017/18)                                    |  |
| 3. Percentage of 'A' class roads requiring maintenance treatment (Maintain quartile 1 level of performance)<br>Annual/APSE/Ayrshire Roads Alliance  | 19.1%<br>(East Ayrshire)<br>Rank 4 - Quartile 1 performance<br><br>29.6%<br>(Scotland)<br>(2015-17) | 19.8%<br>(East Ayrshire)<br>Rank 4 - Quartile 1 performance<br><br>30.2%<br>(Scotland)<br>(2016-18) | 21.2%<br>(East Ayrshire)<br>Rank 4 - Quartile 1 performance<br><br>27.1%<br>(Scotland)<br>(2017-19) |  |

|   |   |  |
|---|---|--|
| Key   |    | Denotes improving progress and on target or target achieved.         |
|   |   | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

| SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19  |
|---|
| <b>Economy and Skills Delivery Plan 2018-2021 – Our Key Priorities</b>  |
| To address inclusive growth and embed ambition, aspiration, creativity and entrepreneurship in our culture, we will work in partnership to:   |
| <ul style="list-style-type: none"> <li>Promote East Ayrshire as a great place to live, work and visit.</li> <li>Attract, grow and retain business.</li> <li>Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.</li> <li>Deliver the Ayrshire Growth Deal, through a regional partnership.</li> </ul>   |
| <b>Measures of Success – Progress at March 2019</b>   |
| In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2019 includes:   |
| <ul style="list-style-type: none"> <li><b>Premises with super-fast broadband</b> increased from 86.0% to 94.2% and higher than the Scottish average (91.1%).</li> <li>The Roads Condition Index (RCI) results showed quartile 1 performance maintained for <b>'A' class roads requiring maintenance treatment</b> at 21.2% in 2017-19 and lower than the Scottish average (27.1%). It should be noted that lower results indicate better road condition.</li> <li><b>Immediately available employment land</b> as a percentage of total land allocated for employment purpose in the local development plan has been maintained at 16.75%, although lower than the Scottish average (40.8%).</li> </ul> |
| <b>Summary of Activity 2018/19</b>  |
| The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Economy and Skills Delivery Plan 2018-2021.  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Key business locations

- The **East Ayrshire Local Development Plan (LDP)** provides the policy context for development within East Ayrshire and allocates a range of development sites to 2025.
- East Ayrshire Council and Scottish Enterprise continued to work on the **development of key business sites** in East Ayrshire, including Moorfield Park, Bellfield interchange and the Halo Project in Kilmarnock. This work is closely aligned to the Ayrshire Growth Deal projects across East Ayrshire.
- Approval of investment through the construction of a further industrial units at **Moorfield Park, Kilmarnock**, to support business growth and with the potential to support around 140 full-time jobs.
- The Farmfoods Store within the new **retail development in Cumnock town centre** opened in December 2018, which includes units for an additional five shops. This development complements grant supported works also undertaken in 2018/19 at the former Mercat Hotel within the town.
- Scottish Enterprise continues to support companies in terms of their investment development, with ten firms receiving project support and manufacturing reviews to ensure suitable use of space and five firms using the Investment Specialist Support Intervention.

### Transport services and infrastructure

- The commitment of the Council to increasing the investment in the roads network to approximately £6.1 million in 2018/19, has facilitated performance improvement over the longer term, with the quality of the 'A' class roads improving from 29.7% in 2011-13 to 21.2% in 2017-19.
- The development of the **Roads Asset Management Plan** and the adoption of the WDM Roads Management System provide improved resources to manage the roads network. The risk of deterioration in roads condition is managed through a robust carriageway inspection regime, ensuring that potholes are responded to as quickly as possible, implementing a programme of structural patching in addition to carriageway resurfacing and surface dressing programmes and consideration of the use of alternative materials to undertake carriageway repairs.
- Ayrshire Roads Alliance continues to test **innovative road surfacing techniques**, including plastic additives in the resurfacing carried out between Dunlop and Neilston, with the site subject to ongoing monitoring with no issues to date.
- In partnership with East Ayrshire Council, Strathclyde Partnership for Transport provided investment of £1.215 million in **public transport projects** in East Ayrshire in 2018/19 to improve transport infrastructure, connectivity and road safety on the A70 and A71 corridors; support Quality Bus Infrastructure Improvements; and improve Kilmarnock Bus Station.
- Following public consultation, improvement plans have been prepared and planning applications submitted to bring **Kilmarnock and Cumnock bus stations** up to a standard expected of modern transport interchanges. Subject to the necessary approvals, work in 2019/20 will see the replacement of the waiting facilities at Cumnock Bus station and the first phase of refurbishment work at Kilmarnock Bus Station.
- The investment in the **Cumnock traffic signal system** will provide a computer controlled system to enhance coordination and control and complement the new signal junction improvements being installed as part of the Barony Campus.
- Further to the **Ayrshire Transport Summit**, which was held in February 2018, to consider a foundation for the developing transport work as part of the Ayrshire Growth Deal, there has been continued discussion with Transport Scotland throughout 2018/19 to progress work in relation to the **Transport Appraisal**.
- Work continued with Network Rail to **improve access to Kilmarnock Railway Station**, with improvements to the underpass completed and lifts installed to ensure level access.

### Broadband capacity and Wi-Fi services





- The [Digital Scotland Superfast Broadband](#) (DSSB) programme is reaching its last stages, with 94.2% of properties in East Ayrshire in 2017/18 able to connect to superfast broadband.
- The DSSB programme will conclude in 2020, having received a further £18 million to spend nationwide to connect a further 6,000 homes.
- Some properties that were 'in scope' for connection through the DSSB programme have been moved to 'not in scope' and will either be picked up by the R100 programme or can pursue various other means of achieving connection (for example, community fibre partnerships).
- The Scottish Government has committed £600m to the R100 or 'reaching 100%' programme; universal coverage of 30Mbps+; it is expected that the contracts for R100 (two of which cover East Ayrshire) will be signed in September 2019; and the Scottish Government aims to complete the R100 programme by the end of the 2021/22 financial year.




## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- A two year pilot to roll out town centre Wi-Fi in Kilmarnock will cover the pedestrianised area and is currently being considered.

### **Ayrshire Growth Deal**

- Project commitments linked to infrastructure improvements as part of the **Ayrshire Growth Deal** include:
- **£69.5 million** to support **economic infrastructure** and the **engineering and manufacturing sectors** in Ayrshire;
- **£42.5 million** investment into innovation in **energy** products and development; and
- **£14 million** to support world class **digital infrastructure and connectivity** across the region;

| Measures of Success  | Baseline                                  | Progress at March 2018                    | Progress at March 2019                    | Current status  |
|--|---|---|---|---|
| <b>Economy and Skills</b>  |   |   |   |   |
| <b>Local Outcome 1: Local economic activity increased</b>  |   |   |   |   |
| <b>Priority 1.3: Revitalise and diversify our town centres</b>   |   |   |   |   |
| 1. Percentage of retail floor space in Kilmarnock town centre that is vacant (Maintain level)<br>Annual/East Ayrshire Council    | 11.1%<br>(June 2016)                      | N/A                                       | 20.8%<br>(June 2019)                      |  |
| 2. Percentage of retail floor space in Cumnock town centre that is vacant (Reduce level by 2019)<br>Annual/East Ayrshire Council | 29.9%<br>(June 2016)                      | N/A                                       | 8.4%<br>(June 2019)                       |  |
| 3. Town centre vacancy rates (Reduce)<br>Annual/SLAED/East Ayrshire Council  | 14.5%<br>(East Ayrshire)                  | 13.8%<br>(East Ayrshire)                  | 14.0%<br>(East Ayrshire)                  |  |
|  | 11.9%<br>(Scotland)<br>(2015/16)          | 10.2%<br>(Scotland)<br>(2016/17)          | 11.5%<br>(Scotland)<br>(2017/18)          |   |
| 4. Total number of new build social rented houses (Increase)<br>Annual/East Ayrshire Council                                     | Cumulative total since previous year: 226 | Cumulative total since previous year: 316 | Cumulative total since previous year: 353 |  |
|  | 27<br>(2016/17)                           | 90<br>(2017/18)                           | 37<br>(2018/19)                           |   |

|   |   |  |
|---|---|--|
| <b>Key</b>  |    | Denotes improving progress and on target or target achieved.         |
|   |   | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Economy and Skills Delivery Plan 2018-2021 – Our Key Priorities

To address inclusive growth and embed ambition, aspiration, creativity and entrepreneurship in our culture, we will work in partnership to:

- Promote East Ayrshire as a great place to live, work and visit.
- Attract, grow and retain business.
- Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.
- Deliver the Ayrshire Growth Deal, through a regional partnership.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress in relation to revitalising and diversifying our town centres is reflected in the following measures of success:

- **Town centre vacancy rates** decreased from 14.5% to 14.0%. This is in line with the reduction across Scotland within this timeframe.
- A total of 127 **new build social rented houses** completed across East Ayrshire's communities providing affordable homes for tenants.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Economy and Skills Delivery Plan 2018-2021.

### Town Centre Regeneration

- A series of town centre events and activities were organised to encourage visitors and support businesses.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The **Global Market** returned to **Kilmarnock town centre** on 22-24 June 2018, attracting shoppers and visitors to the town.
- Approximately 8,000 people attended the award winning **Playday Event** (the national day for play in the UK and celebration of children's right to play), which took place in Kilmarnock's Kay Park in August 2018. The event is a recurring fixture on the annual calendar.
- Phase 2 of the new **retail development** in **Cumnock town centre** saw the completion of a new Farmfoods store, which opened in December 2018, and an additional 5,000 square feet of retail space on the site of the former Glaisnock Shopping Centre.
- The **Galston Conservation Area Regeneration Scheme (CARS)** was concluded with the completion of the final project at 5-9 Bridge Street in 2018/19.
- An application for up to £1.119 million for a **Conservation Area Regeneration Scheme in Mauchline** was approved by Historic Environment Scotland in April 2019, providing a total project investment of over £2.165 million for the local area. Work is being progressed with the local community to implement the work in 2019/20.
- **East Ayrshire Leisure** continued to invest in its heritage properties and Dean Castle and Country Park continues to provide the main focus for heritage led regeneration in Kilmarnock. Continued investment in the event led programming of all cultural venues across East Ayrshire provides a wide range of tourist attractions that have wide appeal.
- **Kilmarnock railway station** is included in the Department of Transport's '**Access for All**' programme, with the aim of ensuring level access to the station for passengers. Network Rail completed works to create step-free access to platforms from the existing station underpass via newly installed lifts.
- The new **Kilmarnock Campus** continues to stimulate considerable interest in **Ayrshire College**, and the local area and the economy, and there has been a number of visits, providing opportunities to showcase the facility and considerable use of the campus by the business community.
- Further to local authority and private trust investment, a successful bid to the Regeneration Capital Grant Fund for the West of Scotland Climbing Centre **Above Adventure** was secured, to contribute to transforming Kilmarnock's Grange Church and bring a state of the art climbing and bouldering centre to the town centre.

### Regeneration of Kilmarnock Town Centre

- Since September 2018, specific attention has been given to identifying key priorities for the regeneration of Kilmarnock town centre, in consultation with a range of stakeholders, community groups and voluntary organisations, partner agencies and the business and retail sector, and to setting out a framework for an ambitious plan for endorsement by all partners.
- A number of initiatives have been agreed to kickstart the further regeneration of Kilmarnock Town Centre, for example improving connectivity and promoting the town centre; repurposing town centre buildings; and a range of redevelopment and refurbishment opportunities in identified locations.
- In addition, on 1 May 2019, proposals were set out in a report to the Council's Cabinet for spend against the Scottish Government's Town Centre Regeneration Fund.
- Work on a wide range of activity is underway, with the aspiration to see a tangible improvement by 31 March 2020.

### Community Led Action Plans

- By the end of 2017/18, **20 Community Led Action Plans** had been published. East Ayrshire Council's Vibrant Communities Team continues to work with and support a number of communities to develop community led action plans (CLAPs), including the launch of the North West Kilmarnock CLAP in November 2018; the development of the Dalrymple CLAP, to be launched in 2019; the development of second generation action plans taken forward in Mauchline and Fenwick; and new plans being developed with communities in Kilmaurs, Dunlop and Auchinleck.
- Supported by the Council, **Celebrate Kilmarnock** established a community base in Kilmarnock town centre to provide a focal point for their work in relation to the Community Led Action Plan and strengthen community ownership and engagement in the town. A stakeholder event was held in March 2019 to identify key priorities for Kilmarnock Town Centre with over 100 local people attending.

### Housing development

- **New build works** providing 219 **affordable homes** across East Ayrshire were taken forward in 2018/19, including: reconfiguration works completed to deliver 3 family sized homes from 6 one bed sized flats in Newmilns; completion of 11 new build affordable homes in Dalrymple using off site manufacture; new site

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

development at Auchinleck to deliver 23 new affordable homes by a Registered Social Landlord (RSL); and site start achieved in Hurlford to deliver a 14 unit assisted living housing model, in Bellfield, Kilmarnock, to deliver 67 new affordable homes, in Patna to deliver 19 new affordable homes, in Stewarton to deliver 34 new affordable homes; all using off site manufacture, and in Longpark, Kilmarnock, by a RSL partner to deliver 48 new affordable homes.

- A total of **43 properties were brought back into use** as a direct consequence of work undertaken by the Empty Homes Team.



| Measures of Success  | Baseline   | Progress at March 2018   | Progress at March 2019   | Current status |
|--|--|--|--|----------------|
| <b>Economy and Skills</b>  |  |  |  |                |
| <b>Local Outcome 2: Skills, qualifications and employability improved for all learners</b>   |  |  |  |                |
| <b>Links to National Outcomes:</b>   |  |  |  |                |
| We are well educated, skilled and able to contribute to society  |  |  |  |                |
| <b>Priority 2.1: Ensure East Ayrshire residents, particularly our young people, have the relevant skills and qualifications and positive attitude needed for the world of work</b> |  |  |  |                |
| 1. Employment rate (Increase to 72.0% by 2019)<br>Annual/Nomis   | 66.7%<br>(East Ayrshire)<br><br>73.4%<br>(Scotland)<br>(2016/17) | 71.4%<br>(East Ayrshire)<br><br>74.3%<br>(Scotland)<br>(2017/18) | 71.1%<br>(East Ayrshire)<br><br>74.5%<br>(Scotland)<br>(2018/19) |                |
| 2. Unemployment rate (16-64) (Reduce – close the gap with Scotland )<br>Annual/Nomis   | 7.1%<br>(East Ayrshire)<br><br>4.6%<br>(Scotland)<br>(2016/17)   | 6.9%<br>(East Ayrshire)<br><br>4.3%<br>(Scotland)<br>(2017/18)   | 5.8%<br>(East Ayrshire)<br><br>4.2%<br>(Scotland)<br>(2018/19)   |                |
| 3. Unemployment rate (16-24) (Reduce – close the gap with Scotland)<br>Annual/Nomis  | 23.2%<br>(East Ayrshire)<br><br>10.0%<br>(Scotland)<br>(2016/17) | 16.1%<br>(East Ayrshire)<br><br>9.3%<br>(Scotland)<br>(2017/18)  | 16.5%<br>(East Ayrshire)<br><br>9.9%<br>(Scotland)<br>(2018/19)  |                |
| 4. Unemployment rate (25-49) (Reduce – close the gap with Scotland)<br>Annual/Nomis  | 5.0%<br>(East Ayrshire)<br><br>3.7%<br>(Scotland)<br>(2016/17)   | 7.1%<br>(East Ayrshire)<br><br>3.5%<br>(Scotland)<br>(2017/18)   | 5.2%<br>(East Ayrshire)<br><br>3.5%<br>(Scotland)<br>(2018/19)   |                |
| 5. Unemployment rate (50+) (Reduce – close the gap with Scotland)<br>Annual/Nomis  | 4.2%<br>(East Ayrshire)<br><br>3.5%<br>(Scotland)<br>(2016/17)   | 2.2%<br>(East Ayrshire)<br><br>3.3%<br>(Scotland)<br>(2017/18)   | 2.1%<br>(East Ayrshire)<br><br>2.9%<br>(Scotland)<br>(2018/19)   |                |
| 6. Primary Literacy (P1, P4, P7 combined) (Increase to 73% by 2020)<br>Annual/Teacher Judgement Survey   | 60.8%<br>(East Ayrshire)<br><br>69.0%<br>(Scotland)<br>(2016/17) | N/A  | 58.6%<br>(East Ayrshire)<br><br>71.0%<br>(Scotland)<br>(2017/18) |                |
| 7. Secondary 3 Literacy achieving third level or better (Increase to 82% by 2020)<br>Annual/Teacher Judgement Survey   | 81.0%<br>(East Ayrshire)<br><br>87.0%<br>(Scotland)<br>(2016/17) | N/A  | 82.6%<br>(East Ayrshire)<br><br>87.0%<br>(Scotland)<br>(2017/18) |                |
| 8. Primary Numeracy (P1, P4, P7 combined) (Increase to 75% by 2020)<br>Annual/Teacher Judgement Survey   | 67.4%<br>(East Ayrshire)<br><br>76.0%<br>(Scotland)<br>(2016/17) | N/A  | 68.0%<br>(East Ayrshire)<br><br>78.0%<br>(Scotland)<br>(2017/18) |                |
| 9. Secondary 3 Numeracy achieving third level or better (Increase to 85% by 2020)<br>Annual/Teacher Judgement Survey   | 85.9%<br>(East Ayrshire)<br><br>88.0%<br>(Scotland)<br>(2016/17) | N/A  | 90.5%<br>(East Ayrshire)<br><br>89.0%<br>(Scotland)<br>(2017/18) |                |

| Measures of Success   |   | Baseline  | Progress at March 2018  | Progress at March 2019 | Current status |
|---|---|---|---|------------------------|----------------|
| <b>Economy and Skills</b>   |   |   |   |                        |                |
| <b>Local Outcome 2: Skills, qualifications and employability improved for all learners</b>  |   |   |   |                        |                |
| <b>Priority 2.1: Ensure East Ayrshire residents, particularly our young people, have the relevant skills and qualifications and positive attitude needed for the world of work</b>        |   |   |   |                        |                |
| 10. SCQF 4 or above (1 or more on leaving school) (In line with the Scotland average at 2019)<br>Annual/Scottish Government/Insight, February Update                                      | 95.5%<br>(East Ayrshire)<br><br>96.3%<br>(Scotland)<br>(2016/17)  | N/A   | 95.1%<br>(East Ayrshire)<br><br>96.2%<br>(Scotland)<br>(2017/18)  |                        |                |
| 11. SCQF 5 or above (1 or more on leaving school) (In line with the Scotland average at 2019)<br>Annual/Scottish Government/Insight, February Update                                      | 85.1%<br>(East Ayrshire)<br><br>86.1%<br>(Scotland)<br>(2016/17)  | N/A   | 84.7%<br>(East Ayrshire)<br><br>85.9%<br>(Scotland)<br>(2017/18)  |                        |                |
| 12. SCQF 6 or above (1 or more on leaving school) (In line with the Scotland average at 2019)<br>Annual/Scottish Government/Insight, February Update                                      | 63.0%<br>(East Ayrshire)<br><br>61.2%<br>(Scotland)<br>(2016/17)  | N/A   | 65.6%<br>(East Ayrshire)<br><br>62.2%<br>(Scotland)<br>(2017/18)  |                        |                |
| 13. Participation Measure: Proportion of 16-19 year olds participating in education, training or employment over the whole year (Increase to 90% by 2019)                                 | 88.1%<br>(East Ayrshire)<br><br>91.1%<br>(Scotland)<br>(2017)   | 89.3%<br>(East Ayrshire)<br><br>91.8%<br>(Scotland)<br>(2018)   | 88.7%<br>(East Ayrshire)<br><br>91.6%<br>(Scotland)<br>(2019)   |                        |                |
| 14. Percentage of school leavers in positive (initial) destinations (Increase to 95% by 2019)<br>Annual/Insight, Scottish Government  | 94.3%<br>(East Ayrshire)<br><br>93.7%<br>(Scotland)<br>(2016/17)  | N/A   | 93.6%<br>(East Ayrshire)<br><br>94.4%<br>(Scotland)<br>(2017/18)  |                        |                |
| 15. Percentage of school leavers in positive and sustained destinations (employment, training or education) (In line with Scottish average)<br>Annual/Insight, Scottish Government        | 93%<br>(East Ayrshire)<br><br>93%<br>(Scotland)<br>(2016/17)  | N/A   | 94%<br>(East Ayrshire)<br><br>93%<br>(Scotland)<br>(2017/18)  |                        |                |
| 16. Percentage of looked after children in positive and sustained destinations (employment, training or education) (In line with Scottish average)<br>Annual/Insight, Scottish Government | 61.8%<br>(East Ayrshire)<br><br>73.6%<br>(Scotland)<br>(2015/16)  | 77.8%<br>(East Ayrshire)<br><br>76.4%<br>(Scotland)<br>(2016/17)  | 88.9%<br>(East Ayrshire)<br><br>80.4%<br>(Scotland)<br>(2017/18)  |                        |                |
| 17. Percentage of students successfully completing courses at SCQF 6 (FE) or below within Ayrshire College (Increase to 73% by 2019)<br>Annual/Ayrshire College                           | 61.3%<br>(East Ayrshire residents)<br><br>61.2%<br>(Ayrshire College)<br><br>65.5%<br>(Scotland)<br>(2015-16) | 69.2%<br>(East Ayrshire residents)<br><br>66.9%<br>(Ayrshire College)<br><br>65.3%<br>(Scotland)<br>(2016-17) | 67.7%<br>(East Ayrshire residents)<br><br>69.9%<br>(Ayrshire College)<br><br>66.1%<br>(Scotland)<br>(2017-18) |                        |                |
| 18. Percentage of students successfully completing courses at SCQF 7 (HE) or above within Ayrshire College (Increase to 73% by 2019)<br>Annual/Ayrshire College                           | 62.9%<br>(East Ayrshire residents)<br><br>63.1%<br>(Ayrshire College)<br><br>71.7%<br>(Scotland)<br>(2015-16) | 70.4%<br>(East Ayrshire residents)<br><br>68.0%<br>(Ayrshire College)<br><br>71.6%<br>(Scotland)<br>(2016-17) | 70.1%<br>(East Ayrshire residents)<br><br>67.2%<br>(Ayrshire College)<br><br>71.3%<br>(Scotland)<br>(2017-18) |                        |                |
| <b>Key</b>  |   | Denotes improving progress and on target or target achieved.  |   |                        |                |
|   |   | Denotes maintaining/improving progress although target not achieved.  |   |                        |                |
|   |   | Denotes area for review or improvement.   |   |                        |                |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.   |   |   |   |                        |                |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Economy and Skills Delivery Plan 2018-2021 – Our Key Priorities

To address inclusive growth and embed ambition, aspiration, creativity and entrepreneurship in our culture, we will work in partnership to:

- Promote East Ayrshire as a great place to live, work and visit.
- Attract, grow and retain business.
- Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.
- Deliver the Ayrshire Growth Deal, through a regional partnership.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress at March 2019 in relation to improving skills, qualifications and employability of local people is reflected in the following measures of success:

- **Employment rate** increased from 66.7% to 71.1% and the gap with Scotland narrowed.
- The **unemployment rate (16-64)** in East Ayrshire decreased from 7.1% to 5.8% and the gap with Scotland narrowed, although East Ayrshire rates remain persistently above the Scottish average.
- **Unemployment rate (16-24)** decreased from 23.2% to 16.5% and the gap with Scotland narrowed but remains above the Scottish average (9.9%).
- **Unemployment rate (25-49)** increased from 5.0% to 5.2% and remains above the Scottish average (3.5%).
- **Literacy and Numeracy** in primary schools decreased and remained below the Scottish average, while increasing in secondary schools.
- Pupils achieving SCQF levels 4 and 5 (1 or more when leaving school) are slightly below the Scottish average, while pupils achieving **SCQF 6 or above** (1 or more when leaving school) increased from 63.0% to 65.6% and higher than the Scottish average (62.2%).
- The percentage of **school leavers in positive and sustained destinations** increased to 94% and higher than the rate for Scotland (93%). In particular, the percentage of **looked after children** in positive and sustained destinations in East Ayrshire increased from 61.8% in 2015/16 to 88.9% in 2017/18, closing the gap with their peers and higher than the Scottish average (80.4%).
- The **participation measure** decreased from 88.1% to 87.7% and lower than the Scottish average (91.6%).
- East Ayrshire **students completing college courses** at Ayrshire College increased from 61.3% to 67.7% (SCQF 6 (FE) or below) and higher than the Scottish average (66.1%); and increased from 62.9% to 70.1% (SCQF 7 (HE) or above) and lower than the Scottish average (71.3%).

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Economy and Skills Delivery Plan 2018-2021.

#### Employability Support

- In 2018/19, the East Ayrshire Works **Employability Pipeline** supported 876 residents to find employment. This support included employability skills development, access to training and support via local Job Clubs. A total of 305 unemployed participants were supported into employment and 524 participants gained a vocational qualification. A further 97 people were supported through Supported Employment, East Ayrshire Woodlands and Social Inclusion programmes.
- There were 720 **Modern Apprenticeship (MA)** starts in East Ayrshire in 2018/19, which was an increase of 96 (15.4%) from 2017/18. There were 655 Modern Apprenticeship leavers during 2018/19, 75% of whom achieved qualifications. At 30 June 2019 (latest data available), there were 972 MAs in training in East Ayrshire.
- DWP and local schools continue to deliver the **'ME2U' employability programme**, primarily for those individuals furthest away from the labour market; and on an ongoing basis, purchases additional provision to provide targeted support for identified groups, for example, to improve job search skills and confidence, and for customers with health issues and lone parents to help them prepare for future employment.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Our **Job Brokerage** programme worked closely with 130 local businesses to create sustainable job opportunities for unemployed residents. Working with wider business partners, 88 local people were supported to gain sustainable employment opportunities.
- In 2018/19, the Council's **Lifeskills and Inclusion Team** supported: 123 referrals with Universal Credit; 141 individuals with Literacy and Numeracy Skills; 20 Syrian adults with English Language Learning; and 79 adults through employability Drop-in sessions within the community, providing access to a digital facility to search job sites and work on their CV and application forms. In addition, in partnership with DWP and Ayrshire College, delivered 23 community based employability courses and supported 271 learners to enhance their skills, confidence and experience in employability skills; and delivered 10 community based Gaelic classes to 67 learners to enhance individual skills in Gaelic language.
- The **Movement to Work Programme** offers people in East Ayrshire a work experience opportunity in the Jobcentre and in support roles within DWP.

### Employability Support for 25+

- On an ongoing basis, DWP Jobcentre purchases provision targeted to support identified groups. For example, Cumnock Jobcentre recently used this approach to purchase support for longer term unemployed (25+) to improve job search skills and confidence.
- Recent developments have seen recruitment of apprentices outwith the guarantee group to accommodate increasing demands from 25+ learner needs and aspirations, with this new initiative attracting 3 participants at March 2019.
- Community Enterprise in Scotland (CEIS), Rathbone and East Ayrshire Carers Centre offered both accredited and non-accredited training courses to help overcome barriers of the Stage 2 clients within the pipeline and focusing on building confidence, interview skills, resilience and generating relevant and current CVs.
- 34 people were afforded sustainable work opportunities through the Job Brokerage programme

### Employer engagement

- SDS offers skills advice to companies - between 1 April 2018 and 31 December 2018, there were 18 East Ayrshire companies who accessed this support.
- Over the last year, Scottish Enterprise supported 3 companies in terms of development of projects aligned to workplace innovation, with 13 receiving Leadership and Management Support, and 10 attending workshop sessions around the concept.
- Skills Development Scotland and DWP deliver advice and support for individuals facing redundancy in East Ayrshire. One-to-one support is offered by DWP, with Job Clubs and Job Alerts recently set up to support TMD Friction, ESSENTRA and Vesuvius. Twenty-three customers claimed benefit, with six of these individuals moving into work within a few weeks. A further twelve moved into employment without claiming benefit. People Plus also delivered New Enterprise Allowance talks to discuss self-employment with these groups.

### Educational Attainment and Achievement.

- Between sessions 2016/17 and 2017/18, literacy in primary schools (across P1, P4 and P7 combined) declined from 60.8% to 58.6%, while numeracy increased slightly from 67.4% to 68.0%. The data submitted to and published by the Scottish Government remains experimental data at this time and can be accessed for individual schools on their respective websites.
- A comprehensive in-house tracking system has been developed and implemented by all primary schools to support tracking over time and interventions in learning, and early identification of areas of concern. In addition, the Council's Education Service introduced a new Teacher Judgement Survey attainment visit to all primary schools in June 2018 and this will continue in future sessions. These visits are led by the Strategic Education Manager, Performance and Assurance, to review the reported data and advise on further improvements required going forward in each school.
- Between sessions 2016/17 and 2017/18, literacy and numeracy (third level or better) improved in secondary schools, from 81.0% to 82.6% and 85.9% to 90.5%, with targets achieved.
- While performance at SCQF Levels 4 and 5 saw slight decline between 2016/17 and 2017/18, performance is broadly in line with the Scottish average. Performance at SCQF Level 6 improved within the same time period, from 63.0 to 65.6%, exceeding the Scottish average (62.2%).
- **Exam results** data will be published formally by INSIGHT during the third week in September 2019. A detailed report providing comparison of the full set of national indicators, including national **benchmarking data**, will be reported thereafter to the Council's Cabinet.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- **Capital investment in educational facilities:** The delivery of a number of new schools, together with the extensive refurbishment programme of existing schools and the enhancement of existing early years provision, provides state of the art education facilities and delivers high quality learning environments, leisure and recreational facilities which will have a positive impact on raising educational attainment and equipping our young people for the world of work. Key projects include the development of the new Barony Campus in Cumnock, with works commencing on site in April 2018, the first phase (pitches and running track) completed in 2019 and the works to the main school scheduled for completion by July 2020.

### Young People in Positive Destinations

- Skills Development Scotland (SDS) provides impartial advice and guidance to young people on next stage destinations whilst they are in school via their school service offer and also once the young person has left school. Between 1 April 2018 and 31 December 2019, SDS delivered 9,177 CIAG engagements to 5,082 individuals. The annual Participation Measure showed (87.7%) of 16-19 year olds in East Ayrshire in positive sustained destinations i.e. education, employment or training and personal development.
- At 16+ meetings with schools in February 2019, arrangements for pipeline provision from school leaving date at the end of May through July and August were confirmed. School 16+ leads identified young people within their leaver cohorts that were at risk of not achieving a positive destination; these young people were encouraged to undertake 'Next Steps' training delivered by SDS work coaches throughout June 2019. In July 2019, these young people have the opportunity of accessing Activity Agreement provision delivered in partnership with Ayrshire College as part of a summer programme focused on progressing into further training or learning by completion in August 2019.
- SDS continues to work with the Scottish Government and HM Revenue and Customs to obtain more comprehensive data on those individuals in employment to inform the Annual Participation Measure for 16-19 year olds. This should bring benefits in reducing the number of individuals identified as unconfirmed status.
- The continuing use of the 16+ data hub to monitor and track the destination status of young people in East Ayrshire means leaver information can be accessed across the school year and disseminated to schools to inform planning at regular 16+ meetings.
- Work is ongoing to develop to develop Foundation Apprenticeship frameworks on offer to reflect current and future labour market demands.
- SDS and Ayrshire College are working to identify trigger parameters for young people at risk of dropping out of college provision. This will then be used to provide a joint approach of support to these young people to help them remain in College or to move onto an alternative positive destination.

### Priority support for vulnerable groups

- **Project SEARCH** works through collaboration with East Ayrshire Council, Ayrshire College and NHS Ayrshire and Arran to provide a programme that helps young people (17-29) with learning disabilities and/or those on the autistic spectrum who can benefit from intensive, personalised support in preparing for work. Since 2013/14, the programme has provided a one-year internship for up to ten project participants each year at University Hospital Crosshouse to support the teaching and learning process and build employability and work skills required for employment. Interns participate in three rotations to explore a variety of job and career paths that build on their strengths as individuals. They work with a team that includes their family, college tutor and job coach specialist, to prepare them to be work ready, with around 66% of participants entering employment. Recent success is highlighted at the following link: <http://www1.ayrshire.ac.uk/schools/creating-connections/playlists/>
- Ayrshire College continues to work with voluntary organisations, for example, Council of Voluntary Organisations East Ayrshire (WG13) and the Railway Heritage Trust, to offer relevant qualifications in volunteering opportunities for people with **additional support needs**. Currently, there are 11 students enrolled on the WG13 programme.
- The joint summer programme delivered by the Education Service in partnership with Ayrshire College, Vibrant Communities Essential Skills and Skills Development Scotland has seen a number of young people with additional support needs, accessing **Activity Agreement** provision from June through to August 2018; the programme has been successful in transitioning these leavers into college and other appropriate post-school activity including employability fund and other local training programmes.
- **Complex needs plans** have been introduced within DWP, with young people at the centre of this approach to employability support, which has been focusing on care experienced young people, homelessness and addiction recovery.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Close partnership working between the Education Service, Employability Services, Skills Development Scotland, Social Work Services and Ayrshire College across a number of **tracking forums** use data from the 16+ data hub, SWIFT and the ESF YETI CMS. Destination information is updated frequently and appropriate provision and/or support can be signposted to any young person not in a positive destination.
- In 2018/19, the Vibrant Communities Lifeskills and Inclusion Team supported: 123 referrals with Universal Credit; 141 individuals with Literacy and Numeracy Skills; 20 Syrian adults with English Language Learning; and 79 adults through employability Drop-in sessions within the community. In addition, in partnership with DWP and Ayrshire College, 23 community based employability courses were delivered and 271 learners supported to enhance their skills, confidence and experience in employability skills; and ten community based Gaelic classes were delivered to 67 learners to enhance individual skills in Gaelic language.

### Developing the Young Workforce

- A range of activity continues to be taken forward through the work of Developing the Young Workforce (DYW) since the Regional Group was awarded funding in August 2015. The Group is led and hosted by Ayrshire Chamber of Commerce, which works with key stakeholders, including East, North and South Ayrshire Councils, Ayrshire College, Skills Development Scotland, Scottish Enterprise, Federation of Small Businesses and the wider business community. Activity progressed in 2018/19 specific to East Ayrshire includes the following:
  - **Connecting with employers:** DYW Ayrshire has been involved in facilitating 315 employer engagements and engaged 1,193 school employer partnerships, of which 478 (40.1%) were in East Ayrshire.
  - **Learn 4 Work** is now in its fourth year of delivery and, in session 2018-19, was delivered in Loudoun, Grange, Stewarton and Doon Academies. It is an innovative project that sees S3 pupils in East Ayrshire come off-timetable for three days and work within a challenge group to produce a solution to a real life business challenge. It allows young people transitioning into S4 an experience of the world of work while in a school setting. A total of 23 businesses were involved in this year's project, including local young entrepreneurs and small businesses to large multi-national companies, supporting our young people to develop their teamwork, presentation, organisational and leadership skills.
  - **Park School** in Kilmarnock, an ASN school for pupils with mild to moderate additional support needs, hosted its first careers event in February 2019. The event provided the young people with a sample of different careers choices and further education opportunities available and to interact with business representatives as well as introducing support agencies, for example Enable and Skills Development Scotland, to parents and carers. "Parental feedback has been so positive and the pupils really enjoyed the event...." Carol Anne Burns, Head Teacher, Park School.
  - The third annual 'Developing the Young Workforce Conference' was held in March 2019, attended by over 200 delegates and approximately 40 employers.
  - DYW Ayrshire continued to fund, in partnership with The Prince's Trust and Ayrshire College, innovative activities that help to develop the employability skills of our young people. Entrepreneurship is supported and a number of the projects are now being run as a business. The innovative projects provide a catalyst to engage young people who are currently disengaged or at risk of disengaging. During 2018/19, 20 projects were funded in East Ayrshire, including early education, construction, barista and rural projects among others.

### Closing the Attainment Gap

- East Ayrshire Council is a designated **Scottish Attainment Challenge** authority, therefore receives additional funding to support improved attainment and outcomes for our most disadvantaged learners and close the poverty relate improvement gap. A range of activity supports this work, for example:
  - **Literacy:** focusing improving pace, challenge and progression in learning for 3-15 year olds, and on improving teacher confidence in making their assessment judgements and reaching agreement on standards.
  - **Numeracy:** Raising attainment numeracy training has been provided across educational establishments and with key workers in the community who engage with children and families, for example Essential Skills Workers; Home Link Workers and Family Literacy Volunteers.
  - **Health and Wellbeing:** Home Link Workers provide support for vulnerable pupils through key transitioning, whether that be early years to primary, primary to secondary, or post-secondary into positive destination. This support is continued throughout the school holiday periods providing an element of continuity to connect vulnerable children and families into community activities. To date, 418 families have been supported by Home Link Workers team with over 90% of cases deemed to be closed due to a positive

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

outcome, including positive destinations on leaving school. In addition, the Sports Play Active Together (SPLAT), Mindfulness and iLunch programmes have also supported families throughout the authority. East Ayrshire Support Team has led the implementation of Restorative Approaches, Massage in Schools Programme and jump into Movement Programmes in target schools. A significant number of pupils engage in the Centrestage Leadership Connect programme, expressive arts programmes and Outdoor Education projects.

- **Psychological Services:** Priority has been given to three workstream areas, namely Nurture, Development of Inclusion Hubs and Research-led focus on Attendance. In addition, partnership activity with other services included coordinating the Early Years Nurture focus with staff in Early Years and Speech and Language Therapy.
- **Pupil Equity Funding** is allocated directly to schools and has been utilised with a clear focus on closing the poverty related attainment gap by raising attainment, particularly in relation to literacy and numeracy, and improving the health and wellbeing of young people. Plans developed by schools have clearly identified additional supports, including reading resources for home link reading; digital technologies to enhance home/school reading programmes and to enhance learning; increased breakfast club provision to support children and young people; school counselling to support the development of mental health; programmes; and a parental empowerment programme.

| Measures of Success   | Baseline | Progress at March 2018 | Progress at March 2019 | Current status |
|---|----------|------------------------|------------------------|----------------|
| <b>Economy and Skills</b>   |          |                        |                        |                |
| <b>Local Outcome 2: Skills, qualifications and employability improved for all learners</b>  |          |                        |                        |                |
| <b>Priority 2.2: Increase innovation and entrepreneurship</b>   |          |                        |                        |                |
| <p>Please note that further to the ongoing review of the original measures of success linked to Local Outcome 2, Priority 2.2, additional work requires to be progressed in 2019/20 to explore and identify robust performance indicators against which to measure success. This work is being taken forward by the Economy and Skills Delivery Plan Group.</p> |          |                        |                        |                |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Economy and Skills Delivery Plan 2018-2021 – Our Key Priorities

To address inclusive growth and embed ambition, aspiration, creativity and entrepreneurship in our culture, we will work in partnership to:

- Promote East Ayrshire as a great place to live, work and visit.
- Attract, grow and retain business.
- Develop a confident, successful, highly skilled and qualified workforce, which is aligned to key local sectors.
- Deliver the Ayrshire Growth Deal, through a regional partnership.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Economy and Skills Delivery Plan 2018-2021.

#### Early Years Expansion

- Phase 1 of the **early learning and childcare expansion** was completed in East Ayrshire, with 8 early childhood centres and 2 funded providers **delivering 1,140 hours** by the end of May 2019. Planning for Phase 2 will commence in August 2019 and will see a further 13 early childhood centres and 2 funded providers delivering 1,140 hours in 2019/20. The **recruitment of 104 practitioners** for Phase 2 of the early years' expansion is being progressed.
- The established **school/college partnership** gives East Ayrshire secondary pupils access to a range of provision related to Early Years, including the two year **Foundation Apprenticeship - Social Services (Children and Young People)** at SCQF Level 6 - delivered in the Kilmarnock Campus of Ayrshire College. Currently, there are 20 pupils enrolled on this programme.
- Our schools have also been responsive to the **early years' expansion** through the delivery of innovative projects funded through DYW Ayrshire and the Prince's Trust and supported by Ayrshire College. Session 2018-19 saw pathfinder projects in both Stewarton Academy and St. Joseph's Academy.
- 165 young people achieved **qualifications linked to early education and childcare** in schools or school/college link programme over the last three years.

#### Opportunities in STEM (Science, Technology, Engineering and Mathematics)

- In 2018/19, 57% of **Modern Apprentices (MAs)** in training were in STEM frameworks.
- Pupils from schools in East Ayrshire participated in a new and innovative conference, promoting **job opportunities in STEM** and rural sectors. 'Women in Wellies' offered valuable insights, advice and guidance on how women can forge a successful career in these sectors.
- In partnership with Developing the Young Workforce, Ayrshire, Ayrshire College and The Prince's Trust, East Ayrshire secondary schools are delivering a range of innovative projects which seek to broaden the curricular offer to young people and build employability skills. In session 2018-19, these included **STEM projects** at Auchinleck and Stewarton Academy, hospitality projects in 7 of the secondary schools and rural skills projects in Stewarton, Doon and Loudoun Academy. These projects complement the range of vocational opportunities already available in every secondary school, developed in response to local labour market information and current and future skills gaps.



## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The expansion of the **Foundation Apprenticeship programme** in session 2018-19 gave East Ayrshire pupils in the senior phase of their education access to a broader range of areas aligned to skills gaps in the local and national economies. Currently, at the Kilmarnock Campus, there are 20 pupils enrolled on the Engineering Foundation Apprenticeship programme.
- The proportion of total **college learners enrolled in STEM subjects** increased from 21.8% in 2016/17 to 26.6% in 2017/18, with a slight reduction to 25% in 2018/19.

### Support for Key Sectors

- Across the last year, Scottish Enterprise provided 6 Research and Development (**R&D grants**) to East Ayrshire firms totalling £404k. In addition, 27 firms benefitted from early **innovation grants** (£527k) with 27 products delivered.
- Support for professional development of business, including skills development and qualifications, continues to be provided by the local **beReady** programme.
- In 2018/19, 44 **Business Gateway/Digital Boost workshops** and 10 start-up workshops were delivered. Seventeen businesses received 44 days of one-to-one support under the Digital Boost Programme and there were five networking events.
- The Council recently launched the **Inspiring Digital Enterprise Award (iDEA)**, which is an accredited national programme focusing on digital and entrepreneurial skills, to equip young people to have a successful career in whichever path they choose.

### Business Enterprise in schools

- The **Sir Tom Hunter Challenge** is a high profile, annual event for East Ayrshire schools, with all three Ayrshire authorities participating in the regional event in June 2018. The Sir Tom Hunter Challenge forms part of the Council's sector leading business enterprise programme, designed to develop entrepreneurial skills and make young people business ready. The 2018 winners from Doon Academy received prize money from the Hunter Foundation to develop their unique product (Overulers), which helps people who experience reading difficulties. Doon Academy triumphed again in June 2019 as joint winners, with a board game to address mental health issues to be used in PSE.
- The **development of entrepreneurial skills** continued as a priority for all East Ayrshire educational establishments with schools working closely with both Ayrshire Chamber of Commerce and Industry and the West Coast Accelerator in Dundonald. Teachers and pupils from Doon, Loudoun and Cumnock Academies attended a series of evening 'boot camps' at the West Coast Accelerator in 2018 to learn more about running a business and participating in a range of pitching sessions with experienced entrepreneurs.
- **Learn4Work** is an innovative project where pupils come off timetable for 3 days and work within a challenge group to produce a solution to a real life business challenge. This allows S4 pupils to experience the world of work while in a school setting and is jointly delivered with DYW Ayrshire.
- Provision of **meaningful work placements** for young people in the senior phase of their education remains a key priority. Facilitated through the Ayrshire Chamber of Commerce and Industry (ACCI), placements were made available to East Ayrshire schools during session 2018-19.

### Enterprise and entrepreneurship

- **Careers advisers** are available in all secondary schools in East Ayrshire and offer careers advice and guidance to any young person wishing to progress into self-employment on leaving school.
- Over the last year, Scottish Enterprise supported 3 companies in terms of development of projects aligned to workplace innovation, 13 received Leadership and Management Support, and 10 attended workshop sessions around the concept.
- Ayrshire College introduced an **Enterprising Students Fund** and a partnership with **Bridge 2 Business** (part of Young Enterprise Scotland), to support enterprise opportunities for students. The first round of applications for this fund is being considered.
- Bridge to Business engaged with 2,663 students between September 2018 and July 2019; workshops were delivered across 18 curriculum areas; and drop-in sessions were held across the Learning Resource Centre within the College. Topics included: Workshop introduction to Bridge to Business-What is Enterprise?; Developing an idea into business-Future led businesses; What is social enterprise and the circular economy; The importance of Digital Skills (website/social media/data/analytics/marketing/branding); and Prototyping your business idea; Business Model Canvas/Finance Model.

# *Building a better East Ayrshire*

*Inspiring Ambition and Delivering Change*





*Community Planning*  
in East Ayrshire

# SAFER COMMUNITIES




East Ayrshire Council  
and  
East Ayrshire Community Planning Partnership Board  
Joint Performance Event: 19 September 2019

# EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021

## SAFER COMMUNITIES

### Summary of Performance at March 2019

| Measures of Success   | Baseline  | Progress at March 2018  | Progress at March 2019  | Current status |
|---|---|---|---|----------------|
| <b>Safer Communities</b>  |   |   |   |                |
| <b>Local Outcome 1: East Ayrshire residents are safe and protected from crime in their communities</b>  |   |   |   |                |
| <b>Links to National Outcomes:</b>  |   |   |   |                |
| We live in communities that are inclusive, empowered, resilient and safe  |   |   |   |                |
| <b>Priority 1: Tackle crime and the fear of crime across East Ayrshire</b>  |   |   |   |                |
| 1. Total crimes recorded by Police Scotland (Groups 1 to 5):<br><ul style="list-style-type: none"> <li>number recorded</li> <li>rate per 10,000 population</li> </ul> Annual/Police Scotland                                | 5,300<br>434.2<br>(2016/17)   | 5,709<br>419.0<br>(2017/18)   | 5,172<br>424.1<br>(2018/19)   | <br>           |
| 2. Total detections (Groups 1-5)<br><ul style="list-style-type: none"> <li>number recorded</li> <li>detection rate (%)</li> </ul> Annual/Police Scotland  | 2,836<br>53.5%<br>(2016/17)   | 2,714<br>53.1%<br>(2017/18)   | 3,012<br>58.2%<br>(2018/19)   | <br>           |
| 3. Crimes of violence (Group 1)<br><ul style="list-style-type: none"> <li>number reported</li> <li>rate per 10,000 population</li> <li>number of detections</li> <li>detection rate (%)</li> </ul> Annual/Police Scotland   | 143<br>11.7<br><br>137<br>95.8%<br>(2016/17)  | 132<br>10.8<br><br>96<br>72.7%<br>(2017/18)   | 136<br>11.2<br><br>115<br>84.6%<br>(2018/19)  | <br><br><br>   |
| 4. Sexual crimes (Group 2)<br><ul style="list-style-type: none"> <li>number reported</li> <li>rate per 10,000 population</li> <li>number of detections</li> <li>detection rate (%)</li> </ul> Annual/Police Scotland        | 151<br>12.4<br><br>98<br>64.9%<br>(2016/17)   | 252<br>20.7<br><br>142<br>56.3%<br>(2017/18)  | 217<br>17.8<br><br>170<br>78.3%<br>(2018/19)  | <br><br><br>   |
| 5. Crimes of dishonesty (Group 3)<br><ul style="list-style-type: none"> <li>number reported</li> <li>rate per 10,000 population</li> <li>number of detections</li> <li>detection rate (%)</li> </ul> Annual/Police Scotland | 2,241<br>183.6<br><br>949<br>42.3%<br>(2016/17)                                     | 2,095<br>171.8.0<br><br>912<br>43.5%<br>(2017/18)                                   | 2,155<br>176.7<br><br>1,079<br>50.1%<br>(2018/19)                                   | <br><br><br>   |
| 6. Hate crime:<br><ul style="list-style-type: none"> <li>number reported</li> <li>rate per 10,000 population</li> <li>number of detections</li> <li>detection rate</li> </ul> Annual/Police Scotland                        | 84<br>6.9<br><br>68<br>81.0%<br>(2016/17)   | 106<br>8.7<br><br>84<br>79.2%<br>(2017/18)  | 104<br>8.5<br><br>72<br>69.2%<br>(2018/19)  | <br><br><br>   |
| 7. Average number of reconvictions per 100 offenders (Reduce)<br>Annual/Scottish Government   | 30.9%<br>(East Ayrshire)<br><br>28.4%<br>(Scotland)<br>(2014/15 cohort at May 2017) | 30.4%<br>(East Ayrshire)<br><br>27.2%<br>(Scotland)<br>(2015/16 cohort at May 2018) | 29.1%<br>(East Ayrshire)<br><br>27.2%<br>(Scotland)<br>(2015/16 cohort at May 2018) |                |

|   |   |  |
|---|---|--|
| Key   |  | Denotes improving progress and on target or target achieved.         |
|   |  | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

Please note that current status is based on assumptions where targets/direction of travel are not provided.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
- Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families.
- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress towards the achievement of local outcomes from the identified baseline to March 2019 is summarised as follows:

- Overall recorded crime (Groups 1-5) decreased from 5,300 in the 2016/17 baseline year to 5,172 in 2018/19; and the detection rate for total crimes rose from 53.5% in the 2016/17 to 58.2% in 2018/19, continuing a longer term rising trend that has seen detection rates in East Ayrshire above the Scotland rate since 2013/14.
- At the same time, crimes of violence and dishonesty decreased to 136 and 2,155 respectively at 2018/19 from the baseline position, and the detection rates improved to 84.6% and 50.1% respectively in 2018/19.
- Reported sexual crime and hate crime increased in 2018/19 and has been partly attributed to confidence in criminal justice due to positive media coverage; and while detections for sexual crime increased from 64.9% at the baseline to 78.3% in 2018/19, detection rates for hate crime fell from 81.0% to 69.2%.
- The average number of reconvictions of offenders decreased from 30.9% to 29.1%, indicating more effective throughcare support for people leaving prison.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.

#### Prevent and reduce crime

- In 2018/19, Police Scotland undertook **81 Action Plans** throughout East Ayrshire, tackling a range of issues and concerns. All action plans are intelligence led and informed by the **concerns raised by members of the public** through the public engagement and consultation process, and provide prompt, intensive police activity and presence in response to the concerns of particularly vulnerable individuals and communities. Intensive police activity is given to areas identified as 'hotspots' for violence, disorder, anti-social behaviour and drugs misuse. Methods include a combination of hi-visibility and plain clothes patrols, close monitoring of licensed premises, and multi-agency days of action, involving a range of partner agencies. The majority of these action plans are led by local officers utilising their local officers and often supplemented by specialist branches such as Mounted Branch, Dog Branch, Roads Policing and Support Units.
- **Recorded crime** (Groups 1 to 5) reflects a declining trend and decreased by 1.7% from 5,300 in 2016/17 to 5,172 in total crimes recorded by the police. The **detection rate** at 58.2% in 2018/19 is an increase on the previous year's reported figure of 53.1% and on the 2016/17 baseline position of 53.5%.
- There has been a positive reduction overall in **non-sexual crimes of violence** reported from 143 at the 2016/17 baseline position to 136 in 2018/19. Over the same period, while the detection rate fell to 84.6% in 2018/19, this is higher than the Force average of 73.3%. A robust approach is taken to the management of offenders within East Ayrshire, to ensure opportunities to re-offend are minimised as well as priority given to prevention and intervention work with partners focusing on serious and violent crime and anti-social behaviour, the results of which can be seen in the reduction in crimes of violence recorded in East

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Ayrshire. Work is also ongoing with HMP Kilmarnock, with the introduction of a monthly Violence Governance Group, which reports a reduction in violent crime when compared to the same time last year.

- The number of **sexual crimes** reported increased from 151 in 2016/17 to 217 in 2018/19. Reporting of sexual crimes continued to increase as a result of higher levels of confidence in criminal justice due to extensive media coverage and also attributed to the rise in non-contact offences being reported to the police, which involves the use of mobile phones, etc., to share images/content of a sexual nature. Again this type of offence has been receiving increased media attention over the past year and officers in East Ayrshire have been working with schools and other establishments raising awareness of this crime type and the importance of reporting such incidents to the police. Current year to date figures reflect that non-contact offences make up 44% of all sexual crimes reported within East Ayrshire. Efforts will continue to focus in these areas.
- **Crimes of dishonesty** fell by 3.8%, from 2,241 at the baseline position to 2,155 in 2018/19. Police officers continue to maintain a high visibility presence in and around town centres across East Ayrshire, proactively engaging with known individuals in an effort to deter them from committing crimes. **Theft by housebreaking** saw an increase from 240 crimes in 2017/18 to 254 in 2018/19, particularly in relation to dwelling houses. A significant number of these crimes were attributed to two individuals who subsequently were apprehended and remanded in custody. Analytical work is ongoing to identify additional reoffenders and inform an action plan to prevent further housebreakings as well as maximising opportunities for detection.
- All new build homes delivered as part of the Council's house building programme are built to **Secure by Design (SBD)** compliance. The SBD standards are based on proven crime prevention techniques that recognise design and specification elements, which increase the physical security of buildings and the external environment, ultimately enhancing the safety of people's homes.
- The presence of **dedicated police officers within the town centre** ensures that incidents or other concerns are dealt with promptly to minimise the opportunity for offenders to impact on local businesses, retailers or members of the public, increase public reassurance and offer support and advice to local businesses and retailers on matters of crime prevention.
- **Public Space CCTV** continued to be instrumental in improving community safety and in securing evidence against all forms of criminal activity and anti-social behaviour. A close working relationship between local Police Officers and Risk Management Centre (RMC) staff ensures that vital information is disseminated promptly and accurately to identify and deal with criminal behaviour. It has also proven invaluable in tracing vulnerable missing persons and in allowing real time activity of public safety concerns such as floods and road traffic collisions. The RMC provides a fully flexible and responsive service using its Community Safety CCTV Van, Re-Deployable Camera estate and rapid deployable cameras. The **Community Safety CCTV Vehicle** is used to provide reassurance, a visible deterrent and as a mobile evidence gathering platform.
- **Diversions activities** continued in schools with campus officers providing inputs and education to young people with a view to providing positive influences and life choices, including **No Knives, Better Lives** workshops.
- The Council's Housing and Communities Service initiated an **education programme** in schools and Ayrshire College to reduce crime, disorder and anti-social by promoting the CCTV mobile unit and highlighting the use of overt surveillance to address tenancy, community and town centre concerns.
- Offenders who have been released subject to specific **bail conditions** are robustly policed proactively to ensure compliance and prevent repeat offending. Local Policing Teams continued to provide intelligence led **high visibility patrols** in identified areas.

### Hate Crime

- There was an increase in the number of **hate crimes** reported from the baseline position, from 84 incidents to 104 incidents in 2018/19. Hate crime is an under reported crime type and recent increases are consistent with greater engagement with minority groups, confidence levels in reporting hate crime and more diverse communities. It is anticipated that **reported hate crime will continue to increase**. All forms of hate crime are regarded as high priority and an area which is kept under constant review and subject to the highest level of scrutiny, to ensure that vulnerable individuals and families are protected. Local police officers continue to liaise with partner agencies and communities to increase awareness and confidence in reporting hate crime.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Work continued to identify suitable premises to participate in the local **'Keep Safe Scheme'**, helping to promote independence for people with a disability and keep people safe within the community; premises agreeing to become 'Keep Safe' places are also trained in third party reporting; and The 'Keep Safe' App allows for individual members of the community to have direct access to online reporting from their smart device.
- Campus officers engaged in a range of work in respect of hate crime, worked closely with protected groups and delivered inputs on sectarianism. The Campus Police officer at the new William McIlvanney Campus, Kilmarnock worked with school staff to set up a successful **LGBT+ group** within the school linked to East Ayrshire Council's LGBT+ Network and ran a number of successful events within the school to raise awareness of gender equality and LGBT+ issues. The number of hate crime incidents coming to staff attention has reduced, which has been attributed to the increased awareness and pupil-led inputs regarding gender equality.
- The **'Things Tae Dae' user led group** supports individuals who have learning disabilities to help them live full and independent lives in their communities and to develop their skills, talents and abilities. The Group presented a drama production on hate crime during Learning Disability Awareness Week as well as in Cumnock Academy for S5 and 6 pupils. The drama focuses on every day experiences of the group and the impact of bullying and harassment have on their daily life.
- Inter-agency work was progressed to encourage practitioners, including home carers, social services, befrienders and community engagement teams, to report hate crime using the saying **'If you see something, say something'** as well as empowering individuals in the community to self-report issues.

### Community priorities

- **Community Led Action Plans** were developed and implemented by 20 communities across East Ayrshire at 31 March 2019, providing opportunities for communities to identify concerns and priorities, including issues around crime and community safety.
- Community Councils and Action Plan Groups work closely with Police Scotland, whose officers attend meetings/events on a regular basis to make communities aware of crime reports and provide the Police with an opportunity to **listen to and address local concerns**.
- The new **Locality Policing Team (LPT)** covering all multi-member wards in East Ayrshire has seen the introduction of police officers into local communities as a single point of contact for all community related policing issues. This approach is in line with the requirements of the Community Empowerment (Scotland) Act 2015 and provides an enhanced community policing approach to further strengthen relationships between the police, partners and local communities. LPT teams continue to provide intelligence led high visibility patrols in identified areas.
- Continuing to address community concerns around anti-social behaviour, the **Young People Sport and Diversion (YPSD) programme** was attended by 11,911 young people, with opportunities, including the Mobile Skate Park, Midnight Leagues, and Youth Work Engagement. As well as providing a structured programme of diversionary activity across East Ayrshire, the team is responsive to specific concerns by communities, For example, an intensive two week programme was implemented by the Youth Action Team to address an increase in reported anti-social behaviour in Galston; work to address concerns about alcohol and drug misuse in Cumnock and Auchinleck; and activity to address grass fires and wilful fire setting in the Doon Valley, all of which resulted in positive outcomes.
- The **Youth Action Team**, alongside Police Scotland, continued to work in the authority's 'hot spot' areas and is working well. The number of reported youth incidents and crimes in Kilmarnock Town Centre reduced over the last year, highlighting the positive impact of this partnership approach.
- The **Stop the Fires** in the Doon Valley Campaign, a joint initiative with the Scottish Fire and Rescue Service (SFRS), Police Scotland, Forestry Commission, Craigengillan Estate and pupils from Doon Academy, targeted local schools with a view to reducing secondary fires in the area.
- A range of work continued in support of communities taking forward their own priorities including prevention of fly tipping, general environmental programmes and clean ups as part of the **Clean, Green and Vibrant campaign**. Police Scotland also worked on Spring Clean week in conjunction with Environmental Health Services to raise awareness around the prevention of dog fouling.

### Children affected by the criminal justice system

- The **Play in Prison** programme delivered by the Council's Vibrant Communities Team provided a range of play and bonding activities within HMP Kilmarnock to support children and families affected by parental

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19





imprisonment, offering opportunities for bonding, attachment and maintaining good family relationships. Overall the service aims to work with 60 prisoners and their families on an annual basis, with 63 prisoners supported in 2018/19. Bonding visits, Family Bookshare programmes, Play and Parenting workshops and family events were delivered, to develop play skills and knowledge and increased parental confidence.




- There were 43 Wednesday bonding sessions and 47 Saturday bonding sessions at HMP Kilmarnock, in addition to 5 large scale family events; 4 Family Bookshare programmes were delivered, which focused on promoting improved literacy, confidence in parenting and bonding; and 2 'Dad's Group' Play and Parenting Programmes were delivered, which focused on confidence building in parenting skills as well as dad's important role in the family unit and the impact offending can have on their children.

### Community Justice

- **Community Justice Ayrshire** provides a collaborative pan-Ayrshire approach to preventing and reducing offending behaviour and improving outcomes for people involved in the justice system. The partnership was established under Scottish Government legislation, the Community Justice (Scotland) Act 2016, which puts a legal duty on statutory partners in each local authority area to engage in a planning process. The partnership operates within the context of the local Community Planning arrangements and reports to the three Ayrshire Community Planning Partnership Boards. The CJIOP sets out the shared commitments for Ayrshire and can be accessed via the Community Planning Website at [www.east-ayrshire.org](http://www.east-ayrshire.org). The Local Area Annual Return 2018/19 is currently being finalised for submission to Community Justice Scotland.
- The **East Ayrshire Community Justice Collaborative Network** was established as a temporary group tasked with driving forward the commitments in the Community Justice Outcomes Improvement Plan (CJOIP) relevant to East Ayrshire. It includes partners from across the wider community justice arena. The Network was constructed to ensure that it includes the views of those who have, or continue to use services in the area. Areas of particular focus have included a response to the issue of stigma/labelling, and women in the justice system.



| Measures of Success  | Baseline   | Progress at March 2018                                       | Progress at March 2019                                      | Current status  |
|--|--|--|---|---|
| <b>Safer Communities</b>   |  |  |   |   |
| <b>Local Outcome 2: East Ayrshire residents are safe and supported in their homes and communities</b>  |  |  |   |   |
| <b>Links to National Outcomes:</b>   |  |  |   |   |
| We live in communities that are inclusive, empowered, resilient and safe   |  |  |   |   |
| <b>Priority 2: Support residents to live safely and independently in their homes and communities</b>   |  |  |   |   |
| 1. Accidental dwelling fires (Reduction by 5% annually in the rolling three year average)<br><small>Annual/Scottish Fire and Rescue Service</small>  | 110<br>(2014/15-2016/17<br>3 year average)                   | 102<br>(2015/16-2017/18<br>3 year average)                   | 99<br>(2016/17-2018/19<br>3 year average)                   |  |
| 2. Fire related casualties and fire fatalities as result of accidental dwelling fires (Reduction by 5% annually in the rolling three year average)<br><small>Annual/Scottish Fire and Rescue Service</small>   | 20<br>(based on the rolling<br>3 year average 2014-<br>2017) | 20<br>(based on the rolling<br>3 year average 2015-<br>2018) | 20<br>(based on the rolling<br>3 year average<br>2016-2019) |  |
| 3. Percentage of older people living in their own home or in a community setting rather than in a care home setting (Maintain level)<br><small>Annual/East Ayrshire Health and Social Care Partnership</small> | 96.8%<br>(2016/17)   | 97.1%<br>(2017/18)   | 97.2%<br>(2018/19)  |  |
| 4. Number of places on the Keepsafe scheme (Increase by 10 places annually)<br><small>Annual/East Ayrshire Council</small>   | 0<br>New programme<br>(2016/17)                              | 11<br>(2017/18)  | 22<br>(2018/19)   |  |

|   |   |  |
|---|---|--|
| <b>Key</b>  |  | Denotes improving progress and on target or target achieved.         |
|   |  | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
- Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families.
- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

Community Planning Partners are committed to ensuring that our residents are safe and supported in their homes and communities, with resources focused on where they will have most impact. Progress at March 2019 is evidenced by the following measures of success:

- **Accidental dwelling fires** decreased from 110 to 99 (three year rolling average) at March 2019 from the baseline position, although lower than target. Distraction was identified as being the main contributory factor on 35% of occasions; and alcohol/drug impairment was identified as contributory factor on 14% of occasions.
- Fire casualties remained static at 20 individuals across the three years up to March 2019, with 55% of casualties receiving first aid at the scene; 40% receiving hospital treatment for slight injuries and 5% for serious injuries; and no fatalities recorded.
- The number of older people living in their own home or in a community setting rather than in a care home setting continued to increase to 97.2% at March 2019.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Summary of Activity 2018/19

The following examples of activity in 2018/19 contributed to improving local outcomes for local people and communities ensuring that residents feel safe, supported and protected in their own homes, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.

#### Fire Safety

- Targeted engagement through a **multi-agency approach** continues to be developed to assist areas and households traditionally most at risk of fire and protect and **support the most vulnerable individuals** within East Ayrshire.
- **Home Fire Safety Visits (HFSV)** carried out by the Scottish Fire and Rescue Service were targeted at high-risk households within the community, through multi-agency partnership working to identify and support independent living, particularly for vulnerable people within our communities. In 2018/19, a total of 1,084 HFSVs were carried out in East Ayrshire, with 861 smoke detectors fitted. Of the 1,084 visits, 31% were considered high risk and 28% of visits carried out were completed following an operational incident. At March 2019, data showed a reduction of 2.9% in respect of accidental dwelling fires based on a three-year average.
- **Cardiopulmonary Resuscitation (CPR)** Mannequins were introduced at Kilmarnock Community Fire Station, which will be utilised across East Ayrshire to provide lifesaving interventions and have been made available to partners for training purposes.
- **Fire Safety Education** Training and Referral Process Training were provided by SFRS for Care at Home Team Leaders, East Ayrshire Podiatry Enablement Team and East Ayrshire Community Mental Health Team for Older Adults.

#### Home Safety

- **Interagency working and information sharing** supported by **reciprocal training opportunities** are utilised to promote the SFRS domestic safety agenda and the delivery of home fire safety visits to those deemed most vulnerable at risk from fire.
- SFRS continues to work with East Ayrshire Council to extend the provision of **telecare with linked fire alarms** fitted in the homes of those deemed most vulnerable and at risk. This has resulted in increased calls to properties previously without detection and has had an impact of reducing the severity of house fires and injuries through early detection.
- SFRS and East Ayrshire Council Housing Services have worked in partnership to introduce a common standard to jointly **review building and fire safety of flatted premises** within communal areas. Since September 2017, almost all of the 500 blocks with a communal entry for which the Council has responsibility have received a fire safety assurance visit, with further safety measures and improved standards implemented. Fire and building safety checks will now be carried out annually.
- SFRS are continued to deliver Training Workshops for prisoners at HMP Kilmarnock on Home Fire Safety, Road Safety, CPR and Smoking Cessation. At the end of training sessions, participants can request HFSVs, which are scheduled to be carried out following their release. Further 'throughcare training' has been planned for 2019/20.
- Housing Services perform **tenancy health checks** for tenants when their tenancy reaches 3, 6, 9 and 12 months periods. In 2018/19, 2,495 individual tenancies benefited from a health check.
- The **Red Cross Service** continued to carry out home safety visits to keep people safe and connects people who are isolated to community supports as well as maximising income.
- The Joint initiative between Royal Mail, Trading Standards and the Adult Protection Unit to **identify individuals who may be targeted by scammers**. Professional support was provided for these individuals, with visits to provide information, raise awareness, ensure access to support and how to keep safe from scammers.
- Suicide awareness training sessions were rolled out to a range of partners, including East Ayrshire Council, Police Scotland and SFRS.

#### Community Safety

- The **Risk Management Centre** processed around 630 calls per day from various devices in clients' homes, with a total of 4,671 Community Alarm Clients on the system, including 926 individuals with Enhanced Technology Enabled Care (TEC). Victims of domestic abuse continue to be supported via technology (114

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

domestic abuse alarms) through the Risk Management Centre in partnership with Police Scotland and a number of other external agencies.

- The **Council's Regulatory Services** carried out local actions and national initiatives to protect the public and improve public safety by carrying out identified projects and initiatives, including:
  - continued development and promotion of the **Trusted Trader Scheme** in East Ayrshire – working with the business community to provide a safe and trusted business database for the public;
  - **Scams Awareness** and Scams Awareness month – protecting communities and vulnerable people;
  - **Doorstep Crime** - raising awareness initiatives carried out with Police Scotland and Citizens Advice;
  - use of the **tobacco detection dog**, to detect non-compliant tobacco products on sale; and
  - enforcement via the **Corporate Enforcement Unit**, to improve and enhance the environment and safety of the communities in terms of enforcement of dog fouling, littering and fly tipping.
- Two campus-based, jointly-funded shared posts (NHS Alcohol and Drug Liaison Officer and Police Scotland Liaison Officer) at Ayrshire College are having a positive impact in supporting vulnerable students to sustain and succeed on courses. In addition, a campus-based jointly-funded **Mental Health and Wellbeing Advisor** at Ayrshire College provided progressive mental health prevention, support and education, to assist staff and young people in relation to improving knowledge of mental health issues, build resilience, and organisational capacity to recognise and support mental wellbeing.
- Work continued to identify suitable premises to participate in the local '**Keep Safe Scheme**', helping to promote independence and keep people safe within the community; premises agreeing to become 'Keep Safe' places are also trained in third party reporting; and The 'Keep Safe' App allows for individual members of the community to have direct access to online reporting from their smart device. Cumnock was an area of focus in 2018/19, with 10 new premises signing up and trained in in the past year. The anticipated impact of the Keep Safe Scheme is to ensure that people with a disability can enjoy ordinary day to day life and activities free from the fear of abuse or intimidation alongside being supported to understand their needs and rights to feel safe when out and about.

### Support for independent living

- A **dedicated programme to support older people** to maintain social connections and remain active and healthy is available across communities, supporting work to improve community safety for our most vulnerable residents.
- The nationally recognised and award winning **Front Door Service** continued to support improved health and wellbeing outcomes, including supporting independent living where appropriate; a **befriending service** continued to be offered in partnership with East Ayrshire Volunteer Centre for more isolated older people to help establish community connections and promote community safety; **Falls Prevention** classes alongside a range of other community based rehabilitation and enablement classes, are helping older people to live longer in their own homes; and the **Risk Management Centre** monitors falls management equipment for use throughout the home.
- The **Telecare Scheme** and **Private Sector Housing Grants** provide adaptations such as ramps, stair lifts and shower rooms, to provide assistance to older people and make it possible for them to live safely and independently in their own homes and communities for longer.
- Collaboration between Housing services and the Adult Protection Unit (APU) identifies and assists **new tenants who may need additional support to sustain their tenancy**.
- East Ayrshire Health and Social Care Partnership **maintained zero delays in hospital discharge** for older people. Changing the models of care and redesigning services to support vulnerable people to maintain independence has been ongoing for the partnership.
- Seven **Supported Accommodation** units for older adults across East Ayrshire provide a range of supports for residents and local people from the surrounding community, including chair based exercise training and opportunities for social interaction, as well as networking opportunities for services to improve referral pathways.
- The Council's Strategic Housing Investment Plan (SHIP) takes cognisance of the importance of creating sustainable solutions for improving the quality of life for people with learning disabilities in East Ayrshire. Working with colleagues in the Health and Social Care Partnership, the SHIP has allowed for the development of **ground breaking supported living developments**, enabling people to live independently and access onsite supports as required.
- The **Housing Support Service** supports people from a homeless background or those in danger of homelessness into tenancies and helps them to sustain their tenancies and prevent further homelessness.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19






Support includes assistance with, benefits, grants, utilities, debt management, addictions, convictions, mental health and learning disabilities and signposting to other support services.




### Support for front line staff

- The Council's Housing Services made changes to their 'the street' notification form to record if children were present in houses which were in a poor state of cleanliness. Potential signs of neglect are raised as a concern with Social Work services.
- The Graded Care Profile 2 (GCP2) assessment tool is designed to provide an objective measure of the care of children. It is primarily based on the qualitative measure of the commitment shown by parents or carers in meeting their children's developmental needs. The GCP2 is overwhelmingly viewed as a clear, comprehensive and attractive tool and East Ayrshire practitioners, including Social Workers, Health Visitors and Early Years educationalists, feel supported in their **assessments of neglect**.
- An extract of the Child Protection Committee's '**Child abuse and neglect**' leaflet was included in the East Ayrshire Federation of Tenants and Residents Annual Report, to raise awareness of child abuse/neglect and what members of community can do if they concerned about a child. The annual report was circulated to around 12,000 local tenants and residents in East Ayrshire in May 2019.

### Safety Online

- The East Ayrshire Council 3-18 **Internet Safety Framework** focuses on meeting the needs of the Child Protection Committee's Action Plan, which states that all children will have coherent learning opportunities within internet safety by 2020. The Child Protection Committee conducted a schools survey in 2018 to assess the level of awareness of child protection related matters among children and young people, with an additional focus on assessing pupils' use of the internet, while raising awareness of online safety issues. A total of 3,163 pupils from P4 through to S2 responded to the survey and results showed that where schools taught the Internet Safety Framework consistently, pupils' awareness of online danger was raised. Pupils could state potential dangers and how to avoid these online.
- All schools in East Ayrshire have both the **Child Exploitation and Online Protection (CEOP)** and Child Protection Committee (CPC) **hyperlink buttons** activated on their home/landing pages, to make it easier for children, parents and staff to access digital safety information. This initiative across East Ayrshire schools is seen as good practice and has been shared with other areas and the Safer Internet Centre.
- **Online safety** continued to be **addressed as part of the curriculum** by Police campus officers across all schools. This has led to pupil inputs within school time and awareness raising with parents at parents evenings. Police Scotland social media accounts were also used to support Safer Internet Day.
- As part of the **Danger Detectives** initiative, Police Scotland delivered an **Internet Safety session** for pupils, including how to keep safe online and how to report any online abuse. Children and young people are provided with the necessary coping strategies and skills to encourage them to keep themselves and others safe online and have confidence to report incidents.

| Measures of Success  | Baseline                                      | Progress at March 2018                        | Progress at March 2019                        | Current status  |
|--|---|---|---|---|
| <b>Safer Communities</b>   |   |   |   |   |
| <b>Local Outcome 3: Road safety improved through enforcement, engineering, education, positively influencing driver behaviour and effective early intervention</b> |   |   |   |   |
| <b>Links to National Outcomes:</b>   |   |   |   |   |
| We live in communities that are inclusive, empowered, resilient and safe   |   |   |   |   |
| <b>Priority 3: Reduce road casualties</b>  |   |   |   |   |
| 1. People killed and seriously injured in road accidents (Reduce)<br>Annual/Police Scotland  | People killed:<br>4<br>(2016/17)              | People killed:<br>3<br>(2017/18)              | People killed:<br>5<br>(2018/19)              |  |
|  | People seriously injured:<br>44<br>(2016/17)  | People seriously injured:<br>35<br>(2017/18)  | People seriously injured:<br>39<br>(2018/19)  |  |
|  | Children killed:<br>0<br>(2016/17)            | Children killed:<br>0<br>(2017/18)            | Children killed:<br>0<br>(2018/19)            |  |
|  | Children seriously injured:<br>7<br>(2016/17) | Children seriously injured:<br>3<br>(2017/18) | Children seriously injured:<br>8<br>(2018/19) |  |
| 2. Percentage of the overall road network requiring maintenance treatment (Reduce by 1% annually)<br>Annual/Road Condition Index/East Ayrshire Council             | 39.1%<br>(2015-17)                            | 39.0%<br>(2016-2018)                          | 38.4%<br>(2017-19)                            |  |

|   |   |  |
|---|---|--|
| <b>Key</b>  |  | Denotes improving progress and on target or target achieved.         |
|   |  | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
- Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families.
- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

Community Planning Partners are committed to ensuring that drivers and pedestrians use the roads network with a minimum risk of harm. In East Ayrshire, we continue to work towards improving road safety and influencing driver behaviour through enforcement, engineering measures and education. Progress at March 2019 is evidenced by the following measures of success:

- There has been a reduction in **road accident casualties** since the baseline position and the long-term trend in casualty numbers remains downwards and in line with national casualty reduction targets.
- The number of people killed and seriously injured in road accidents has fallen from 48 in 2016/17 to 44 in 2018/19; although the number of children seriously injured increased from 7 to 8 individuals over the same period.
- **No children were killed** in road accidents in 2018/19, and this has remained the case since 1996.
- The number of **road accident fatalities** rose to 5 people in 2018/19, higher than in the baseline year (4 fatalities).

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The percentage of the **road network** in need of maintenance treatment continued to fall from 39.1% at the baseline period to 38.4% in 2017-19, although the target of a 1% annual reduction was not met.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed towards achieving local outcomes in relation to road safety, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021:

#### Road Safety

- Tragically, there were 5 fatalities in East Ayrshire in 2018/19, 39 serious injuries and 140 slight injuries recorded as a result of road accidents. In response to the five fatal road accidents, joint site inspections between Police Scotland officers and the Ayrshire Roads Alliance were carried out, which did not identify any contributing road issues at the accident locations.
- A major focus is taken to **influence driver behaviour at a young age**, particularly to those secondary school pupils about to commence driving. This is done in the form of joint inputs between Police Scotland, Ayrshire Roads Alliance (ARA) and the Scottish Fire and Rescue Service (SFRS), to ensure that the young people within our communities are made fully aware of the potential risks and dangers associated with driving before taking to the roads.
- The 3 'Es' (**education, engineering and enforcement**) approach to road safety continued to be delivered in East Ayrshire. The road safety engineering programme continued to be targeted at locations where there was a **history of road accidents**. Deployment of vehicle activated speed warnings signs continued to raise awareness of the dangers of speeding. The annual accident analysis found fewer accident clusters or 'hotspots' and this is reflected in the reduction in casualty numbers in recent years. ARA has **regular liaison meetings** with Police Scotland and undertakes **joint site visits** to locations where safety and speeding concerns have been raised to ensure a **coordinated and targeted approach to road safety**.
- The local commitment towards providing an effective presence on East Ayrshire's roads remains at the heart of **Police Scotland's Road Safety and Road Crime Strategy**. A **high visibility police presence** on the road network, using technology and intelligence products has had a significant impact on driver behaviour that puts themselves and others at risk, and reassures communities. Police Scotland aims to positively influence driver behaviour by identifying and policing priority routes and works closely with partners within a multi-agency working group to provide joined up service delivery to support community safety.
- A range of **Road Safety Campaigns** ensure that the public are up to date with safety appeals and how to stay safe on the roads, including the **festive 'road safety campaign'**, which focused on enforcing legislation, particularly in relation to drunk/drug offences to detect offenders prior to the occurrence of road traffic collisions. It also focused on winter driving and informing drivers of safety checks and supplies to keep in vehicles at this time of year.

#### Road Safety Education Programme

- Road safety, responsible driver behaviour and education are promoted at targeted groups to raise awareness and reduce vulnerability associated with road use, examples of which follow:
  - **'Reckless Driving Wrecks Lives'**, delivered to S5/6 pupils at 6 secondary schools to increase knowledge of safe driving practices for young drivers and passengers. Engagement with the young people was crucial in highlighting the dangers of driving and the potential risks involved.
  - ARA offers the **cycle training programme** to all primary schools, which delivers essential cycle skills training and teaches bicycle checklist essentials and core manoeuvres, and the transition from playground to the main road.
  - The **Junior Road Safety Officer Scheme (JSRO)** was offered to all primary schools, raising awareness among pupils and family members who use the roads surrounding their schools. This approach allows the pupils to take ownership of road safety.
  - **Danger Detectives** is an experiential learning programme aimed at **building community resilience in young people** as active citizens in reducing accidents and crime in their local area. This multi-agency partnership is led by the Play and Early Intervention team of Vibrant Communities, supported by Police Scotland, Scottish Fire and Rescue Service, Ayrshire Roads Alliance, Stagecoach, East

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Ayrshire Council Trading Standards and Dean Castle Country Park Ranger Service. This initiative is **aimed at all P6 pupils** across all primary and 3 special schools.

- A range of initiatives was delivered in **Early Childhood Centres** (ECC) across East Ayrshire, including 'Go Safe with Ziggy' and the 'Little Steps Challenge'.
- **Child car seat checks** undertaken in Early Childhood Centres and supermarkets to raise awareness of the importance of having the correct size and properly fitted child safety seat.
- The ARA road safety team continued to **support national campaigns** targeted at inappropriate driver behaviour, for example in respect of drinking and driving, using mobile phones and seatbelt use. National studies confirm that publicity campaigns are recognised by the public.

### Road Network Maintenance

- The implementation of a range of engineering measures from the Council's capital **road safety and street lighting programmes** continues to ensure safer roads and pavements across East Ayrshire.
- The Ayrshire Roads Alliance continued to improve the **Road Condition Index** (RCI) in East Ayrshire. The RCI identifies the condition of roads in the following categories: most urgent; early warning or deteriorating condition; and roads that do not require structural maintenance. In East Ayrshire over the longer term, the RCI improved from 41.7% during 2011-13 to 39.1% in 2015-17, with further improvement recorded in 2017-19 to 38.4%, in respect of roads that were not in an acceptable condition.
- The development of the ARA **Roads Asset Management Plan** and the adoption of the WDM Roads Management System provided improved resources to manage the Roads Network.
- Engineers' assessment surveys of the A, B, C and U class road networks were completed, as was a similar exercise on the urban footway network. A robust **carriageway inspection** regime is implemented in accordance with the Well Managed Highways Infrastructure-A Code of Practice, ensuring that potholes are repaired quickly as possible, implementing a programme of structural patching in addition to carriageway resurfacing and surface dressing programmes.
- ARA continues to employ **innovative roads surfacing** techniques and recently surfaced a section of the road between Dunlop and Neilston using plastic additives. The site is subject to ongoing monitoring but is performing as expected to date.
- Divisional Roads Policing Officers review and target several local areas of complaint in relation to the roads network. Targeted locations are identified through a variety of sources, such as Community Councils, local resident engagement and elected members, and considered at the monthly liaison meetings between Police Scotland and the Ayrshire Roads Alliance.
- In accordance with Section 34 of the Roads Scotland Act the Ayrshire Roads Alliance has a statutory responsibility to take reasonable steps to prevent snow and ice endangering the safe passage of pedestrians and vehicles. To enhance the winter maintenance service ARA reviewed and updated the **Winter Service Plan** and **Severe Weather Operations Plan**.

### Cycling and Sustainable Travel

- All schools continue to deliver **School Travel Plans** to promote safe and active travel to school.
- **Cycling** is actively promoted in East Ayrshire's schools. Training in all schools starts in pre-school with pupils learning road craft on mini scooters, followed by Ready, Steady, Bike and iCycle sessions to ensure young people are safe on roads, before pupils are encouraged to get on the road.
- **East Ayrshire's Travel Hub** in Kilmarnock continued to offer practical, hands on advice on cycling and sustainable travel, working to increase the number of journeys made by foot, bike or public transport. Engagement with workplaces to promote active travel to work included support with travel planning, bike loans and cycle maintenance workshops. All activities offered increased awareness of the Hub and active and sustainable travel opportunities for short local journeys.
- The Ayrshire Athletics Arena continued to host regular **'all ability' cycle sessions** offering everyone with a physical, or learning disability, or who has impaired balance, the chance to take part.

| Measures of Success   | Baseline           | Progress at March 2018 | Progress at March 2019 | Current status |
|---|--------------------|------------------------|------------------------|----------------|
| <b>Safer Communities</b>  |                    |                        |                        |                |
| <b>Local Outcome 4: Drug supply and misuse prevented through effective enforcement, prevention and early intervention</b> |                    |                        |                        |                |
| <b>Links to National Outcomes:</b>  |                    |                        |                        |                |
| We live in communities that are inclusive, empowered, resilient and safe  |                    |                        |                        |                |
| <b>Priority 4: Tackle drug supply and minimise the impact of drug misuse on individuals, families and communities</b>     |                    |                        |                        |                |
| 1. Supply of drugs:   |                    |                        |                        |                |
| • number reported   | 113                | 148                    | 124                    |                |
| • rate per 10,000 population  | 9.3                | 12.1                   | 10.2                   |                |
| • number of detections  | 93                 | 124                    | 82                     |                |
| • detection rate (%)<br>Annual/Police Scotland  | 82.3%<br>(2016/17) | 83.8%<br>(2017/18)     | 66.1%<br>(2018/19)     |                |
| 2. Production, manufacture, cultivation of controlled drugs:  |                    |                        |                        |                |
| • number reported   | 28                 | 32                     | 13                     |                |
| • crime rate per 10,000 population  | 2.3                | 2.6                    | 1.1                    |                |
| • number of detections  | 28                 | 32                     | 10                     |                |
| • detection rate (%)<br>Annual/Police Scotland  | 100%<br>(2016/17)  | 100%<br>(2017/18)      | 76.9%<br>(2018/19)     |                |

|   |  |  |
|---|--|--|
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## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
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### Measures of Success – Progress at March 2019

In East Ayrshire, progress at March 2019 in relation to reducing the impact of drug supply and misuse on local individuals, families and communities families is reflected in the following measures of success:

- Communities have contributed to the increase in reporting of the number of crimes in relation to **drug supply**, rising from 113 to 124 crimes between the 2016/17 baseline position and 2018/19; while the detection rate fell from 82.3% to 66.1% in the same period.
- The number of crimes reported for **production, manufacture, cultivation of controlled drugs** fell from 28 to 13 between 2016/17 and 2018/19; and the detection rate decreased from 100% to 76.9% in 2018/19, with 3 crimes were undetected to date.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.






## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19




### Drugs production, supply and misuse

- **Tackling serious and organised crime** remains a high priority for police. This is greatly assisted by the information provided by our communities.
- The increase in supply of drugs reported crime between 2016/17 and 2018/19 was an outcome of **targeting serious and organised crime groups** causing harm across Ayrshire. While some of the enforcement was centred on East Ayrshire, other activity took place across a wider area – all minimising harm to East Ayrshire.
- While the detection rate for the supply of drugs in 2018/19 was lower than the 2016/17 baseline year figure, this is not a reflection of the level of policing activity undertaken in respect of this **local policing priority** but a reflection of the level of drugs supply offences or drugs recoveries. Drug supply and misuse continues to be an area of **significant concern for local people and in communities** and work continues to address this issue and keep communities safe and secure.
- Disrupting and detecting the supply of controlled drugs within local communities remains a priority in East Ayrshire and several operations targeting **serious and organised crime groups** have been deployed. Efforts by Police Scotland will continue to proactively target these groups.
- Police Scotland continues to engage with communities and elected members to build confidence in reporting and awareness of available reporting methods, and gather intelligence. East Ayrshire Sub Division continues to maximise opportunities, including through regular **pro-active patrols in targeted areas**, with a view to disrupting and deterring the manufacture, supply and sale of controlled drugs.
- The introduction of a new Detective Inspector within Ayrshire Division to oversee and lead both the **Pro Active Unit** and the **Divisional Alcohol and Violence Reduction Unit** has led to a more targeted and focused approach to addressing drugs supply in East Ayrshire. This action, combined with **increased engagement with our communities** and elected members, which has been ongoing over the past 6 months, has resulted in a 53% increase in drugs supply charges for the current year to date in comparison to the previous year, with detections for drugs supply in East Ayrshire now above the 5 year average.

### Preventative and Diversionary Activity

- In East Ayrshire, as in other **Alcohol and Drugs Partnership (ADP)** areas in Scotland, there has been an ongoing rise in drug related deaths, with 28 deaths recorded in the 2018 calendar year. Similar to the trend across Scotland, drug related deaths occurred mainly among males aged 35-44. In response the ADP established a local substance related death group, chaired by the Interim Director of Public Health, to examine the circumstances surrounding each death in order to identify patterns and trends.
- The ADP continued an extensive roll out of the lifesaving drug, naloxone, and in 2018, a total of 222 **naloxone kits** were distributed resulting in 17 lifesaving administrations.
- Collaborative work with the Council's Vibrant Communities service, Police Scotland and range of partners continues to deliver a range of **diversionary activities for young people** across East Ayrshire's communities, including the 'Night Leagues' on Friday nights across 8 community venues as well as additional and ongoing StreetSport programmes. In addition, targeted activity continues to be provided in targeted areas, including Kilmarnock town centre, and a programme of re-alignment of diversionary activity to police 'hot-spots' is taking place, based upon Police Scotland intelligence.
- Workshops continue to be delivered by **Campus Officers** across a varying age range, highlighting the dangers of possessing and using controlled substances. Campus officers also liaise with Health and Wellbeing officers to keep up to date with drug knowledge/supply in schools. This information is fed in to the Drug Trend monitoring group.
- Vibrant Communities staff attended **Naloxone training** delivered by NHS staff, with information being shared with Vibrant Communities Bank Register.
- Peers in recovery members are actively involved in community activities.

| Measures of Success  | Baseline           | Progress at March 2018 | Progress at March 2019 | Current status  |
|--|--------------------|------------------------|------------------------|---|
| <b>Safer Communities</b>   |                    |                        |                        |   |
| <b>Local Outcome 5: Adults and children at risk protected from domestic abuse</b>  |                    |                        |                        |   |
| <b>Links to National Outcomes:</b>   |                    |                        |                        |   |
| We live in communities that are inclusive, empowered, resilient and safe   |                    |                        |                        |   |
| We grow up loved, safe and respected so that we realise our full potential   |                    |                        |                        |   |
| <b>Priority 5: Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families</b> |                    |                        |                        |   |
| 1. Number of domestic abuse incidents recorded by the police<br>Annual/Police Scotland   | 1,345<br>(2016/17) | 1,400<br>(2017/18)     | 1,457<br>(2018/19)     |  |
| 2. Proportion (%) of domestic abuse incidents which result in a crime report<br>Annual/Police Scotland   | 52.1%<br>(2016/17) | 49.5%<br>(2016/17)     | 46.9%<br>(2018/19)     |  |
| 3. Detection rate (%) for domestic abuse<br>Annual/Police Scotland   | 77.6%<br>(2016/17) | 78.3%<br>(2017/18)     | 75.2%<br>(2018/19)     |  |

|   |  |  |
|---|--|--|
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## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

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- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress at March 2019 in relation to protecting children and adults from domestic abuse is reflected in the following measures of success:

- Work to encourage individuals to report domestic abuse has seen the number of **domestic abuse incidents** recorded by the police rising in East Ayrshire from 1,345 in the baseline year to 1,457 in 2018/19. The rate per 10,000 population has been on an upward trend over the longer term, as it has across Scotland.
- At the same time, the proportion of domestic abuse incidents which resulted in a **crime report** has fallen in East Ayrshire from 52.1% in the baseline year to 46.9% in 2018/19.
- While the **detection rate for domestic abuse** in East Ayrshire declined from 77.6% from the baseline position to 75.2% at March 2019, this compares well with the average for Scotland recorded at 68.0% in 2018/19.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Domestic Abuse

- Ongoing work was taken forward to **encourage reporting of domestic abuse**, which saw incidents recorded by the Police continuing to rise from 1,345 to 1,457 between 2016/17 and 2018/19.
- A range of measures is in place to **tackle Domestic Abuse** including: MATAC Monthly multi agency meetings to discuss and agree Domestic Abuse Unit targeting of high tariff perpetrators of domestic abuse; disclosure of previous domestic abuse convictions/intelligence/investigations of the perpetrators to new or existing partners; daily scrutiny of all outstanding Domestic Abuse enquiries in East Ayrshire and suspects to be traced; a robust management process is in place which ensures frequent visits are made to offenders where bail conditions apply; victim safety visits are carried out with victim safety plans put in place for those deemed to be at the highest risk; in relation to the new Domestic Abuse legislation, the DAIU monitors all domestic abuse reports on a daily basis and cross refers with IVPD to identify opportunities for coercive behaviour offences; and the HUB and the DAIU regularly liaise with Social Work Services, Women's Aid, Break the Silence and ASSIST, among others.
- In partnership with a number of organisations, Women's Aid led an extensive campaign in 2018 to **raise awareness of domestic abuse**. The 2018 campaign included: A social media campaign led by East Ayrshire Women's Aid on women's experiences of living with and leaving domestic abuse'; Women's Aid awareness-raising of 16 Days of Action and support with HMP Kilmarnock; Police Scotland-Ayrshire College 'Student Safety Week' workshops; 'Ask. Support. Care.' training delivered by Women's Aid for HMP Kilmarnock workforce; White Ribbon awareness stalls at East Ayrshire Community Hospital; and Learning and development opportunities on understanding domestic abuse and coercive control.
- The **'Make a Stand Pledge'** developed by the Chartered Institute of Housing, Women's Aid and the Domestic Abuse Housing Alliance was adopted by East Ayrshire Council in 2019. The Pledge aims to encourage housing organisations to make a commitment to support people experiencing domestic abuse.
- East Ayrshire's **Domestic Abuse Policy** was approved by the Council's Cabinet in March 2019. The policy sets out the Council's commitment to assist anyone in East Ayrshire who is experiencing domestic abuse, and refers equally to men and women.

### East Ayrshire Violence Against Women Partnership

- East Ayrshire Violence Against Women Partnership (EAVAWP) continued to work to achieve the outcomes set out in the national **Equally Safe strategy** for **preventing and eradicating violence against women and girls**. Key activities in 2018/19 included: co-ordinating a wide-ranging calendar of events around the international 16 Days of Action for the Elimination of Violence Against Women campaign; hosting a 'Voices of Experience' Conference for 118 practitioners, to increase understanding of gender based violence; and continuing to co-ordinate multi-agency learning and development events and activities. In support of the roll out of the Domestic Abuse (Scotland) Act 2018, a training session took place exploring the challenges surrounding asking about domestic abuse, sexual violence and/or other forms of abuse, potential indicators of abuse, the principles of good practice and response options.
- EAVAWP continued to coordinate **multi-agency learning events** and seminars, primarily designed for the frontline workforce across partner agencies. In 2018/19, learning and development included training sessions on: Non Consensual Sharing of Intimate Media ('Revenge Porn'); Understanding The Dynamics Of Domestic Abuse; Understanding Coercive Control; Children and Young People's Experience of Domestic Abuse; Identifying Risk, Promoting Safety and Recovery for Women and their Children; Commercial Sexual Exploitation (Prostitution - what's the harm?); Stalking; and new training on Personality Disorder and its link to men who commit offences of a domestic nature.
- The **specialist services** that are partners in EAVAWP have continued to deliver a range of supports such as awareness-raising, information and advice, activities, peer support, advocacy, person-centred individual counselling, telephone counselling, drop in sessions, group work, training, and refuge accommodation. Key specialist services include Women's Aid, Barnardos, Break the Silence, the STAR Centre, and Victim Support.

### Women's Aid

- Women, children and young people experiencing domestic abuse continued to have access to information, support and **safe refuge accommodation**. Women identified as at the highest risk of harm from domestic abuse are supported through multi-agency protection arrangements and individual advocacy support.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- East Ayrshire Women's Aid group programmes support women, children and young people to understand and recover from their experiences of domestic abuse. Support groups include 'Moving On', recovery group programmes for mothers and children, budget cookery and 'Feel Good' sessions. A new group (Always Their Mums) supports women who have experienced domestic abuse and who do not have care of their children.
- East Ayrshire Women's Aid continued to deliver training to NHS staff to support the implementation of routine in enquiry. This includes refresher sessions and sessions for health visitors in **assessing risk around domestic abuse**.
- Police Scotland continued to robustly **police domestic offenders who had been released on bail**, while also **carrying out visits to victims to ensure their safety**. New legislation assists officers to deal with coercive control and psychological control, providing further opportunities to tackle this type of behaviour.
- The Partnership Delivery Team (PDT) and East, South and North area teams continue to deliver the **Caledonian System** as per the newly accredited programme, which involves undertaking Caledonian assessments in line with compiling Criminal Justice Social Work Reports (CJSWR) for court; providing case management of perpetrators of domestic abuse offences; and providing support to women and children with the overall aim of promoting well-being and safety.

### Women and Prostitution

- In 2018/19, EAVAWP, with partners across Ayrshire, **commissioned research** to examine the routes into prostitution, which included engaging with women across Ayrshire with lived experience, and found major socio-economic drivers, including homelessness, addictions, adverse childhood experiences, and experience of the care system. The research notes the negative impact on women's lives in relation to safety, wellbeing and criminalisation.
- As part of the EAVAWP calendar of events for **16 Days of Action**, East Ayrshire Women's Aid hosted the **Inside Outside exhibition** in Kilmarnock, a powerful multi-media exhibition of art, photography and video featuring the voices and stories of women involved in prostitution in Scotland.

| Measures of Success   | Baseline            | Progress at March 2018 | Progress at March 2019 | Current status         |
|---|---------------------|------------------------|------------------------|------------------------|
| <b>Safer Communities</b>  |                     |                        |                        |                        |
| <b>Local Outcome 6: Improved wellbeing and life chances for individuals who are at risk of harm</b>   |                     |                        |                        |                        |
| <b>Links to National Outcomes:</b>  |                     |                        |                        |                        |
| We live in communities that are inclusive, empowered, resilient and safe  |                     |                        |                        |                        |
| We respect, protect and fulfil human rights and live free from discrimination   |                     |                        |                        |                        |
| <b>Priority 6: Support and protect vulnerable individuals and families</b>  |                     |                        |                        |                        |
| 1. Number of Early and Effective Interventions for children and young people (Increase to 250 by 2019)<br><small>Annual/East Ayrshire Council</small>                                     | TBC                 | TBC                    | TBC                    | Indicator under review |
| 2. Total adult protection interventions as a percentage of all referrals (Maintain level below 3%)<br><small>Annual/East Ayrshire Council (Scottish Government National Data Set)</small> | 2.2%<br>(2016/17)   | 2.2%<br>(2017/18)      | 2.7%<br>(2018/19)      | ▲                      |
| 3. Number of individuals engaging in drug treatment programmes (Increase)<br><small>Annual/Alcohol and Drugs Partnership</small>  | 987<br>(March 2017) | 1,127<br>(March 2018)  | 1,100<br>(March 2019)  | ▲                      |

|   |   |  |
|---|---|--|
| <b>Key</b>  | ▲ | Denotes improving progress and on target or target achieved.         |
|   | ▲ | Denotes maintaining/improving progress although target not achieved. |
|   | ▲ | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
- Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families.
- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress at March 2019 in relation to supporting and protecting vulnerable individuals and families is reflected in the following measures of success:

- The number of **adult protection interventions** as a percentage of all referrals has remained below the target of 3%, indicating successful early intervention work.
- The number of people engaging in **drug treatment programmes** has increased on the baseline year from 987 to 1,100, reflecting the priority for treatment across communities.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.

### Protecting Children and Young People

- There were 170 **Child Protection Registrations** in 2018/19, increasing from 150 registrations in the previous year. The rate of **child protection re-registrations** increased to 18.1% in 2018/19, from 12.0% in the previous year. This can be attributed a number of social factors giving rise to increased vulnerability in communities and an increased awareness across partner agencies and communities, for example in

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

relation to neglect. At 31 March 2019, there were 89 children and young people on the Child Protection Register, a reduction on the 107 names on the register at 31 March 2019.

- There was a rise in the number of reports submitted to the **Scottish Children's Reporter Administration** (SCRA) in 2018/19 to 446 reports from 320 reported in the previous year. There has continued to be a number of young people being diverted from court through our **Youth Diversion Scheme** or remitted to Children's Hearings.
- In 2018/19, there was an increase in **Child Protection Orders** that required to be taken for children who were deemed to require a place of safety: 2016/17, 36 Child Protection Orders were granted for 17 families; 2017/18, 7 Child Protection Orders were granted for 5 families; 2018/19, 21 Child Protection Orders for 15 families. Social workers continue to pro-actively use the children's hearing system to make planned and informed recommendations for children.
- There was a rise in the number of reports submitted to the **Scottish Children's Reporter Administration** (SCRA) in 2018/19 to 446 reports from 320 reported in the previous year. There has continued to be a number of young people being diverted from court through our **Youth Diversion Scheme** or remitted to Children's Hearings.
- **Early and Effective Intervention (EEI)** is firmly established and implemented within East Ayrshire and the **Whole Systems Approach** (WSA) ensures that children and young people are provided with appropriate levels of support and assistance to divert them from criminality.
- The **Child Protection Committee (CPC)** has lead responsibility for priorities in respect of neglect, internet safety and the safeguarding themes. In 2018/19, key achievements included:
  - The Council's Housing Services made changes to their 'street' notification form to record if children were present in houses which were in a poor state of cleanliness. These potential signs of neglect are raised as a concern with Social Work services.
  - The Graded Care Profile 2 (GCP2) assessment tool is utilised by practitioners, including Social Workers, Health Visitors and Early Years educationalists, to support their assessments of neglect.
  - An extract of the Child Protection Committee's 'Child abuse and neglect' leaflet was submitted for inclusion in the East Ayrshire Federation of Tenants and Residents Annual Report, to raise awareness of child abuse/neglect and what members of community should do if they concerned about a child. The annual report was circulated to around 12,000 local tenants and residents.
  - The East Ayrshire Council 3-18 **Internet Safety Framework** focuses on meeting the needs of the Child Protection Committee's Action Plan, which states that all children will have coherent learning opportunities within internet safety by 2020. The results of a schools survey carried out by the CPC in 2018 showed that where schools taught the Internet Safety Framework consistently, pupils' awareness of online danger was raised and could state potential dangers and how to avoid these dangers online.
  - All schools in East Ayrshire have both the Child Exploitation and Online Protection (CEOP) and Child Protection Committee (CPC) hyperlink buttons activated on their home/landing pages, to make it easier for children, parents and staff to access digital safety information.
  - Online safety continued to be addressed as **part of the curriculum for Police campus officers across all schools**, including raising with parents at parents evenings. Police Scotland social media accounts were also used to support Safer Internet Day. As part of the **Danger Detectives** initiative, Police Scotland delivers an **Internet Safety session** for pupils, including how to keep safe online and how to report any online abuse.
  - Police Officers received training in 'Adverse Childhood Experiences' (ACEs) and how they could limit the trauma received by a child during policing activities. This has been delivered by the national 'Violence Reduction Unit', other statutory partners and people with lived experience, raising awareness of the adversity 'ACES' can have later in life.
  - All police campus officers are trained in **Early and Effective Intervention** and continue to engage with high tariff young people across the local authority.
  - The **Buttons Mice project** is used as an interactive activity to encourage children to talk and think about the issues which may be concerning them and which they find difficult to put into words. Buttons Mice build on the principles of therapeutic play as well as current research about children and the impact neglect has on their lives. Throughout the year, this resource has been introduced in Play at Home, Play in Prison, in Primary schools and in Early Years Centres, across East Ayrshire.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Child Sexual Exploitation (CSE)

- With regard to sexual offences involving children and child protection concerns, a **partnership approach** is taken in East Ayrshire, which involves an initial referral discussion (IRD) with police/social work/health services. This has culminated in a new role being introduced within the police for an IRD Sergeant who has daily contact with agencies and multi-agency training is ongoing for practitioners.
- A quarterly **Multi-agency Data and Trends Analysis** meeting which considers information concerning CSE is taking place regularly where participants share information and consider emerging local trends. This meeting now involves local private and third sector residential care providers.
- The new East Ayrshire Social Work records management system incorporated a **specific flag** to help identify incidents involving CSE.

### Children involved in service development

- As part of the 2018 **Year of Young People**, local young people, supported by Vibrant Communities, developed and implemented a programme of activity for the year, including school holiday activities; PlayDay, sporting events, youth conferences.
- One of the most significant developments was the **Children and Young People's Cabinet**, comprising school pupils, modern apprentices, young carers, young people looked after and other young people from our local communities. Portfolio holders were appointed, aligned to the Council's Cabinet structure, with the first **joint meeting of the Cabinet and the CYPC** convened in August 2018. The two Cabinets **committed to working closely together** and the joint meeting has become an annual event. The CYPC allows young people to highlight issues of importance raised by children and young people across communities and **inform service development and delivery**. For example, the CYPC campaigned to have gender neutral toilet facilities at Auchinleck Academy, which was supported, and has also been factored into the design of the new Barony Campus in Cumnock; the CYPC planned and participated in the Community Planning Conference in 2018 and developed an action plan to be taken forward with the CPP Board and Executive Officers' Group; and Members of the CYPC are proactively engaging with work related to Kilmarnock Town Centre Regeneration.
- Recognising that all community planning partners have a role in supporting our care experienced children and young people to achieve their full potential, the East Ayrshire Corporate Parenting Promise was endorsed by the CPP Board at its meeting of 7 March 2019. The Promise includes our shared commitment to listen to children and young people and to work in partnership with them to increase opportunities for them to thrive. The Promise was developed in partnership with Connected Voices, a participation group of local care experienced young people, to ensure a focus on improving the experience for a young person entering and leaving care and reflect what is important to the young people themselves.

### Protecting People at Risk of Harm

- The total number of reports of **Adults at Risk of Harm** responded to declined over the last three years, from 565 reports in 2016/17, to 489 reports in 2017/18 and to 402 reports in 2018/19.
- Between 1 April 2018 and 31 March 2019, there was a total of 402 reports of Adults at Risk of Harm, which reflected a reduction of 17.8% on the same reporting period for 2017/18 and a reduction of 28.8% since 2016/17.
- During 2018/19, 21% of Adults at Risk of Harm exhibited **self-harm or suicidal ideation**. Alongside learning from Significant Case Reviews in this area, the Adult Protection Team has been involved in the co-production of an East Ayrshire Suicide Prevention Action Plan for 2019–2020.
- Between 1 April 2018 and 31 March 2019, 18% of the 402 Adult at Risk referrals reflected an element of **financial/material harm**, with an increase of 8% on the previous reporting year. Work in this area included awareness raising and the production of two information booklets to support local people and employees to address this matter.
- Between 1 April 2018 and 31 March 2019, 14% of Adults at Risk of Harm referrals experienced **self-neglect**. Data/information collection has been improved in this area, which provides better understanding of the issue locally, and learning shared across Ayrshire. A working group is now developing local guidance on the best way to support people experiencing self-neglect.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- As part of its **public protection** arrangements, in November 2018, the East Ayrshire Integrated Joint Board agreed to establish a new **Public Protection and Learning Unit** within the Partnership, building on existing collaborative arrangements with leadership from a single Senior Manager.
- During 2018/19, a new digital adult support and **protection toolkit** was launched, giving people working with protected adults at risk of harm ready access to local information.
- Third party reporting centres and **Keep Safe premises** continue to be promoted to support keeping people vulnerable people safe. Police Scotland continued to engage in a robust process of referring people with vulnerabilities within the community using the iVPD system, which is designed for sharing information with relevant agencies ensuring the appropriate **safeguarding procedures** are followed.
- Police Scotland national '**Shut Out Scammers**' campaign shone a spotlight on vulnerable people being exploited by criminals in their own homes, focusing on cold calling and 'Bogus Callers.' Joint work with local police officers, East Ayrshire Council's Licensing, Trading Standards and Corporate Enforcement services and all national banks delivered positive results. **Drugs Misuse**: Employment of a recovery coordinator via Kilmarnock Station heritage railway trust provided opportunities to further develop existing recovery communities; and ongoing development of 'addiction' front door to reduce waiting times and improve responsiveness of services.
- Police Scotland as a Force developed online Moodle Training in relation to **Human Trafficking**, which also incorporates Child Trafficking. It is a requirement for every police officer to complete this training. In addition, every division within Police Scotland has a 'Human Trafficking Champion', who is the main point of contact in relation to Human Trafficking reports.
- **Suicide prevention**: 2018/19 saw an increase in the number of deaths by suicide in East Ayrshire and while care should be taken when interpreting overall patterns of suicide, this has been an area of focused attention to further develop and upscale preventative approaches. Activities have included; improving alertness to the signs of potential suicide through increased provision of Safetalk training across the workforce; developing a number of trained suicide first aiders among the workforce; developing a [Mental Health Delivery Plan](#); and enabling people with mild or moderate mental health problems access to the Activity on Prescription scheme for individual or group support.
- The **Financial Inclusion Team (FIT)** continued its work to assist the most vulnerable individuals against the impact of the UK Government's Welfare Reform programme. Referrals to the FIT are made primarily from social work teams, housing officers and health staff, with financial advice/support relating to welfare benefits and income maximisation provided. In 2018/19, the FIT achieved financial gains totalling £4.6 million on behalf of service users in East Ayrshire. Since the establishment of the FIT in 2013, the Team has generated income in excess of £24 million for East Ayrshire residents.



| Measures of Success   | Baseline  | Progress at March 2018                         | Progress at March 2019                       | Current status |
|---|---|--|--|----------------|
| <b>Safer Communities</b>  |   |  |  |                |
| <b>Outcome 7: East Ayrshire residents are safe and protected from anti-social behaviour</b>   |   |  |  |                |
| <b>Links to National Outcomes:</b>  |   |  |  |                |
| We live in communities that are inclusive, empowered, resilient and safe  |   |  |  |                |
| <b>Priority 7: Reduce incidents of vandalism, disorder and anti-social behaviour</b>  |   |  |  |                |
| 1. Crimes of vandalism/malicious mischief:<br>• number reported<br>• rate per 10,000 population<br><br>• number of detections<br>• detection rate<br>Annual/Police Scotland | 1,268<br>103.9<br><br>315<br>24.8%<br>(2016/17) | 1,157<br>94.9<br><br>279<br>24.1%<br>(2017/18) | 972<br>79.5<br><br>243<br>25.0%<br>(2018/19) | <br><br><br>   |
| 2. Incidents of anti-social behaviour reported to the police:<br>• number reported<br>• rate per 10,000 population<br>Annual/Police Scotland                                | 7,487<br>613.4<br>(2016/17)                     | 7,210<br>591.3<br>(2017/18)                    | 7,172<br>588.2<br>(2018/19)                  | <br>           |
| 3. Incidents of disorder reported to the police:<br>• number reported<br>• rate per 10,000 population<br>Annual/Police Scotland   | 5,442<br>445.3<br>(2016/17)                     | 5,119<br>419.8<br>(2017/18)                    | 5,209<br>427.5<br>(2018/19)                  | <br>           |
| 4. Deliberate primary fires (Reduction by 3% annually in the rolling 3 year average)<br>Annual/Scottish Fire and Rescue Service   | 53<br>(2014/15 - 2016/17<br>3 year average)     | 54<br>(2015/16 - 2017/18<br>3 year average)    | 53<br>(2016/17 - 2018/19<br>3 year average)  |                |
| 5. Deliberate secondary fires (Reduction by 3% annually in the rolling 3 year average)<br>Annual/Scottish Fire and Rescue Service   | 548<br>(2014/15 - 2016/17<br>3 year average)    | 599<br>(2015/16 - 2017/18<br>3 year average)   | 581<br>(2016/17 - 2018/19<br>3 year average) |                |

Please note that current status is based on assumptions where targets/direction of travel are not provided.

|   |  |  |
|---|--|--|
| <b>Key</b>  |  | Denotes improving progress and on target or target achieved.         |
|   |  | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |  |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Safer Communities Delivery Plan 2018-2021 – Our Key Priorities

- Make East Ayrshire a safe, secure and attractive place to live, work and visit.
- Improve community safety in neighbourhoods and homes and protect and support our most vulnerable individuals and families.
- Promote our vibrant communities by encouraging active and responsible citizenship.

### Measures of Success – Progress at March 2019

In East Ayrshire, progress at March 2019 in relation to reducing incidents of vandalism, disorder and anti-social behaviour is reflected in the following measures of success:

- **Crimes of vandalism/malicious mischief** continued to decrease, by 23.3%, from 1,268 in 2016/17 to 972 in 2018/19, and the detection rate in 2018/19 (25.0%) increased marginally above the baseline rate of 24.8%.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Reported **incidents of anti-social behaviour** also continued to decline, by 4.2%, from 7,487 in 2016/17 to 7,172 in 2018/19, as have incidents of disorder, reduced by 4.2%, from 5,442 in 2016/17 to 5,209 in 2018/19.
- **Deliberate primary fires** did not see the planned reduction, although performance improved at March 2019 (based on the rolling three year average), while the 3% reduction on **deliberate secondary fires** target was met.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for local people and communities, and towards the achievement of the Strategic Priorities identified in the Safer Communities Delivery Plan 2018-2021.

#### Tackling Anti-social Behaviour

- Police Scotland **high visibility patrols** are carried out and increased at peak times to reassure the public that officers are available to tackle priority issues.
- **Dedicated police officers** continued to **work within the town centres**, dealing with crime and anti-social behaviour issues. These officers work with local businesses and retailers within the towns, which allows them to closely monitor vulnerable areas and individuals of interest. The approach is augmented by a **town centre radio link** and intelligence-led use of **CCTV**, with operators in the Council's Risk Management Centre to identify offenders, enhance public safety and provide public reassurance.
- Collaborative work continued across a number of areas targeting anti-social behaviour, including, **Best Bar None**, within licensed premises.
- A programme of diversionary activity for children and young people was delivered across local communities by the Young People, Sport and Diversion Team, offering a range of afterschool, evening and weekend recreational, sporting and physical activity, alongside youth engagement. The majority of activity is promoted through, [www.eac.eu/Events](http://www.eac.eu/Events). Annual **attendance increased** from 162,010 in 2017/18 to 186,747 in 2018/19, which can be partly attributed to the **Year of Young People** campaign, providing additional activities and events for children and young people in 2018.
- Specific **targeted work** was carried out by the **Youth Action Teams** joint patrols, for example in relation to deliberate fire setting incidents in the Doon Valley and to address concerns regarding drink and drug related incidents in the Cumnock and Auchinleck areas, and has made a positive impact in these areas.
- The **Campus Liaison Officer at Ayrshire College** worked with the preventions and interventions team within Kilmarnock Police Office and Traffic Management to facilitate organised additional patrols of the College grounds and surrounding areas, to reassure residents and offer advice regarding additional vehicular and pedestrian traffic in the areas as well as littering and smoking trends.

#### Promoting responsible behaviour

- **Campus police officers** continued to engage children and young people in schools, including specific inputs on vandalism, ensuring they are fully aware of the dangers associated with the misuse of alcohol and drugs and the effects such irresponsible behaviour can have on them as individuals and to others within their communities. Specific work to address issues around bullying, self-esteem and resilience took place with P7 pupils at Annanhill Primary School, achieving positive outcomes in relation to their attitudes towards each other and staff.
- **Stop the Fires in the Doon Valley Campaign** is a joint initiative with the Scottish Fire and Rescue Service (SFRS), Police Scotland, Forestry Commission, Craigengillan Estate and pupils from Doon Academy, targeting local schools to address wild grass fire and wilful fire raising, with a view to reducing secondary fires in the area. Meetings are also underway for the new annual **water safety initiative**, which will focus on mid-teenage young people who are frequenting waterways and open water for the purpose of swimming.
- On the lead up to and over the fireworks period, prevention messages within schools, on social media and in the press were delivered in partnership with SFRS; and partnership working between SFRS, Police Scotland, and East Ayrshire Council addressed the challenges around Bonfire Night, including Police attendance at key Fire Station locations, and contacts for uplifts/removal of bonfires.
- **Ayrshire College:** Two Workshops on Aggression, Conflict and De-escalation were delivered, teaching students to **manage and deal with anger and aggression** and how to keep themselves and others safe;

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

and an anti-sectarianism event at the Kilmarnock Campus in April 2018, with 130 primary 5 students from Annanhill and Hillhead Primary in attendance, raised awareness of hate crime and anti-sectarianism.

- The Council's Vibrant Communities team attended 3 **alcohol awareness training sessions**, which resulted in **alcohol intervention groups** being established in secondary schools, with talks being delivered by Young People Mentors and Youth Workers; and 10 of Primary Schools in East Ayrshire signed up for the Barnardos' Choices programme, comprising group-based alcohol awareness sessions, to help young people to develop a responsible attitude towards alcohol and build their ability to make informed choices and healthy decisions about the safe consumption of alcohol.
- **Danger Detectives** multi-agency partnership led experiential learning programme continued to be delivered aimed at **building community resilience in young people** as active citizens in reducing accidents and crime in their local area; and the **FireReach** initiative included addressing the dangers of fire setting in the community with the aim to positively influence behaviour.
- **Early and Effective Intervention (EEI)** is firmly established and implemented within East Ayrshire and the **Whole Systems Approach (WSA)** ensures that children and young people are provided with appropriate levels of support and assistance to divert them from criminality.
- Housing Support officers worked closely with people being threatened with eviction due to anti-social behaviour, to raise knowledge and awareness of the **impact of anti-social behaviours** in the community and with neighbours, and support opportunities for perpetrators of anti-social behaviour to engage in positive activities.
- The Sport and Activity Motivator who works with **care experienced young people** supported young people from East Ayrshire's Children's houses to take part in therapeutic and leisure activities, improving confidence, reducing isolation and offering alternatives to anti-social behaviour

### Corporate Enforcement Measures

- Council **Corporate Enforcement** officers and Police officers undertake joint patrols, including joint bike patrols, in targeted areas to tackle all forms of anti-social behaviour, including vandalism, dog fouling, littering, flytipping and enforcing the smoking legislation. Warning letters and fixed penalty notices (FPN) are issued for some suitably minor offences; however, vandalism is dealt with by means of crime reports and criminal charges. A range of successful programmed activities was carried out by the **Corporate Enforcement Unit (CEU)** during 2018/19 to **detect and deter environmental crime**, including prioritising dog fouling, littering and fly tipping. A total of **244 FPNs were issued in 2018/19** linked to dog fouling, littering, fly tipping and smoking, compared with 193 FPNs in the previous year.
- Using the Community Led Action Plans as the main driver of the CEU field work has allowed the needs of the **individual communities to prioritise operations**.
- Members of the public continued to have access to free dog waste bags, which led to a reduction in dog waste on the streets and more responsible dog ownership. The number of fixed penalty notices (FPN) for **dog fouling** continued to decrease, from 39 FPNs issued in 2016/17 to 21 FPNs issued in 2018/19. In addition, the CEU continued to **work with the Dogs Trust** throughout the year in supporting responsible dog ownership campaigns and microchipping initiatives.
- The CEU provided enforcement support to Outdoor Services' Spring Clean Campaign; is an integral part of the Clean Green Vibrant Communities joint actions, driven by the Housing and Communities Service, and works with partners and communities to address and **reduce the impact of litter**; the Litter in Schools pilot scheme was launched at Loudoun Academy in October 2018 based on a restorative justice theme, which resulted in significantly less litter in the area; and a DVD was produced by the pupils at Loudoun Academy to highlight the issue of littering and its consequences, which is being rolled across other schools.
- The **Fly Tipping Enforcement Initiative** focused efforts on detecting offenders from reports received as well as raising awareness within communities of the consequences of environmental crime.
- The CEU led on a sustained effort to **address smoking and littering** at transport hubs and licenced premises with Police Scotland and Licencing Standards officers. As a consequence of this preventative work, smoking in enclosed doorways reduced as did the volume of litter outside the establishments visited.
- The **CCTV vehicle** is used by the CEU and Police Scotland in the deployment of action plans to prevent and detect environmental crime, particularly on country roads and rural areas. It is not only used as a reassurance and preventative resource in communities but has impacted on the number of environmental crimes detected.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The CEU continued to implement annual **Proactive Patrol** plans and programmes to address specific issues and demands in relation to environmental crime, in addition to the reactive response to complaints and the general enforcement spot check patrols throughout the area.



# *Building a better East Ayrshire*

*Inspiring Ambition and Delivering Change*





*Community Planning*  
in East Ayrshire










# WELLBEING

East Ayrshire Council  
and  
East Ayrshire Community Planning Partnership Board  
Joint Performance Event: 19 September 2019

# EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021




## WELLBEING

### Summary of Performance at March 2019

| Measures of Success   | Baseline   | Progress at March 2018 | Progress at March 2019 | Current status  |
|---|--|------------------------|------------------------|---|
| <b>Wellbeing</b>  |  |                        |                        |   |
| <b>Local Outcome 1: Starting Well</b>   |  |                        |                        |   |
| <b>Links to National Outcomes:</b>  |  |                        |                        |   |
| We grow up loved, safe and respected so that we realise our full potential  |  |                        |                        |   |
| We tackle poverty by sharing opportunities, wealth and power more equally   |  |                        |                        |   |
| <b>Priority 1: Our children have the best start in life</b>   |  |                        |                        |   |
| 1. Participation by children and young people in extra-curricular activity (outwith schools) (Increase by 15% by 2020)<br>Annual/East Ayrshire Council/Vibrant Communities  | 95,075<br>(2016/17)                              | 106,958<br>(2017/18)   | 114,639<br>(2018/19)   |    |
| 2. Percentage of child protection concerns raised – non police (Increase)<br>Annual/East Ayrshire Health and Social Care Partnership Information Systems  | 74.7%<br>(2016/17)                               | 88.2<br>(2017/18)      | 92.3%<br>(2018/19)     |    |
| 3. Percentage of pregnant women drinking 1+ units of alcohol per day in pregnancy (Reduce by 50% by 2020)<br>Annual/NHS Information Services Division (ISD) Scotland  | 38.1%<br>(2016/17)                               | 37.1%<br>(2017/18)     | 46.6%<br>(2018/19)     |    |
| 4. Number of mothers smoking during pregnancy (Reduce by 25% by 2020)<br>Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland   | 19.4%<br>(2015/16)                               | 19.1%<br>(2017/18)     | 18.6%<br>(2018/19)     |  |
| 5. Percentage of babies exclusively breastfed at 6-8 week review (Increase to 28.2% 2020)<br>Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland   | 14.7%<br>(2015/16)                               | 17.5%<br>(2016/17)     | 16.9%<br>(2017/18)     |  |
| 6. Percentage of 0-2 year olds registered with a dentist (Increase to 60% by 2020)<br>Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland  | 46.5%<br>(2016)                                  | 47.5%<br>(2017)        | 48.8%<br>(2018)        |  |
| 7. Number of referrals to CAMHS (Reduce by 20% by 2020)<br>Annual/NHS Ayrshire and Arran/CAMHS Service  | 740<br>(2016/17)                                 | 755<br>(2017/18)       | 824<br>(2018/19)       |  |
| 8. Rate of exclusions per 1,000 pupils across all schools in East Ayrshire (Reduce by 30% by 2020)<br>Source: East Ayrshire Council   | 43.4<br>(2016/17)                                | 21.1<br>(2017/18)      | 17.5<br>(2018/19)      |  |
| 9. Percentage of school pupils aged 10-18 and Ayrshire College students aged 15-18 will have accessed age appropriate safety programmes related to online safety, allowing them to enjoy the internet (Increase to 100% by 2020)<br>Annual/East Ayrshire Council/Ayrshire College | New indicator-baseline to be established in 2019 | N/A                    | 100%<br>(2018/19)      |  |



| Measures of Success   | Baseline  | Progress at March 2018 | Progress at March 2019 | Current status |
|---|---|------------------------|------------------------|----------------|
| 10. Educational stretch aim targets set at local level (Achieve all targets by 2020)<br>Annual/Education Services | Reported through the Economy and Skills Delivery Plan |                        |                        |                |

|   |   |  |
|---|---|--|
| Key   |  | Denotes improving progress and on target or target achieved.         |
|   |  | Denotes maintaining/improving progress although target not achieved. |
|   |  | Denotes area for review or improvement.                              |
| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their cares are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

### Measures of Success – Progress at March 2019

Evidence of performance in relation to the best start in life for children is reflected in the following measures of success:

- Participation by children and young people in **extra-curricular activity outwith schools increased** by 20%, surpassing the 2020 target of 15%.
- **Referrals to social work**, which identify neglect as the main concern from non-police sources (such as schools or NHS), **increased** to 92.3%, indicating earlier intervention.
- The rate of **school exclusions has more than halved** to 17.5 per 1,000 pupils, surpassing the 2020 target of a 30% reduction. Exclusion incidents across all sectors continue to be an area of focus through a multi-agency approach.
- All children and young people in the target age groups have accessed age appropriate safety programmes related to **online safety**, ahead of the 2020 target for reaching 100%.
- While the percentage of **mothers smoking during pregnancy has reduced** from the baseline position, the target of a 25% reduction is unlikely to be achieved by 2020.
- The rate of **women drinking alcohol in pregnancy increased** to 46.6%, from 38.1% in the baseline year. It is likely the increase can largely be attributed to under-reporting of this issue in previous years.
- Based on the current trend, the target of 28.2% of **babies exclusively breastfed** is unlikely to be met. While this year's reported result is above the baseline, it is down from the previous year.
- While the percentage of **0-2 year olds registered with a dentist** increased to 48.8%, the rate of increase is not enough to suggest the 2020 target of 60% will be met.
- Referrals to the **Child and Adolescent Mental Health Service (CAMHS)** have risen rather than fallen; however, recent new investments in child and adolescent mental health are beginning to reveal unmet demand.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

## Children and Young People's Service Plan

- **East Ayrshire Child Protection Committee (CPC)** and the Children and Young People's Strategic Partnership worked in collaboration to review, revise and align the East Ayrshire Children and Young People's Plan. The Plan sets out the strategic vision and direction, outlining priorities and stretch aims over the period 2017/2020. Seven multi agency action plans support the Plan: GIRFEC Practice Model; Emotional Health and Wellbeing; The Whole Systems Approach (relating to youth justice); Kinship Care; Corporate Parenting; Best Start in Life; Young Carers.

## Best Start in Life

- **The Universal Health Visiting Pathway** is fully rolled out across East Ayrshire with all babies and children offered visits within the family home. This has led to the development of a therapeutic relationship between employees and the families they work with and supported early intervention for identified need and prevention of many challenges faced by our families. The integrated children's model of care for school age children has supported improved outcomes for our most vulnerable children, particularly those in need of protection, who are care experienced and those affected by emotional wellbeing concerns.
- Midwives have undertaken additional training over the last two years to ensure accurate recording of pregnant women drinking alcohol in pregnancy and delivering **Alcohol Brief Interventions**. This has been attributed to the increased recorded number of pregnant women drinking during pregnancy. Smoking in pregnancy is addressed at every antenatal appointment and referrals made to **Quit your Way**, with monitoring carried out throughout the pregnancy.
- The **Infant Feeding Team** within Ayrshire Maternity Unit, with peer supporters, have been **supporting new breastfeeding mothers**; and all mothers who are breastfeeding are issued with contact details for the Infant Feeding Team, who offer a telephone support service and signposting to the **Breastfeeding Network**. Ante-natal visits by Health Visiting Support Workers include discussion around feeding choices and awareness raising and breastfeeding support. Five **BabyChat** groups have been established and are building a positive reputation, encouraging new families to engage with the groups to promote growth and development of new babies. The groups provide support for breastfeeding mothers, including role modelling. In addition, pregnancy and new motherhood place some women at risk of loneliness and isolation and BabyChat is helping to reduce this risk, with 100% of survey respondents noting that coming to BabyChat helped them to meet other families and develop friendships
- **Healthy Weight:** The Jumpstart programme, delivered by NHS Health Improvement and a community volunteer, worked with 16 families with children above a healthy weight during the reporting period. Jumpstart raises awareness of the importance of healthy lifestyle choices, such as increasing physical activity levels and making healthier eating choices. The latest available statistics show that the percentage of children in P1 with a healthy weight in East Ayrshire increased from 73.1% to 76.4%.
- The **SHOUT discount card** is available for children from birth to age 11, living in or attending a primary school in East Ayrshire and provides access to a range of leisure services, visitor attractions and commercial services, by ensuring that cost is not a barrier. At March 2019, there were 7,417 SHOUT Card holders in East Ayrshire, including 647 new P1 SHOUT Card holders and 547 Pre5 SHOUT Card holders.
- Fairer Scotland funding allowed the Public Dental Service to expand the **Childsmile Fluoride Varnishing Programme** to an additional 24 primary schools (P1 to P4) across Ayrshire. Targeted fluoride varnish application in primary schools has a proven track record in improving oral health among children and in helping to mitigate long-standing oral health inequalities. The expansion of the Programme represents a 50% increase in coverage of targeted fluoride varnish application in our schools and has allowed us to reach even more comparatively deprived communities locally.
- The priority given to tackling child poverty in East Ayrshire was demonstrated through alternative models of provision to tackle **'holiday hunger'**, with **14,000** free meals provided during the school holidays in 2018. A range of sporting and physical activity, with provision of a free lunch, was provided at the **Activity Holiday Programme in 2018**; and the **iLunch Programme**, which seeks to address holiday hunger through a programme of family and community based programmes, but with a more intense focus on learning and skills development for children and their families.
- Partners in East Ayrshire have been working to support and maximise the impact of the national **'Every Child, Every Chance'** Delivery Plan, including the introduction of automated systems to facilitate **school clothing grant** and **free school meal** applications, **maximising uptake**; and **expanding early education and child care** provision across the local authority area.

- A dignified approach to food waste in schools as part of wider **dignified food provision** has been introduced, where surplus food is packaged and children can take the free meals home.

### **Protecting Children**

The **Child Protection Committee (CPC)** has lead responsibility for priorities in respect of neglect, internet safety and the safeguarding themes. In 2018/19, key achievements included:

#### ***Neglect:***

- A multi-agency training course on Neglect was developed in 2018.
- The Council's Housing Services made changes to their 'street notification' form to include a specific box to record if children were present in houses which were in a poor state of cleanliness. These potential signs of neglect are **raised as a concern** with Social Work services.
- The Graded Care Profile 2 assessment tool is utilised by practitioners, including Social Workers, Health Visitors and Early Years educationalists, to **support their assessments of neglect**.
- An extract of the Child Protection Committee's '**Child abuse and neglect**' leaflet was submitted for inclusion in the East Ayrshire Federation of Tenants and Residents Annual Report, to raise awareness of child abuse/neglect and what members of the community should do if they are concerned about a child. The annual report was circulated to around 12,000 local tenants and residents.

#### ***Internet Safety:***

- The East Ayrshire Council 3-18 **Internet Safety Framework** focuses on meeting the aims of the Child Protection Committee's Action Plan, which states that all children will have coherent learning opportunities within internet safety by 2020.
- All schools in East Ayrshire have the **Child Exploitation and Online Protection** CPC hyperlink buttons activated on their home/landing pages, to make it easier for children, parents and staff to access digital safety information.
- In February 2019, the CPC supported Safer Internet Day and provided funding for a prize draw to help raise awareness of this important topic, reaching 39,042 via Facebook & Twitter.
- **Danger Detectives** inputs for school aged children included focusing on keeping children safe, including keeping safe online and how to report any online abuse.
- The CPC conducted a schools survey in 2018 to assess the level of awareness of child protection related matters among children and young people, with additional focus on assessing pupils' use of the internet, while **raising awareness of online safety** issues. A total of 3,163 pupils from P4 through to S2 responded to the online survey.

#### ***Safeguarding:***

- Trauma Informed practice training sessions were delivered to multi-agency staff.
- Screenings of the Resilience documentary and **ACEs workshops**, involving Education Services, Vibrant Communities and Campus Police Officers were delivered in community and education settings, with one-to-one support offered.
- The '**Buttons Mice**' project, helping children to have a voice, was introduced in Play at Home, Play in Prison, in Primary schools and Early Years Centres, across East Ayrshire.
- New training courses were added to the Multi Agency Children's Services Learning and Development Calendar, including Therapeutic Play, Multi-agency Case recording and multi-agency file auditing.

### **Child Sexual Exploitation**

- The CPC led on the development of the Ayrshire Multi-agency Practitioners' Guidance on Child Sexual Exploitation (CSE), published in June 2018 and updated in February 2019. It included contact details of local third sector suppliers of support services, such as, The STAR Centre and Break the Silence.
- In August 2018, the National CSE Working Group's Self Evaluation Tool was updated by the CPC;
- The new East Ayrshire Social Work records management system incorporates a specific flag to help identify incidents involving CSE.
- A quarterly Multi-agency Data and Trends Analysis meeting allows participants to share information and consider emerging local trends in relation to CSE and also involves local private sector and third sector residential care providers;
- The Scottish Government Expert Group on Preventing Sexual Offending Involving Children and Young People toolkit, completed for East Ayrshire, was shared with the Child Protection Committee at its meeting in December 2018.

## Human Trafficking

- Police Scotland as a Force developed online Moodle Training in relation to Human Trafficking, which also incorporates Child Trafficking. It is a requirement for every police officer to complete this training. In addition, every division within Police Scotland has a 'Human Trafficking Champion', who is the main point of contact in relation to Human Trafficking reports.
- Police Scotland also work with partners, including the UK Human Trafficking Centre, HMRC, National Crime Agency and United Kingdom Border Force to organise force wide 'local days of action' to target Human trafficking, including Child trafficking. The aim of these 'days of action' is to raise awareness around preventative measures and enforcement action in relation to Human Trafficking issues.
- 17 representatives from the East Ayrshire Partnerships in attended the National CSE Working Group 'CSE and Trafficking event, which provided useful inputs on the links between CSE and human trafficking.

## Multi-Agency Action Plans

- **Dietetic Health Promotion Team:** The team aims to work in partnership with individuals, services and agencies across settings and communities to enable and support them to improve their health through better eating. The main focus of the team is working with Maternal and Infant Nutrition and contributing to reducing health inequalities. The team has delivered training sessions/courses with 290 staff/volunteers in East Ayrshire to enable them to disseminate evidence based and up to date nutritional messages within their respective organisations and across communities. It has also focused on 'eating well for pregnancy' as part of the Healthy Bump, Healthy Baby programme at Ayrshire Maternity Unit, involving 212 participants and 31 healthy weaning drop in sessions (Messy Munchers) were delivered across for those with young families. Evaluation has shown a positive impact on the choice and timing of the introduction of first foods.
- **NHS Health Improvement:** Ayrshire and Arran Health Improvement Team have been working in partnership with the East Ayrshire Children's Houses to support Health Improvement within each house, with a Health Improving Care Establishments (HICE) Champion (coordinator) in each house. Each house has continued to embed health improvement within daily activities, with staff accessing guidance and support through the Looked After and Accommodated Nurse and the HICE Learning Forums which offer the opportunity to share best practice across Ayrshire. In 2018/19, the Children's Houses focused on independent living, environment, linking with local activities and resources and accessing specialist support (where appropriate).The HICE Learning Forums included Adverse Childhood Experiences, Pathways to Further Education, Attainment, LGBT+, 16 Days of Action and Mental Health Improvement.
- **NHS Physiotherapists, Rainbow House:** Comprehensive annual reviews are carried out for children with complex additional support needs and their parent/carer, to objectively assess a range of movement, tone, quality of movement and respiratory status. This highlights any areas of concern that may require action or onward referral to relevant agencies.  
**Home Link Workers:** Funded through the Scottish Attainment Challenge, Home Link Workers provide **support for vulnerable children and young people** and their families, with priority given to primary and secondary school pupils in SIMD 1 and 2 areas with a focus on closing the poverty related attainment gap. They are flexible in their approach to meeting the needs and demands of children and their families, both within the school and community settings. Support includes 1:1 work with individual pupils, small group work programmes, project work, extra-curricular activities, leadership work, family support and supporting attendance. In 2018/19: 505 young people and their families were supported by the Home Link Team; 801 home visits took place; 1,523 1:1 support sessions were completed; and 200 parental engagement sessions took place attended by 85 parents/carers.
- **Play in Prison:** People currently imprisoned within HMP Kilmarnock who are fathers have the opportunity to foster or **maintain bonding and attachments** with the child/children in their lives through using the medium of play. Delivering bonding visits, Family Bookshare programmes, Play and Parenting workshops and family events, supports the development of play skills and knowledge and increased parental confidence. Children are 30% more likely to have a mental health problem in later life if they have a family member in prison. Offering children opportunities to maintain contact with their loved ones reduces stress and the trauma that the child and family are feeling, therefore improving the health and wellbeing of the family as a whole.
- With regard to **Children's Mental Health**, the Health and Social Care Partnership contributed to the development of the Ayrshire Mental Health Conversation: Priorities and Outcomes, and developed the **East Ayrshire Mental Health Delivery Plan**. This work was informed through a programme of engagement with a range of partners and stakeholders, including children, young people and families

with lived experience of mental health and mental health services. This aligns with the ambitions of the Programme Board for Children and Young People's Mental Health being taken forward by the Scottish Government and the Convention of Scottish Local Authorities (COSLA) and the recommendations of the Children and Young People's Mental Health Task Force. In East Ayrshire, the **wellbeing model** aims to provide holistic support to children and young people at the point of need and a shift to earlier intervention and prevention, with the intention of improving positive outcomes at an earlier stage and reducing demand for specialist services, including **Children and Adolescent Mental Health Services (CAMHS)**. Work to implement the model, initially focused in the Doon Valley area is being progressed on a multi-agency basis in partnership with CAMHS.

### **Corporate Parenting**

- **Corporate Parenting** is well established in East Ayrshire and there has been a consistent approach to corporate parenting planning through a series of strategies and action plans, developed with the engagement and active participation of children, young people and care leavers. An overarching and distinct theme of the Corporate Parenting Action Plan is the need to ensure the views of children and young people are continually taken into account.
- The CPP Board endorsed the **Corporate Parenting Promise 2018**, which was developed in partnership with '**Connected Voices**', a group of local care experienced young people, which represents our shared commitment to ensure that children looked after have the best opportunities to develop to their full potential.
- **Children Looked After:** As at 31 March 2019, 381 children and young people were Looked After, with 225 Looked After at home or in the community, 125 Looked After and Accommodated away from home in Foster Care, and 31 Looked After away from home in Children's Houses or residential care. Focused activity contributed to working towards our ambition of there being no discernible difference between outcomes for looked after children and their peers (for example, health improvement support in the Children's Houses, Home Link Worker support, Play in Prison). There is a continued focus on reducing school exclusions including: robust monitoring and tracking; data analysis; training for staff, including raising awareness of trauma, trauma-informed practice and adverse childhood events; and the impact of exclusion on life outcomes. Schools are being supported to improve and quality assure Additional Support Needs provision to ensure equity and equality for children and young people looked after. All newly qualified teachers in East Ayrshire Council undertake specific training to support care experienced young people, to ensure they are able to respond proactively to support them.
- Our targeted work to support vulnerable children and young people, one of the CPP Board's strategic priorities, has seen initial positive destinations (employment, training and education) for looked after young people increase from 77.8% in 2016/17 to 88.9% in 2017/18, closing the gap with their peers (94.3% in 2016/17 and 93.6% in 2017/18).
- **Shannon's Box** was created to make entering care a little easier for children and young people. The box contains items carefully selected by Shannon, a member of our Connected Voices Group, alongside a personal letter from her, to help comfort children and young people manage their emotions. The box was influenced by her own experience of entering care, with input from other young people with care experience. The box has gained significant attention nationally and has now been launched in East Ayrshire.

### **Fostering and Adoption**

- **Fostering and Adoption:** At March 2019, 67 foster carers had been recruited, exceeding our target, and the number of external placements reduced by over half since the end of 2015, to the benefit of our children and young people by being cared for closer to home. A total of 18 adoptions were completed in 2018/19 and at 31 March 2019, 7 children had permanency plans and were awaiting adoption.

### **Year of Young People**

- **East Ayrshire Children and Young People's Cabinet (EACYPC)** was established as part of the 2018 Year of Young People, ensuring that the views of children and young people across East Ayrshire are represented in the decision making process of the Council and the Community Planning Partnership. The first joint meeting of the Council's Cabinet and EACYPC was convened in August 2018 and is now included on the annual calendar. Among some of its activity in 2018/19, the EACYPC successfully campaigned for gender neutral toilet facilities to be installed at Auchinleck Academy and this has also been factored into the planning design of the new Barony Campus, Cumnock. Current activity includes working with the Council on the regeneration of Kilmarnock Town Centre.

- East Ayrshire's 2018 **Youth Conferences** were themed around the United Nations Rights of the Child. Through peer education workshops, young people explained their personal journeys as LGBT+ young people, being a young carer and having a disability.
- Weekly support is provided to the **LGBT group within Park School**, which has been recognised by the Head Teacher as a great asset and specialist support mechanism for the pupils.
- LGBT training was delivered to the Council's Housing Options Team, recognising the issues that LGBT individuals face both in homelessness and risk of homelessness (due to stigma, discrimination and non-acceptance by families), Vibrant Communities hosted an information sharing session, with the Chair of EA TARA discussing supports available to LGBT individuals with the All About Us Group which runs weekly in Kilmarnock.








### Child Poverty

- Development of the first Local Poverty Action Report (LCPAR) for East Ayrshire has been taken forward across our wider community planning partnership, to reflect our existing partnership approach to child poverty. In preparing this LCPAR during 2018/19, partners took forward a range of consultation and engagement activity including:
  - an Elected Members' seminar, in October 2018, to allow Members the opportunity to consider the extent of child poverty in East Ayrshire and to identify potential actions to mitigate the impact of this, taking account of their individual knowledge of and experiences within their own Wards;
  - a '**Turning the Curve**' workshop on tackling child poverty involving key partners in April 2019. This workshop reviewed existing and planned action on child poverty against the key drivers set out in 'Every Child, Every Chance';
  - four **public facing engagement** workshops took place in May 2019 in Bellsbank, Shortlees, Newmilns, and Netherthird.




The themes emerging from this engagement, which are threaded throughout the LCPAR are as follows:

- **Transport:** A concerted strategic focus by our partnership on addressing the challenges presented to families on low incomes by the cost, timetabling and provision of local transport services, which create barriers to accessing employment, benefits, support services and other amenities.
  - **Employment:** We will continue to provide effective pathways for people to move into employment, linking this into the emerging growth sectors identified within the Ayrshire Growth Deal and making sure that our young people have the skills to allow them to benefit from the opportunities created.
  - **Financial Inclusion:** We will review and streamline our financial inclusion services to ensure maximum reach to excluded groups and communities, and support local residents to receive their full benefits entitlement. We will work across partners in registration, midwifery, health visiting, early years, school nursing and others to provide up-stream, early advice and support to tackle child poverty
  - **Every Day Living Costs:** A wide range of partners will continue to be involved in our work to address the challenges of everyday living costs, through a range of action relating to early years and schools, good quality affordable housing, dignified food and free sanitary provision and the cost of pregnancy.
  - **Communication:** We will work proactively as a partnership to ensure that information about the wide range of available support services reaches families before they reach crisis point. We will also use opportunities such as the forthcoming Challenge Poverty Week in October 2019 to promote a consistent anti-poverty message across our communities and across our CPP agency staff groups.
- 
- Nationally, the value and **impact of the food offer** is a key agenda in **addressing poverty** and, in East Ayrshire, the following reflects some of the activity being taken forward in this regard:
    - Approximately 14,000 free meals were provided to address '**holiday hunger**' during the school holidays in 2018, through the Activity Holiday Programme and the iLunch Programme.
    - The work undertaken by the Council with Fareshare and Centrestage included the council supporting Centrestage with the production of an additional 500 meals per week using surplus food, which were available for families attending the summer activities to take home. A **dignified approach to food waste** was introduced in schools, where surplus food is packaged and young people can take free meals home.
    - The roll out of national initiatives around free P1-P3 meals and the early years expansion is also providing significant levels of food provision, with around 2,700 P1-P3 free meals and a total of 779,799 free meals provided in primary and secondary schools in 2018/19, which equates to 4,100 free meals each day. We recognise that remains a significant number of children not taking free meals and increasing uptake continues to be a key action, with work being taken forward by partners to promote free school meals.

- The Council provides an early implementation programme and provides around 800 meals per day to the early years' service. As the early years' service expands, it is anticipated that provision will increase to 1,500 meals a day by January 2020 and to almost 3,500 meals by the end of the 2020/21 school session for 3 and 4 year olds and eligible 2 year olds. This is key national policy to address poverty and by the end of 2020 a free meal will be offered to all children between the ages of 3 and 7.
- Partners in East Ayrshire have been working to support and maximise the impact of the national '**Every Child, Every Chance**' Delivery Plan, including the introduction of automated systems to facilitate **school clothing grants** and **free school meal applications**, resulting in increased uptake; and expansion of early education and childcare provision across the local authority area.

| Measures of Success   | Baseline         | Progress at March 2018 | Progress at March 2019 | Current status  |
|---|------------------|------------------------|------------------------|---|
| <b>Wellbeing</b>  |                  |                        |                        |   |
| <b>Local Outcome 2: Living Well</b>   |                  |                        |                        |   |
| <b>Links to National Outcomes:</b>  |                  |                        |                        |   |
| We are healthy and active   |                  |                        |                        |   |
| We live in communities that are inclusive, empowered, resilient and safe  |                  |                        |                        |   |
| We respect, protect and fulfil human rights and live free from discrimination   |                  |                        |                        |   |
| <b>Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer</b>  |                  |                        |                        |   |
| 1. Percentage of adults able to look after their health very well or quite well (Increase to 95% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey (Note 1)  | 94%<br>(2015/16) | N/A                    | 92%<br>(2017/18)       |    |
| 2. Percentage of adults supported at home who agree that they are supported to live as independently as possible (Increase to 89% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey (Note 2)   | 88%<br>(2015/16) | N/A                    | 80%<br>(2017/18)       |    |
| 3. Percentage of adults supported at home who agree that they had a say in how their help, care and support was provided (Increase to 83% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey  | 79%<br>(2015/16) | N/A                    | 74%<br>(2017/18)       |    |
| 4. Percentage of adults supported at home who agree that their Health and Care services seemed to be well coordinated (Increase to 82% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey   | 81%<br>(2015/16) | N/A                    | 74%<br>(2017/18)       |  |
| 5. Percentage of adults receiving any care or support who rate it as excellent or good (Increase to 88% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey  | 86%<br>(2015/16) | N/A                    | 81%<br>(2017/18)       |  |
| 6. Percentage of adults supported at home who agree that their services and support are improving or maintaining their quality of life (increase to 86% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey  | 85%<br>(2015/16) | N/A                    | 77%<br>(2017/18)       |  |
| 7. Percentage of carers who feel supported to continue in their caring role (Increase to 55% by 2021)<br>Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey   | 51%<br>(2015/16) | N/A                    | 36%<br>(2017/18)       |  |
| Note 1 - It should be noted that the data informing Performance Measure 1 above originates from the Scottish Health Care and Experience Survey, most recently carried out in 2017/18. East Ayrshire Survey Results are based on 2,374 respondents. None of the local results represent a statistically significant change in positive experience. |                  |                        |                        |   |
| Note 2 - It should be noted that the data informing Performance Measures 2-7 above originates from the Scottish Health Care and Experience Survey, most recently carried out in 2017/18. An important caveat is that the number of people answering these questions is small at around 150 -360 respondents.                                      |                  |                        |                        |   |



|   |   |  |
|---|---|--|
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| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

### Measures of Success – Progress at March 2019

We are working to improve our performance in relation to measures within the Scottish Health and Care Experience Survey, which have fallen and now more closely align to the Scottish average than in previous years, after previously having been noticeably higher. It should be noted that these results reflect the views of a small number of people (between 150 and 360 respondents).

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

### New Models of Care

- A **community based Enhanced Intermediate Care and Rehabilitation Service (EICRS)** has been operating in East Ayrshire since November 2018 and supports people at different stages of recovery, providing seamless support services and pathways, which offer better outcomes for local people. This model of care is built around a single point of contact via Intermediate Care and Rehabilitation Hubs, reducing duplication of referral and ensuring 'right person, first time.' There is a strong focus on social care within the EICRS, which includes **dedicated personal carers**. Advanced Nurse Practitioners (ANPs) are a core element of the model and were introduced within the service in April 2019. ANPs liaise with Acute Wards staff and closely align with Advanced Care of the Elderly Nurses and work to identify and triage complex cases from Primary Care.
- In 2018/19, the new [Strategic Plan for Independent Advocacy](#) was developed, recognising that advocates support vulnerable people in our communities to be involved in decisions affecting their lives by making their views known. The Integrated Joint Board (IJB) approved the Strategy in December 2018.
- People are at the heart of developing the future shape of services they use. In 2018/19, as part of developing new models of care, work continued with stakeholders and members of the public, to carry out a test of change to assess the **mobile community rehabilitation model**, as part of re-designing this service.
- **Overnight support** across East Ayrshire is being redesigned on an individual and community basis, with a project team working closely with people who have learning disabilities and/or complex needs, their families, carers, advocacy and independent providers to **create innovative, technology-enabled care solutions and tailored response services**. Through this person-centred and collaborative approach, 'traditional' 24 hour care has been redesigned for nine people during 2018/19, enabling them to control their supports, live more independently and increase their/their family's confidence for independent living, as well as beginning to realise financial savings for the Health and Social Care Partnership.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Partnership Social Care Review teams introduced a systematic multi-disciplinary approach to their **person-led My Life My Reviews**, recognising the increasing amount of joint working being carried out to link resources and partners around supporting people's outcomes.
- In June 2018, the IJB gave a direction to ensure the principles of the Charter for Involvement are incorporated into the Health and Social Care Partnership's engagement activities.

### Assisted Living












- The first of six developments aligned to the Strategic Housing Investment Plan (SHIP), the **Andrew Nesbit building in Hurlford**, is nearing completion and handover is expected in Autumn 2019. All 13 new tenants have been identified and work is underway to facilitate a smooth transition into their new homes. Emerging need for assisted living has been identified in Cumnock and Dalmellington, which is anticipated to be considered within the SHIP 2020-25.
- Local Area Coordinators support people who have **disabilities and/or complex needs** live a full life in their community by promoting inclusion and helping to develop their skills and abilities in relation to work, family, community and personal life. In 2018/19, activities included; trips and events; training and education in a range of subjects to provide skills for work; and regular social meet-ups.
- In response to the Care Inspectorate's Care about Physical Activity (CAPA) improvement programme together with the local independent sector and Vibrant Communities, the 16 tea dances at Dumfries House, engaged with 74 community groups to attract 1,972 people to attend, including people living in care homes and those targeted as the most vulnerable and socially isolated. These sessions have been well received by participants.




### Support for Carers

- In 2018/19, **106 carer support plans** were completed with East Ayrshire carers.
- Two **Carer Peer Mentors**, employed by the East Ayrshire Carers Centre and supported by the Thinking Differently Team, led on the development the local Carers Strategy, based on the lived experience of local carers. The strategy, **Recognising and Supporting Our Carers 2018-21** was approved by the IJB in April 2018, as part of implementation of the Carers Act. The main areas of focus are on raising awareness of the role of carers in local communities; supporting East Ayrshire Council and NHS Ayrshire and Arran to be 'carer aware'; and to develop a Young Carers Statement.
- **East Ayrshire Carers Centre** was supported and successful in their application for Scottish Government Self Directed Support - Support in the Right Direction funding to continue the employment of the Carer Peer Mentors for the next three years. Two Young Carer Peer Mentors with lived experience of caring were recruited to Chair the Young Carers' Steering Group and take forward a programme of action to **meet the needs of young carers** locally.
- East Ayrshire Carers Centre, together with the Thinking Differently team, held a series of parties for local young carers as part of local activities for the national What Matters to You campaign, providing fun activities and an opportunity to listen to **things that are important to the young carers**, which will inform both strategic and operational improvements.
- The **Older People Support Project** continued to engage with carers, who may or may not be known to services or the Carers Centre, to provide advice, support and leisure and social activities; helping to reduce social isolation and loneliness and alleviate poverty, through income maximisation. In 2018/19, 314 new carers were identified with successful income maximisation equivalent to £1.1 million, and 81 carers successfully used the Time to Live Fund, which provides small individual funds for breaks that are personal to the individual.
- As part of designing new models of care in East Ayrshire Community Hospital (EACH), Marchburn Ward established regular **'Mug and a Hug' drop-ins** for patients' families. These informal sessions provide an opportunity for carers and families to support each other, improving their caring experience for the duration of the person's hospital stay.
- **Community Connectors**: a team of 8 Connectors and 3 Community Support Assistants continue to work across East Ayrshire, aligned to GP Practices and their developing multi-disciplinary teams, providing tailored support for people who may live in complex and challenging circumstances – there were 427 referrals to the Community Connectors in 2018/19, giving a total of 2,868 to date. The main reasons people give for their involvement with Community Connectors are isolation, social activities and financial hardship in relation to welfare benefits. 21% of people involved with the Community Connectors

**SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19**

are aged between 46 and 55 years old, continuing to illustrate the potential scale of the loneliness-related problems for local future generations of older people.

| Measures of Success   | Baseline                                    | Progress at March 2018                      | Progress at March 2019  | Current status   |
|---|---|---|---|--|
| <b>Local Outcome 2: Living Well</b>   |   |   |   |  |
| <b>Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer</b>  |   |   |   |  |
| 8. Rate of emergency bed days for adults (Reduce by 4% by 2021)<br>Annual/ISD Scotland  | 129,021<br>(2015/16)                        | 121,764<br>(2017/18)                        | 121,522<br>(2018)<br>Calendar year data used due to data incompleteness reported by ISD for 2018/19.                                  |   |
| 9. Readmissions to hospital within 28 days of discharge (Reduce to 9.2% by 2021)<br>Annual/ISD Scotland   | 10.2%<br>(2015/16)                          | 11.3%<br>(2017/18)                          | 11.2%<br>(2018/19)  |   |
| 10. Number of days people spent in hospital when they are ready to be discharged (Reduce by 20% by 2021)<br>Annual/ISD Scotland   | 6,043<br>(2015/16)                          | 4,730<br>(2017/18)                          | 5,038<br>(2018/19)  |   |
| 11. Proportion of the last 6 months of life spent at home or in a community setting (Increase to 89.4% by 2021)<br>Annual/ISD Scotland  | 87.0%<br>(2014/15)                          | 89.0%<br>(2017/18)                          | 89.0%<br>(2018/19)  |   |
| 12. Proportion of care services graded 'good (4) or better' in Care Inspectorate inspections (Increase to 87% by 2021)<br>Annual/Care Inspectorate  | 84%<br>(2015/16)                            | 81.0%<br>(2017/18)                          | 65.0%<br>(2018/19)<br>New methodology applied by the Care Inspectorate in 2018/19, therefore data not comparable with previous years. |   |
| 13. Rate for alcohol related hospital stays per 100,000 population (Reduce to 790 per 100,000 by 2021)<br>Annual/ISD Scotland   | 796.7<br>(2013/14)                          | 744.3<br>(2016/17)                          | 658.0<br>(2017/18)  |   |
| 14. Number of bed days per 10,000 population for long term conditions (asthma, COPD, heart failure, diabetes) (Reduce to 8,877 by 2021)<br>Annual/ISD Scotland  | 9,523<br>(2013/14)                          | 9,024<br>(2016/17)                          | 8,904<br>(2017/18)  |   |
| 15. Life expectancy at birth:<br><ul style="list-style-type: none"> <li>• males</li> <li>• females</li> </ul> (Increase to 76 years in male life expectancy and 80 years in female life expectancy by 2021)<br>Annual/National Records of Scotland) | 75.8 years<br><br>79.7 years<br>(2011-2013) | 76.5 years<br><br>79.8 years<br>(2014-2016) | 76.4 years<br><br>80.0 years<br>(2015-2017)   | <br> |
| 16. Employment rate - gap between people with disabilities and non-disabled people (Reduce the gap – target in line with the national target of halving the gap by 2038)<br>Annual/Nomis  | 42.1<br>percentage<br>points<br>(2016)      | 40.8<br>percentage<br>points<br>(2018)      | 50.2<br>percentage<br>points<br>(2019)  |   |
| 17. Rate for general acute and day case stays with a diagnosis of drug misuse per 100,000 population (Reduce to 230 per 100,000 by 2021)<br>Annual/ISD Scotland   | 259.2<br>(2015/16)                          | 317.5<br>(2016/17)                          | 344.7<br>(2017/18)  |   |

|   |   |  |
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| Progress at March 2019 is measured against the identified baseline position, unless otherwise stated. |   |  |

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

### Measures of Success – Progress at March 2019

In East Ayrshire, performance is reflected in the following measures of success:

- The rate of **emergency bed days** for adults reduced by 5.8% since the baseline year, exceeding the 2021 target of a 4% reduction.
- Performance in relation to **discharging our residents to the right setting** when they no longer require hospital-based treatment continued to be strong, and we are on course to meet or exceed our target by 2021.
- The percentage of the **last six months of life** spent in a large hospital rather than in a community setting reduced, and 89% of people are supported at home or in community settings in East Ayrshire.
- Performance for **alcohol related hospital stays improved** and for the first time East Ayrshire has fallen below the Scottish average.
- Hospital stays for people with **long term conditions** have continued to fall and we are already close to meeting our target for 2021.
- **Life expectancy** targets for men and for women have already been met, and in the case of men, exceeded.
- **Re-admissions to hospital within 28 days increased** since the baseline year.
- There was a drop in the proportion of **care services** graded 'good' or 'better' by the Care Inspectorate, due to revised inspection methodology; therefore, previous results are not comparable.
- The **gap in the employment rate** between people with disabilities and non-disabled people increased between 2016 and 2019.
- The rate of **drug-related hospital stays** continued to rise and the latest figures show a 35% increase on the baseline year.

### Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

#### Improving Health and Wellbeing

- **Smoking cessation**, reduction and prevention activities continued to be delivered by the **Quit Your Way** service, including weekly sessions within HMP Kilmarnock, helping over 110 of the prison population to quit. 2,424 people were offered support within University Hospital Crosshouse and 169 employees and colleagues trained.
- The **Healthy Active Rehabilitation Programme (HARP)** supported local people with multiple health conditions to manage their own health and wellbeing using a tiered model of supported self-management, involving education, leisure, weight management, clinics and community-based classes. In 2018/19, there were a total of 544 referrals, with 142 people attending a ten-week rolling programme

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

within the specialist tier. Data shows a **72% reduction in hospital bed days** for people who complete HARP classes.

- Performance for **alcohol related hospital stays** has improved and has fallen below the Scottish average. In November 2018, the **Alcohol and Drugs Partnership** supported the annual alcohol awareness week across the area via public information stands, internet information and social media campaigns, engaging directly with local people and providing information on low risk drinking and the impact of high risk harmful and hazardous drinking.
- East Ayrshire Advocacy Services successfully secured Scottish Government funding to develop peer advocacy for people with drug and alcohol addiction(s), to address a gap in the local advocacy offer. This **Represent Recovery project** will support people towards recovery through improving engagement with services and supporting recovery-based connections within communities in the coming months.
- Through our Primary Care Improvement Plan's innovative recruitment approach, **multi-disciplinary teams**, including Primary Care Nurses, GP Clinical Pharmacists, Pharmacy Technicians, Advanced MSK Physiotherapists and Mental Health Workers are located in GP Practices across Ayrshire and Arran, with these professionals providing an appropriate first point of contact to provide the right support.
- **Locality based Advanced Nurse Practitioners (ANPs)**, mentored through GP Practices, have been introduced as part of the **Enhanced Intermediate Care and Rehabilitation** service to provide an effective and timely community response to unscheduled care needs. ANPs provide intensive interventions, liaise with other teams and agencies to provide seamless care and consider alternatives to medical treatment.

### Hospital Admissions/Readmissions

- While emergency admissions are increasing, admissions from Emergency Departments continued to decline from 12,240 in 2017/18 to 11,583 in 2018/19.
- Emergency bed day rates for adults also continued to decline from 129,012 at the 2015/16 baseline to 114,549 in 2018/19.

### Delayed Discharge

- Performance in relation to discharging our residents to the right setting when they no longer require hospital-based treatment continues to be strong. Delayed discharge bed rates for East Ayrshire are consistently low and improved from 6.9 to 3.4 per 1,000 (all reasons) as at year end 2018/19. 'Code 9' complex discharge reasons make up half of the bed days and as a result of our focus in this area, performance has improved from 4.4 per 1,000 at year-end 2017/18 to 2.1 per 1,000 at year end 2018/19, compared to the Scottish rate of 1.9 per 1,000.
- **D2A (Discharge to Assess)** continues to be used by the Partnership's teams to enable people, primarily older people, who have complex needs to move out of a hospital setting as early as possible, through early referral and multi-disciplinary working towards holistic assessment and support in a community environment, which may be the person's home or a care home setting. In 2018/19, D2A **supported over 400 discharges**, saving 1,500 bed days, equivalent to a cost avoidance of £259,500.
- The **Red Cross Home from Hospital Service** supported around 1,800 people in 2018/19, 515 of whom were from East Ayrshire. The service is delivered from University Hospitals Crosshouse and Ayr and supports people to be discharged as early as possible, reducing their length of stay and re-settling them in their home. Once home, the service helps to prevent falls and reduce social isolation, supporting people to regain their confidence, skills for living independently and organises telecare to support families to continue to care. A total of 2,856 bed days were saved, equivalent to cost avoidance of £494,088, 323 admissions avoided and 231 breaches of the Emergency Department 'four hour standard' were prevented.
- Shire Housing's **Care and Repair** service continued to support the prevention of unnecessary hospital admissions by older people and facilitate their early and safe discharge in 2018/19, undertaking 59 pieces of work in East Ayrshire.

### End of Life Care

- The balance of palliative care continues to shift via the community-based palliative care bed in Dalmellington's Glebe House care home. In 2018/19, the bed's occupancy was 47%. 30% of the people

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

using the bed returned home, promoting the message that palliative care is not necessarily end of life care, while 30% went on to receive care in the home permanently, 20% died in the bed and 20% were transferred to hospital and the Hospice for further care and treatment. Work is progressing to build learning for all in palliative care through the use of the MAGICE model and encouraging the uptake of Anticipatory Care planning.

- Locality based Advanced Nurse Practitioners, mentored through GP Practices, have been introduced as part of the Enhanced Intermediate Care and Rehabilitation service to provide an effective and timely community response to unscheduled care needs. ANPs provide intensive interventions, liaise with other teams and agencies to provide seamless care and consider alternatives to medical treatment, to ensure that individuals are comfortable and well cared for as they reach the end of life.
- The most recent data available shows that 89% of people spend the last six months of their life in a community setting.

### Reducing Health Inequalities

- The **Financial Inclusion Team**, together with its partners, has continued to facilitate financial gains for local people, despite the ongoing challenges of Welfare Reform. During 2018/19, integration of financial inclusion awareness and practice into front line services has contributed to an increase in referrals from 1,884 to 2,284 through [EA Money](#), the local online money, debt and benefits advice website. Over £4.6 million in financial gains was secured for East Ayrshire residents in 2018/19, providing a total of **£24.6 million to date**.
- Initiatives to support people to maintain a healthy weight continued through our **Activity on Prescription programme**, which received over 700 referrals over the year. In 2018/19, there were more than 12,000 attendances across Invigor8 for people at risk of falling; Motiv8 for people with complex health conditions; and Activ8, Yoga and an accredited dementia friendly walking programme for those who are more confident in their ability to exercise.
- **Better Health Hub** operated throughout the year, based at the entrance of University Hospital Crosshouse providing local people, in particular our more vulnerable and disadvantaged residents, with reliable and holistic information about health and wellbeing and signposting to appropriate local supports, empowering them to make healthier choices. Between October 2017 and January 2019, there were 1,173 visits to the Hub and 62% of new people making enquiries lived in SIMD 1 or 2 postcodes.
- **Dietetics Health Promotion Team**, working alongside third sector partners, is building capacity across East Ayrshire by improving nutritional skills and knowledge to reduce health inequality in relation to healthy cooking and eating. **Canny Cookers** are a local twist on heat retention cookery that create healthy and tasty meals, without the need for ongoing energy, thereby mitigating the impact of fuel poverty. 15 Canny Cookers were distributed in East Ayrshire in 2018/19.
- **Health Champions** is an early intervention and preventative, health and wellbeing empowerment programme delivered in partnership between NHS Ayrshire and Arran Public Health, East Ayrshire Health and Social Care Partnership, CVO East Ayrshire and East Ayrshire Council. The programme offers residents, volunteers and employees in East Ayrshire the opportunity to undertake the Health Issues in the Community (HiiC) course, administered by the Community Health Exchange, and aims to increase community capacity, increase community participation and establish/consolidate community development approaches to tackling inequalities in health. To date, 4 local staff trained as trainers on the course, with a further 12 candidates planned for October 2019. In addition, 30 recipients took part in the HiiC training course, with further 470 recipients planned to participate over the next 3 years.

### Public Protection

- In East Ayrshire, all **public protection** matters are overseen by a Chief Officers Group, including the work of the Alcohol and Drugs Partnership (ADP), Child Protection Committee (CPC), the Adult Protection Committee (APC); the Violence against Women Partnership (VAWP) and the Multi Agency Public Protection Arrangements (MAPPA) Strategic Oversight Group. As part of these arrangements, in November 2018, the IJB agreed to establish a **new Public Protection and Learning Unit** within the Partnership, building on existing collaborative arrangements with leadership from a single Senior Manager.
- 2018/19 saw an increase in the number of **deaths by suicide** in East Ayrshire and while care should be taken when interpreting overall patterns of suicide, this has been an area of focused attention to further develop and upscale preventative approaches. Activities included; improving alertness to the

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

signs of potential suicide through increased provision of Safetalk training across the workforce; developing a number of trained suicide first aiders among the workforce; developing a [Mental Health Delivery Plan](#) with involvement from Community Planning Partners, recognising the need for whole systems support for improving mental health and preventing suicide, approved by the IJB in May 2019; the IJB issuing a direction to NHS Ayrshire and Arran to improve access to mental health support in key settings, in line with its Action 15 Implementation Plan and; enabling people with mild or moderate mental health problems access to the Activity on Prescription scheme for individual or group support.

- During 2018/19, a new **digital adult support and protection toolkit** was launched, giving people working to protect adults at risk of harm ready access to local information.
- **Connect Call** worked to reduce social isolation and loneliness and maintain safety for **127 people** who previously received nuisance calls that are now blocked, through its telephone befriending service. The 14 volunteers, in addition to their befriending and signposting offer, developed a weekly **'Brew and Blether'** drop in at WG13, to give people an informal and relaxed opportunity to connect and come together.
- **Home Buddies** saw and supported **160 older people** in 2018/19, including many who are vulnerable and isolated, providing practical help with tasks and social connectedness through friendship with a dedicated buddy.
- East Ayrshire Violence Against Women Partnership (EAVAWP) continued to work to achieve the outcomes set out in the national Equally Safe strategy for **preventing and eradicating violence against women and girls**. In 2018/19, key activities included: co-ordinating a wide-ranging calendar of events around the international 16 Days of Action for the Elimination of Violence Against Women campaign; hosting a 'Voices of Experience' Conference for 118 practitioners, to increase understanding of gender based violence by listening to the voices of survivors and; continuing to co-ordinate multi-agency learning and development events and activities. One such event, in support of the roll out of the **Domestic Abuse (Scotland) Act 2018**, was a half-day training session exploring the challenges surrounding asking about domestic abuse, sexual violence and/or other forms of abuse, potential indicators of abuse, the principles of good practice and response options. This links directly to findings from the 'Improving Understanding of Prostitution in Ayrshire' research.

### Justice Services

- **Criminal justice social work** services within the Health and Social Care Partnership continued to demonstrate positive performance in relation to the submission of reports to Court to timescale, with a performance of 99% in 2018/19.
- Good progress was made during the reporting period to implement the Healthcare Improvement Plan within HMP Kilmarnock, following Her Majesty's Inspectorate of Prisons Scotland (HMIPS) inspection in November 2016. Of the 34 actions, 29 have been completed, 4 are in progress and 1 action, relating to accommodation requires a multi-agency approach.
- Community Justice Ayrshire was formally established on 1 April 2017 to oversee the new local arrangements for Community Justice on an Ayrshire wide level, with each Community Planning Partnership putting in place local implementation and reporting arrangements to deliver the new Community Justice Outcomes Improvement Plan (CJOIP) *'Beginnings, Belonging, Belief'*. Central to the plan is the voice of people with lived experience in the justice system.
- Community Justice Ayrshire has a continued commitment to ensure that approaches taken are underpinned by an understanding and commitment to addressing Adverse Childhood Experiences (ACEs). This was initiated by a pan-Ayrshire conference held in February 2018 and a subsequent programme of events has been rolled out in East Ayrshire to promote an understanding of ACEs across children and adult services. The *Resilience: The Biology of Stress and the Science of Hope* (KPJR Films, 2016) documentary has been screened at a range of events. A major screening of the documentary took place on 28th May 2018 at the William McIlvanney Campus followed by a panel discussion, Q&A session and workshop discussion.
- **Adverse Childhood Experiences (ACEs)** focused learning and development is being rolled out across the workforce of the Ayrshire Division of Police Scotland.
- Screenings of the Resilience documentary and ACEs workshops involving the Council's Education Service and Vibrant Communities, and Campus Officers have been taken into community and education settings with one-to-one support offered. A further pan-Ayrshire ACEs conference was held in March 2019.



## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

### Alcohol and Drugs Partnership

- Alcohol related hospital stays continued to decline as did alcohol related mortality, with East Ayrshire rates now sitting lower than the Scottish average. The Alcohol and Drugs Partnership (ADP) maintained a significant focus on **reducing the harm caused by alcohol misuse**. In November 2018, the ADP delivered Alcohol Awareness Week across East Ayrshire, through public information stands, internet information and social media campaigns. The **Alcohol Knowledge, Attitudes and Values Study** produced by the ADP at the end of 2018 received responses from over 720 members of the public and was shared with the Licencing Board to inform the licensing policy statement.
- East Ayrshire, as in other areas in Scotland, saw an **ongoing rise in drug related deaths**, with 28 deaths tragically recorded in 2018. Similar to the trend across Scotland, drug related deaths occurred mainly among males aged 35-44 and were as a result of a combination of drugs and/or additional health conditions and complications. In response, the Alcohol and Drugs Partnership (ADP) established a local **substance related death group** chaired by the interim Director of Public Health in order to examine the circumstances surrounding each death in order to identify patterns and trends.
- The ADP continued an extensive roll out of the life-saving drug naloxone and in 2018, **222 naloxone kits** were distributed resulting in 17 life-saving administrations.
- Following the publication of the new national strategy **Rights, Respect and Recovery**, the ADP renewed the focus on increasing the visibility of individuals in recovery by delivering a successful annual conference that saw over 100 partners, stakeholders and those with lived experience coming together to discuss recovery in East Ayrshire. Directly as a result of this conference, the ADP agreed to the development of a post of **Recovery Coordinator** to develop and support active recovery in East Ayrshire.

### Locality Planning

- Work has continued to develop arrangements for working in three identified localities (Northern, Southern and Kilmarnock), with each group developing and implementing an action plan for **improving health and wellbeing**, to address identified local priorities. During 2018/19, these Locality Planning Groups successfully extended their networks with partners and communities and issued two publications on their activities.
- A significant focus during 2018/19 was contributing to the Council's and the Community Planning Partnership's strategic priority: **Older People: adding life to years-tackling loneliness and social isolation**, through the End Loneliness Together campaign. The Locality Planning Groups organised a series of **Get Together** events across East Ayrshire to: raise awareness of the impact of loneliness and social isolation; and provide opportunities for people living and working locally to connect with each other to tackle the issue. A locality Network was established to deepen and broaden engagement in localities and in turn, drive improvement activities.
- Key workstreams and activity to address the strategic priority in relation to tackling loneliness and isolation are set out in an **Implementation Plan**, which was developed over 2018/19 and informed by discussion with key stakeholders, including representatives of NHS Ayrshire and Arran, the Health and Social Care Partnership, East Ayrshire Council and other Community Planning Partners. In addition, an Elected Members' Seminar, focusing on this strategic priority was held in August 2018.

### Workforce Development

- The Health and Social Care Partnership **Workforce Support and Development Plan 2018-21** details an ambition to have the **right people** with the **right skills** in the **right place** at the **right time**. Local evidence in 2018 showed that 76% of the Partnership's workforce would recommend the organisation as a good place to work.
- The **Care at Home** service reflects the Health and Social Care Partnership's ongoing commitment to ensuring our workforce is fully skilled. Solid links are being developed with Ayrshire College to ensure that the Care at Home workforce achieves the necessary qualification to meet **SSSC registration requirements** and continues to provide a safe service. In addition, investment in the future workforce, by providing student placements in the Care at Home service, will not only support the achievement of qualifications but provide opportunities for employment. This investment into a career pathway approach continues to be explored in other areas of the workforce.
- In February 2019, our **Early Years** health visiting and school nursing practitioners came together to share their experiences and further develop integrated and collaborative ways of supporting families.

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The fourth annual **Local Conversation** event took place in November 2018, welcoming local residents, community representatives, employees and partners to connect and discuss what we can do together to make a difference to health and wellbeing in East Ayrshire.
- The **Ayrshire Urgent Care Service (AUCS)** received two NHS Ayrshire and Arran awards: Highly Commended in the Quality Improvement Top Team category, recognising the operational support staff and social workers play in the success of an Integrated Call Handling service and; Excellence in Quality Improvement- Overall Winner Award, in recognition of the work on the Attend Anywhere (NHS Near Me) test of change, aiming to establish a role for remote video consultations.

### Collaborative Working

- In addition to their front line role, Community Connectors have been key partners in delivering major strategic and service developments over the year, including the East Ayrshire Mental Health Delivery Plan via the Ayrshire Mental Health Conversation engagement programme, Locality Planning Groups, Child Poverty Action Events (Wean's World) and locality-based Get Togethers as part of the #EndLonelinessTogether campaign.
- Since November 2018, a **community based Enhanced Intermediate Care and Rehabilitation Service (EICRS)** has been operating in East Ayrshire and continues to shift the balance of care towards communities. The EICRS supports people at different stages of recovery, providing seamless support services and pathways, which offer better outcomes for local people. This model of care is built around a single point of contact via Intermediate Care and Rehabilitation Hubs, reducing duplication of referral and ensuring 'right person, first time'. There is a strong focus on social care within the EICRS, which includes **dedicated personal carers**. Advanced Nurse Practitioners (ANPs) are a core element of the model and were introduced within the service in April 2019. ANPs liaise with Acute Wards staff and closely align with Advanced Care of the Elderly Nurses and work to identify and triage complex cases from Primary Care. The Scottish Ambulance Service (SAS) is integral to the EICRS model, with further plans in place to engage with SAS to further reduce admissions. The EICRS operates over 7 days. In East Ayrshire, between November 2018 and April 2019, the service supported an average of 218 people per month, with 6,356 hospital bed days saved, equivalent to £1,099,588 costs avoided and enabling 92% of people to fully or partially meet their personal outcomes. With implementation of the EICRS there has been a shift towards admission prevention from discharge facilitation, with the balance reported as 48:52 in 2017/18 and 63:37 in 2018/19. Previous years were closer to 20:80.
- The **community Front Door** continued to embed its community-focused, multi-disciplinary approach to getting people the right support at the right time, to minimise the ongoing presence of services in their lives and in turn, contribute to managing demand for care at home to achieve financial sustainability. The timeliness of interventions, the recognition of community networks as the best setting for maximising independence together and a focus on enablement throughout the whole community health and care pathway is demonstrating capacity for **improving both personal and financial outcomes**.

### Primary Care Services

- The Primary Care Improvement Plan (PCIP) was approved by East Ayrshire Health and Social Care Partnership Integration Joint Board on 13 June 2018 and sets out the actions, timescales and investment that demonstrate how the new General Medical Services Contract will be implemented between 2018 and 2021. The plan represents the collaborative working between clinicians, Integration Authorities, NHS Boards and other stakeholders to build on the work to date to find solutions to the current challenges within primary care and supporting healthcare within communities. The PCIP sets out a clear direction of travel and provides a core framework for the HSCPs and NHS Board to reform primary care services and has been progressing through phased implementation in 2018/19.
- 'Primary Care' refers to the four independent contractors which provide the first point of contact for people with the NHS. These contractors are General Practitioners, Community Pharmacists, Optometrists and General Dental Practitioners. 'Out of Hours' refers to services provided beyond the common working pattern of 8-9.00 am to 5-6.00 pm and includes both Primary Care Health and Social Work out of hour's services. Over the year, the service continued to maintain a strong focus on cluster-based and locality working. Progress in 2018/19 included:
  - **Recruitment** of a large number of additional health professionals further embedded multi-disciplinary team working in our GP Practices. These included Midwives to deliver vaccinations,

## SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Primary Care Nurses, GP Clinical Pharmacists, Pharmacy Technicians, Advanced MSK Physiotherapists, Community Linkworkers and Mental Health Workers.

- The new **Community Phlebotomy Service**, Ayrshire Community Blood Service, was established in August 2018 for all patients aged 16 and over who are coming to or leaving hospital and need a blood test taken.
- The **Care at Home Pharmacy Technician Service (CAP)** won the Ayrshire Achieves Team of the Year award in recognition of the high level of patient centred care it has been offering to patients within the community. The CAP service works with older and/or vulnerable patients to support them to better understand and manage their medicines and to complete comprehensive reviews of medicines.
- In line with the 2018 Oral Health Improvement Plan, the **Public Dental Service (PDS)** worked to support the delivery of services within High Street dental practices rather than referral to PDS or Hospital Dental Services. In 2018/19, the service implemented new referral options to allow dentists to offer referral services to other dental practices, such as intravenous sedation to phobic/anxious patients.
- Expansion of the **Childsmile Fluoride Varnishing Programme**.
- Established in May 2018 the **Quality Improvement Initiative in Dentistry** brings together colleagues from primary and secondary care to work collaboratively to explore ways to improve dental care and prevent poor care.
- **Ayrshire Urgent Care Services** successfully adapted the out-of-hours records management system (Adastra) to meet the needs of multidisciplinary professional (GPs, ANPs, District Nurses, Social Work, Physiotherapist and Pharmacy).
- Prioritisation of the **Pan Ayrshire Mental Health Strategy** has seen decisions being increasingly made on an Ayrshire-wide basis and the establishment of stronger links with the priorities outlined in the Primary Care Improvement Plan. This has seen the Crisis Resolution Team extending provision to seven-days, which has allowed for more integrated working with Ayrshire Urgent Care Service enabling a fast and effective response to individuals presenting during out-of-hours.
- **Pharmacy First** is a recent initiative initiated by NHS Ayrshire and Arran that enables community pharmacies to be the first port of call for a number of common conditions many of which previously required attendance at a GP practice or Out-of-hours GP service. Currently, 95 of 98 pharmacies in Ayrshire and Arran are signed up and providing treatment.
- **Eyecare Ayrshire** was first introduced in 2017 and promoted the message that there was no need to go to your family doctor or Emergency Department for minor eye problems and advised that the best person to see is your high street optician. If people require medicine for their eye problem this is provided free of charge from the community pharmacy. Figures for 2018/19 show that 15,023 medications were supplied by the community pharmacy from signed optometry orders.
- In 2018, almost 400 front line reception and administration staff from GP Practices across Ayrshire and Arran completed training to support triaging and the redirection of patients who contacted surgeries for appointments. This initiative was part of the continuing promotion of making patients more aware of self-care and of the benefit of being redirected to the most appropriate health professional in the wider Multi-Disciplinary Team based in GP Practices.

### Audit and Inspection

- The **Care Inspectorate** undertakes scheduled and unscheduled inspections across a range of services on an annual basis. The overall quality of care was assessed as 'good' or better in 65% of services during 2018/19, lower than the baseline of 84%. It should be noted that the Care Inspectorate **changed inspection methodology** for care homes to reflect the new national Health and Social Care Standards; therefore, not comparable with previous years. Nevertheless, actions to improve performance will be taken forward over 2019/20 to address areas of concern, as appropriate.
- A thematic inspection of Self Directed Support for adults in East Ayrshire, led by the Care Inspectorate, took place between July and September 2018. The inspection report recognised important and major strengths in local delivery of Self Directed Support in East Ayrshire, including a clear understanding and commitment to choice and control and good conversations with people to achieve their personal outcomes.

# *Building a better East Ayrshire*

*Inspiring Ambition and Delivering Change*

